

PROOF OF CONCEPT

A **proof of concept**'s only purpose is to show whether you can reasonably create a solution.  
A proof of concept (POC) is the process of proving that an idea is feasible. It's a screening phase to decide whether the idea can and should be brought to life. A POC may very well reveal that a great-on-paper proposal doesn't have legs to stand on, in which case it should be revised or trashed.

WHY **assess and plan**

Plan in advance tasks will occur later.  
Manage the design process in the timeframe you have.  
Organise the activities before start. Every team member might have specific tasks and goals.  
Assess the feasibility of your solution before you go ahead with the development and the prototyping.

WHAT **planning**

There are several tools you can use for the proof of concept. Think about the type of solution you are developing and find the best way to adapt the proof of concept to your field.

HOW **team management**

Consider personal attitudes, competences and ability to better set up the plan for your team

- WHO
- WHAT
- WHERE
- WHEN
- HOW
- WHY

PROOF OF CONCEPT: activity 1

STEP 1

Describe what problem you're trying to solve and for who: consolidate, share and finalise problem statement and personas

STEP 2

Provide a list of the resources you'll need to complete it

- MATERIALS
- TECHNOLOGY
- PROCESSES
- COMPONENTS
- SERVICES



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PROOF OF CONCEPT: activity 2

STEP 1

ENGAGEMENT

STEP 2

PREPARATION

STEP 3

INTRODUCTION

STEP 4

TESTING

STEP 5

ANALYSIS

STEP 6

IMPLEMENTATION

A/B Testing

USER TESTING

A/B testing is a user-experience research methodology. A/B tests consist in experiment two variants A and B. In the design process it is a simple way to compare and test two different variants of the same interface, product or service, observing the users answers to that variants. It is a methodology useful to take decisions based on evidence and data collected from the users

CREATE VARIATIONS

WHY

plan your user testing

Manage your tasks in the timeframe you have.  
Organise the activities before start. Every team member might be have specific tasks and goals

WHAT

design

Design the specifications of the model / mock-up / prototype you want to test with your users. Define the two variants A and B you want to use during the test. If you plan to have more than 1 user testing define the two variants for each session.

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WHO

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WHERE

WHEN

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WHY

PROTOTYPE 1

PROTOTYPE 2

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PROOF OF CONCEPT: activity 2

STEP 3

Specify success criteria/metrics

STEP 4

Validate every component / part of your solution

