DEVELOP

3.3 PROTOTYPING

Low- to High-Fidelity Prototyping

Evolve ideas from rough concepts to polished, test-ready solutions through rapid prototyping, where each preliminary or mockup version of the idea builds upon the previous one, allowing for iteration and refinement.

How-to

1 Create low-fidelity prototypes — simple, rough and quick representations of an idea — whether through storyboards, scenario walkthroughs, or paper prototyping. This process helps to refine your team's solution concepts (refer to Chapter 3.1).

2 Establish clear objectives for concept testing. This may include assessing the concept's appeal, relevance, user acceptance, and perceived value.

3 Test prototypes with end users and stakeholders to gather feedback before iterating and testing again.

4 When the objectives for concept testing have been met, proceed to define and conduct usability testing. For example, this might include ease of use, efficiency, and overall user experience of a product or service.

5 Progress from low- to high-fidelity prototypes through cycles of iterative testing. These might come in the form of service blueprints, interactive digital interfaces, mock-ups of the relevant physical environments, and so on.

Spatial Prototyping

Assess and refine the physical configuration of service environments by temporarily modifying existing spaces with materials to simulate user interactions and service delivery.

How-to

1 Outline the goals and scenarios for testing, using a desktop walkthrough as a starting point. Consider the needs of your personas, user journeys, interactions, and desired emotional responses.

2 Select a suitable venue. Use simple materials to augment the layout of the space and replicate the physical elements of your envisioned design.

3 Replicate the context of the scenario to be tested. This includes the time of day, the mood of the room, and how the space fits into the bigger picture of service delivery.

4 Assign people roles to enact different service scenes within this space. This is typically done in conjunction with roleplays (refer to Chapter 3.4).

5 Observe how the scenario unfolds. Document your findings to determine how to iterate the spatial design and service delivery processes.

Desktop Walkthrough

Visualise the entire service experience through a 3D tabletop mock-up that allows team members to walk through the scenarios and discuss each step.

How-to

1 Define the scope of the user journey and the scenarios to be examined. This could include scenarios outlined in your storyboards or a segment of your service blueprint; also consider how different personas might interact.

2 Create a 3D mock-up of the service environment using cardboard or Lego blocks. Explore how the space could be best oriented to meet the needs of the service experience.

3 Conduct detailed step-by-step walkthroughs of various service scenarios, including the most common or typical interactions, less common but potentially problematic situations, and scenarios where the system breaks down or the user makes a mistake. Take on the lens of your users, stakeholders and service delivery personnel by observing and analysing the interactions and spatial experience of each individual.

4 Use insights from the walkthrough to discuss and implement improvements for a more seamless user flow, and design further iterations for your solution.