**Human-centred Design Step 3: Prototyping Field Task**

***What to learn:***

*-*How to practically develop a prototype for the business

How can you make your idea practical enough so that you can test whether it works? With a prototype! In this session, we will discuss how to develop a version of your product that you can test with your customers.

***Practical Task***

Go through the reading material to understand better what prototyping is, how to decide what to prototype and a few examples of prototypes.

***Field task***

Option A

1. Determine what elements of your idea you would like to test and generate questions for them which you can use to collect feedback from your customers. In this case, you might think about one or a few aspects of your product/service. E.g. you might want to improve/change the design of your clothing line, or you would like to increase the pricing of your product etc.
2. Pick the most relevant prototype for you. For this field task, we suggest a physical prototype or a storyboard. Alternatively, you could try testing out a small version of your idea for a short amount of time, and see how that works.
3. Now that your prototype is ready, go test it with the people you are creating the solution for.
4. Remember to have fun!
5. People have a tendency to tell you what they think you want to hear. It is important to gather honest feedback. Let them know that the prototype is a test version to learn and that you value their honest opinion, especially constructive feedback which can be the key for the improvement of your product/service.
6. Write down the feedback you gather and ask as many questions as possible.

**Here is a guide on how to ask good questions:** [https://www.dummies.com/careers/find-a-job/interviews/ten-tips-for-as king-good-questions/](https://www.dummies.com/careers/find-a-job/interviews/ten-tips-for-as)

**Required outputs:**

Attach a picture of your prototype as well as the findings of your prototyping.

Alternatively, you could Come up with a super creative way of sharing the above. Some examples could be:

● Infographics - You could create this with any of the free version of these tools: Canva, Piktochart or Infogram.

● Bit-sized gifs with simple text explaining what it is about.

● Virtual mini-museum

● Your own creative one….

You will discuss your prototype and the findings of your prototype with your mentor.

**Field Task - Option B**

If you can’t create a prototype for your business, consider asking yourself the following questions:

1. Do I currently have competitors in my business? If yes, what is working for them? How can I make my business better than what they are currently doing based on the feedback I received during prototyping?
2. Why would people pay for my product? Why would they choose it among other competitive products? What can I do to make it even better/different?
3. What resources do I need to get my business off the ground? Most of the time, this involves money, but you could also consider other things, such as specific skills, suppliers, staff, etc.
4. How will I continuously make sales? How will I get referrals and/or repeat customers?
5. Does my business have the potential to grow? And do I have the resources to grow it?
6. What feedback have I collected from my customers? How can I make sure I implement it in my product or service?

**Additional reading materials:**

How Smart Life used prototyping to develop a business: <http://www.designkit.org/case-studies/4#spotlight>

How Moneythink Mobile created financial solutions for students: <http://www.designkit.org/case-studies/3>

Rapid prototyping Google Glass:

<https://www.youtube.com/watch?v=d5_h1VuwD6g>

How to use paper to build a prototype:

<https://www.youtube.com/watch?v=85muhAaySps>