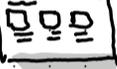


What should I do when I'm not sure how to prototype?

In short:

- **Make a storyboard:** when you are clear about the what but not the how.
- **Co-create with users and stakeholders:** when you are not sure what would be useful.
- **Use a mapping tool with an assumption map:** when you don't know which part to prototype first (the mapping tool can be a Value Proposition Canvas, a Business Model Canvas, a Service Blueprint, etc.)
- **Get inspired by a test library:** there are many tools library out there; check them for inspiration.

		HOW	
		I KNOW How to prototype	I DON'T KNOW How to prototype
WHAT	I KNOW WHAT to prototype	 JUST DO IT	 LIBRARY
	I DON'T KNOW WHAT to prototype	 CO-CREATE	 STORYBOARD

How to get unstuck before prototyping

When you are fully blocked: make a storyboard.

I wrote a **full Q&A about why storyboards are an awesome quick prototyping method**, but in short, a service storyboard is a great way to get unstuck because:

- **Fast:** it's quick to make
- **Structuring:** it has some structure that is guiding
- **Calming:** it's something you can do well on paper which gets you out of your laptop.

When you don't know what to build: prototype with those you serve

Now your job is not anymore to come up with the prototype but to create the conditions to help other people to prototype. So recruit the people, and then make a plan for how you'll prototype. What is the question you'll ask? What tool will you give them (LEGOs, Storyboard frames, Clay, etc.)?

When you know what but not how: browse a tools library

There are many, many, many, many (did I already say many?) **libraries of methods and tools** that show you all the fancy and simple ways you could create a prototype.

There are even books that are basically a **list of tools**, or that **guide you in the selection of tools**.

And when in doubt, go back to the first advice. Just make a storyboard to get started., Yeah life can be simple.