

TASK DETAILS	
Title	DEVELOPING PRODUCT/SERVICE PROTOTYPE
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	PRODUCT DEVELOPMENT
Duration	2x SESSION, 4 LESSON HOUR
TUJUAN PEMBELAJARAN	OUTPUT
	<ol style="list-style-type: none"> 1. Prototype of the Product/Service 2. Observation of Prototype Testing

INTRODUCTION

After gathering data and designing the product concept based on market surveys, the next step is to validate the idea by creating a prototype. A prototype is an early version of a product or service developed to test ideas, identify shortcomings, and collect feedback before proceeding to full-scale development.

No	AKTIFITAS
1	<p>Reflecting on the Product Concept</p> <p>The facilitator should ask department members to revisit the product or service concept they created from the previous survey results. Together with the team, discuss the key features and essential elements that should be represented in the prototype.</p>
2	<p>Determining the Prototype Type</p> <p>The facilitator explains different types of prototypes, such as:</p> <ul style="list-style-type: none"> • Low-fidelity prototypes: Hand sketches, paper mockups, or rough 3D models. • High-fidelity prototypes: Simplified finished products, digital mockups, or service demos. <p>Based on these options, the Chief and team members should choose the prototype type that best suits their product, for example:</p> <ul style="list-style-type: none"> • Food: Product samples with simple packaging. • Fashion: Mockups made from trial materials. • Applications: Interface demos using tools like Figma or Canva. • Services: Service flow storyboards or service simulation videos.
3	<p>Creating the Prototype</p> <p>Each team should begin constructing their prototype based on the selected type. The facilitator may set time limits and assist with providing materials when possible. Emphasize that the purpose of the prototype is not perfection, but to create something functional and representative of the core idea.</p>

4	<p>Internal Testing and Observation</p> <p>Once the prototype is ready, department members should conduct internal testing with other team members (cross feedback). To support learning during prototype testing, team members can use a simple observation format:</p> <ol style="list-style-type: none"> 1. What worked well in this prototype? 2. What was confusing or ineffective? 3. What needs to be improved or changed?
5	<p>Initial Revisions Based on Feedback</p> <p>Department members should make necessary revisions based on the feedback from internal testing. The facilitator can guide the team in documenting each change (revision) along with the reasons behind it.</p>

REFERENCE

- IDEO.org. (2015). The Field Guide to Human-Centered Design. IDEO.
- Brown, Tim. (2009). Change by Design. Harvard Business Press.

TASK TEMPLATE

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