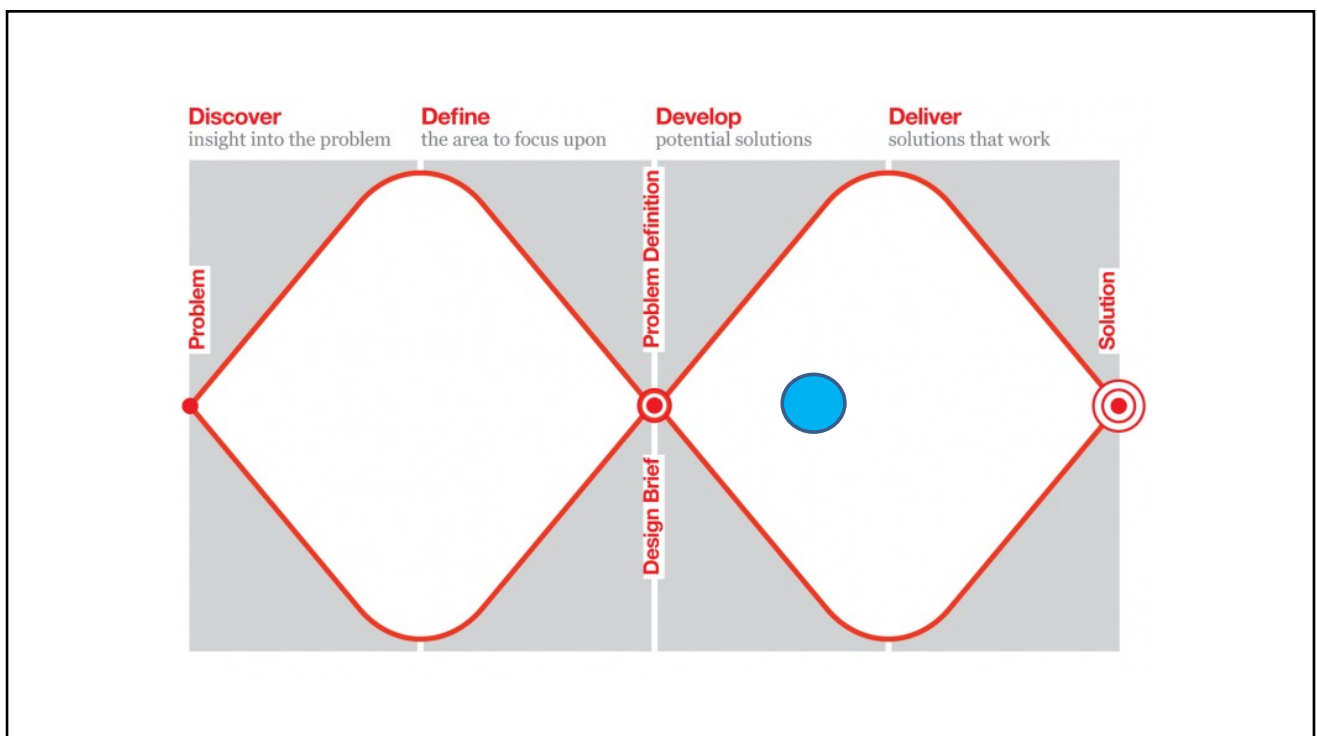


Prototyping to learn fast and test assumptions



1



2

What are prototypes?

How can we prototype?



3



A prototype can be a single question,
brought to life.

4



When you ask the question, it's because
you don't know the answer.
So be curious, open and ready to be
surprised – even negatively

5

You can prototype everything

6

6

What are prototypes?

Physical form Prototypes



Sam Adams tap handle

©IDEO

7

What are prototypes?

“Work-Like” Prototype



8

What are prototypes?

Look-Like Prototypes



Emma watch



State Farm Insurance

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How to prototype?

Rough

Rapid

Right

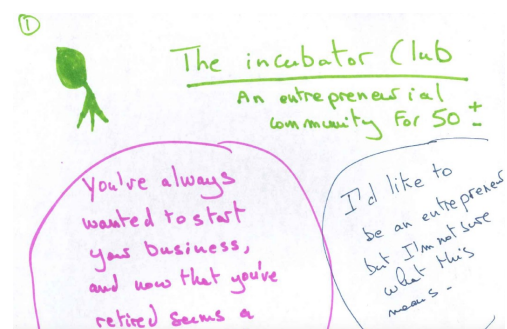
10

Rough

Keep it simple



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Hypo/ assumption: 50+ who are independents / free lancers will be interested in taking a membership at the incubator.

Questions:
What kind of services would they be most interested to have access to?
How much will they be willing to pay to participate?

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Rapid

What's the fastest way to make something to test



13



Will people come?
Will they be willing to share
(give or take) food?

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Right

*What are the most important questions to answer?
What can you make to answer those questions first?*



15

Right

*What are the most important questions to answer?
What can you make to answer those questions first?*



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Iterate

APRIL 17TH - FIRST
RAPID PROTOTYPING

Feedback:

1. Improving Readability (Not having slogans in a circular shape)
2. Bright Colours (Having a colour template that is noticeable in the dark)
3. Designs Inside the Cup (Having our slogans at unexpected places inside the cup to catch the attention)



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What are prototypes? Experience / service prototypes



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Boyle's law: "Never attend a meeting without a prototype"



<https://youtu.be/5QeMA3DUEs>

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Find the *right design*
before you can *get your design right*

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1. Think with your hands

build to think

4. Avoid emotional attachment

don't invest too long in an idea before testing it

2. Test Early

fail often to succeed sooner

5. Rough, rapid, right

quick, dirty and ugly can be ok

3. Collect User Feedback

be ready to be surprised;
learn a lot – even what you don't want

6. Iterate, iterate, iterate

build often and be ready to evolve your idea

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In your teams

- What are the questions you need to answer to see if your idea "works"?
- What are your assumptions?
 - People will
- How to test these assumptions?
- Decide on one quick prototype. Fill in the Acumen prototyping grid or Prototyping Dashboard.

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Next week

- Readings and videos.
- Be ready to share an update on your first prototype next week.
- Legos and studio work
- Meena Kadri, Spring 2025 Social Innovator in Residence