

# Ideate + Prototype

INSTRUCTION BOOKLET



# Ideate + Prototype Instructions

Coming up with a great idea happens when you first come up with lots of ideas, and then narrow down to the good ones. Once you have a few good ideas, prototyping your ideas by quickly sketching them out or building them with simple materials helps you think through the details of the ideas and run them by other people to gather feedback. It's especially important to share your prototypes with people who will end up using your idea.

## **BY THE END OF THIS KIT, EACH TEAM MEMBER WILL:**

Generate 4-6 ideas that solve a top HMW question, and build prototypes of the most promising ones.

## **STRETCH GOAL:**

Generate 50 or more ideas as a group.

**Number of players:** 3 – 8

**Time:** 2 hours

## **Materials:**

- Sticky Note Pads
- Sharpies
- Your Top 3 HMW Questions
- Dot Stickers
- Prototyping Kit

# Steps

## 1) Choose team roles.

You'll need a Design Lead, a Note Taker and Designers. Have the instruction booklet open to the Roles & Rules page for reference.

Decide on these roles now.

## 2) Pass out materials.

Each person gets a sticky note pad and a marker.

## 3) Choose a HMW question to ideate on.

With the Define kit, you selected the 3 top HMW questions. As a group, pick one of these questions to start ideation.

## 4) Generate as many ideas as you can!

Working solo, have each person write ideas that answer the HMW question on stickies—one idea per sticky note.

Spend 5 minutes generating ideas now.



**DESIGN LEAD:** Gently remind the team that this is meant to be time to work solo—the space should be quiet for this step.

### 5) Cluster the ideas.

Beginning with the purple Designer, have each person share one idea, and continue until all the ideas are shared. Post the ideas on a wall and group similar ideas together to form clusters. The Design Lead can move sticky notes around as the group forms clusters. Spend about 15 minutes clustering the ideas.

**Time permitting:** To generate more ideas or solve different problems, repeat steps 4 and 5 with another exciting HMW question.

### 6) Combine and extend ideas to create new ones.

Look at all the ideas the group has created. Often, you can combine two ideas together or add part of one idea to another to make it even better. Spend 5 minutes doing this and record each new idea you come up with on a sticky note. Add it to the wall.

### 7) Dot vote.



**DESIGN LEAD:** Give everyone 3 dot stickers.

Each Designer uses their dot stickers to vote on their favourite idea or cluster of ideas—this is the idea you want to move forward with right away.



**DESIGN LEAD:** When everyone has finished voting, count up the total dots and identify the top 3 ideas.



Note Taker

**NOTE TAKER:** Snap a picture of all the ideas, and another picture of the top 3.

### 8) **Prototype your top idea.**

Working together as a group, use the contents of the Prototyping Kit to build a simple model of the idea—something a person could interact with, ask questions about, and give feedback on.

**Pro-tip:** If your group is larger (i.e. approaching 8 people) you might decide to split into two smaller groups and build two prototypes.

Spend 30 minutes building your prototype now.

### 9) **Reflect.**



Design Lead

**DESIGN LEAD:** Remind the Note Taker to jot down the responses of the team—reflections are often where some of the best learnings come to light.

**Read these questions out loud to the group and encourage people to share their answers aloud:**

- a. What stands out as you look at the ideas on the wall?  
What stands out as you look at the prototypes?
- b. Which ideas and prototypes are you most passionate about? What worries you about the prototypes?
- c. What did you learn about your ideas when it came time to make them real with prototypes? What changed about the ideas? What did you add?
- d. Of your prototypes, which one(s) are you most eager to get in front of other people for feedback? Why?

## **Congratulations**

**You've generated ideas and brought them to life with prototypes!** You've come up with lots of ideas to improve existing programs and services or start new ones. Using things like play-doh, pipe cleaners, and whatever was on hand, you've built quick mock-ups of your ideas. You're ready to share these prototypes with people so you can get their feedback.

**This custom toolkit was  
designed by Overlap Associates**

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If you have any questions or feedback,  
contact us at **[info@overlapassociates.com](mailto:info@overlapassociates.com)**  
and we will do our best to help!