To use the template, click the **File** tab and select ***Make a copy*** from the drop-down menu.

ASCENDER
Pittsburgh's Community for Entrepreneurs

Architect Frank Lloyd Wright said, "You can use an eraser on the drafting table or a sledgehammer on the construction site"

Design Your Prototype

Step 1: Identify your testing question: What is your testing question? (What are you aiming to learn from your potential customer?)

Step 2: What type of prototype are you building?
- ☐ **Role-playing** might be great for exploring services or sales strategies.
- ☐ **Mock advertisements, newsletters, or social media** might be good for understanding value proposition or testing a new marketing campaign.
- ☐ **A low or high-fidelity prototype** might be good to test the user experience. You can use a power-point, paper, website, or app mock-ups.
- ☐ **A sample of a new product.** If you already have a sample, put it in front of customers and see what people like.
- ☐ **A team designing a physical space or coworking**
- ☐ **Snack and Test** - put your prototype in front of trusted people.

Step 3: What are your prototyping goals and needs?
- What is your testing question?
- What aspects of your idea are you prototyping and why?
- What type of prototype is it?
- What level of functionality does it need and why?
- What materials do you need to build your prototype and why?
- Who will be involved in building it?

Step 4: Plan ahead
- ☐ **What is required to build this prototype?**

  - ☐ People (e.g., Skills, Roles)
  - ☐ Process: (e.g., calendar invites, approval, etc.)
  - ☐ Technology/Materials (e.g., space rental, special software, or prototype website)
  - ☐ Media/Communications (e.g., who do you need to outreach to?)

☐ Travel/Transport/Stipends(e.g., workshop, meetings)
☐ Time (e.g., dates, weeks)

Design Your Test

Step 1. Map out your test design

Demographics Who will you engage?	Location Where will you test? (i.e., Zoom, Ascender)
Activities What testing activities will you conduct? (e.g., Questionnaire, interviews)	

Results. What data will you collect?

	Quantitative (Numbers)	Qualitative (Experiences)
Observation (What you see/hear/perceive)	The number of people who came to test the product	How did people react when they tried on and used the product?
Stakeholder feedback (What they tell you)	The percentage of people that say they are interested in the service based on a survey	How respondents describe thier experience when asked.

Step 2: Think about the results in advance.

What do you think will happen in the test?	
Define Results What test results would validate your prediction?	What test results would contradict your prediction?

Step 3: Plan Ahead

☐ **What is required to conduct this test?**

    ☐ People (e.g., Skills, Roles)
    ☐ Process: (e.g., calendar invites, approval, NDAs, etc.)
    ☐ Technology/Materials (e.g., space rental, application walk-through, computer vs. mobile)
    ☐ Media/Communications (e.g., incentives for volunteers, recruiting beta testers, outreach)
    ☐ Travel/Transport/Stipends (e.g., are you providing bus passes or Lyft or uber gift cards to get to the testing place, other incentives like food or gift cards)
    ☐ Time (e.g., scheduling time in advance and keeping track of time)