RECOVER.

PROTOTYPING TOOLKIT

Now that you've picked an idea to prototype and started building a team, this toolkit will help you with a step-by-step guide to designing, testing and reflecting how your solution is improving urban wellness.

Remember that we are building prototypes <u>not</u> pilots.

We are testing small solutions to improve urban wellness and finding ways to align and better collaborate across different orders of government, social agencies, local businesses and the community.

First, start with self-location.

The first step is to engage in a self-location process. Please refer to the Self-Location Guide in the tools section of our website.

Then work on a game plan.

This is the step where you turn your idea into an actionable plan. You'll move from a handful of solutions, plan and conduct more research, identify potential roadblocks, and start to figure out how you'll test your idea.

Supplement and support with research.

Throughout this process you will be conducting research - to develop, refine and enhance the prototype. You'll look at existing insights from RECOVER and incorporating new information that your team will uncover.

Next, you'll build a storyboard.

This is a quick way to visualize your idea from start to finish. This will help you refine your idea, and see who will use it and how.

Try a few other simple tests of your idea or experience.

Roleplaying is a great way to test out the experience of your idea, it develops empathy and brings new insights into how people will interact with or respond to your ideas. Creating a video version of your storyboard, or a mock-up of a key feature are other quick and easy ways to test aspects of your idea.

Time to test your solution in the real world.

The time has come to build and test your idea in the communities you've been designing for. Put it in their hands and ask them what they think of it. Their feedback is important!

Finally, we'll reflect on what we've learned.

Prototyping is all about testing ideas, integrating feedback, and then refining our ideas. We'll share back our experience and what we heard from the community. We'll see what needs to be tried again to learn more and what ideas need to continue.

Planning Timeline

01 | **Brainstorm, Design**
Get your game plan done in one meeting.

02 | **Refine**
Connect with your coach (if you have one), work on your storyboard before a month goes by.

03 | **Workshop time.**
Workshop your plan of action within 3-4 weeks.
Get ready to role play and get some early feedback on your ideas.

04 | **Get out in the community.**
You want to test your ideas in the field within 6 -8 weeks!

05 | **Time for another workshop a week or two later.**
Share what you've learned from your tests in the community and talk about how you can keep moving these ideas forward.

Making a Game Plan

To help you get started with converting your idea for improving urban wellness into an actionable plan we developed the Prototyping Game Plan template. Filling out this template with your team will help to identify potential roadblocks early on and how and what you need to test out the idea.

MATERIALS

Prototyping game plan worksheet, list of what if statements, criteria filter cards, pens, sticky notes

SUGGESTED TIME

60-90 minutes

EXAMPLE

Coffee N' Clothes Game Plan

01

Start with a What-If to generate and select from possibilities.
Starting with a "what if...?" question, your first step is to brainstorm a handful of different ways to bring that to life.

Take five minutes with your team to individually jot down as many different ideas as you can. Next, shareback your ideas and refine the solution you want to test.

It's helpful when you're figuring this out to have some criteria. This will help you decide on which ideas to act on. Pick no more than 3 filters. You can choose from the filter cards provided or define your own.

02

Describe your concept and share what inspired it.
Once your team has picked an idea that they want to move forward with, jot down some notes that describe it and give it texture. What does it look and feel like? If it's a new service, what is the experience going to be like for those who use it and run it? Where might it be located? What are some important features or functions? Who will benefit from this solution? How are they going to benefit?

Keep referring back to your original "What if...?" question. Are you answering it? Are there elements missing in your solution? What else can you incorporate to come up with a great solution?

Not every idea has to be new. Perhaps your idea or something like it is part of a plan or initiative that already exists in the city. Or maybe there is a group that should know about your idea because it supports something that they do. Or maybe your idea is based on something you have seen in another city. Discuss and write down how you might acknowledge and benefit from these connections.

03

What are you least certain about?
Don't worry about not having all of the idea developed in advance. The process of prototyping will help you flesh out the idea as you are building it. However, you don't have enough time or resources to prototype everything, so pick a part of your idea that you have the least certainty around - especially if there is a detail that could make or break your idea.

04 | **What other research would be helpful?**
When you are refining your idea, additional research could be helpful. What this looks like can vary and teams can be led by their intuition to some extent Remember to consider the insights from our playback book and other sources (your City Connector and Coach can help with this).

Some suggestions:
- Search online and find examples of other similar projects or tests
- Talk to people who might have experience with similar projects or tests, or who are doing research that is related
- Check out analogous settings - these are places where there is some sort of experience, interaction, or product that relates to your prototype and that you can learn from. If you choose to do this option, then when you make your visit, pay close attention to what it is you're seeking to understand (activity, behaviour or emotion), but remain open to all kinds of other inspiration.

After any additional research, check with the team to see if/how you want to refine your game plan.

05 | **What's the fastest test?**
How would you test your idea to quickly gain the insights you need to address the riskiest assumption or biggest uncertainty? Perhaps it is through creating a storyboard and showing it with stakeholders. Or you could create a mockup of an advertisement or run a simulation of a new experience you want to create. What would you do if you only had one day and a shoestring budget to eliminate the biggest uncertainty?

Make a list of people who you need to reach out to, materials and technology that you need to acquire or that you know already exists that you can leverage, and, if you think you need it, how much funding you would need to secure.

06 | **How will you know this test has been a success?**
Describe what reaction, feedback, or measurements that you think would show that your idea is really benefiting your intended audience. Remember in prototyping that even if your initial solution fails, the prototype is a success if you learn something that sparks an even better solution idea. Consider, how will your idea make change for the better?

07 | **Do you have enough people on your team?**
Make sure that you have enough people on your team to help you design and test this idea. Having different perspectives and expertise is a good idea. Most importantly, make sure that all team members understand their roles and are committed to this process.

From Storyboard to Video

We all know that a picture is worth a thousand words but a prototype is worth a thousand meetings. Storyboards are a way to visually plot out elements of your idea, while videos can help you get further clarity on a critical touchpoint or multiple touchpoints of your idea. Both help you refine what your idea is and uncover who will use it, where and how.

Remember, you don't have to be a great artist or cinematographer, keep things rough as you think your idea through.

MATERIALS

Storyboard cards, paper, sticky notes, pen, pencils, markers, cardboard or poster board, glue or tape, camera or smartphone

SUGGESTED TIME

60 minutes each

EXAMPLE

Coffee N' Clothes Storyboard

Coffee N' Clothes Video

STEPS

Storyboard

01 | **Define your story.**
What part(s) of your idea do you want to storyboard? Maybe it's an important interaction or feature of your idea. Or maybe you just want to visualize the experience from beginning to end.

02 | **Pick your characters.**
Who is the main character? This might be the person who will directly benefit from your idea or it might be the person who will be offering a new service. Define your supporting characters. Name them and give them some characteristics like age and gender.

03 | **And then the plot thickens!**
Outline your story using bullets plots. Keep it simple, but make sure like all good stories it has a beginning, middle and end. Think about things like where your story begins, how your characters first meet, how do the characters win or get what they want/need?

04 | **Sketch out the key moments.**
Use a separate storyboard card for each key moment, sketch out each frame on a sticky note. Make sure to include the people involved, where they are and what they are doing, saying, or thinking. Add your sticky note to the card and write a short description below of what is happening.

If you need to make any revisions, don't throw out the old sticky note, just put the new drawing on top (and try not to worry too much about the quality of your drawings).

05 | **Review, Rearrange, Run-Through.**
Once you've completed sketching your key moments, run through your story in sequence, edit and reorder if necessary. Make sure that all of your characters are represented and that your storyboard shows how your main character wins.

Once you've got your final cut, share your storyboard with different people including any important stakeholders who can help bring your idea to life. Make note of their feedback and make changes on the fly. Keep testing until you think you've gotten enough insights.

Video

01 | **Define your touch points.**
When you are planning to test out an idea, one way to help break a big idea down is to think about the touchpoints. Touchpoints are when someone interacts with your idea. These touchpoints will vary depending on the solution you are testing. They could be *people to people* interactions like at a service desk, *people to digital tools* interactions like using a website, a phone call, or a smartphone application, or *people to analog tools* interactions like filling out an application form or reviewing a booklet

Decide what touchpoint(s) of your idea you will include in your video by thinking about what uncertainties you have about your idea. Maybe you want to understand how someone might sign-up for a service using a website or bulletin board. Maybe you have questions around how multiple people will complete a task together.

02 | **Draft your Storyboard and Script**
Start by drawing 2 - 3 "shots" that detail what happens during the touchpoint you selected. Think about incorporating different types of frames to help tell your story:

    a. Establishing frame to show where your character(s) are and who they are
    b. Medium frame to show what's happening
    c. Close-up of what the character is seeing or doing

Beside each image, write out the matching voice-over narration (*this is not a description of what's happening in the image, but complements the image to convey the story and key messages*).

03 | **Lights, Camera, Action.**
Once you have confirmed your draft shot sequence and script, line up all the "shots" into a vertical strip for the shoot.

A simple way to record the video is to have one person video records using their phone or video camera if you have it by panning from image to image while another team member narrates the voice-over.

You can also record your video by using photographs to increase the level of detail in your video. You might be able to find some existing photos that you can mark up or draw over, or you can stage your own photos.

Review the video and make any necessary changes.

04 | Test with an audience.
Like any great film you'll want to test your video with the target audience and get some feedback.

Write out a list of questions that you want to ask stakeholders. Some examples:

a. Would you use something like this?
b. Would you change anything?
c. Would you take out or add any touchpoints?
d. Was any part confusing?
e. What did you like? What did you not like?

Record any feedback.

Role play

Role playing is a great way to get people in the mindset of another person. It can develop empathy and bring new insights into how people will interact with or respond to your ideas. It's also really easy to make changes to a role play and requires minimal effort and resources to put together. Role playing can also help build excitement and support for your idea by involving people who are outside of your project team to join in.

MATERIALS

People, pen, paper (Optional) costumes or props - even ones made on the fly can help visualize your idea

SUGGESTED TIME

30-45 minutes

01 | **Decide what part(s) of your idea you want to test.**
It helps to think about what moments are important to get feedback on. Maybe it is the first time two people come in contact with each other. Maybe it is the moment when someone learns about your new service or product. Maybe when someone is delivering a sales pitch or trying to persuade someone to do something.

02 | **Assign roles.**
At least one person on your team should observe while the other "act".

03 | **Set the context.**
What just happened leading up to this moment? Where and when are you?

04 | **Act out the moment.**
No need for a script, improvise. The team member who is observing can take notes.

05 | **Switch roles.**
Try a different role and act out the scene(s) again.

06 | **Reflect on how it went.**
How did you feel and think when playing out the skit?
What changes would you make about your idea?

Getting out in the field

Field prototyping is a way for you to test your idea in real-world conditions, so that you can see how it works in practice. Live prototypes aim to test both the feasibility and viability of your solution. You will want these tests to be as interactive as possible, so that people who will benefit from your idea can show you what works for them.

Your coach will work with your team to help you identify the best way to test your idea in the field.

There are three parts to any field prototype: *making, enacting,* and *telling*.

Making involves creating physical props. For example, you might make a pop-up stand to prototype the service counter for a mobile laundry van. The stand could be built out of wood, similar to a lemonade stand, with a simple hand-made sign.

Enacting means animating the prototype so that users can interact with it. For example, you could accept people's laundry at your pop-up stand and return their clean clothes a couple of hours later to test the service interaction.

Telling means your field prototype should tell a bigger story. The mobile laundry van is about dignity, reducing stigmatization, and improving employment prospects for street-involved folks. You could develop signs and an elevator pitch to help tell the story of your van.

It's less obvious how to prototype a new policy or regulation. One trick is to follow the new rule downstream to an interaction between two or more people that will occur differently as a result of your idea and prototype that. For example, suppose that you wanted to test a tax incentive to new buildings that were WELL Certified, in order to promote wellness in the built environment. You could prototype a new section in a form for development permits (*making*). You could test the new form with building developers to see if the incentive changed their development choices (*enacting*). You could tell the story of the link between the built environment and community wellness with a brochure or video that would accompany the new form (*telling*).

Another way to prototype policy is to gamify it. If what you really need to test is how people interact, then games can simplify some of the real world complexity while preserving the richness of social interactions. In the WELL Certified example, you could have different people play the roles of developer, development officer, builder, and neighbour. You could create a game board, cards, rules, and objectives for each player to maximize. A board game can be used as a field prototype when you take it into the community and invite real actors to play their roles.

Keep testing your idea in more detail and completeness. You are building a new model of your solution, based on what you learned already. Make sure to listen and watch very carefully to how people are reacting to it: what does it tell you about their perceptions, standards, biases, mental models? Using this feedback, keep iterating your prototype so that it is in tune with the people who it is intended to help.

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