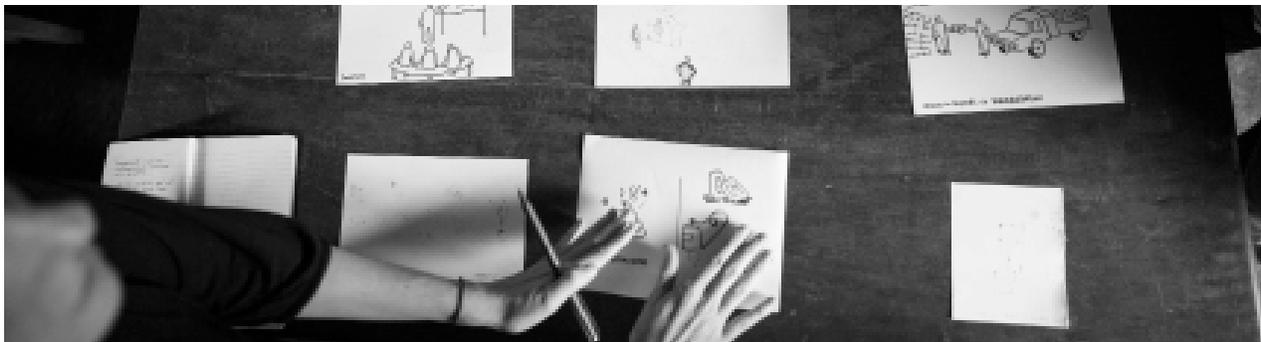


Determine What to Prototype

Once you've created a User Experience map, it's time to identify and prioritize the questions that you'll need to answer with your prototype. We've outlined step-by-step instructions below and completed our own worksheet on the following page. Review our examples, then complete the activity as a group.

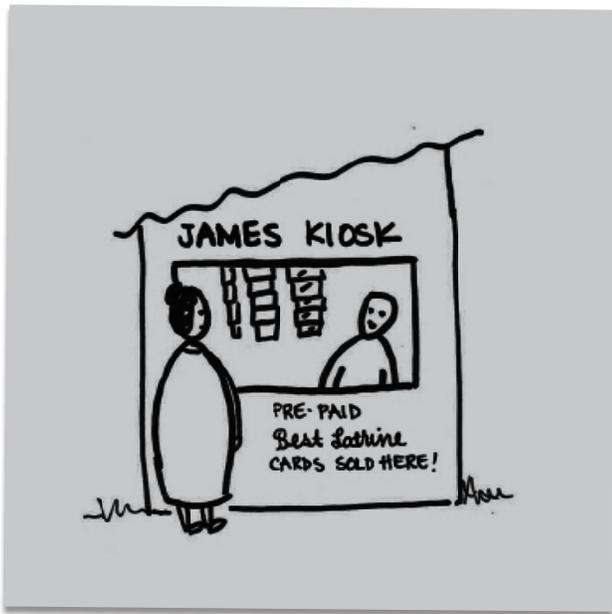
1. Transfer the Post-its on which you sketched your final User Experience Map to the blank spaces on this worksheet. Re-title the headlines for each key moment.
2. For each moment in the experience you've identified, there is at least one question that you'll need to answer in order to understand if 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 listed on the Start Prototyping Worksheet.
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 first tested if there is demand for your idea in the community. Prioritize your potential prototypes by numbering them from 1—X in the space provided on the worksheet, with "1" being the most important to prototype 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 a bit later on.



Determine What to Prototype

EXAMPLE

Title Initial Purchase



What Is the Most Important Question to Answer?
Will people be willing and able to make payments up-front 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 transferring money to a pre-paid account via mobile a feature consumers want or need?

How Might We Test It?

Create mock-ups of how a customer might use their phone to recharge their Best Latrine card by making simple drawings of a proposed user interface on Post-its and sticking them on a mobile phone screen. Learn how much time this might save them or any concerns they might have about using this feature.

Priority Ranking # 6



Determine What to Prototype

Now, try it with your idea.



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 # _____

Determine What to Prototype



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 # _____

Determine What to Prototype



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 # _____

Start Prototyping

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.

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

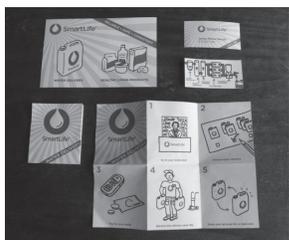
Imagine you are going door-to-door and showing potential customers what your idea or potential service is. Map out the structure, journey, or process of your idea in a way that will be easy for a potential customer to understand. This prototyping method will have a lot in common with the storyboard you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



Start Prototyping

As Your Team Is Creating, Keep in Mind:

- Be creative
- Have fun
- Design to get answers

This part is up to you. Remember, the goal of prototyping is to be as creative as possible. Don't feel restricted by the methods listed on the previous page, but do construct prototypes that will help you get real feedback from the community and help your team answer the most important questions that you've identified. Don't forget to document your prototyping process with photos to share in the Challenge.

Now get started!