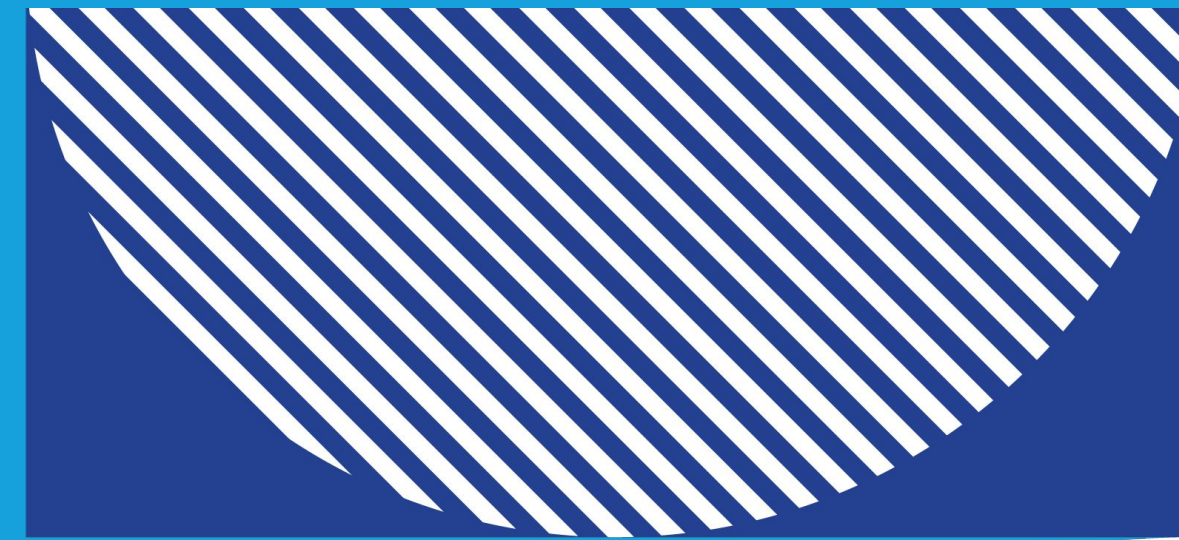


Prototyping



In this session, we'll explore:

1. What a Prototype is
2. Why Prototyping is important
3. Different types of Prototyping
4. Live Demo

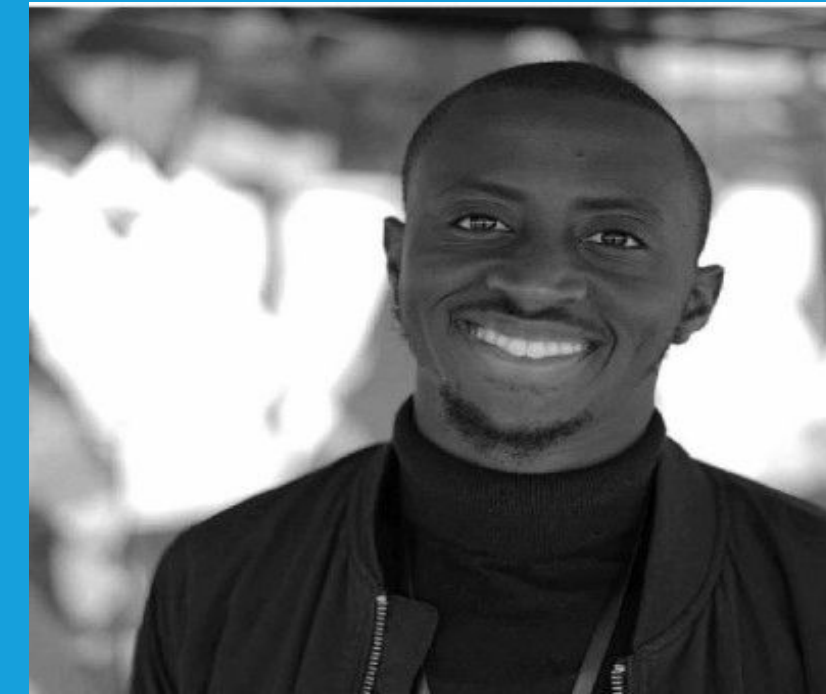


The team



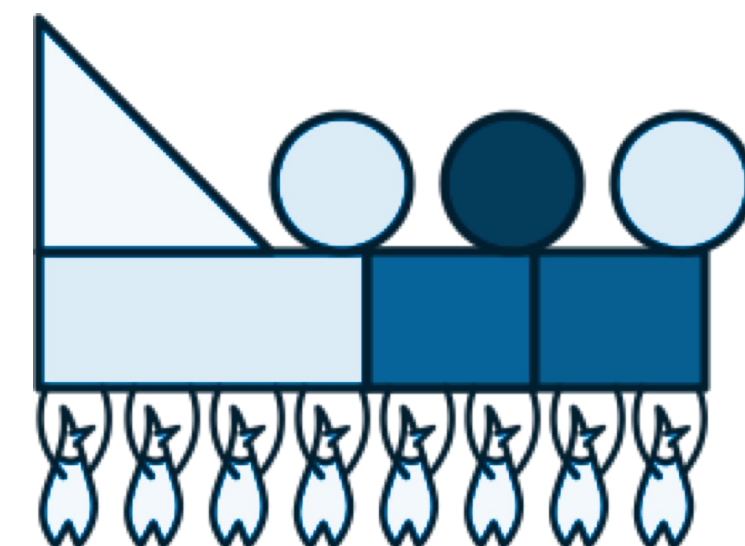
Erica Neve

Linkedin - [Erica Neve](#)



Joseph Charm

Linkedin - [Joseph Charm](#)





But first, a
question

What is a Prototype?

Instructions

1. Click on the link in chat
2. Answer the question

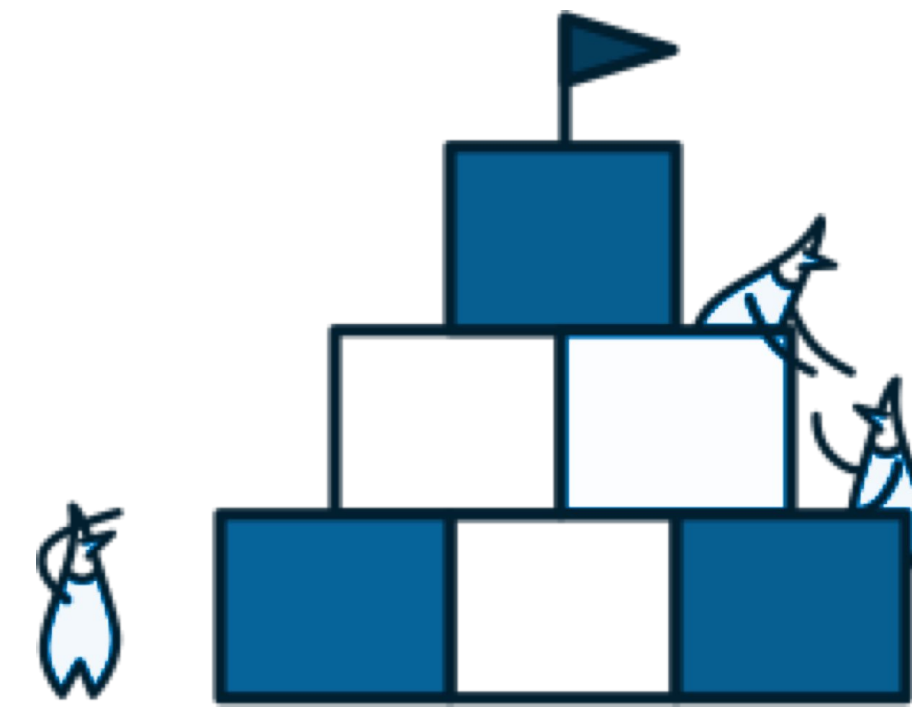
Tip - *you can give more than one response, all responses are anonymous*




Our definition of a Prototype is....

A prototype is an early sample, model, or release of a product built to test a concept or process.

It is your very first version!





Why is
prototyping
important?

A huge advantage of a prototype is that it simulates WHAT you want to create

This means

You get to TEST if your idea solves the PROBLEM you are trying to solve

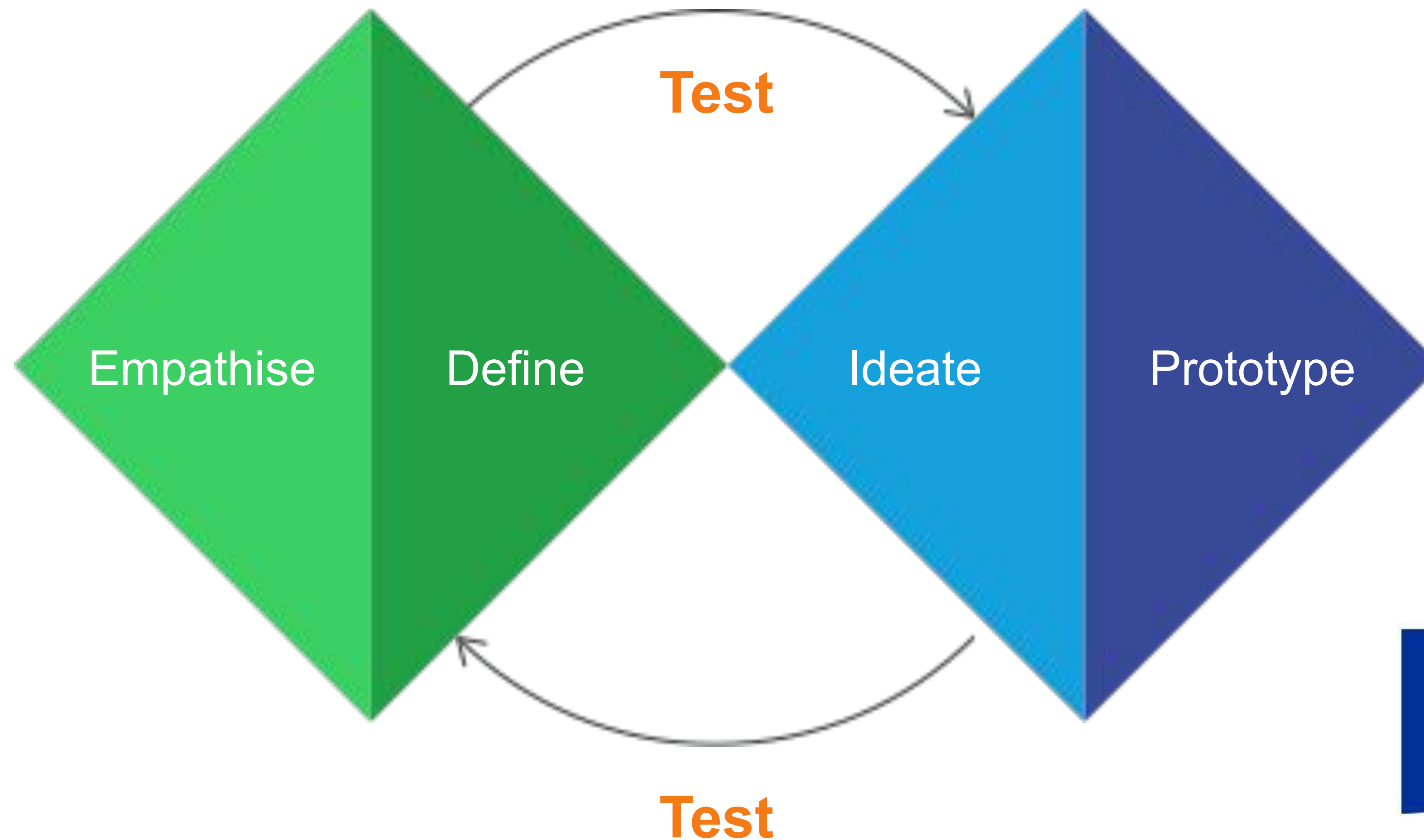
You get to test your ideas on your users helping you stay customer Centric

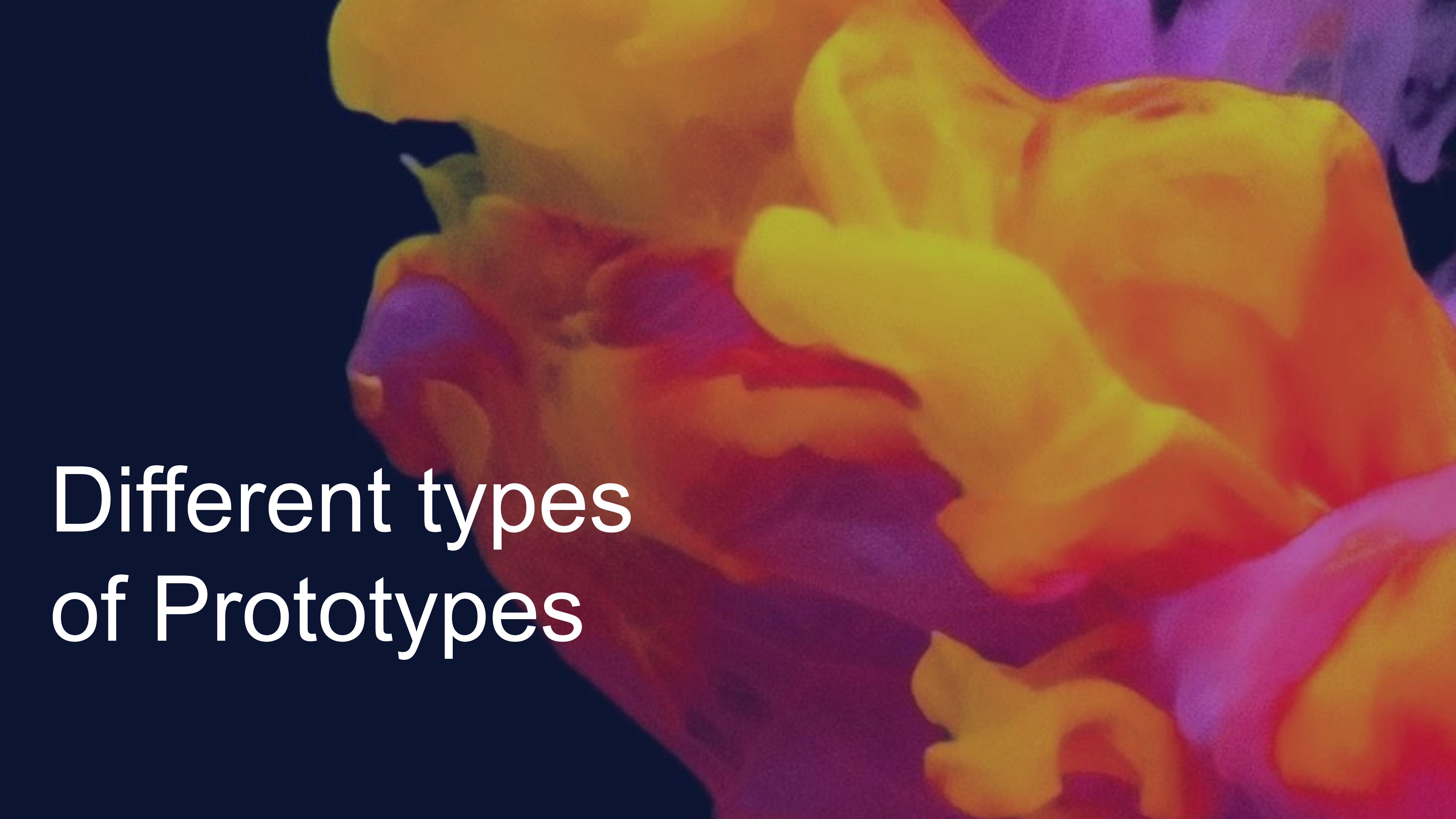
This means

You get valuable data and feedback from your users

You get valuable insight into likely PRODUCTION COSTS and any ISSUES before committing to designing the full solution .

Design Thinking





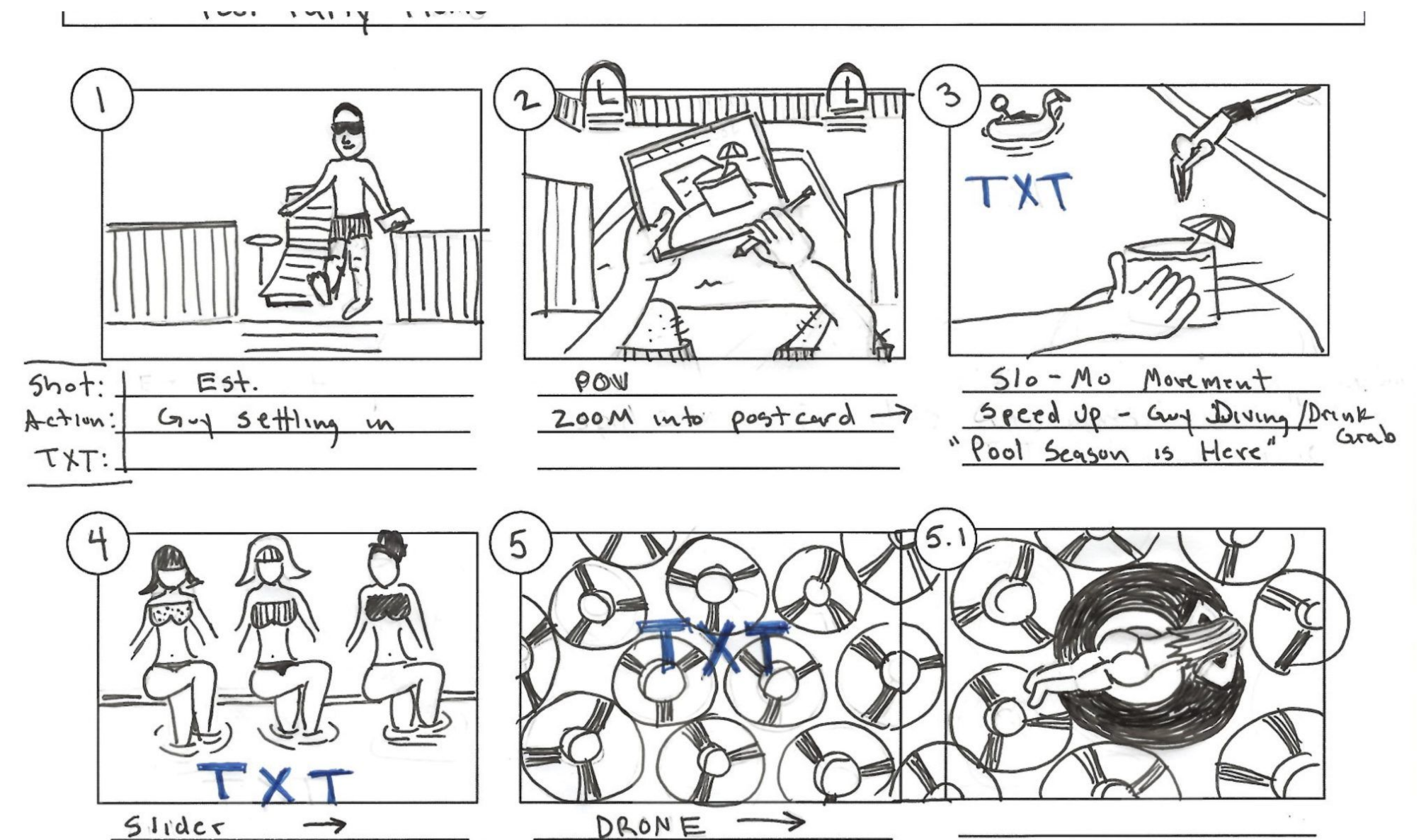
Different types of Prototypes

Different types of Prototypes

- 1. Sketches diagrams/Storyboards**
- 2. Working models**
- 3. Role plays**
- 4. Wireframing and clickable prototype Apps**

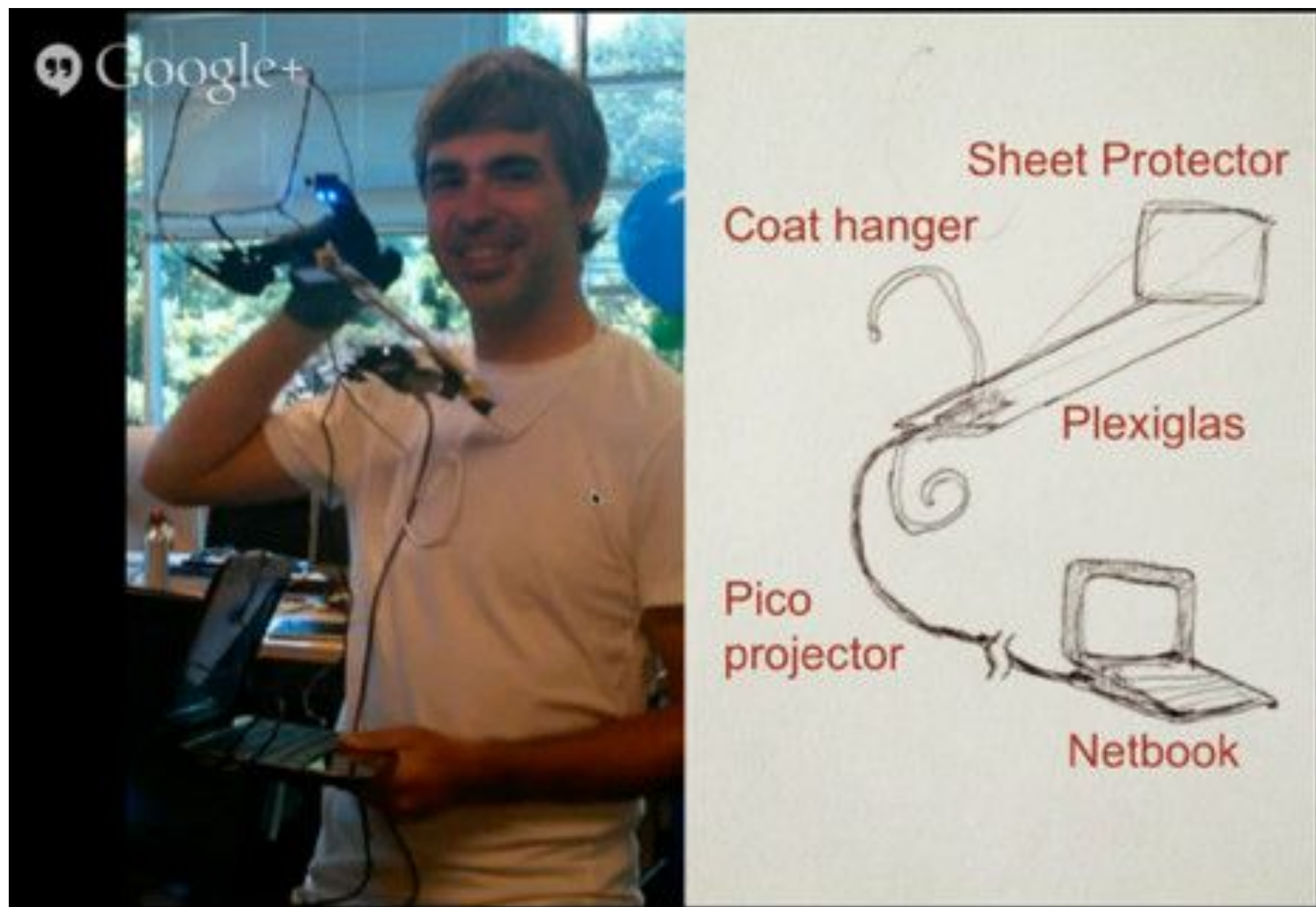
Sketches diagrams/Storyboards

Whether you're in a lunch meeting and sketch an initial idea on a napkin or make a more formalized picture using a ruler and ink, a paper prototype can be useful for beginning the process of conceptualizing and forming a new product. This is perhaps the most basic form of prototyping, but using a paper drawing that illustrates the journey your users will go through is still a widely used way to share a concept.



Working Model

A working model prototype allows you to test the idea of a product to see if it actually functions the way you intended. This is useful for mechanized inventions or other designs with features that need to move or fit a certain way. The idea is to follow initial plans to see if the design really works.



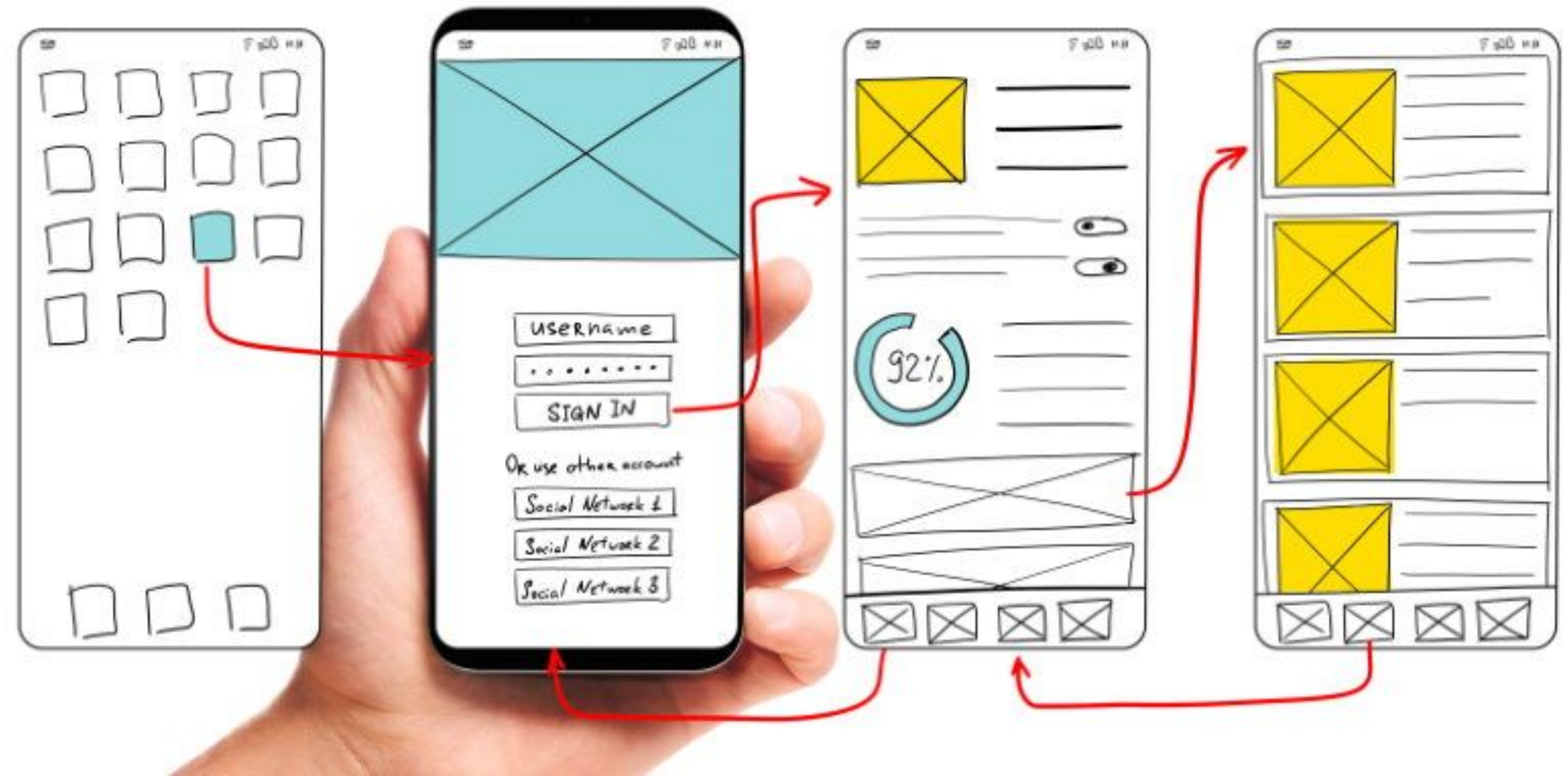
Role Play

Role play prototyping is a type of prototype that is not only pretty easy to build, but can also help you get an idea, experience, or product in front of the people you're designing for quickly. You'd be smart to test out the role play on your design team first. You may learn a lot by trying on the roles of the people in your small skit before you even get out of the office.



Wireframing

A wireframe acts as a digital diagram or layout of the product. This is a common prototype used for website & Apps. It can be used by to show users the structure and placement of different content on their solution, it is also really useful for the developers who bring it to life

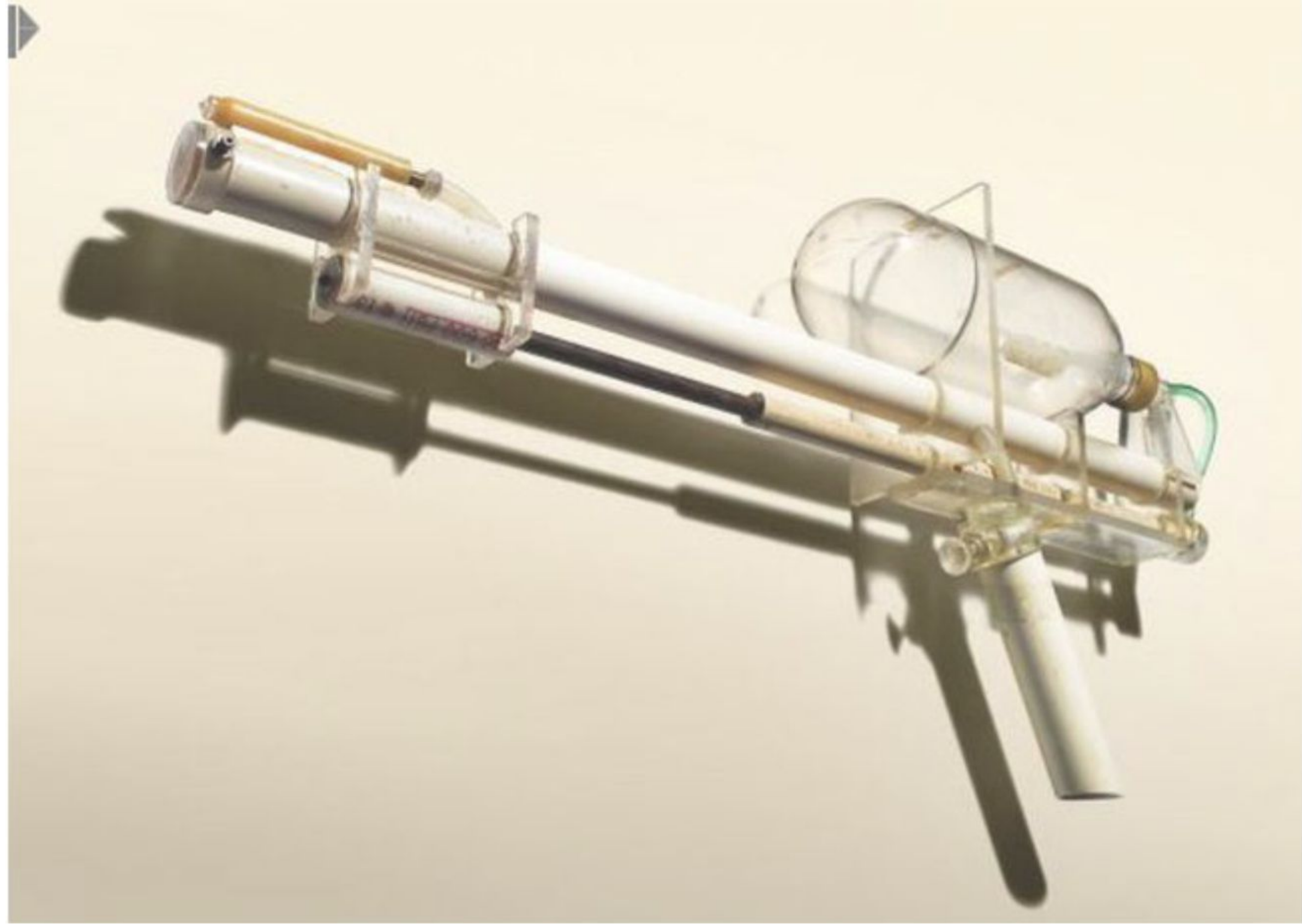




Some examples of famous Prototypes







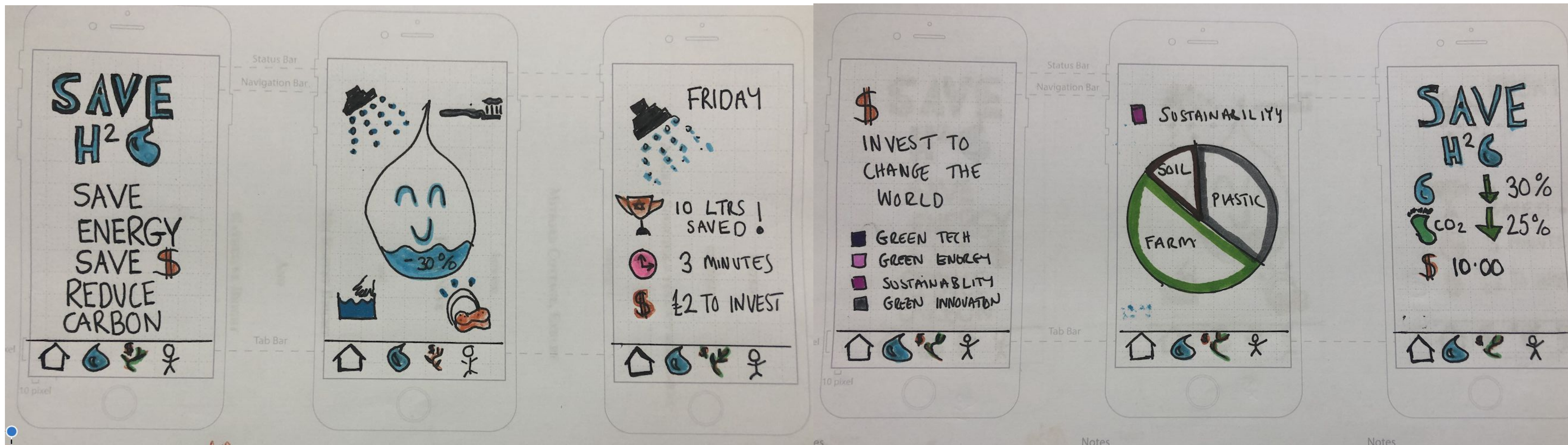








Demo time



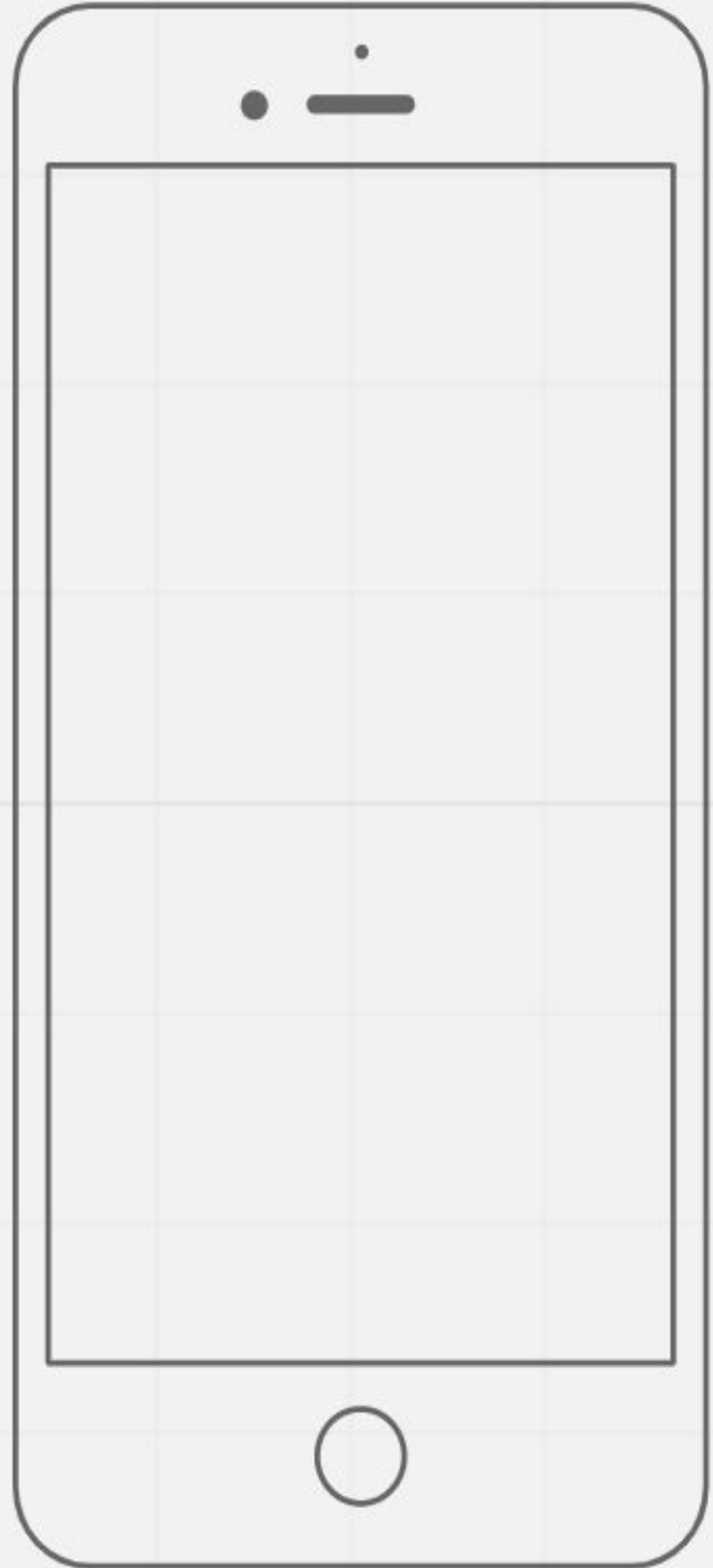
SAVE H2O, using your mobile microphone, geolocation and APIs linked to your water and energy providers to track how much water you use on a minute by minute basis. Like Fitbit for the planet!

Each day, you can easily track your data and reduce your water consumption. The money you save can then be instantly reinvested into Green Investments and initiatives - making your impact BIGGER



Templates

Frame 1



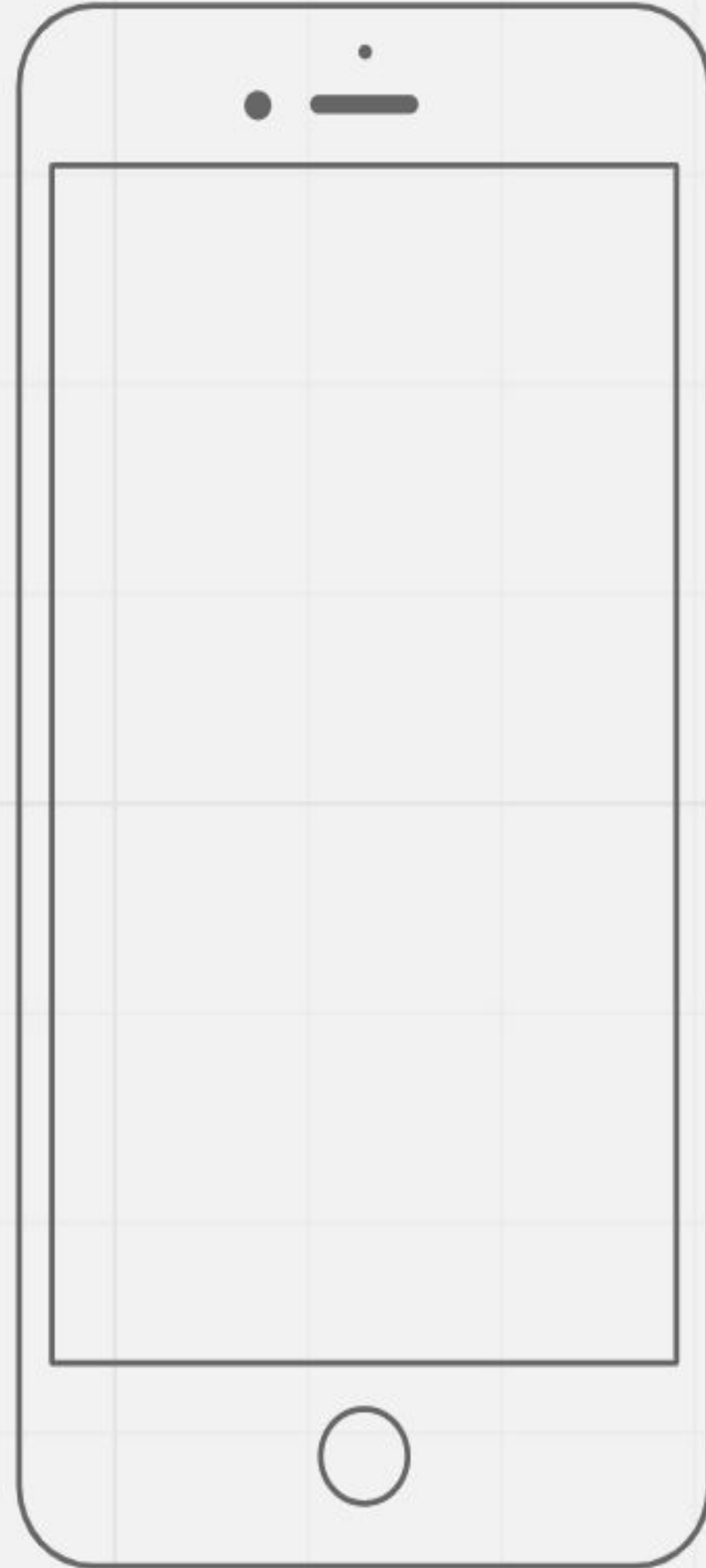
Frame 2



Frame 3



Frame 4



Top tips for wireframing (for Apps)

1. Start with pen and paper drawing your solution
2. Download templates from the internet (for an iphone, tablet or Android)
3. Look at other Apps for ideas
4. Draw a maximum of 6-10 screens
5. Pick one journey through your App





Tools, websites and tips

Tools for prototyping

TOOLS TO CREATE



MARVEL



inVision



ORIGAMI STUDIO

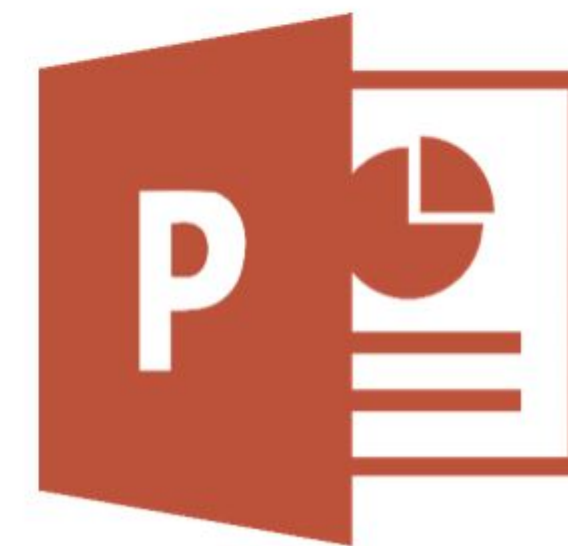
TOOLS TO DESIGN



CANVA



SKETCH



POWERPOINT

To make the biggest impact:

- 1 THINK BIG... be audacious
- 2 BUT the next hour matters so START SMALL
- 3 Relentlessly seek impact
- 4 Fall in love with the problem, not your solution
- 5 Reframe risk through ITERATION

Links to Tools

Creating prototypes and simple websites

[Marvel](#) - for making clickable prototypes very easily

[Origami](#) For making clickable prototypes (not as easy as Marvel)

[Invision](#) - For making clickable prototypes (not as easy as Marvel)

[Sketch](#) - to design collaboratively, you can use it with Marvel

[Arist](#) - tool to create text message support content

[Glide](#) - A tool that helps you build an app from a Google Sheet

[Webflow](#) - A powerful website creator that can do almost anything

[Notion](#) - A online workspace that allows you to publish and manage content

Places to go to create higher quality proptype designs, creating videos and presentations

[Canva](#) - for graphic design and editing (video editing in the premium version)

[Biteable](#) - for making videos with animation, stock footage and photos

[Genially](#) - tool for interactive presentations and infographics

[Unsplash](#) - quality stock image library

[The Noun Project](#) - icon library

[Freepik](#) - graphic design resource library

[Storytale](#), [Blush](#), [Undraw](#) - illustration libraries

Links to useful websites and next steps

Books and useful links about developing your ideas

[Lean Impact](#) - A great book about creating impact in the world

[The Lean Start -up](#) for social impact- using start up methodology and Design Thinking for project that create impact

[Strategyzer](#) - a resource library for methods, templates, books and videos for testing ideas

[The GV Sprint](#) - A method created by Google, which is a sprint, a five-day process for answering critical business questions through design, prototyping, and testing ideas with customer

What's next - places you can go for funding and investment in your ideas in the future

[Subak](#) - Subak is an accelerator and data cooperative for climate nonprofits.

Subak helps startups maximise their impact in the fight against climate change, through funding, learning and networking! See our video from Elodie who runs the programme

[Bethnal Green Ventures](#) - BGV invests in founders using technology to tackle big social and environmental problems that aim to radically improve millions of lives!

Thinking about what next: Accelerators for great ideas that make a difference!



Watch [Elodie](#) tell you about Subak and her role



Thank you &
Good luck!