



3.1 Test and validate the concept

- [3.2 Develop the product/service](#)
- [3.3 Decide on healthcare integration strategies](#)
- [3.4 Set up an implementation plan](#)

What?

Test the concept in the real world or simulated environment together with your users to evaluate potential impact and barriers (even if small scale).

Why?

Before you go ahead with (often costly) technical developments you need to prototype the concept together with future users. Prototyping breaks down barriers, can challenge assumptions and reveal unexpected needs. It could also generate radically new ideas. It is a method to help innovators make ideas tangible, learn by doing, iterate and quickly test whether they hold promise for further development.

It also helps create alignment and build confidence across disparate stakeholders. In some projects, embracing prototyping has even led to the development of new ways of working and labs that live on far beyond the launch of a product.

How?

A quick mock up and test of ideas, by using simple assets and materials, already available on the spot, to simulate the actual situation. Here, even the most diverse objects can be combined, be it tape, pens, other office utensils or the things you just carry with you. The important thing is that these are readily available at minimum cost and that very little time is needed to create something tangible.



Picture: Example of Prototyping materials

Step by Step!

Quick and Dirty prototyping can be done with cardboard and tape but a simple PowerPoint might be perfect to show how a digital service would behave. The key is to use what you have at hand and make SOMETHING even if it is far from perfect.

1. Firstly, think through what aspects of the ideas you want to test / investigate before you design the prototype. Build a set of simple mock-ups that can be used to spark the conversation in the focus group. Feel free to develop several different concepts to test on the users, as there are probably several ways to address the needs, before you focus on the "best" proposal. A simple lo-fi prototype/mock-up can be a clickable PPT, sketches, cardboard mock-up and tape, an enactment of a scenario or something entirely different!
2. Show your users the prototypes. Encourage them to feel, hold and interact with the prototypes. Do not forget to observe behaviours when testing prototypes, as there may be a difference between what people say and what people do.
Ask questions to figure out how your user feels about the prototype and how it relates to the context it is intended for.
3. Evaluate your feedback: To help assess how well different prototypes meet set needs, insights, wishes or requirements, there are many evaluation methods to choose from. We would like to recommend quick and light-weight feedback methods focusing primarily on getting rapid feedback from would-be users. Below are two methods;

Appreciative Inquiry: a way of providing real-time feedback, organized around positively framed questions: e.g., I like this part of the prototype: have you thought about [concern, question, critique]?

Ritual Assent-Dissent: a structured process by which two teams provide rounds of positive and then negative feedback.

4. Co-create: Ask the users to help you rebuild the mock-ups or adjust the prototypes and test again based on the feedback given, continue to test and adjust / refine the different solutions until you have solutions that in different ways correspond to the insights that have emerged in the needs phase. Be aware that the need might have to be investigated further on the basis of new information that has emerged during the tests.
5. Summarize and plan for next step in prototyping – a higher fidelity mock-up or a Minimal Viable Product (MVP). Please note that a MVP might need a set of rounds of quick prototyping in order for you to avoid costly “redo-do-rights” down the line.

Resources/Sources:

<https://www.designmethodsfinder.com/methods/quick-and-dirty-prototyping>

<https://servicedesigntools.org/tools/rough-prototyping>

<https://www.ideo.com/journal/the-secret-power-of-prototyping>

<https://www.tamarackcommunity.ca/hubfs/Resources/Tools/Aid4Action%20Evaluating%20Prototypes%20Mark%20Cabaj.pdf>

← 2.5 Pitch the concept

3.2 Develop the product/service →