**PHASE 2
DESIGN &
TEST**

Prototyping Kit

Effort ●●●○○

Objective

To quickly make ideas visible, touchable, and malleable in order to obtain feedback from the audience early, often, and at little cost.

Low-fidelity: Simple and low-tech concepts. All you need to get started is a pen and paper. The goal is to turn your ideas into testable prototypes that you can then use to collect and analyze feedback.

High-fidelity: Highly functional and interactive. They are very close to the final product.

Time needed

3–4 hours, depending on what you are testing

Participants

Design and research team, partners and stakeholders, individuals you are designing for

How to use this tool

A prototype—also known as an experiment, a mockup, or "Draft 0"—is an early sample, model, or release of a product meant to test a concept or process. Because prototypes are meant to convey an idea—not to be perfect—project teams can quickly and inexpensively move through a series of iterations on initial ideas, building on what is learned from the intended audience through testing. Low-fidelity prototypes can take a variety of formats, such as storyboards, role-plays, diagrams, or models. Use the ideas in this kit to help you come up with prototypes you can begin testing.

1. **Determine what you want to prototype.** At this point it is time to make those concepts into something that your audience can "get their hands on."
2. **Meet with your team.** Using the concepts you developed, get creative and "build" your prototypes. At this stage, your prototypes will be "low fidelity." This means that they are simple, low tech versions of your prototype. The idea is to get something into the hands of your audience quickly and at low cost so you can learn how to improve it.
3. **Test your prototype.** The next step is to get out and test what you have created. Based on the feedback, you will continue to refine your prototypes.

Remember, prototyping is an iterative process and with each version, you will get closer to the final solution.

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Storyboarding

How to use this tool

Storyboarding is a graphic representation of what you envision happening.

1. **Determine what it is you want to prototype.** You don't have to storyboard the entire offering. Use it to test even one component of your idea, like an interaction or how a customer finds your product.

2. **Draw your idea.** Spend about 30–45 minutes drawing how your ideas work. Use a series of comic book-style frames for your drawing. This will help you spotlight key moments and build a short narrative. Don't get hung up on your drawing abilities. The point is to fully think through your concept through visualization, rather than create something that looks pleasing.

3. **Act out the storyboard.** Once you're done, act out the storyboard to your team for feedback.

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Role-play

How to use this tool

A role-play is a type of prototype that is not only fairly easy to build, but can also help us get an idea, experience or product in front of the people we are designing for quickly. It would be smart to test role-playing on the design team first. We can learn a lot by testing people's roles before we even leave the office.

1. **Identify the situation.** Decide what it is you want to role-play. It may be a counseling session, a dialogue between partners, or any other situation.
2. **Add details.** Decide what details you want to include.
3. **Assign roles**.Determine what role each person will play and the profile of their character.
4. **Act out the scenario.** Play out the scenario to your audience. Have someone observe reactions of the audience.
5. **Discuss what you have learned.** Ask audience members to provide feedback. Is the process accurate? What would they like to see in an ideal situation? What changes would they make?
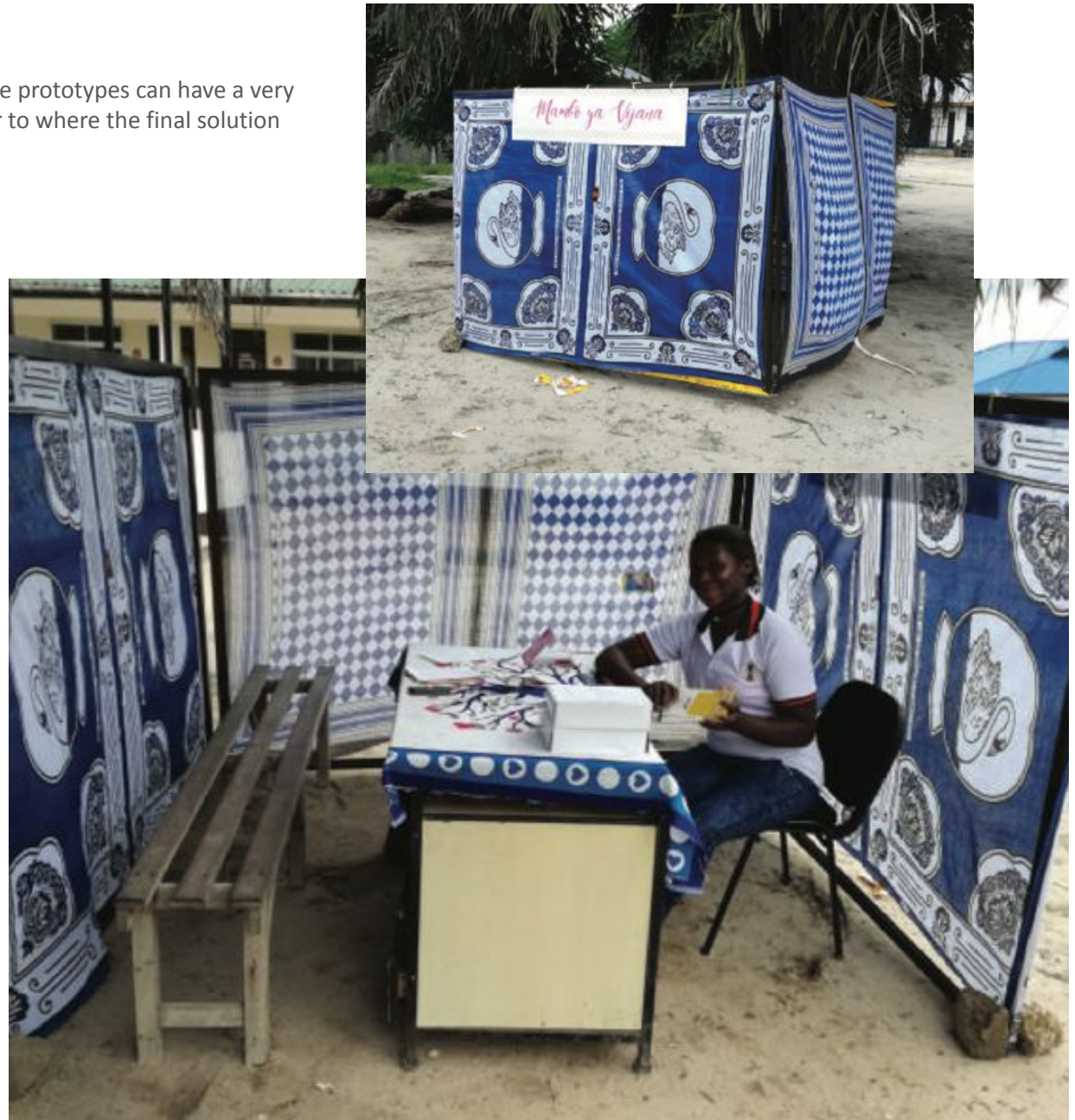
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Physical Models

How to use this tool
Build your prototype with any type of material you have available. These prototypes can have a very low-fidelity to the ideal concept and be tested in the office, or be closer to where the final solution will be used.

Citations

IDEO. *Storyboard.* Design Kit. https://www.designkit.org/methods/storyboard.html

Low-fidelity vs. high-fidelity prototyping. (2018). Invision. November, 2023 from https://www.invisionapp.com/inside-design/low-fi-vs-hi-fi-prototyping/

ThinkPlace. (n.d.). *ThinkPlace Design 101: Prototyping* [Unpublished document].