



Experiment 10

Show the Impact of Your Prototype

Organizations often wait until they have a fairly developed product before gathering reactions and interest through customer testing. But a low-resolution prototype is a cost-effective way to test your concept, gauge its value to customers, and uncover their perceptions about specific features. Prototyping is a great way to tangibly ground your ideas and elicit feedback from your audience.

STEPS There are numerous ways to build a low-resolution prototype that tests your initial assumptions. It may even take less than three hours!

- 1** Identify concepts you'd like to understand more deeply. To illustrate your idea more completely, determine the components you'd like to test using a storyboard or concept map (e.g., a rewards program with many components: kiosk sign-up, rewards structure, mobile).
- 2** Low-resolution prototypes can take many forms: mock-up marketing posters, paper interface "screens," or even a cardboard desk with faux staff. Choose a simple approach that fits your concept and create questions to evaluate interactions with sample users.
- 3** Put your concept into action with real users. Ask them to "test" the product, messages, and key features. Have them articulate their thought process aloud or explain their understanding of features back to you after the experience. Record and debrief each interaction.

TIME	ROLES	MATERIALS
Building a prototype Paper prototype: 2-3 hours High-resolution prototype: 2-3 days	Group of 3-4 When testing: 1 facilitator (role playing) 1 note taker 1 photographer	Online resources for mobile prototyping (mockups, POP 2.0)
Testing Spread activities over 2 days		

EXPERIMENTS IN ACTION: TIGO CASH, GHANA

Tigo Cash launched its mobile money service in Ghana in 2010. But by 2012, only a fraction of its over 1 million registered subscribers actively used the service and the company struggled to gain momentum. In 2013 Tigo Cash, IDEO.org, and CGAP set out to better understand how to improve the customer value proposition – and the larger issue of engagement with mobile money among low-income Ghanaians as well.

The project's prototyping phase lasted two weeks. At the workshop, the team defined planning and logistics for three live prototypes. They began by splitting up the team and figuring out logistics before going out in the field.

The Traveling Kiosk Prototype
 Concept: A dedicated, consistent Tigo Cash customer service presence in communities. The kiosk is a live, in-person physical installation, i.e., a table with a banner or a van set up near a Tigo Cash agent. The kiosk provides educational information, try-on experiences, support, and referrals to the local Tigo Cash agent for transactions and usage.

Three prototypes were tested live: Traveling Kiosk, Video Tools, and Star Promoters were all done on the spot – in the street or with a Tigo Cash representative approaching potential customers without pre-arranged interviews. The Traveling Kiosk was set up at a busy intersection; the team measured how many people walked up to it, what kinds of questions they asked, etc.

USE IT WHEN

- You already have a concept and want to learn how people react to it
- You want to add a specific feature to a product or service
- You're crafting a communications or outreach campaign

USE IT TO

- Learn where value lies for customers
- Test how easy it is for people to use your product or service (and challenges they face)
- Learn how customers use your product or service
- Understand which features are missing and which can be excluded

"It's one thing to say, 'ok, I understand my customer'...and another thing to actually go make something and try it out." IDEO.org