RAPID PROTOTYPING

Ideation

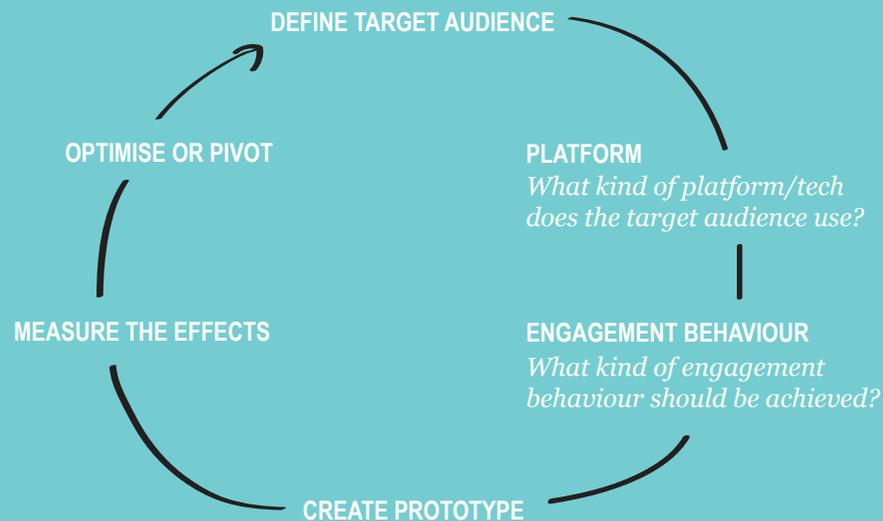### *Goal: This workshop facilitates generating and testing ideas quickly*

Rapid prototyping is a methodology that facilitates trying out new ideas quickly. It enables you to see the shortcomings of your idea and how your concept can be improved. You will likely get new insights during this process or encounter things you did not expect before. The method is especially suited for the first stage of a design process, but can also support later stages. Learn to appreciate "failing forward"; quickly and therefore cheaply finding out what works and what does not by testing and optimising ideas with users.

DEFINE TARGET AUDIENCE

OPTIMISE OR PIVOT

PLATFORM
What kind of platform/tech does the target audience use?

MEASURE THE EFFECTS

ENGAGEMENT BEHAVIOUR
What kind of engagement behaviour should be achieved?

CREATE PROTOTYPE

CENTRE FOR INNOVATION
Leiden University

Universiteit Leiden
The Netherlands

How can I use it?

This workshop makes use of the Prototyping Loop method. A workshop with 18 participants will allow you to form 6 teams of 3 people, but larger groups can work as well. For large groups, use the worksheets to structure the process.

1   **Divide into smaller groups** to develop a conceptual prototype that could be a solution to the problem at hand. Aim for a short design time of about 5 minutes.

2   **Pitch your idea** within 1 minute to the other groups and gather feedback. Pitching helps to get your ideas clear, audible and condensed for stakeholders within your organisation. The advice given to writers to "kill your darlings" is valuable here as well: the feedback will help you realise if a solution you prefer also works for other people.

3   **Decide** whether you want to explore different options (pivot) or continue working on your idea (optimise). Change the group configuration after each round.

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Use this worksheet to approach a specific problem from an organisation's point of view. An example problem could be finding out what the needs of people in Greek refugee camps are.
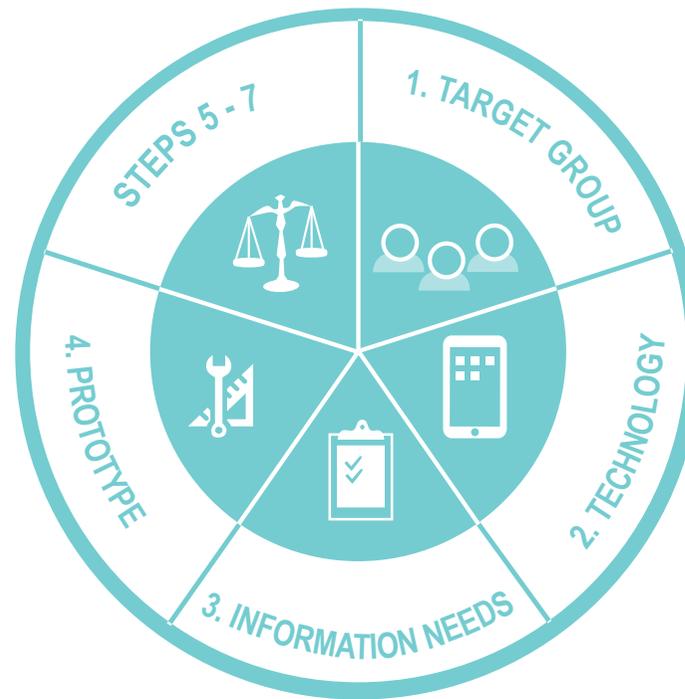Steps 5 - 7 (out of scope) are as follows:
Step 5: Deploy Prototype
Step 6: Measure
Step 7: Optimise/pilot

DATA COLLECTION

STEPS 5 - 7

1. TARGET GROUP

2. TECHNOLOGY

3. INFORMATION NEEDS

4. PROTOTYPE

1

Target group: describe for whom you are developing a solution.

2

Technology: describe the platform this group mainly uses.

3

Information Needs: what do you want to learn about the target group?

4

Prototype: develop a prototype on the platform used by the target group, to gather the information you described in Information Needs.

RAPID PROTOTYPING

Ideation

Use this worksheet to approach a specific problem from the point of view of the people you intend to support. An example problem could be finding out what the needs of people in Greek refugee camps are.
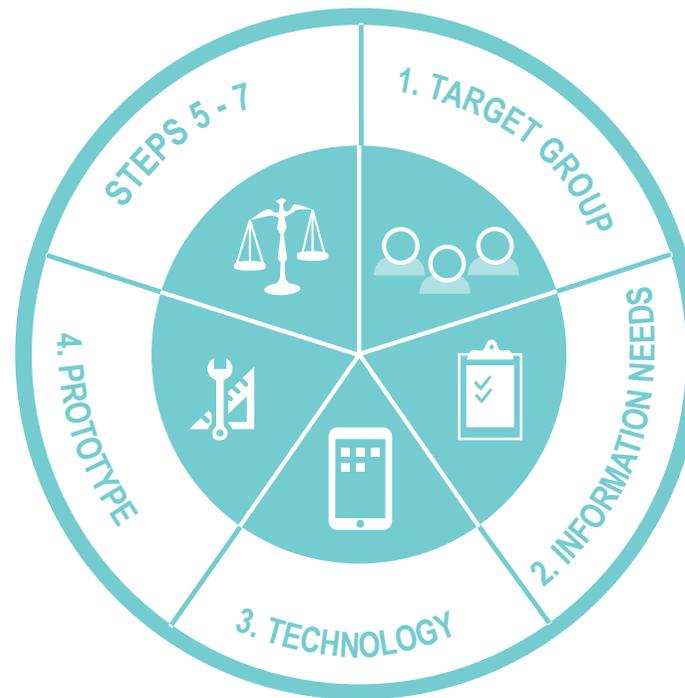
Steps 5 - 7 (out of scope) are as follows:

Step 5: Deploy Prototype
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DATA ANALYSIS

STEPS 5 - 7

1. TARGET GROUP

2. INFORMATION NEEDS

3. TECHNOLOGY

4. PROTOTYPE

1

Target group: who needs help?

2

Information Needs: what information do they need access to?

3

Technology: which platform(s) do they use?

4

Prototype: develop a prototype the target group could use to find the information they need.