

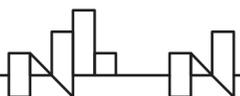
# Summary and Objective

## **Prototyping and Testing**

Prototyping is a low-cost, low-risk way of developing, testing, and improving ideas at an early stage. The idea is for entrepreneurs to use a model version of their product or service and then get feedback from end users. Using this feedback, they can then make changes to their offering before extensive resources are committed.

## **Session Objective**

Overview of prototyping and why it's important  
Understanding different types of prototyping  
How to create a prototyping plan

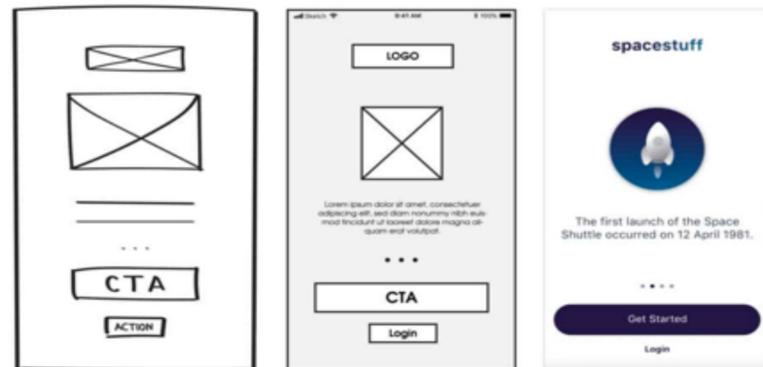
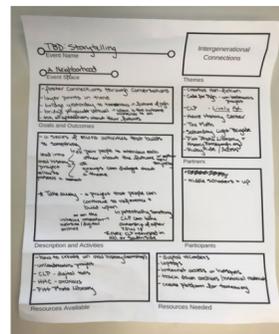


# Prototyping and Testing

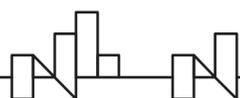


# Prototyping is a very important part of concept development

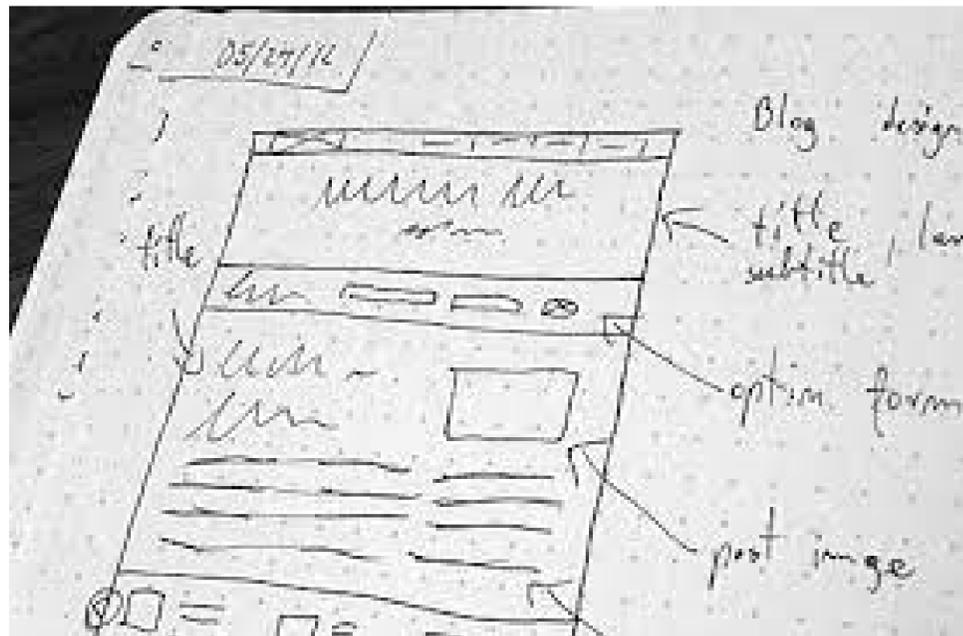
## Testing ideas and assumptions



- The benefits of prototyping include: communicating with stakeholders; demonstrating your ideas; shaking up strongly held opinions; saving time and money on the long run; and generating new ideas
- Prototyping isn't just for physical products but can be done for services and digital offers. Prototyping tends to fall into 2 main types, low-fidelity and high-fidelity prototyping. Low-fidelity prototyping is a quick, simple way to show your idea — often a sketch, paper, or click-through visualization — that requires minimal effort to create. High-fidelity prototypes, on the other hand, function much closer to the final product. They may have more design elements or interactivity, and can be used for more complex testing.
- Focusing on low-fidelity prototyping, in particular sketching and storyboarding, is an excellent approach to take as it is fast, cheap and highly suited to the needs of entrepreneurs at the early stages of their idea development

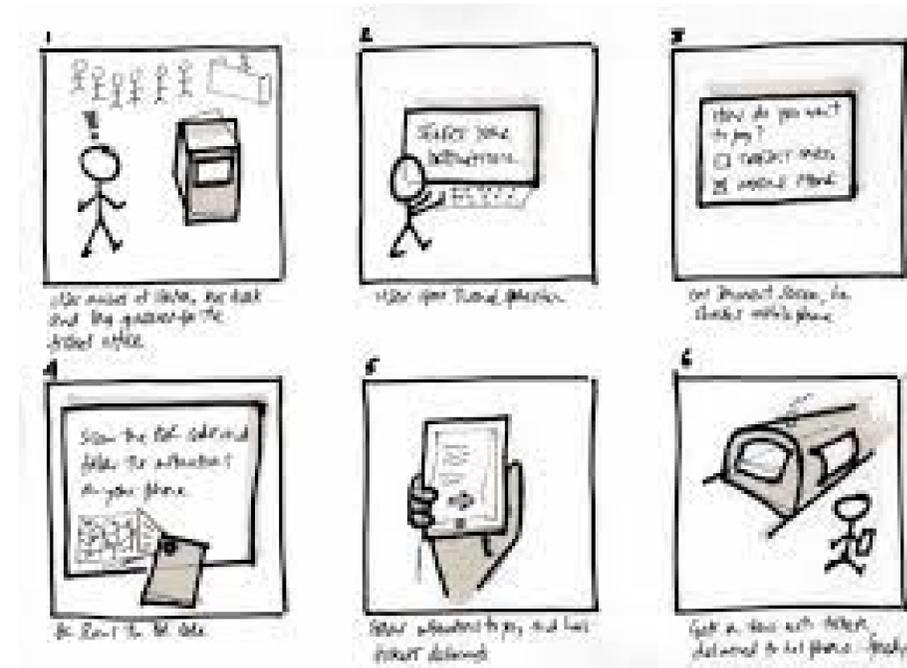


# Prototyping is a very important part of concept development



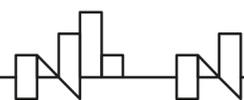
## Sketching

- Idea sketches are a great way to begin describing and sharing ideas on paper
- With sketching entrepreneurs can begin to refine and challenge their initial concepts without investing too much time in their development



## Storyboarding

- A storyboard tells a sequence of events using images, drawings and collages. These can be used to illustrate the user experience with a service or a product
- The storyboard is intended to illustrate user experiences in their context in order to provoke discussions about weaknesses and opportunities for improvement. Storyboards make it possible to visualize the user's perspective and gain useful feedback



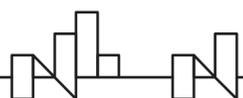
# Low or high fidelity prototypes?

## Low or high fidelity

- Low-fidelity prototypes are simple and low-tech methods. All entrepreneurs need to get started is pen and paper. The goal is to turn their ideas into testable elements that they can then use to collect and analyze feedback in the early stages of their idea development
- Sketching and Storyboarding are simple but powerful tools that are well suited for all entrepreneurs to use no matter what their idea

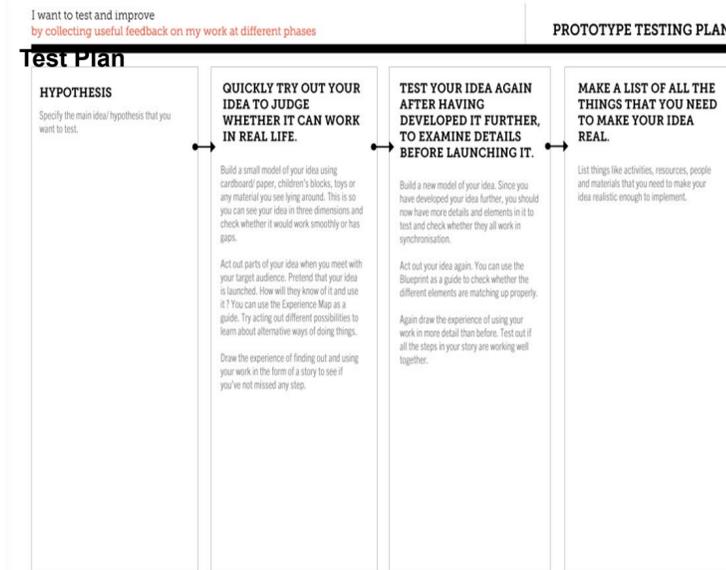
## Tips

- With sketching, the aim is to visualize how the idea would work in use. Meaning, how would the idea look when someone is interacting with it at any given point in the process
- Storyboards should make sense even if you aren't there to explain it. Also, create empathy by adding visual cues to define the characters e.g., show the characters' with emotions



# Creating a prototyping testing plan

## Test and improve



**TESTING PROTOTYPES!** **PROTOTYPING** is all about testing and getting feedback from your intended audiences. Now that you're made your idea tangible you need to figure out how you will present your ideas and what questions you will ask to get feedback that will help you make decisions and improve your idea.

<b>KEY QUESTION</b>	<b>WHO TO ASK</b>
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**WHAT TO ASK**

<b>START SPECIFIC!</b> Conversation starters, interesting yet simple questions.	<b>GO BROAD.</b> What questions can you ask to understand their hopes, motivations and fears?	<b>PROBE DEEP...</b> Dig deeper to understand their perspective.
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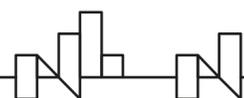
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## A structured approach to prototyping and testing

- It's important for entrepreneurs to understand when it makes most sense to carry out tests using their prototypes, and how to create a structured process with simple steps that they can use to guide their actions.
- The Prototype Testing Plan worksheet indicates two periods when it is usually beneficial for entrepreneurs to test their ideas: in the early stage of development, and in the later stages just before full implementation.
- The Testing Template is all about testing and getting feedback from an entrepreneurs' intended audience. One entrepreneurs' have made their idea tangible they need to figure out how they will present their ideas and what questions they will ask to get feedback that will help them make decisions and improve their idea

## Tips

- It's critical to clearly specify the main idea an entrepreneur wants to test out through their prototype – the hypothesis. This could be the product/service, how it's delivered to the customer, the price etc.
- The idea behind prototyping is to get further into the mind of an entrepreneur's target audience, to get substantive feedback. It's important to ask a verity of questions, both broad and deep, in order to understand an end-user's perspective and motivations and fears. Asking the right questions is critical and



# Mentor Support

## Mentorship support



- The prototyping and testing stage would significantly benefit from mentorship support
- As well as helping entrepreneurs to identify what are the key elements and assumptions that they should test, a mentor can help an entrepreneur to make sense of customer feedback

## Support and guidance for prototyping and testing

- The prototyping and testing stage is typically one of the longest. Entrepreneurs need to identify what they want to test, create prototypes, and then go out into the field and get feedback from end-users. Given the nature and time requirement of this stage, we recommend using mentors to provide entrepreneurs support throughout this process
- Ideally the mentor would help the entrepreneur to identify what the core hypotheses/assumptions that need to be tested. These can cover multiple elements e.g., product/service idea, pricing, branding, best sales channels etc.
- Once the entrepreneur has carried out their testing and obtained customer feedback, a mentor can help an entrepreneur to analyze the data. The entrepreneur might have to make some strategic decisions and having a mentor to discuss ideas and implications would be very useful

## Tips

- For the prototyping and testing stage, one mentor can be used to support multiple entrepreneurs.
- A mentor can be the point of contact while entrepreneurs are out in the field conducting interviews/testing. Entrepreneurs can ask questions, get feedback and get support as needed

