

Template for Day 4: Prototyping Your Idea

Step 1: Define Your Prototype Goal

What do you want to test? Focus on the critical moment identified in your customer journey map.

- **Target Moment:** Describe the specific moment in the customer journey you are prototyping for. Example: "A customer clicks on an ad and lands on a website that highlights our premium coffee mugs."

Step 2: Choose Your Prototype Format

Decide the type of prototype based on what you need feedback on.

- Examples:
 - A simple webpage
 - Product packaging
 - A short demo video
 - Physical mockups

You can also find some prototype simulation web applications by running a simple google search.

What format works best for your idea?

Step 3: Gather Materials

Keep it simple. Use tools and resources you already have.

- Sketches or storyboards from Day 3
- Digital tools (e.g., Canva, Figma, PowerPoint)
- Paper, markers, tape, or physical craft materials

Step 4: Build Your Prototype

Stick to the storyboard. No new ideas—just bring your vision to life.

1. Use your storyboard from Day 3 as a guide.
2. Focus on creating enough detail for meaningful testing.
3. Aim for simplicity. Avoid overthinking or perfecting.

Step 5: Validate Your Prototype

Check if it addresses the target moment and elicits customer reactions.

- Does it match the storyboard? Yes/No
- Is it focused on the target moment? Yes/No
- Will it generate meaningful reactions? Yes/No

Step 6: Reflect and Prepare for Testing

Write down your goals for Day 5 (Testing):

- What specific reactions are you looking for?
- How will you observe and measure those reactions?

Example Goal: "I want to see if customers find the website appealing enough to click the pre-order button."

Notes Section: Use this space to jot down your observations or additional details as you build your prototype:

Good luck! Remember, the goal is to create something simple but effective. Share your progress with us using #5DaySprintChallenge.

