welcome

prototype thinking
OLIVIA WONG

- Senior Partner at Prototype Thinking Labs
- Former humanitarian
- Also a beauty queen
- I teach Prototype Thinking, a method born at Google X
- It’s the next evolution of Design Thinking & Design Sprints

@OLIVIAMWONG #PROTOTYPETHINKING
GOOGLE GLASS
GOOGLE GLASS

Coat hanger
Plexiglas
Sheet Protector
Pico projector
Netbook
Google Glass
A “COOL” IDEA VS EXPERIMENTAL OUTCOMES
CONJECTURES VS ACTUALS
Look for the magic moment
10 SECONDS OF MAGIC
10 SECONDS OF MAGIC
HOW DO YOU FIND A MAGIC MOMENT?
CREATING SOMETHING NEW
CREATING SOMETHING NEW
CREATING SOMETHING NEW
MAXIMIZE THE RATE OF LEARNING
BY REDUCING THE TIME TO TRY NEW IDEAS

- 5% CHANCE X 12 TRIES = 45% CHANCE
- 5% CHANCE X 50 TRIES = 92% CHANCE
- 5 USER TESTS WILL YIELD 85% OF KEY INFORMATION
DO YOU MEASURE HOW FAST YOU LEARN?

THE LEARNING LOOP

IDEA

ADJUST

BUILD

TEST

CLASSIC PROCESS

WEEKS 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21

Idea Proposed
Specs Written
Project Authorized
Build Begins
Pilot Launch
Adjustments Proposed

Followup Meetings
Specs Reviewed

DATA-DRIVEN MEETINGS

PROTOTYPE THINKING

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Idea Propose
Data-Driven Meetings
Build Begins
Pilot Launch
Project Launch

Prototype Thinking
Project Authorized
Report Written
THE LEARNING LOOPS

STRATEGIZE WHAT & HOW TO PROTOTYPE

PROTOTYPE BUILD A SIMULATION IN 30 MINS

LOOP 5-10x IN 1 WEEK

IDEATE NEW IDEAS & SOLUTIONS

UNDERSTAND KEY CUSTOMER TRENDS & INSIGHTS

TEST WITH 20 MIN LIVE SIMULATIONS

PLAY PAUSE STOP

2-3x IN A ROW
PROTOTYPE THINKING PRINCIPLES

DON'T TALK ABOUT IT.
TRY IT.

DON'T WORRY ABOUT RIGHT VS WRONG.
MAXIMIZE HOW MUCH YOU LEARN.

DON'T JUST TRY TO MAKE THE NUMBERS GO UP.
MAKE PEOPLE'S LIVES BETTER.
5 TECHNIQUES OF PROTOTYPE THINKING

SEPARATE CONJECTURES VS ACTUALS
5 TECHNIQUES OF PROTOTYPE THINKING

SEPARATE CONJECTURES VS ACTUALS

STAY CLOSE TO THE MEDIUM
5 TECHNIQUES OF PROTOTYPE THINKING

SEPARATE CONJECTURES VS ACTUALS

STAY CLOSE TO THE MEDIUM

MAXIMIZE THE RATE OF LEARNING

(BY REDUCING TIME TO TRY NEW IDEAS)
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SEPARATE CONJECTURES VS ACTUALS

STAY CLOSE TO THE MEDIUM

MAXIMIZE THE RATE OF LEARNING
(BY REDUCING TIME TO TRY NEW IDEAS)

BE CONCRETE & SPECIFIC, BUT DON’T BE AFRAID TO GUESS
5 TECHNIQUES OF PROTOTYPE THINKING

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(BY REDUCING TIME TO TRY NEW IDEAS)

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NAIL IT BEFORE YOU SCALE IT
STAY IN TOUCH

PROTOTYPETHINKING.IO