

# How-to guide

# Scenario Prototyping

Good for thinking through an idea, making comparisons, or envisioning futures

*Tip: Try it across different time horizons, geographies or demographics*

## To explore ideas

**You need** a way to write or draw.

**Build** Draw a couple of scenes in a comic book / stick person style that represent potential scenes from your solution. Use speech bubbles.

**Test** Explain your thinking to your team.

**Learn:** Draw modifications to the model

**Repeat:** Repeat - drawing alternate scenes - rearranging, adding or removing elements.

**Reject - Pivot - Iterate** At the end decide the most promising ideas or idea combinations to progress to the next level of detail.

Eg Early stage Family by Family

## To improve ideas

**You need** a way to write or draw.

**Build** Draw a storyboard or write a story. Or several alternatives / pathways.

**Test** Decide your priority questions to answer and how you'd collect that data from your user to evaluate against those questions. Walk your user through your scenario.

**Repeat** with multiple users.

**Reject - Pivot - Iterate** At the end decide what improvements to make to your idea. Or reject, pivot, go back to exploratory or fwd to evaluative.

## To evaluate ideas

**You need** a way to write or draw.

**Build** Draw a storyboard or write a storyboard.

**Test** Decide your priority questions to answer and how you'd collect that data from your user to evaluate against those questions. Walk your user through your scenario.

**Repeat** with multiple users.

**Reject - Pivot - Iterate** At the end decide what improvements to make to your idea. Or reject, pivot, go back to exploratory or fwd to evaluative.



**Scenario  
prototyping  
DOE IEO  
Stakeholder  
Forum**