



SOCIAL  
ENTERPRISE  
INSTITUTE

TOOLS FOR SOCIAL CHANGE



WORKSHEET

# PROTOTYPING YOUR SOLUTION

---

A worksheet to help you learn more about your idea by prototyping and testing it.

---

## THIS WORKSHEET WILL HELP YOU TO:

- ✓ CLARIFY THE CHARACTERISTICS AND CHALLENGES OF YOUR POTENTIAL USERS
- ✓ DESIGN AND PROTOTYPE THE FEATURES OF YOUR PROPOSED SOLUTION
- ✓ GET RAPID FEEDBACK AS USERS INTERACT AND EXPERIENCE THE PROTOTYPE SOLUTION
- ✓ CONTINUALLY REFINE YOUR SOLUTION BASED ON FEEDBACK



---

## ABOUT THE WORKSHEET

Prototyping is an approach to developing, testing and improving an idea at an early stage, before you commit a lot of resources to it.

Prototyping can be incredibly helpful in bringing ideas to life and quickly getting feedback from the people you're designing the solution for. The key is to build only enough of your product or service for users to experience and interact with it.

This worksheet will give you a framework to follow when designing, testing and validating your prototype. There are a number of steps to work through:

1. Set out as clearly as you can who you are designing the solution for and which challenges you think it will help them to overcome.
2. Sketch out the solution you have in mind, visually or in words.
3. Identify the main features of the solution and decide how you will prototype and test each of these. There are many different ways to prototype your solution, including sketches and diagrams, storyboards, digital mock-ups, role-playing, and physical models.
4. Introduce some users to your prototype and let them interact with it. Ask probing questions that will enable you to make sense of the attractiveness and usefulness of the prototype's main components.
5. Based on feedback draw out the implications for the development of your proposed product or service. Identify which features should be dropped, refined, or built on.

Remember, this process is about learning, not about getting it right the first time. It's better to test quickly, fail fast, and rethink your ideas than to perfect a solution that no one wants.



---

# PROTOTYPING

## Who will use your product or service?

Be as specific as you can about the audience you want feedback from.

## What are the 3 biggest challenges facing this user group?

Rank these in order, with the biggest challenge first.

1.
2.
3.

## What is the core concept/prototype that you want to test?

Describe or draw your solution in as much detail as you can.

## What are the main features of the solution and how will you test them?

Think about the components that are likely to be central to the success of the solution.

Key features:	How you will prototype and test each of the features:
1.	
2.	
3.	



**What are the main questions that you want to ask users?**

Think about the features hypotheses you need to test. Be as specific as you can.

1.
2.
3.
4.
5.

**Based on the experiment, what have you learned?**

Note down any particular insights and surprises from the feedback.

**Based on the learning, what will you do next?**

Think about the various features of your proposed solution that have either been invalidated through feedback or should be further developed.

Pivot (Features invalidated)	Persevere (Features for further development)



---

## FURTHER INFORMATION

Thanks for taking the time to check out this guide.

Motivated to learn more? The Social Enterprise Institute has put together a wide range of practical courses and resources to help you plan, start and grow your venture.

Visit [socialshifTERS.co](https://socialshifTERS.co) to discover more.

## TOOLS FOR SOCIAL CHANGE

The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.



[socialenterpriseinstitute.co](http://socialenterpriseinstitute.co)