



# PROTOTYPE & TEST

In step 7, ideas are worked out in prototypes or mock-ups and tested with users and service providers.

This phase is a crucial part of the service design process so be sure not to skip this step. By means of a test with real users and employees you'll quickly and inexpensively discover what works and what doesn't.

In this phase of the process, you still have complete freedom to make changes. This is much more difficult once the service has been implemented.

## THIS STEP IS DIVIDED IN TWO PARTS

- Examine each touch point separately and determine how you'll build the prototype and who or what you need in addition for the test itself. Also consider intangible touch points such as guidelines for employees regarding how they should address people or what body language they should adopt or avoid. Look for people who can help you make the prototypes.
- Setup a test in as realistic a test setting as possible. It's the user and the employees who conduct the test, and not the project team. The team observes the test and asks questions afterwards. Collect the test results. Then it will become clear what you still need to improve and what you perhaps can strengthen.

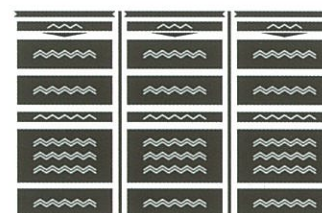
*Tip: when recruiting test subjects, refer back to the personas. Ensure that the profiles of at least half of the test subjects match those of the personas.*

*Tip: there are numerous free templates for devising digital prototypes. They are easy to find on the internet.*

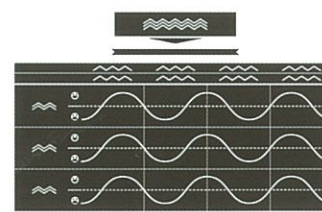
## OTHER TECHNIQUES THAT YOU CAN USE IN THIS STEP

- If you would also like to test the look and feel of your service, include elements in your prototypes such as colours, use of materials, typography, etc. Making moodboards is a useful technique for deciding on the look and feel. You make a collage with images of interiors, clothing, applications, human behaviour and other elements that relate to the atmosphere that you want to create.
- If you're going to have the prototypes made by a third party, it's best that you write a briefing document. For this you can use the briefing template from the first version of the *Service Design Toolkit*.
- To prepare the test yourself, you can use the test template from the first version of the *Service Design Toolkit*.

## TECHNIQUES IN THIS TOOLKIT:



## TEST PREPARATION



## TEST & EVALUATION

## CHECKLIST

*At the end of this step, you'll have an answer to the following question.*

- ☐ What do you want to devise or test?
- ☐ What does each touch point look like? What do you need at a minimum to test this?
- ☐ How do users and service providers experience your new service?
- ☐ What works well? What could be better?