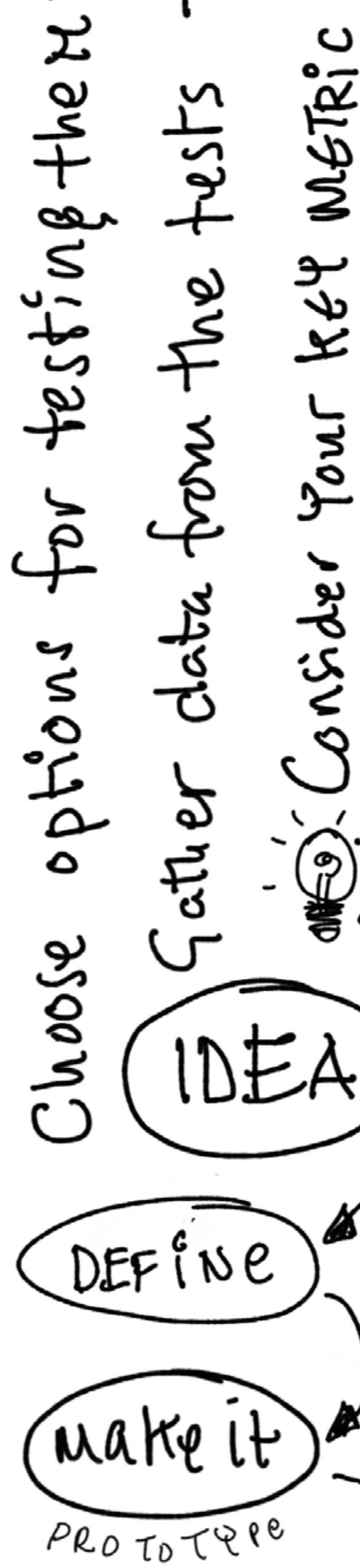


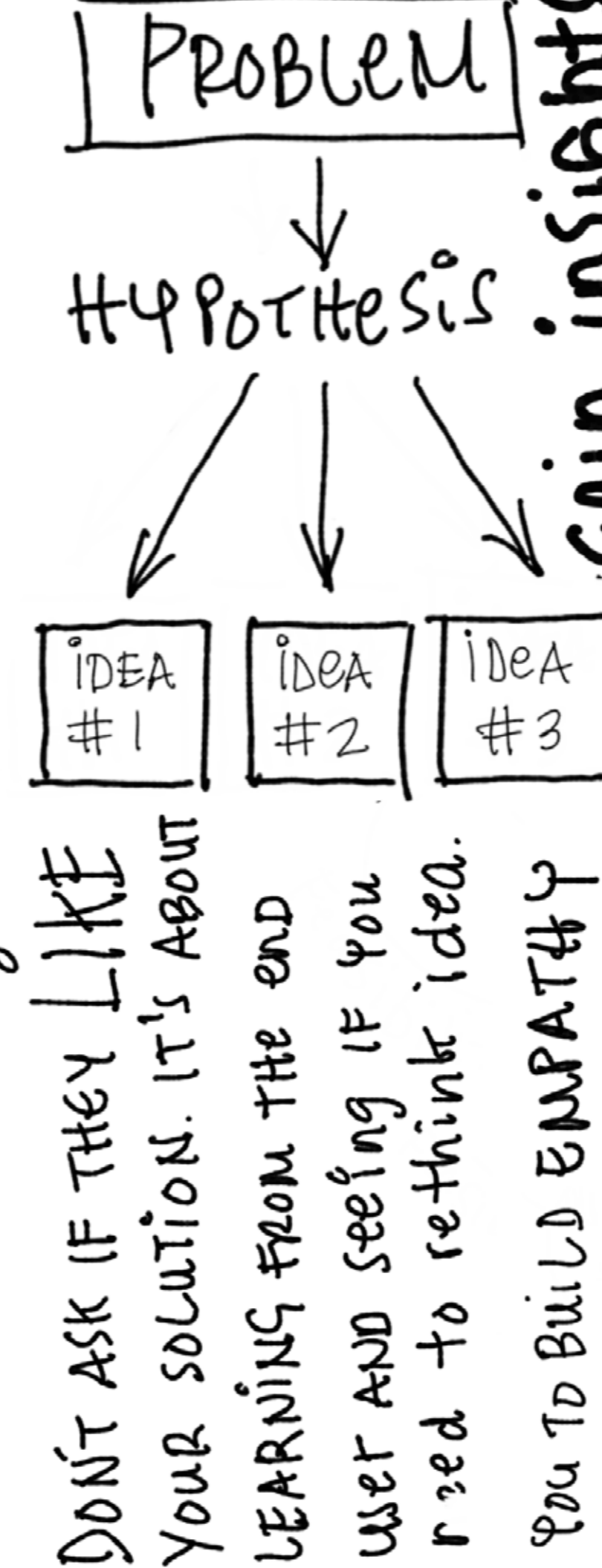
BE QUIET ASSUMPTION TESTING

DETERMINE WHICH ARE MOST CRITICAL
WHAT'S THE PROBLEM? HOW MIGHT WE SOLVE IT?

Identify and articulate the assumptions

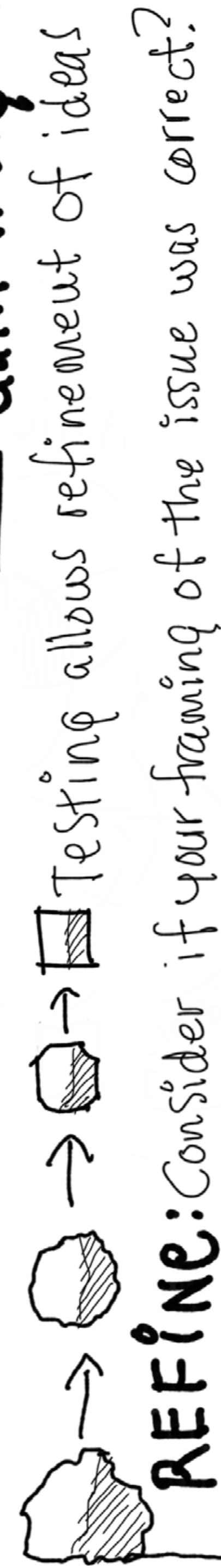


DESIGN A PLAN TO GET THE DATA YOU need through both thought experiments and in-market experiments. Test in real life or realistic scenarios



DON'T ASK IF THEY LIKE YOUR SOLUTION. IT'S ABOUT LEARNING FROM THE END USER AND SEEING IF YOU need to rethink idea.

TESTING ALLOWS YOU TO BUILD EMPATHY



HANDS OFF LET YOUR USER INTERPRET THE PROTOTYPE
ASK USERS TO COMPARE.
WATCH HOW THEY USE IT.

TEST + EVALUATE

Test in a way that will give you the most natural + honest feedback consistently.

TEST + GET FEEDBACK



PROTOTYPE

LET THE FUN BEGIN. START MAKING STUFF.
Build with the user in mind.



COMMUNICATE THROUGH DOING

SHOW DON'T TELL

IT'S AN EARLY SAMPLE. THINK * THIS WILL START A CONVERSATION - Share ideas.

COSTS VS TIME VS RESOLUTION VS FIDELITY

IT'S A TOOL TO LEARN FROM. [NOTE] on ideas.

EXPLORE MULTIPLE ITERATIONS / VARIATIONS CAN BE CONFUSING TO SOME. - Hang in there.

BY MAKING A PROTOTYPE - YOU ARE ASKING YOUR END USER TO PLAY + INTERACT WITH YOUR SOLUTION.

generate artefacts to learn

THINK COSTS, SUPPLIERS, TIME, RESOURCES.

POST-IT NOTE / 3D MODEL / SKETCH
ROLE PLAY / GADGET / CARDBOARD BOX
STORYBOARD / LEGO

PROTOTYPES CAN START BROAD AND GET MORE REFINED. identify variables.

DON'T LEAD THE END USER TAKE NOTES. OBSERVE: YOU WILL LEARN MORE.
* identify what is being tested. Refine + prototype again

FAIL QUICKLY + CHEAPLY