

What to Prototype

Prototyping isn't about being fancy. Its about testing ideas and assumptions you have made and validating them directly with your customers. Make simple prototypes to save time and focus testing on the critical elements. Start by asking yourself what you want to learn and what can you build that will provide you with those answers. This will lead you to determine what and how to build your prototype.

How to Determine What to Prototype

- 1** Write down the key elements of your idea. Think logically about what needs to be tested and write down crucial questions for each area of the project.
- 2** Pick a few questions to answer. Reflect on what kind of prototype would best answer these questions. You could conduct a Brainstorm with your team to help generate prototype concepts.
- 3** This process is about learning, not perfection. Better to test a complete failure and learn from it, rather than spending eons developing an attractive, precise prototype.

Process Phase



understand

ideate

experiment