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Team Up 2025

Session 4 - Prototyping

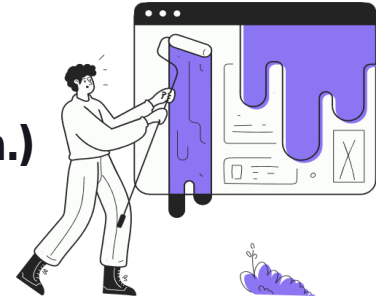
June 24, 2024



Today's Agenda

Introduction to today's session (5 min.)

Prototyping canvas (15 min.)

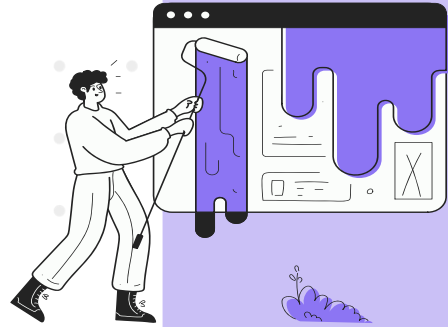


Working 1:1 in break-out rooms (60 min.)

Summary & Next Steps (10 min.)



Why and when to prototype?



Determine whether or not the idea for your product will work the way you intended, before they're out in the world and in the hands of customers

- Does it solve the problem exactly as planned?
- Is it customer-friendly, intuitive and effortless?

Test product functionality, appearance and performance.



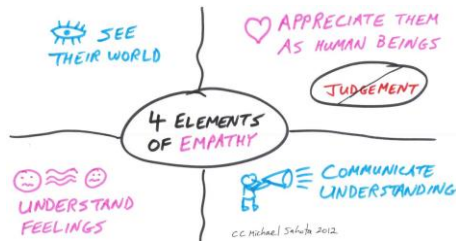
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Prototyping

UNDERSTAND

Understanding
ends in **Insight**

EMPATHY



Different prototyping techniques

- Storyboarding
- mock-ups
- 3D modeling
- description of your product that summarizes its features



Problem / Opportunity	Solution / Concept?	Stakeholders	Communications Strategy for prototype?'
Assumptions & Questions: <i>About the clients and their needs</i> <i>About technical feasibility & functionality</i> <i>About the cost & business</i>	Resources to build: What you have? What is needed? Time; Money & People? Prototyping approach ○ Parallel prototyping ○ Experience prototyping ○ Role playing ○ Requirements relaxation ○ Paper prototyping ○ Sequential prototyping ○ Scaling ○ Remove unessential features ○ Re-purpose existing product ○ Other: Testing Plan <i>What are you testing?</i> <i>What metrics are needed? / Qualitative / Quantitative assesment</i> <i>Time, Place, Materials & People required to test</i>	Prototype <i>Build the simplest prototype possible (least cost,& materials) to critical assumptions & answer critical questions</i>	○ EXPLAIN ○ FEEDBACK ○ NEGOTIATE ○ PERSUADE
Critical Assumptions & Questions <i>What is the most critical to the success of this project?</i>			Succes when?
			Scaling impact

1:1 work

- please go to breakout room to work on the canvas
- come back to the main session at 18:20 CET

Prototype canvas

Problem / Opportunity	Solution / Concept?	Stakeholders	Communications Strategy for prototype? ☐ EXPLAIN ☐ FEEDBACK ☐ NEGOTIATE ☐ PERSUADE
Assumptions & Questions: <i>About the clients and their needs</i> <i>About technical feasibility & functionality</i>	Resources to build: <i>What you have? What is needed?</i> Time; Money & People?	Prototype <i>Build the simplest prototype possible (least cost, & materials) to test critical assumptions & answer critical questions</i>	
<i>About the cost & business</i>	Prototyping approach ☐ Parallel prototyping ☐ Experience prototyping ☐ Role playing ☐ Requirements relaxation ☐ Paper prototyping	☐ Sequential prototyping ☐ Scaling ☐ Remove unessential features ☐ Re-purpose existing product ☐ Other:	
Critical Assumptions & Questions <i>What is the most critical to the success of this project?</i>	Testing Plan <i>What are you testing?</i> <i>What metrics are needed? / Qualitative / Quantitative assessment</i> <i>Time, Place, Materials & People required to test</i>	Success when?	
		Scaling impact	
		Insights gained from testing: <i>What did you learn? Did you fully answer the questions?</i>	


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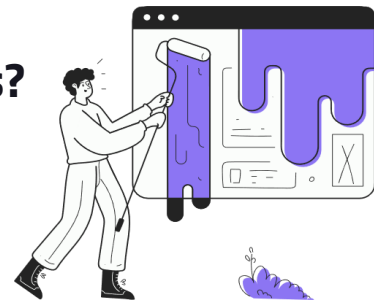


Prototyping Canvas - short feedback

What did you learn?

Did you fully answer the questions?

Biggest challenge?



More on Design Thinking & Tools
<https://en.dt-toolbook.com/tools>



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Save the Dates



**Session 4: Speed dating
Prototyping**



**Session 5: Speed dating
Business Model**



Friday: hang-out

24th June
17:00 - 18:30 CET

Tech show Biz

26th June
17:00 - 18:30 CET

Biz show Tech

27th June
17:00 - 18:30 CET

Q&A and more!

Week 1

Week 2

Week 3

Week 4

Week 5

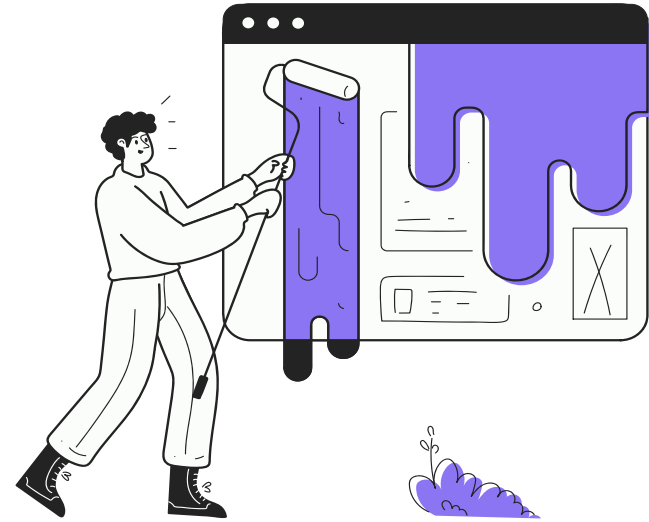


Week 1 Let's get started	Week 2 Speed dating	Week 3 Get to know your potential matches	Week 4 Working together: Case studies	Week 5 Preparing your proposal
Session #1 Matchmaking Kick-off <i>10th June 17:00 - 18:30 CET</i>	Session #4 Speed dating Prototyping <i>24th June 17:00 - 18:30 CET</i>	Session #6 Get to know – start-up mindset <i>1st July 17:00 - 18:30 CET</i>	Session #8 Working together co-founders <i>8th July 17:00 - 18:30 CET</i>	Session #10 Preparing proposal with co-founder <i>15th July 17:00 - 18:30 CET</i>
Session #2 Tech pitch <i>12th June 17:00 - 18:30 CET</i>	Session #5 Speed dating Business Model <i>26th June 17:00 - 18:30 CET</i>	Session #7 Get to know three co- founders <i>3rd July 17:00 - 18:30 CET</i>	Session #9 Working together co-founders <i>10th July 17:00 - 18:30 CET</i>	Session #11 Preparing proposal with co-founder <i>17th July 17:00 - 18:30 CET</i>
Session #3 Biz Pitch <i>17th June 17:00 - 18:30 CET</i>	Friday hang-out <i>27th June 17:00 - 18:00 CET</i>	Friday hang-out <i>4th June 17:00 - 18:00 CET</i>	Friday hang-out <i>11th July 17:00 - 18:00 CET</i>	Last call <i>18th July 17:00 - 18:30 CET</i>



Next Steps

- ❑ Manage your agenda for next week to find a match
- ❑ Biz - work on the business models canvas with your #Tech partners



Contact Us!

Do you have any questions?

teamup@eitfood.eu



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