

PROTOTYPING PLAYBOOK

A guide to help you speed the process, reduce cost, and help design and build the right thing.



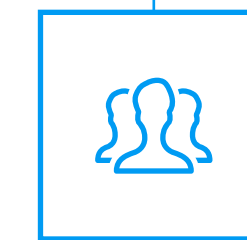
ABOUT CANTINA

WHAT WE ARE ABOUT.

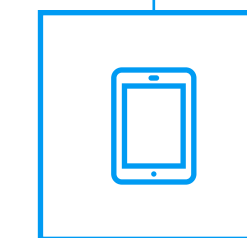
Cantina is a strategic design and development agency. We helps organizations realize a future where technology amplifies human potential and ability to support a more just, healthy, and sustainable world.



11+ YEARS



80+ EMPLOYEES



1000s PROJECTS



STRATEGY + DESIGN
& BUILD

OVERVIEW

STRIVE FOR FOCUS & SPEED ABOVE ALL ELSE.

Prototypes are use for ideation, exploration, and communicating concepts in design for simulating and testing, and refinement before implementation.

STEP 1

FIND YOUR OBJECTIVE

Find the answer to one question that needs to be solved.

STEP 2

IDEATE

Sketch out lots of ideas that could solve the problem at hand.

STEP 3

DECIDE

Hone in on the solution that carries the most promise.

OVERVIEW

STRIVE FOR FOCUS & SPEED ABOVE ALL ELSE.

Prototypes are use for ideation, exploration, and communicating concepts in design for simulating and testing, and refinement before implementation.

STEP 4

PROTOTYPE THE PROTOTYPE

Visualize what you are building before you build it.

STEP 5

BUILD IT

Bring the solution to life in physical form.

STEP 6

SIMULATE IT

Tell a story.

STEP 1

FIND YOUR OBJECTIVE

STEP 1 FIND YOUR OBJECTIVE

Find the answer to the one question that needs to be solved.

PROCESS

- List a ton of user needs.
- Rank them by urgency and impact.
- Decide on the most important one.

OUTCOME

A problem statement.

 **SUPPLIES:**
Sharpies
Post-It Notes

 **SKILLS:**
Analysis
Prioritization

STEP 2

IDEATE

STEP 2 IDEATE

Sketch out lots of ideas that could solve the problem at hand.

PROCESS

Individually think up a reasonable number of ideas within a set time (e.g., 50 ideas in 5 mins).

OUTCOME

Many solutions with nuggets of brilliance.

 **SUPPLIES:**
Sharpies
Post-It Notes

 **SKILLS:**
Creativity
Visualization

STEP 3

DECIDE

STEP 3 DECIDE

Hone in on the solution that carries the most weight.

PROCESS

- Discuss your ideas as a group.
- Vote on your favorites.
- Most votes win.

OUTCOME

A single solution to be prototyped.



SUPPLIES:
Dot stickers



SKILLS:
Communication
Prioritization

STEP 4

PROTOTYPE THE PROTOTYPE

STEP 4 PROTOTYPE THE PROTOTYPE

Visualize what you are building and build it.

PROCESS

- Think with your hands.
- Sketch or build a low fidelity version.
- Iterate.

OUTCOME

A throwaway version of the real prototype.

 **SUPPLIES:**
Paper
Cardboard
Sharpies, Tape

 **SKILLS:**
Creativity
Visualization
Prioritization

STEP 5

BUILD IT

STEP 5 BUILD IT


Bring the solution to life in physical form.

PROCESS

- Think with your hands.
- Work together in fall groups.
- Find the flaws and fix them along the way.

OUTCOME

Your prototype.

 **SUPPLIES:**
Play-Doh, Tape,
Sharpies, Foam-
board, Post-its

 **SKILLS:**
Teamwork
Creativity
Flexibility

STEP 6

SIMULATE IT

STEP 6 PROTOTYPE THE PROTOTYPE

Tell a story.

PROCESS

- Script the story of your solution in action.
- Assign your actors.
- Present to your audience.

OUTCOME

An audience that understands your idea.

 **SUPPLIES:**
Your prototype actors

 **SKILLS:**
Storytelling
Public Speaking
Empathy

REFLECT

ASK THE TOUGH QUESTIONS

Asking these questions will help to make sure you stay on the right track.

01

Why are we doing this?

02

What have we learned?

03

What assumptions have we validated?

04

What have other people learned?

05

What will we try next?

YOU DID IT!

Looking for help with rapid-prototyping for your team or project?
Please reach out, we'd love to chat.



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