

PROTOTYPE THINKING

Case Study:

1. Richard Costolo, Former Twitter CEO

- Aside from being a startup guru, he was also into fitness. In 2016, he launched a fitness startup...
- The startup, **Chorus**, aims to motivate other people to workout by "sharing the burden".

2. Chorus

- Initial investments came in to up to \$8 million. Developments happen in less than a year.
- The idea was scrapped due to the "**abstinence violation effect**."

Why Prototype Thinking?

1. Test Ideas Before Committing

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

2. Zero-to-One (0-1) Customer

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

Myths in Prototype Thinking

1. Development before test
2. You need an engineer
3. Money is necessary
4. The output is the prototype

Maximize your rate of learning by reducing the time it takes to try **new a new idea**

$5\% \times 12 > 45\%$

$5\% \times 50 > 92\%$

Principles in Prototype Thinking

1. Separate conjectures from actuals
2. Stay close to the medium
3. Maximize rate of learning: reduce time to try new ideas
4. Use as much effort as you have confidence
5. Nail it before you scale it

8 Types of Prototypes

1. Sketches and Diagrams

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

2. 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.

3. 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.

4. 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.

5. Role-Playing

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

6. 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**.

7. 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**.

8. 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

1. Identify user **stories**

- Use storyboard/persona

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

USABILITY TESTING

Usability Testing

- Practice of testing how **easy a design is to use** with a group of representative users.
- Involves **repeated observation** of users completing tasks through different types of designs.

Checklist

1. Determine the features to test

- What insights do you want to learn from your users?
- Know if you're building a new product or want feedback on a **specific feature** of an existing product.
- Not sure which feature to test first? Red Routes and MOSCOW might be the answer.

Red Routes

- A tool used to help identify which features of an existing or new product need to be **prioritized**

MOSCOW

- Short for Must Have/Should Have/Could Have/Would Have. This tool is used to analyze the **ranking** of your product's features.

2. Set success metrics

- **Effectiveness** – 80% of participants **finish** applying for enrollment online
- **Efficiency** – Participants **can complete** their online enrollment within 5 minutes
- **Satisfaction** – 85% of the participants **rated** the online enrollment experience above 6

3. Determine people to test on

- Which users will provide the most valuable feedback?
- Test with a **wide range** of people
- 5 people per persona (one at a time!) is all you need

4. Create task scenarios

- Give instructions to the user on **what we want them to do** (not how)
- Creating a task scenario helps make the usability **test feel real**, putting the user in the **right mindset** of the context
- A context-less task such as a "Buy a product" lacks meaning and **would not be likely to simulate a real-world situation**
- **Context-less:** Buy some food
- **Make it realistic and actionable:** You've just finished a long day at the office which involved back-to-back meetings, zoom fatigue, and a difficult conversation with the client. You've just turned off your laptop and are hungry and want to order food for yourself. Navigate to the site and try to order something to satisfy your craving.
- **Avoid giving clues or describing steps:** Click on view product, then click in add to cart then purchase the product.
- **Avoid tasks that don't have definite end points:** Explore the credit card section.

5. Write a test script

- Test Scripts are **line-by-line descriptions** containing information about the system.
- A script typically has 'steps' that try to fully describe **how to use the program**.
- The test script should list out each step that should be taken with the **expected results**.
- Example of a Test Script:
 - For example, to check the login function on a website, your test script might do the following:
 - Load the website homepage, then click on the "login" link. Verify that the Login screen that appears and the "Username" and "Password" fields are visible.
 - Next, type the username "Charles" and password "123456" identify the "Confirm" button and click it.

- Verify that the title of the Welcome screen is visible.
- Read the title of the welcome screen
- Insert that the title text is "Welcome Charles."

6. Prepare test environment

- Video: Any **basic video conferencing app** can work though note that not all come with record functionality on the free version so you may have to screen record separately. Ask consent first.
- Prototype: Figma? Marvel? **Adobe XD**? Something else?
- Note taking: Pen and paper? Miro? **Google Sheets**? Recommend against Notion as it doesn't let you do affinity mapping.
- Who will be joining the test? Will anyone be observing?
- Ensure your participant has been well briefed to be in a **quiet room**. We usually onboard participants at least a day ahead.

Overview:

- Usability Tests take between **20-40 minutes**
- Conducted face-to-face or online
- With a target user of your problem and solution

Iterative Process

1. Complete Prototype
2. Identify User Types
3. Identify 5 Users of each User Type
4. Start First Wave of Testing
5. Gather and Synthesize Insights
6. Iterative Prototype
7. Repeat

PITCHING

What is pitching?

- It is a presentation of **business ideas**.
- A depiction of business plants to **potential clients** to persuade them that your company is the right choice.

How do I pitch?

1. Elevator Pitch

- **Description:**
 - Long enough to cover **important parts** & short enough to **create an interest**
 - **20-30 seconds** to briefly explain what the startup does
- **Key Components:**
 - **Introduction** – include your name, job title, or **company name**.
 - **Experience** – Provide some background, like previous roles, **projects** or initiatives
 - **Goals** – State your goals or the pain point you **hope to address**.
 - **Solution** – Share your unique solution to the **problem** or your idea for achieving your goal
 - **Plan** – Lay out your plan or the **specific reasons** you will be successful.

2. Competition Pitch

- A pitch competition is a contest where entrepreneurs present their business concepts to a panel in the hope of winning a cash prize or investment capital.
- **3-5 Minutes** to explain what the startup does and its traction

Magic Quadrant

- A Magic Quadrant provides a **graphical competitive positioning** of four types of technology providers, in markets where growth is high and provider differentiation is distinct.

Power Grid

- A Power Grid enables you to show how your **startup beats out the competition** in areas like its **key benefits**, go-to-market strategy, business model, and more.

3. Investor Pitch

- An investor pitch deck should include your current **market share**, your revenue model, and a financial breakdown explaining how you would use it.
- **20-30 Minutes** to explain everything in your startup

The 10 Key Elements of Pitch

1. Teaser
2. Problem
3. Solution
4. Market
5. Business Model
6. Competition
7. Channels
8. Team
9. Money
10. Milestones

Mistakes to Avoid while Creating a Successful Pitch

1. Not doing your research
2. Not knowing who your investors are
3. Not being open-minded
4. Delivering a boring pitch
5. Not being progressive in your approach
6. Creating the wrong image
7. Missing on key elements
8. Failing to illustrate the profit

What to do in pitch

1. Relate the topic to the audience
2. State the importance of your topic
3. Startle the audience
4. Arouse the curiosity of the audience
5. Question the audience
6. Begin with a quotation
7. Tell a story

Identifying Team Roles

1. The Hipster (Design and User Experience)
2. The Hacker (Development)
3. The Hustler (Business and Marketing)

5 Criteria Juries Use to Select the Best Startup Pitch

- Team
- Market Validation
- Product
- Business Model
- Soft Skills

Branding

- **What are Brand Archetypes?**
 - Brand archetypes help you determine the human character traits that most accurately **reflect** your brand.
 - This enables your brand to create **deeper connections** with your audience and customers based on strong emotional interactions.
- **What are the 12 Brand Archetypes?**
 1. **The Creator**
 - Desire: Create perfect product/service
 - Goal: Innovation
 - Strategy: Use **creativity** to solve problems
 - Brand Message: "Think different"
 - Traits: Innovation, Originality, Expression, Vision, Individualistic
 - Fears: Stagnation, Duplication, Familiarity, Disillusion, Indifference
 - Brands: Apple, Lego, Adobe, GoPro, Crayola
 2. **The Sage**
 - Desire: Find the truth

- Goal: Understanding
- Strategy: Seek **information and knowledge**
- Brand Message: "The truth will set you free"
- Traits: Wisdom, Intelligence, Expertise, Information, Influence
- Fears: Lies, Misinformation, Ignorance, Inaccuracy, Stupidity
- Brands: TED, Google, BBC, Discovery Channel, The Times

3. The Caregiver

- Desire: Care, protect and nurture
- Goal: Helping Others
- Strategy: Do things **for others**
- Brand Message: "Treat others as yourself"
- Traits: Compassion, Caring, Reassuring, Nurturing, Warm
- Fears: Helplessness, Selfishness, Ingratitude, Instability, Neglect
- Brands: UNICEF, Johnson & Johnson, NHS, Pampers, Volvo

4. The Innocent

- Desire: Love, peace, and happiness for all
- Goal: Happiness
- Strategy: Do the **right thing**
- Brand Message: "The glass is half full"
- Traits: Optimistic, Charming, Honest, Loyal, Simplistic
- Fears: Depravity, Deceit, Complexity, Punishment, Confusion
- Brands: Dove, McDonald's, Innocent, Coca-Cola, Volkswagen

5. The Jester

- Desire: Enjoy life and have fun
- Goal: Entertainment
- Strategy: Be playful, **be fun**
- Brand Message: "If you're not having fun, you're doing it wrong"
- Traits: Playful, Humorous, Positivity, Togetherness, Funny
- Fears: Boredom, Negativity, Seriousness, Gloom, Misery
- Brands: Paddy Power, Budweiser, Skittles, Old Spice, M&Ms

6. The Magician

- Desire: Turn dreams into reality
- Goal: Magical Moments
- Strategy: Create a **unique vision** and stand by it
- Brand Message: "Make the impossible, possible"
- Traits: Transformational, Charisma, Imaginative, Idealistic, Insightful
- Fears: Repetition, Boring, Stagnation, Doubt, Ignorance
- Brands: Disney, Dyson, TUI, Polaroid, MAC Cosmetics

7. The Ruler

- Desire: Control
- Goal: Success
- Strategy: **Lead** and create exclusivity
- Brand Message: "Laughter is the world's best medicine"
- Traits: Power, Status, Success, Wealth, Loyalty
- Fears: Losing power, being undermined, rule breakers, rebels, xxx
- Brands: Microsoft, Rolls Royce, Rolex, Hugo Boss,

8. The Hero

- Desire: Mastery
- Goal: Improve the world through courage
- Strategy: **Motivate** and encourage
- Brand Message: "Where there's a will there's a way"
- Traits: Bravery, Courage, Honor, Inspiration, Growth
- Fears: Weakness, Incapability, Injustice, Cowardice, Incompetence
- Brands: Nike, BMW, FedEx, Adidas, The Royal Marines

9. The Everyman

- Desire: Connection with others
- Goal: Belonging
- Strategy: Down-to-earth and **trustworthy**
- Brand Message: "Live together in harmony"
- Traits: Dependable, Realistic, Pragmatic, Inclusive, Equality
- Fears: Exclusion, Standing out, Hostility, Isolation, Separation
- Brands: Tesco, Lynx, Ford, Levis, Ikea

10. The Rebel

- Desire: Revolution

- Goal: Disruption
- Strategy: Shake things up and do things differently
- Brand Message: "Rules are made to be broken"
- Traits: Disruptive, Liberator, Confrontational, Independent, Change
- Fears: Conformity, Rules, Repetition, Rigidity, Status Quo
- Brands: Harley-Davidson, Uber, Diesel, Greenpeace, Red Bull

11. The Explorer

- Desire: Freedom of discovery
- Goal: Excitement and Fulfillment
- Strategy: Take your own path
- Brand Message: "Seek out new things and set yourself free"
- Traits: Discovery, Adventure, Independence, Exploration, Pioneering
- Fears: Aimlessness, Conformity, Safety, Confinement, Short Sightedness
- Brands: NASA, Jeep, The North Face, Subaru, National Geographic

12. The Lover

- Desire: Connection
- Goal: Intimacy
- Strategy: Be desirable
- Brand Message: "Love makes the world go round"
- Traits: Passionate, Committed, Romantic, Affectionate, Indulgent
- Fears: Rejection, Isolation, Loneliness, Unloved, Invisible
- Brands: Victoria's Secret, Godiva, Anne Summers, Alfa Romeo, Chanel