University of the Cordilleras
Innovation and Techonology Transfer Office

Prototype Thinking

TECHNO100 Technopreneurship

Unit 4

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Prototype Thinking

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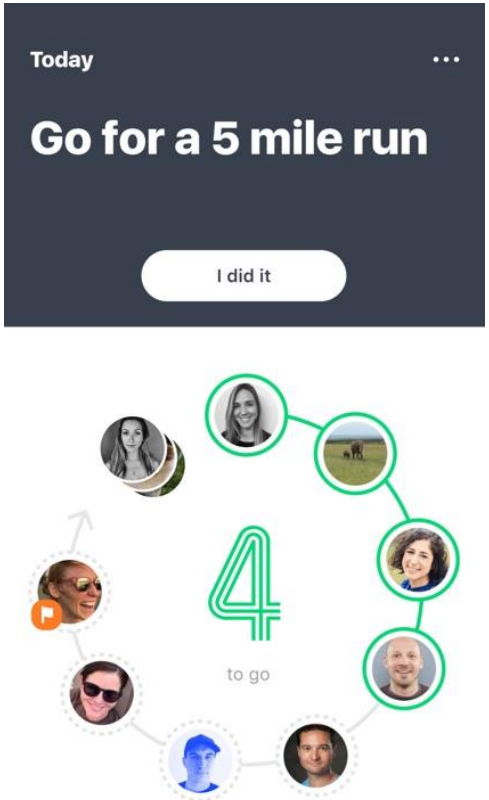
Case Study:
Richard Costolo, Former Twitter CEO

Aside from being a startup guru, he was also into fitness. In 2016, he launched a fitness startup…

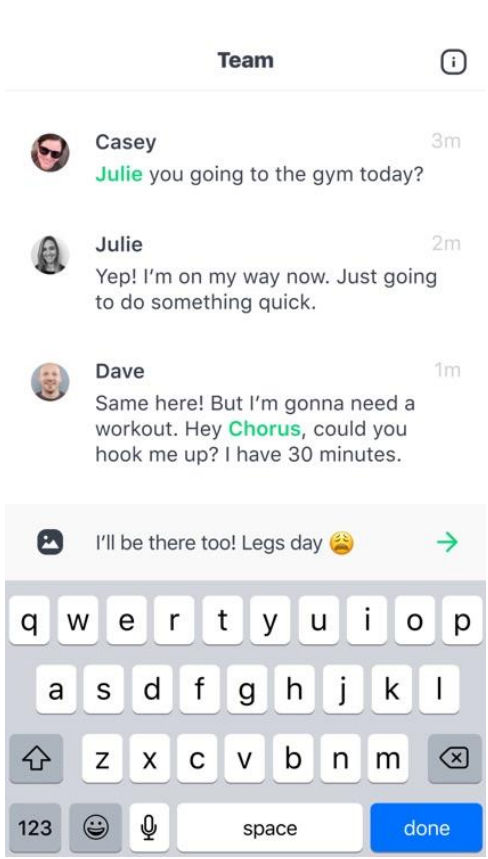
Case Study: Chorus

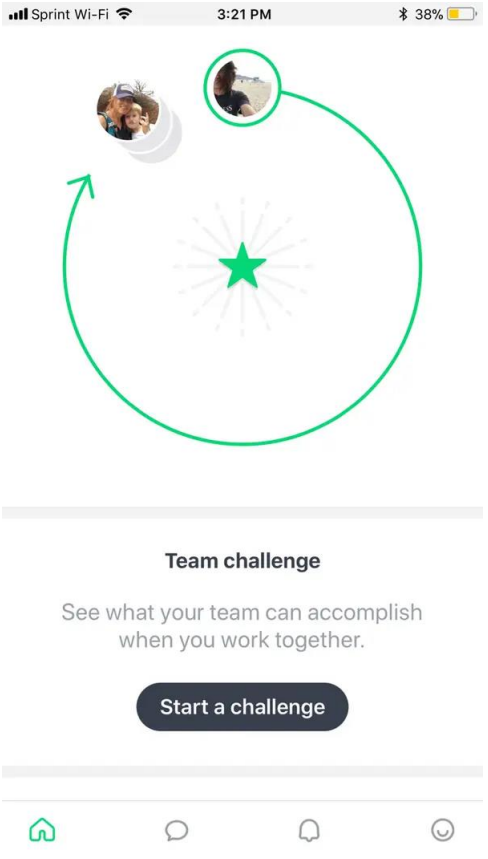
The startup, Chorus, aims to motivate other people to workout by “sharing the burden”.



Case Study: Chorus

Initial investments came in to up to $8 million. Developments happen in less than a year.





Case Study: Chorus

The idea was scrapped due to the “abstinence violation effect”.

Why Prototype Thinking?

Test Ideas Before Committing

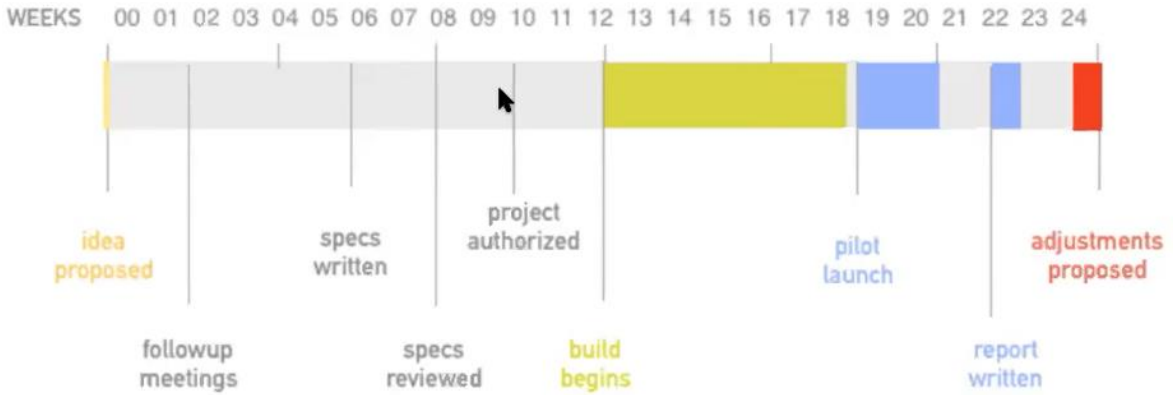
Making sure that the ideas to be developed actually solves the problem being experienced by the target users

Why Prototype Thinking?

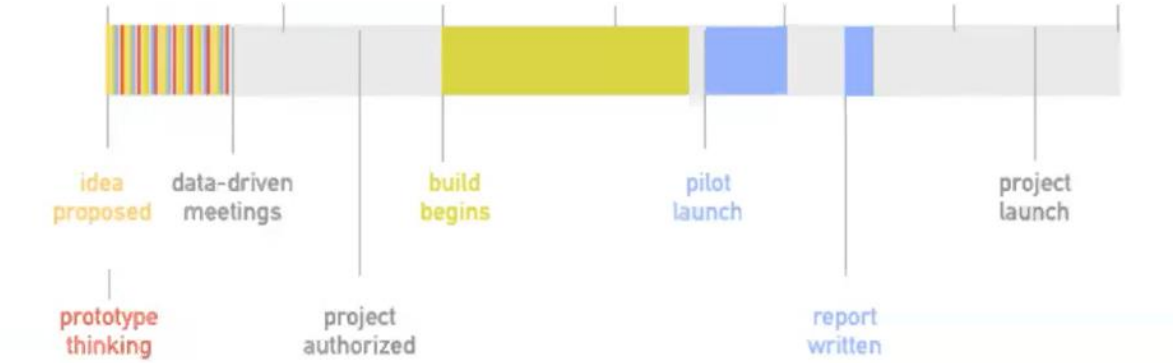
Zero-to-One (0-1) Customer

Identification of at least one customer base who absolutely LOVES your solution before actual development

Standard Process



Prototype Thinking



Myths in Prototype Thinking

01 Development before test

02 You need an engineer

03 Money is necessary

04 The output is the prototype

maximize your rate of learning

by reducing the time it take to try new a new idea

5%

chance

x **12** → **45%**

x **50** → **92%**

Principles in Prototype Thinking

01 Separate conjectures from actuals

02 Stay close to the medium

03 Maximize rate of learning: reduce time to try new ideas

04 Use as much effort as you have confidence

05 Nail it before you scale it

Part 2

Build a 10-minute prototype

Pick a Business Idea

Example:

- App to find keys
- Course on baking bread
- Marketplace to rent camping gear
- Free food delivery for seniors

Who is your user?

Examples:

- Athlete
- Airplane technician
- A college student
- First-time mothers
- HR professionals

Developing Prototypes

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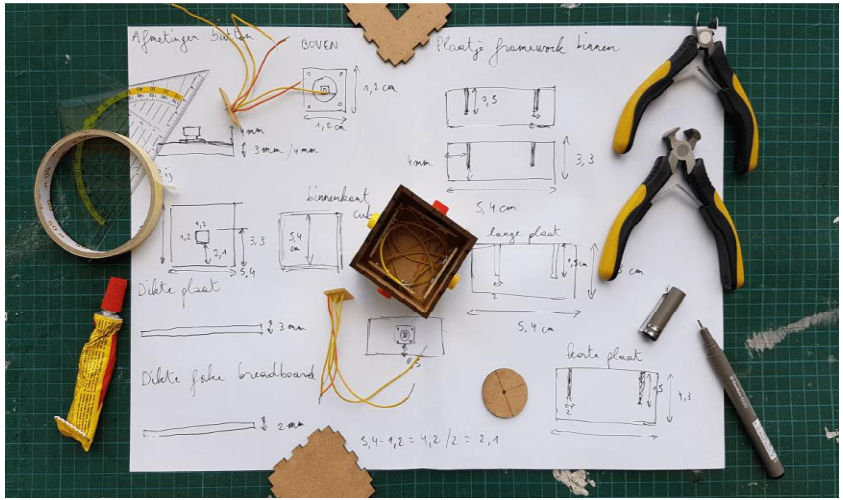
8 Types of Prototypes

Sketches and Diagrams
Paper Interfaces
Storyboards
Lego prototypes
Role-Playing
Physical Models
3D printing or rapid model
Wireframe

Sketches and Diagrams

Any sketch, even the absolute messiest can create a wonderful low-fidelity prototype.

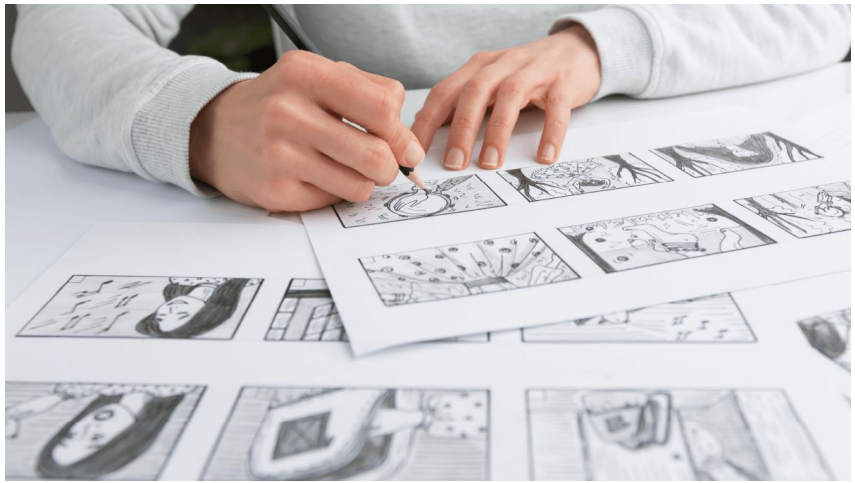


Paper Interfaces

Paper interfaces are made using multiple sheets of paper and sketching movable elements and interactive features on different sheets to create a more in-depth look.

Storyboards

Storyboarding is a technique derived from the film industry and allows you a quick and cheap way of walking stakeholders and users through a product.



Lego prototypes

It’s versatile and able to spark the imagination. It’s easy, cheap, and can be put together and taken apart in no time at all.

Role-Playing

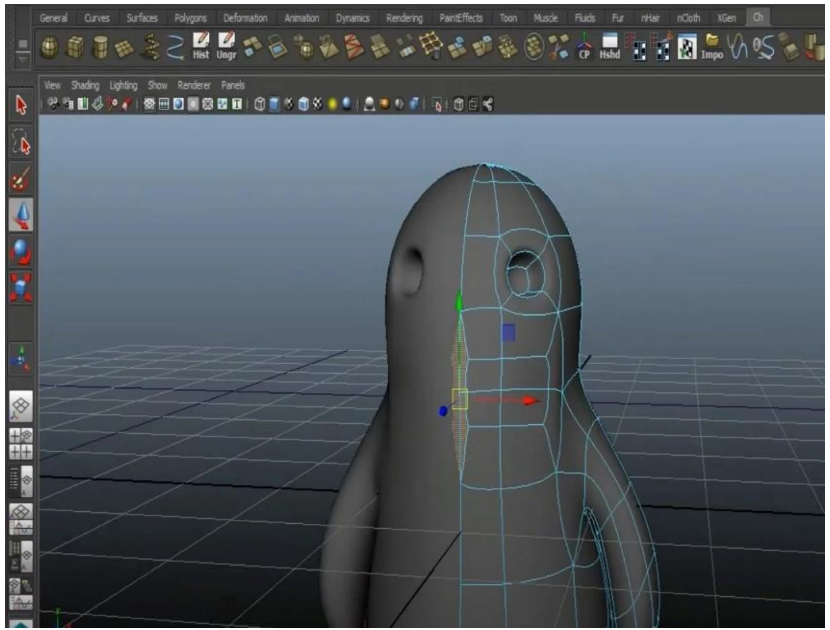
Role-playing is considered experiential prototyping, meaning that it allows your design team to explore the system you are targeting physically.

Physical Models

The purpose of the physical model is to go a step further than a sketch and bring the two-dimensional into the three-dimensional.

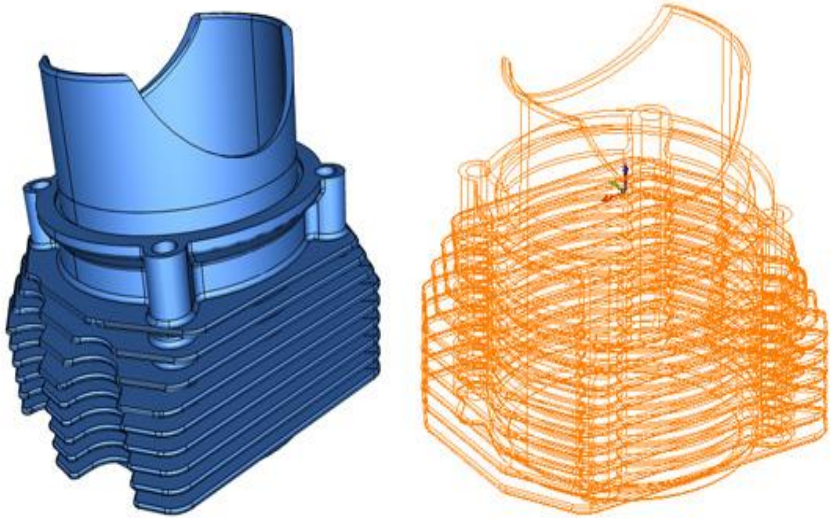
3D printing or rapid model

Three-dimensional printing allows engineers to quickly create a realistic model of a design using a computer and printing machine.



Wireframe

A wireframe acts as a digital diagram or layout of the product. This is a common prototype used for websites, software, or other digital tools.



Steps in Developing Features

- Identify user stories
  - Use storyboard / persona
- Identify solutions to each user story
  - How is it supposed to be done?
  - What are the metrics for success?
- Identify feasibility and compatibility of the solution
  - Solutions can solve different problems, but may not make sense into one package / solution

Activity

10-Minute Prototype

- Go to the board as a group
- List down 3 business ideas concerning the problem of your chosen SDG.
- Ask 5 classmates about which business ideas would they prefer for you.