

PROTOTYPING

WHY? HOW? WHAT?



**WHY: MAKE SURE YOU ARE BUILDING THE RIGHT IT
BEFORE YOU BUILD IT RIGHT**



Nissan Murano CrossCabriolet. Less than 4,000 sold!

WHY: RAT VS MVP



Minimum Viable Products are...

- Too complex
- Avoiding you to talk to your customers
- Large bets on risky assumptions
- Often becoming your product



Riskiest Assumption Tests are...

- Low effort
- Forcing you to talk to your customers
- Small bets on risky assumptions
- Never becoming your product

HOW: LEARNING CANVAS



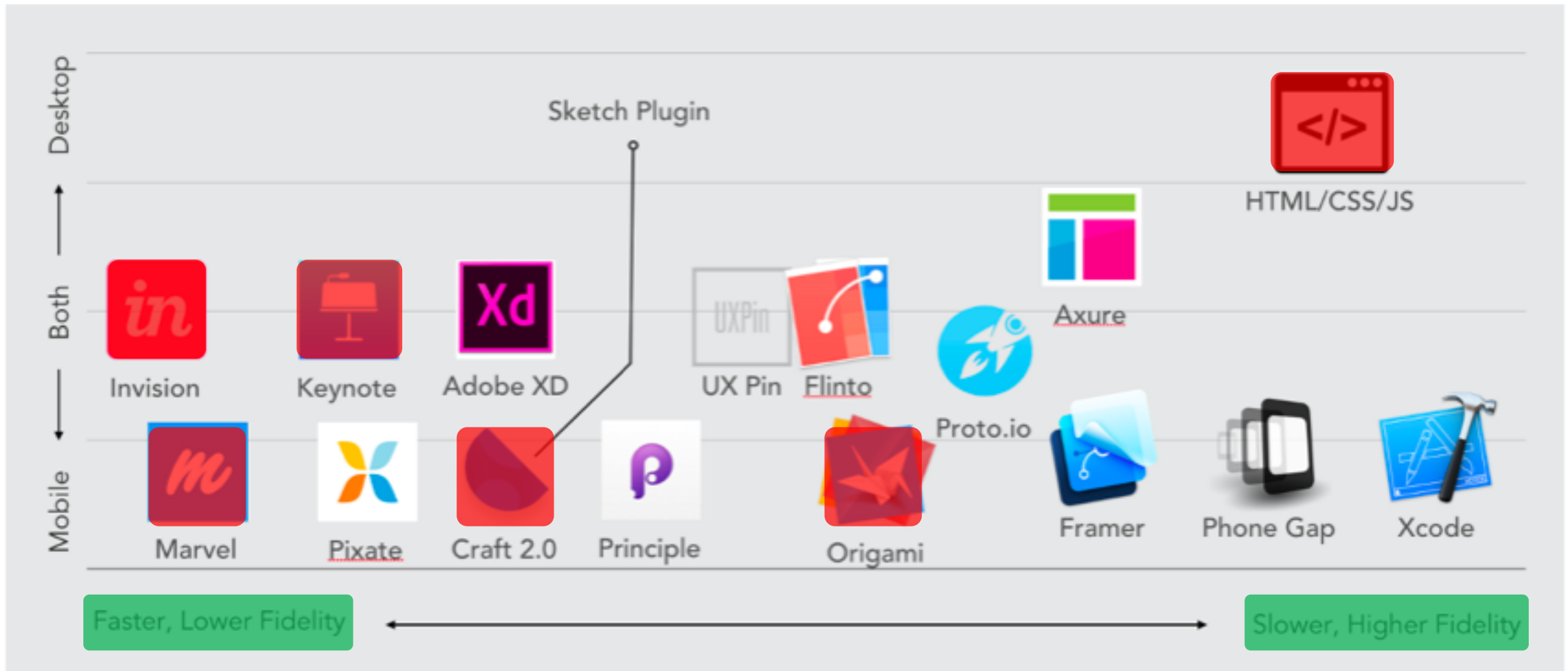
Assumption	The Welcome text conveys the purpose of the "My Deployments" app	The onboarding flow feels fast.	The time sliders are easier to use than a dropdown calendar	Try notification	Notification copy is clear + icon useful	More information on Upcoming Deployments table
Experiment / Question	Explain what this app does to a colleague and what they will gain by installing it	On a scale from 1 to 5, how fast would you say this onboarding is going to be? 1= very short 5= very fast	Do you think that this is easier to use than a regular calendar dropdown? Why? YES/NO	Why do you think you can try a notification now in the onboarding?	Why do you think there is an icon on the notification?	What kind of information do you expect to have when clicking on the (i)? Why?
Success Metric	4/5 understand the key benefits: not being disturbed + being up to date	3/5 above 3	3/5 YES	3/5 "have an example"	3/5 mention different types of notifications	3/5 new features & bug fixes
Result validated invalidated inconclusive	VALIDATED 5/5	VALIDATED 5/5	VALIDATED 5/5	VALIDATED 4/5	INCONCLUSIVE Copy is clear but icon is confusing	VALIDATED 3/5

WHAT: A GOOD PROTOTYPE IS A **LAZY** PROTOTYPE



WHAT: PROTOTYPING TOOLS

<http://origami.design/>



RECAP



WHY – BUILD THE RIGHT IT BEFORE YOU BUILD IT RIGHT

Feature	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Feature 6
Importance	High	Medium	Low	High	Medium	Low
Effort	High	Medium	Low	High	Medium	Low
Impact	High	Medium	Low	High	Medium	Low
Score	55	55	55	45	55	55

HOW – TEST YOUR RISKIEST ASSUMPTION WITH THE SMALLEST EXPERIMENT



WHAT – TOOLS DON'T MATTER. LEVELS OF FIDELITY DO.

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