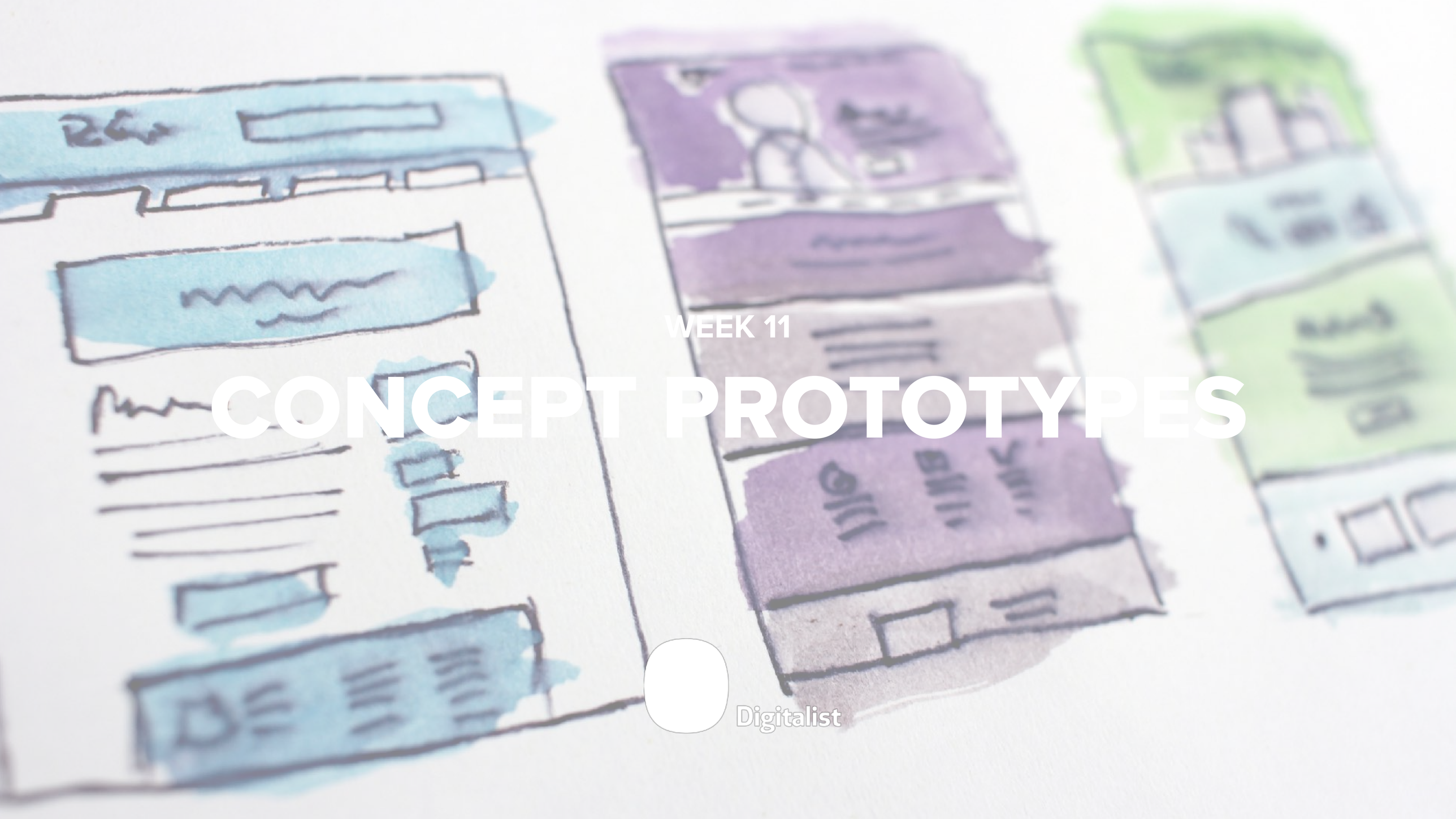


WEEK 11

CONCEPT PROTOTYPES

Digitalist

EXERCISE TIME
Digitalist

Find two pieces of paper.

1.
Favourite solution or idea?

2.
Bad solution or idea?

5 mins / individually

1. Favourite solution or idea?

2.
Bad solution or idea?

3, 2, 1...
THROW

Prototype: Mindset

What, why, how?

Digitalist

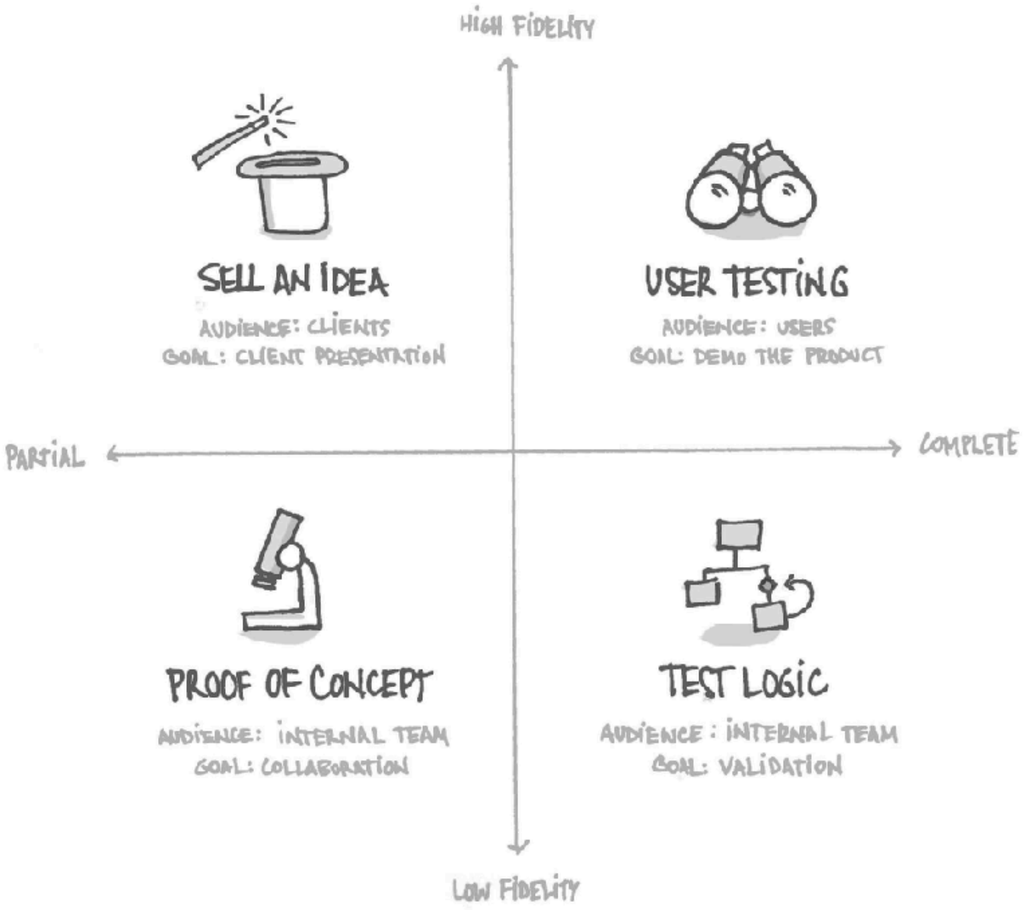
What is a Prototype?

A prototype is something used to test your ideas/ concepts in the early stage of your service creation.

- You can prototype **anything**
- Prototypes are **disposable - kill and rebuild**
- Build just enough to **learn**, but not more
- The prototype must appear real

Why Prototype?

- Validate or pivot your idea to in a low risk, low investment way
- Get feedback and learn (measure + learn)
- Co-create and get customers involved



Source: Fabricio Teixeira

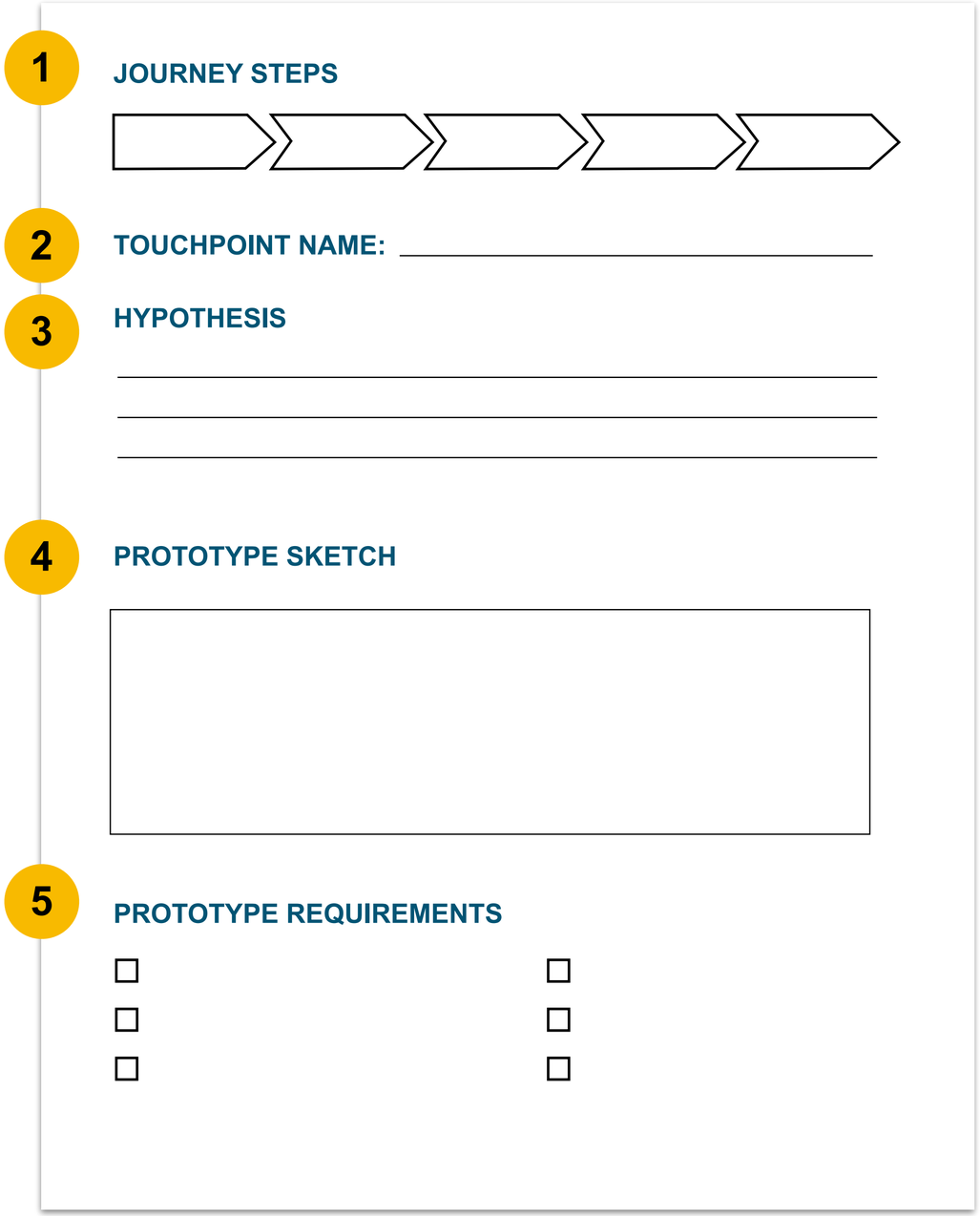
https://www.smashingmagazine.com/2016/06/picking-the-best-prototyping-software-for-your-project/

PROTOTYPE: MINDSET

How to Prototype?

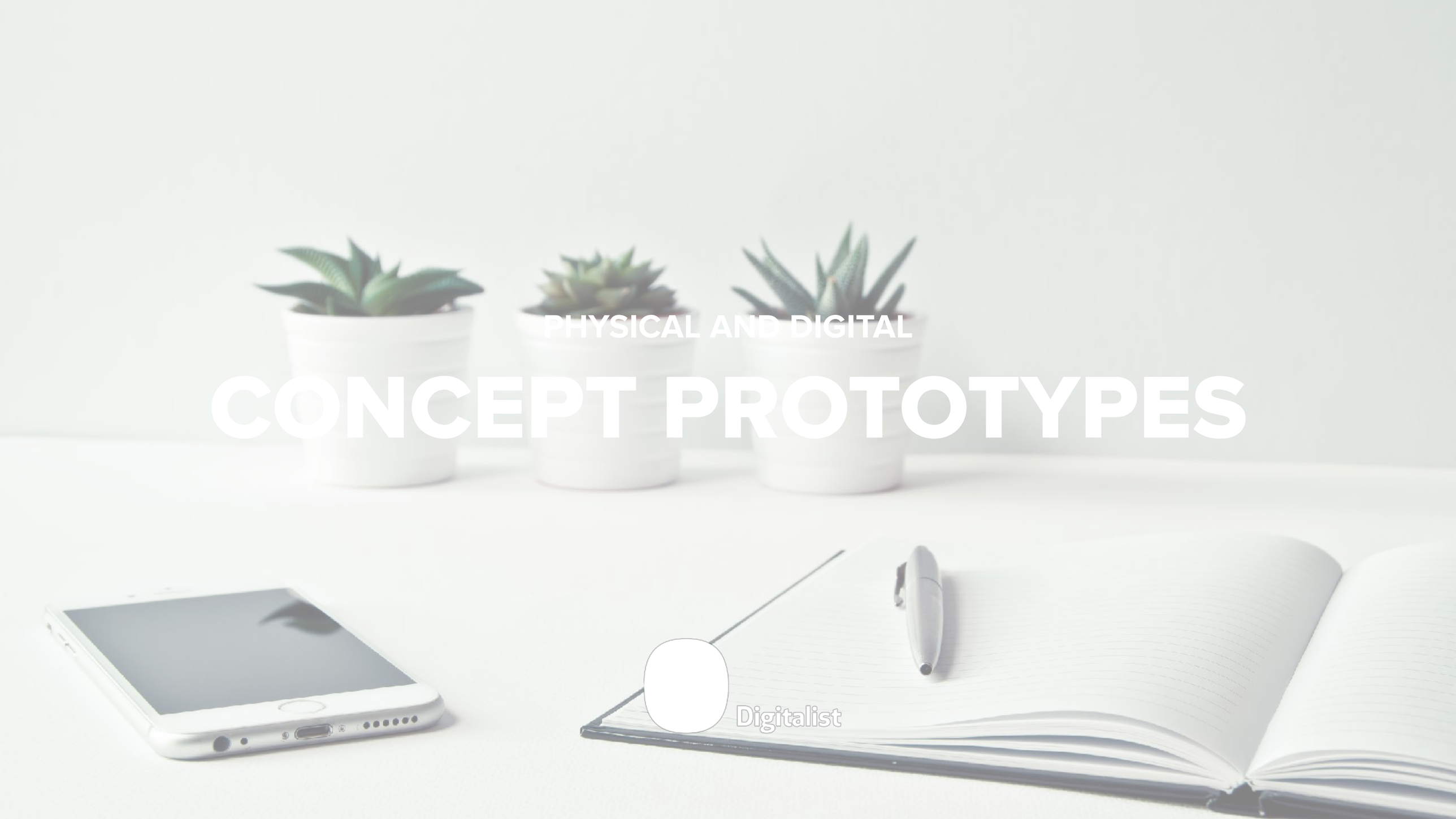
Your prototype, just like your service concept should have a reason to **exist**. Start by knowing why you're making the prototype then planning what you want to achieve with it.

1. Where are you focusing on in the customer journey?
2. What are your prototyping (touchpoint)?
3. Why? What do you think about the experience and what needs to be learned?
4. What does the prototype look like?
5. What is happening? What do you need? What is your plan?



PHYSICAL AND DIGITAL

CONCEPT PROTOTYPES



Physical Prototypes

Physical prototypes are tangible touchpoint that exist in the physical space. This can range from single touchpoint to entire systems and service flows.

Consider:

What need does it fulfil? What purpose does it serve?

How does this touchpoint differ from digital?

What can they do in this context that they can’t do online?

Is there a relationship between online and offline?

PHYSICAL PROTOTYPES

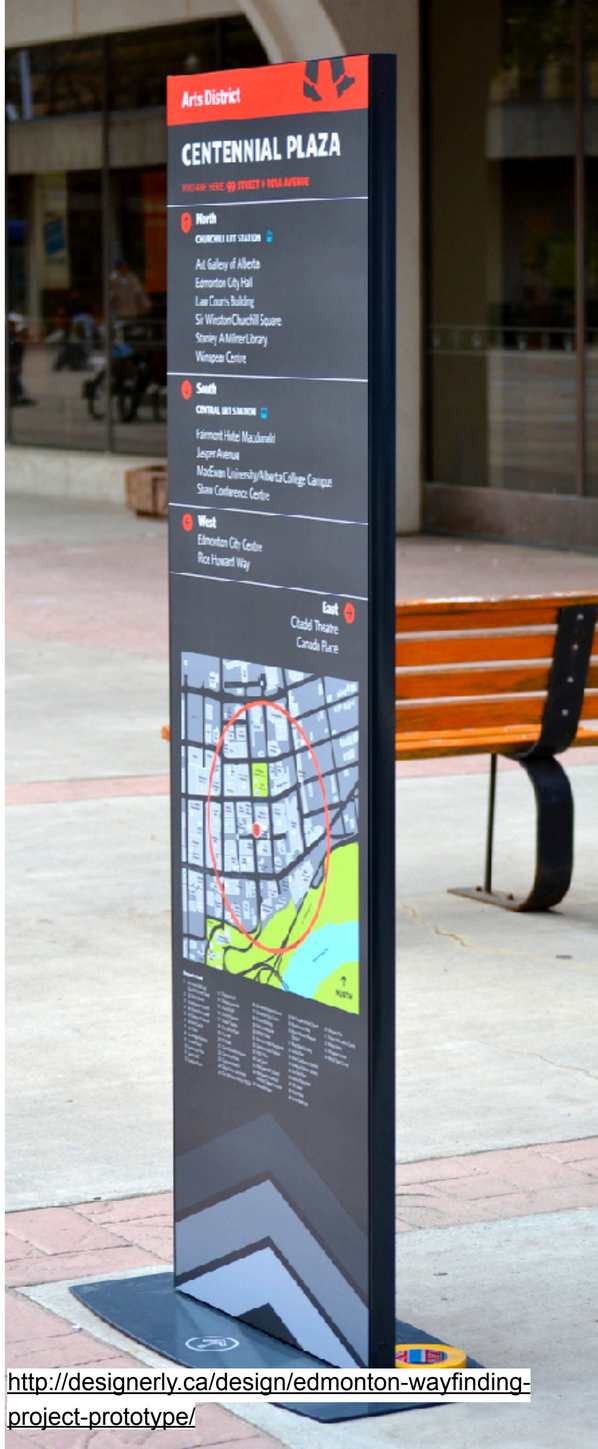
Environments & Spaces

- Prototypes that exist in the context of a design space or in the path of the customer
- Help guide your customer towards your service through direction or navigation

Examples:

- Way-finding /maps
- signs, posters, pieces of evidence left by service provider

http://envelopegroup.com.au/work/alfred-hospital/



http://designerly.ca/design/edmonton-wayfinding-project-prototype/

Spatial Interventions

Spatial interventions are like highlights of your service or concept that lead up to the main event. This can be signs, ads or pieces of evidence left to attract your customers/user about your service.

Consider:

- Imagine this is the awareness and consideration phase, how would you grab your customer’s attention?

https://www.denverpost.com/2007/11/14/signs-escalating-use-of-stairs/

PHYSICAL PROTOTYPES

In-venue

In-venue is a spatial experience of your service. It's a place within a larger context where your service can stand out. Imagine a pop-up or concept store, or like those people giving out free stuff in Kamppi.

Consider:

What props are needed and where?

How do your actors play a role in the context?

How do you explain your service clearly and where?

How do you get engagement?

Service prototyping (University of Lapland)
https://timreview.ca/article/793

Environments & Flows

The environment and flow is about how your concept is translated to steps and props in a physical space. Imagine that you have a store, this prototype aims to identify the people flow and direction of traffic, and what your customers could find there.

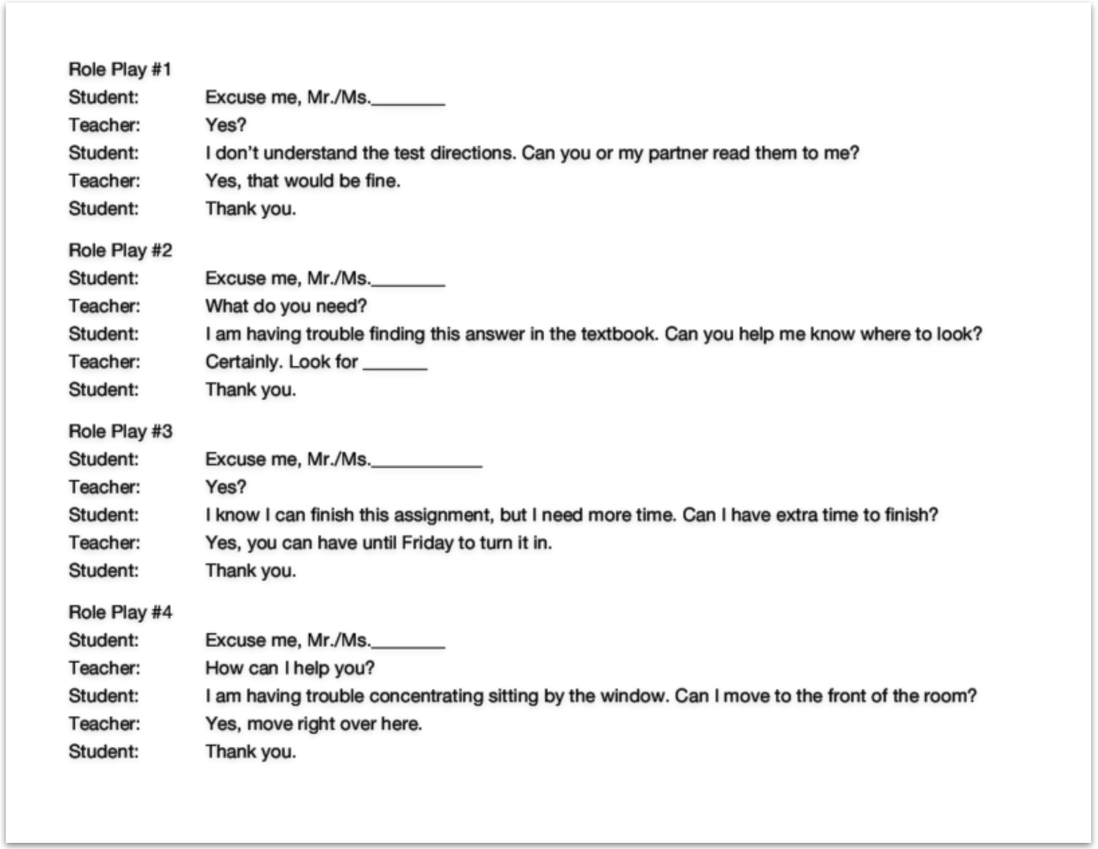
Consider:

- What’s going on there?
- What are the steps your customers/user take inside the environment?
- What do they expect to find and where?
- How can you support them?

Dialogue & Role-play

Being prepared with a dialogue is an important way to practice and test the your concept. Role-play helps you act out the situations that could happen when you start talking to your customers.

Storytelling is a **key** skill Service Designers should have and telling a good story about your concept will help your customers/user not only **remember** your concept but also make it **interesting**.



Role Play #1
Student: Excuse me, Mr./Ms._____
Teacher: Yes?
Student: I don't understand the test directions. Can you or my partner read them to me?
Teacher: Yes, that would be fine.
Student: Thank you.

Role Play #2
Student: Excuse me, Mr./Ms._____
Teacher: What do you need?
Student: I am having trouble finding this answer in the textbook. Can you help me know where to look?
Teacher: Certainly. Look for _____
Student: Thank you.

Role Play #3
Student: Excuse me, Mr./Ms._____
Teacher: Yes?
Student: I know I can finish this assignment, but I need more time. Can I have extra time to finish?
Teacher: Yes, you can have until Friday to turn it in.
Student: Thank you.

Role Play #4
Student: Excuse me, Mr./Ms._____
Teacher: How can I help you?
Student: I am having trouble concentrating sitting by the window. Can I move to the front of the room?
Teacher: Yes, move right over here.
Student: Thank you.

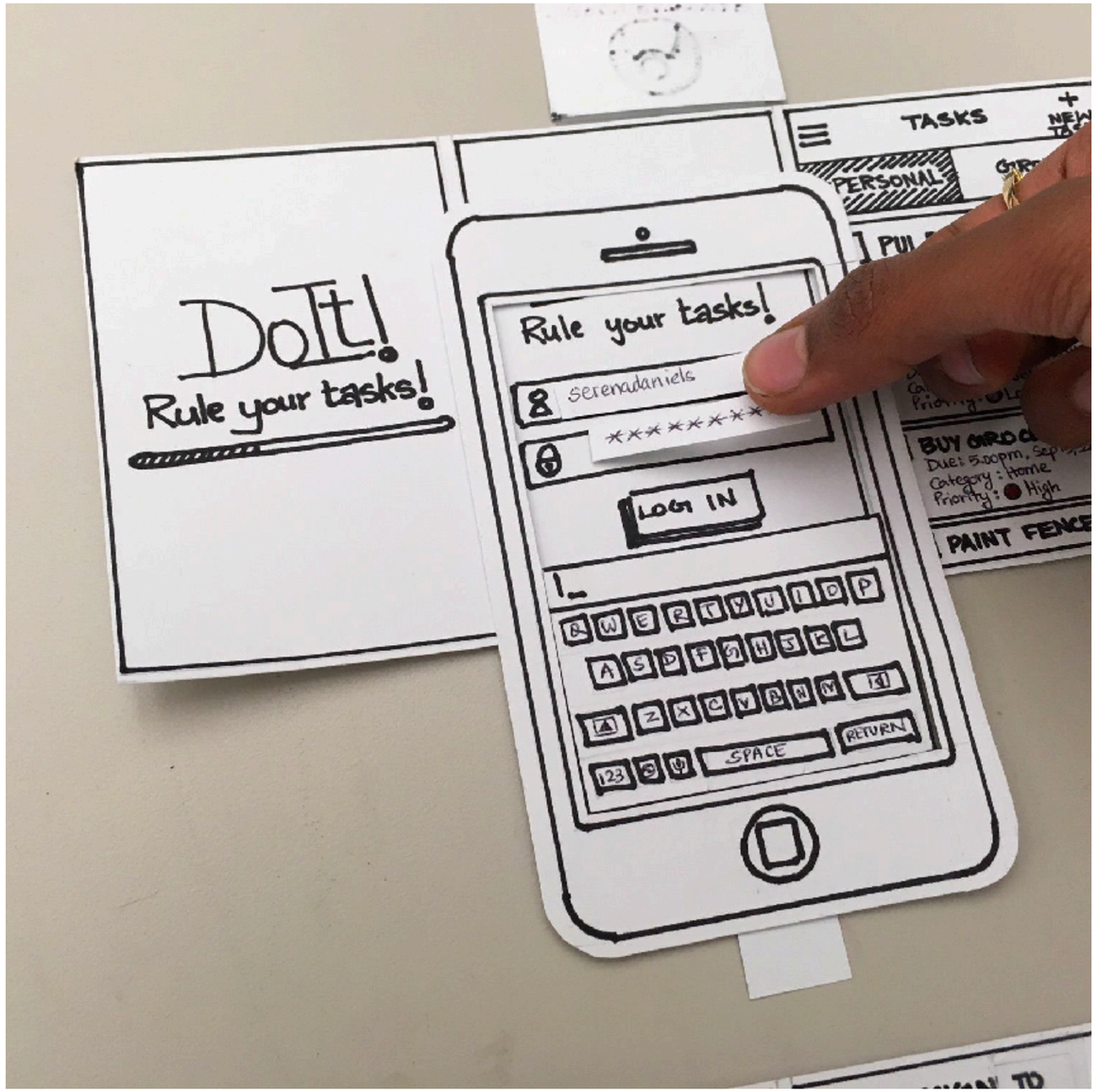
PHYSICAL PROTOTYPES

Paper Prototype

Paper prototypes are quick and easy ways to validate what kinds of forms, screens, or content is needed to deliver your message. It doesn’t always have to be digital or a website, it can be a signup form for a newsletter, a survey, brochure, poster, or sign. This can also be done quickly with post-its

Consider:

- The messaging and intent

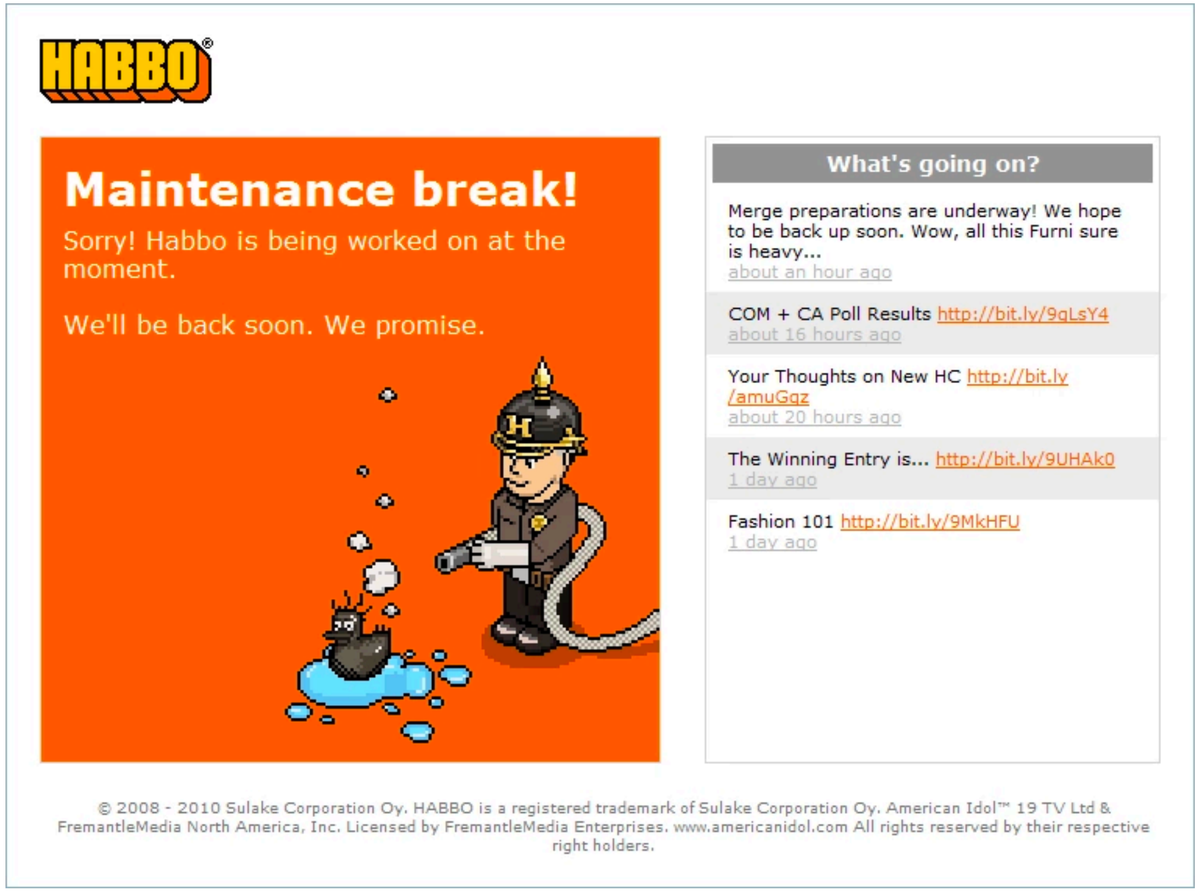


Accidents - Incidents 🔥

Accidents and dealing with service failures is also an important situation to consider. How do you expect to serve your customers if your service is **broken?** Handling these are also an important phase and can result in very fun or surprising prototypes!

Consider:

- How do you handle unexpected situations or service interruptions?



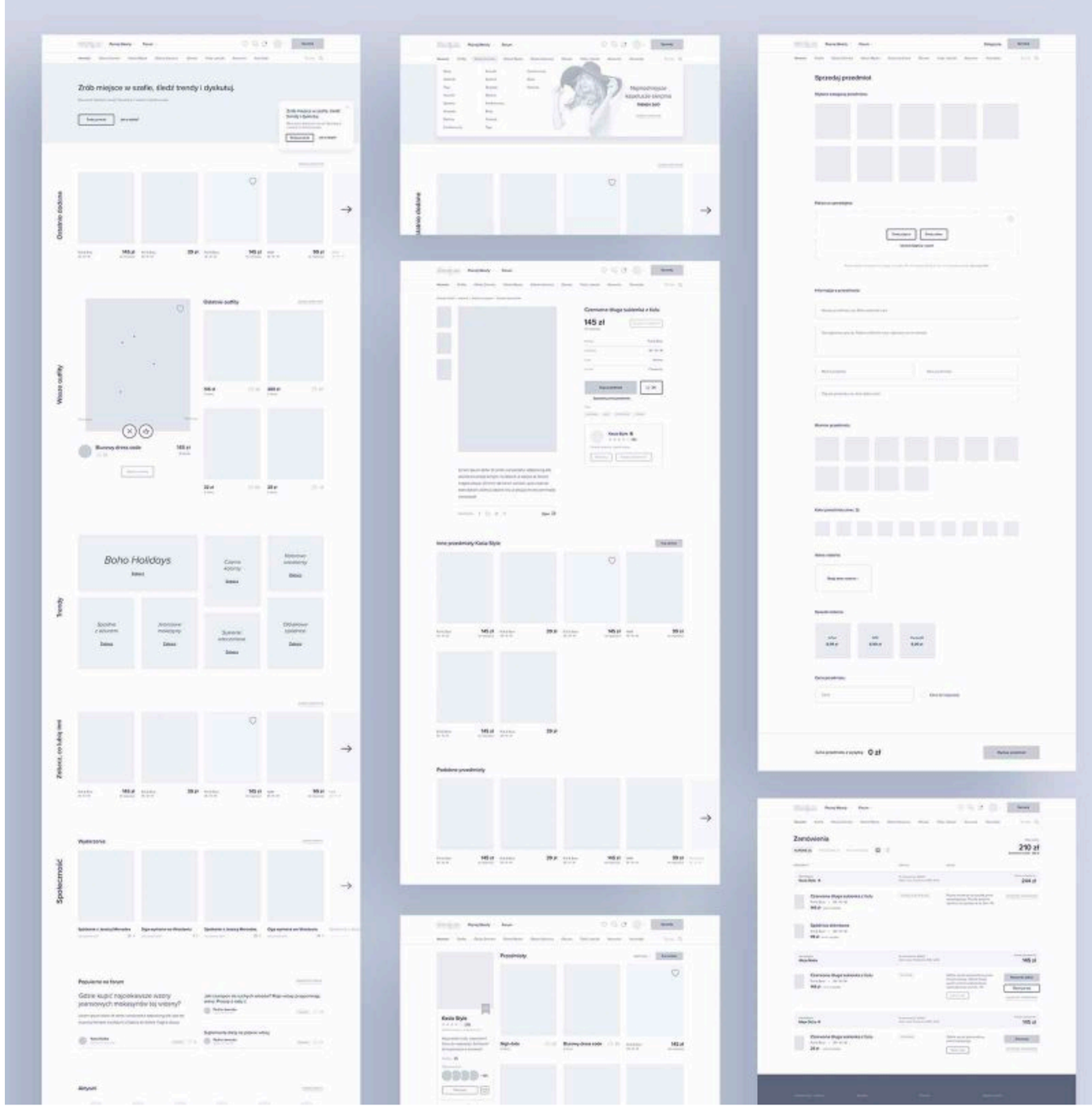
https://habbo.fandom.com/wiki/Maintenance_Break

Digital Prototypes

Digital prototypes are touchpoint that exist online or on a digital interface/screen. This can range from online marketing channels and campaigns, websites, portals and platforms, social media, apps and features like chat or forms.

Consider:

- Why is it digital vs physical?
- Consider the user's **context**
- How do you leverage digital presence in your concept/ is it needed?



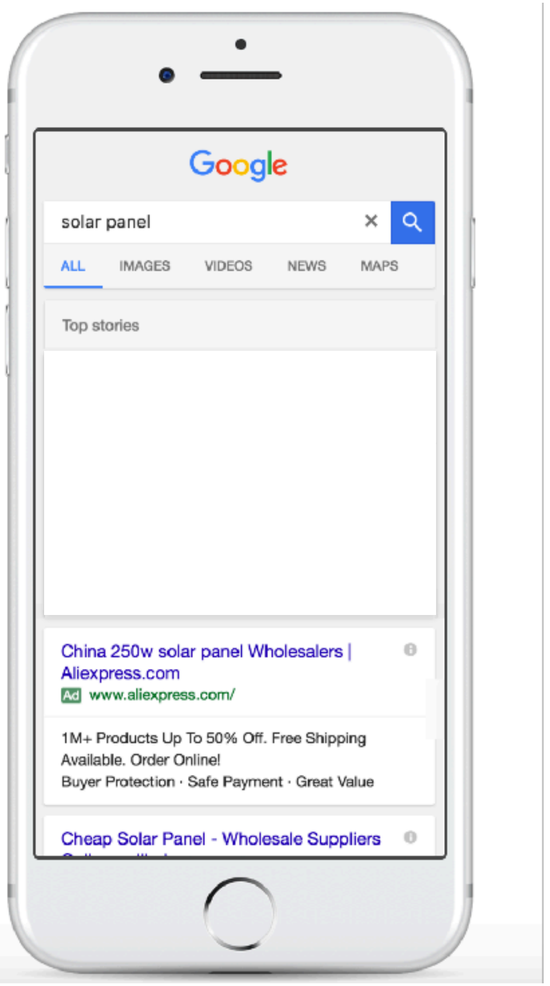
https://www.invisionapp.com/inside-design/wireframe-examples/

Campaigns & Interactions

You should be able to explain your service so clearly and the value proposition should be so obvious that is hooks your customer/user to find out more

Questions:

- What value do you deliver in one sentence?
- What is your service promise?

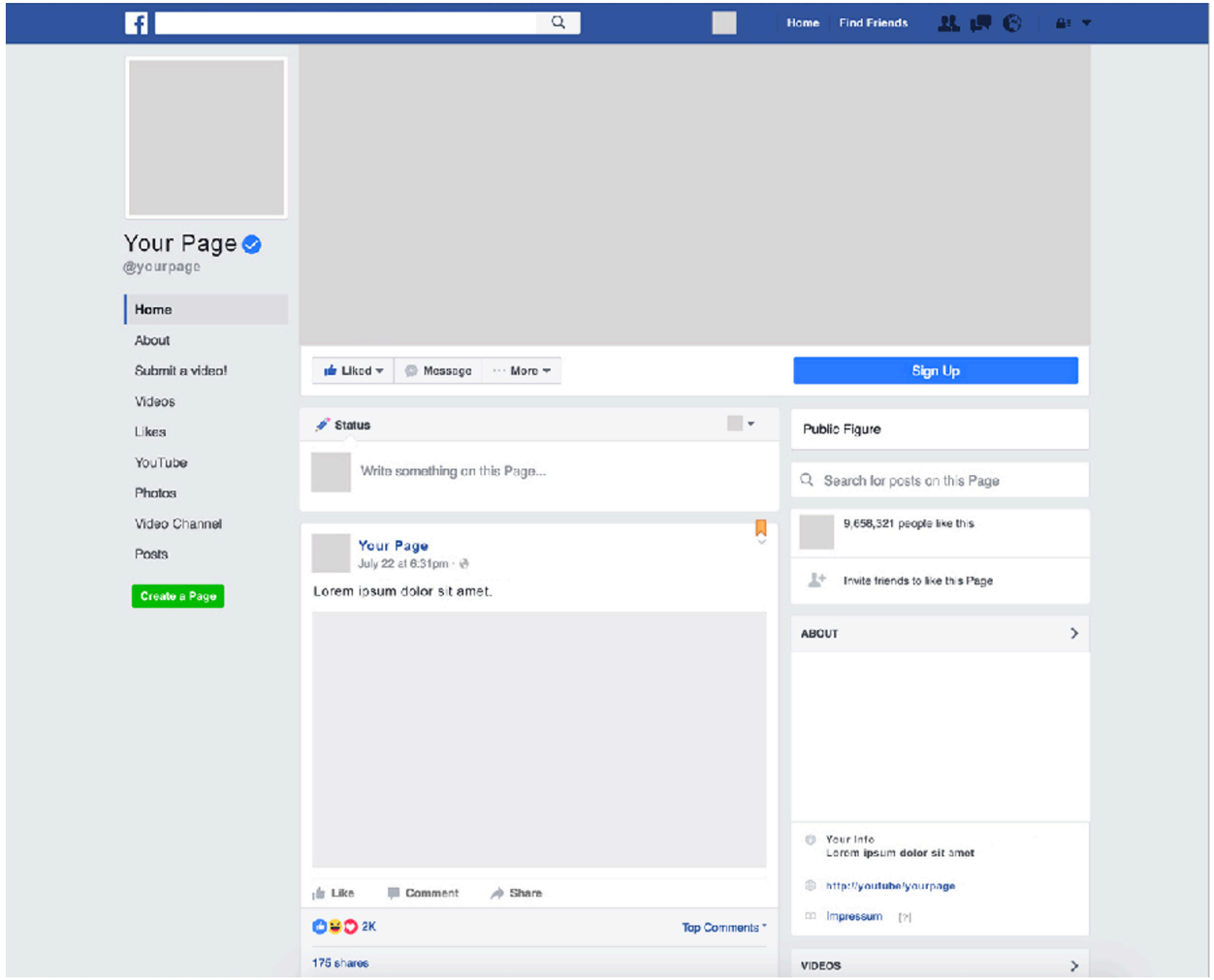


Facebook / Service Page

Facebook page or service Homepage shows the why, how, what of your service is a familiar and easy to understand way

Questions:

- What can customers/user expect to get from your service?
- What information or content (text, images, etc) about your service is needed?

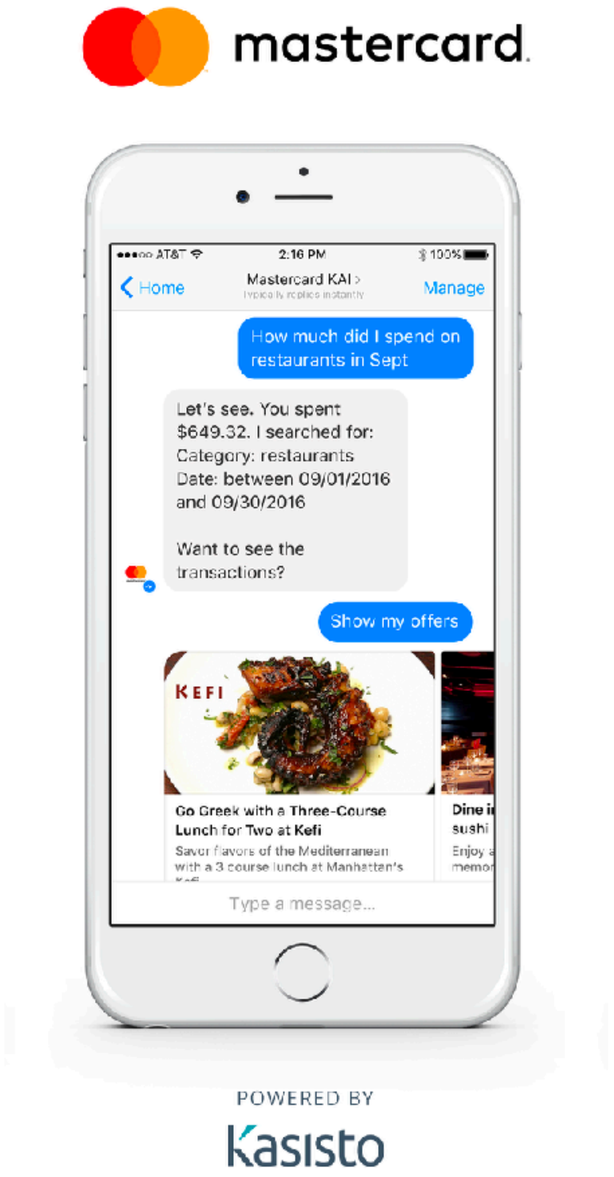


Digital Dialogue

Build a conversation by using sequences. This would be a conversation you have with your customer/user.

Questions:

- Why are they asking me on this channel
- What kinds of questions would my customers want to know?
- How can I support them through chat?



https://newsroom.mastercard.com/wp-content/uploads/2016/10/30270931092_7092cd6235_o.png

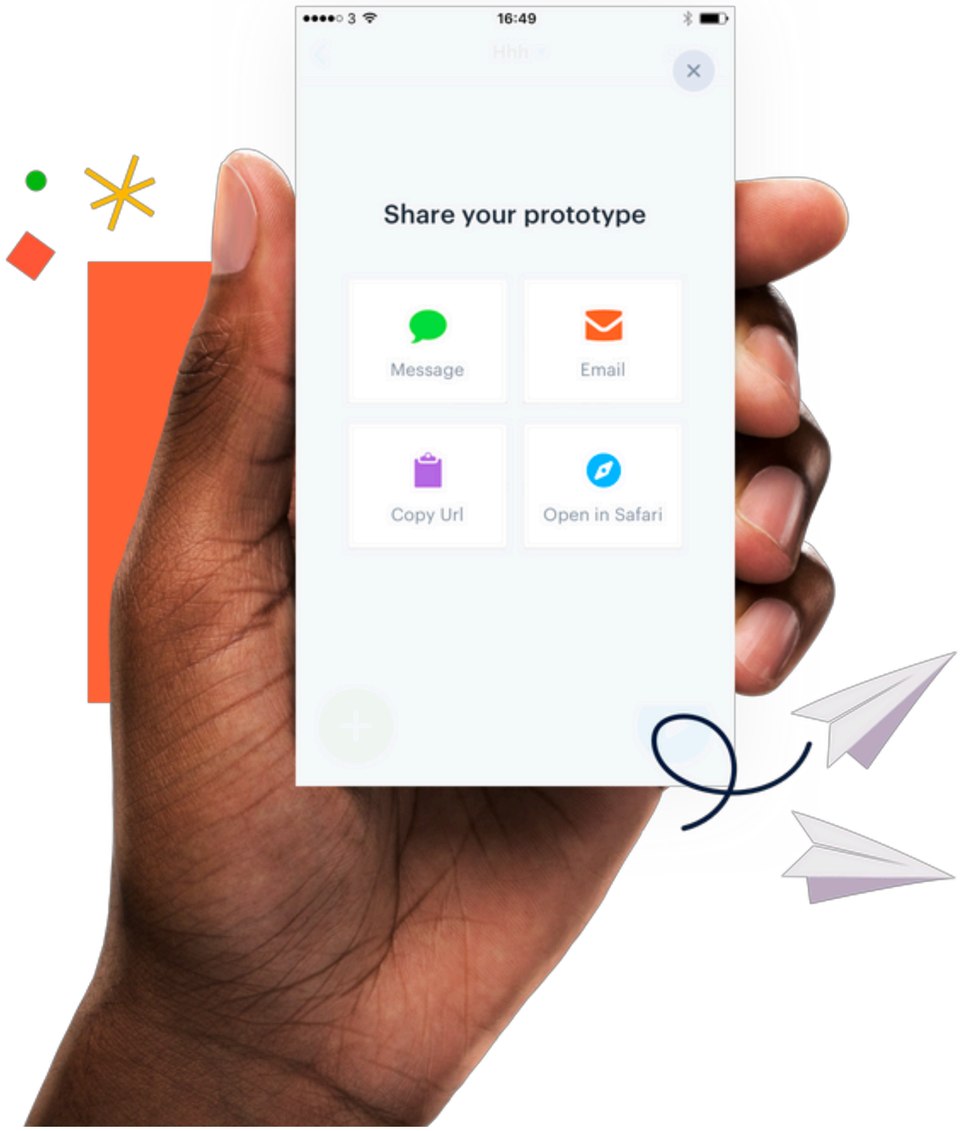
DIGITAL PROTOTYPES

POP - Interactions

- Building paper prototypes with digital interactions
- Build use-cases step-by-step
- Take photos and upload them to the add
- Add interactive areas
- Link screens together to make a flow

Questions

- What steps do I want my customer/user to experience?
- What would be the most common use-case for them using this touchpoint



https://marvelapp.com/pop/

PHYSICAL AND DIGITAL

FEEDBACK PLAN

Digitalist

FEEDBACK

Test

- The participant knows that the situation is a “test” and an organised way of getting feedback
- There is a clear purpose of doing the test
- The customer/user goes through a series of use-cases and be asked questions about their thoughts
- **Examples**: usability, features, pain points, suggestions, feedback, improvements

Experiment

- The participant does not realise the prototype or concept is a test or that is may even exist
- This is used to validate the intent of the solution, whether or not it **should exist** and who would be interested in it
- **Examples**: value proposition validation, desirability, market, demographic, response

Test

Feedback Notes:

What do people think, feel, say, do on the prototype?

Why do they interact with it?

What do they try to do with it?

Where does it fit in the whole journey?

What actions does it support?

https://medium.com/nona-web/5-steps-to-better-user-testing-2a0ef8c0eccc

FEEDBACK

Experiment

Measurement Notes:

Who is visiting my experiment?

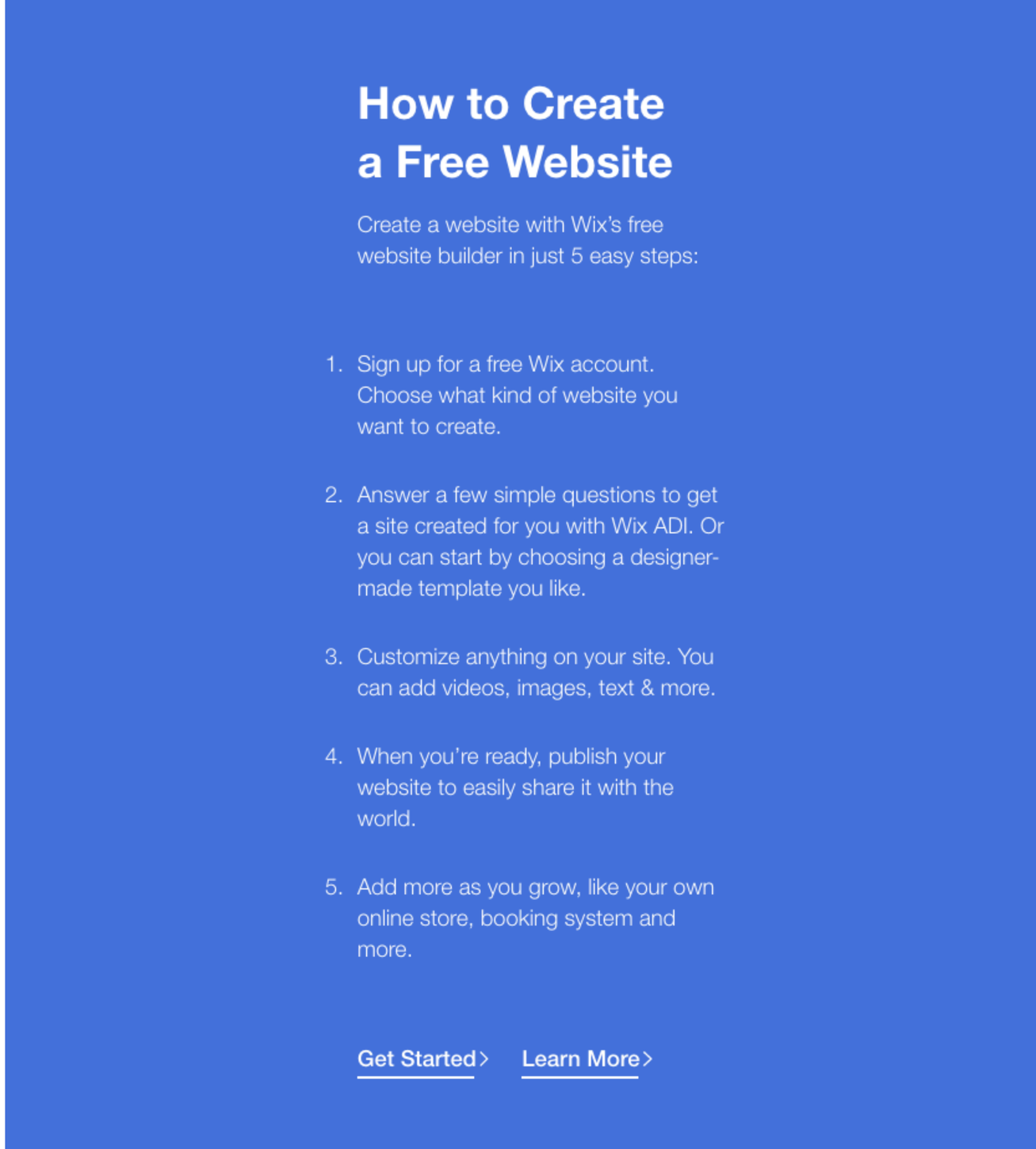
Which value proposition are they interested in?

Which content speaks to them?

Why are they there?

Example:

You can create Websites for free on wix.com



FEEDBACK

Measure & Learn

Firstly, set up the **goals and steps** for your test and the plan.

Test Notes:

Why am I measuring this prototype?

How do I plan to measure it? Which method will I use?

Who do I intend to target?

What do I need to validate and how?

How do I know if it has worked?

Hypothesis	Questions	Customer Interaction	Experiment method	Success Metrics	Learn
What I think the service should achieve The service should fit this **need** and add this **value** **What is the goal**	What I plan to ask to validate the hypothesis	What I ask the customer/user to do for the test	How I set up the test environment What is the prototype	How I know there is a need How I know there is value Did the customer/use complete the goal?	What was not successful? How could this be improved? Should I pivot or persevere?

PROTOTYPE TIME

GOOD LUCK

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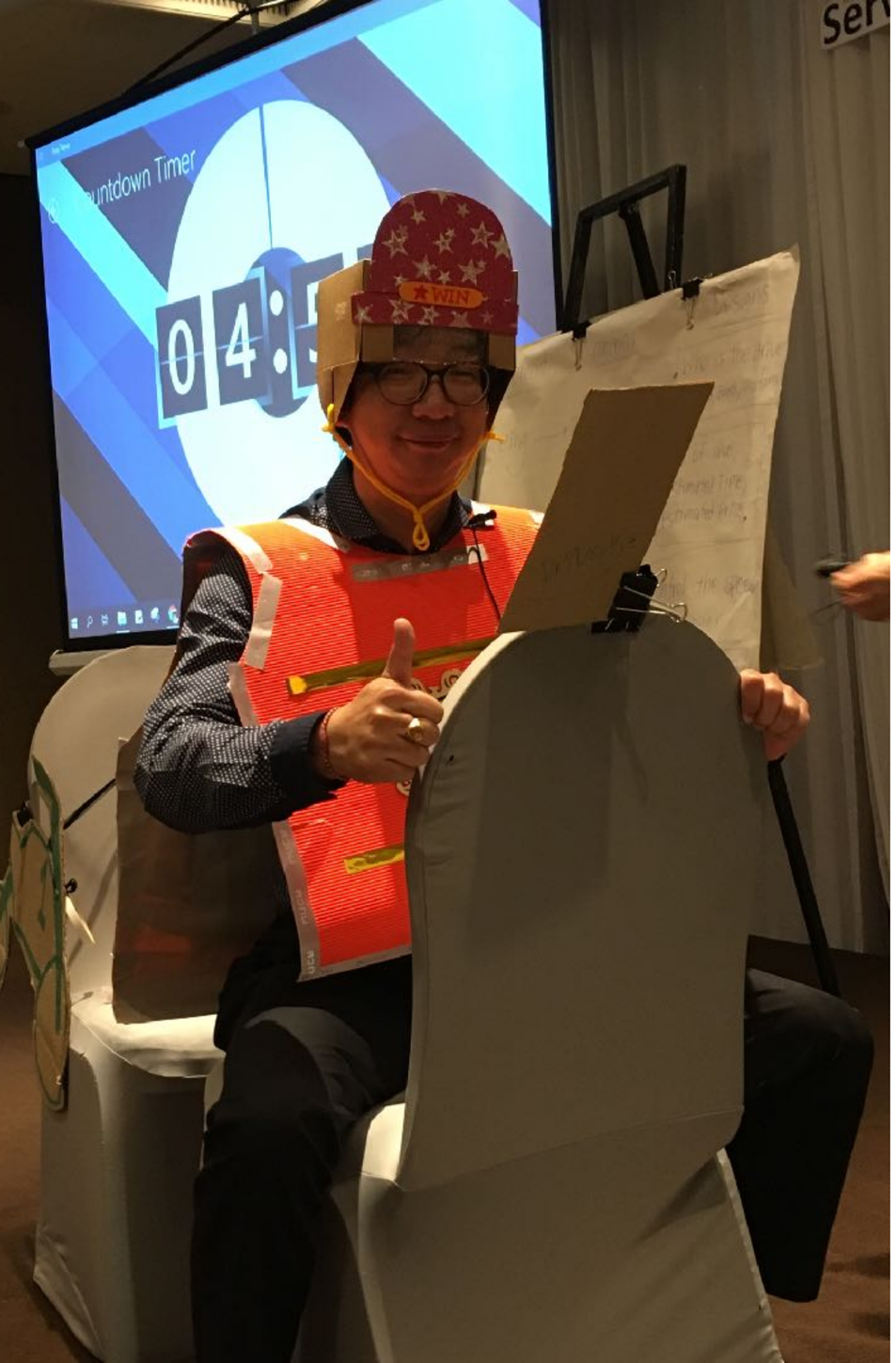
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September 4 - 7, 2018
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