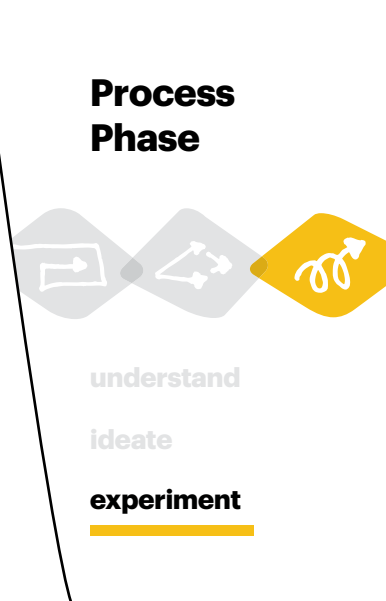


Prototyping

At Sprint we prototype to test. Because prototypes are most successful when people (customers, end users, and others) can experience and interact with them. A prototype can be anything that takes a physical form – be it a role-playing activity, a redesigned space or interaction, an object, an interface, or even a storyboard. By creating prototypes to test directly with users we create the opportunity to examine our solution decisions and test our assumptions. What we learn from those interactions will help drive deeper empathy, as well as shape successful solutions.

How to Prototype

- 1** Determine What to Prototype and build it.
- 2** You can create any number of types of prototypes: Storyboards, Role Plays, models, mock-ups. The goal is to create something tangible that transports the idea you want to test. The objective is not simply to create a mock-up or scale model of your solution concept; it is to create experiences to which users can react. Remember to make it a sample to exemplify an idea without focusing on perfection.
- 3** Test your prototype with customers you're designing for. Get it in front of them, ask for their thoughts and make sure to Get Feedback.
- 4** Move forward to Integrate Feedback and Iterate. Once another prototype is developed, follow the process over again until it's suitable for your customers.



Time
varies

Level
Hard

Materials
Pens, Paper, Supplies



Do not spend too much time on the first iterations of your prototype. It is important to get the main concept out in the field and tested as soon as possible.

Prototype 1 - Wed. 7/6

FRONT

Customer Expectations

Store Experience

What we'll do

What we'll cover

BACK

Customer Expectations

Store Experience

What we'll do

What we'll cover

separated

Prototype 2 - Thurs. 7/7

Customer Expectations

Store Experience

What we'll do

What we'll cover

What else do you want or need to know

Isolated progress flow and matched to Quote Sheet flow

Prototype 3 - Tues. 7/12

Let's talk about:

Your device options

Your plan options

Any add-ons or services

Any discounts or adjustments

Data transfer/activation

After you have incorporated customer feedback move to the next level of resolution.

Sprint Welcome to Sprint!

Customer: _____

Phone & eMail: _____

Number of lines: _____

Live Work Play

30 Day Satisfaction Guarantee

Your Plan and Bill	Total	Promotions	Offer Period
Device/Equipment Purchase option Model Term Charge		<input type="checkbox"/> Loyalty Credit	Remains in effect with an active lease on a qualifying plan
Accessories		<input type="checkbox"/> Tablet Credit	
Plan Data allowance and access charge		<input type="checkbox"/> Add a Line Promo	
Other Services Total Equipment Protection (TEP)			
*Discounts Sprint Discount Program (Company or association) enroll and verify at sprint.com/verify			
Account Spending Limit			
Estimated total Due Monthly \$ Excludes surcharges, taxes and fees			
One Time \$30 Activation/Upgrade Fee Per Line Max of \$60 ***Due Today***			
*Some discounts may take up to three bill cycles to apply to the bill			
Bill date: _____		Notes:	
TEP Deductible _____		Customer signature _____	
Sprint			

Important bill notes
Above is an estimate of your monthly charges, not included are surcharges, discounts, taxes, fees, one-time charges, activation/upgrade fees and any amounts prorated in the month. This quote may change if no agreement/activation is completed today. One-time promotion charges may increase on your next bill.

More Resources:
www.sprintdesignthinking.com/tools.html