Prototyping to Decide

Why

Sometimes in your design project, you may face conflicting ideas from different team-mates or stakeholders. Prototyping can be an effective tool for enabling your team to compare the ideas and prevent any disagreements from developing.

When building a prototype to decide, you can see how each of the solutions will work better. You will be able to see whether the prototypes lack in some areas; for example, you may realise that the prototype would not work in the natural environment of users. Your team will also be able to see the different ideas tangibly, and hence discuss the ideas and build on them, or suggest ways to merge the best aspects of each prototype.

Best Practice

1 | **Decide what it is you want to test.** For example, how will the prototype work in the natural environment of your users?

2 | Then, build (preferably low-fidelity) prototypes that will effectively evaluate those aspects by testing your prototype with **real users**.

3 | Alternatively, you could create a prototype for yourself and your **design team**. You can also invite **internal and external stakeholders** and **experts**.

4 | **Sort out the logistics.** What do you need? For example: physical space, sunglasses, pen, paper, permits, additional staff, or anything else?

5 | Consider if it would be an advantage to run **a few prototype tests at once** in order to test different aspects of a user or the environment. This will allow you to test a variety of ideas quickly.

6 | **Present** the prototypes.

7 | You should continuously capture all **relevant feedback** to provide you with sufficient feedback for moving on in the design process.

8 | Prototyping is an effective tool for enabling your stakeholders and team members to compare your ideas and prevent any disagreements from developing. It's now time to **decide**.

9 | Gathering feedback from testing sessions can feel like a haphazard process. Thankfully, a few amazing methods are available which you can use to provide some structure and organisation to your feedback-gathering process: "Feedback Capture Grid", "I Like, I Wish, What If", and "Sharing Inspiring Stories".

10 | Continue to iterate. Continue to learn, adapt, create new prototypes, and test them.