DEVELOP PROTOTYPE – area to be mapped out in concrete detail in Stage 2

ORGANIZE TEST – use **Plan Test** Procedure (p. 278) to map out area in concrete detail

1 Brief description of idea
Use the outcomes from the **Ideas Napkin**
(p. 240)
Name/hashtag:
Mechanism:
Conceived formats:

4 Key points relating to the concept prototype
How can we clearly convey the value of our idea to different test subjects in a simple way? Do we need different versions, e.g. for those impacted and those responsible? Elaborate based on **concept prototypes** (p. 270)

5 Outline test situation
What venue or context would be ideal for the test? Is it necessary to carry out the test in different situations, e.g. inside and outside the organization?

6 Plan implementation
What do we need to organize for the test situation to happen?
How will we evaluate our test?
Use **Document Test** (p. 282) to collect the necessary data

2 Write test hypotheses
What do we lack certainty about?
What is presumed to be true or false?
What can be easily disproved or proven?
What can be measurably tested with key actors?
Functions/components to be tested:

3 Define the test group
Which key actor groups have particularly strong or special needs that we should consider when designing the prototype? Describe by means of a **Persona Profile** (p. 266)

What key actors should be involved in testing the hypotheses?

7 Resources needed
Time:
Personnel:
Finance:
Knowledge:
Contacts: