

# Prototyping

## 5 ways

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THE  
AUSTRALIAN  
CENTRE FOR  
SOCIAL  
INNOVATION

## **What is prototyping?**

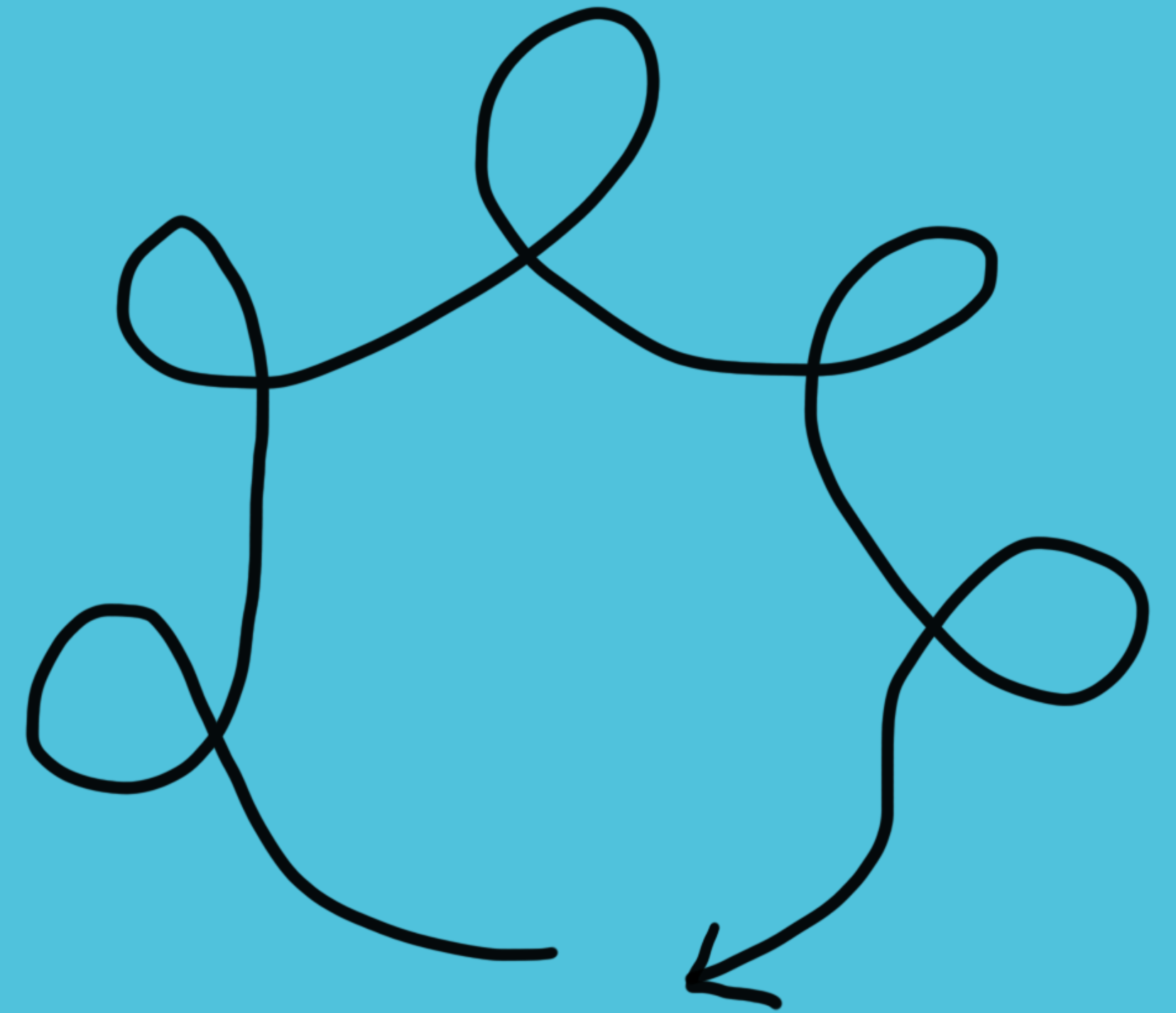
Creating a 'learning device' or model that can help us to make the intangible aspects of an idea visible and 'engagable' so that we can explore, test, learn about a product, process, or system in action rather than just conceptually.

**There is never evidence about  
what will work in your context  
tomorrow**

# Prototyping Accelerates Learning



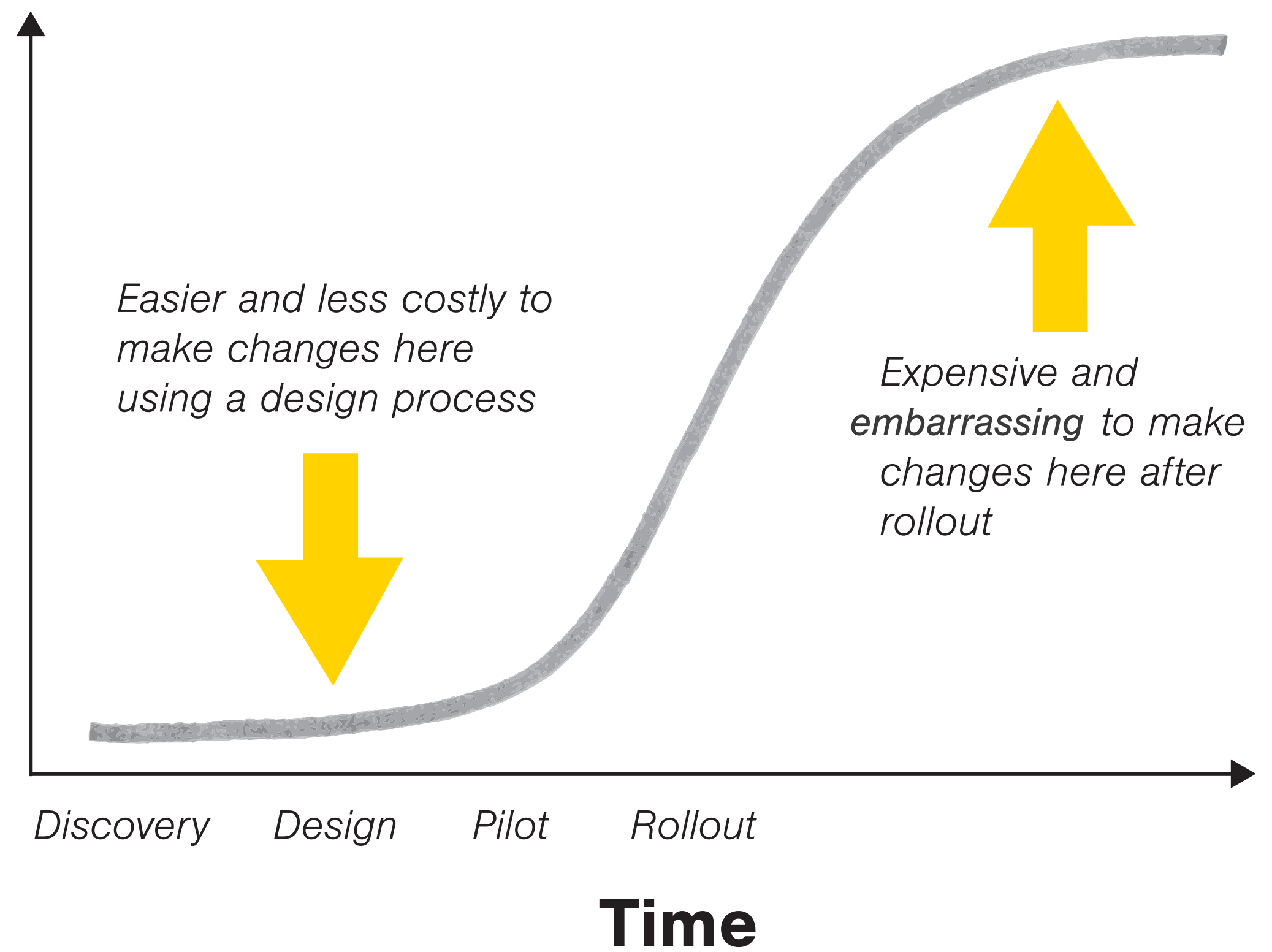
**Pilot**  
One loop



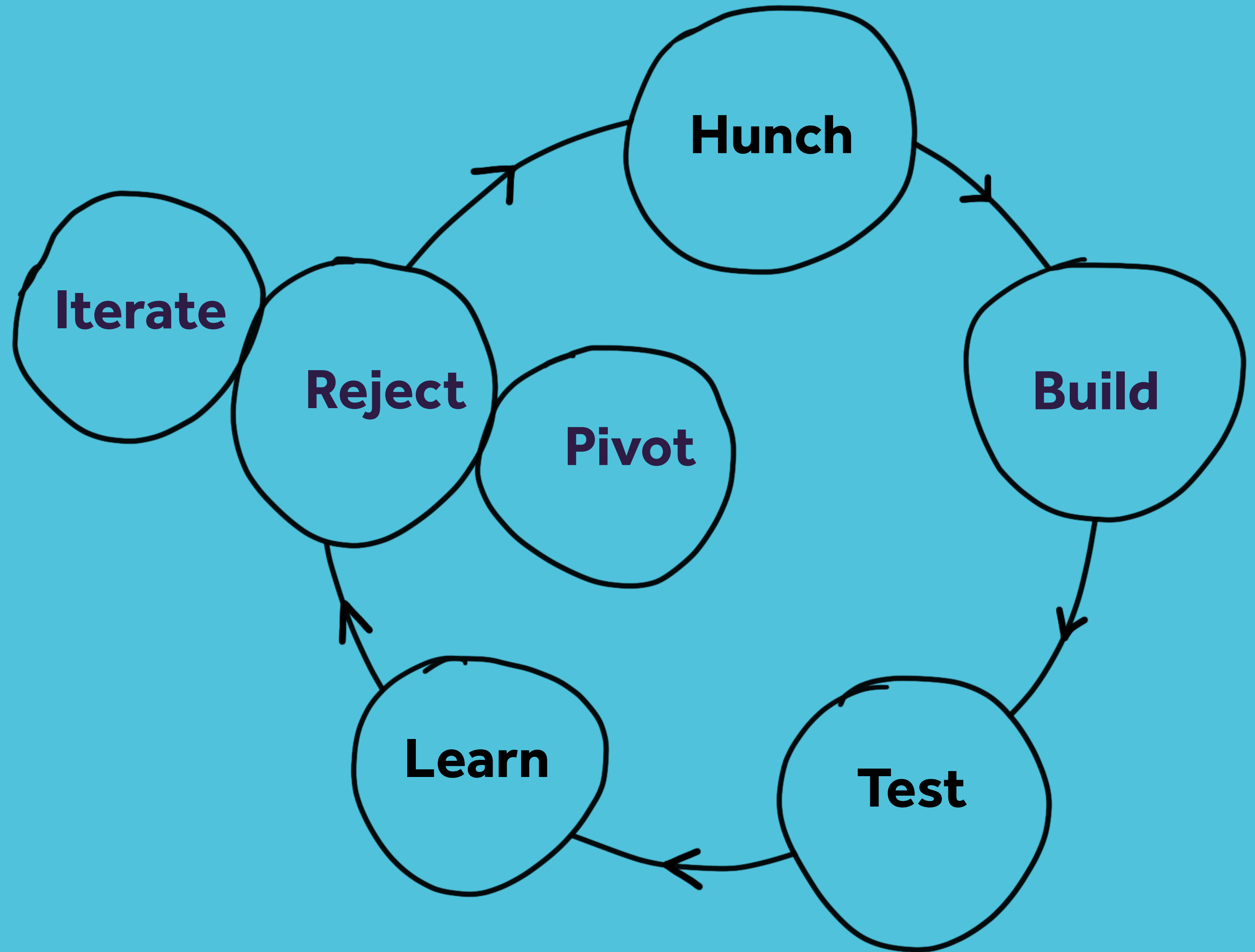
**Prototype**  
Many loops

# Prototyping mitigates risks

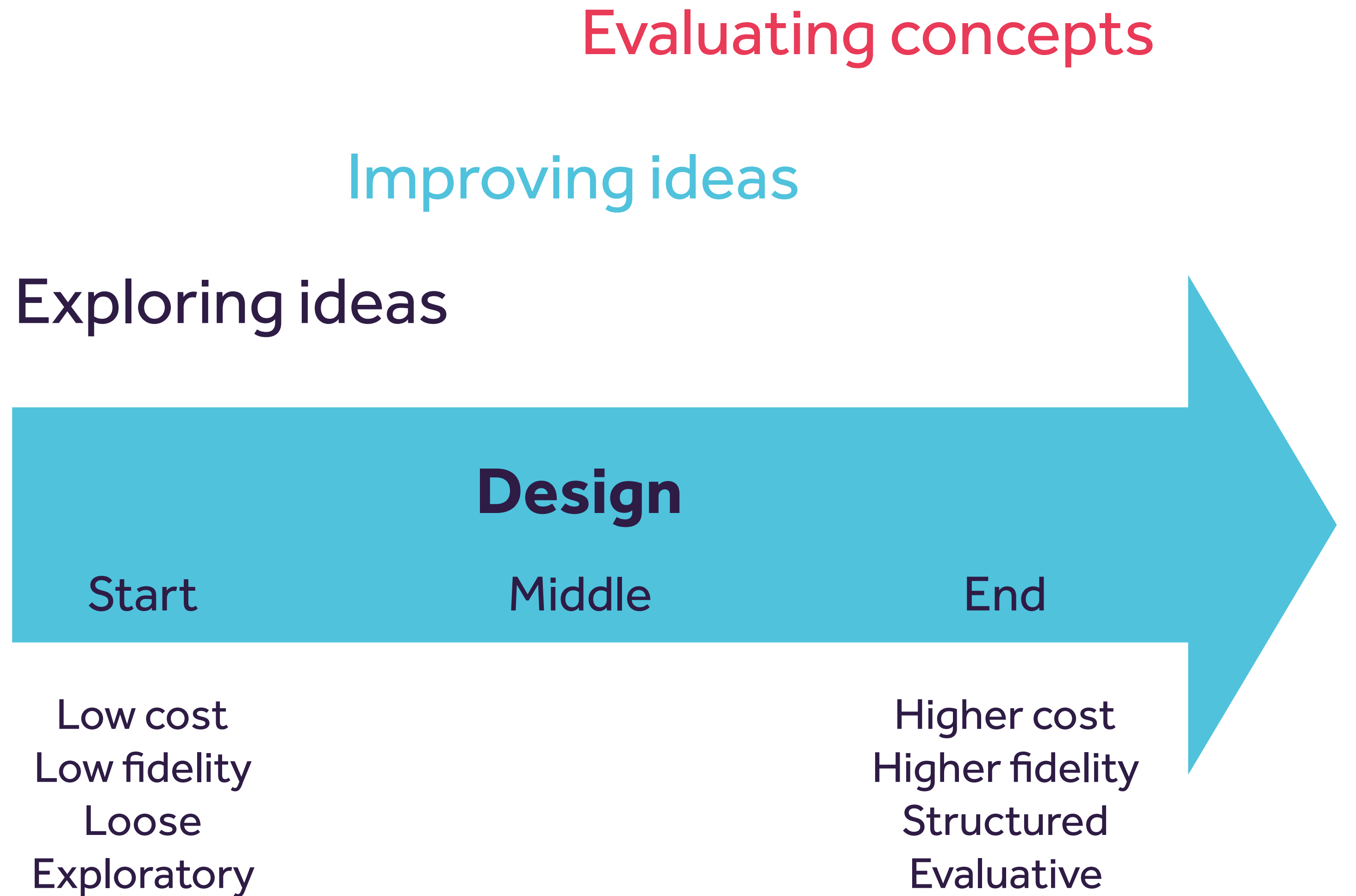
**Cost**  
In \$s  
Or reputation



# Prototyping Is a loop



# Prototyping Evolves with idea maturity



# Prototyping and trialing

## Working Principles

- Work with existing evidence and local context
- Prioritise exploring critical assumptions
- Match your method to decision type & innovation stage
- Know your audience - design tests for them
- Spend just enough to learn



# Common forms of prototyping

**Using paper** Good for prototyping most things

**Using a table top** Good for testing logic, flow, interactions

**Using frameworks** Good for lots of things

**Using scenarios** Good for things across time or geographies or demographics.

**Using acting** Good for solutions that involve interactions with people

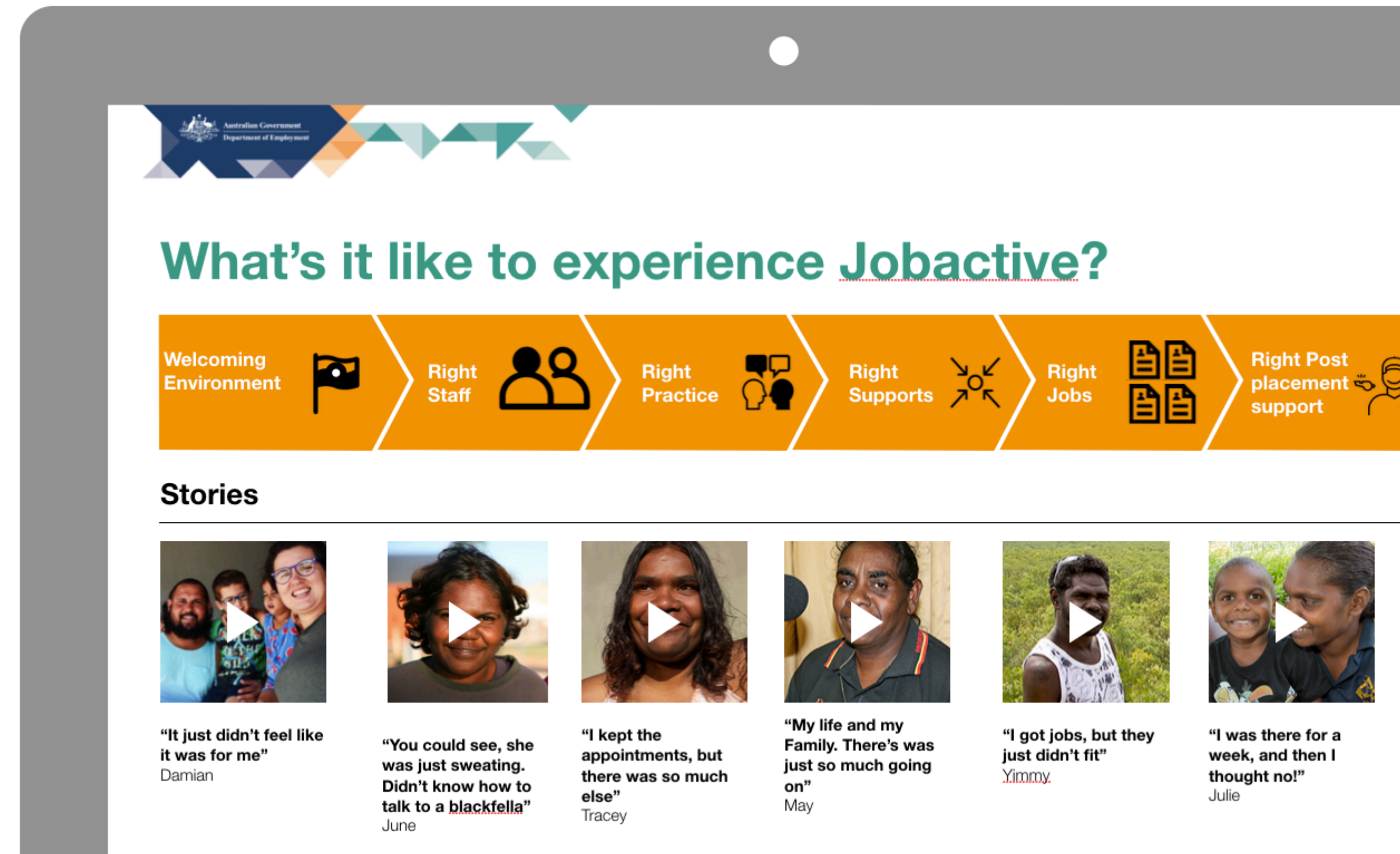
# Paper Prototyping

## Build

Make a paper representation of an aspect of your solution. Draw it out, create visual representations of your ideas to test, learn and refine quickly with colleagues and users.

## Example:

A visual representation of an online resource for JobActive providers. The paper prototype was used to generate feedback, before any large investments were made in building an actual platform.



The screenshot shows a webpage titled "What's it like to experience Jobactive?". At the top left is the Australian Government Department of Employment logo. Below the title is a horizontal navigation bar with six orange chevron-shaped buttons: "Welcoming Environment" (with a flag icon), "Right Staff" (with a person icon), "Right Practice" (with a speech bubble icon), "Right Supports" (with a sun icon), "Right Jobs" (with a document icon), and "Right Post placement support" (with a person icon). Below the navigation bar is a "Stories" section featuring six video thumbnails, each with a play button icon. Each thumbnail is accompanied by a quote and a name:

- Thumbnail 1: "It just didn't feel like it was for me" - Damian
- Thumbnail 2: "You could see, she was just sweating. Didn't know how to talk to a blackfella" - June
- Thumbnail 3: "I kept the appointments, but there was so much else" - Tracey
- Thumbnail 4: "My life and my Family. There's was just so much going on" - May
- Thumbnail 5: "I got jobs, but they just didn't fit" - Yimmy
- Thumbnail 6: "I was there for a week, and then I thought no!" - Julie

# Tabletop Prototyping

## Build

Make a model representation of the elements of your system or process, whilst explaining what you're doing. Act out interactions. Adjust the process and elements as you go to test alternatives.

## Example

Testing the interactions of a new NDIS service to discover how people might move through the new service design. What are the interactions like at each stage?



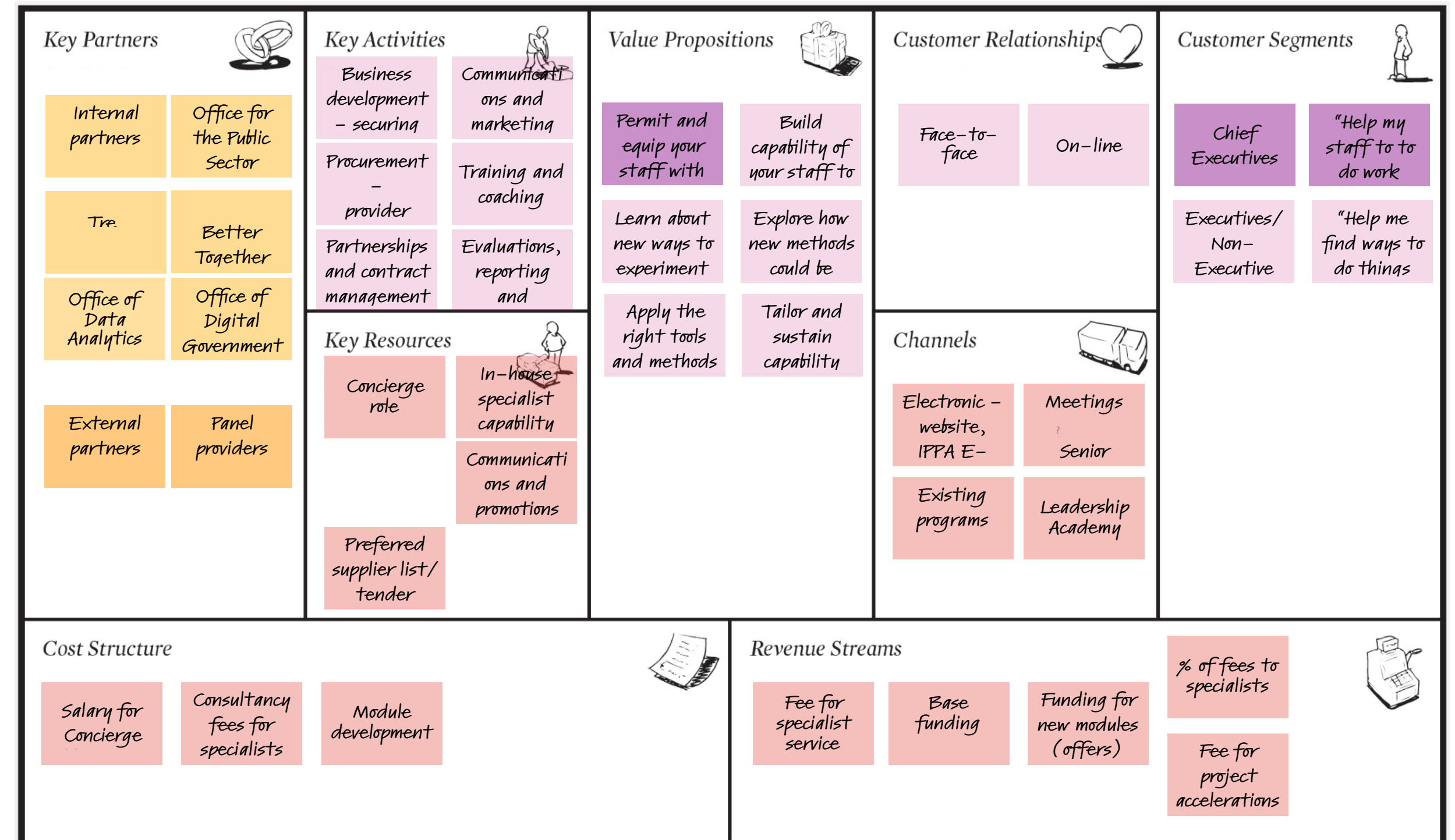
# Framework Prototyping

## Build

Find the right framework from your solution type e.g. Customer Journey, Business Model Canvas, Theory of Change or any other framework of importance. Decide the most promising ideas or idea combinations to progress to the next level of detail.

## Example

Testing the business model of a new peer-to-peer carer support service and gauging feedback from key stakeholders.



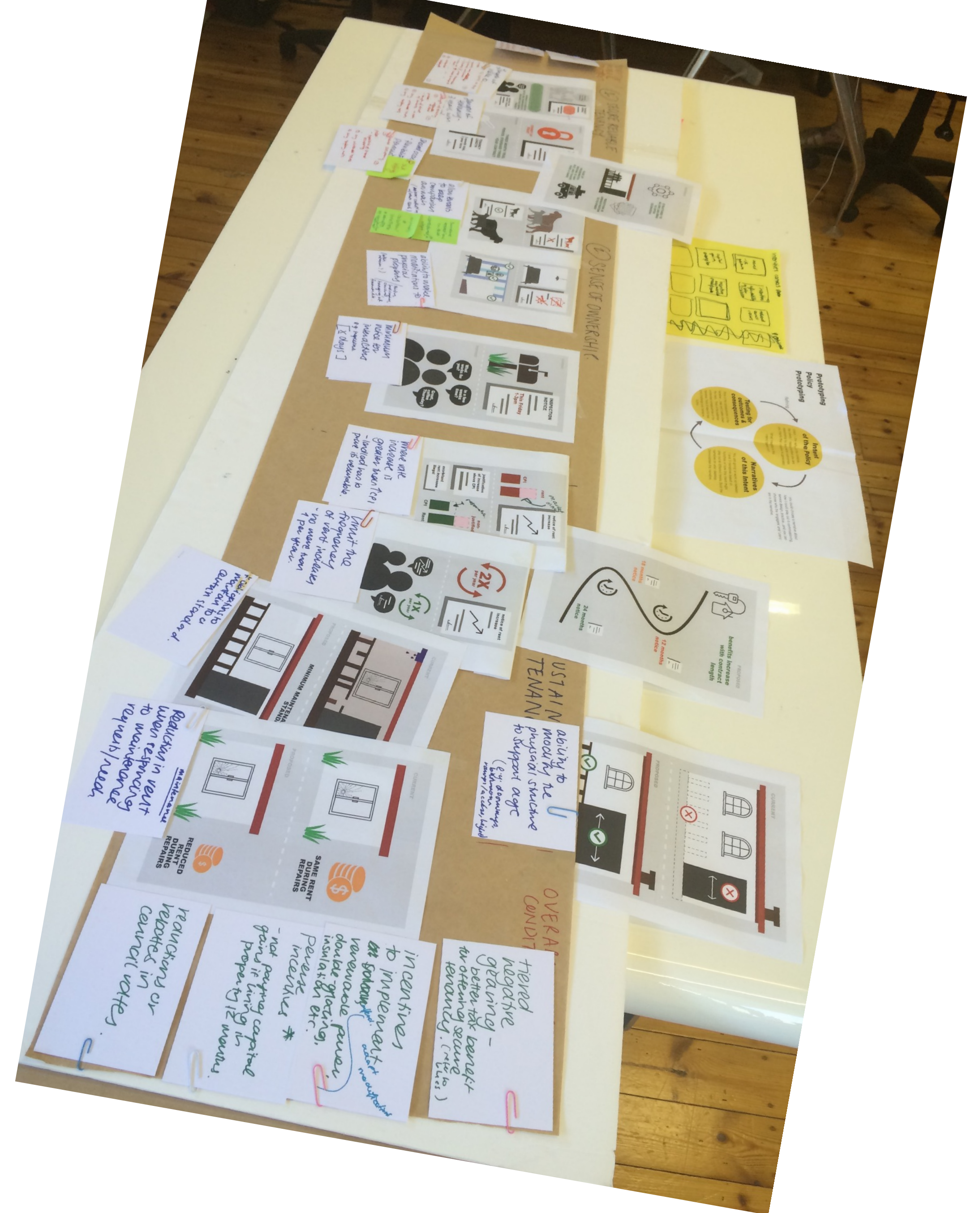
# Scenario Prototyping

## Build

Draw a storyboard or write a story that represents potential scenes from your solution. Repeat - drawing alternate scenes - rearranging, adding or removing elements.

## Example

Storyboard of the journey of a renter through the house rental system to identify opportunities for policy changes.



# Enacted Prototyping

## Build

Testing ideas by playing them out with people in the office or in a real context. You approach prototyping as a role-play with roles or scripts. Or you may build and run part of a service - or a whole service for a short period of time with a limited number of people.

## Example

Testing the implementation of a new organisational policy, by enacting the roll and gaining feedback from the audience.



# Live Prototyping

## Build

Live testing of elements of the ideas in real contexts and observing interactions. Changes can be made quickly as part of live prototyping, as opposed to a full pilot.

## Example

A pop-up clinic one day a week to investigate a new service offering.



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