Prototype Mapping

There are so many ways to prototype an idea. This activity will help you and your team review all of your concepts and determine a set to bring forward for testing.

Each concept will have lots of testable components, so you'll want to be clear about what you need to learn and what components to test to get to the necessary answers.

Having a customer Journey Map that reflects everything you know so far about your user's journey will make this activity much easier, so make sure you've got that before you start.

How to Use It

Start by mapping out the most important moments in your user journey again, and any important shifts or improvements that are needed.

Next, take each of your concepts and map them against the corresponding shifts. You might have more than one concept for each moment in the user journey. Check that you have a good spread and that you'renot too narrowly focused on one particular shift just yet.

Explore the questions with your team as you decide: What are the most crucial moments/ shifts within your journey? Which concepts are so exciting that you absolutely have to test them in a real life setting? What are the biggest unknowns?

What Next?

The final step is to get tactical about each concept you need to test. You might be trying to learn something like, "Will both boys and girls in the community find this appealing?" Write this down. These are your Learning Questions, and they will be important as you move ahead to build and run Prototypes.

Prototype Mapping

Map out the most important moments and milestones in your user journey.

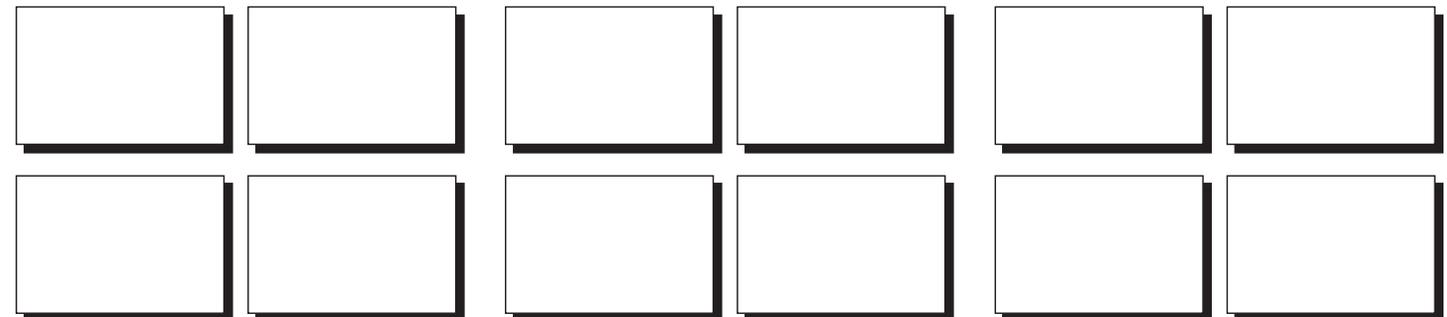| AWARENESS	SUPPORT/ACCESS	SERVICE EXPERIENCE

What shift do you want to see in this moment?

Revisit your insights statements or impact ladder as you define these:

Map your solution concepts.

*We've given you space for 4 concepts here—but you may have more

For each of the concepts above, explore these questions.

They will help you narrow which concepts to prototype, and what to learn from each.

1. **Why we think this concept will work or improve that moment ...** *Ex: girls are more comfortable learning from peers*

2. **Our biggest question/unknown about this concept right now ...** *Ex: will this be acceptable to parents and village leaders?*

3. **Other things we want to learn about this concept ...** E*x: What's the right message? Do they use whatsapp or facebook more?*

Prototype Mapping

Map out the most important moments and milestones in your user journey.

AWARENESS	*SUPPORT/ACCESS*	*SERVICE EXPERIENCE*
Girls hear/learn about contraceptive service	Girls are supported in accessing contraceptive services	Girls receive youth-friendly, contraceptive services

What shift do you want to see in this moment?

Revisit your insights statements or impact ladder as you define these:

Girls need a way to learn about contraception in an environment that feels safe, and does not 'out' her	*Parents and male partners should not be left out of conversations about the importance of contraceptive services for girls*	*Healthcare providers need to put their personal feelings and biases aside when providing contraceptive counseling to girls*

Map your solution concepts.

We've given you space for 4 concepts here—but you may have more

Hip Radio Program	*Fashion Show + SRH Info*	*Parent Meetups*	*Boys Clubs*	*Provider Trainings*	*Counseling Tools*
Teen Magazine	*1:1 Peer Counseling*	*Values Clarification Game*		*Values Clarification Game*	

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