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# 06 PROTOTYPE



# PROTOTYPE

Use the tools and resources in this guidebook to accomplish the goals below. Once your design team has achieved these objectives, you will be in a strong position to advance to the next phase in your design process. Use the reflection tools in the **Design Work Journal** to evaluate whether your design team is ready to move to the next phase.



As a team, get familiar with what a prototype is and why we create them



Further develop your teams' idea by discussing the details in more depth



Identify assumptions your team is making about why this solution will meet the needs of the stakeholder



Sketch out several different prototyping strategies your team might use



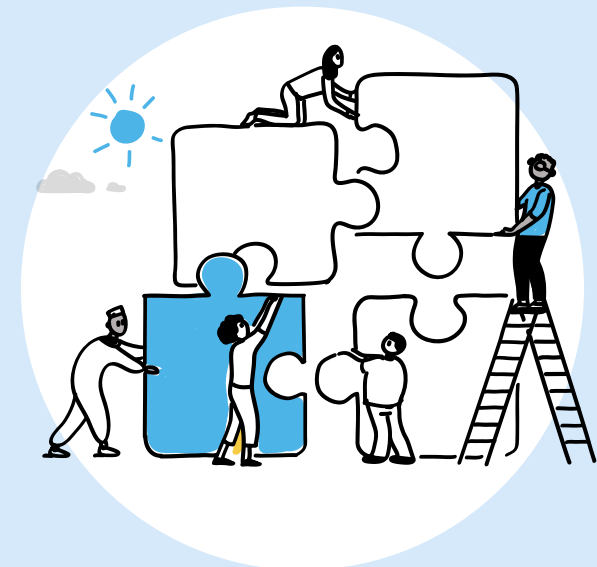
Determine the best prototyping strategy for the assumptions your team needs to test



Think about how your team is going to create an experience for the person testing your prototype in order to get the most honest feedback possible



Make a plan and delegate tasks and responsibilities for testing your prototype



Build the artifacts you need in order to create an experience for the stakeholder, test your prototype and get honest feedback



## CAPTURE YOUR WORK



## PROCESS TIPS



## MINDSET TIPS



## EQUITY STRATEGY



## CO-DESIGN STRATEGY



## FIELDWORK

# PROTOTYPE

Now that we have generated solutions based on our design research and synthesis, it is time to surface the assumptions we might be making about why our solution might solve our stakeholders' problem. We will then create low investment, quick experiments - they are called prototypes - to test those assumptions and advance our ideas.

**PROTOTYPING IDEAS EARLY HELPS ENSURE THAT OUR SOLUTIONS MEET THE NEEDS OF THE PEOPLE WE ARE SERVING AND ACTUALLY SOLVE THE PROBLEMS THAT MATTER MOST TO THEM.**

What steps can we take to ensure we engage with those stakeholders and co-create solutions to the problems they face and the needs they have during our design challenge?



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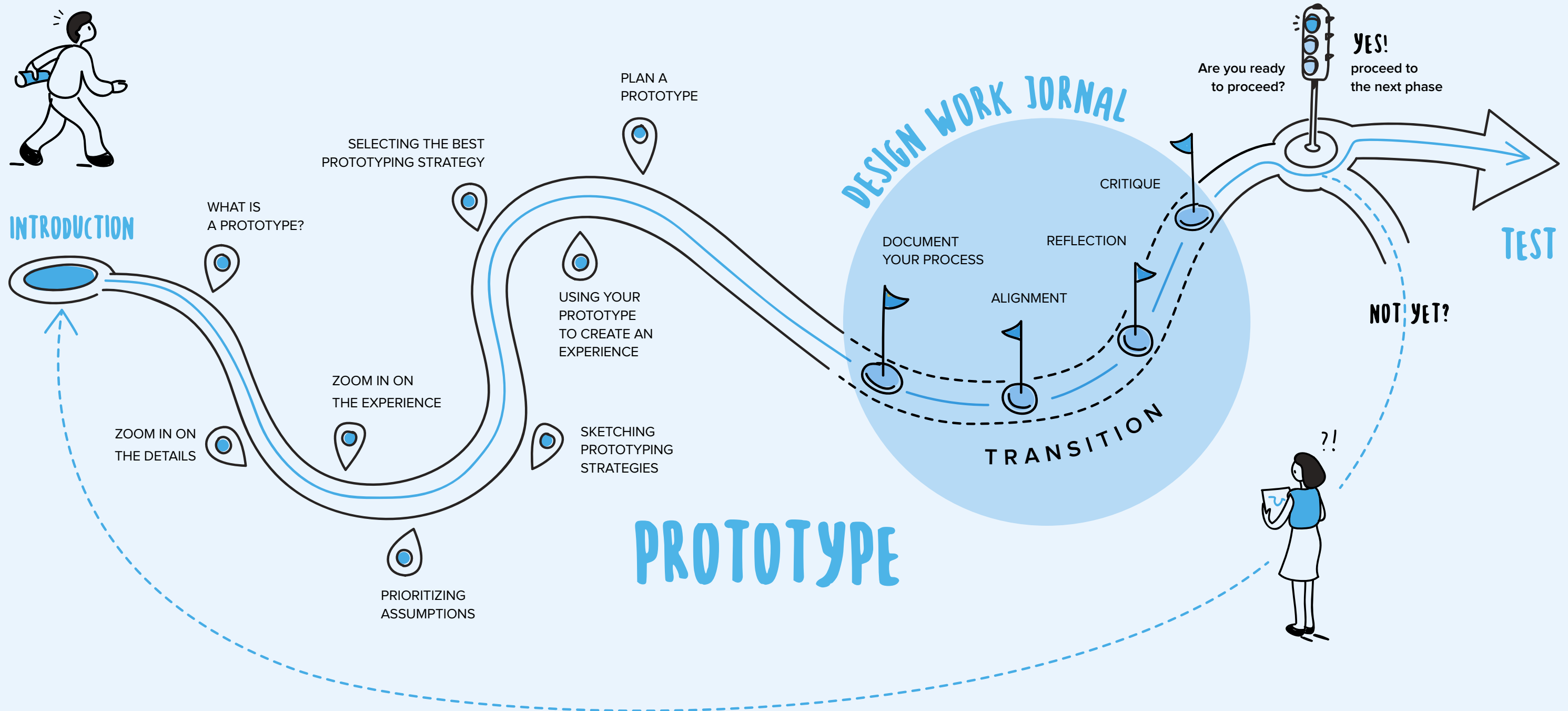
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You can find a video lecture as well as more articles on this phase of the **Human-Centred Design** process in the **Resource Book**. You will also find a full demonstration example of each of the tools in there. [Scan the QR code](#) or [click here](#) to access this resource.



## OVERVIEW OF PROTOTYPE PHASE

The tools in the **Prototype Phase** are designed to help your team construct representations, models or small experiments to test the assumptions your team is making about why your solutions will create positive outcomes for your stakeholders.

These representations are intended to elicit feedback, answer specific questions about a concept and test assumptions embedded in the ideas.

## OBJECTIVES OF PROTOTYPE PHASE

The goal of this phase is to get your design team aligned around what assumptions you are making about your solution so that you can design low-resolution prototypes (low time investment, low cost, small scale).

At the end of this phase, all team members should be clear on how they are going to conduct a prototype to test an assumption embedded in the team's solution.

## MINDSETS OF PROTOTYPE PHASE

- Stay optimistic that you can solve the problem
- Prototype early and often in order to learn about your idea
- Start small to make big change
- Show don't tell
- Many cycles of prototyping are necessary to develop an idea

Scan the QR codes on [page 34](#) for the following resources:

- Prototype **Mural Template**
- **Design Work Journal** PDF
- Design Work Journal Mural Template

# PROTOTYPE: TEAM ACTIVITIES



When you convene your design team, use these hands-on, immersive activities to help build your design skills and mindsets. An important part of these activities is the debrief after - don't forget to make time to reflect on what you learned as a team. Begin the collaborative session with one the following activities:

## PROTOBOT.ORG

**Goal:** This exercise is designed to help participants practice creatively solving problems based on specific scenarios. This exercise is also designed for participants to practice sketching.

**Instructions:** Use the design challenge generator, Protobot.org, to generate a design prompt. Ask participants to sketch an idea for the design prompt. Ask participants to share their sketches with their group. Now, ask participants to reflect on what assumptions they made about the solution they created and share.

**Online Adaptation:** This activity translates well to online. Share your screen to show the Protobot.org. When the participants have completed their sketches, ask them to share in their computer camera.

**Debrief Questions:** What was it like to sketch a solution to the scenario? What did you learn about questioning the assumptions you make when generating ideas?



Scan the QR code or [click here](https://protobot.org) to visit the protobot.org website

## HOW WOULD YOU PROTOTYPE THAT?

**Goal:** This exercise is designed to help participants practice thinking about how to take an experience that is difficult to try beforehand, surface assumptions that need to be tested and then test those assumptions.

**Instructions:** Show participants several images of scenarios that would benefit from being prototyped (astronaut on the moon, starting a restaurant, One Laptop per Child, etc.). Ask participants to brainstorm: "How would you prototype that? What would you need to learn and how could you test it in a low cost, low investment way?" Facilitate a conversation about each scenario.

**Online Adaptation:** This activity translates well to online. Share your screen to show the images. Ask participants to share their ideas in the chat.

**Debrief Questions:** What did you learn about how you might prototype an experience? Why is prototyping important?



Exploring how to prototype different concepts is a great technique for getting ready to prototype your solution.



Determining the best strategy for prototyping an idea is a creative and generative exercise, and it is helpful to practice and get in that mindset.

# PROTOTYPE: INTRODUCTION TO TOOLD AND METHODS



At the top of each tool description is the recommended amount of time to complete the tool. Try to spend only the recommended time. If you spend significantly less time on the tool you might not do enough rigorous thinking to advance your project. Also, don't spend too much time on each tool so that you are keeping up momentum on your project.

Design Leads should review this page before the design team is scheduled to meet. Take note of opportunities to engage the community and plan for that. Gather needed materials. Take note of fieldwork and help your teammates plan for that work.



**Documentation Strategy:** Be sure to capture all of your work throughout this process, using the tools provided as the main place to capture your thoughts and reflections. **Remember:** if it isn't written down or captured, you have no evidence of it! Be sure to take photographs and/or screenshots, especially when working with stakeholders and community members. Be sure to ask permission before you take photos of people.



**Co-Design Strategy:** If you are only engaging with community members as co-designers on a part time basis, the core design team might do most of the work of developing the prototypes and then engage community members to get feedback. By inviting community members to join for the this exercise to help bring their knowledge of the community into the process.



**Equity Strategy:** Make sure that your working to identify those stakeholders, communities and organizations who are under-represented, under-resourced and whose voices are not often heard. Consider those stakeholders as you are designing your prototypes and planning the process of testing them in the field.



30 minutes

## #1 WHAT IS A PROTOTYPE?



### WHAT IS THIS TOOL?

The first section of the **Prototype Guidebook** includes **What is a Prototype?**, **Types of Prototypes**, and **Resources for Making Prototypes**. These resources are meant to help guide your team as you design your prototypes to test.

### WHAT IS YOUR GOAL?

When you have finished reviewing this resource, your design team should be aligned about the scale and scope of a prototype and both in-person and online strategies for developing prototypes.



# PROTOTYPE: TOOLS AND METHODS



60 minutes

## #2 ZOOM IN ON THE DETAILS

**WHAT IS THIS TOOL?** **Zoom in on the Details** is a tool designed to help your design team identify all the elements of your idea that need to be developed.

**WHAT IS YOUR GOAL?** Your concept is more complex than a single post-it. Use this tool to help you develop your concept more fully by adding specific details.



60 minutes

## #3 ZOOM IN ON THE EXPERIENCE

**WHAT IS THIS TOOL?** **Zoom in on the Experience** is a tool designed to help your design team think through your idea in terms of a timeline. What happens at the beginning, the middle and then end?

**WHAT IS YOUR GOAL?** By thinking through your idea in terms of a timeline, you will be able to further reflect on the assumptions you are making and generate new assumptions as well.



60 minutes

## #4 PRIORITISING ASSUMPTIONS

**WHAT IS THIS TOOL?** **Prioritising Assumptions** is a tool designed to help your team prioritise the assumptions you identified during the Zoom In activities in order to select which assumptions you plan to test first.

**WHAT IS YOUR GOAL?** As you develop your idea, you will be inherently making assumptions about your stakeholders. Your team needs to test those assumptions early, before expending a lot of resources on an idea that might fail. By prioritising your assumptions, your team will be determining which assumptions to design your prototypes around first.



60 minutes

## #5 SKETCHING PROTOTYPING STRATEGIES

**WHAT IS THIS TOOL?** The **Sketching Prototyping Strategies** tool is designed to help your team generate a number of potential prototyping strategies.

**WHAT IS YOUR GOAL?** When you have completed this tool, your team will be ready to select the most relevant strategy or strategies to use in the next phase, **Test Phase**.



60 minutes

## #6 SELECTING THE BEST PROTOTYPING STRATEGY

**WHAT IS THIS TOOL?** The **Selecting the Best Prototyping Strategy** tool is designed to help your team select the most relevant strategies and then articulate how you will leverage those strategies when you test in the field.

**WHAT IS YOUR GOAL?** When you have completed this tool, your team should be aligned around the prototypes you need to build and why those prototypes will help you test your assumptions during the **Test Phase**.



60 minutes

## #7 USING YOUR PROTOTYPE TO CREATE AN EXPERIENCE

**WHAT IS THIS TOOL?** The **Using Your Prototype to Create an Experience** tool is designed to help your team to determine which kind of experience your team wants to build for your stakeholders in order to have them interact with the prototype.

**WHAT IS YOUR GOAL?** When you have completed this tool, your team should be aligned around how you are going to create an experience for your stakeholders to participate in, in order to engage with your prototypes.



60 minutes

## #8 PLAN A PROTOTYPE

**WHAT IS THIS TOOL?** **Plan a Prototype** is a tool designed to help your team make a plan for testing your prototypes. The goal of testing your prototypes is to question the assumptions you are making about why your concept is going to solve your stakeholder's problem or meet their need.

**WHAT IS YOUR GOAL?** As you brainstorm, the ideas you generate are full of assumptions about why those ideas will solve your stakeholder's problem or meet their need. Your prototype needs to test those assumptions early in order to get authentic, relevant stakeholder feedback. This tool will help you make decisions about the logistics of testing your prototypes.

# PROTOTYPE: TOOLS AND METHODS







# WHAT IS A PROTOTYPE?

**Instructions:** As a part of the process of developing your solution, you are going to create low-cost, low-time investment prototypes to test the assumptions you are making and allow you to get feedback from stakeholders. Use this resource to understand the best approaches to designing prototypes.

## 1. DESIGN A PROTOTYPE

- **Prototypes are quick experiments designed to test the assumptions behind the idea you generated.** Your goal is to learn more about your idea, not to validate your idea as correct.
- **Good prototypes ask specific questions and create activities to help you find the answers to those questions.**
- **Good prototypes do not require a lot of time investment to prepare.** When designing your prototype, think of all the ways that you can test your assumptions without spending a lot of time planning and preparing.
- **Good prototypes do not require a lot of money.** When designing your prototype, think of all the ways you can test your assumptions without spending a lot of money or using a lot of resources.
- **Good prototypes are small.** Here's an example: if you want to test a prototype of a 100 person event, start by throwing a party for ten. Eventually you will need to make your prototypes closer to the size of the full implementation of the idea, but in the beginning test those assumptions with a small group.

If you are a teacher and you want to create a solution for an entire grade level, start with engaging three or four students. Then test the solution with a whole class. Then move to testing the solution with the entire grade level.

- By starting small to test assumptions and get information about whether your idea will meet the need of the stakeholder, you are giving yourself room to have an idea fail or need major changes before you proceed. When you launch an initiative at scale, you have less room to pivot or change course.
- **Good prototypes should not feel risky.** By starting small, you are engaging a group of trusted individuals to give you honest feedback before you scale your idea to the whole group.
- **Good prototypes take place in the real world.** Instead of mocking up an idea, take your small scale prototype to real stakeholders to try out.
- **Prototyping is different than piloting an idea.** Prototyping is about answering questions about the idea itself and how it will impact the stakeholder. Piloting is about figuring out how an idea will work once it is at scale.

### ONLINE STRATEGIES

- Testing prototypes in person is preferred. However, if you are not able to connect with your stakeholders in person, think about the tools you have for connecting (phone, video conference, etc.).
- Based on the tools you have to reach your stakeholders, design an experience for your stakeholders to test your idea. Get creative with the advantages of these tools to test specific assumptions you are making.
- While your prototype might not be the same as an in person experience, you can still test the assumptions you are making.



Prototyping in person and prototyping in an online environment require different strategies. Use the resources here to design your approach.

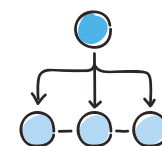


Remember that good prototypes are designed to answer specific questions while not requiring a lot of time or money to complete.

# TYPES OF PROTOTYPES

**Instructions:** Prototypes can take many forms. Below are several strategies for building prototypes and testing ideas. Online strategies are also included for each form.

## 2. PROTOTYPING STRATEGIES



### DIAGRAMS



**Diagrams** are a great way to visualize a complex system and describe how it works. Try creating a diagram of a solution (people, resources, organizations, actions, etc...) and sharing it with a stakeholder to discuss.

#### Online Prototyping Strategies

Testing a **diagram prototype online** works much like testing a diagram in person. Be sure to have a digital version of your diagram (a slide deck, MURAL board or a photograph of a hand-diagram). Connect via video conference, share your screen, review the diagram and then discuss. If you are using a MURAL board or other collaborative platform, invite the stakeholders to make additions or changes.



### MODELS



**Models** provide the design team with a great opportunity to explore the form and function of a solution. Making a model is an interactive way for stakeholders to engage with the idea in a more tangible way. Build your model with cheap materials and scale it down if the solution is large (like a building). Then, put it in the hands of your stakeholders and discuss.

#### Online Prototyping Strategies

Testing **models online** can be challenging. Push your team to think of creative ways to share your model digitally. Take photos or video of your team using and exploring the model. Share those with the stakeholders during a video conference and then allow the stakeholders to ask questions. Further demonstrate the model based on the questions from stakeholders. Then, discuss and debrief.



### MEETINGS



**Meetings** are an effective prototype when your solution is related to an event, a classroom experience or some other interaction between two or more people. Designing a small meeting as a prototype can be helpful. Create the invitation to the meeting (including an explanation of the objectives of the meeting), create the agenda, any handouts or other materials, etc. Then hold the meeting, complete the activities and debrief the experience at the end.

#### Online Prototyping Strategies

Testing a **meeting prototype online** functions similarly to testing a meeting prototype in person. Be sure to take into consideration the context of meeting online and how to design for that context while meeting the larger objectives of the prototype. Then, schedule your online meeting, host the meeting and debrief afterwards.



This is not an exhaustive list - if your team comes up with other formats for prototypes, that's great!



Whatever form your prototype takes, be sure that it is low-cost and low-time investment!



30 minutes

# TYPES OF PROTOTYPES CONTINUED



## ADVERTISEMENT

Using **advertisements** to gauge interest in a product, service or experience can be a helpful, quick way to get important feedback from stakeholders. Simply create a paper advertisement, an audio advertisement or a commercial for television and then share it with stakeholders. Be sure the advertisement contains all the essential information needed for the stakeholder to determine their interest. Then, debrief with the stakeholder to ask them if they would be interested in purchasing or participating in this solution.

### Online Prototyping Strategies

Testing an **advertisement prototype** online functions similarly to testing a meeting prototype in person. Share your advertisement prototype via email and/or while sharing your screen during a video call and then debrief with the stakeholder about their interest in the solution.



## WIRE FRAME

Creating **wire frames** is a common practice for graphic designers and web/app developers. Creating wire frames is a quick way to visually map out the interface or interactions of a digital product. Include sketches of landing pages, instructions and buttons and show the connections between the buttons and actions. Then, have the stakeholder "interact" with the paper wire frame and give feedback.

### Online Prototyping Strategies

Testing a **wire frame prototype online** functions similarly to testing a wire frame prototype in person. Share the digital version of your wire frame (slide decks, pictures, etc.) via email and/or while sharing your screen during a video conference and then debrief with the stakeholder about their interest in the solution.



## TOOL RESOURCE

Creating a **tool or resource prototype** can help the stakeholder understand how it will support their experience. Instead of creating a complete resource, try creating a Table of Contents or a sample tool to share. Ask the stakeholders to use the tool or resource and then debrief to get feedback.

### Online Prototyping Strategies

Testing a **tool or resource prototype online** functions similarly to testing a tool or resource prototype in person. Share the digital version of your tool or resource (slide decks, pictures, etc.) via email and/or while sharing your screen during a video conference and then debrief with the stakeholder about their interest in the solution.



This is not an exhaustive list -- if your team comes up with other formats for prototypes, that's great!



Whatever form your prototype takes, be sure that it is low-cost and low-time investment!

# RESOURCES FOR MAKING PROTOTYPES

**Instructions:** Making prototypes, especially digital prototypes, can benefit from different visual tools. Check out the resources below to help your team build your prototypes.



## 3. HOW TO MAKE YOUR PROTOTYPE

Prototyping should not require a lot of time or money to complete. That means that sometimes the best methods for creating prototypes require only pen, paper and simple materials that you can find around the house or office.

However, sometimes creating a digital prototype or an artifact or object that utilizes technology can be the most efficient way to go.

There are great resources online that can help you create more complex digital prototypes, with a small amount of time and money.

Here is a list of those resources:

- For creating flyers or other graphic artifacts, try **Canva**.
- For creating shareable instructions, diagrams or resources, try using **Google Slides** and **Google Docs** as well as **MURAL**.
- For creating simple wire frames, try **InVision** or **Figma**.
- For creating mock-ups of a product, service or resource (where it looks like it exists in the world), try **GraphicBurger** or **InVision**.
- For creating simple videos of interactions on your computer, try **Screencastify**. You can also use the video app on your smart phone.
- For editing videos, try **OpenShot**.



Simple graphic design tools can also bring your prototype to life. Try the following resources to get assets you need:

- For icons, try **Noun Project**.
- For high quality free images, try **Unsplash**.
- For color palettes, try **Coolers.co**.
- For fonts, logos, etc., try **GraphicBurger**.

If your team is still in need of support, find community members to help with graphic design and/or building models, etc.



If any of these tools are taking a lot of time to use, abandon them and return to strategies that utilize simple tools like paper and pencil.



Using these resources, like stock images or icons, can help your team to not only build your prototype but also develop your idea. Use these tools as inspiration!



60 minutes

# ZOOM IN ON THE DETAILS

**Instructions:** Now that you've got a big idea from your brainstorm, let's expand upon it. Below are ten categories to help you think about the variety of elements that will make up your solution. Be specific and add detail. **Please note: you DO NOT have to use every box. If there are some that are irrelevant please disregard.** After you've expanded the idea, reflect on the assumptions you made in your planning about why this solution is going to solve the problem.

**EVENTS** When are **times** that a group of people might need to convene for a specific purpose?

**RITUALS** What are specific **behaviours** or actions that happen routinely to mark a specific moment might need to be created?

**SPACE** How might new **spaces** need to be used or created for this idea?

**POLICY** What **policies** would need to shift or be created?

**COMMUNICATION** What new **forms of communication** will need to take place?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 190.



Not all of the building blocks will be relevant to your team's idea. If they are not, just leave those blocks blank.



Be sure to work together to uncover all the assumptions you are making about why this idea is sustainable, desirable and feasible.



For more guidance for this tool as well as an example, refer to the **Resource Book** on page 191.



This tool breaks down many of the building blocks of an idea. Use this framework to help your team generate more details about your idea.



The decisions you are making during this exercise are your best guess at this time. You will test the assumptions you are making in the next phase of the process.

**ROLES** What new **roles** might need to be created for this idea to be successful?

**OBJECTS/PRODUCTS/TOOLS** What new artifacts or objects might need to be created for this idea?

**TRAININGS** What **trainings** might need to take place to build capacity for different stakeholders?

**SERVICES** What new **services, programs or interventions** might need to be created to make this idea successful?

**OTHER?** What are **other considerations**?

**ASSUMPTIONS** What beliefs do you have about why this idea will meet your stakeholders' needs? How will this intervention dismantle societal inequities (gender, racial, socioeconomic, etc.)? Will the intervention improve outcomes? How?



60 minutes

# ZOOM IN ON THE EXPERIENCE PART I

**Instructions:** First, identify the persona of the stakeholder for whom you are designing. Next, draw a storyboard that maps out the experience you are hoping to create for that stakeholder. Step into your stakeholder's shoes and imagine what they will experience at every step of the engagement. Think about the experiences you are hoping to create, whether your idea is program, a service or a product. **Please note: you DO NOT have to use every box. If there are some that are irrelevant please disregard.** After you complete your storyboard, you are going to use this story to generate assumptions you are making about the solution on the next page.

## 0 PRE – EXPERIENCE

How might your stakeholders learn about and engage with your solution? What would have to be true in order for this idea to succeed?

SKECTH

DESCRIPTION:

## 1 WELCOME EXPERIENCE

How might you engage with your stakeholder (or how might the stakeholder engage with you) at the beginning of the experience?

SKECTH

DESCRIPTION:

## 2 DURING EXPERIENCE, PHASE 1

What is the first notable moment in the overall experience and how might you engage with your stakeholder at this moment?

SKECTH

DESCRIPTION:

## FOR WHOM ARE YOU DESIGNING?

Describe the stakeholder who you are imagining in this storyboard. Refer to the Persona you created in the **Synthesize Phase**. Prototyping is about answering questions about the idea itself and how it will impact the stakeholder.

## 3 DURING EXPERIENCE, PHASE 2

What is a second possible moment in the overall experience and how might you engage with your stakeholder at this moment?

SKECTH

DESCRIPTION:

## 4 DURING EXPERIENCE, PHASE 3

What is a third possible moment in the overall experience and how might you engage with your stakeholder at this moment?

SKECTH

DESCRIPTION:

## 5 POST – EXPERIENCE

What will your stakeholders experience at the end of the experience?

SKECTH

DESCRIPTION:





60 minutes

# ZOOM IN ON THE EXPERIENCE PART 2

**Instructions:** Now, review your storyboard and take the assumptions you generated in the **Zoom In On the Details** exercise and match them to the phase of the experience that is most relevant. If there are new assumptions that emerge from the storyboarding exercise, include them as well. Next, reflect on those assumptions related to the questions you need to answer through testing your solution with stakeholders.

## 0 PRE – EXPERIENCE

How might your stakeholders learn about and engage with your solution? What would have to be true in order for this idea to succeed?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?

## 1 WELCOME EXPERIENCE

How might you engage with your stakeholder (or how might the stakeholder engage with you) at the beginning of the experience?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?

## 2 DURING EXPERIENCE, PHASE 1

What is the first notable moment in the overall experience and how might you engage with your stakeholder at this moment?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?

## FOR WHOM ARE YOU DESIGNING?

Describe the stakeholder who you are imagining in this storyboard. Refer to the Persona you created in the **Synthesize Phase**. Prototyping is about answering questions about the idea itself and how it will impact the stakeholder.

## 3 DURING EXPERIENCE, PHASE 2

What is a second possible moment in the overall experience and how might you engage with your stakeholder at this moment?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?

## 4 DURING EXPERIENCE, PHASE 3

What is a third possible moment in the overall experience and how might you engage with your stakeholder at this moment?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?

## 5 POST – EXPERIENCE

What will your stakeholders experience at the end of the experience?

What assumptions are you making about your stakeholders during this phase of the experience? What would have to be true in order for this idea to succeed?

Do you feel confident that this assumption is correct? Why or why not?

What do you need to learn in order to question this assumption?





# PRIORITIZING ASSUMPTIONS

**Instructions:** First, reflect on the assumptions your team generated during the two previous activities. Using the tool below, categorize your assumptions. Finally, prioritize the assumptions your team needs to test in the first round of prototypes on the spectrum at the bottom of the page.

<p><b>ASSUMPTIONS ABOUT IMPACT</b> What assumptions are you making about why this idea will improve outcomes for your stakeholders?</p>	<p><b>ASSUMPTIONS ABOUT FUNCTION</b> What assumptions are you making about how this idea will work (who will be responsible, what partnerships are necessary, how will it reach the stakeholders)?</p>	<p><b>ASSUMPTIONS ABOUT FORM</b> What assumptions are you making about what this idea will look like (where will it take place, when will it take place, what will need to be made)?</p>
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Now, circle the assumptions that are the most critical to the success of the solution and place on the spectrum below. Your team should build prototypes to test these assumptions first.

LESS CRITICAL MORE CRITICAL

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 196.

Use this tool to help your team think about what aspects of your solution you are making assumptions about.

By prioritizing your assumptions, your design team will be in a good position to decide what and how to test your prototypes.

# SKETCHING PROTOTYPING STRATEGIES

**Instructions:** First, review the different types of prototypes in the resource section at the beginning of the guidebook. Next, as a team, sketch out six options for testing your idea using each of these prototyping strategies. Your team won't necessarily use all of these strategies, but by brainstorming and sketching multiple ideas, you will generate different options to select from during the testing phase.

<p> <b>DIAGRAMS</b></p>	<p> <b>MODEL</b></p>	<p> <b>MEETING</b></p>
<p> <b>ADVERTISEMENT</b></p>	<p> <b>WIRE FRAME</b></p>	<p> <b>TOOLS-RESOURCES</b></p>

This tool is meant to help your team brainstorm many different strategies. You will not use all of them.

Remember, this exercise is meant to help you think generatively. There is no correct answer.

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 197.





# SELECTING THE BEST PROTOTYPING STRATEGY

**Instructions:** Now that your design team has sketched out a variety of possible prototyping strategies, discuss which strategy will be most effective for testing your priority assumptions. Use the tool below to reflect on what you are going to test and why it will help you learn about your idea.

We believe that...

(solution)

Will create better outcomes for stakeholders because...


(assumption)

In order to test that assumption, we are going to try...


(prototype strategy)

After we test our prototype, we need to ask the stakeholder about...

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 198.



You may want to select one or more prototyping strategies.




Work together as a team to come to a consensus about the best strategy or strategies and why. If your team is struggling to come to a consensus, try completing the activity individually first and then share with the group.



# USING YOUR PROTOTYPE TO CREATE AN EXPERIENCE

**Instructions:** Making a prototype is not enough! Now, it is time to take your prototype into the field and help bring it to life for your stakeholders. The best way to do this is by creating an experience around the prototype. Review the different strategies for creating an experience and select the best strategy for your prototype and the assumptions you need to test. Next, reflect on the questions below to prepare to create your prototype experience.




### ACT IT OUT

Sometimes a prototype represents a service or an experience. In order to test a prototype of a service or experience, your team must create a simulation of that experience, which stakeholders can act out in order to understand it and provide feedback.

How will your stakeholders act out your prototype?

Why is this a good strategy for your prototype?

What does your team need to build for this prototype?




### TRY IT OUT

Sometimes a prototype represents a product or tool. In order to test a prototype of a product or a tool, your team must create a low-resolution version of the product or tool. This allows your stakeholders to interact with the product or tool in order to understand it and give feedback. Sometimes your team might also test your idea by trying it out yourselves.

How will your stakeholders try out your prototype?

Why is this a good strategy for your prototype?

What does your team need to build for this prototype?



### LEAVE IT OUT


Sometimes a prototype is a representation of an intervention designed to change behaviour. In order to test a prototype of an intervention designed to change behaviour, your team must create an artifact that stakeholders encounter on their own in the community. This intervention is used to create a response from the stakeholders in order for your team to understand and gather feedback about your idea.

How will your stakeholders encounter your prototype?


Why is this a good strategy for your prototype?

What does your team need to build for this prototype?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 199.



Having participants experience your prototype yields more detailed, more specific and more productive feedback. Remember, a good prototype involves a small number of stakeholders and requires little time to prepare and implement. You DO NOT need to use every box if some of them are not relevant to your project.



It is important that you create an experience for your stakeholders to participate in when they are testing your prototype.



60 minutes

# PLAN YOUR PROTOTYPE

**Instructions:** Now that you've decided what prototype you want to use to test your assumptions, use this tool to help you plan the testing of your prototype. Remember, a good prototype involves a small number of stakeholders and requires little time to prepare and implement. **Please note: you DO NOT have to use every box. If there are some that are irrelevant please disregard.** Be sure to reference the resources in the beginning of this guidebook for guidance.

Name of Your Prototype:

1. WHAT ASSUMPTIONS WILL YOU BE TESTING WITH YOUR PROTOTYPE?

2. WHO WOULD YOU LIKE TO PARTICIPATE IN YOUR PROTOTYPE AS TESTERS?

3. WHO MIGHT HELP YOU FACILITATE THE TEST OF THE PROTOTYPE?

4. WHERE WILL YOU TEST THE PROTOTYPE?

As a team, reflect on potential unintended harm to people or the planet that your idea and your prototype could cause without a careful, thoughtful, participatory approach? How might your design team work to avoid these potential harms?

5. HOW WILL YOU SET UP THE SPACE?

6. WHAT MATERIALS WILL YOU NEED?

7. ANYTHING ELSE YOU NEED TO PREPARE?

8. WHAT ARE THE STEPS THAT YOU NEED TO COMPLETE IN ORDER TO TEST YOUR PROTOTYPE?

For more guidance for this tool as well as an example, refer to the **Resource Book** on page 201.



This activity will help you connect your process of designing a prototype to thinking about how to test that prototype.



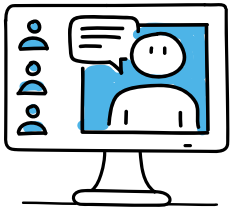
Be sure to get specific with logistical details. This will help your team be successful at testing your prototype.



# PROTOTYPE: DIGITAL TEMPLATES



# PROTOTYPE: DIGITAL TEMPLATES



All of the **tools and resources** have **digital versions** that will allow your design team to capture your work, share it with others and collaborate while working remotely. Scan the **QR codes** below to access these resources.

#1

## PROTOTYPE PHASE SLIDE DECK TEMPLATE

Use this slide deck template to create presentations throughout your design project.



Scan this QR Code or [click here](#) to access a slide deck template for the Prototype Phase.

#3

## DESIGN WORK JOURNAL

Use this PDF of the **Design Work Journal** to capture the most important information from each phase of the design process, as well as reflect on and improve the quality of your design work. Your design team will use the same Design Work Journal throughout your project.

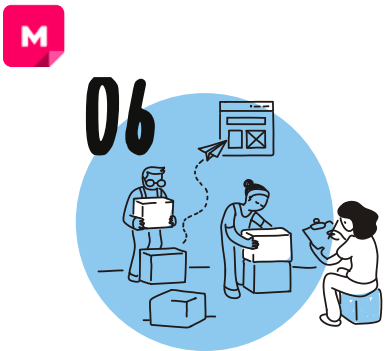


Scan this QR Code or [click here](#) to access a PDF of the Design Work Journal.

#2

## PROTOTYPE PHASE MURAL TEMPLATE

Use this MURAL template to complete your team's **Prototype Phase**.

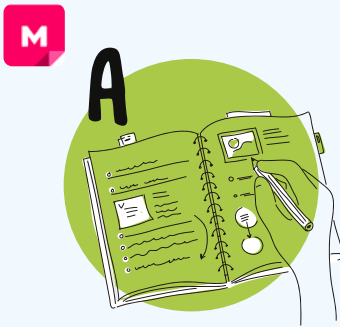


Scan this QR Code or [click here](#) to access a template in Mural, an online collaborative platform.

#4

## DESIGN WORK JOURNAL MURAL TEMPLATE

Use this Mural template of the **Design Work Journal** to capture the most important information from each phase of the design process, as well as reflect on and improve the quality of your design work. Your design team will use the same **Design Work Journal** throughout your project.



Scan this QR Code or [click here](#) to access a template in Mural, an online collaborative platform.



# PROTOTYPE: CHECKLIST

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Congratulations on completing the **Prototype Phase** of your design challenge. At the end of this step, your design team should feel aligned around the solution you are planning to test.

At the end of every phase of the design process, use the checklist provided to make sure you are making progress and are ready to move forward.

## BY NOW, YOU SHOULD HAVE COMPLETED THE FOLLOWING:

- ☐ Complete the tools of the **Prototype Phase** that were listed in your design pathway; depending on your design pathway, you may skip this phase.
- ☐ **Document your work** in your **Design Work Journal** through pictures and reflections on what you learned
- ☐ Complete the **Team Alignment** exercises in your **Design Work Journal**
- ☐ Complete the **Equity Reflection** exercise in your **Design Work Journal**
- ☐ Complete the **Process Reflection** exercise in your **Design Work Journal**
- ☐ Use the **Process Critique** tools in your **Design Work Journal** to reflect on the quality of your design work



AGA KHAN FOUNDATION

# 06 PROTOTYPE

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Developed by:

*Accelerate* **Impact**