Prototyping Strategy
Workshop

Objective

This workshop aims at providing the methodology and the tool to **set up the prototyping strategy for your meanwhile uses**, once you have detailed them enough to realise what their implementation requires.
It is useful, in particular, when your regeneration project entails several meanwhile uses, and you need to **decide what to prototype and to schedule prototypes over time**.

Methodology

During the session participants are guided by a facilitator through several steps, with the final purpose to fill up a **Prototyping Strategy Canvas**, that provides a visual synthesis of what is going to be prototyped for each meanwhile use and when the prototype is planned for.

Two main contents are discussed during the workshop:
- the **prototyping purpose**, to figure out and align with stakeholders on the reasons why you are prototyping and to achieve what objectives with respect to the broad regeneration project;
- the **prototyping roadmap**, to figure out and align with stakeholders on what to prototype, when and how (with what resources) during the time available.

In fact, you might consider that, depending on the complexity of meanwhile uses, time available and resources at hand, you could not be able to prototype each meanwhile use as a whole. Conversely, you could decide to prototype only those elements you are more uncertain about, or that could discriminate the achievement of your objectives.

To determine the duration of each prototype, three different phases of the prototyping process should be considered. Each of them can have a variable duration that can be specified in the Canvas. All together they constitute a **Prototyping Cycle** that can be repeated as many times as needed for refining the meanwhile use before it is implemented.

An urban regeneration project typically lasts several years, enabling the experimentation of several meanwhile uses. Setting up a prototyping strategy in advance can help achieve the objective of your experimentation making a better use of resources

This activity is useful to...

- support local coalitions in aligning on the prototyping purpose
- list down what you want to prototype for each meanwhile use
- devise what time each prototyping phase requires
- provide participants with a visual synthesis of their prototyping plan

Phase 1 | Plan and organize

This phase includes all the actions needed to plan for the implementation of the prototype, organizing human, material and spatial resources.

It typically lasts from 1 to 3 months, but could require more time

Phase 2 | Run and test

This phase coincides with the execution time of the prototype, from when it goes 'live' till when it is dismantled, as well as actions needed to plan and run testing activities.

Depending on the nature of the meanwhile use, it can vary from few days to several months

Phase 3 | Evaluate

This phase entails the analysis of results from tests and the definition of iterations to be done or improvements to be brought to the meanwhile use before the final implementation.

It typically lasts 1 or 2 months

Prototyping strategy
How to run the workshop

## Step 1 - Defining your prototyping purpose

Align with your local coalition on what do you want to achieve through prototyping and why do you want to experiment on meanwhile uses, writing your Prototyping Purpose in the dedicated box of the Prototyping Strategy Canvas.

Tool tip! – Before running the workshop make sure to arrange the Canvas according to your needs, personalising the timeline and, eventually, inserting in advance activities/activity clusters you want participants to focus on.

Prototyping Purpose

Type something

		Month 2			
ek 3	Week 4	Week 1	Week 2	Week 3	Week 4
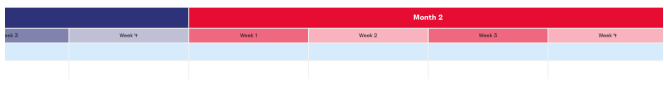
Step 2 - Determine what to prototype

For each activity/activity cluster choose what you want to prototype, thinking critically at what you can realistically realise considering the time available, the effort required for prototype implementation, and the resources you possess (or not).
Fill a card for each prototype and place it in one row of the Canvas as shown in figure.
Add or delete rows depending on the number of prototypes you will determine for each activity/activity cluster

Tool tip! – At this step you can help participants by asking the following questions:
- What is the best time for you to run this prototype?
- How much time do you need to retrieve the resources for implementation?
- For how long do you want to test it?

Activities / Activity clusters		Week 1	
Name of Activity / Activity cluster			
	Prototype 1		
	Comments and milestone		
	Prototype 2		
	Comments and milestone		
	Prototype 3		
	Comments and milestone		

What do you want to prototype?

Step 3 - Build your roadmap

Determine the duration of each prototype, considering the three phases of the prototyping process: (I) Plan and organize, (II) Run and test, (III) Evaluate.
For each phase resize the corresponding rectangle according to how long you expect it to last. Start with the "run and test" phase, as it corresponds to when you want the prototype to "go live".
Repeat this step for each prototype.

plan and organize	run and test	evaluate

Step 4 - Add milestones and dependencies

Link activities that have a connection between them, i.e. to run the latter you need primarily to complete the first. If needed you can also indicate the milestones of your prototyping process, specifying in the space dedicated to comments what they consist of.

run and test	evaluate		
	plan and organize		
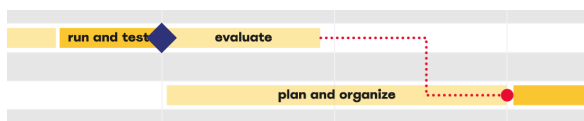
PROTOTYPING STRATEGY
Canvas

Prototyping Purpose

Type something

Depending on the time available for prototyping split the timeline into time slots

Align with stakeholders involved in the prototyping process on the reasons why you are prototyping and to achieve what objectives with respect to the broad regeneration project

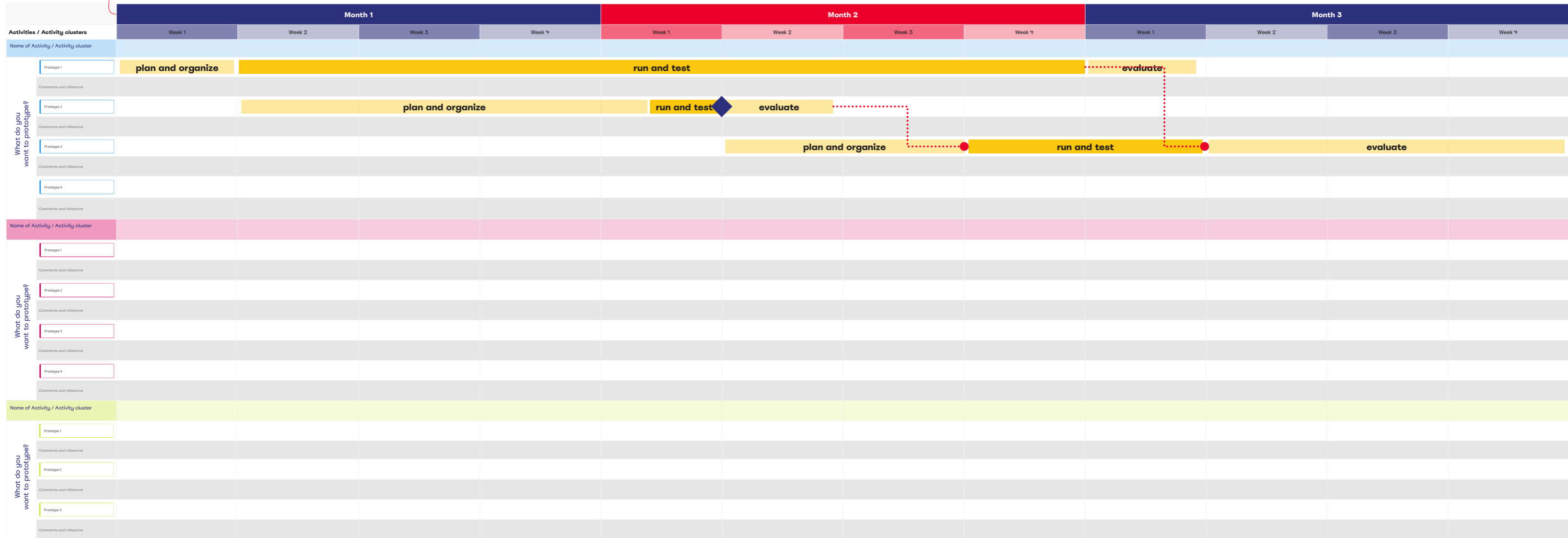| Activities / Activity clusters	Month 1				Month 2				Month 3			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Name of Activity / Activity cluster												
Prototype 1	plan and organize		run and test						evaluate			
Comments and milestone												
Prototype 2			plan and organize		run and test	evaluate						
Comments and milestone												
Prototype 3					plan and organize		run and test			evaluate		
Comments and milestone												
Prototype 4												
Comments and milestone												
Name of Activity / Activity cluster												
Prototype 1												
Comments and milestone												
Prototype 2												
Comments and milestone												
Prototype 3												
Comments and milestone												
Prototype 4												
Comments and milestone												
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Prototype 1												
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Prototype 3												
Comments and milestone												

What do you want to prototype?

Legend:

plan and organize
run and test
evaluate — Prototyping phases

◆ Milestones

····● Dependency

PROTOTYPING STRATEGY
Canvas

Prototyping Purpose

Activities / Activity clusters	Month 1				Month 2				Month 3			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
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What do you want to prototype?

Legend:
- plan and organize / run and test / evaluate — Prototyping phases
- ◆ Milestones
- ·······● Dependency