

5 DAY **PROTOTYPE** CHALLENGE

Day 4: Getting Outside the Building

Who are 5 people you could talk to about your prototype? (past customers, friends of friends, social media contacts, etc...)

Who are 5 more people you could talk to about finding other people to talk to?

List what you already know about your product (these could crop up as biases).

List what you don't know about your product (mostly how your customers will receive it & use it).

What questions can you ask your customers about the experience they have around the issue you're trying to resolve or make better?

How will you present your prototype to your customers so that you can get their objective reaction?