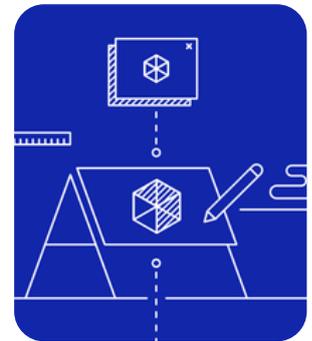


How to use prototyping to build better ideas

Prototyping is a way to develop, test and improve an idea before you commit time, money or effort.

Experiments start with an unknown and help you learn quickly. Prototyping involves a more considered process to build and test an idea, usually together as a team.

Try using Nesta's Prototyping Framework for a practical way to turn ideas into action and learning.



Deeper Dive

Nesta's Prototyping Framework

Do the groundwork:

Be clear on the problem you're trying to solve, who you're solving it for, and any assumptions you might be making.

In a team, ask everyone to write down their thoughts. Then share and notice what's different.

Build the specification:

Move the idea into something people can see and react to. It could be a sketch, mock-up or journey map.

In a team, try giving everyone time to create a quick prototype. Share and discuss the differences.

Test and iterate:

Share the prototype with real people and invite challenge and build.

Your aim is to listen (not to defend your idea).

Notice what works, what confuses people and what people ignore.

Learn and decide:

Prototyping only works if it ends with a decision.

Do you move forward, refine, pause or stop?

In a team, review what you've learned and make a clear decision about what happens next.

Coach yourself

What idea could you prototype before committing to it?

