

Prototyping process

1. Immersion (5 minutes)

Start by reviewing all the information you have about the problem at hand, and taking notes (ideally on sticky notes so you can work with them in a minute). Where are you now? What do you know about what people want or what could be improved? What are other people doing that you like?

2. Insights (5 minutes)

Next, you want to review your notes and look for connections within them. Are there common threads that stand out? Ideas you can group together into a bigger concept? What surprising things stand out to you?

This is where the sticky notes really come in handy, as you can start to move and group similar ideas to help you draw those connections.

3. Strategy (10 minutes)

Now, with all of this data, it's time to brainstorm ways to address your problem. You want to come up with a *lot* of ideas, and—this is the best part—not be held back by anything that sounds “too crazy.”

4. Prototype (10 minutes)

Now, it's time to get your hands dirty! You'll pick one of the strategies you find most interesting (ours was a concept for a clock whose screen would go dark as the room went dark, unless you touched it to see the time) and build a prototype of it. Depending on what you're working on, prototypes can take a lot of different forms: a storyboard, a paper prototype (like the one below), or a physical sculpture.

5. Evaluate

Will the solution and design you come up with during this activity be the final answer to your problem? Probably not. But you'll definitely have started to generate ideas, and you'll have a solid jumping off point to build on.

From <https://www.themuse.com/advice/the-fun-30minute-activity-that-will-help-you-solve-your-toughest-work-problems>

Prototyping tips

1. **Start small and simple:** the most successful growth projects prototype early and often. It leaves little room for interpretation and invites the user to contribute to it and complete it along with you.
2. **Figure out the story you want to tell:** visualize the concept in pictures, using as few words as possible. Add complexity as appropriate as you go.
3. **Show, don't tell:** make the prototype feel real through mock imagery, artifacts, and experiences.
4. **Visualize multiple options:** Create some choices to be made by your audience.
5. **Play with your prototypes, don't defend them:** let other validate them - not the people who created it.

From <http://www.planningnotepad.com/2012/02/design-thinking-series-3-rapid.html>