

Tinnovation live

Prototyping
Workbook

This workbook will guide you on your way and take you through the **essential steps** you need to take to get started with prototyping, no matter the type of product or specific business goals.

What you get

Work through your idea and what your product should achieve

Asses the prototype that's required and what elements are required

Review the research you need to conduct

Your audience and getting feedback

Working on building a timeline for your prototype and ultimate product

Process checklist – Final considerations

“We are living in exciting and challenging times as the world of brand and technology continues to evolve at a quicker and quicker pace. In order to **confidently navigate this challenge, businesses need to **focus hard on their own brand** and accept that individually there can be too much to have a full grasp on. When prototyping for your product, it is **vital to research the concept thoroughly** and test and learn before executing your full project.”**

Jamie Simmonds, Founder/MD at TheTin

The idea

Project title

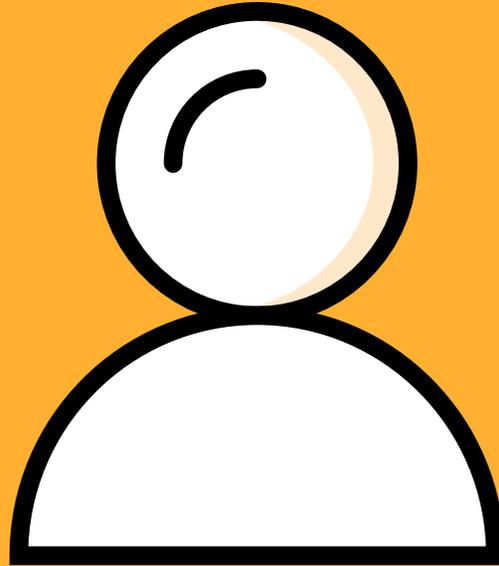
What's your main objective?

What kind of market research & competitor research has been completed?

What does your project need to achieve?

Have you completed any surveys/ data collection exercises to inform your prototype?

Your audience



Name three types of people who would use your product.

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What would they use the product for?

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What could they struggle with?

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Your timeline



Where are you now



Where you want to get in a year?

In 3 months



In 6 months



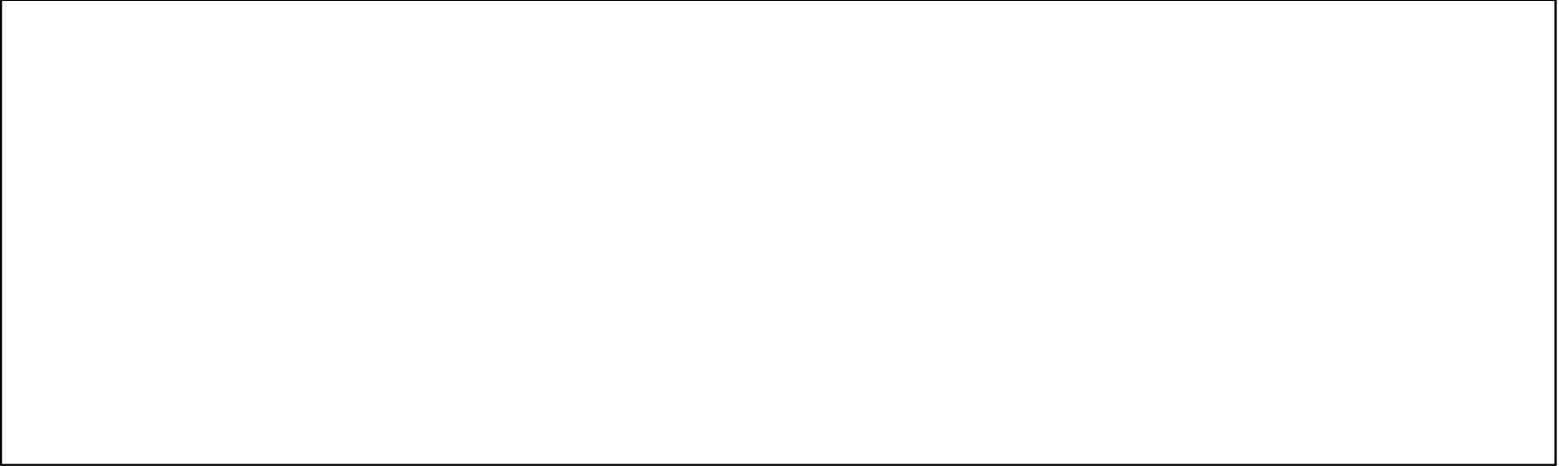
In 9 months



In 12 months



Which stakeholders need to sign off? And when?



Which stakeholders need to be informed throughout the process?

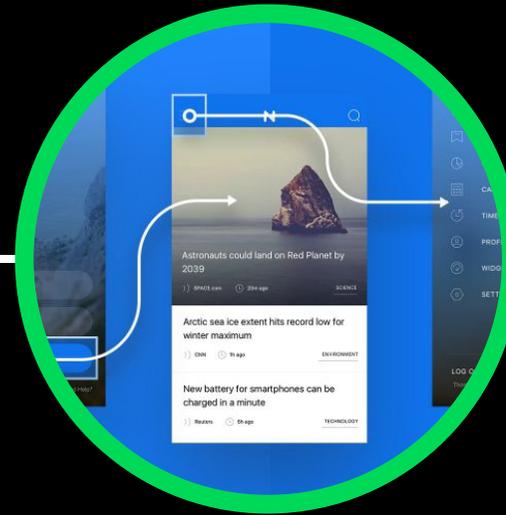


Which
prototype?

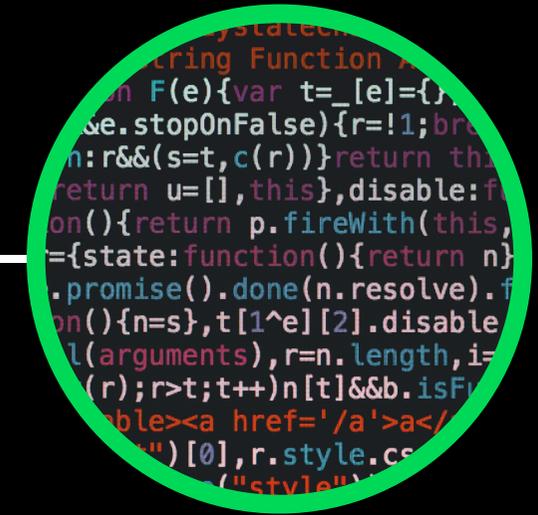
Digital prototypes generally fit into 3 categories;



Paper



Interactive design



Code

Do you know which digital prototype method is best to test your idea?

What functionality does the prototype need to test?

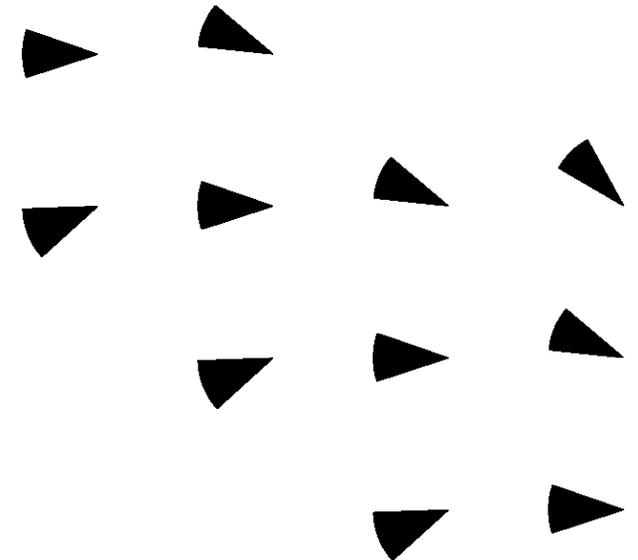


Process



Checklist

- Complete Market and Competitor Research
- Set your goals
- Choose your prototype
- Choose what functionality you want to test
- Make the prototype
- Test the prototype and get feedback
- Evaluate the feedback and plan next steps
- Kick-start the real project



Final

considerations

What elements of the prototypes can be done in-house?

What aspects specifically will you need to outsource?

At what stage, to reach your milestones will you need to outsource?

Have you prepared for adequate user testing and are you prepared to accept results regardless of expectations?

Do you need to test another feature/element based on feedback received? If so, how will you do this?

What are the next steps to get this started? (Next prototype test or kickstarting the final project)

Get in touch.

Talk to us about how we can help you achieve your prototypes and/or project goals if you need a digital partner.

Trevor Davis

Client Services Director

trevor@thetin.net