

3

Plan for Field Tests



WORKSHOP GUIDE

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Class Leader's Guide

Before the Class 3 Workshop



Confirm that You Have a Meeting Space

The prototyping process involves a lot of collaboration and making, so you will want to choose a location where your team will have adequate space to build physical things and not disturb others around you too much.



Confirm that Everyone Can Make the Workshop

If some members of the team are unable to make it, consider rescheduling or have a plan in place to go forward with a smaller number of team members for the class.



Print Out the Class 3 Workshop Guide

Though it is not required to print the Class 3 Readings, the Class Leader should print out a copy of the Class 3 Workshop Guide to bring to your workshop session. Other teammates only need to print out the activity sheets (p. 4, 10-11, 13, and 15-17) and may choose not to print out the entire guide to save paper.



Coordinate with Your Team to Bring Supplies

For this workshop, you'll need pens, felt markers or Sharpies, Post-it notes, a printed Class 3 Workshop Guide, and lots of prototyping supplies. Check out the suggestions in Activity 05 on p. 14.



Lead the Workshop

This guide will walk you through facilitating the activities, discussions, and assignments for Class 3. Make sure to review the readings thoroughly so that you can effectively lead your team.

01

Questions, Comments, and Takeaways

10 minutes

Welcome to the Class 3 Workshop! We hope you've enjoyed reading about what it's like to consider the context of your prototypes. The activity below is a way for you to reflect on what you've learned and help clarify questions you might have. Take a few minutes to reflect on the questions below, and then discuss your answers with your group.

1) What are your biggest takeaways from Week 3 Readings?

2) What were your 'Aha' moments from Week 3 Readings?

3) What are you excited about for this workshop?

02

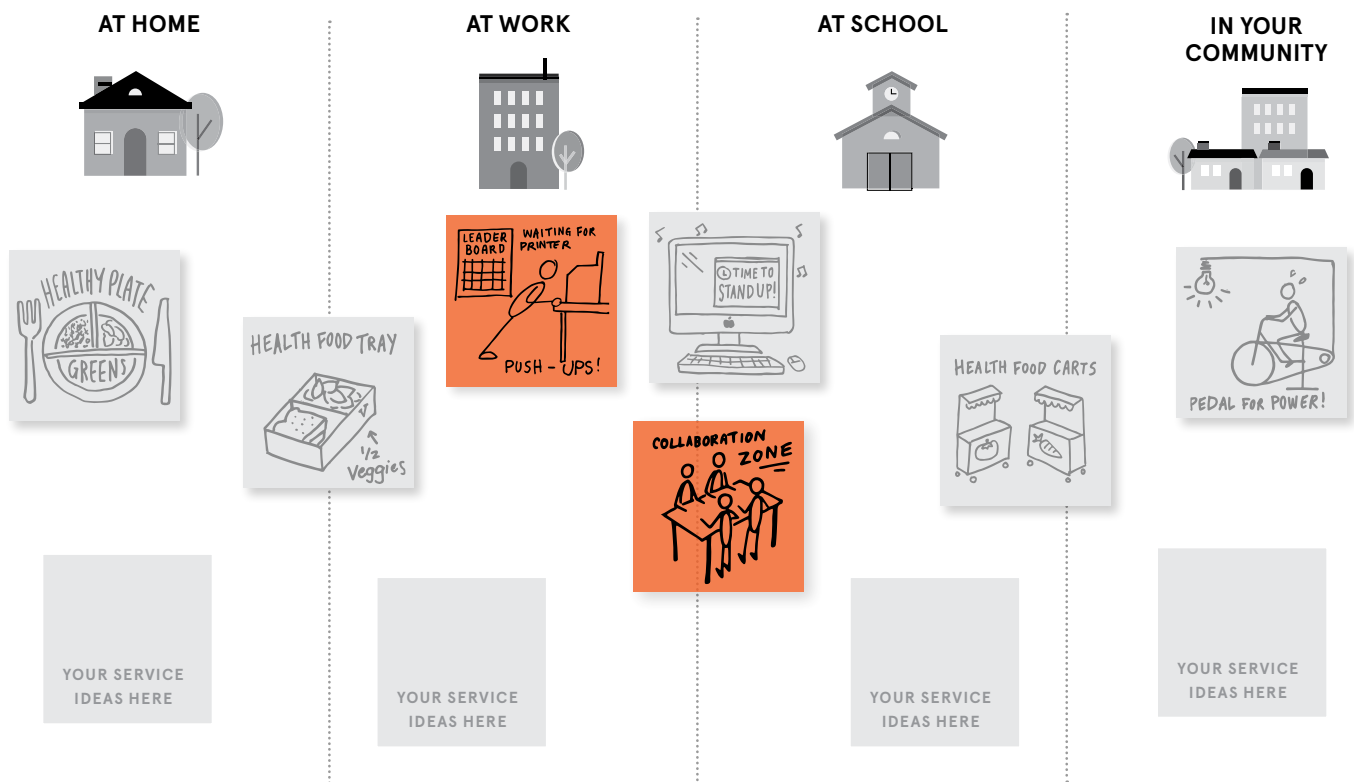
Select an Environments Idea

10 minutes

In this workshop, you and your team will plan your prototype—sketching and mocking up your idea—in preparation for field-testing. Next week, you'll make your idea real and test it out in the world.

- 1. Review Ideas:** For this Class 3 Workshop, you and your team will be selecting an idea and prototyping the environment that might best support it. Take a moment as a team to look back at the original design challenge and review the pre-crafted seed ideas and any you may have brainstormed with your team.
- 2. Work as a Whole Team:** You will be prototyping as a whole team this week in preparation for field-testing. You may find as you prepare that you naturally break into sub-groups to think through different components of the prototype, but remember to continue to sync up and test your idea as a whole team before you go into the field next week!
- 3. Select a Space-Related Idea:** When selecting an idea to test, pick one that allows you to modify the space that the idea lives in to better support your user—e.g. a room, sidewalk, or storefront. (Hint: check out the **orange** Post-its for examples of ideas connected to a **space**.) If there's a context that you haven't built for yet, or an idea that you haven't selected but want to try, here's your chance!

How might we design an **environment** to improve health in everyday places?



Optional

03

Video Inspiration: Field-Testing

As you prepare to go into the field next week, use this week's workshop to think about what you want to test in the field. Play around with your idea before you go—sketching it, mocking it up, trying it out in a “safe” environment, and refining it. Then, prepare what you need to go out into the world next week. Take a look at this video of the “Hip Hop for Health” idea as an example of mocking up an environments prototype, planning for field-testing, and taking your idea into the world!



Highlights:



Start with a **sketch, mock it up**, and test it in a safe space.



Prepare to bring your prototype into the field!



Next week, test and iterate on-the-fly with **real users**.

03

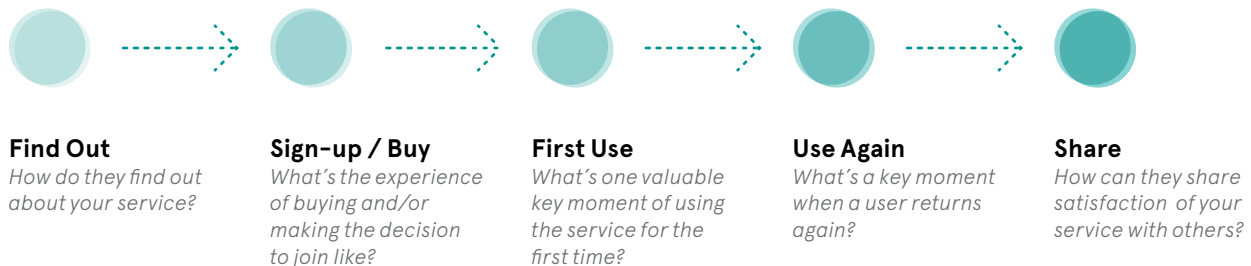
Think to Build: Plan for Live Prototyping

40 minutes

You'll recognize the first part of this planning worksheet from your Class 2 Workshop activities. This time, however, you'll build on your Journey Map and consider more deeply your initial ideas for what you need to prepare to go into the field. Don't worry, after sketching, mocking up your space, and testing your idea with your team, you'll get a chance towards the end of this workshop to refine your original plan.

1. Describe and Map the User Journey You Want to Test in the Field

As you did last week, sketch out the Journey Map for the person you are designing for on the worksheet on p. 10.



2. Select 1-2 Key Moments to Test in the Field

Once you've sketched out a Journey Map for your concept, pick one or two key moments that you want to test in a real setting and with real users. For next week's field test, focus on the core moment at the heart of your concept. What do you think might be **most desirable** to the people you are designing for? Once you understand what's valuable to people, then you can explore how to make it more real.

3. Consider How You're Going to Try It in the Real World

How might you test your idea and make it real? Consider what needs to be in place in order to facilitate the testing of your prototype in an actual environment. Use the worksheet on p. 11 to help you think through your plan.

You'll want to consider:

- **People:** Who you want to engage and how you might engage them.
- **Space:** Where you might go to test your idea. If you're able to leverage an existing space, you may need to think about modifications so that the space works for the purpose of your prototype.
- **Timing:** When might be a good time to try out your idea.
- **Service Elements:** For a service, think through how you might make key moments and/or new service roles clear to those you are testing with.
- **Tools:** If your concept leverages physical products or tools, you'll need to bring these with you. Plan ahead and accommodate any potential iterations by bringing along a few extra materials with you.

03

Think to Build: Journey Mapping

40 minutes

EXAMPLE



Name of Your Idea: Hip Hop for Health

Brief Description:

An easy, accessible way to exercise and promote community through donation-based, pop-up hip hop classes located in busy public spaces.

Who is this for?



Andre, 22

A person who wants to feel connected to his or her community, be healthy, and have fun in the moment!

What are you trying to learn?

- Will people show up?
- Would a pop-up hip hop class be engaging for people?
- Will they donate money?

Journey Map:



Find Out

On his walk home one day, Andre sees a sign with an arrow pointing to Hip Hop for Health: Class in Progress.

First Class

People in the class look like they're having fun, so Andre decides to join. The instructor teaches simple steps so it's easy to jump right in.

Donate

Andre enjoys the class, so he puts five dollars in the donation jar.

Return to Class

Andre loves that Hip Hop for Health helps him be more active and social, so he looks up when the next class is and returns regularly every Wednesday.

Share

He brings a new friend to each class and notices that it's growing and more classes are offered!

03

Think to Build: Field Test Considerations

40 minutes

EXAMPLE

Moment(s) in Journey to Test in the Field

What 1-2 key moments in the user journey do you want to test next week?

1

FIND OUT

2

FIRST CLASS

People

What roles will you need to fill when you test your prototype? How might you engage potential users to try your idea?

Someone to teach dance moves; Someone to recruit participants;

Someone to hang up the sign and posters

Space

What new or existing spaces need to be part of your prototype? Do you need permission to use that space?

Active sidewalk space; Signs or handouts; A dance floor or way to signal space;

A heads-up to surrounding businesses on that part of the street

Timing

When is the best time to test with potential users?

During or right after lunch to recruit people out on the streets;

Maybe at end of the day for commuters

Service Elements

What interactions will be important to try? How do you want the experience to feel? What sequence flows most naturally?

Leading the dance class; Engaging participants;

Creating a fun experience; Encouraging donations

Tools

What tools or 'things' might you need to test your prototype? Who will be in charge of building or bringing them?

Music player and speakers, a donation jar, "Dance Floor", signs,

markers, poster board, scissors, tape, Post-it notes, paper

03

Think to Build: Journey Mapping

40 minutes

Place Post-It
of idea here

Name of Your Idea:

Brief Description:

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Who is this for?

What are you trying to learn?

Journey Map:

								
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03

Think to Build: Field Test Considerations

40 minutes

Moment(s) in Journey to Test in the Field

What 1-2 key moments in the user journey do you want to test next week?

1

2

People

What roles will you need to fill when you test your prototype? How might you engage potential users to try your idea?

Space

What new or existing spaces need to be part of your prototype? Do you need permission to use that space?

Timing

When is the best time to test with potential users?

Service Elements

What interactions will be important to try? How do you want the experience to feel? What sequence flows most naturally?

Tools

What tools or 'things' might you need to test your prototype? Who will be in charge of building or bringing them?

04

Sketch Your Prototype in Context

20 minutes

When designing for an idea that will depend on its environment, it helps to first make some quick sketches of what that concept might look and feel like in the space. You don't have to be Leonardo da Vinci, just doodle and use your drawing to help think through your concept in its desired context.

Think About People

When making a decision about your space, always think back to who you're designing for. How do you want them to interact with your space? As you craft each interaction, how might it help achieve the larger outcome you're hoping for? How might the environment influence the behaviors you seek to change?

Consider Proximity

The relationship between people and things in your space can support or hinder the behaviors you're trying to encourage. Experiment with the proximity of supporting elements or their positioning next to, in front of, or behind other elements to see what creates more seamless interactions. For example, if there is a greeter in your concept, does where they stand in relationship to your customer feel both approachable and non-intrusive? Remember, comfort level and "personal space" can vary greatly between people of different genders, ages, and cultures.

Experiment with Materials

Different materials evoke different tones—wood can feel warm, metal can feel cool, etc. Though the materials you use for prototyping may not look exactly like the final product you have in mind, consider what you might try in order to test the tone you're hoping for.



CONSIDER THE FOLLOWING

You may choose to draw out a few different variations of the space and elements in it. That way, you'll be prepared to adapt and learn from different configurations when you get there.

04

Sketch Your Prototype in Context

20 minutes



05

Mock It Up

60 minutes

Now that you've sketched out how you'll use the space and context you're designing for, let's mock it up! Making a mock-up just means modeling your idea—props and all—in your own space. This way you work out some of the big kinks before you even set foot out in the field. We've added some new tools that can help with simulating spaces like tables, chairs, large poster board or foam core, and painter's tape, which is great for creating imaginary walls or zones. After mocking it up, think about any changes you need to make and use the Activity 06 worksheet to lay out your refined plan.

Helpful Tools



Colored Paper



Scissors



Markers



Glue



Post-it Notes



Cardboard Box



Ruler



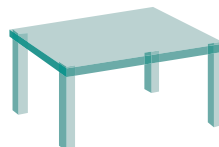
Empty Water Bottle



Tape
(Try painter's tape!)



Poster Board or
Foam Core



Table



Chair

06

Refine Plan

20 minutes

Place Post-It
of idea here

Name of Your Idea:

Brief Description:

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Who is this for?

What are you trying to learn?

Journey Map:



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06

Refine Plan

20 minutes

Moment(s) in Journey to Test in the Field

What 1-2 key moments in the user journey do you want to test next week?

1

2

People

What roles will you need to fill when you test your prototype? How might you engage potential users to try your idea?

Space

What new or existing spaces need to be part of your prototype? Do you need permission to use that space?

Timing

When is the best time to test with potential users?

Service Elements

What interactions will be important to try? How do you want the experience to feel? What sequence flows most naturally?

Tools

What tools or 'things' might you need to test your prototype? Who will be in charge of building or bringing them?

07

Debrief on Class 3

10 minutes

Wow, that was a lot of planning and preparation you just completed—good work! Next week, you'll finally get to take the idea you just planned out of your workshop space and into the context that you designed for. But first, as a team, reflect on the prototype planning process and share your thoughts about next week.

1) What are you most excited about for next week?

2) What were the biggest shifts you made to your prototype based on this week's planning activities?

3) What are you most concerned about?

4) What do you think will be most challenging about testing your prototype in context?
