

Video Transcript

Building Prototypes Ready to Test with Customers

[Music]

Hey everyone, Nico from Intuit here. In this video we're going to talk about prototyping. Prototyping is a part of rapid experiments that we run with customers and really what we want to do with prototyping is any kind of way we can bring our idea to life and get quick and scrappy feedback and get customer feedback and then improve along the way as we build our final product. When we think about prototyping we want to be quick, scrappy, we want to build so that we learn, we want it to be rough, we want to think "Is this the cheapest, fastest easiest way to make something work to get real customer feedback?" and then share it with customers as fast as we can. In the end of running a prototyping session you should have real behavior and you should be able to understand what your next step is in the process. Should I move forward with my idea or do I need to go back a step and go back to the drawing board?

Our team is now going to spend about 10 minutes here sketching out what that initial prototype is going to look like. They will sketch it out here in a mural and then the team will get together and build it, be it in a slide deck, using an app, doing a face-to-face conversation, who knows! They're going to be scrappy but we'll at least get the idea in mural to start.

[Music]

The team came up with their prototype for the backdoor tests that they're going to run Intuit participant tracking as a guest in every zoom meeting, as a prototype. Through the zoom chat a message that says "Intuit participant tracking click this link to go to the meeting participant tracker" and once they click that link they will get this notification "unfortunately it's not available yet, thank you for your interest, we will notify you when this feature becomes available or becomes live" and so that is how the team will run through a quick and scrappy experiment, and this test can be run in a matter of hours not a matter of days weeks or months.

[Music]