# ACTIVITY

# 04

## CREATE AN EXPERIENCE MAP
*20 minutes*
Page 1 of 7

Now that your design team has selected an idea to prototype, it's very important to break your concept into bite-sized pieces that can be easily made and tested. A great way to do this is by creating an experience map identifying the key moments over time when users will interact with your idea. We've outlined step-by-step instructions below and completed our own worksheet on the following pages. Review our examples, then use p. 5–7 of this worksheet to complete the activity as a team.

### How to create an experience map

**1**
As a group, visualize the experience that a user might have with your idea over time. Any idea or service that you create will have a beginning, a middle, and an end for a user experiencing it. How will a user find out about your idea? What will their first experience with the product or service be like? How does the experience end?

**2**
Place Post-it Notes in each of the empty boxes in the space provided. Now draw the key moments that your team has just identified in the journey for a user experiencing your product or service. Rough sketches or cartoons are great. Stick figures are fine too—you don't need to be an artist. You should limit these key moments to six or less.

**3**
As a group, discuss the experience map you've just created. Do you need to rearrange the order of the Post-it Notes? Are there key steps in the user journey that you've missed? Add them now.

**4**
For each moment you've sketched, give that moment a title in the space above the Post-it and write a brief description of what's happening in the space provided below the Post-it.



**A HELPFUL TIP**

Try hanging your user journey up in a place where the entire team can see it. Quickly walk through the experience together.

# ACTIVITY

## 04

## CREATE AN EXPERIENCE MAP

Page 2 of 7

EXAMPLE

**Title**     AWARENESS



**Concisely describe what is happening**

The user hears about a new service on the radio called "Best Latrine". The service sounds unique because it allows cardholders to pay for visits to the toilet in advance.

**Title**     INITIAL PURCHASE



**Concisely describe what is happening**

The user notices that "Best Latrine" prepaid cards are being sold at a nearby kiosk in her neighborhood and buys one. There is enough value on the card to last her family for one month.
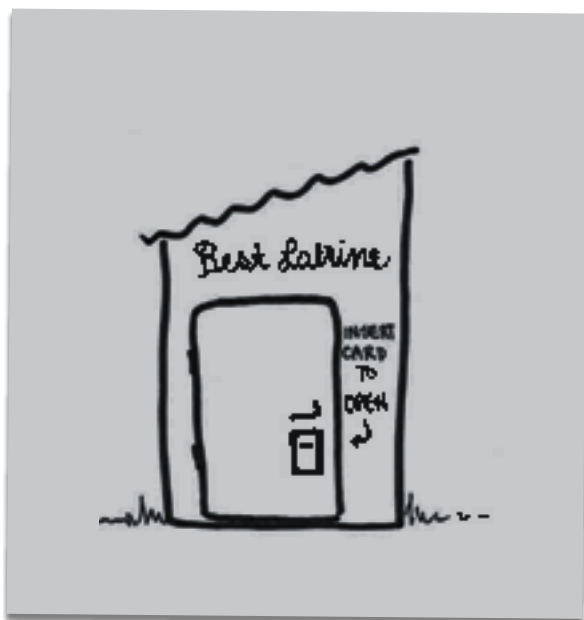
# ACTIVITY

## 04

# CREATE AN EXPERIENCE MAP

Page 3 of 7

EXAMPLE

**Title** FIRST USE



**Concisely describe what is happening**

On her first visit to the latrine, the user inserts her "Best Latrine" card into the slot and the door unlocks. Inside, the toilet is clean and comfortable.

**Title** THE WHOLE FAMILY USES THE SERVICE



**Concisely describe what is happening**

User gives both her children a pre-paid card so they can use the bathroom on their own when they need to.

# ACTIVITY

## 04

## CREATE AN EXPERIENCE MAP

Page 4 of 7

EXAMPLE

REFILL

**Title**



**Concisely describe what is happening**

Happy after a month, user signs up to transfer money via M-Pesa (a service that allows her to send money from her cellphone) to her Best Latrine account.

LOYALTY

**Title**



**Concisely describe what is happening**

Each time the user refers a neighbor to "Best Latrine", she is rewarded wtih an incentive of some sort.

# ACTIVITY

## 04

## CREATE AN EXPERIENCE MAP

Page 5 of 7

**Create your own experience map**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

# ACTIVITY

## 04

## CREATE AN EXPERIENCE MAP

Page 6 of 7

**Create your own experience map**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

# ACTIVITY

## 04

## CREATE AN EXPERIENCE MAP

Page 7 of 7

---

**Create your own experience map**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

**Title**

*place post-it
drawing here*

**Concisely describe what is happening**

# ACTIVITY

## 05

## DETERMINE WHAT TO PROTOTYPE
*20 minutes*
Page 1 of 5

Now that you've created an experience map, it's time to identify and prioritize the questions that you'll need to answer with your prototype. Just like last exercise, we've outlined step-by-step instructions below and completed our own worksheet on the following page. Review our examples, then complete the activity yourself.

### Asking the right questions to scope a great prototype

**1**
Transfer the Post-It Notes on which you sketched your final experience map from Activity 04 to the blank spaces on this Activity 05 worksheet. Re-title the headlines for each key moment.

**2**
For each moment in the user experience you've identified, there is at least one question that you'll need to answer in order to understand if your idea resonates with people. Write at least one question for each moment in the space provided.

**3**
Now that you've identified questions you need to answer, work as a group to brainstorm different types of prototypes that will help get answers to each question. It will be helpful to review the various prototyping methods contained in Activity 06 (p.22) of this Workshop Guide. You can also refer back to your Week 4 Readings.

**4**
As a group, decide which questions it makes sense to answer first. For example, you wouldn't worry about a smaller feature related to your idea or service, if you haven't yet tested if there is demand for your idea in the community. Prioritize your prototypes by numbering them from 1—X in the space provided on the worksheet, with "1" being the most important to prototpe first.

**5**
Be sure to review our examples on the next page. We did not show you all of the moments in our user experience. Instead, we chose an example we thought was best to test first, and a moment we felt made sense to test much later on.

# ACTIVITY

## 05

## DETERMINE WHAT TO PROTOTYPE

Page 2 of 5

EXAMPLE

**Title** INITIAL PURCHASE



**What is the most important question to answer?**
Will people be willing and able to make up front paryments for this toilet service?

**How might we test it?**
Create a mock-up Best Latrine card to help people understand the look and feel of our idea. Set up a table and make some posters advertising the Best Latrine service. When people stop by, explain the service and learn if they might be willing to sign up for the card and how much money they would be willing to put on the card.

**Priority ranking #** 1

**Title** REFILL



**What is the most important question to answer?**
Is transfering money to a pre-paid account via mobile phone a feature consumers want or need?

**How might we test it?**
Create mock-ups of how a user might use their phone to recharge their Best Latrine card by making simple drawings of a proposed user interface on Post-it Notes and sticking them over the screen of a mobile phone. Learn from users how much time this might save them, any concerns they might have about using this feature (such as cost), and ask for suggestions for features not included in the prototype.

**Priority ranking #** 6

# ACTIVITY

## 05

## DETERMINE WHAT TO PROTOTYPE

Page 3 of 5

**Transfer you Post-its and answer the questions below**

**Title**

place post-it
drawing here

**What is the most important question to answer?**

**How might we test it?**

**Priority ranking #**

**Title**

place post-it
drawing here

**What is the most important question to answer?**

**How might we test it?**

**Priority ranking #**

# ACTIVITY

## 05

## DETERMINE WHAT TO PROTOTYPE

Page 4 of 5

**Transfer you Post-its and answer the questions below**

**Title**

*place post-it drawing here*

**What is the most important question to answer?**

**How might we test it?**

**Priority ranking #**

**Title**

*place post-it drawing here*

**What is the most important question to answer?**

**How might we test it?**

**Priority ranking #**

# ACTIVITY

## 05

## DETERMINE WHAT TO PROTOTYPE

Page 5 of 5

**Transfer you Post-its and answer the questions below**

| | |
|---|---|
| **Title** .......................... | **Title** .......................... |
| *place post-it drawing here* | *place post-it drawing here* |
| **What is the most important question to answer?** | **What is the most important question to answer?** |
| **How might we test it?** | **How might we test it?** |
| **Priority ranking #** .......................... | **Priority ranking #** .......................... |

# ACTIVITY

## 06

## START PROTOTYPING
*45 minutes*
Page 1 of 2

It's time to start making! You've selected an idea to prototype and identified the most important elements to test first. Fingers crossed, your team also has a good sense of how to go about building your first prototype. Just in case, we've listed some of our favorite prototyping methods below.

### Some prototyping methods

**Create a model**
Put together simple three-dimensional representations of your idea. Use paper, cardboard, pipe cleaners, fabric and whatever else you can find. Keep it rough and at a low fidelity to start, and then evolve the resolution over time.

**Create a mock-up**
Build mock-ups of digital tools or websites with simple sketches of screens on paper. Paste the paper mock-up on an actual computer screen or mobile phone when demonstrating it.

**Create a role play**
Act out the experience of your idea. Try on the roles of the people that are part of the situation and uncover questions they might ask. Consider making simple uniforms and assembling simple props to help users experience your product or service as real.

**Create a diagram**
Imagine you are going door-to-door and showing potential customers what your idea or potential service is. Map out the structure, journey or process of your idea in a way that will be easy for a potential customer to understand. This prototyping method will have a lot in common with the experience map you already created during this Week 4 workshop.

**Create a story**
Tell the story of your idea from the future. Describe what the experience would be like. Write a newspaper article reporting about your idea. Write a job description. The purpose is to have people experience your idea as if it were real and then respond to it.

**Create an advertisement**
Create a fake advertisement that promotes the best parts of your idea. Have fun with it, and feel free to exaggerate shamelessly. Now change the tone of the advertisement to appeal to different types of users.

# ACTIVITY

## 06

## START PROTOTYPING
*45 minutes*
Page 2 of 2

**As your team is creating, keep in mind:**

# - Be creative
# - Have fun
# - Design to get answers

This part of the workshop is up to you. Remember, the goal of prototyping is to be as creative as possible. <u>Don't</u> feel restricted by the methods listed on the previous page, but <u>do</u> construct prototypes that will help you get real feedback from the community and help your team answer the most important questions that you identified as part of Activity 05.

<u>Now get started!</u>

# ACTIVITY

## 07

## TEST YOUR PROTOTYPE
*There is no set time for this activity.*
Page 1 of 2

It's time to test the prototype or prototypes that you've created. We've captured a few guidelines below for getting the most out of this activity, and then provided you with a format for capturing feedback on p. 2 of this worksheet.

### Getting the Most Out of Your Prototype

**Select locations to test your prototype**
Decide what context you want to test your prototype in. Will it be most helpful to first show a rough idea in an informal setting such as your workshop space? Or will you learn the most from testing your prototype in the community where it will be used?

**Define feedback activities**
Based on what you are trying to learn, carefully plan your prototype feedback activities. Arrange for a conversation if you are interested in a first impression. Set up an activity or service as if they are real if you want to observe peoples' actual behaviors. Consider letting people use your prototype over a couple of days over the coming week if you are interested in its longer-term impact.

**Invite honesty and stay neutral**
Introduce your prototype as a work in progress and make sure to present it in a neutral tone. Don't be defensive—listen to all feedback.

**Capture feedback learnings**
Take notes of both the positive and negative comments from users testing your prototype. The subtle impressions of a participant's reactions are often most important to remember. Use the prompts that we've provided for you on p.2 of this worksheet to assist in capturing feedback.

**Do quick debriefs with your team**
Plan for some extra time after a prototype feedback session to share impressions with your team while they are still fresh in your mind. Discuss how to improve your prototype and capture ideas for a next iteration immediately. You can do this debrief virtually anywhere (on the sidewalk, in a car, or while riding on the bus).

**Iterate your prototype (if there is time)**
Based upon feedback you receive, incorporate valuable feedback into your concept. Make changes where people see barriers. Emphasize what was well received. Go through feedback cycles repeatedly and continue to improve your concept. You'll learn more about this process in Week 5.

**PLAN YOUR WEEK**

Be sure to come to a consensus with your design team about the best way to test your prototypes. If you're holding this workshop over the weekend, consider scheduling a few hours of prototype testing after this workshop. Alternatively, it might make more sense for your team to test your prototypes throughout the week.

If your design team doesn't plan to return to the workshop venue after you've completed today's prototype testing activities, take a few minutes to review the Activity 08 "Prepare for Week 5" homework materials on p.28 as a group.

# ACTIVITY

## 07

## TEST YOUR PROTOTYPE

Page 2 of 2

### Capture feedback learnings from your prototype

The questions below have been categorized to help you organize your feedback. If you need more room please feel free to answer these questions in your own notebook. Be sure to debrief with your teammates after each prototype testing session.

**Who, what, where?**

- Where did you go?
- Who did your test your idea with?
- What were you testing for?

**The good?**

- What did people value the most?
- What got them excited?
- What convinced them about the idea?

**The bad?**

- What failed?
- Were there suggestions for improvement?
- What needs further investigation?

**The unexpected?**

- Did anything happen that you didn't expect?