

PROTOTYPE PHASE

Low-Fidelity Prototyping — Step-by-Step Template

Purpose: To identify where waste is generated, how it is managed, & opportunities to reduce, reuse, or repurpose materials within the business..



Team: _____ **Idea title:** _____

Facilitator: _____ **Date:** _____

Setup (2–3 min)

Materials: paper, markers, sticky notes, tape, scissors, cardboard, recycled packaging, string, blu-tack, phones for photos.

Roles:

- **Timekeeper** (keeps schedule)
- **Builder(s)** (constructs prototype)
- **Scribe** (documents decisions & feedback)
- **Presenter** (demos)
- **User proxy** (keeps target user needs in view)

1) Clarify the Problem & User (3 min)

In one sentence, write the **problem** you're solving:

Who is your **primary user**? _____

Success in 1 week looks like (1 measurable outcome): _____

[Definition of Done (DoD) for this step: team agrees on 1 problem, 1 user, 1 success metric.]



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2) Choose Prototype Type (1 min)

Tick **one** to start (you may mix later):

- ☐ **Sketch/Storyboard** (screens, service steps)
- ☐ **Role-play/Skit** (script a 60–90s scene)
- ☐ **Paper Model** (mock packaging, signage)
- ☐ **Mock Poster/Flyer/Social Post** (awareness asset)

DoD: a single starting format chosen.

3) Draft the Concept (5 min)

Rapid 6-up: each member sketches 6 small ideas in 5 minutes.

Circle 1–2 ideas to combine.

Write the **core promise** (one sentence users would care about):

DoD: one combined direction & core promise agreed.

4) Build to Think (10–15 min)

Guidance by prototype type:

a) Sketch/Storyboard (6–8 frames):

Frame #: _____ | What the user sees/does: _____
(repeat for frames; add arrows & captions)

b) Role-play/Skit (60–90s):

Characters: _____ | Setting: _____ | Opening line: _____
_____ | User action: _____ | Outcome: _____

c) Paper Model:

Item: _____ | Size/shape: _____ | Key message label: _____
_____ | How user holds/uses it: _____

d) Poster/Flyer/Social:

Header: _____ | Call-to-action: _____
| Where it appears: _____

DoD: something a user can see/touch/hear within 15 minutes.

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5) Quick User Test #1 (5 min)

- Swap with a nearby team or invite 1–2 peers to act as users.
- **Prompt to read verbatim:** *“Please think aloud. What do you expect this to do? What would you do next?”*
- **Observe & note (no defending):**
 - Confusing moments (X→Y): _____
 - Positive signals (smiles/quotes): _____
 - Barriers (time, steps, language): _____

DoD: at least 3 concrete observations captured.

6) Iterate (5–10 min) – Sample iteration actions

- Remove 1 step. Simplify 1 label. Make 1 thing bigger.
- Adjust flow or script per feedback.
- Capture a **before/after** photo.

DoD: a v2 that directly addresses at least one user pain point.

7) Prepare the 60-Second Demo (3–5 min)

- **User:** _____ | **Context:** _____ | **Problem:** _____
- **How it works (3 beats):** 1) _____ 2) _____ 3) _____
- **Value & circular impact:** “This reduces waste by _____ & enables _____.”
- **Ask:** “Our next step is _____; we need feedback on _____.”

DoD: a crisp, time-boxed demo script.