

Prototyping plan

This tool is used to help you test your service concepts and reduce the risk of pursuing new concepts that may not work by creating experiments. Identify your most concerning assumption about the concept as a starting point and follow the map. Each experiment leads to new insights, decisions and then new assumptions to test. Use one of these for each of your most critical assumptions

BUILD

MEASURE

LEARN

Leap of faith assumption
Your biggest assumptions.

Hypothesis
Your secondary assumptions.

Experiment
What you will do.

Behaviour
What you expect to see.

Target metric
How you will measure it.

Actual results
What you've measured.

Why
Why that behavior occurs.

New insights
What you have learnt.

Decision
Pivot or Persevere?

LOOP	LOOP	LOOP
Complete after experiment	Complete after experiment	Complete after experiment