

Testing 5 prototyping methods

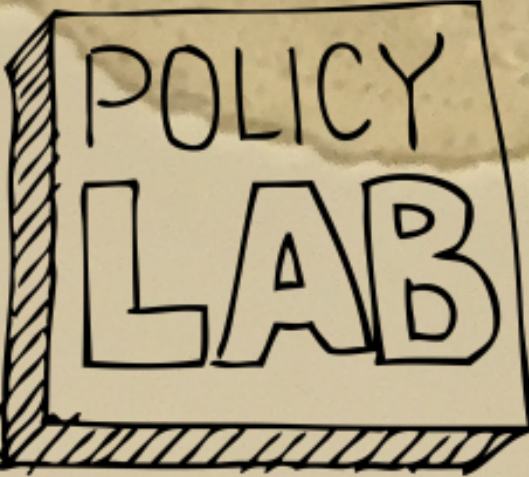
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April 2018

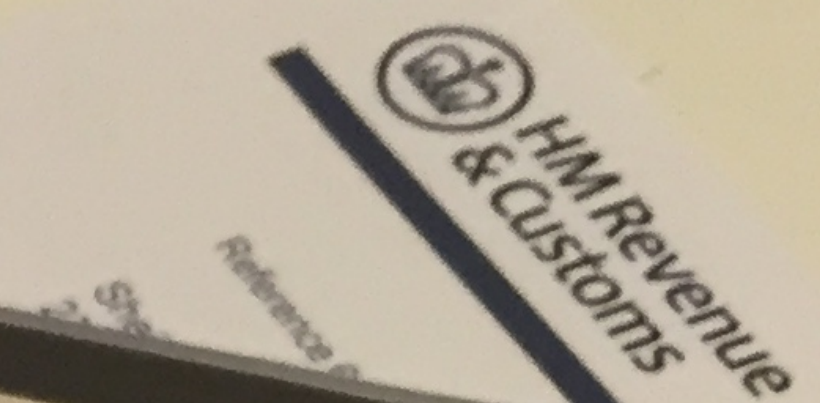
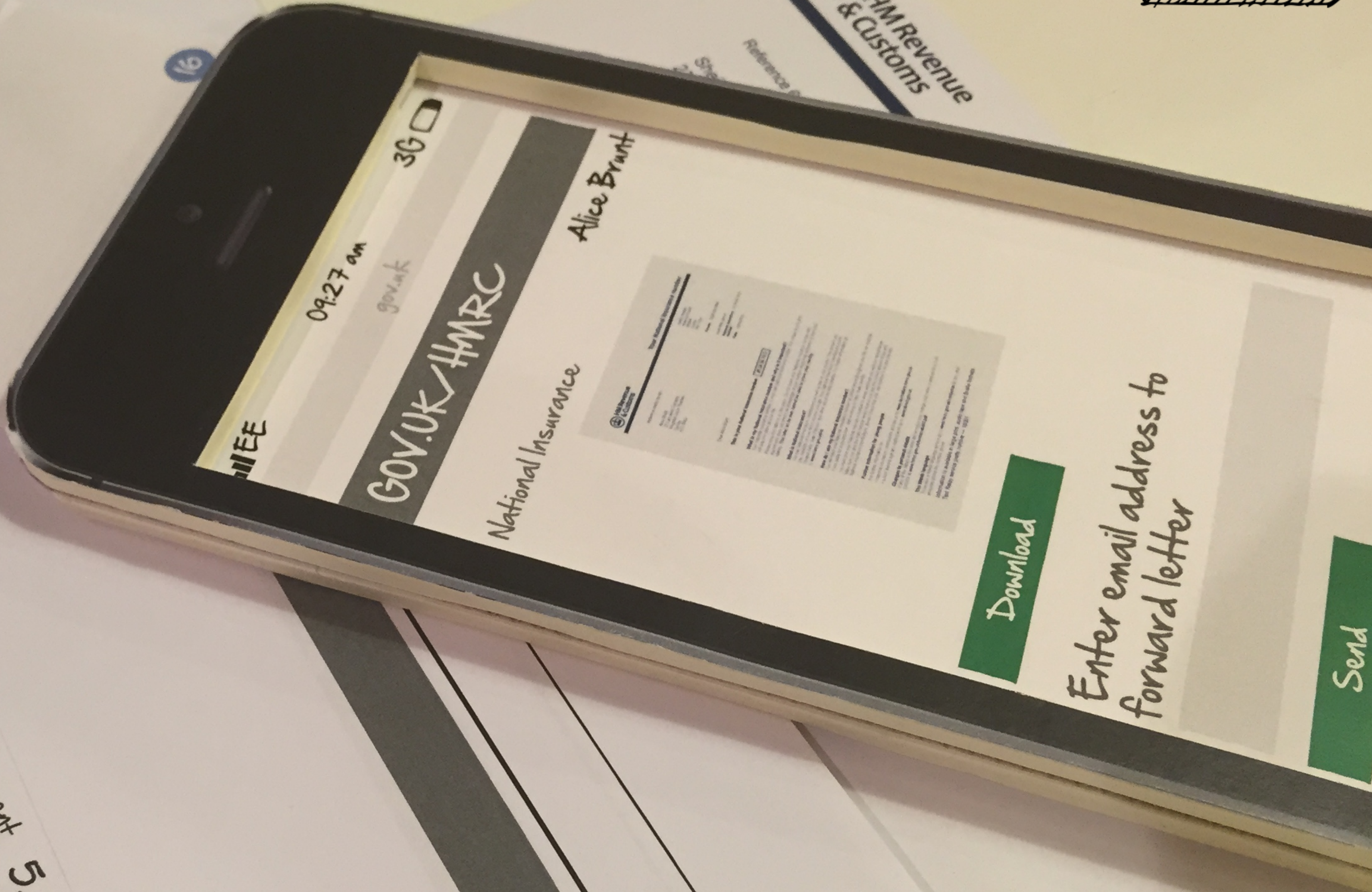
THE
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Prototypes



'Paper'
prototype
Policy Lab UK
HMRC for young
people



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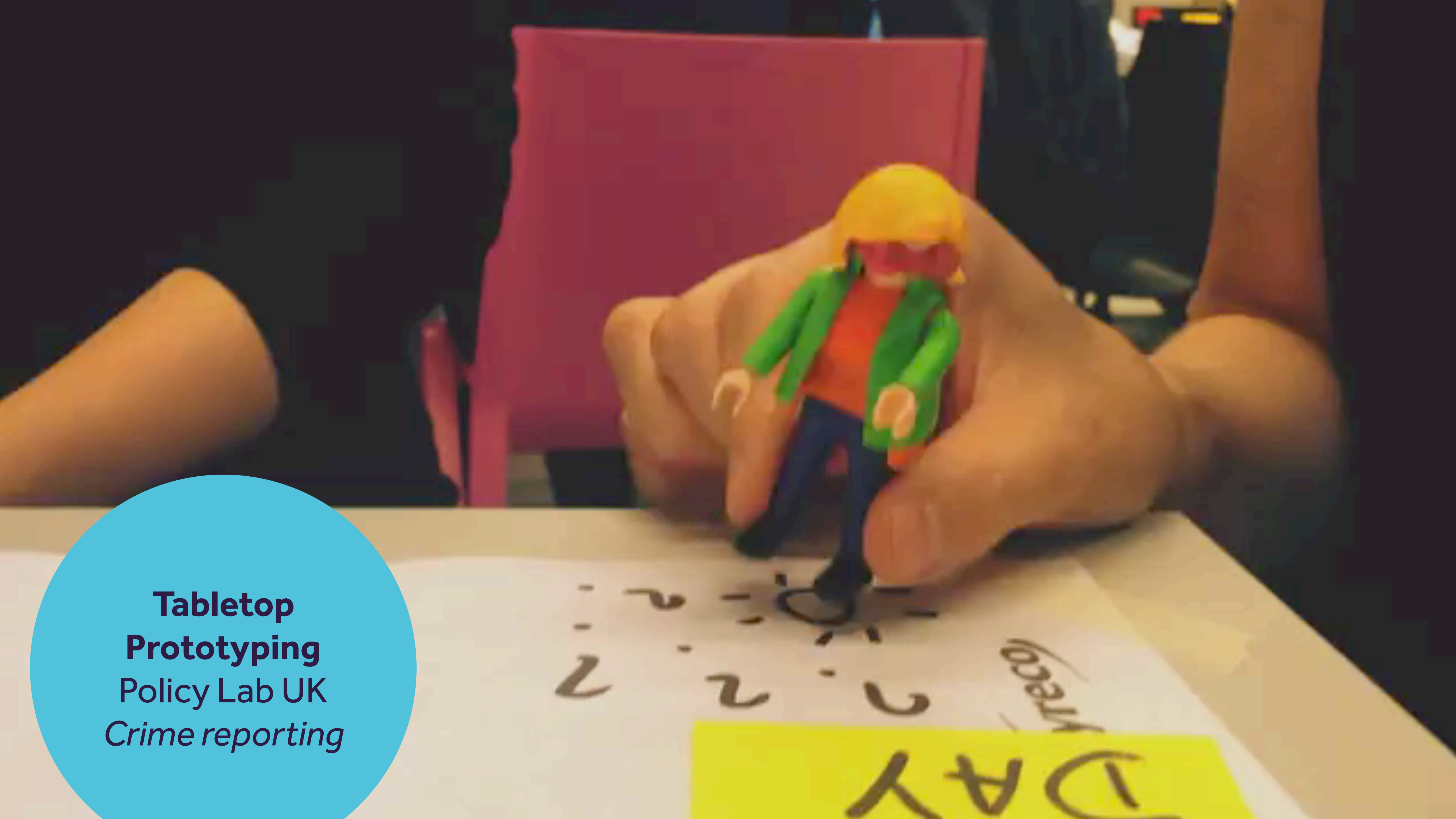
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Prototypes

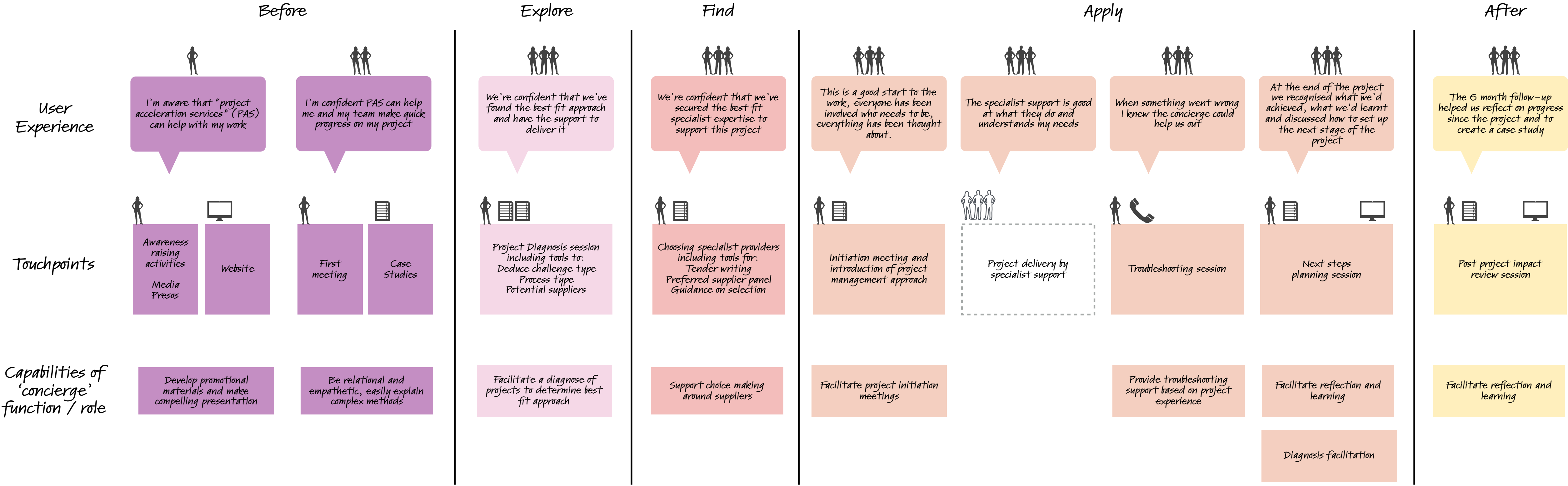


**Tabletop
Prototyping**
Policy Lab UK
Crime reporting

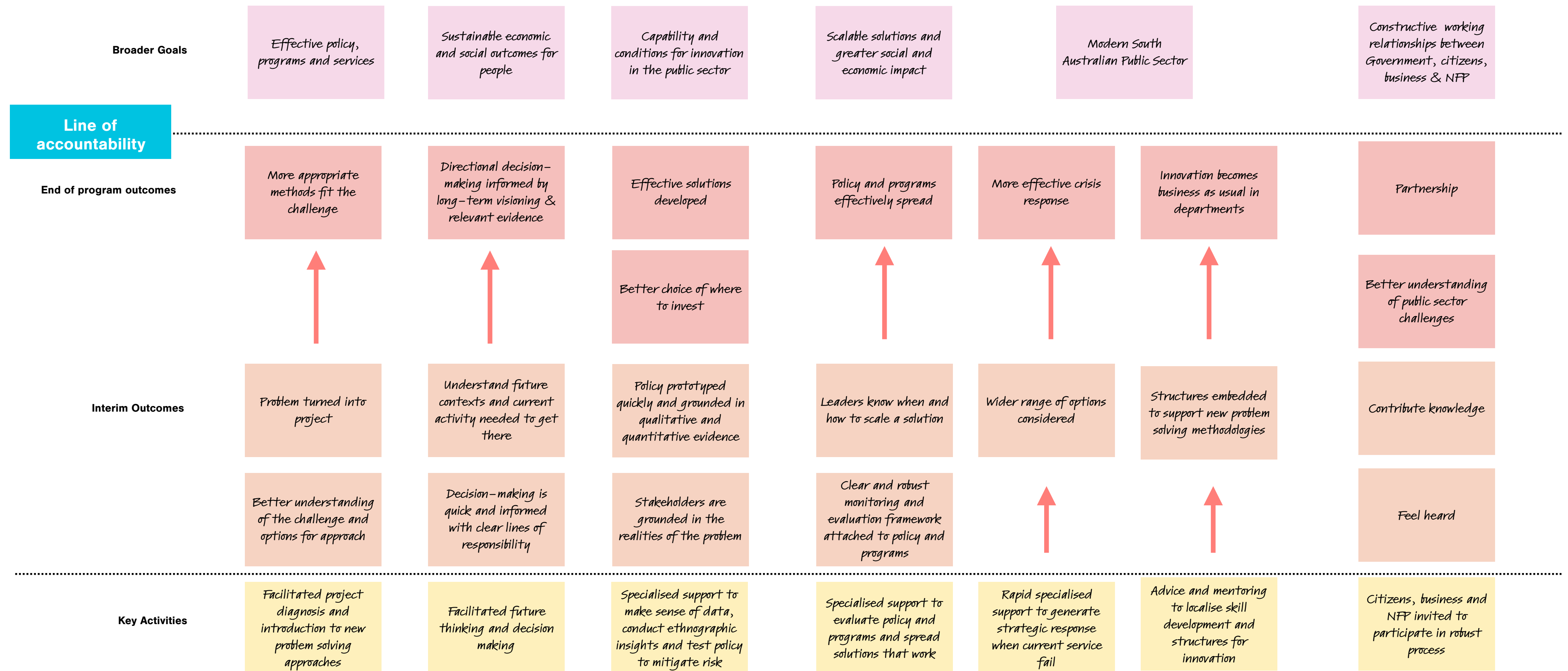
**Tabletop
Prototyping**
Policy Lab UK
Crime reporting



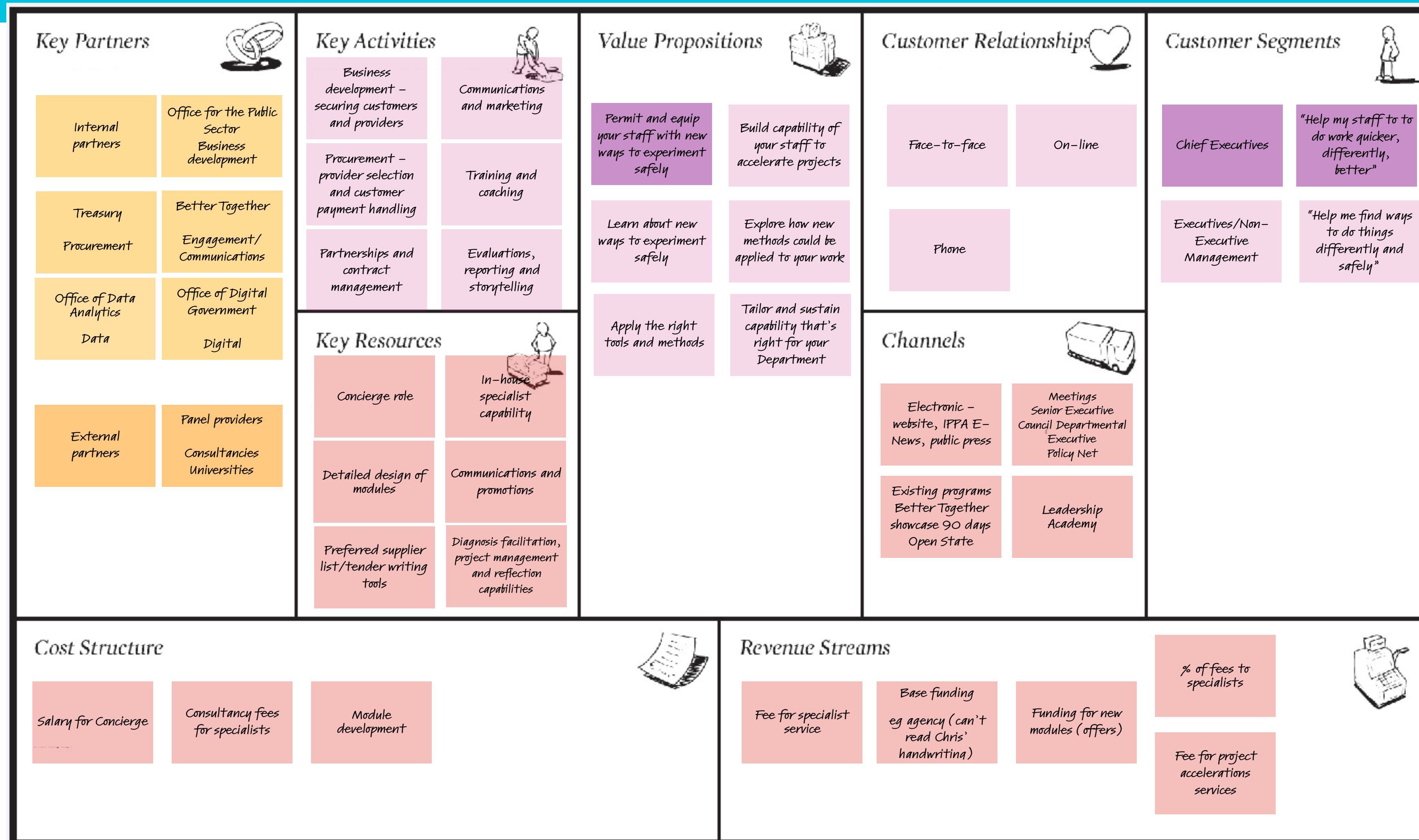
Framework Prototype Example: Service Journey



Framework Prototype Example: Theory of Change



Framework Prototype Example: Business Model Canvas





**Scenario
prototyping
DOE IEO
Stakeholder
Forum**



**Enacted
Prototype
Mercedes Benz
Self-Check**



A family who's been through some tough times and come out the other side with more ups than downs

FAMILY
BY family



A family who's going through tough times and would like to learn from another family how to make changes

**Enacted
Prototype
TACSI
*Family by Family***





Full-scale prototyping McDonalds Restaurant

Go through the process
end-to-end with as much
real detail as possible -
it's an enacted
prototype on steroids!

Common prototyping methods

Using paper Good for spelling out your ideas, any idea

Using a table top Good for testing logic, flow, interactions, seeing how a system (*might*) work

Using frameworks Good for capturing the whole idea, process or system

*Examples:
Service Blueprint,
Theory of Change,
Business Model Canvas*

Using scenarios Good for thinking through an idea, comparisons, or futuring

*Tip: Use across
different time
horizons, geographies
or demographics*

Using acting Good for testing a process, interaction or experience

At full-scale A full-scale prototype helps operationalise an idea and work out all the details