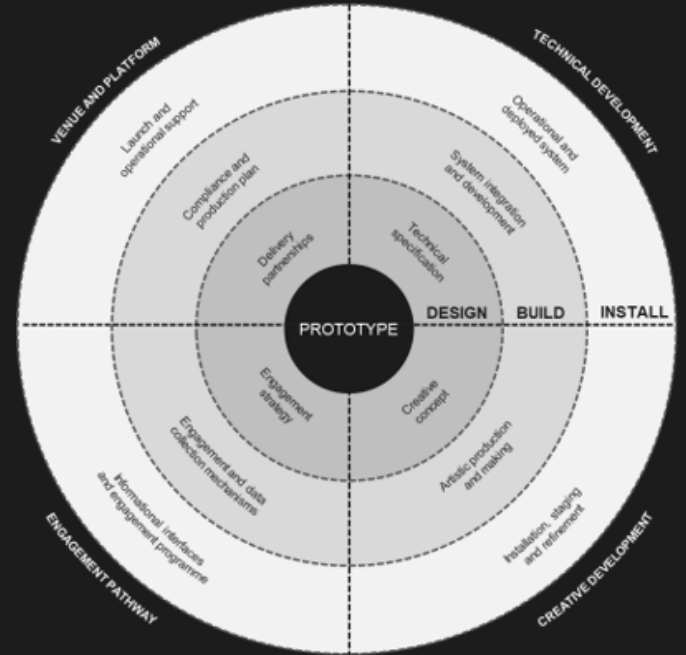


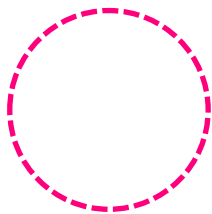
The Open Prototyping **PRODUCE** Tool

The prototype is built in the Produce stage of Open Prototyping.

In this stage, the value proposition and early design meets the real-world possibilities. Here we ask, how can we materialise this concept and exhibit it to the audiences?

Alongside the build and contextualisation of the prototype and its setting, engagement tools and materials are designed and created that help explain to the users the value and function of the prototype.





Purpose of the tool

The Produce canvas helps you specify the different components that need to be produced. It highlights the importance of combining diverse expertise and decision making, and enables you to evaluate how the concept was affected or changed by becoming a real-world experience.

What does it do?

Addressing the dimensions in this tool will help you develop the prototype and enabling infrastructure, and prepare for its launch to public or specialist audiences.

How to use it?

STEP 1: Final design.

Refine the plan to build the prototype/s. What data and technologies are needed? How are these configured? Do you need to bring in expertise from outside your team?

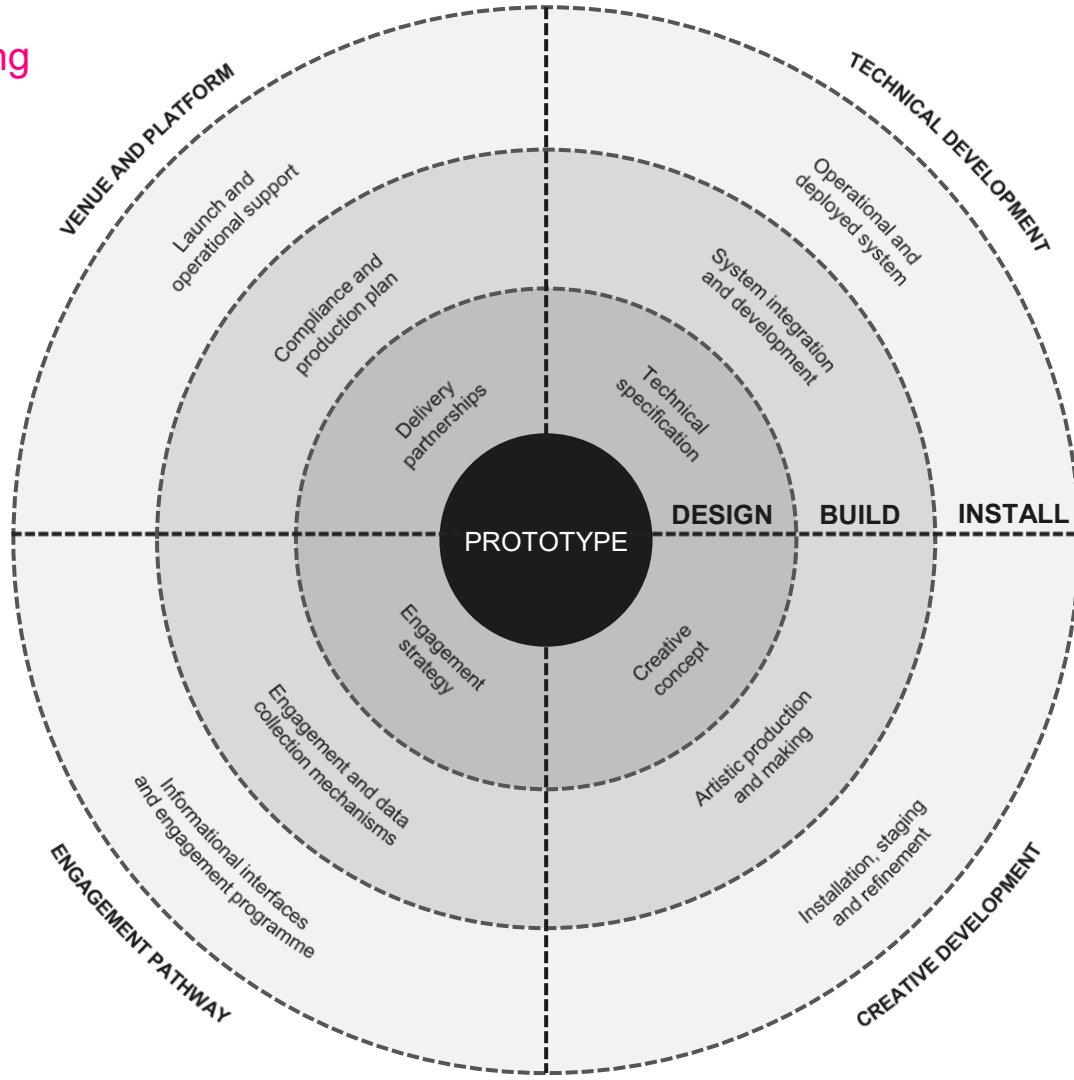
STEP 2: Propose the build.

Define the timelines and process of collaboration. What different assumptions may different contributors have? How and when can artists, scientists and/or community participants have their input?

STEP 3: Plan for launch.

Define where will you present the work and how? What existing audiences can you engage? How can you build new audiences? What venues or platforms could you access?

The Open Prototyping **PRODUCE** Canvas



How do you capture outputs?

Once you have considered all of the critical elements of the design, build and launch plans for your full prototype, you can capture them in an easily-shareable production brief.

Summarise the main points of each of the key there production steps and don't forget to include a realistic launch date.

Importantly, make sure you list all your systemic / environmental contexts and dependencies, to ensure your plans are viable and well-grounded in existing landscape and against existing other initiatives, products, services, etc.

The card can be periodically updated by ticking off completed tasks.

PRODUCTION BRIEF

PROTOTYPE CONTEXT (TYPE, PLACE, STAKEHOLDERS, RESOURCES, USERS)

LAUNCH DATE

platform design
technology R&D
creative vision
engagement programme

design

platform integration
technology assembly
creative shaping
engagement design

build

platform sharing
technology release
creative experience
engagement interaction

launch

