**Finding the PARTS for Your Prototype**

*A prototype is an initial concept for what you will eventually launch. You might eventually remake the prototype altogether or you might revise it until it’s ready to launch. Your prototype can be for an event, a service, a digital product, or a physical product.*

**Product Idea**

*After narrowing down your idea, answer the following questions about how your product works.*

What is the key idea for your product?

How will your product work?

How is your product different from what is already out there?

What types of materials will you need in order to create your product? Generate a list of materials below or on another sheet of paper.

*On the back of this paper, create an annotated Sketch of your prototype concept. Annotation means you are drawing arrows with specific descriptions of how your product will work.*

**Audience**

You will now think about the audience for your prototype. It’s important that you are thinking through who your audience is and how you will design your prototype to fit them. Start with the reflective questions and discuss them as a group. Next, do some type of a task where you are building empathy with your audience. Finally, make it real by connecting your audience characteristics with what you are creating.

**Reflective Questions:**

You might want to think about the following: What are some key characteristics of your audience? What concerns or needs does your audience have? What are some of the beliefs you notice with your audience? What can you say about your audience members worldview? Where does your audience typically congregate? What will you need to do to get your final product into the hands of your audience?

**Building Empathy:**

To build empathy with your audience, try one of the following strategies:

1. Create a survey for your audience and send it to them before you start planning your product.
2. Sit down with someone in your audience and interview him or her. After reviewing the interview answers.
3. If you have permission, take some time to observe your audience. For example, if you are sending something to a senior citizen home, spend a few days interacting with them and watching them in their space. It doesn’t have to look creepy. You don’t need a clip board and a tally sheet. Simply interact and observe.
4. Picture a day in the life of a member of your audience. What do they do? How will your product connect to their daily lives?

**Create an Avatar (Optional)**

You may have a specific audience that you already know.

An avatar is a sample example of the type of person who fits your audience. For your avatar, you will create a sketch of this person and annotate it with visuals representing what that person believes, feels, desires, etc. You want to make it as clear as possible.

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| --- | --- |
| Things About My Audience | What That Means for the Prototype |
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**Roles**

Make a list below of your group members as well as their specific responsibilities.

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| --- | --- |
| Group Member  and Job Title | Responsibilities |
| Example:  John, Project Manager | Example:  John will keep the project on track by looking at the goals and the tasks as the group works through the project. |
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*Once you are finished, review the responsibilities to make sure that each person is doing a fair amount of the work.*

**Tasks**

**PART ONE:**

Set up your goals and then break them down into tasks. Include the people responsible, materials needed, and deadline.

Goal #1:

|  |  |  |  |
| --- | --- | --- | --- |
| Tasks: What needs to be done? | Role: Who is responsible for this? | Materials: What materials do you need for this? | Deadline: When is it due? |
|  |  |  |  |
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Goal #2

|  |  |  |  |
| --- | --- | --- | --- |
| Tasks: What needs to be done? | Role: Who is responsible for this? | Materials: What materials do you need for this? | Deadline: When is it due? |
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Goal #3

|  |  |  |  |
| --- | --- | --- | --- |
| Tasks: What needs to be done? | Role: Who is responsible for this? | Materials: What materials do you need for this? | Deadline: When is it due? |
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**PART TWO:**

Take all the items from your deadline column and put them into a calendar. Use the calendar to keep track of your progress.

**Solution**

Describe, in a paragraph, how your product will solve a problem. Will it help someone out? Will it convince someone of something? Will it entertain?