

**Tinnovation live**

# Prototyping Workbook

This workbook will guide you on your way and take you through the **essential steps** you need to take to get started with prototyping, no matter the type of product or specific business goals.

### What you get

- Work through your idea and what your product should achieve
- Asses the prototype that's required and what elements are required
- Review the research you need to conduct
- Your audience and getting feedback
- Working on building a timeline for your prototype and ultimate product
- Process checklist – Final considerations

“We are living in exciting and challenging times as the world of brand and technology continues to evolve at a quicker and quicker pace. In order to **confidently navigate this challenge**, businesses need to **focus hard on their own brand** and accept that individually there can be too much to have a full grasp on. When prototyping for your product, it is **vital to research the concept thoroughly** and test and learn before executing your full project.”

Jamie Simmonds, Founder/MD at TheTin

The idea

Project title

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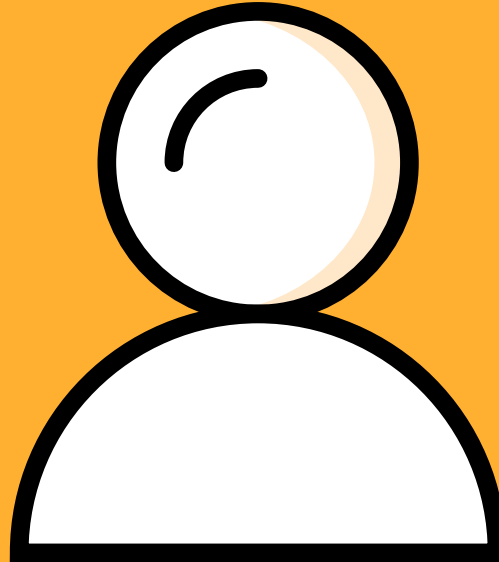
What's your main objective?

What kind of market research & competitor research has been completed?

What does your project need to achieve?

Have you completed any surveys/ data collection exercises to inform your prototype?

# Your audience



**Name three types of people who would use your product.**

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**What would they use the product for?**

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**What could they struggle with?**

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# Your timeline



A dark blue speech bubble with a white border, containing the text "Your timeline". The bubble points downwards towards a horizontal timeline. The timeline is a dark blue line with several small, dark blue rectangular markers spaced evenly along it.

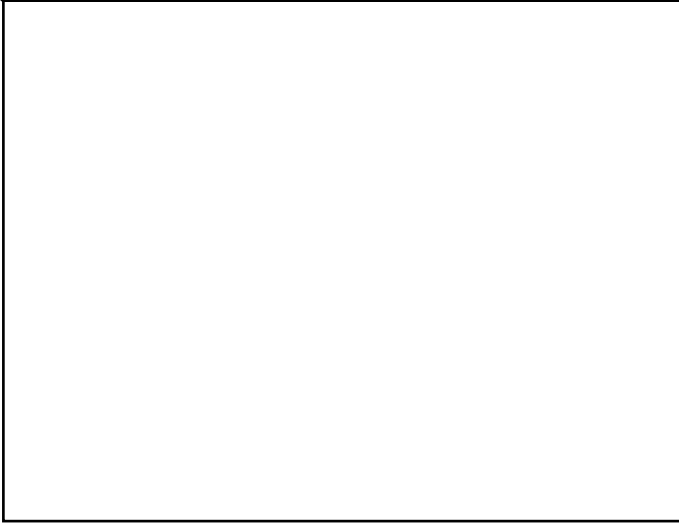


Where are you now



Where you want to get in a year?

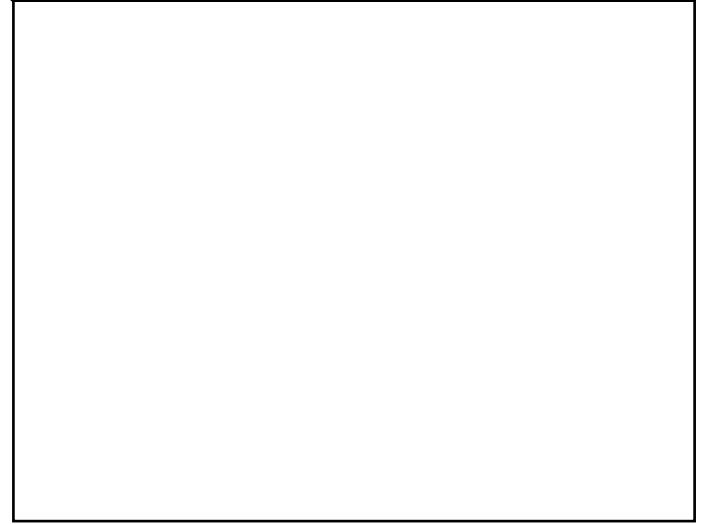
In 3 months




In 6 months



In 9 months



In 12 months



Which stakeholders need to sign off? And when?

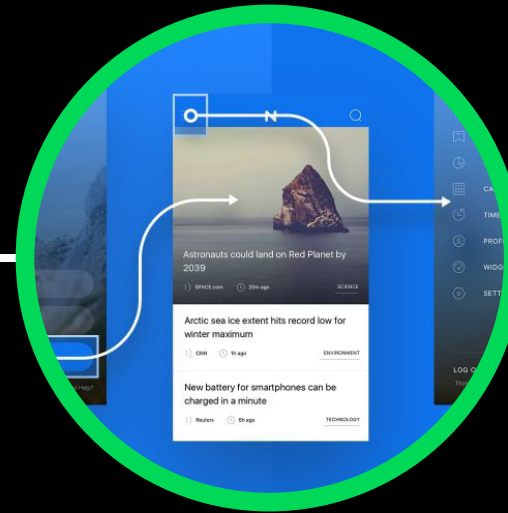
Which stakeholders need to be informed throughout the process?

**Which  
prototype?**

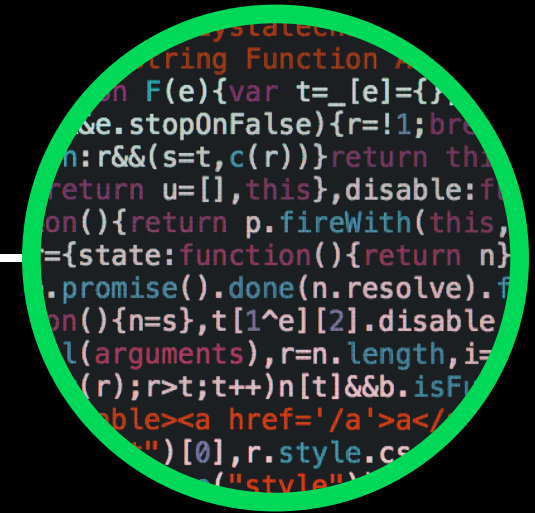
## Digital prototypes generally fit into 3 categories;



Paper



Interactive  
design



Code

Do you know which digital prototype method is best to test your idea?

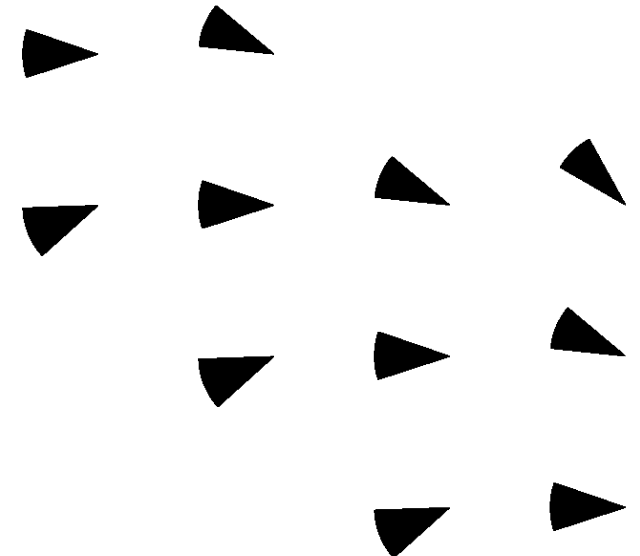
What functionality does the prototype need to test?



# Process

# Checklist

- ☐ Complete Market and Competitor Research
- ☐ Set your goals
- ☐ Choose your prototype
- ☐ Choose what functionality you want to test
- ☐ Make the prototype
- ☐ Test the prototype and get feedback
- ☐ Evaluate the feedback and plan next steps
- ☐ Kick-start the real project





**Final**

**considerations**

**What elements of the prototypes can be done in-house?**

**What aspects specifically will you need to outsource?**

**At what stage, to reach your milestones will you need to outsource?**

Have you prepared for adequate user testing and are you prepared to accept results regardless of expectations?

Do you need to test another feature/element based on feedback received? If so, how will you do this?

What are the next steps to get this started? (Next prototype test or kickstarting the final project)

# Get in touch.

Talk to us about how we can help you achieve your prototypes and/or project goals if you need a digital partner.

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