

NAME

Prototyping Framework

AUTHOR/OWNER

Nesta and ThinkPublic

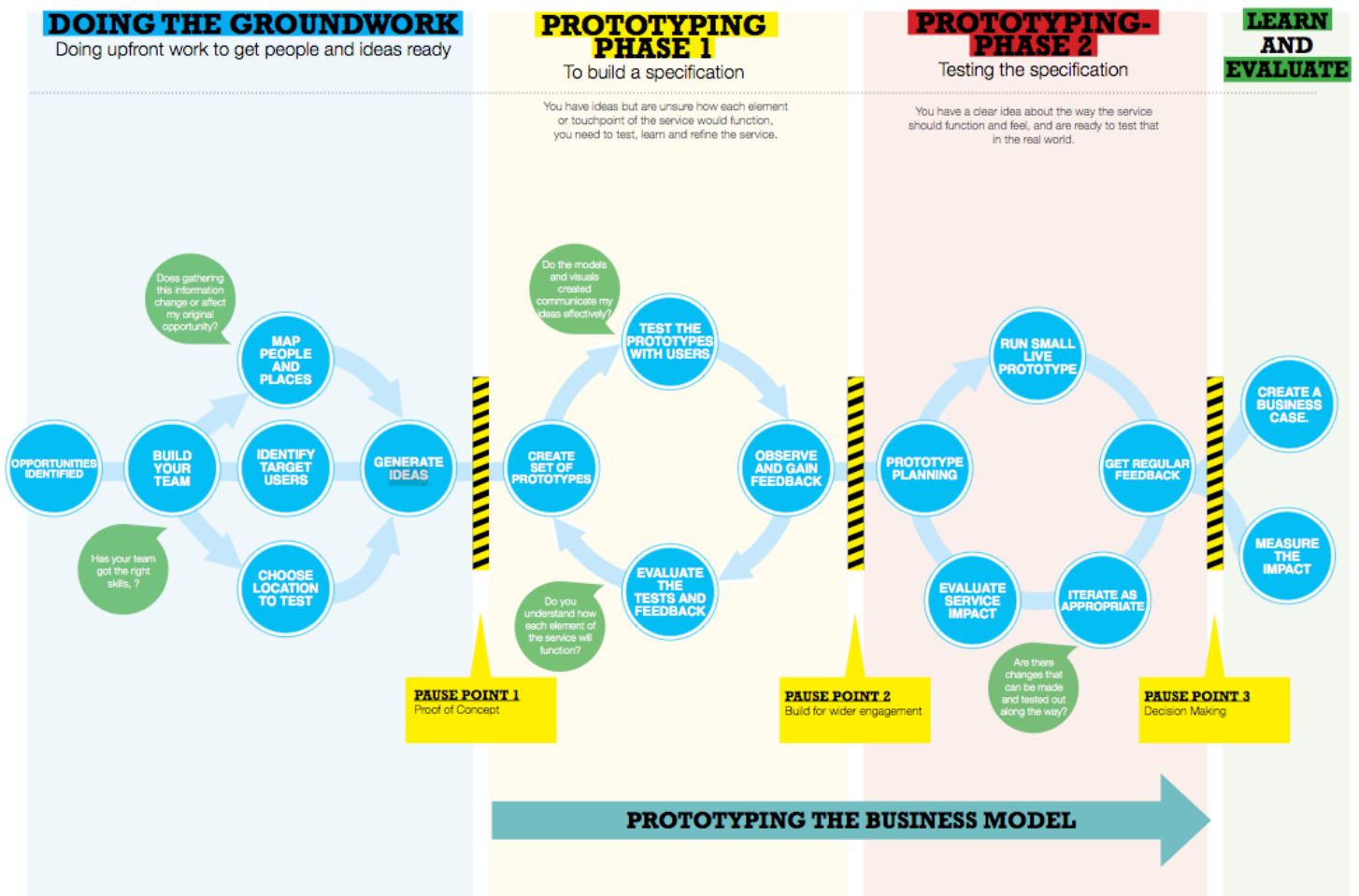
SOURCE

Nesta, 2014

Reproduced with kind permission of Nesta and ThinkPublic

INTRODUCTION

Prototyping is an approach to developing, testing and improving an idea at an early stage before you commit a lot of resources to it. It is a way of working that allows you to experiment with an idea so you can learn and refine it into something even better. The prototyping process outlined in this toolkit was developed by Nesta and ThinkPublic. Depending on what you are prototyping you may find stages of this process are more relevant than others, but the diagram provides a framework that will allow you to structure your approach.



NOTES

Prototyping is an approach to developing testing and improving ideas at an early stage before large-scale resources are committed to implementation. It is a way of project and team working which allows you to experiment, evaluate, learn, define and adapt. Ensuring that ideas are fully explored before any conclusions are drawn.

The diagram provides a framework from which you can structure your own approach.

Prototyping Framework – Process diagram

Doing the Ground work

Doing upfront work to get people and ideas ready

- Identify opportunity
- Build your team
- Map existing services
- Choose a location to test
- Identify target users
- Generate ideas

Pause point 1: Proof of concept

Prototyping Phase I – Building a specification

You have ideas but are unsure how each element or touchpoint of the service would function, you need to test, learn and refine the service.

Create a set of prototypes

- Test and get feedback on prototypes
- Evaluate

Pause point 2 - Build for wider engagement

Prototyping Phase II – Testing the specification

You have a clear idea about the way the service should function and feel, and you are ready to test that in the real world.

- Live prototype planning
- Iterate as you prototype
- Evaluate against original testing plan

Pause point 3 – Decision making

Evaluate and enterprise – potentially less relevant for public bodies

- Creating a blueprint/business plan

USEFUL LINKS

- <http://www.nesta.org.uk/publications/prototyping-framework>