

SOLUTION-ORIENTED EXPERIENTIAL PROTOTYPING

HOW WILL YOU PUT YOUR HYPOTHESES AND SOLUTIONS TO THE TEST?

WITH WHOM WILL YOU PROTOTYPE?

WHAT SPECIFIC PEOPLE WILL EXPERIENCE YOUR PROTOTYPE?
(INDIVIDUALS BY NAME, OR GROUP BY ARCHETYPE/BEHAVIOR/SITUATION)

WHAT HYPOTHESIS ARE YOU TESTING?

WHAT MUST BE TRUE FOR YOUR CONCEPT TO WORK?
TEST THE WEAK POINT IN YOUR SOLUTION/SYSTEM.

SET THE INTENTION FIRST

WRITE AND SKETCH THESE ELEMENTS:

SCENE

THE CONTEXT (CONTEXT OF PLACE OR SITUATION)

PROPS

THE ARTIFACTS (PHYSICAL OR DIGITAL THINGS IN THE EXPERIENCE)

ROLES

PEOPLE INVOLVED IN CREATING THE EXPERIENCE
(OTHER THAN THE 'RECIPIENT' IDENTIFIED ABOVE; CREATOR AND RECIPIENT ROLES MAY BLUR.)

EMPATHY-ORIENTED PROTOTYPING (CULTURAL PROBES, SACRIFICIAL CONCEPTS, ETC.)

HOW CAN YOU CREATE A SITUATION OR TASK THAT HELPS YOU UNDERSTAND PEOPLE BETTER?

WITH WHOM WILL YOU PROTOTYPE?

WHAT SPECIFIC PEOPLE WILL EXPERIENCE YOUR PROTOTYPE?
(INDIVIDUALS BY NAME, OR GROUP BY ARCHETYPE/BEHAVIOR/SITUATION)

BEHAVIOR/MINDSET/BELIEF TO BETTER UNDERSTAND?

WHAT DO YOU WANT TO LEARN ABOUT THE PERSON(S)?
WHAT ASSUMPTION DO YOU WANT TO TEST?

SET THE INTENTION FIRST

WRITE AND SKETCH THESE ELEMENTS:

TASK/ENGAGEMENT

WHAT WILL THE PERSON DO THAT WILL GIVE YOU INSIGHT?
THIS MAY BE A TASK YOU CREATE OR A SOMETHING THAT NATURALLY OCCURS IN HER LIFE.

CAPTURE

HOW WILL YOU CAPTURE THE RESULTS SO YOU CAN SEE AND TALK ABOUT IT.
(PARTICULARLY IMPORTANT IF YOU ARE NOT PRESENT FOR THE ENGAGEMENT.)