

Telefónica

O<sub>2</sub>

# Station 02: The Concept



think  
big

is a Telefónica Foundation Programm



## Station 02:

# The Concept

**Goal: Create a prototype on the basis of your idea!**

### Approach:

#### Step 01 [ca. 45 min.] – Persona

- ☐ Make up a virtual representative of your target audience.
- ☐ Make bullet points of the characteristics of that person. (see persona pre-print)
- ☐ In bulletpoints, describe the world your person lives in.

#### Step 02 [ca. 45 min.] – Utilisation

- ☐ Come up with ONE example of how the person from Step 01 would use the app. (see journey pre-print)
- ☐ Sketch the steps on the pre-print or the provided flipchart. (see journey pre-print)
- ☐ Which features play a role in the steps? (see journey pre-print)

#### Step 03 [ca. 60 min., + open end] – Clickdummy

- ☐ Start with the first step of your journey and determine the necessary features of the starting page. (see dummy pre-print and exemplary stencils)
- ☐ Once this is finished one member of your group may start rebuilding it in Balsamiq.
- ☐ Now go through the remaining steps of the journey and determine the necessary features for all of the screens.



- ☐ Once all steps have been created in Balsamiq, link them to a click-dummy so you can click through the journey once again.
- ☐ Now it's time to test, improve and work up your app.

### Central Questions:

- Does your app have the effect you desire?
- Does your app actually supply the original need?
- Does the usability fit the habits of your persona?
- How easily can the app be utilised? Is there a way to make it even easier?

### Hints:

- It's not about the looks! It's the content that counts.
- K.I.S.S. – Keep it solid and simple! (You may go further into detail if there is time.)
- Post your screens and features on the wall first. Arrange them afterwards.
- Re-enact the user-journey on a piece of paper or on the wall.
- Use pen and paper before switching to the Computer.
- Split up and work on different sketches and projects in Balsamiq.

