

Who to involve in prototyping

Depending on the complexity of the project and the prototyping activity you may need different people involved in or supporting the activity. This tool is to help you think about who in your organisation needs to be involved to ensure that the prototyping activity is successful.

Who should be involved in prototyping?



Prototyping facilitator

An R&D expert who has experience of planning and running prototyping activity. They have an important role in reassuring participants, ensuring that they are creative, productive and engaged. Their role is also to structure the research plan - to define what will be tested and how it will be analysed.

Designer-maker

In some project enlisting the support of people with a craft skill, who can draw, build or mock up a website can be useful. An important skill that is often necessary is basic visualising of 'touchpoints' and system-maps that enable lay people to understand what is going on.

Community/site leads

Community/site leads are members of a locality or community organisation. They link the project to a particular geographical or social setting. They are important 'gatekeepers' and can facilitate recruitment and engagement with the community.

Project manager

A project manager has overall responsibility for the development of the service/initiative. This person needs to understand how and when to prototype, who to involve and which resources to allocate to this.

Participant stakeholders

Participant stakeholders include all people who are in some way involved in the project, and who can contribute to, and benefit from, the prototype. They may play an active role in recruiting, analysing or role-playing, or a passive role of observing.

Users

Users are members of the community, or professionals who get involved at particular prototyping events. Their role is to test a service or product and provide their feedback.