Prototype Process

1. Understand what it is that you want to learn from your prototype

- Make sure everyone is clear why you have developed a prototype

- Think about the assumptions which have been made to date

- Is there anything else that you need to know before you start to design your prototype?

2. Develop your testing plan

Before you begin to develop a prototype it is essential that you have a plan as to what you are going to develop. To allow you to develop your plan some of the key things that you need to think about are:

- What is the question/hypothesis that you are looking to answer?

- What are the key elements that you are looking to test?

- What type of prototype is being made and how to test this

- Who are you going to get to test your prototype?

3. Create the prototype

Below are a number of ways in which you can prototype a new product or service. They can include:

- Rough and Ready (physical prototype that doesn't have to do very much)

- Storyboard

- Appearance

- Has limited functionality (Wizard of Oz)

- Service Blueprint

- Product/Service Collateral

- Role Play

4. Run your prototype

5. Iterate