

DESIGN FOR IMPACT BOOTCAMP

RAPID & ITERATIVE PROTOTYPING

MY NAME IS
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PRESIDENT & FOUNDER

THINKTIV
A VENTURE ACCELERATOR

FOLLOW ME:

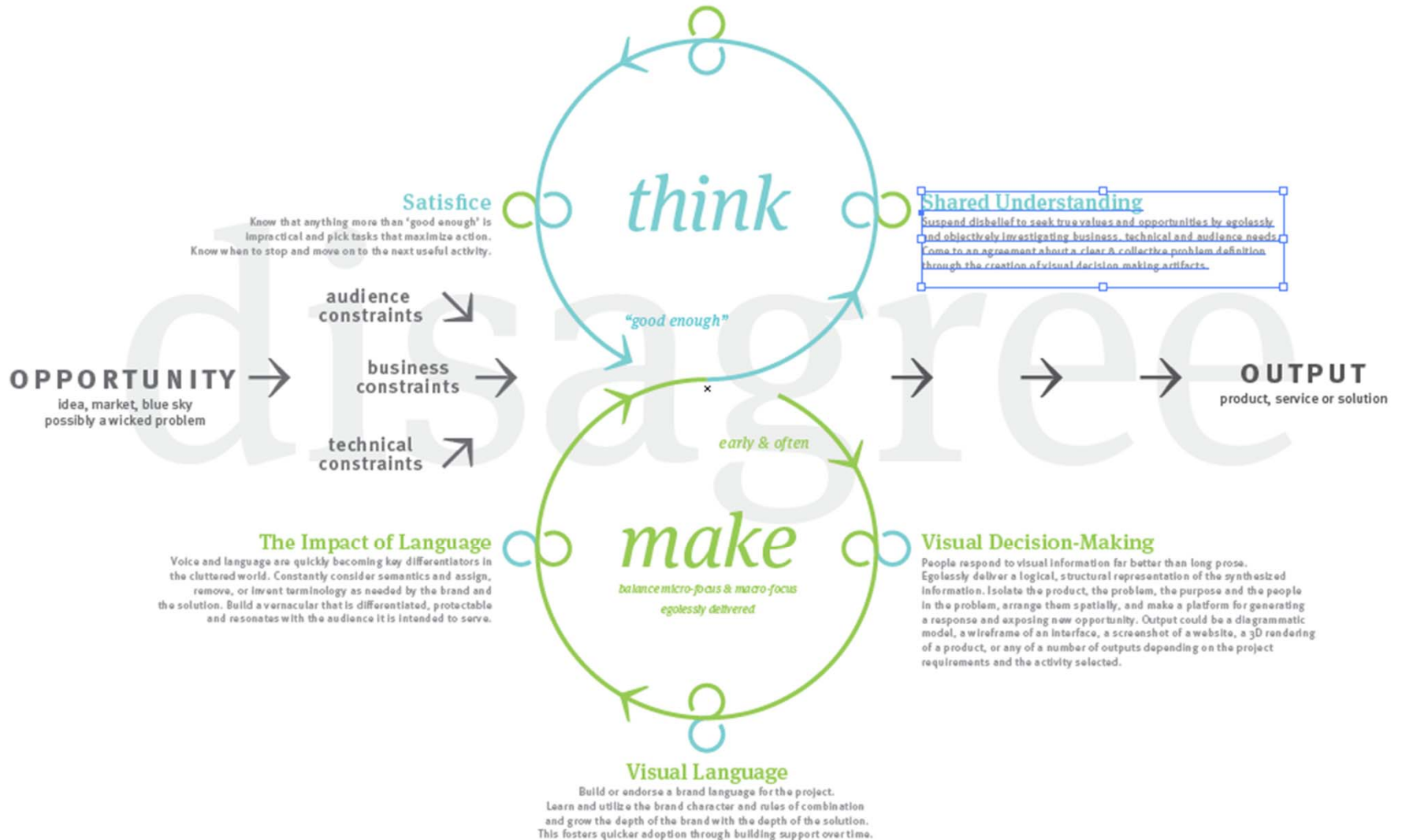
@JUSTINPETRO

WHY IS RAPID & ITERATIVE PROTOTYPING IMPORTANT?

THE MORE SWINGS AT
THE PLATE YOU CAN
MAKE, THE MORE LIKELY
THAT YOU HAVE A
CHANCE IN HELL
OF SURVIVING

Fluid Process

Understand that problems can be wicked. Map existing patterns to problem and select activities from situation, team capabilities, budget, constraints and input accuracy. Be proactive and flexible enough to change with the problem.



FASTERER
CHEAPERER
BETTERER
MOREER(ER)

A PROTOTYPE
IS THE NEW PRODUCT

YOUR PRODUCT
IS THE NEW BRAND

HAVE A POINT OF VIEW

CHECK YOUR PREMISE

FOCUS ON FOCUS

TELL A STORY

USE THE RIGHT FRAMEWORK

CREATE REAL VALUE

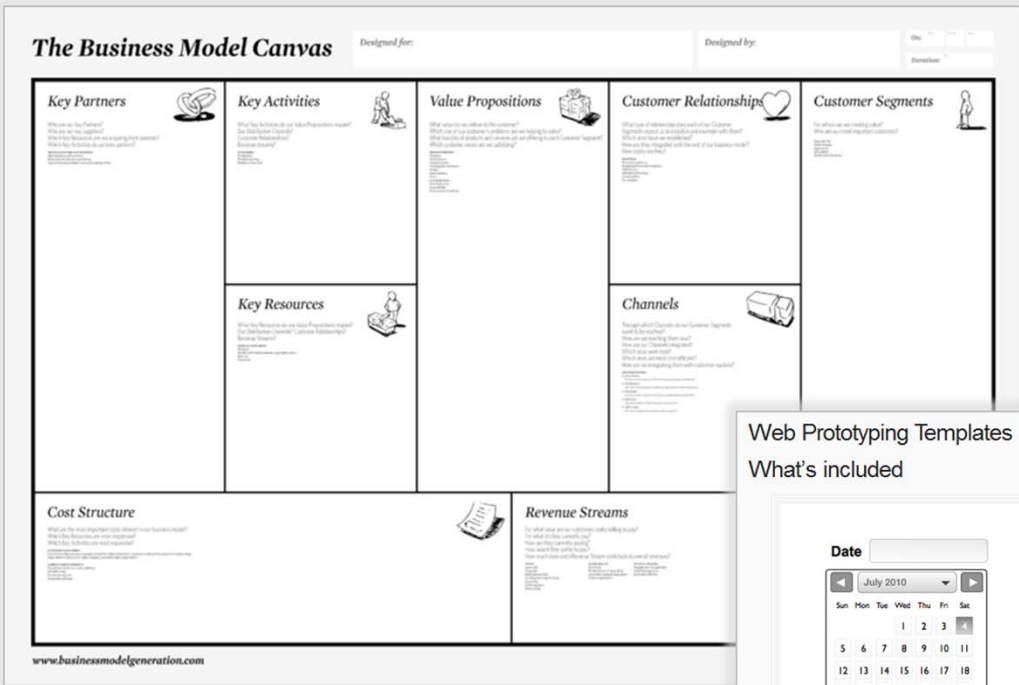
MAKE JUST WHAT THEY DESIRE...

MINIMUM VIABLE PRODUCT

http://en.wikipedia.org/wiki/Minimum_viable_product

WHAT IS THE
SCARIEST
THING OF ALL
TO OVERCOME?

FRAMEWORKS HELP
YOU QUICKLY DEVELOP
QUALIFIED IDEAS

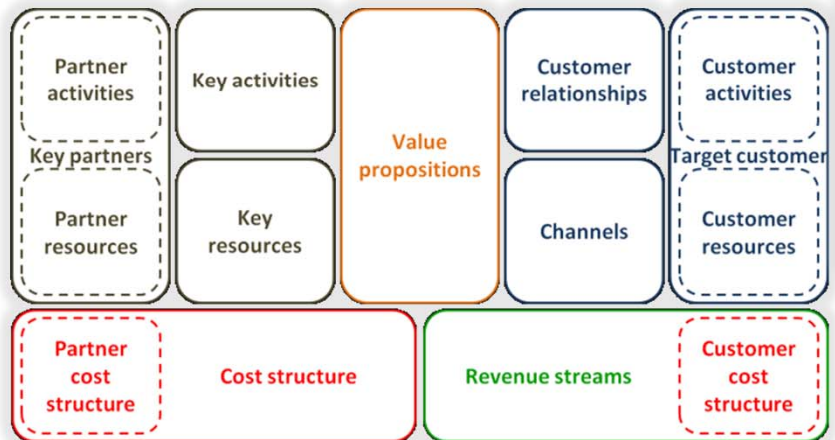


Web Prototyping Templates

What's included

The image displays various web prototyping UI elements:

- Date:** A calendar for July 2010.
- Search:** A search bar with a magnifying glass icon and a close button.
- Sliders:** Three horizontal sliders with different styles and colors.
- Dropdown:** A dropdown menu with "Option 1" selected.
- Labels:** Four radio button labels and four checkbox labels.
- Text Box:** A text input field with the value "123" and a "Required" asterisk.
- Text Area:** A larger text input area.
- List:** A list box titled "List 2" containing "Item 1", "Item 2", "Item 3", and "Item 4".
- Navigation:** A set of navigation buttons (back, forward, search, etc.) and a "Pages" indicator showing page 4 of 25.



Source: Pflaig (2010) <https://thebusinessmodel.com> (based on Osterwalder and Pigneur, 2010)

THIS IS A MOBILE PRODUCT INNOVATION FRAMEWORK

The Story

1

Name - Be meaningful, memorable, fu

Customer's Product Journey

2

Screen Title



The Product Presentation

3



HOW TO:

1. TELL YOUR STORY
2. MAP THE JOURNEY
3. CREATE THE PITCH

LET'S PLAY A GAME:
I NEED TWO
VOLUNTEERS

THIS IS CALLED
HALF
BAKED



frog design

ac4d

thinktiv.

We need to think about what's broken in “social design” and ask ourselves some (tough) questions.

This may offend some or all of you.

But remember, if you thought the system worked just fine, you wouldn't be here.

Change starts with being challenged.

If your idea can't provide
bi-directional value, we
fail to change anything.

1 HOUR

THINK.

MAKE.

QUICK-PITCH.