

PROTOTYPING PLANNING

Project Title:

Think about what we need to test and what we want to learn.

| WHAT? | WHO? | HOW? | PLAN: When do we need to do things? | |
|--|---------------------------------|---|---|--|
| What do we want to learn? What do we want to test? | Who do we want to test it with? | What format is it going to take (roleplay, paper models,...)? | ITERATION 1 Think of something you can prepare and test today | ITERATION 2 |
| | | | Prepare ----- Do | Prepare ----- Do |
| WHY: In what way is this important to your project? | | | SUCCESS: What would success look like? | |
| | | | | |

Proto-what?!

Try it - quickly, ugly, cheaply



A.N.D

“A life of failure”

Dyson – 5 years, 5000 prototypes



Will it work?

Proof of concept:
testing the feasibility of an idea



Prototype before you pilot

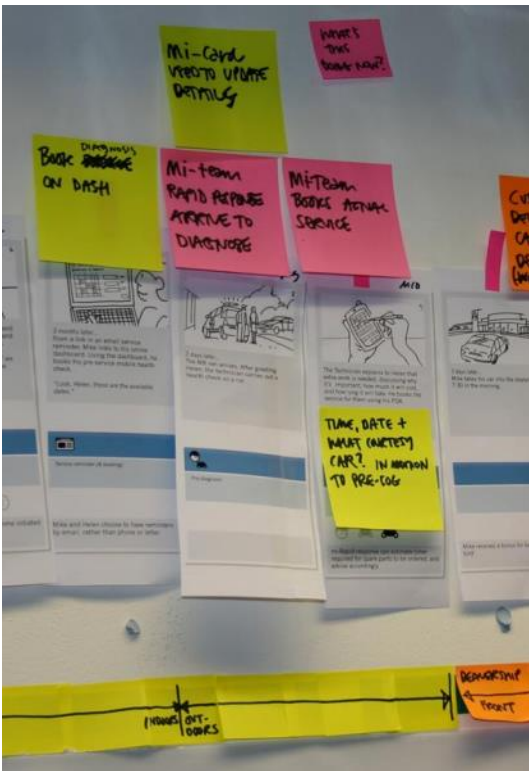


Involve users early



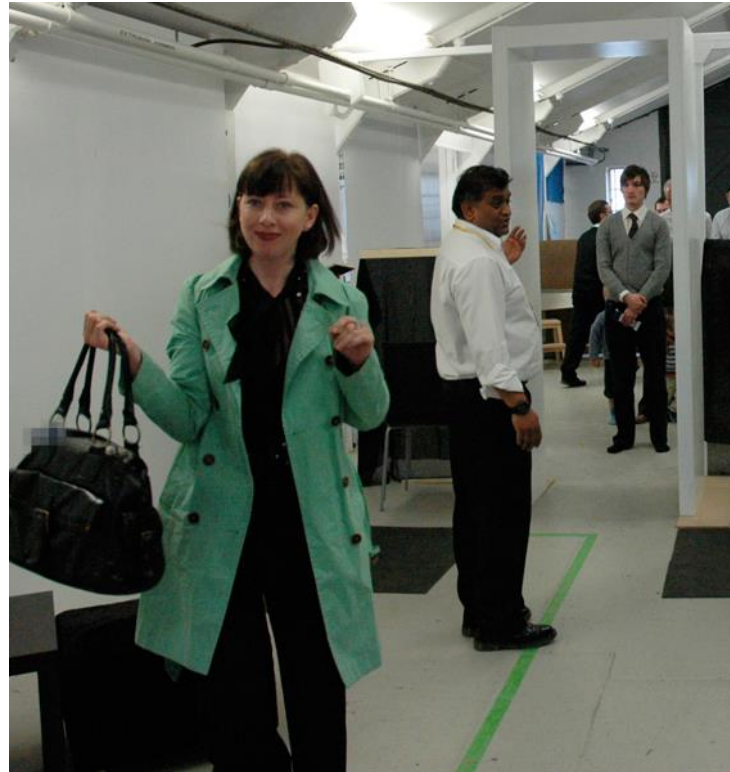
Evaluate, articulate, win hearts and minds

It's all about asking questions



Journeys / pathways

"Does this sequence of events make sense?"



Products and Environments

"Is the space right for what we're trying to achieve?"



Information

"What's the best way of saying this?"

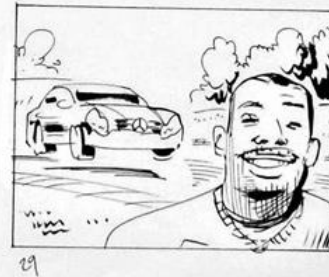
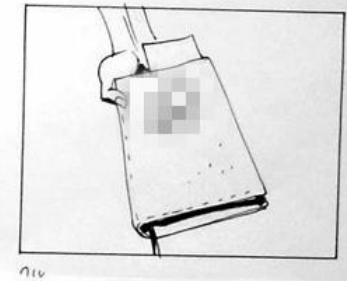
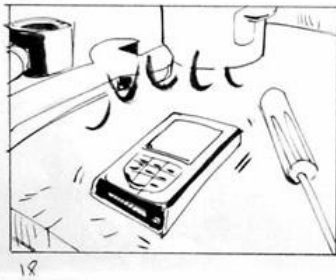
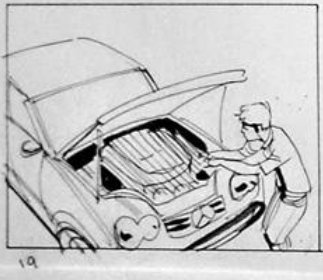
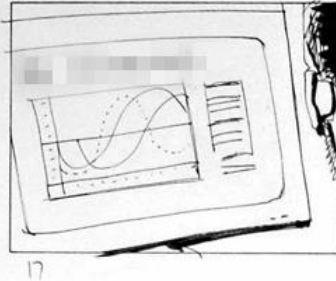
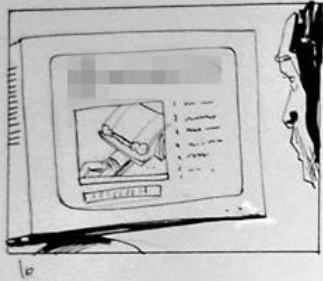
A few methods



Paper prototyping



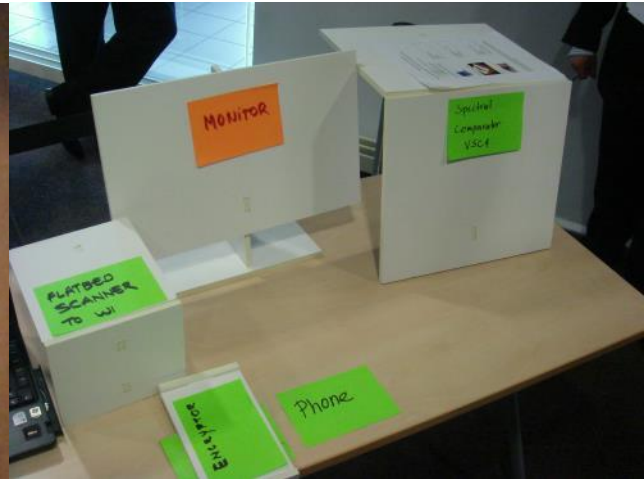
Storyboarding



Desktop prototyping



Role-playing



Service touchpoints

Referral options

Patient:
Bob Jones
65b Albion Rd
Princess Risborough
HR3 7LA

Date: 31.01.2008

Referral details: Neoadjuvant chemotherapy

Stratan Grove S
2 Alexandr
Princess Risb
HS
Tel: 01495 64
Fax: 01495 64

Additional information
To find out more on travel options, waiting times and hospital reviews please visit www.healthconnect.org/bucks or call us under 0800 123 456

Login details
Your NHS number:
000 123 456
Your password:
amber gale

Choose a clinic
Please choose a clinic that you would like to book an appointment with from the list below. You can find out about travel options, waiting times and hospital reviews on www.healthplanner.org/bucks or by calling us on 0800 123 456. Alternately, your GP receptionist will be happy to provide you with this information.

Options

1. Amersham Hospital
Approx waiting time: 28 days

2. Wycombe Hospital ✱
Approx waiting time: 21 days

3. Stoke Mandeville

Transport
2 miles from HR3 7LA
1hr20mins

Transport
10 miles from HR3 7LA



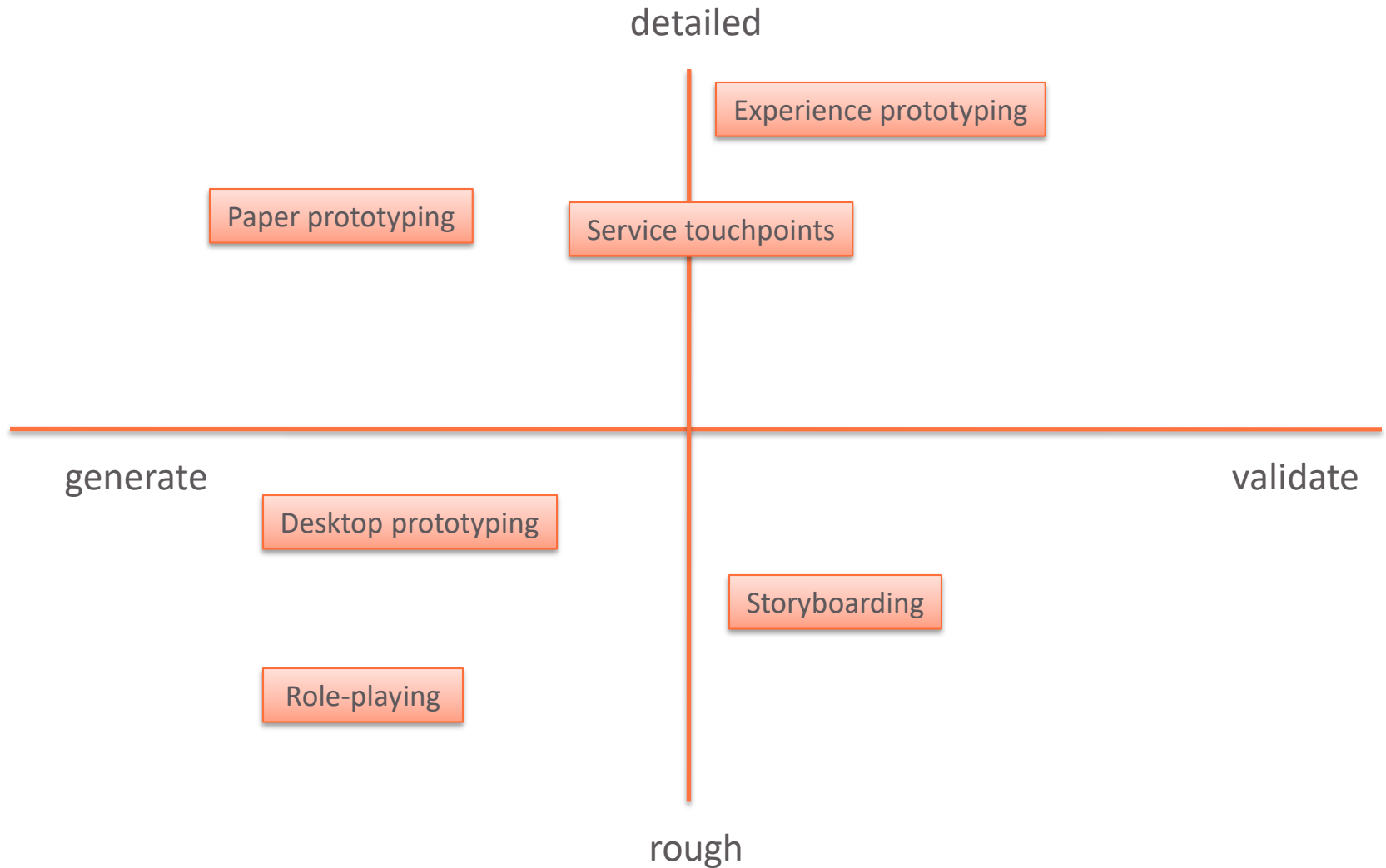
Experience prototyping



Staging: working with actors and audiences



Exploring or developing?



Prototyping - summary

Embrace failure, iterate and learn

Always prototype with users

Manage risk – don't avoid it (“let's just try it for a day”)

It's not difficult – get your hands dirty!