



The purpose of this exercise is to get as many ideas down as possible. See how many you can create in each column.

MASH-UP EXERCISE

Category **1**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

Category **2**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

Draw a sketch + a title for 3-5 Mash-Up ideas.



PROTO- TYPING METHODS

This worksheet is meant to help you plan the prototyping process for your concepts.

Create a Model

Put together simple three-dimensional representations of your idea. Use paper, cardboard, pipe cleaners, fabric, and whatever else you can find. Keep it rough and at a low fidelity to start, and then evolve the resolution over time

Create a Diagram

Imagine you are going door-to-door and showing potential customers what your idea or potential service is. Map out the structure, journey, or process of your idea in a way that will be easy for a potential customer to understand.

Create a Mock-Up

Build mock-ups of digital tools or websites with simple sketches of screens on paper. Paste the paper mock-up on an actual computer screen or mobile phone when demonstrating it.

Create a Story

Tell the story of your idea from the future. Describe what the experience would be like. Write a newspaper article reporting about your idea. Write a job description. The purpose is to have people experience your idea as if it were real and then respond to it.

Create a Role Play

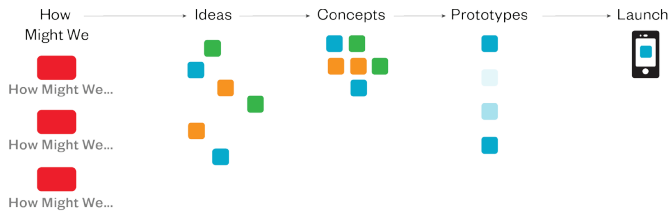
Act out the experience of your idea. Try on the roles of the people that are part of the situation and uncover questions they might ask. Consider making simple uniforms and assembling simple props to help users experience your product or service as real.

Create an Advertisement

Create a fake advertisement that promotes the best parts of your idea. Have fun with it, and feel free to exaggerate shamelessly. Now change the tone of the advertisement to appeal to different types of person.

STEP 1: DETERMINING WHAT TO PROTOTYPE

This work-sheet will help us determine what we'll prototype and test.



1. The **concept** we most want to prototype is...

1a. _____
(concept)

is solving _____
(need)

for _____
(core user)

2. We will use the following **methods** to prototype our concept... (hint: take a look at our Prototyping Methods Worksheet)

3. The biggest **questions** we want to answer during our prototyping phase are...