



PURPOSE

Prototype for X:

Desirability
(human)

Feasibility
(technical)

Viability
(business)

Why are you prototyping? What are you testing?
State the question that your prototype should answer.

Building an app; how easy it is to use;
How efficient is the app?

DESIRED OUTCOME

What is your main objective?

Exploration

Evaluation

Communication

What do you hope to achieve? What will you be able to do after prototyping?

We hope to have a set design and layout for our final product

FOCUS

Which part of the product and which solution concepts will you prototype? (Functions and means)

Physical app- search, review system, monetary incentive

WHAT TO BUILD

Fidelity:

LowHigh

Prototype type:

E.g. role-playing, mockup, wizard-of-Oz, proof-of-concept, looks-like, works-like, engineering prototype

What must the prototype be able to do or show?
What does it not need to do or show?

Review system, order groceries,
ETA, connect customer to shopper;
simplicity with design

BUILD PLAN

How will you make the prototype?

Draw different pages in the app

Which resources do you need? Which limitations exist?

Paper, pencils, markers, examples

TEST PLAN

Who will use, see or engage with the prototype?

customers and employees

How will you test the prototype?

Test examples with random users, timing and usability

RESULTS

What data will you collect from the test? How?

speed, efficiency, accuracy

When is the test successful? Define acceptance criteria.

When the customer can complete a fluid order in a certain amount of time

PROTOTYPE

Build and test the prototype. Show it here.

Paper prototype #1

INSIGHTS

Which new insights and ideas did you get?

Most people understood how to use the product; make design more complex.

ACTIONS

Which conclusions and decisions can you make from these insights?

Improve on pricing aspect, add more pages to design

EVALUATE TEST

Effort:

LowHigh

Success:

LowHigh

Is further testing needed?
What changes will you make for the next test?

Test online version, improve on original paper version