

4c Tool #21

Prototype Principles

Prototyping is the exercise of testing the simple designs from Tool #20 with real users. This method allows users to experience and react to simulated solutions within their environment (the home, the clinic, the community).

The purpose is not to rigorously measure performance (that comes later). Instead, we are interested in determining elements of an idea that are working well and elements that require rethinking. This step precedes full-scale implementation to optimize ideas prior to investing resources in their roll-out.

The fundamental method for prototyping is allowing users to experience and react to potential solutions. Prototyping activities should get as close to a real scenario as possible. However, prototyping should also be rapid, allowing us to learn and improve our ideas quickly.

By the end of this phase, your team will have a final set of ideas that have been tested, reassessed, and redesigned.

The principles on this page serve to guide your in-field efforts:



Establish Learning Goals

What do we want to learn from putting this idea out into the field? Answer separately for each design in Tool #22.



Iterate As You Go

What could we adjust prior to the next prototyping activity? This is especially valuable when certain elements are distracting from the core idea.



Enable Real Use Cases

How can we quickly create the idea in context with real users? Consider the following when forming a mini-pilot:

- Choose a location where you have buy-in and support.
- Ensure that the desired user-group participates.
- Find Health-care workers or partners that will help administer the prototype. Conduct a short training.
- Create a simple tracking system to measure outcomes.



Filter Feedback

Look back at the “Record Field Research” worksheet — you will take notes on similar observations and narratives. When recording feedback, place more weight on actions and less weight on reactions to rough or low-fidelity designs.



Invite User Co-creation

Find opportunities to directly involve users in developing an idea. For example, when a user asks a question, ask how they would solve it before providing your own answer or suggestion.

Prototype Planning

For each solution you are taking into the field, use this worksheet to develop a prototype plan in preparation for gathering in-field feedback.

Demonstrate the Idea

How will you demonstrate the idea?
Examples include: paper sketch, cardboard sign, SMS text(s), radio spot script, etc.

Learning Goal #1

Place Post-It Here

Learning Goal #2

Place Post-It Here

Where

Select the precise location(s) where you will introduce the prototype, such as a group of clinics. Remember that the more an idea is prototyped in context, the better.

Place Post-It Here

When

Decide upon precise times, such as when a prototyping activity begins and when interviews will be conducted. Include the duration—hours or days—for the activity.

Place Post-It Here

With Whom

Confirm that you are engaging the intended user-group as defined in your Objective. Remember that selecting a variety of people—both non-vaccinators and vaccinators—can generate more helpful feedback.

Place Post-It Here