PROTOTYPE PITCH

Introduction of the concept

Write a text that introduces your prototype
• Speak to the person you are talking to as if they are experiencing the concept: begin your sentences with "You...".
• Explain what happens at each stage of the user's journey and stay factual, don't try and pitch.

TEST PREPARATION

Questionnaire

Write questions that will help you clarify the unknowns, uncertainties and elements of your concept that you want to challenge.
What are the points you need to challenge?
In the same way as for the interview, get rid of anything that could guide the interviewees' response.