

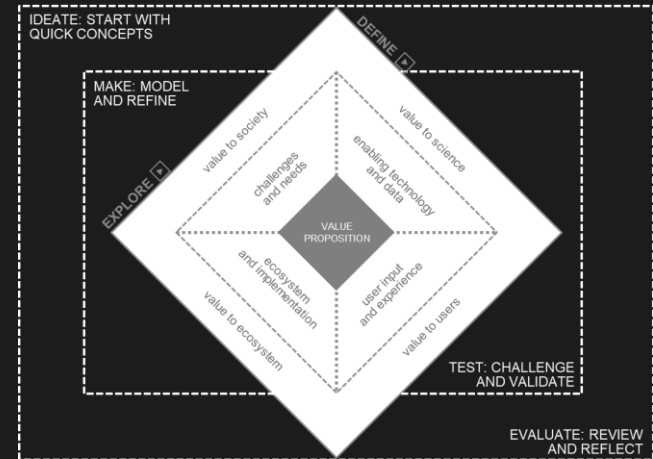
The Open Prototyping PLAY Tool

The Play stage involves creative and technical concept ideation and prototyping.

The collaborators can explore new territories, untangle different perspectives, reframe the applications of emerging technologies, and play out future scenarios, until they arrive at the core value proposition.

The value proposition is iteratively explored and shaped, and a first concept prototype is rapidly designed and tested.

This is a key stage where ideas are made tangible as a way to envision and try out possibilities.



Purpose of the tool

The Play canvas highlights the importance of imaginative exploration alongside more structured ideation and grounded evaluation. The tool enables you to communicate with your project team and gives structure to what is often a messy stage of the project.

How to use it?

STEP 1: Brainstorm and develop quick ideas.

Invite your project team to come up with a set of early stage needs and requirements that respond to the project scenario. Encourage these to be as specific as possible.

STEP 2: Build more refined value proposition.

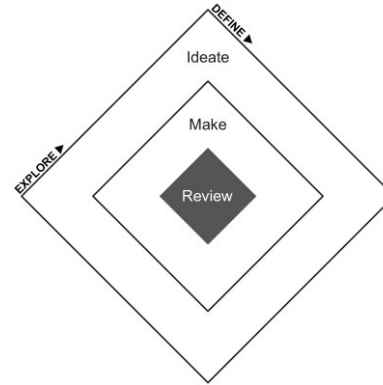
Building on the learnings from early concepts, discussions and evaluation, articulate the core value proposition that responds to the scenario and aligns to the interests of the project team.

STEP 3: Make things and test them.

Once you have arrived at something that might work, you should make it and test it out. This enables you to better understand and see any limitations to or possibilities.

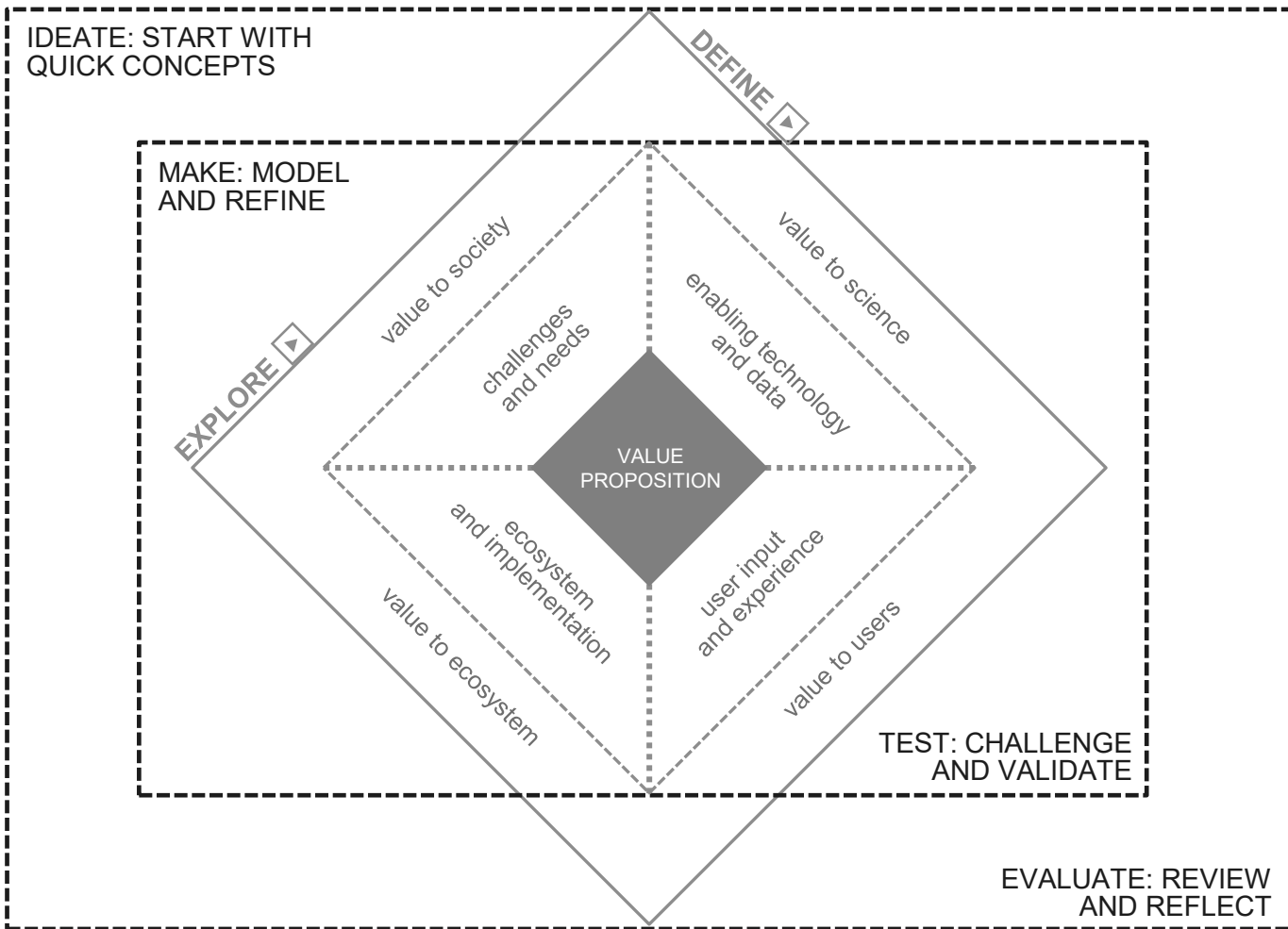
What does it do?

The Play tool is used for rapid brainstorming to open up new ideas. It encourages you to explore and create various concepts through phases of making and testing to move towards more concrete outcomes.



This open exploration is combined with consideration of key factors identified in the scenario and the landscape mapping during Connect. The tool enables you to account for those factors as you flesh out the prototype concept and negotiate value to all stakeholders.

The Open Prototyping
PLAY
Canvas



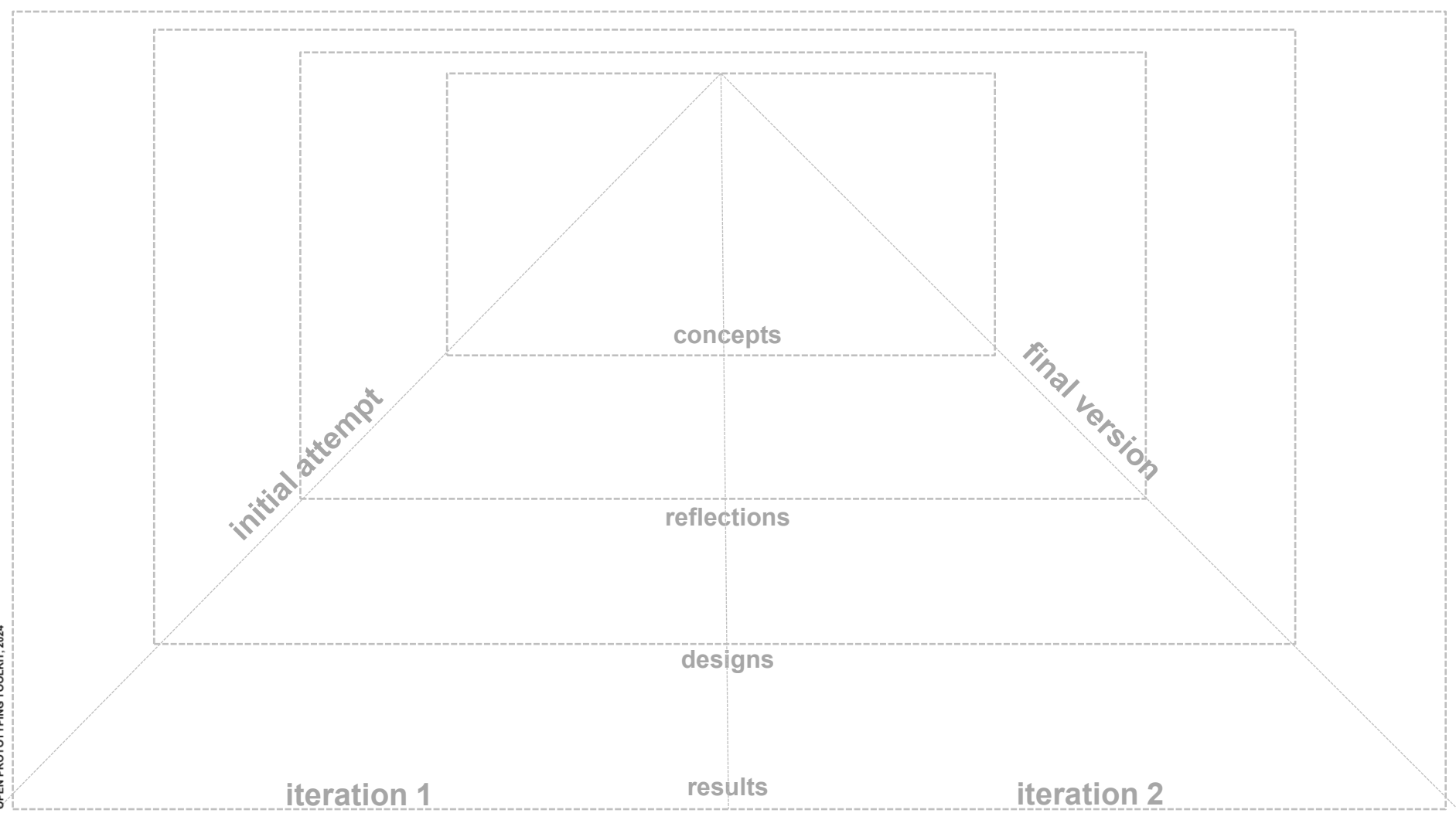
How do you capture outputs?

Play exercise outputs can be captured in two ways.

The iterative exploration of a prototype concept, based on the core value proposition can be mapped along a layered pathway canvas, shown on the following page.

Simply note the critical elements of each of the four dimensions for each iteration of the prototype and identify conceptual shifts that give rise to any tensions and challenges.

After a number of iterations, you can summarise the final prototype concept in a shareable brief card.



PROTOTYPE CONCEPT

DESCRIBE YOUR PRODUCT OR SERVICE CONCEPT

We address the challenge of _____

By building on a capability to _____

In a product/service/work that _____

And demonstrate its impact through _____
