Fast Prototyping

Presented by Les Robinson Changeology
Good risk management means starting small and soon!

What could you put into the field next week to start the process of learning and enable improvisation on the fly?

The City of Sydney’s CoExist campaign fast prototyped seven weeks from conception.
Touch points model

1. Upon entering path, users see signs clearly illustrating bellring/responding etiquette.

2. Users see actors rewarding bellring/responding with thanks, chocolate or coffee vouchers.

3. Mobile coffee station with free bellfitting.

4. Users see the perspectives of other shared path users.

5. Users see stories about the needs of other path users, incl. disabled, deaf etc.
Fast prototyping

“What can we put in the field next week, even if we have to draw it by hand?”
Actual project timeline

Start  →  Weeks 1, 2 and 3  Creative workshops

Doing  →  Week 4  Design briefs written

Learning  →  Week 7  Fast prototype launched

Learning  →  Week 16  Reflection and modification session

Doing  →  Week 22  Launch of second iteration (est.)

Learning...
Engaging actor
Bike tune-up station
Talk point
Blackboards
Coffee
The original concept, Inspired by Candy Chang:

“Dear fellow shared path user, THANK YOU FOR....."
The improvisation:

I love the cycleways, please be considerate & enjoy.

John-Rike
We don't mean to be evil
We are good
— John — Bike
I ♥ C/W
they promo
HAPPINESS
TYSON
I get lots of attention for my bike.
Fast prototyping =

A simple experimental model or mock-up + a rapid, modest real world test.

= learning by doing.

Goal: To answer a question about your idea.

"A good idea has self-expanding qualities. It stimulates those who see it to add to it."
- James Webb Young
A minimum viable product (MVP)
A bare minimum. Cut all corners.
Examples

A paper mock-up:
A sketch:

Communicate to transients: via social media act
- VIA social media act
- VIA mobile
- VIA common areas
- VIA notices

Identify transients
- Transient
- Transient
- Transient

Qualify for free collection
- Pension card
- Student card
- Common area
- Permit
- Common area permit
- Common area
- Permit

Free Pick Up!
- FOR PEOPLE WHO QUALIFY.

Scenario #3.

Tip:
- Recyclable/Tips/Recycled
- Sorted
- Sold
- (If relevant)

$1,700
A storyboard:
A sticky note storyboard:
A touch point timeline:

**Tempting**
How they hear about it

- Letter
- Media story
- Phone reminder
- Intro BBQ and party

**Engaging**
The 'change moments'

- First field day and workshop
- Second field day and workshop

**Feedback**
How they'll be thanked

- Thank you letter and update
- Project celebration and awards
A print mock-up
Testing it:

A role play
Testing it:

A rapid public outing
Test it on council staff!
What's your prototyping question?

A prototype should test a limited, specific question:

- Does it save time?
- Is it easier for users?
- Are there less mistakes?
- Will [the target audience] stop?
- Does it start a conversation?
- Does it motivate action?
Now sketch your prototype

(1) Define the question [4 mins]

(2) Sketch a prototype [10 mins]

(3) Write a one paragraph description [6 mins]

Example.....
Establish a 2 day clearance – DAY 1 for choosing reuse items. DAY 2 for council collection.