



# **WEN BOOTCAMP**

# **Prototyping**



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# CONCEPTS

- Introduction to prototyping methods
- Different prototyping methods and tools



**By the end of the lesson you will be able to:**

- Define the concept of prototyping
- Understand Lean Principle of Build- Measure- Learn

## **Steps:**

1. Prototyping
2. Lean Principle

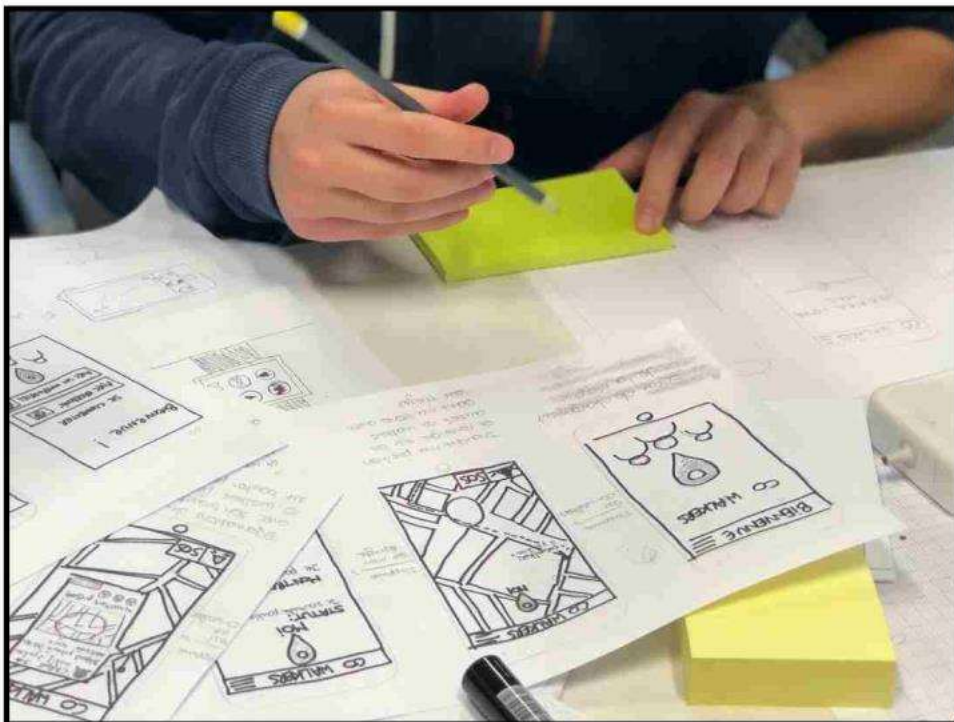
## Prototyping: Give Life to Your Ideas

It's all about Prototyping!

**What?** Prototyping is about creating a simplified version of your idea – a mini model that shows what's in your mind.

**Why?** Prototyping turns abstract ideas into something real and touchable. It's like a dress rehearsal before the big show.

**How?** Grab a pen and paper. Draw your idea. Don't worry about perfection – just capture the essence.



[What is prototyping?](#)



[Design Thinking: Get Started with Prototyping](#)

**Did you know?** Instagram's founders began with a basic prototype focused on quick, artistic photo-sharing.

User feedback highlighted the love for filters, leading to their app's success.

Prototyping helped them create an engaging and user-friendly experience, making Instagram a social media giant.

## Your Prototyping Toolkit

Tools to Bring Your Vision to Life

**What?** Fancy tools aren't needed. Simple items around you can work wonders.

**Why?** These tools turn your ideas into reality in an uncomplicated way.

**How?** Use paper, pens, digital apps, or craft supplies – whatever helps you create your prototype.



Did you know? A prototyping toolkit is your creativity booster. It's a set of tools, digital and physical, that helps you turn ideas into tangible prototypes quickly. Whether it's sketching on paper or using 3D printers, a good toolkit accelerates innovation. So, never underestimate the impact of a well-equipped prototyping toolkit!

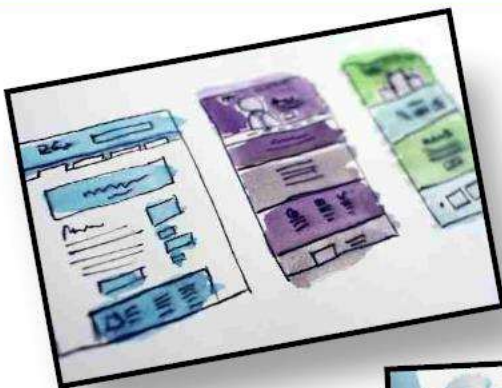
## Trying Different Tricks

Let's Prototype Like a Pro

**What?** Experiment with various ways to prototype – low-fidelity, high-fidelity – no fixed rule.

**Why?** Different methods offer fresh perspectives. It's like seeing a sculpture from different angles.

**How?** Sketch on paper, go digital, or even craft a mini model – explore what suits your idea.



[Prototyping Guide](#)



Did you know? Several famous Indian startups have leveraged various prototype tools to bring their innovative ideas to life. For instance, Zoho, a renowned software company, used prototyping tools like Sketch and Figma to design and refine its suite of business applications, helping them become a global success.

Swiggy, the food delivery giant, relied on user-centric prototyping using tools like InVision and Adobe XD to create a seamless and user-friendly app experience, contributing to its rapid growth. These examples showcase how diverse prototype tools can play a crucial role in the success of Indian startups, from software development to service delivery.



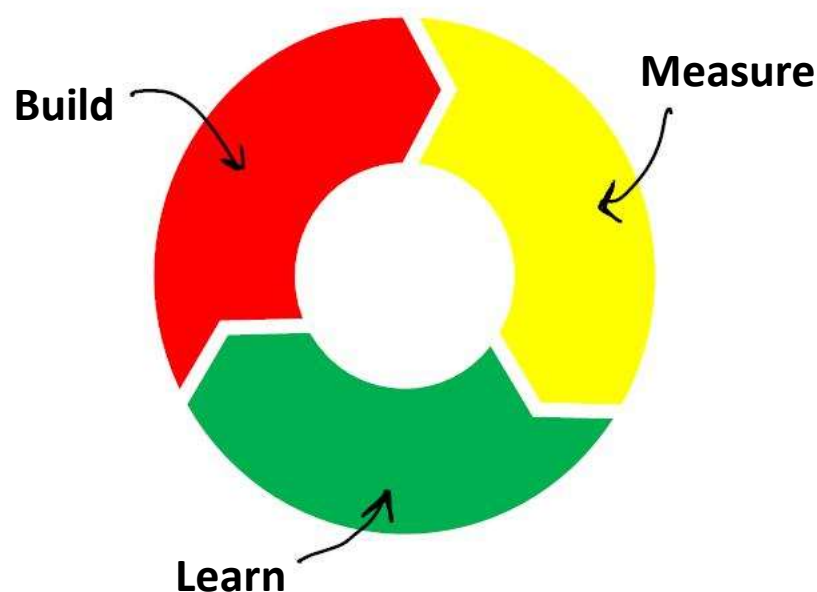
## Learn and Improve - Build, Measure, Learn cycle

Embrace the Learning Cycle

**What?** Build your prototype, gather feedback, and make improvements – a cycle of growth.

**Why?** Feedback makes your idea shine. It's like perfecting a recipe to create a culinary masterpiece.

**How?** Share your prototype with friends, family, or potential users. Learn from their insights and take notes.



[Build, Measure, Learn cycle](#)

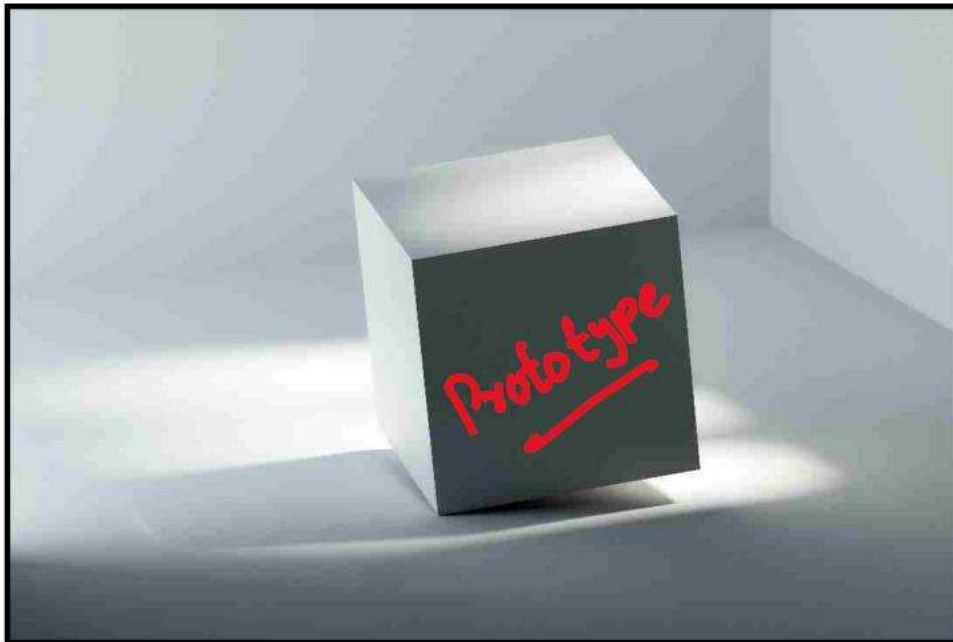


Did you know? The "Learn and Improve - Build, Measure, Learn" cycle drives startup success. OYO Rooms, for instance, began with basic hotel bookings, measured customer data, and learned to enhance quality and expand globally, showcasing the effectiveness of this cycle.

## Let's Sum It Up: Your Superpower Unleashed

### Unleash Your Innovation Superpower

You've just unleashed the power of prototyping and iterating! You can now turn your visions into tangible experiences. Remember, each prototype makes you a stronger innovator.

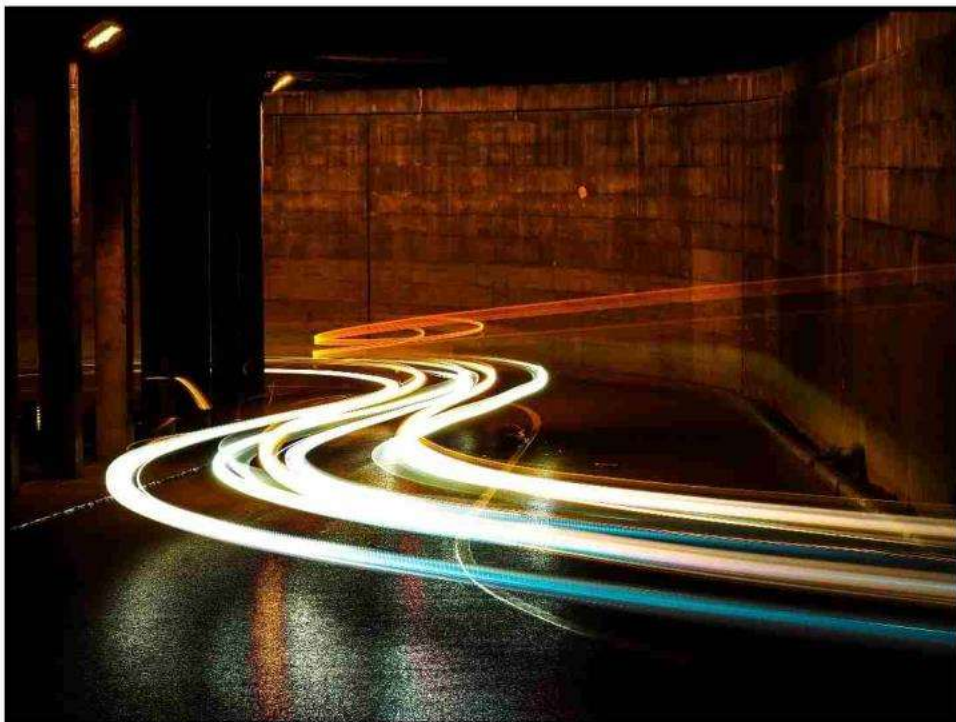


Did you know? Prototyping was the superpower behind Zerodha's success in making stock trading affordable. They started with a basic online brokerage prototype, gathered user feedback, and iterated. Today, Zerodha is India's largest retail stockbroker, with over 5 million clients and billions of dollars in daily trading volume. Prototyping transformed their vision into a market-disrupting reality.

# Keep Going Entrepreneur, Your Journey Continues

## Keep the Momentum Going

Prototyping is your starting line, not the finish. Every prototype takes you closer to your dream solution. Keep dreaming, keep prototyping, and keep making an impact with your incredible ideas!



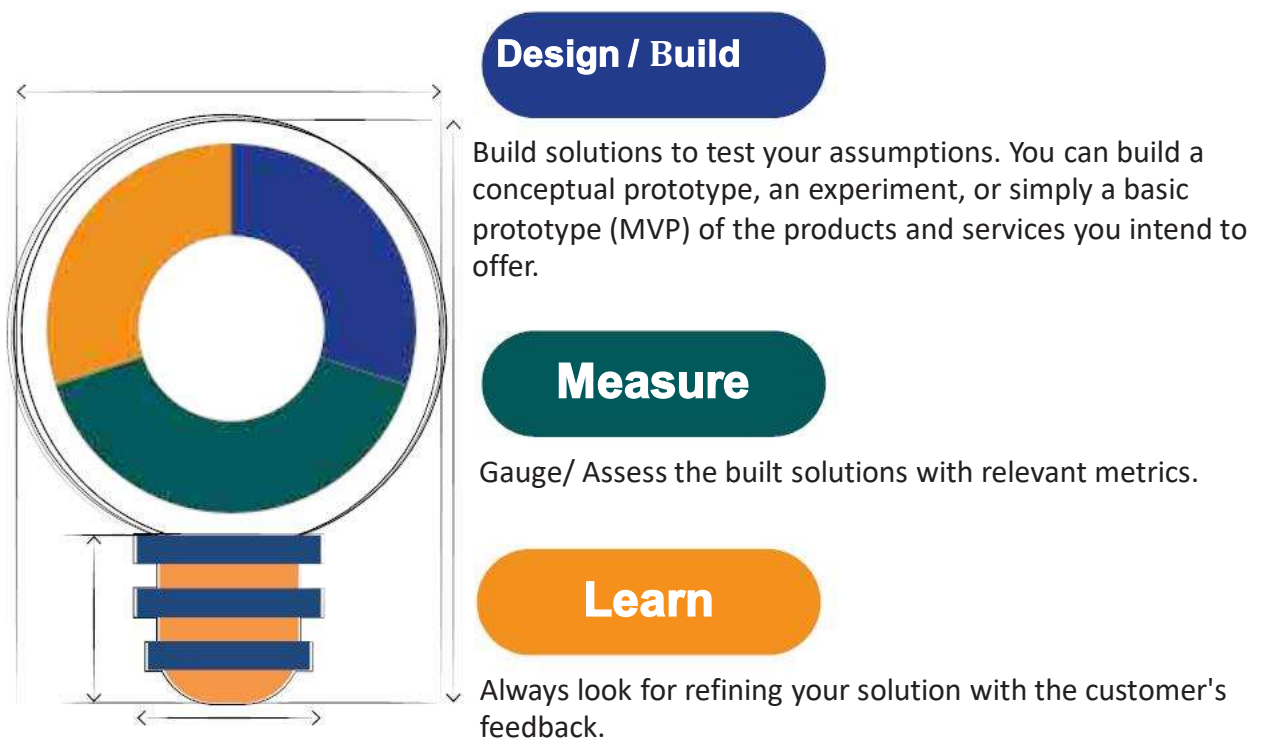
Did you know? Being an entrepreneur means your journey continues long after prototyping. While prototyping is crucial for testing and refining your ideas, the real adventure lies in what comes next. It's about scaling, adapting to market shifts, and constantly innovating. Remember, entrepreneurship is a journey without a final destination, and your resilience and adaptability will be your greatest assets as you navigate the ever-evolving landscape of business. So, keep going, keep learning, and keep building on the foundation of your prototypes to achieve lasting success.



# Get Started Now. Ready, Set, Prototype!

## Embark on Your Prototyping Adventure

No more waiting – let's dive in and start prototyping. Imagine the endless possibilities! Your mission: Build Your MVP (Minimum Viable Product), then Test and Validate Your MVP. This is where innovation meets reality. Show the world your potential, budding entrepreneur!



Did you know? One of India's most famous startups, Flipkart, started with a Minimum Viable Product (MVP) that focused solely on selling books online. Back in 2007, they began by addressing a specific customer need in a niche market. As they gained traction and learned from their customers, they expanded their offerings to become the e-commerce giant we know today. Flipkart's journey highlights how a well-executed MVP can be the foundation for tremendous growth in the startup world.

## Take Action Now!

### Your Call to Action

Now equipped with knowledge, it's time to act. Build your Prototype - a simple version of your idea and MVP . But don't stop there! Test and validate it with real users. This is where your idea becomes a reality. Your entrepreneurial journey is waiting – seize it!

Use Handout Activity 1 & 2.



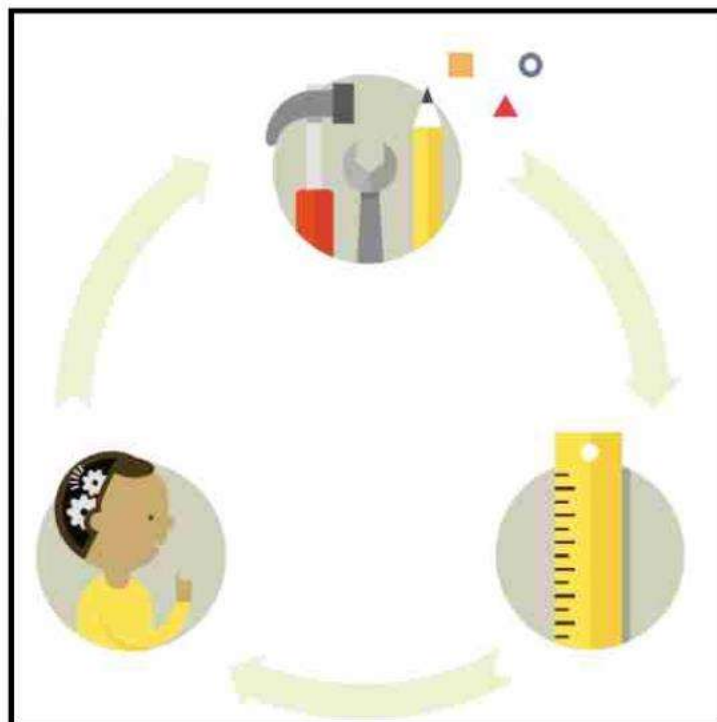
[What is an MVP](#)



[How to build an MVP](#)



[The Art of the MVP](#)



Did you know? A Minimum Viable Product (MVP) is a startup's secret sauce for success. It's the simplest version of your product or service that still solves a real problem for your customers. By launching an MVP, you can learn quickly, gather crucial feedback, and refine your offering, all while conserving resources. It's the smart way to navigate the challenging startup landscape and ensure your product meets market needs effectively. So, embrace the power of the MVP in your startup journey!



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