

Lolli's World Ep 6

Lolli's World Ep 6.1 (Canvas)



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Prototyping and relation to Business Model Canvas

16 Sep 2021 at 10:51

[Tommaso Piccinno](#)

All sections

Prototyping is just a perfect step to take after filling out the value proposition part of BMC

Prototyping session (rapid, low resolution) is an important part of the design thinking process. It is a phase in which students (entrepreneurial team) start exploring on the idea of a new product, service or experience, by transformed them into something physical, something tangible and visible. The reason why doing so is in just practical - showing ideas in practice should encourage communication between the students (entrepreneurial team) as well as in obtaining the opinion/feedback of future users. It helps you test and iterate a certain aspect of the product of service you have in mind.

Moreover, prototyping of a business model is connected to a visual and practical presentation of the value proposition module of BMC, where the focus is on our target group (user, user experience). It is part of the creative process that gives useful value to conceptual solutions. These can be presented using a variety of techniques and methods. One of the most common ways of presenting service design and user experience is a prototype with the help of users touchpoints.

This topic was edited by [Tine Nagy](#).

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Introduction to prototyping

What is prototyping?

What is prototyping? | Nesta



Prototyping is an experimental process where design teams implement ideas into tangible forms. Teams build prototypes of varying degrees of fidelity to capture design concepts and test on users.

Source: <https://www.interaction-design.org/literature/topics/prototyping> 
(<https://www.interaction-design.org/literature/topics/prototyping>).

“They slow us down to speed us up. By taking the time to prototype our ideas, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long.”

— *Tim Brown, CEO & President of IDEO*

In prototyping, you craft a simple experimental model of your proposed product so you can check how well it matches what users want through the feedback they give. You should consider prototyping from early on—using [paper prototyping](https://www.interaction-design.org/literature/topics/paper-prototyping)  (<https://www.interaction-design.org/literature/topics/paper-prototyping>), if appropriate—so the feedback you gather from users can help guide development.

For the purpose reason, **a prototype can be divided into 5 categories:**

| | |
|---|---|
| • | Low-resolution prototypes show the first visualisation & design |
| • | Prototypes that makes dialog with users |
| • | Prototypes show functionality |
| • | Prototypes test different material |
| • | Prototypes test different concepts |

Advantages of prototyping

The advantages of prototyping are that you:

1. Have a solid foundation from which to ideate towards improvements—giving all stakeholders a clear picture of the potential benefits, risks and costs associated with where a prototype might lead.
2. Can adapt changes early—thereby avoiding commitment to a single, falsely-ideal version, and later incurring heavy costs due to oversights.
3. Show the prototype to your users so they can give you their feedback to help pinpoint which elements/variants work best and whether an overhaul is required.
4. Have a tool to experiment with associated parts of the users' needs and problems—therefore, you can get insights into less-obvious areas of the users' world (e.g., you notice them using it for additional purposes or spot unforeseen [accessibility](https://www.interaction-design.org/literature/topics/accessibility) issues such as challenges to mobile use).
5. Provide a sense of ownership to all concerned stakeholders—therefore fostering emotional investment in the product's ultimate success.
6. Improve time-to-market by minimizing the number of errors to correct before product release.

“If a picture is worth a thousand words, then a prototype is worth a thousand meetings.”

– Saying at IDEO

While prototyping, it is important to think about what you are **trying to learn with your prototypes**, and **create low-resolution objects and scenarios which probe those questions**. A low-resolution concept allows you to pursue many different ideas you generated without committing to a direction too early on.

The goal of prototyping is not only to create a mock-up or scale model of your solution concept; it is to create experiences to which users can react. Bring resolution to the aspects that are important for what you are trying to test, and save your efforts for other aspects. You also need to think about the context and testing scenario you will create to get meaningful feedback. It is not always the case that you can just hand an object to someone on the street and get real feedback. Test in the context that your solution would actually be used (or approximate the important parts of that context).

How prototyping works

Watch the video below:



Bias Towards Action

This means that analysis paralysis is unable to take hold, because you will investigate each assumption through active testing, instead of theoretically thinking it through. By using controlled experiments, you can either prove or disprove your assumptions in their real context and thus further refine — or even abandon — your initial idea.

Learning by Doing

One of the most important aspects of Design Thinking is exploring unknown possibilities and uncovering unknown insights. This is the reason the discipline places [emphasis](https://www.interaction-design.org/literature/topics/emphasis)  (<https://www.interaction-design.org/literature/topics/emphasis>) on learning and on activities that increase the learning potential of the team. You can boost action-orientated learning by experimenting and exploring the proposed solutions in order to understand what problems may exist with the assumptions behind those solutions. As such, your team can iterate rapidly, modifying your test models and moving you closer and closer to the goal.

Creative Serendipity

Do breakthrough ideas really just come from nowhere? A spark of genius in a rush of creativity? With the way breakthrough inventions, start-ups, and other revolutionary ideas are “sold” to inspire and encourage [creativity](https://www.interaction-design.org/literature/topics/creativity)  (<https://www.interaction-design.org/literature/topics/creativity>), one would think that all we need is flipping a switch to a success mindset.

The idea is this: by deeply immersing yourself within your subject of interest, you can open up opportunities for happy accidents. What this means is that the vast majority of people who

"stumble" across breakthroughs do so along their journey of engaging with the subject area. One of the best ways to learn about the positive and negative dynamics of your solutions is to take physical action, by experimenting with and exploring potential solutions. When you prototype, you bring your ideas onto a tangible plane, which will enable you and your team to see and discuss the pros and cons, to learn from users' feedback, and to create little opportunities for creative serendipity. So, stop thinking, and start *doing* now.

The Take Away

Many times, we tend to invest in exciting new ideas, brainstorming, and planning for their implementation — until we realise, after launching them, that our brilliant designs had *no* traction with our users. In other words, the assumptions we based our solutions on might have been wrong – and when they are wrong, they can lead to significant wastes of time and resources. Prototyping helps prevent this. Prototyping quickly, and frequently, is the best way to test your assumptions, learn about users, and improve on your ideas. Prototypes can be anything from sketches on a napkin to role-playing: just anything that lets you make your ideas tangible and testable. Prototyping helps create a bias towards action (i.e., make rather than think) and opportunities for creative serendipity — the innovative spark you need to create truly useful and revolutionary solutions.

Source: <https://www.interaction-design.org/literature/article/design-thinking-get-started-with-prototyping> ↗ (<https://www.interaction-design.org/literature/article/design-thinking-get-started-with-prototyping>.)

Prototype can be: - ADD LINKS FOR SPECIFIC EXAMPLES OF EACH PROTOTYPE (photo, video or article). DONE

- Paper model: <https://www.uxpin.com/studio/blog/paper-prototyping-the-practical-beginners-guide/> ↗ (<https://www.uxpin.com/studio/blog/paper-prototyping-the-practical-beginners-guide/>)
- Software: https://www.tutorialspoint.com/sdlc/sdlc_software_prototyping.htm ↗ (https://www.tutorialspoint.com/sdlc/sdlc_software_prototyping.htm)
- Digital 3D model: <https://www.machinedesign.com/3d-printing-cad/article/21837181/5-ways-you-can-use-3d-printing-to-create-a-prototype> ↗ (<https://www.machinedesign.com/3d-printing-cad/article/21837181/5-ways-you-can-use-3d-printing-to-create-a-prototype>)
- Storyboards: <https://peerinsight.com/blog/prototyping-with-storyboards/> ↗ (<https://peerinsight.com/blog/prototyping-with-storyboards/>)
- Mind map: <https://www.shopify.com/partners/blog/mind-map> ↗ (<https://www.shopify.com/partners/blog/mind-map>)

- Animation: <https://blog.prototypr.io/how-and-when-to-use-animations-in-prototypes-d5a1f6ff274> ↗ (<https://blog.prototypr.io/how-and-when-to-use-animations-in-prototypes-d5a1f6ff274>)
- Mechanical model: <https://www.cmac.com.au/blog/beginners-guide-mechanical-design-prototyping> ↗ (<https://www.cmac.com.au/blog/beginners-guide-mechanical-design-prototyping>)
- Sketches:

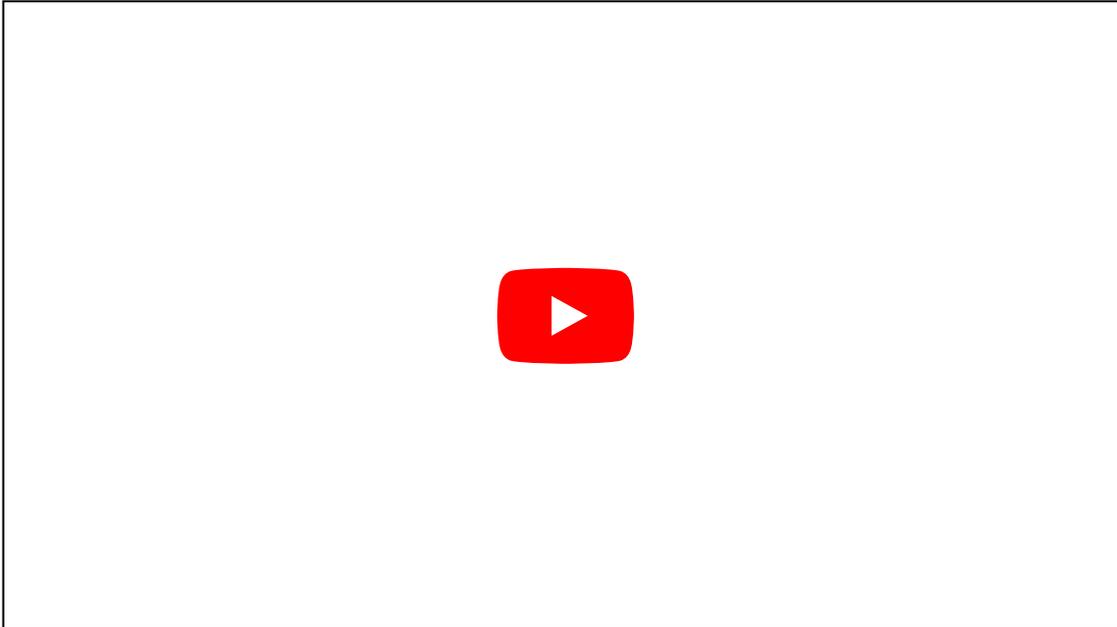
Rapid Prototyping with Sketch App - Sketch: Noob to Maste...



Activity for students - prototyping

PART 1

Students watch the following video about **rapid prototyping**



PART 2

Students get different materials, e.g. post-it notes, flipchart, markers, and any other available material (like Lego, cups, straws, tape, paper).

They prepare a quick prototype of their business or project idea on the basis of information acquired in the previous chapters and the video above. As a teacher encourage creativity and guide students through the prototyping process.

PART 3

Students present their prototypes and get feedback from other teams and teacher.

SUB-ACTIVITY 1 (15 minutes).

Students present their own quick prototype to other students and teachers; those will play the role of potential customers.

They have 3 minutes to show:

- *What the business idea is about?*
- *What is the main target customer?*
- *How the business idea practically works?*

SUB-ACTIVITY 2 (10 minutes).

Potential customers have 5 minutes to prepare questions on post-it to be hung on prototype; questions must be focused on:

- *Something not clear in the presentation (green post-it)*
- *Potential mistakes (orange post-it)*
- *Something not considered in the business idea (blue post-it)*

SUB-ACTIVITY 3 (25 minutes).

Students read post-it together with potential customers and talk about potential improvements.

Lolli's World Ep 6 Conclusion

Lolli's World Ep 6.2 (Canvas)

