



Prototyping

Make your opinions into estimations

Simo Lahdenne, Startup Experience Fall 2022

Simo Lahdenne

AVP Teacher

Mechanical Engineer

Creativity

Longboarding

Ukulele

Projects:

Sauna design

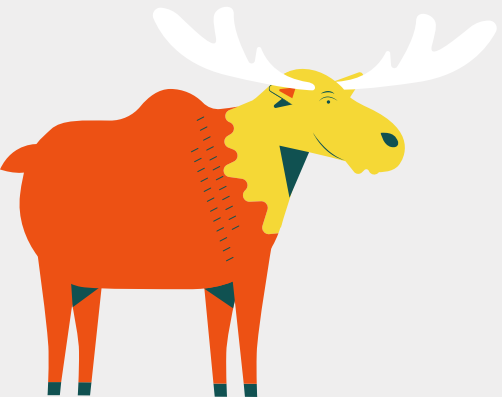
Future of travel

...



Product=

-
- Physical product
 - Digital product
 - Service
 - Nonprofit operation
 - Project
 - Process





During this workshop

Each team should ask the minimum of 3 questions from the teaching team

It might get just bit further than you think





Wallet Exercise

Pair up

Build a Prototype of a Wallet for your partner

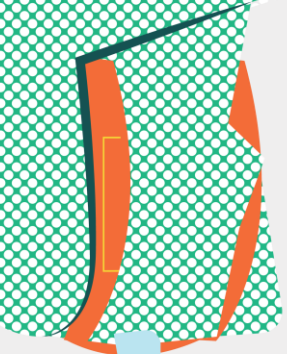
You may ask 5 questions from your partner

Use materials found here

15 minutes

You may **not** work with someone in your team





Reasons to prototype

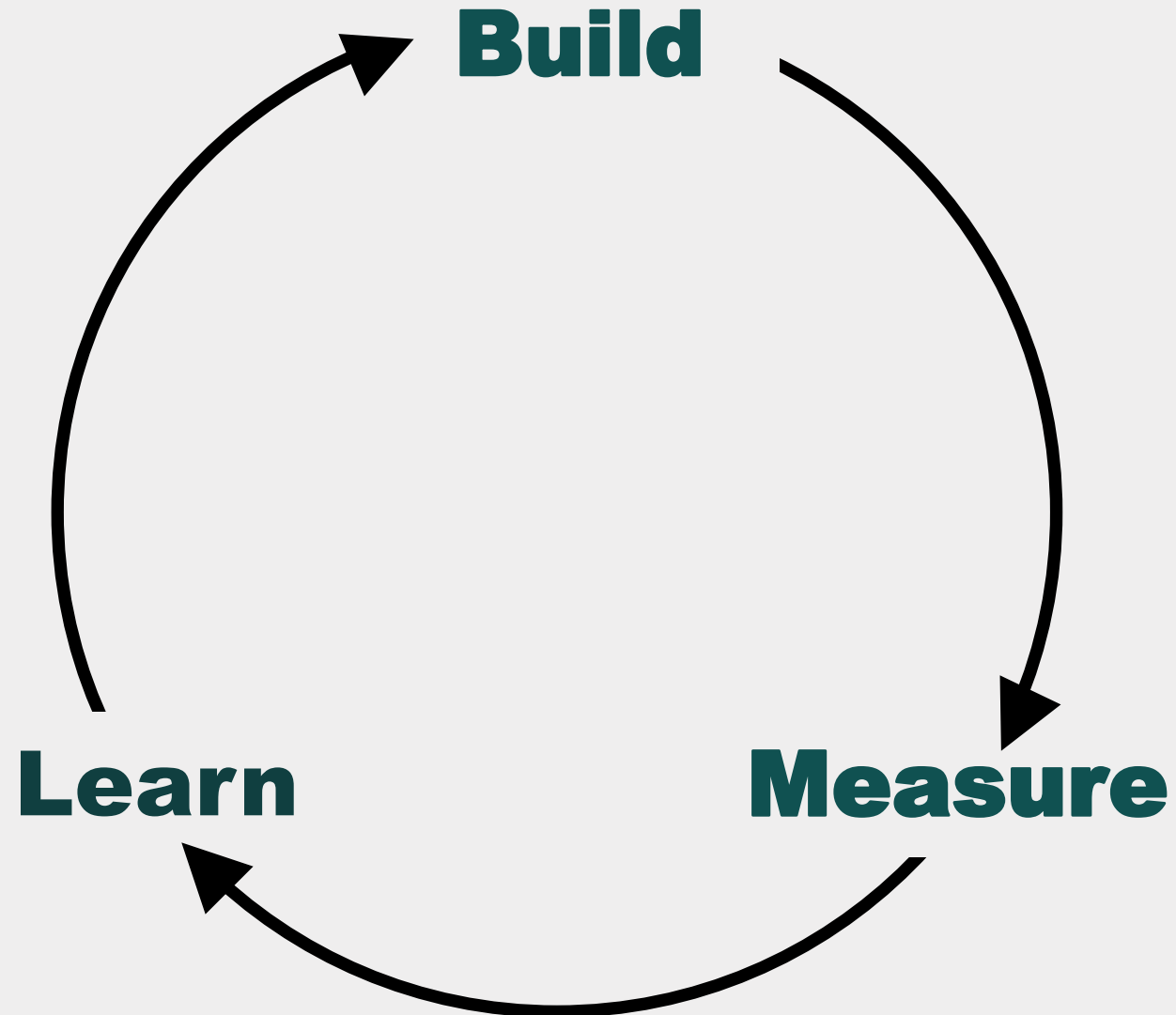


- Idea generation
 - Build to think
- Communication
- Manufacturing
- Testing purposes
- Need finding
- Milestone
- Weaknesses

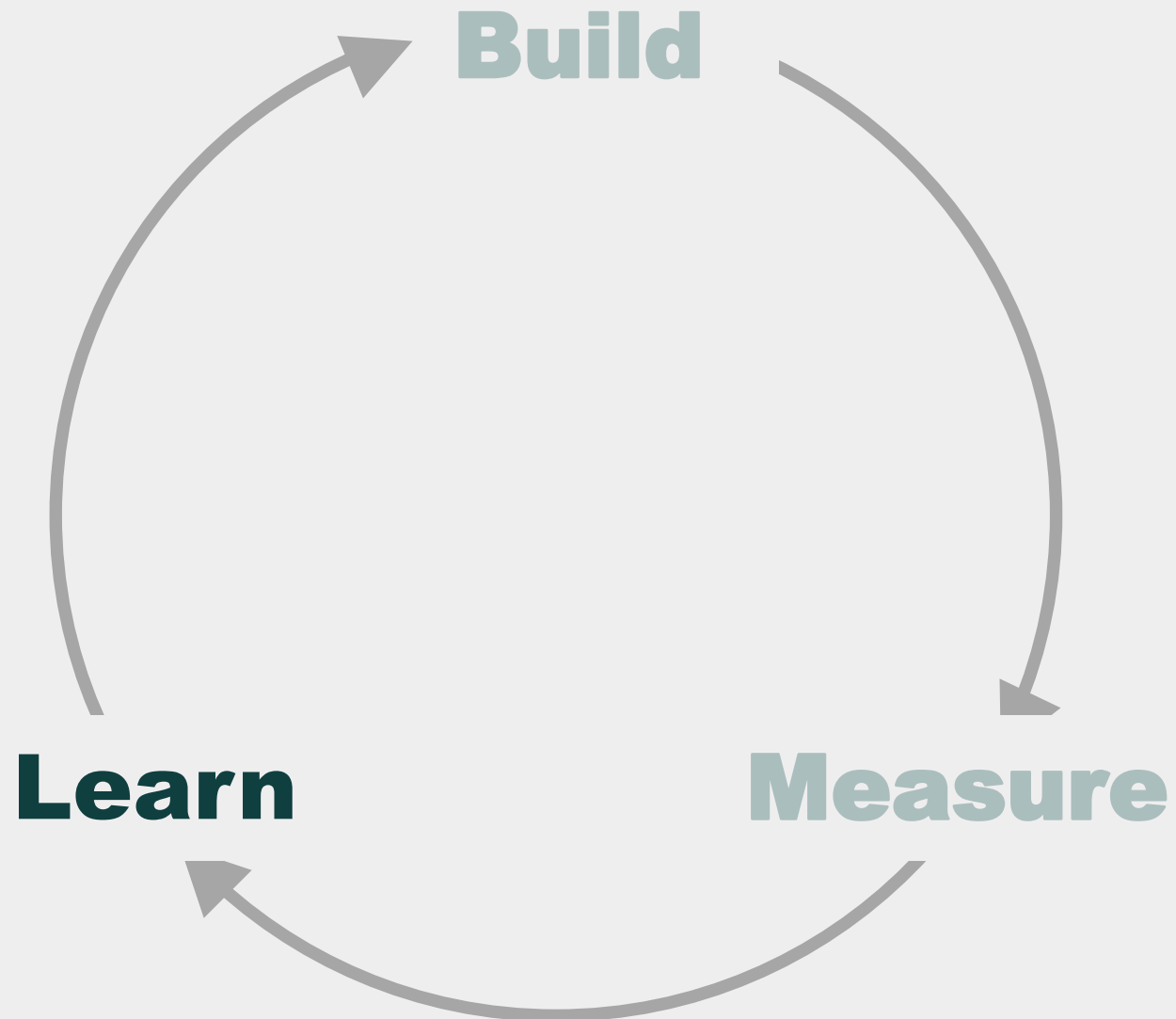
- Prototype is a tool to figuring something out
- Reduce risk
- Quick & Dirty



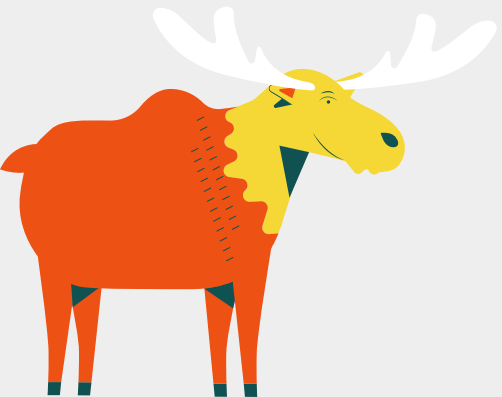
Scientific Method and Lean Startup



Scientific Method and Lean Startup



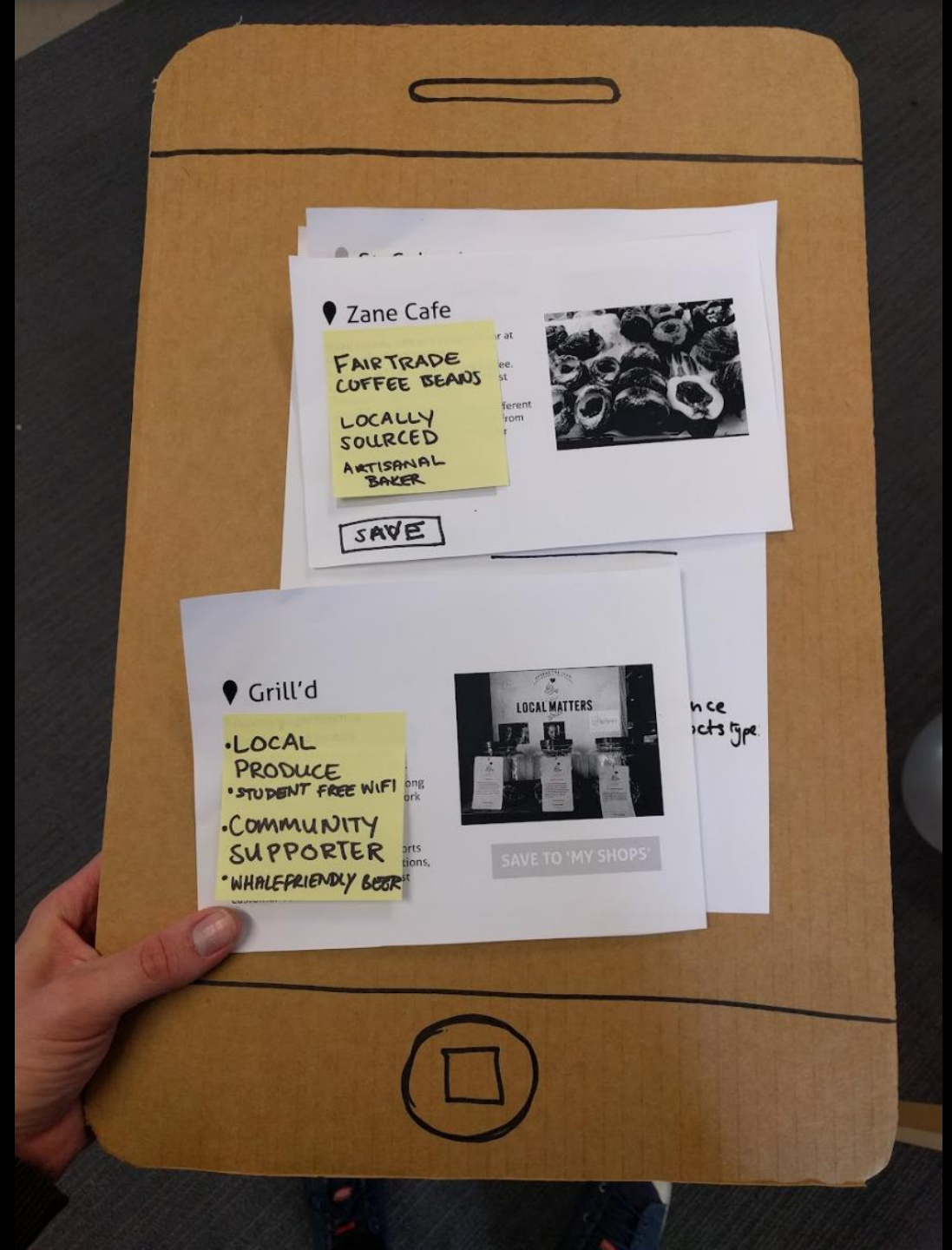
Testing



-
- Opinion → **Estimation** → Fact
 - Proto vs. Final product
 - Getting user knowledge
 - Principles of interviewing and observation
 - Don't lead your test subjects!
 - Moderated vs. Unmoderated

 - “What do we want to learn?”

- Different types of prototypes









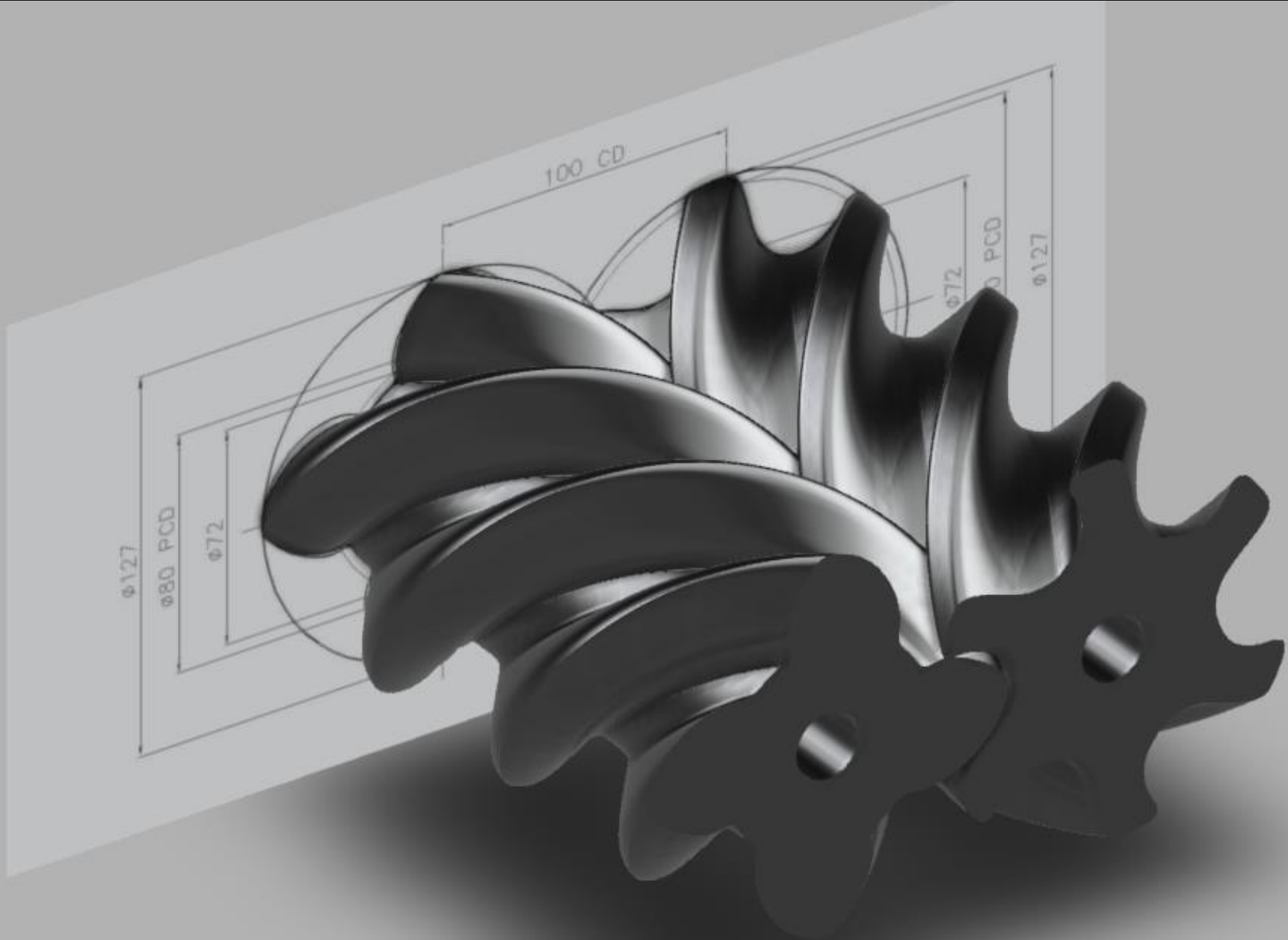
Make an impact with video.

Create high-performing videos, collaborate with your team,
and share anywhere.

See plans

Join for free





Prototypes

Cardboard

Paper

Mockup

Scale model

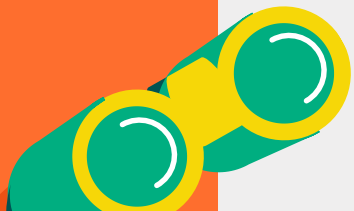
Simulated / staged performance

Fake ad

3d Model

- Thing
- Action
- Process

- Unique situations
- Don't waste resources
 - Time
 - Materials
- Make it good enough



Prototypes

Pick one that suits your purpose!

- Verbal,
- Sketches
- Photos
- Computer renders
- 3D models
- Virtual reality models
- Games
- Storyboards
- Videos
- Physical mockups
- Scaled models
- Simulations
- Mechanical prototypes
- Simulated performances
- Functional prototypes
-





Plan your first proto!

- Decide what should be the first thing to test
 - **Make or break the product**
 - **Value to users**
 - **Biggest assumption**
 - **Easiest to proto**
 - **Opinion, Estimate, Fact?**
- Using these material available for you right now
- Understand better:
 - **Problem**
 - **Need**
 - **Customer**





BREAK

Let's get some fresh air and move our feet.

I like dancing.



A!
Aalto University

Aalto
Ventures
Program

Build your first proto!

- Do not make it too pretty!
- Rapid iterations by testing
- Failures now vs later
- Ask questions

You will have 45 minutes to build your first proto





Show us your protos!

Please tell us more about it!



A!
Aalto University

Aalto
Ventures
Program

Practicalities

- Book your slot for final individual exam
- Office hours this Thursday 1300-1400, AVP Space
- Prototyping plan – **23rd Sep**
- Update sprint 1 and sprint 2 process checklist - **26th Sep**
- Interview schedule and data collection plan – **28th Sep**
- Interview findings (1st round) – **4th Oct**
- Individual:
 - Reflection video 1 - **23rd Sep**
 - Well-being reflection 2 – **23rd Sep**

