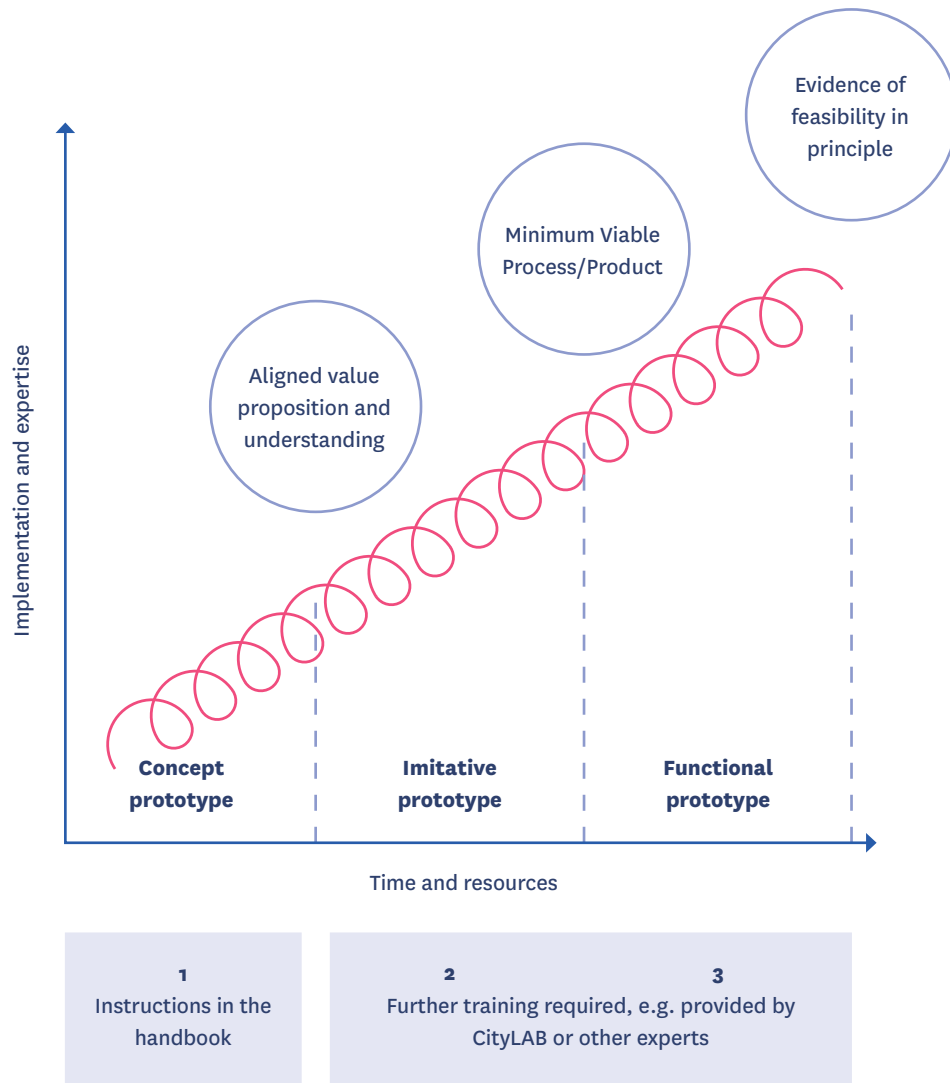


The figure illustrates different **prototype formats** in relation to the level of implementation and the expertise required, as well as the time and resources needed:



1 Concept prototype

- **Formats:** Provide tangible insight into the concept of the solution, must be contextualized and explained, e.g. role-play, paper prototype, storyboard
- **Areas of application:** Establish a basis for understanding, try out in the team and on users to see how the idea can be improved and altered to achieve the desirable goal and overcome obstacles
- **Outcomes:** Aligned value proposition and understanding, foundations for imitative prototype

2 Imitative prototype

- **Formats:** Look and feel like the solution, can be experienced, and address concrete needs, e.g. experiential prototype, service role-play, simulation, business game, click dummy
- **Areas of application:** Design experiences with a view to value and feasibility and test these out on users to see how features can be improved and altered to achieve the desirable goal and overcome obstacles
- **Outcomes:** Basics for Minimal Viable Product/Useable Process (MVP)

3 Functional prototype

- **Formats:** Work like the solution, can be applied, e.g. alpha version, and show an impact, e.g. Minimal Viable Product/Process (MVP), 3D prototype, context prototype
- **Areas of application:** Compare actual results with the original intention, compare the impact of different solutions, try out on users to see how the application can be improved and altered, find out what is needed in terms of feasibility and scaling
- **Outcomes:** Basics for Proof of Concept, Proof of Principle or Randomized Control Trials (RCT)