GRATITUDE IN THE WORKPLACE CHALLENGE

Prototyping Toolkit
HOW MIGHT WE INSPIRE EXPERIENCES AND EXPRESSIONS OF GRATITUDE IN THE WORKPLACE?

This guide is intended to help you through the Refinement Phase of the Challenge. Use these activities and suggestions as a guide to test and iterate your concept. Be sure to share your progress by uploading photos, graphics, etc. to your post on OpenIDEO, which is editable throughout the Refinement Phase. We will be looking for User Experience Maps, evidence of low-fidelity prototyping, and progress updates shared on your post. The links below each section will help you get started.

**WEEK 1 - CREATE USER EXPERIENCE MAPS**

User experience maps help you to understand what your users will experience, and how they might feel along every step of interacting with your solution. This is a key element of human centered design and one we will look for when evaluating final concepts.

*User Experience Map*

**WEEK 2/3 - PROTOTYPING**

Create a low fidelity prototype of your concept. Prototypes can be as simple as a series of sketches on paper, a Lego model, or, for many of you, creating a “skit” in order to act out your solution with users. Spend no more than 1hr creating a prototype.

*Storyboard & Rapid Prototyping*

**WEEK 2/3 - FEEDBACK**

Continue to put your assumptions to the test by getting your prototype in the hands of real users (friends, co-workers, etc.). Gather and synthesize their feedback. Do the assumptions made by your solution hold up? How do they differ? What worked well, and what could be improved?

*Get Feedback*

**WEEK 4 - REFINE & POLISH**

Synthesize feedback provided by users when you tested your prototype with them. How will this feedback inform the next iteration of your concept? What improvements must be made to your solution? Use this feedback to clearly and concisely describe how your idea will evolve.

*Your Narrative & Brand Promise*
Develop User Experience Maps

Explain your idea in a human-centered way by creating a user experience map. This will help us understand who you’re designing for and how your target audience will experience what you’re proposing during key moments of your idea. This is a method to identify concrete user interactions, beyond abstract presumptions.

**STEPS**

1. Use this [User Experience Template](#) as a starting point.

2. The point of a User Experience Map is to clearly demonstrate what your users will be experiencing, feeling, and doing while they interact with your proposed concept.

3. Be creative! User Experience Maps can come in varying degrees of fidelity. Think storyboards, photo narratives, graphic animations, and more.

**PAST CHALLENGES EXAMPLES**

- **Vykarious** (pictured right)
  - Notable user journey detailing user personas Robert and Maya for the End of Life Challenge.

- **Biogas-Powered Milk Chiller**
  - Notable user journey of farmer, Grace Masso, for the Small-Scale Farmers Challenge.

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*TITLE: CREATING THE MISSION*

With his caregiver, Roger creates a mission. He has always wanted to hike Half Dome in Yosemite, but never got the chance. He decides he would love a photo from there, taken especially for him.

*TITLE: AWARENESS (Mission Leader)*

Roger’s caretaker introduces Vykarious to him. She wants Roger to continue feeling human connection and engaging with larger communities in spite of his physical and geographic limitations.
Prototype a Small Piece

Prototyping is a great way to make your idea tangible, get input in a low-stakes environment, and, most importantly, test your product or service before a substantial investment in materials or labour. When test users can interact with a tangible product, it’s so much easier for them to understand the concept and provide valuable feedback. Build just enough to get the feedback you need and adapt along the way.

**STEPS**

1. Identify core questions your team wants to answer about the idea.
2. Determine the best way to create a simple, rapid prototype and how you will go about that process.
3. Document your prototype and share it with us.

**PAST CHALLENGES EXAMPLES**

- **Friendly ATM** (pictured right)
  - Scrappy ATM prototype made with cardboard facilitated rapid prototyping and user feedback.

- **Women’s Safety Challenge**
  - Created multiple rapid prototyping scenarios in Istanbul for the Women’s Safety Challenge.

We test our prototype with 50 and older clients of a Nigerian cooperative.
Gather User Feedback

Now it’s time to test your prototyped with potential users. Gather your friends, co-workers, or talk to people in the grocery line. This is about quickly gathering feedback from people in order to understand what is and is not working with your idea. Are you noticing trends or patterns in the feedback given? This may highlight a potential improvement area. Is there a component than many find exciting? How might you expand on this to improve your concept?

STEPS
1. Use this Feedback Template as a starting point.
2. Create a list of assumptions you’d like to test with your prototype.
3. Develop a means to gather feedback data, for example a worksheet, survey, or note capturing.
4. Synthesize this feedback and look for patterns.

PAST CHALLENGES EXAMPLES
- **StairWalker** (pictured right)
  - User-testing videos captured reactions from potential users.
- **KapKeep**
  - Conducted user-tests with prototypes, then synthesized feedback to inform next steps.
- **Markit Opportunity**
  - Beneficiary feedback video
Format with Clarity

Imagine how your idea will communicate if someone only had a few minutes to read through it. Presenting your concept clearly and concisely is essential for Top Idea consideration. It is important to communicate enough so that we understand your concept and work, but not so much that we cannot determine your core offering. These tips below will help you clearly present your concept.

**STEPS**

1. Highlight key areas of your idea by using bolded subtitles and headings.
2. Keep descriptions concise by adding supplemental material as attachments or with links to external docs.
3. Use visuals to support your descriptions. Insert key images to help tell your story.

**PAST CHALLENGES EXAMPLES**

- **UnBroke** (pictured right)
  - Clear layout with complimentary graphics summarized and emphasized key content.
- **Long-Term Education Insurance**
  - Headers, bolded value propositions, and external document links provide robust content in a digestible format.
Thank You and Happy Prototyping!