

HOW TO BECOME A MASTER PROTOTYPER



BUILD YOUR BEST IDEA NOW

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A PROTO...WHAT?

A prototype is an early real life sample of your innovative idea. It helps you to test a concept or process. So... let's get started and get to work with these ten tips!

1

YOU CAN'T TRUST THIS

What prototype do you need? Start low fidelity with materials like paper and cardboard. Do you like it? Move on to high fidelity and build something users can actually test.

2

HAVING A HARD TIME?

Struggling to get started? Start by writing a newspaper headline announcing your product. Then add images and shape the prototype ^{step} _{step} _{step}

3

GET PHYSICAL

The world is flat enough – let's add some shape! Shut down your computer and build everything from real materials. This allows for proper discussions with your innovation teams and customers.

4

PLAY WITH IT

When you play with your prototype, you use the right part of your brain – feel your creativity, intuition and imagination pumping. Innovations need connections that do not make sense. So move it, turn it, tweak it and see where the magic takes you.

5

LOOK OUTSIDE

Bad news: everything you do, has already been done in some way. The good news is you can learn from the mistakes your predecessors made. Did you know Tesla makes all their models in clay first? Look outside to get your engine running!



GET OUT OF THE BOX...

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6

THE FIRST ≠ THE BEST

Sorry to break the bad news: the first is usually not the best prototype. So make it, then break it and move on to improve.



7

PITCH THE PROTOTYPE

Be original The board you will deliver your pitch to, will appreciate a prototype pitch a bit more than a flat powerpoint.

8

BE AN EXTREMIST

One occasion in which you don't need to worry about being an extremist. Extreme prototypes trigger new insights, so go out of the box!



9

IMPOSSIBLE, NO WAY!

Impossible is nothing, not even prototyping services. It's all about interaction. Just show how the customer will benefit from your service. A prototype of a customer journey can be a good start.

10

TESTING, TESTING, 1.2.3

Your prototype is a first test. Now, look at it. What do you see? What assumptions underlie the success of your solution? Find someone that can challenge these assumptions and don't be afraid to kill your darlings.



WE HELP DESIGN AND BUILD TOMORROWS BUSINESSES

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ABOUT FRIDAY OUT OF THE BOX

We want to be the best business innovators. Ambitious? You bet! We will innovate everything, from strategy to project management, from workshops to follow-ups.

WE WILL TAKE YOU BEYOND A GOOD IDEA!