

Hypothesis

Specify the main idea/ hypothesis that you want to test.

Quickly try out your idea to judge whether it can work in real life.

Build a small model of your idea using cardboard/ paper, children's blocks, toys or any material you see lying around. This is so you can see your idea in three dimensions and check whether it would work smoothly or has gaps. Act out parts of your idea when you meet with your target audience. Pretend that your idea is launched. How will they know of it and use it? You can use the Experience Map as a guide. Try acting out different possibilities to learn about alternative ways of doing things. Draw the experience of finding out and using your work in the form of a story to see if you've not missed any step.

Test your idea again after having developed it further, to examine details before launching it.

Build a new model of your idea. Since you have developed your idea further, you should now have more details and elements in it to test and check whether they all work in synchronization. Act out your idea again. you can use the Blueprint as a guide to check whether the different elements are matching up properly? Again draw the experience of using your work in more detail than before. Test out if all the steps in your story are working well together.

Make a list of all the things that you need to make your idea real.

List things like activities, resources, people and materials that you need to make your idea realistic enough to implement.