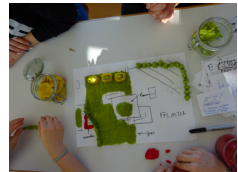# PROTOTYPING

DESKTOP WALKTHROUGH

With the help of the prototyping method desktop walkthrough, the experience can be simulated from the view of the target group can be simulated and different scenarios can be explored and tested. Play figures (e.g. Lego, Playmobil) as well as different materials (e.g. cardboard, natural materials) can be used and combined.

1) Decide on the area/aspect of your solution idea that you would like to represent.

2) Get the necessary prototyping materials.

3) Build your prototype.

4) Play through different variations.

PROTOTYPING

CARDBOARD PROTOTYPING

Cardboard prototyping is well suited to build and test physical products or environments that are part of the target group's experience, e.g. furniture, vehicles, rooms, vending machines. Any type of cardboard, combined with other available and appropriate materials can be used.

1) Decide on the area/aspect of your solution idea that you would like to represent.

2) Get the necessary prototyping materials.

3) build your prototype. Play through different variations, changing as needed.

PROTOTYPING

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Paper prototyping is well suited for designing software, websites or apps. Sketching can be done on a blank sheet of paper or on a template.

1) Decide on the area/aspect of your solution idea that you would like to represent.

2) Get the necessary prototyping materials.

3) Sketch your prototype.

4) Play through different variations, changing as needed.
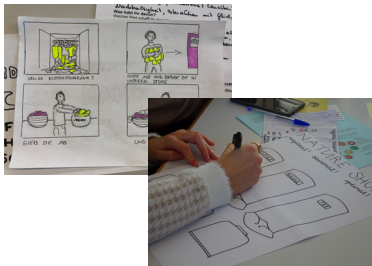
Marvel

Interactive click modeling: App prototypes can additionally be simulated easily via Marvel app: Download Marvel app, photograph app pages sketched there and link fields.
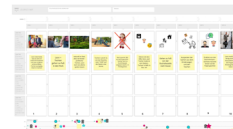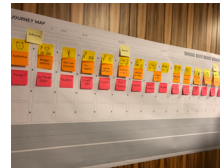
PROTOTYPING

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FUTURE JOURNEY MAP

Prototypes in the form of journey maps help to put oneself in the shoes of the target group and to present the expthe experience from their point of view.

1. Choose the persona (representantive of your target group).

2. Define the area / time section of the journey you want to look at more closely (for example, the experience in a period of 10 minutes, 2 hours, 5 days, 10 years...) ...

3. Slip into your persona's shoes and - from her/his perspecitve - write/sketch important steps that should occur in the **future.** Use one sticky per step.

4. View and discuss the steps, choose the ones you would like to use for the future journey map and complete them to a common „shitty first draft" of your persona's journey. Outline the experience over time with max. 10 steps (one post it per step) and then identify key interfaces / touch points. refine

5. Develop the journey further, refine it. Ask yourselves: Is it complete? Which (intermediate) steps are missing? Where does the journey start and where does it actually end?

PROTOTYPING

CIRCULAR BUSINESS MODEL CANVAS

The Circular Business Model Canvas provides a framework that allows you to design your business idea with circular patterns. Just follow the steps 1 - 12.

1) Start with the need/problem/the challenge,
2) define your target group and
3) your key ressources.
4) Think about your stakeholder and
5) environmental aspects: trends, developments, impacts

Continue with:

6) Thoughts on structure costs
7) social aspects: trends, developments, impacts
8) (intended) relationships with stakeholders
9) communication and sales
10) your unique value proposition
11) your revenue streams and
12) your circular business model and innovation