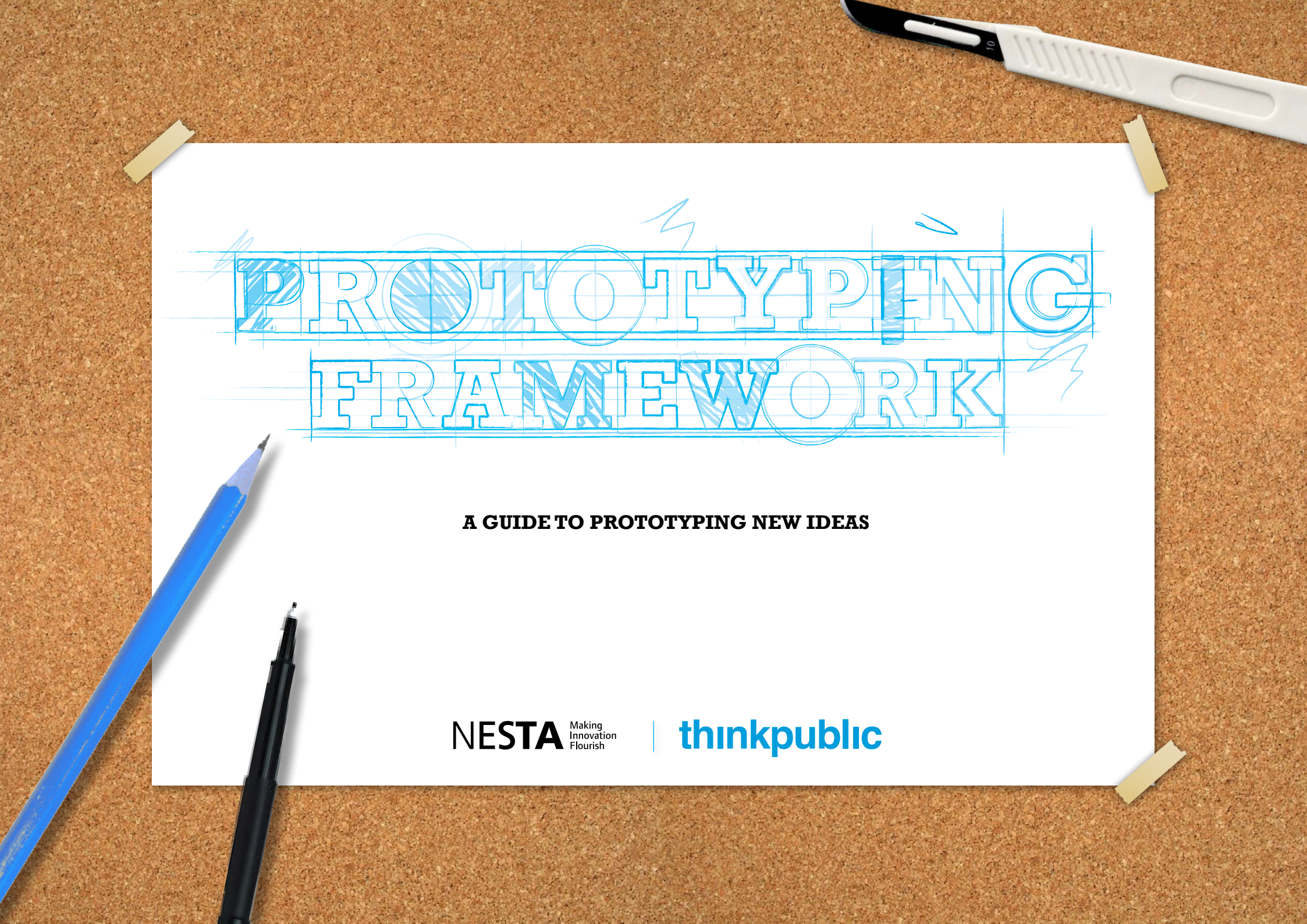


A GUIDE TO PROTOTYPING NEW IDEAS

NESTA Making Innovation Flourish | thinkpublic


NHSI DIABETES
NHSI DNVQ INTERVIEW
10 TOP TIPS OF TREATMENT
MYTH BUSTERS
PATIENT EXPERIENCES
INTERVIEWS WITH DSNS
DIABETES: THE FUTURE

CONTENTS

WHAT ACTUALLY IS PROTOTYPING?

Prototyping is an approach to developing, testing, and improving ideas at an early stage before large-scale resources are committed to implementation. It is a way of project and team working which allows you to experiment, evaluate, learn, refine and adapt. Ensuring that ideas are fully explored before any conclusions are drawn.

Prototyping:

- Involves relevant people at an early stage
- Develops ideas with the people who will help you find the answers
- Makes ideas tangible and tests them
- Refines those ideas
- Informs and improves any eventual project framework for change

WHY WOULD I USE A PROTOTYPING APPROACH?

- Prototyping allows you to try out your ideas without the pressure of getting everything right straight away.

- Prototyping also enables you to involve a wide range of stakeholders in the testing process, providing a better understanding of how your ideas will work.

- Compared to a pilot, prototyping is a low cost process and can be done within short to medium timescales.

- Prototyping also provides an iterative learning approach so ideas can develop as you go along.

You should think about prototyping before you start thinking about piloting. Prototyping is not an alternative to piloting. It helps you build a better specification for what a pilot might be. It may even help you see that your idea isn't going to work and save you the time and cost of a pilot.

HOW DO I DO IT?

The prototyping process outlined in this document was developed through the Prototype Barnet project which used this process to build and test a proposed new service called Community Coaches.

Depending on what you are prototyping you may find different stages of this process are more relevant than others, but the diagram provides a framework from which you can structure your own approach.

During the Prototype Barnet project, many of the stakeholders felt the language around prototyping was inaccessible. So we asked some people from the council to share a story of where they had prototyped something in their own life.

"When cooking a new recipe I prototype. I try the recipe on myself first, and make small changes as I go along, adding more flavour here and there, and writing in my recipe book what I would change next time. I'd then try the recipe out again with some friends making the changes I'd learnt the first time, and see how they like it.

I would probably just keep making small changes to recipes until I found the perfect combination of flavours. It is rare that you'd get it right first time"

"I recently prototyped my journey to work. I moved house and wanted to know the best route in, so I tested out three modes of transport. The first day I got the train, the second day I took the bus, the third day I cycled. I wanted to know which was quicker, cheaper, and which was most enjoyable. Cycling turned out to be the cheapest and the nicest, so I've opted for that, except on Tuesdays when I need to be early, so I use the train... we test things out all the time, without calling it prototyping"

BEFORE YOU BEGIN

HAVE YOU COME UP WITH IDEAS FOR CHANGE BUT YOU WANT TO EXPLORE AND TEST THESE IDEAS?

- [ ] Yes
- [ ] No

If you have answered no, you are not ready to prototype. You should only prototype once you have an idea or opportunity in mind.

HAVE YOU GOT LOTS OF QUESTIONS ABOUT YOUR IDEA?

- [ ] Yes
- [ ] No

If you have answered no, stop thinking you have all the answers, the chances are you don't know it all. Prototyping will help you learn from others and build on your existing knowledge.

ARE YOU OPEN TO LEARNING ABOUT THE GOOD, AND THE BAD BITS OF YOUR IDEA?

- [ ] Yes
- [ ] No

If you have answered no, then you are not yet ready to prototype. Prototyping demands a mind-set that is open to learning and open to change.

ARE YOU COMFORTABLE WITH THE IDEA IT MIGHT NOT WORK?

- [ ] Yes
- [ ] No

If you have answered no, then you are definitely not yet ready to prototype. When prototyping, learning what doesn't work is just as valuable as learning what does.

HAVE YOU GOT TIME AND RESOURCE TO ENABLE YOU TO PROTOTYPE YOUR IDEA APPROPRIATELY ?

- [ ] Yes
- [ ] No

If you have answered no, you will need time and you will need resources. Talk to your manager or the people you work with to ensure that you can secure the time and support required and run a prototyping project.

HAVE YOU GOT PERMISSION FROM SENIOR MANAGEMENT TO START THIS PROJECT?

- [ ] Yes
- [ ] No

If you have answered no, it is really important you are supported to prototype. It is important to get their support at the start so plan a conversation with your senior management into the process.

ARE YOU OPEN TO TRYING A NEW WAY OF WORKING AND PERSISTING WHEN IT GETS DIFFICULT?

- [ ] Yes
- [ ] No

If you have answered no, toughen up. It'll be hard, but it should be fun, and it'll definitely be interesting!

ARE YOU READY TO GET CREATIVE AND MAKE THINGS HAPPEN?

- [ ] Yes
- [ ] No

If you have answered no make sure you or someone on your team has the creative energy to drive the project forward. It is important to approach prototyping with a proactive 'can do' attitude. Less talk, more doing.

If you answered yes to most or all of those questions then you are ready to crack on.

EMBRACE IT. KEEP GOING. ENJOY THE PROCESS.

Barnet Council staff and partners prototyping boats.

THE PROTOTYPING PROCESS

This document is to help you to use a prototyping approach in project and change work. It should be useful for any organisation or individual with a new untested idea.

It will provide some background information on why to use prototyping, when, what and how to do it, and who to do it with.

DOING THE GROUNDWORK

Doing upfront work to get people and ideas ready

PROTOTYPING PHASE 1

To build a specification

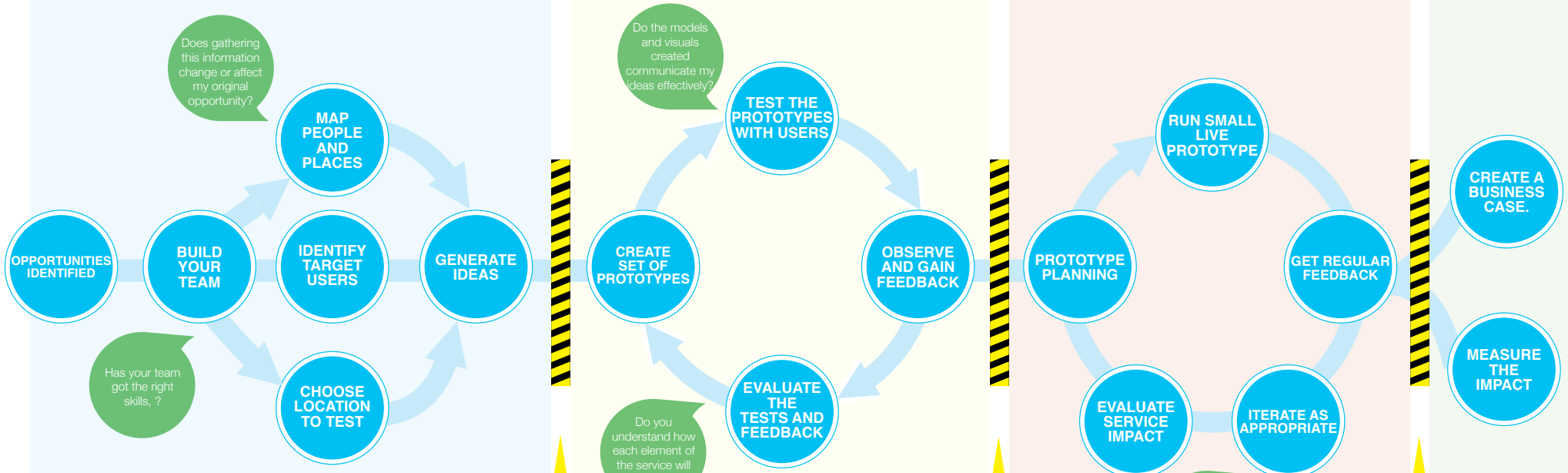
You have ideas but are unsure how each element or touchpoint of the service would function, you need to test, learn and refine the service.

PROTOTYPING- PHASE 2

Testing the specification

You have a clear idea about the way the service should function and feel, and are ready to test that in the real world.

LEARN AND EVALUATE

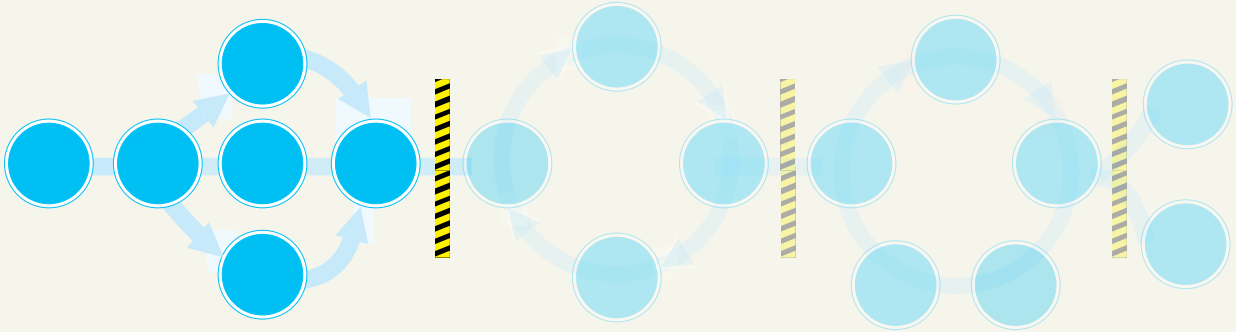


PAUSE POINT 1
Proof of Concept

PAUSE POINT 2
Build for wider engagement

PAUSE POINT 3
Decision Making

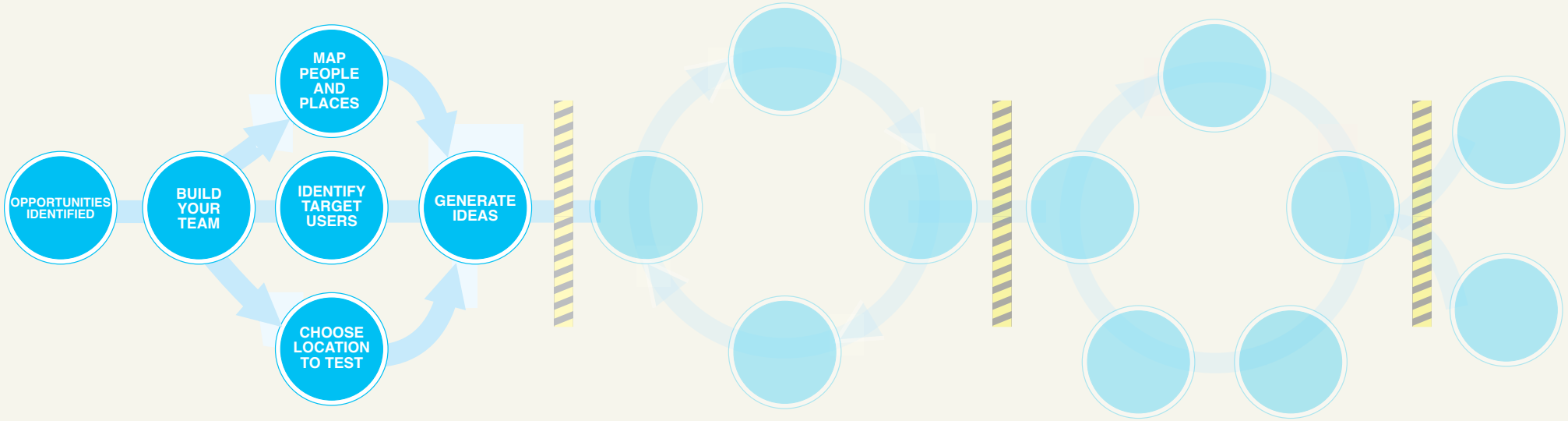
PROTOTYPING THE BUSINESS MODEL



DOING THE GROUND WORK

Getting people and ideas ready to prototype

WHERE YOU ARE



IDENTIFY OPPORTUNITY

WHY?

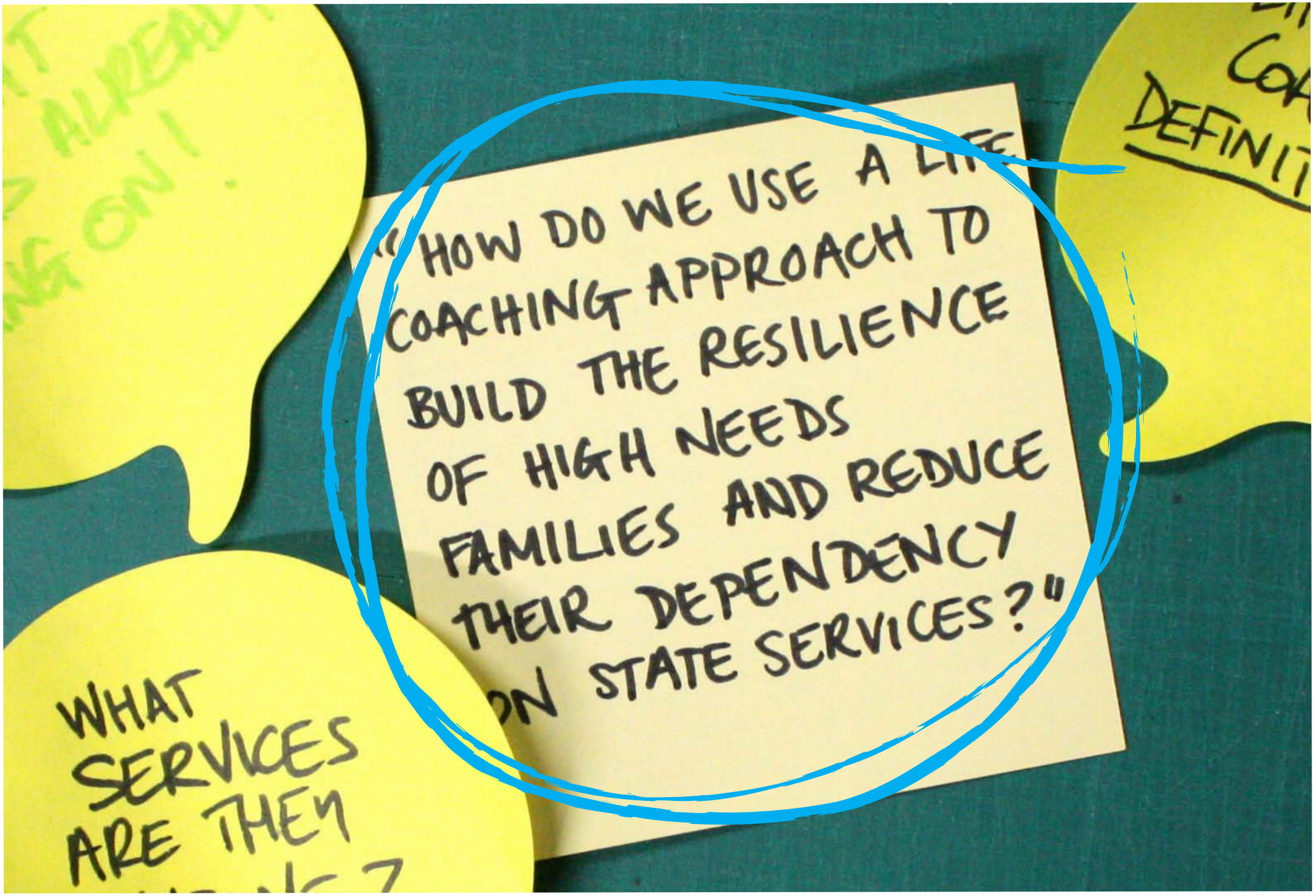
- Before you start a prototyping project you must have identified an opportunity. You need to be able to explain what you want to change, why you want to change it, and how it will benefit service users. Better still if you can also identify what will be different as a result of the prototype.
- This will help you get the project off to a good start and help shape the vision and objectives for your project team.

HOW?

- Give yourself time to read through any previous research, and talk to any relevant experts to make sure you fully understand the context of this opportunity.
- You might want to turn the opportunity into a question or mission statement to help you frame your work.

TOP TIP

Don't rush into prototyping before you are ready. To make it work you need a good solid starting point and a clear vision for what you are trying to achieve.


"HOW DO WE USE A
COACHING APPROACH TO
BUILD THE RESILIENCE
OF HIGH NEEDS
FAMILIES AND REDUCE
THEIR DEPENDENCY
ON STATE SERVICES?"
WHAT
SERVICES
ARE THEY

BUILD YOUR TEAM

BUILDING A TEAM AROUND THE OPPORTUNITY

WHY:

It is important to build a strong and diverse team around your opportunity, involving people who can offer different and relevant expertise.

You may need to involve certain community groups to ensure they are involved in the project from the start. You may need to involve commissioners or decision makers to ensure ideas respond to the need and will be affordable. You may want to involve people who have previous experience of the subject or of prototyping.

All of these people will help give you feedback to make your prototyping a success.

HOW:

Think about who needs to be involved from all angles; service users, service deliverers, experts, senior leaders.

- Who has knowledge and expertise in the subject?
- Who are the commissioners or decision makers who will be key to making your idea happen?
- Who will be using or delivering this idea in the future?
- Who has the passion, creativity, and drive to make this project a success?

WHO SHOULD I PROTOTYPE WITH?

Try to involve everyone who will be affected.

- Service users
- Deliverers
- Commissioners
- Relevant community organisations

DOWNLOADABLE TOOLS

1: WHO TO INVOLVE

1.1 TEAM PERSONA CARDS

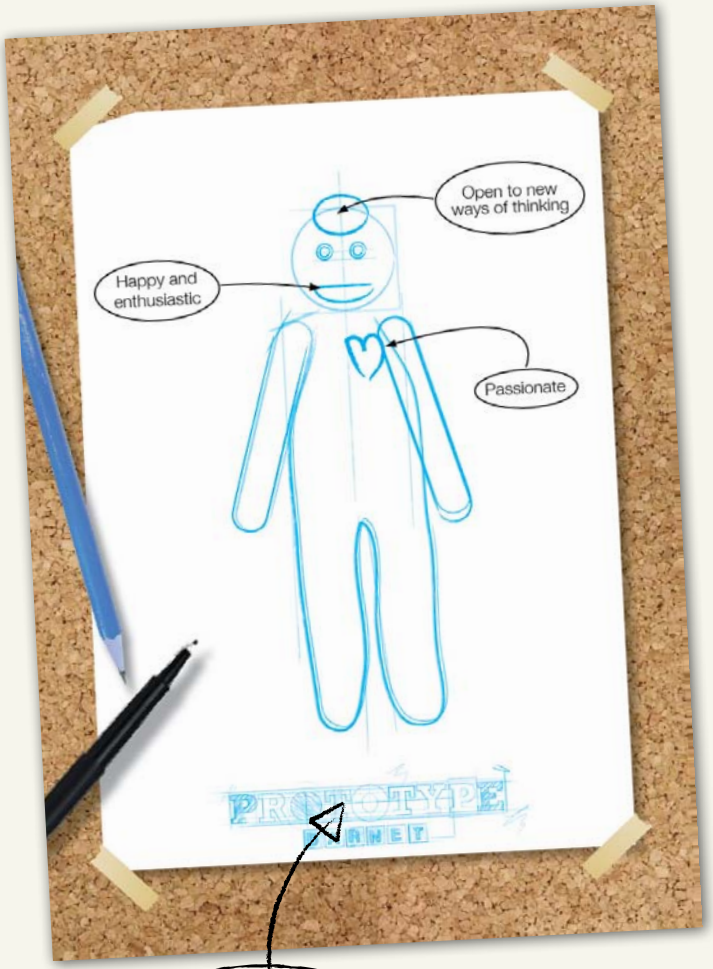
1.2 ACTIVITY SHEET

See Additional Resources on page 51

TOP TIP

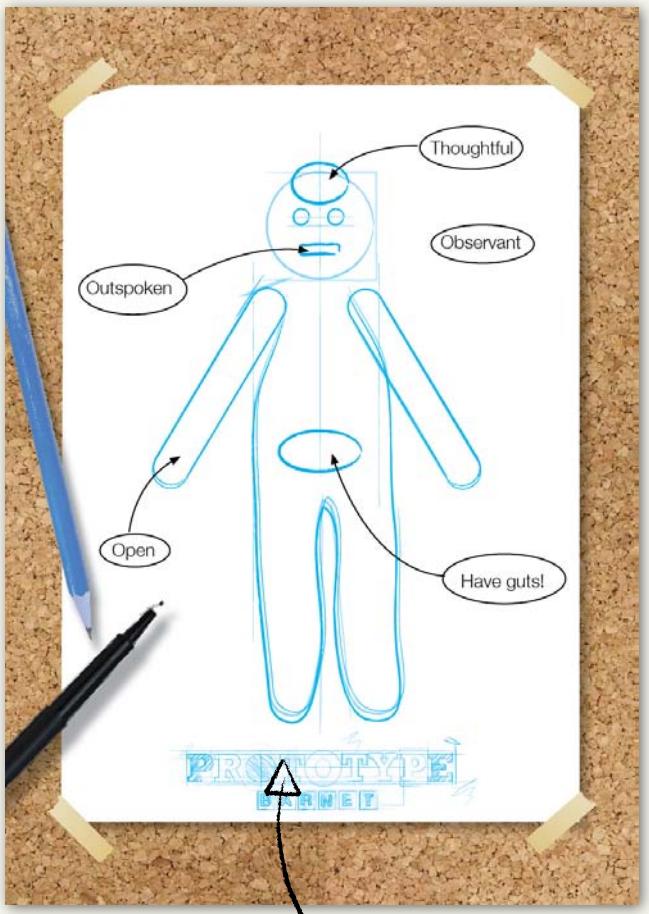
Make sure you keep the Core Project team quite small. This team need to get their hands dirty doing the work, not just sit in a room talking.

It is important you get people involved who have the right values and attitude, this is as important as their skills and experience. We created three team persona cards to help you identify the right people for the job.



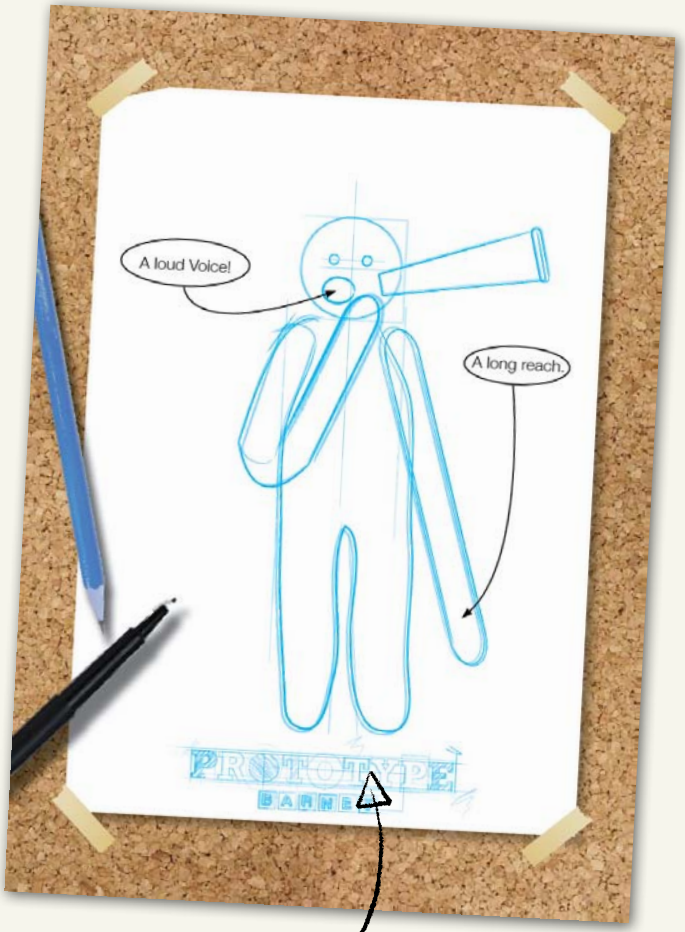
CORE TEAM

Their job is to help build, run and test the prototype.



PROJECT SPONSOR

Their job is to champion the project and help remove barriers.



CRITICAL FRIENDS

Their job is to cast a critical eye over the process and ask challenging questions.

MAP EXISTING SERVICES

WHY:

To get a clearer idea of what is currently happening, where there are gaps and overlaps and what you can learn from them.

It will also help inspire you about the different models currently being used.

HOW:

A lot of this information will be available on-line. You could also talk to expert individuals or organisations who can help you build this picture.

And don't just think about council services. Consider who is active in the community and where informal services might be on offer?

TOP TIP

Make sure you talk to people who know the area you are focussing on. There will be a lot of knowledge and information locked up inside people's brains.


COMMUNITY SHOP
Cheap
Local, Nation
&
Intern
99p+
THE NOVO CENTRE
Long Field
Highlea Close
Corner Mead
Fulbeck Dr
Haywood Ave
Gaydon Ln
Quakers Course
Advocacy
Everglade Strand
St James'
Catholic
High School
The Orion
Primary
Lanacre Ave
N Acre
Near Acre
Broadhead Strand
Great Strand
Five Acre
Hundred Acre
Little Strand
Further Acre
Graham
Kenley Av
NESTA | thinkpublic

CHOOSE A LOCATION TO TEST

WHY:

A test site will enable you to have one consistent place were you can run your testing. This could be a community, a building, a website, or a department within the council.

HOW:

By having a clear idea of the opportunity you should be able to identify a suitable test site. Link with other individuals and organisations who have knowledge in the test site to help you create the right connections.

TOP TIP

If your test site is a physical place, make sure you go visit and talk to people about what you are doing. It is important that from the start of your project people are kept updated on what you are doing and why. The more people who understand your objectives, the more support you will receive.


Hackney
Planning


How can your experience of head and neck services be improved?


STRAND HOUSE

IDENTIFY TARGET USERS

WHY:

In order to test your idea with the right people, you must identify up-front who you will need to involve in the prototyping. While some prototyping activities could be done internally within the project team, there will be some that require a wider test group.

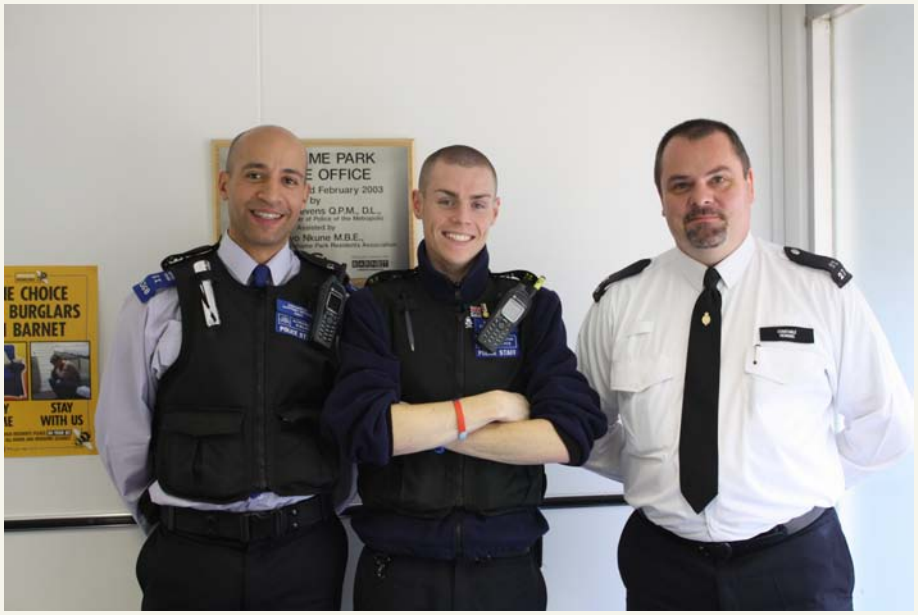
HOW:

Use trusted links into networks and communities to help you identify and connect with the right people. When deciding who to involve in the testing, think about;

- Who might be involved in the service/idea in the future?
- Who knows the target group well and would have insight to share?
- Who has experience and knowledge that will build your knowledge of the idea?

TOP TIP

Make the most of the trusted links that are already established across communities and within networks. You will not always be the right person to establish those relationships.


E CHOICE
BURGLARS
BARNET
STAY
WITH US

GENERATE IDEAS

WHY:

Before you start prototyping you will need to turn your opportunity into an idea. You will not be able to prototype something that is not a defined idea.

HOW:

Get people within your team together to attend a brainstorming session. Use the research you have around your opportunity to inspire their thinking.

Encourage the team to think differently and generate bold and innovative ideas. You could get an external facilitator to help you in the session, to challenge the team to think differently. You could also try running the session in a different place, somewhere people find unfamiliar and inspiring.

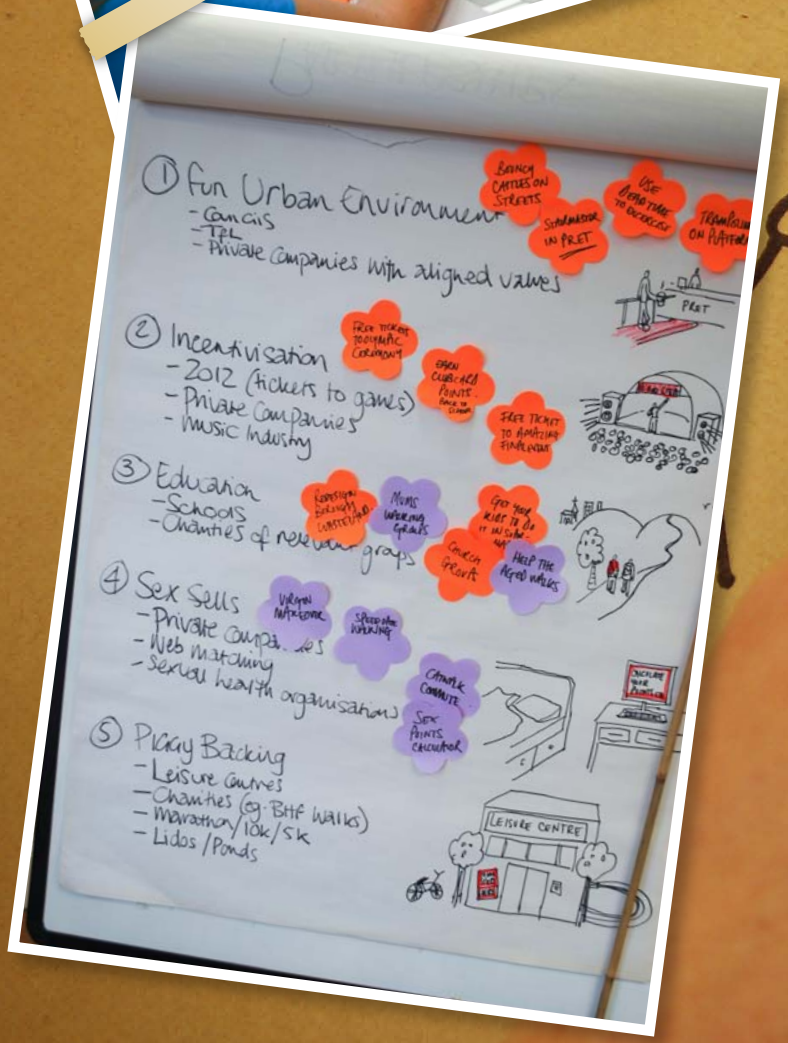
DOWNLOADABLE TOOLS

2: THE 6 THINKING HATS de Bono

See Additional Resources on page 51

TOP TIP

It is really important that you don't start prototyping too soon. There is nothing wrong with taking time to further develop your thinking and define some ideas before you start.


1 Fun Urban Environment
- Councils
- TfL
- Private companies with aligned values
2 Incentivisation
- 2012 (tickets to games)
- Private companies
- Music industry
3 Education
- Schools
4 Sex Sells
- Private companies
- Web matching
- Sexual health organisations
5 Piggy Backing
- Leisure centres
- Charities (eg: Bttf walks)
- Marathon/10k/5k
- Lidos/Ponds
LEISURE CENTRE

PAUSE POINT 1

BEFORE YOU START TO PROTOTYPE YOUR IDEA(S), YOU NEED TO PROVE THE CONCEPT.

A Proof of Concept is a demonstration of an idea which is usually still incomplete. This could be a verbal, written or visual demonstration, and is used to establish whether the idea is likely to work.

The idea must be formed enough that it can be communicated and tested, but not so locked down as to be inflexible.

It is also important here to start thinking about the sustainability and business model for your idea.

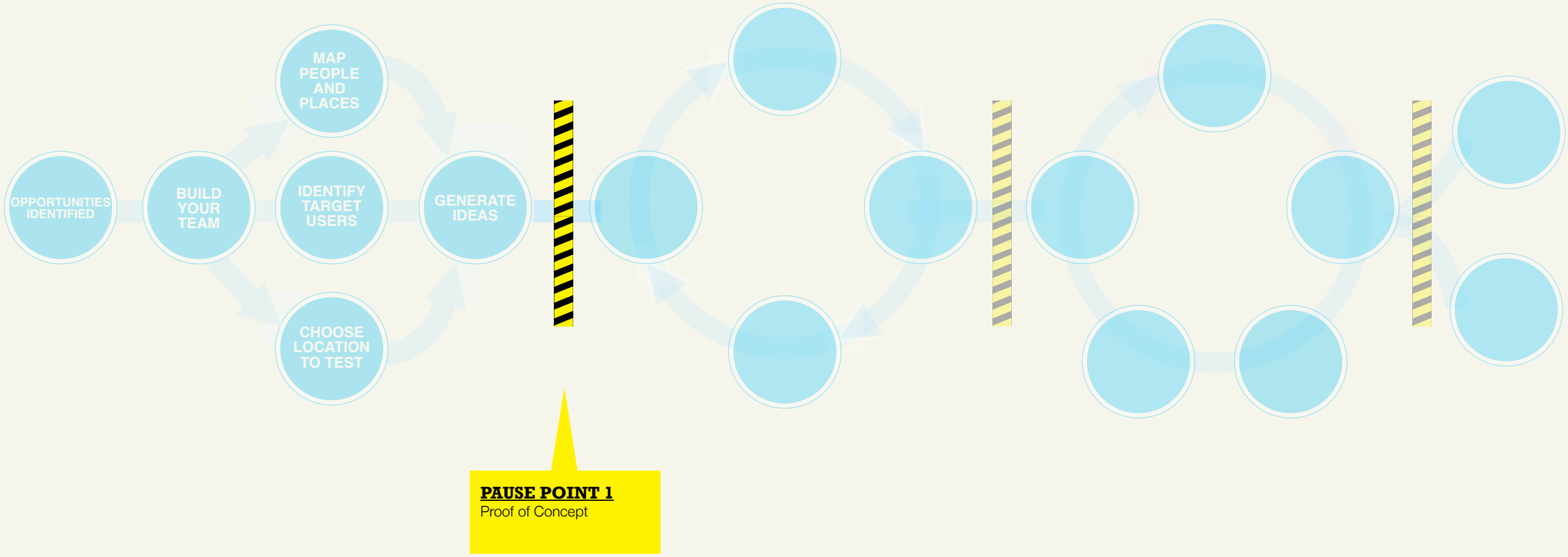
HOW

Select a group of people who will be able to offer you the insight required to prove the concept.
You will need to involve:

- The decision makers, the people who need to give you permission to take this idea into prototyping and beyond.
- Investors or commissioners who would know if there are resources to develop the idea, what kind of regulation might be expected, how saturated the market is, and what kind of demand there has been for similar products, as well as what sort of competition exists.

Once you have proved the concept with the relevant people, then the prototyping can begin.

WHERE YOU ARE



PROTOTYPING PHASE ONE

Building a specification

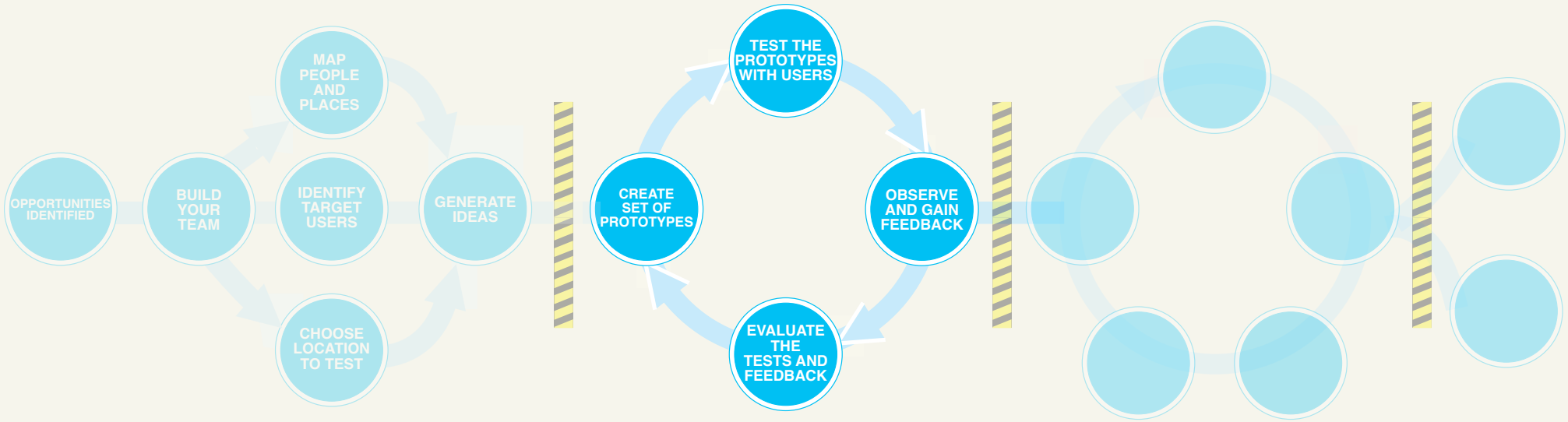
The purpose of this phase is to use prototyping to test different elements of your idea in order to build a clearer specification for your service/product.

During this stage in the process you are really getting stuck into prototyping in different and creative ways.

This stage is deliberately drawn as a cycle, because of its iterative nature. You may need to go through this cycle of activities multiple times before you are ready to move into phase two.

If you were designing a chair for example, this is the stage where you would test out the materials used, the length of the legs, the angle of the seat etc. You are not yet ready to build the chair in its entirety.

WHERE YOU ARE



CREATE A SET OF PROTOTYPES

WHY:

In order to clarify and test out your idea and elements of your idea with people, it is important to make prototypes that bring your idea to life. Making something tangible for people to see, touch, and understand.

HOW:

Firstly decide which parts of your service need further thought and clarification. Then decide which elements of the service you need to communicate and discuss with others. It is important to prioritise what you want to prototype according to what you most need to discover. You might be able to prototype everything all at once or you may need to break it down into very small chunks.

You can create your prototypes in a number of ways, at this stage it is all about making your ideas visual.

Below are two methods that have been used successfully in a local authority context in the past.

See it:
By making storyboards you can build a visual representation of a service idea, breaking down the service into stages which help structure both your explanation of your idea, and how people feed in their ideas.

A storyboard might not always be appropriate, it could be a simple sketch of your idea.

Build it:
By building low-tech models out of paper and other materials you can make a tangible product, space, or touch-point within a service. This helps people feel and see the idea.

Building materials can include plasticine, Lego and/or cardboard.

When creating prototypes in Barnet, we mocked up basic potential service environments by using Lego as service users and providers, and old shoe-boxes to create the rooms in which the service would be delivered.

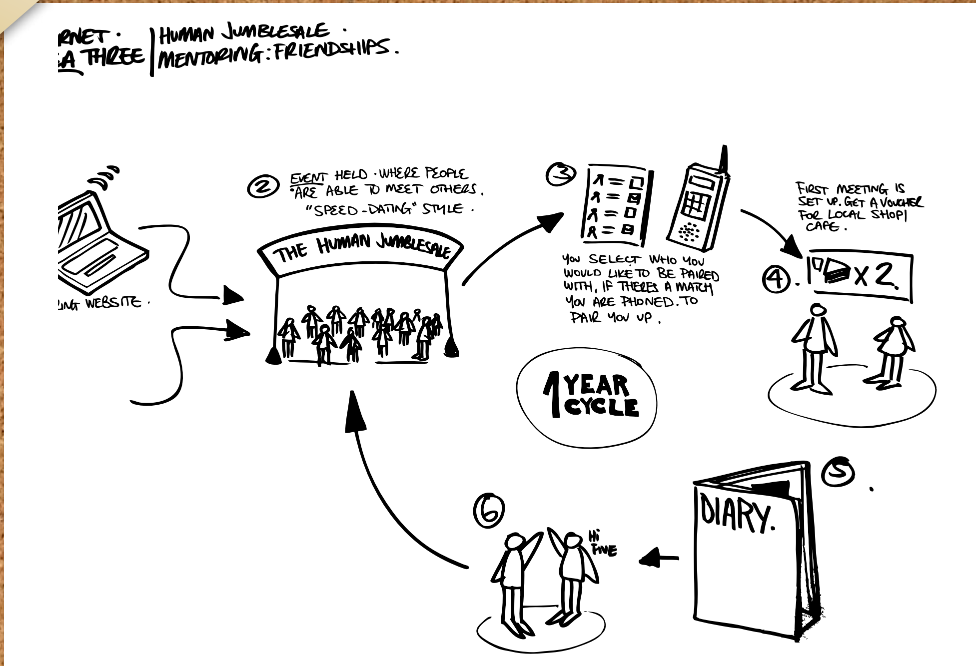
DOWNLOADABLE TOOLS

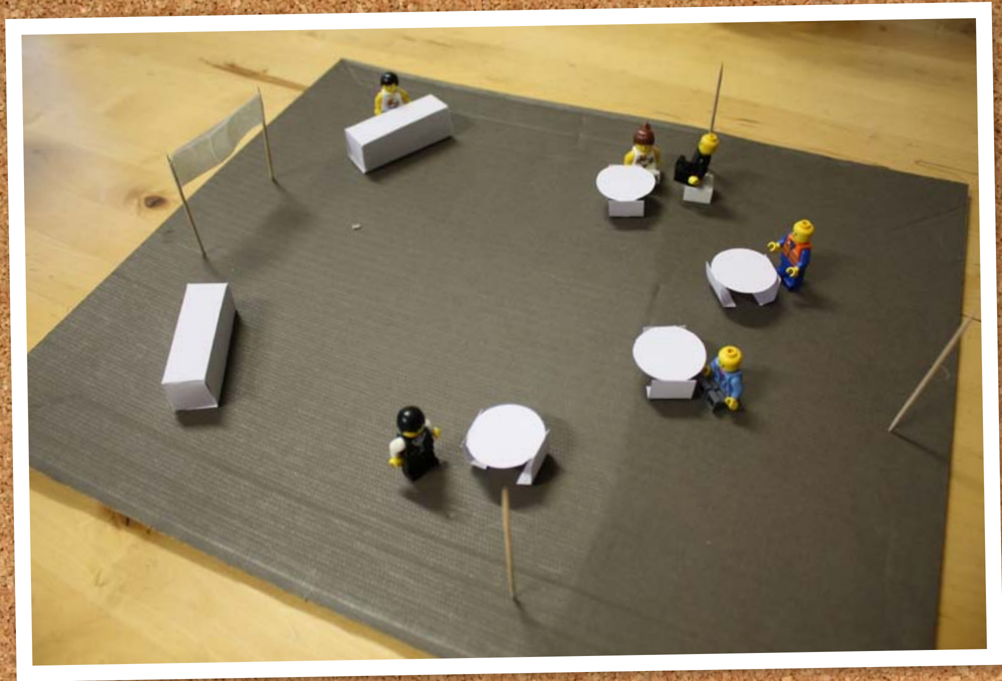
3: STORYBOARD

See Additional Resources on page 51

TOP TIP

You could think about involving other support at this stage to help you create the prototypes. A designer, for example, might be very helpful.


RNET ·
A THREE
HUMAN JUMBLESALE ·
MENTORING: FRIENDSHIPS.
② EVENT HELD · WHERE PEOPLE ARE ABLE TO MEET OTHERS. "SPEED-DATING" STYLE ·
THE HUMAN JUMBLESALE
ING WEBSITE ·
③
YOU SELECT WHO YOU WOULD LIKE TO BE PAIRED WITH, IF THERES A MATCH YOU ARE PHONED. TO PAIR YOU UP.
FIRST MEETING IS SET UP. GET A VOUCHER FOR LOCAL SHOP/ CAFE.
④. x2
1 YEAR CYCLE
⑤ .
DIARY.
⑥
HI FIVE




INDIVIDUAL SUPPORT
SEATING AREA
TEA, COFFEE & CHAT
SKILLS EXCHANGE


TIME FOR TEA

TEST AND GET FEEDBACK ON PROTOTYPES

WHY:

Testing your prototypes will help you gain feedback and insight on what works well and what can be improved. Feedback from the testing goes straight into re-designed prototypes. This can be a rapid process, with changes being made quickly along the way.

HOW:

Consider who you want to gain feedback from, including both service users and the people delivering a service. At this stage use the expertise in your wider stakeholder group to help you identify the right people to test with.

- Think about what information you want to gain from the testing and write a list to use as a reminder when undertaking the activities.
- Capture key comments and insights using film, photos, written notes, a Dictaphone, drawings, or anything else which helps.

Act It:
Role play can be used as a method to help you and your group test out the idea.

For example, if you were prototyping a new way for the customer service staff to greet residents, you could get different people to role play the scenario, testing out different ways this could work.

This is a useful method to use internally if you are testing your ideas within your project team.

DOWNLOADABLE TOOLS

4. TESTING PLAN

4.1 ACTIVITY SHEET

4.2 TELEPHONE TEMPLATE

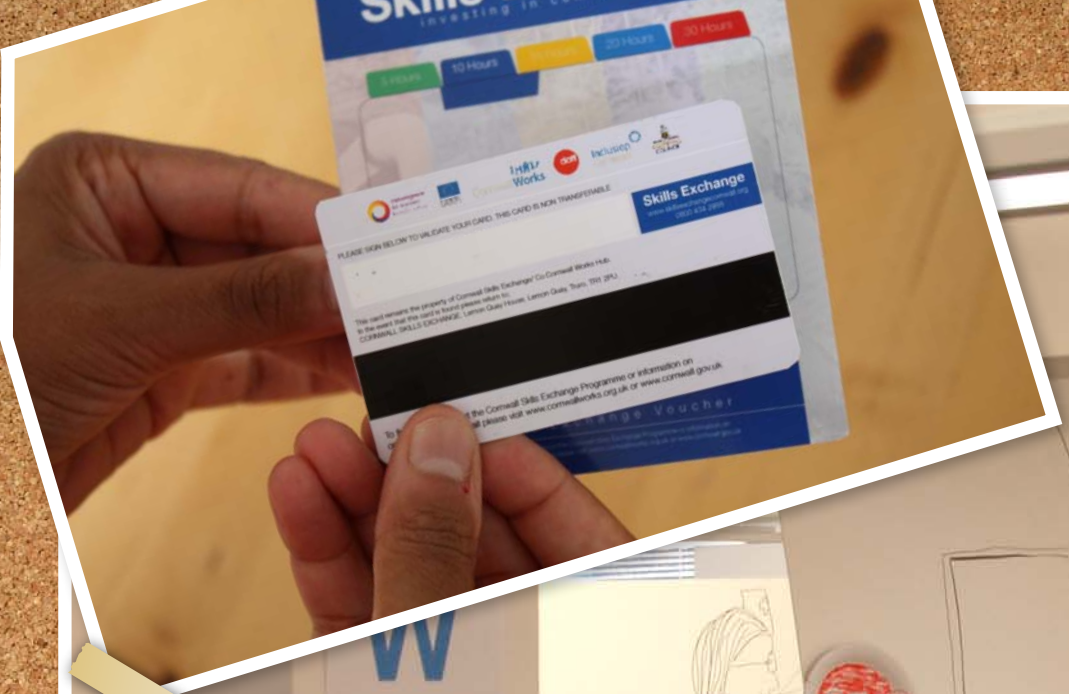
5. METHOD CARDS

See Additional Resources on page 51

TOP TIP

Make sure you capture the feedback from stakeholders in a way that is easy to analyse and use. You don't always need to facilitate a large testing event to make this work.

Keep it simple.


Skills Exchange

WAR
STOP
WASH HERE
E
N
T

EVALUATE

THIS IS THE STAGE WHERE YOU REVIEW YOUR LEARNING FROM THE TESTING, AND USE THIS LEARNING TO BUILD A GREATER UNDERSTANDING OF YOUR IDEA, AND MAKE A MORE DEVELOPED NEW SET OF PROTOTYPES.

WHY:

Prototyping is an iterative process, as you learn more, your idea will adapt and the testing can continue as these changes happen.

HOW:

After you have captured insight from the testing, you will need to come back together with your team, review the testing insights, spot opportunities for change, and re-do your prototypes.

Make sure you revisit the testing plan you created in the previous stage.

The testing can happen many times before you feel you have sufficient information to move into phase two.

TOP TIP

Don't take too long over this. This first phase of testing should feel rapid.


Enabling

PAUSE POINT 2

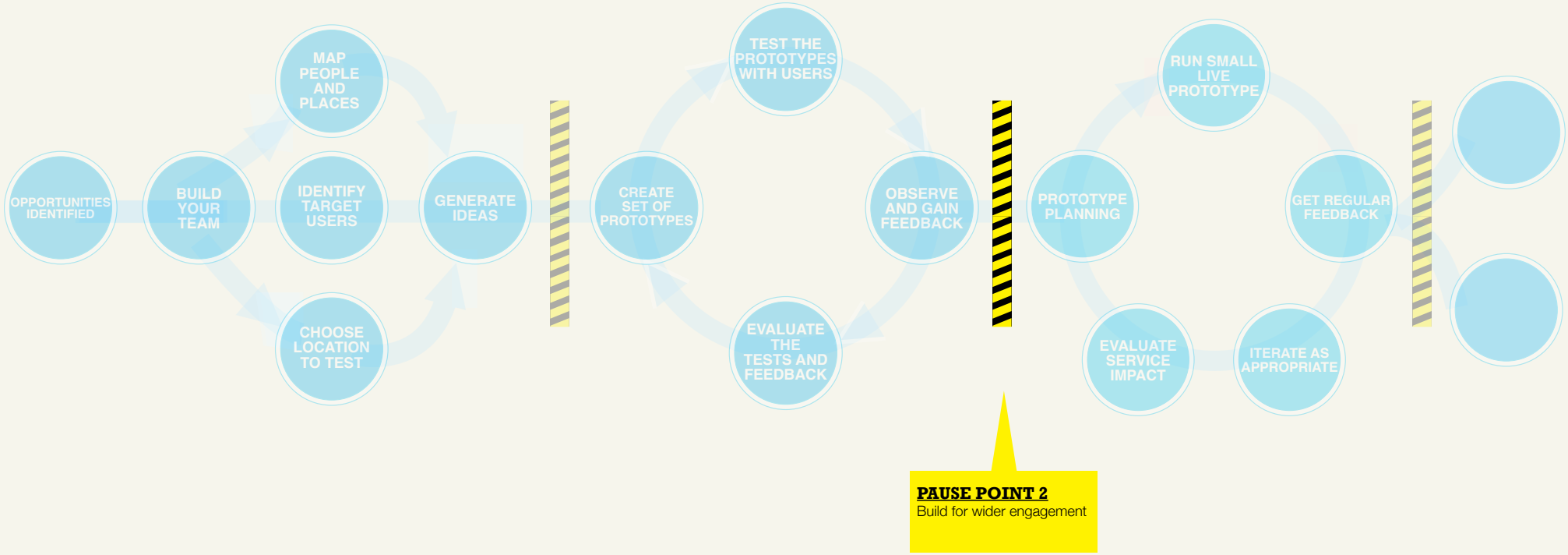
BEFORE YOU MOVE FROM PHASE ONE TO PHASE TWO YOU NEED TO KNOW WHETHER YOU HAVE ENOUGH INFORMATION TO LIVE PROTOTYPE.

YOU ARE READY TO LIVE PROTOTYPE IF YOU:

1. Have a clear and complete specification of an idea.
2. Have the resource, capacity, and time to facilitate a live test.
3. Have answered most of your original questions.
4. Have a few well-defined questions still to explore.
5. Have senior buy-in, and agreement from key stakeholders (such as the decision makers and commissioners).
6. Understand the sustainability and business model.

Live prototyping is a chance to build your complete idea to test its functionality and impact. It is not a pilot, but is an opportunity to better understand how a larger-scale pilot would work, and how you would measure success.

WHERE YOU ARE



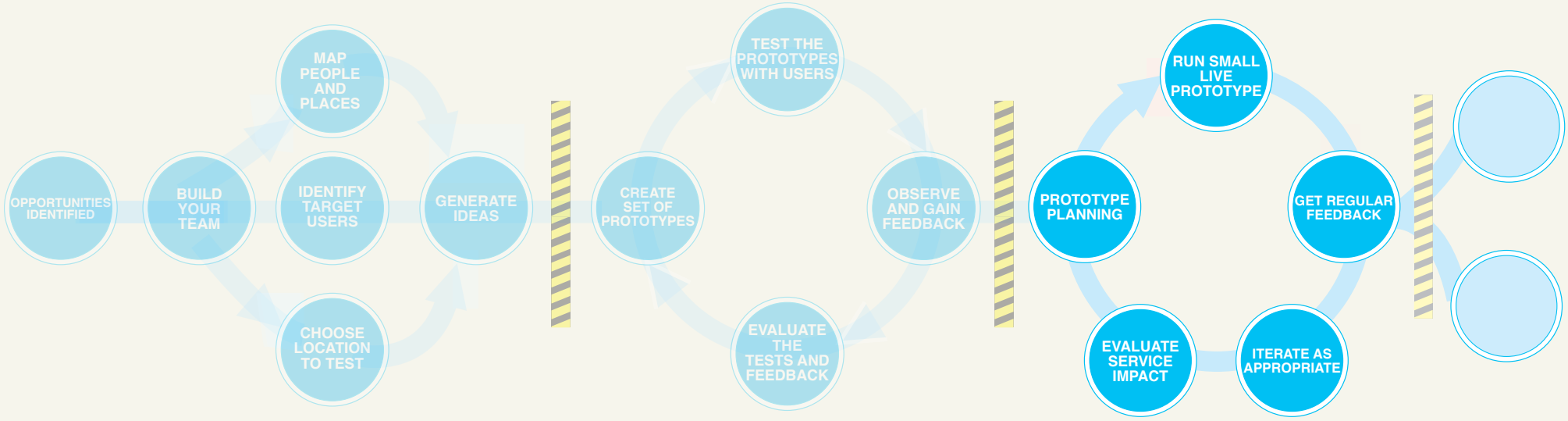
PROTOTYPING PHASE TWO

Testing the specification

The purpose of this phase is to use all your learning from phase one to build a more complete model of your service/product to test in a real situation. This is called Live Prototyping.

If designing a chair for example, in phase one you would have learnt about the materials used, the length and angle of the legs, and height of the back and you are ready to build a complete chair. This phase would let you give the chair to your target consumer to test out over a period of time, and get much more in depth feedback.

WHERE YOU ARE



LIVE PROTOTYPE PLANNING

WHY:

To plan how you want to gain more detailed feedback from users in a 'real world' environment about what works well and what can be improved.

HOW:

Work with your team to build a complete specification of your idea, and turn this into a working model. This could be a product, or a service.

MEASUREMENT:

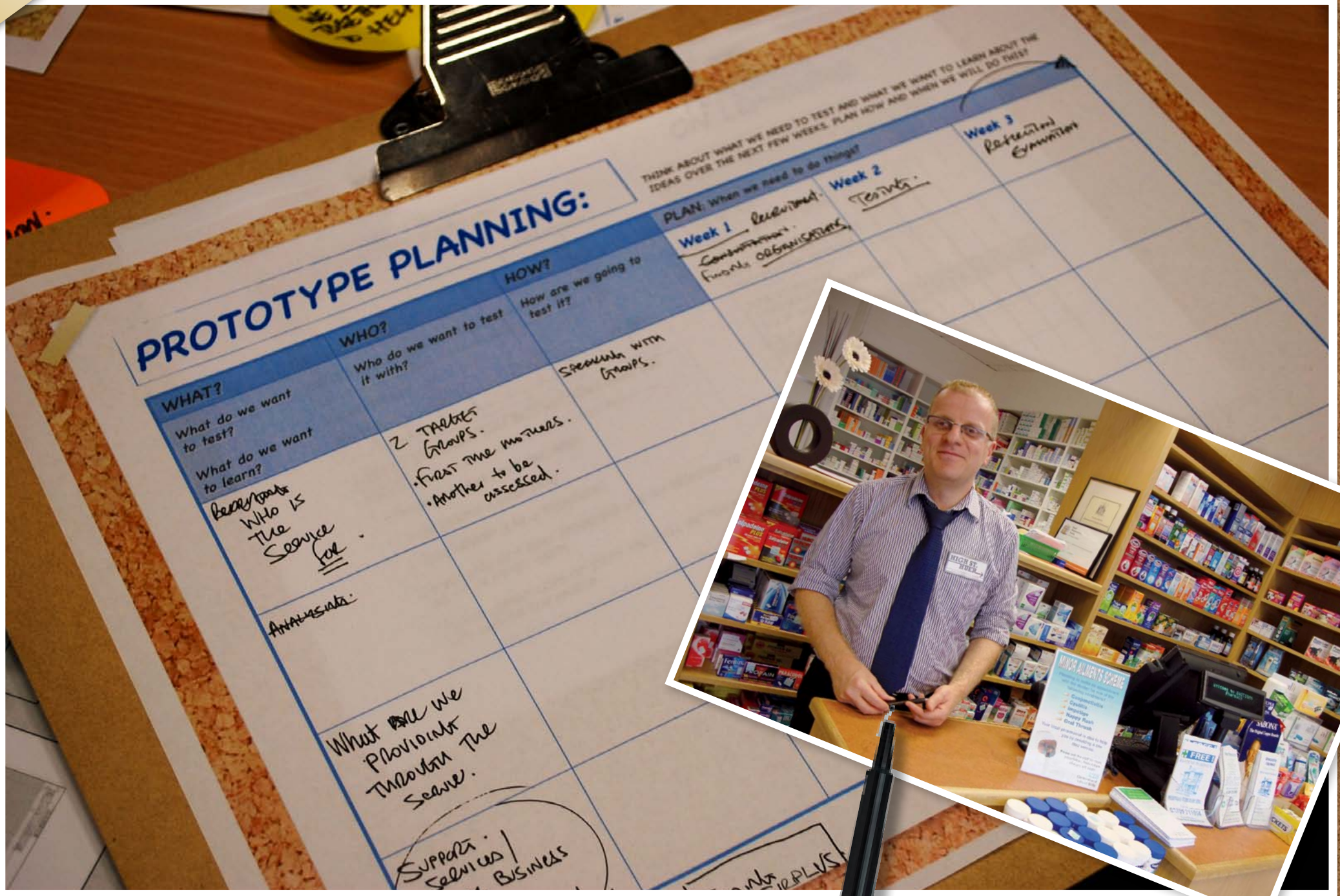
Identify what you want to test and how you will do this. There may be a number of things, and it is important that you keep focussed on these throughout the testing to ensure you are structuring your learning.

When you have identified what you want to test, think about how you will know you've achieved success. For example, when live prototyping the Community Coach service, one of the things we wanted to test was the support required by volunteers. Success would mean that the volunteers felt supported and self-confident and did not rely on support outside of the peer group.

Whilst this is happening, set up an internal meeting to plan potential business models Bring in key advisors and commissioners. Be focussed on what data you need to collect during live testing to support the business model and scale of your idea.

TOP TIP

When Live Testing with real people, it is really important that your communication is clear and open. Tell people what you are testing, why and for how long. And don't make false promises. You are learning as you go and there is no guarantee that what you are testing will be a success.


PROTOTYPE PLANNING:
THINK ABOUT WHAT WE NEED TO TEST AND WHAT WE WANT TO LEARN ABOUT THE IDEAS OVER THE NEXT FEW WEEKS. PLAN HOW AND WHEN WE WILL DO THIS!
WHAT?
What do we want to test?
What do we want to learn?
WHO?
Who do we want to test it with?
HOW?
How are we going to test it?
PLAN: When we need to do things!
Week 1
Week 2
Week 3
Reflection/ Evaluation
2 TARGET GROUPS.
•First the mothers.
•Another to be assessed.
Speaking with groups.
ANALYSIS.
What are we providing through the scheme.
Support Services
BUSINESS

ITERATE AS YOU PROTOTYPE

WHY:

During the Live Prototyping you should still feel able to quickly redesign and improve existing prototypes based on peoples' feedback and your observations.

HOW:

Consider what is the best way to gain feedback on what works well and what can be improved.

Use different approaches to gain feedback; ask for people's verbal feedback, watch and observe people using the prototypes (often, what they say, think or will do, is different from how they actually interact).

Take the key insights from the feedback and think about ways to redesign the service touch-point accordingly.

For example based on feedback and observation of how the support for volunteers worked we were able to establish some of the most effective methods and levels of support.

TOP TIP

If you engage many people in testing your idea, you may be getting a lot of feedback, which is often conflicting.

Take into account all feedback but make sure decisions are made based on the original opportunity

No service will ever please all people!


DO NOT CLIMB
MIND YOUR HEAD
THE HIGHS:
THE LOWS:
YOUR FACE
AT THE START OF THE WEEK
YOUR FACE
AT THE END OF THE WEEK
DID ANYTHING SURPRISE YOU?

EVALUATE AGAINST ORIGINAL TESTING PLAN

WHY:

At this final stage you are in a position to pull all your learning together from phase one and two and make decisions about what your product or service should be and how it should work.

HOW:

Bring your team back together for a reviewing insights working session. Include some outside influence in this session to bring a fresh perspective. It is likely you will be immersed in the project and fresh eyes will be useful.

There will be a few conclusions to this session;

1. You have sufficient information and insight in order to build a final blueprint or business plan for your idea. This will move you to Pause Point Three.
2. You identify some areas where more information is needed, and you go through Phase Two again with a revised specification.
3. There are a great number of areas in the idea that need further development. Go through Pause Point One again into Phase One.

TOP TIP

Make sure along the way you have captured insights in a structured way, it will make this stage a lot easier!
Don't worry if the prototype hasn't worked or if a decision is made not to pursue it. The point of prototyping is to learn about what works and what doesn't.

DIFFERENT THINGS WE ARE TESTING

- Referral pathway

- Supporting tools

- Meet-up location

- Meet-up agenda

- Size of groups

PAUSE POINT 3

YOU HAVE DECIDED TO MOVE FORWARD TO THE FINAL DEVELOPMENT OF YOUR IDEA.

YOU FEEL YOU HAVE SUFFICIENT INFORMATION AND INSIGHT IN ORDER TO BUILD A FINAL BLUEPRINT OR BUSINESS PLAN FOR YOUR IDEA.

IT MAY BE BENEFICIAL TO PILOT YOUR SERVICE IN ORDER TO GET MORE DETAILED FEEDBACK.

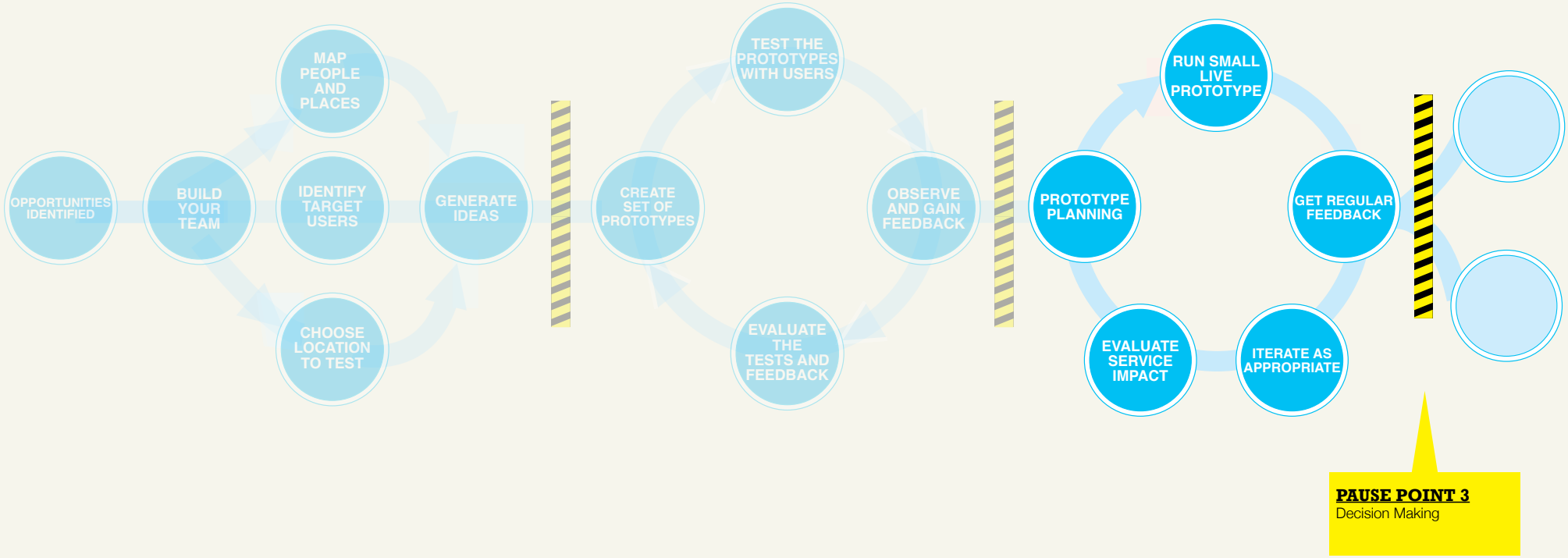
YOU WILL HOWEVER NEED TO RE-ENGAGE WITH THE KEY DECISION MAKERS AT THIS POINT TO ENSURE THAT THERE IS BUY-IN AND SUPPORT FOR TAKING YOUR IDEA OUT OF THE PROTOTYPING STAGE.

WHEN SHARING YOUR WORK WITH THE DECISION MAKERS, ENSURE YOU ARE HAVE ANSWERS TO THE FOLLOWING QUESTIONS

1. How has prototyping helped shape this product/service and ensure it is fit for purpose?
2. What is the demonstrable value of this new product/service?
3. How can it go from a prototype to a functioning product/service?
4. Who are the partners, what is the cost, where is the revenue?

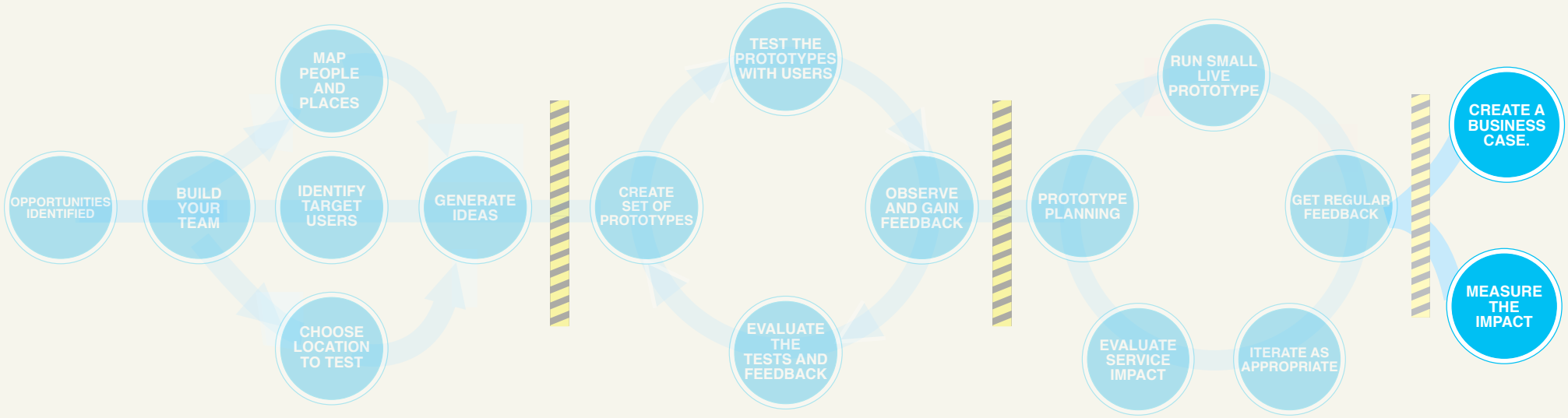
There will be a number of things you will need to demonstrate before building your business plan; the Business Planning tool in the next section should help you.

WHERE YOU ARE



EVALUATE AND ENTERPRISE

WHERE YOU ARE



CREATING A BLUEPRINT/ BUSINESS PLAN

WHY:

This stage will enable you to structure a plan for turning your product/service into a functioning model.

HOW:

You should have pulled together the insights from the prototyping and testing and made decisions on the final design.

Use the Business Planning tool below to help frame your insights.

DOWNLOADABLE TOOLS

6. BUSINESS PLAN TEMPLATE

6.1 MAPPING SCALES

See Additional Resources on page 51

TOP TIP

Consider what information you need to communicate which is critical to the business model, don't try and squeeze everything into the final plan.

ping the social business model
our new service idea

e the tool to help you think about how you should deliver the service idea you are developing.

What is the service idea?

What is the aim of the service idea?

Ownership
Who should own and deliver the service?

Public Sector | Private Sector | Formal Social Sector | Informal Social Sector | Individual Citizens

Funding
Who should pay for the service?

Public Sector | Private Sector | Formal Social Sector | Informal Social Sector | Individual Citizens

Liability
Who should be responsible for the service and any safe-guarding?

Public Sector | Private Sector | Formal Social Sector | Informal Social Sector | Individual Citizens

Referal
How to people find out and get to use your service?

Public Sector | Private Sector | Formal Social Sector | Informal Social Sector | Individual Citizens

thinkpublic

NTERPRISE PLA NG TOOL

Enterprise logo:

th

5. Key Activites

hat are the most important things r social enterprise must do in order ork?

ustomers

urces ple

t resources cial

1. Service Propositions

What is the value your social enterprise offers?

Customers

Beneficiaries

3. How do you get people on board?

How do you market your social enterprise to potential users?

Customers

Beneficiaries

4. How do you keep people on board?

How do you communicate with your current users to deliver your social enterprise?

Customers

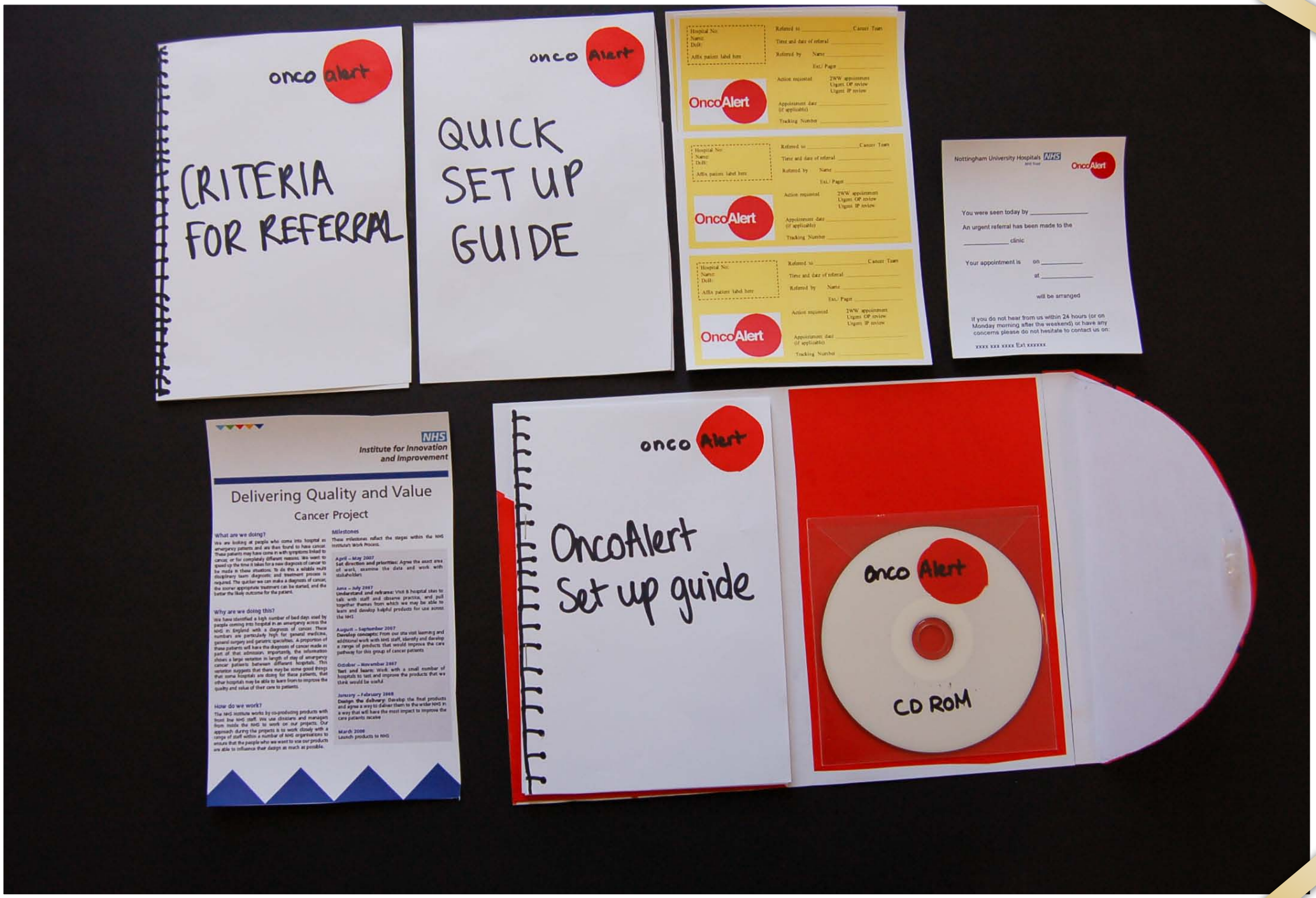
Beneficiaries

2. U Segm

Who are the dif groups that you enterprise aims

Customers

Beneficiaries


onco Alert
CRITERIA FOR REFERRAL
onco Alert
QUICK SET UP GUIDE
Hospital No:
Name:
DoB:
Affix patient label here
Referred to _____ Cancer Team
Time and date of referral
Referred by Name
Ext./ Pager
Action required 2WW appointment
Urgent OP review
Urgent IP review
Appointment date (if applicable)
Tracking Number
OncoAlert
Nottingham University Hospitals NHS
OncoAlert
You were seen today by _____
An urgent referral has been made to the _____ clinic
Your appointment is on _____
at _____
will be arranged
If you do not hear from us within 24 hours (or on Monday morning after the weekend) or have any concerns please do not hesitate to contact us on:
xxxx xxx xxxx Ext xxxxxx
NHS
Institute for Innovation and Improvement
Delivering Quality and Value
Cancer Project
What are we doing?
Why are we doing this?
How do we work?
Milestones
April – May 2007
June – July 2007
August – September 2007
October – November 2007
January – February 2008
March 2008
onco Alert
OncoAlert Set up guide
onco Alert
CD ROM

Additional Resources:

These additional resources were created as part of the Prototype Barnet project, this was supported by thinkpublic, NESTA and the Innovation Unit. They may help you to plan and carry out your prototyping activity.

Pg. 14

1. Who to involve in Prototyping:
   http://www.nesta.org.uk/library/documents/Prototyping_SPS_v2.pdf
   - 1.1 Team Persona Cards:
     http://www.nesta.org.uk/library/documents/1.pdf
   - 1.2 Activity Sheet: *http://www.nesta.org.uk/library/documents/1.1.pdf*

Pg. 22

2. The 6 Thinking Hats: *http://en.wikipedia.org/wiki/Six_Thinking_Hats*

Pg. 28

3. Storyboard: *http://www.nesta.org.uk/library/documents/3.Storyboard.pdf*

Pg. 30

4. Testing plan: *http://www.nesta.org.uk/library/documents/4TestingPlan.pdf*
   - 4.1. Activity Sheet:
     http://www.nesta.org.uk/library/documents/4.1ActivitySheet.pdf
   - 4.2. Telephone Template:
     http://www.nesta.org.uk/library/documents/4.2TelephoneTemplate.pdf

5. Method Cards: *http://www.nesta.org.uk/library/documents/5MethodCards.pdf*

Pg. 48

6. Business plan template:
   http://www.nesta.org.uk/library/documents/6BusinessplanTemplate.pdf
   - 6.1. Mapping scales
     http://www.nesta.org.uk/library/documents/6.1MappingScales.pdf

For more information about prototyping:

http://thinkpublic.com/our-services/co-production-and-prototyping/

http://www.nesta.org.uk/publications/reports/assets/features/radical_efficiency

http://www.designcouncil.org.uk/about-design/how-designers-work/design-methods/physical-prototyping/

http://designthinking.ideo.com/?p=175

http://www.youngfoundation.org/our-work/local-innovation/strands/local-government-innovation/innovation-methods-local-government/14

Prototyping in Public Services:
An introduction to the use of prototyping in the development of public services. NESTA and the Innovation Unit.

thinkpublic

thinkpublic are a social design agency that helps tackle big social challenges. We work with the public sector, third sector and communities.

Speak to our Founding Director:
deborah@thinkpublic.com

thinkpublic
Studios 38-40
London Fruit and Wool Exchange
56 Brushfield Street
London E1 6EU
Tel: 020 7247 2255