The Campaign Accelerator blends high-performing campaign strategy tools with proven methods inspired by design thinking. This is a practical guide for planning campaign projects that put people at the centre of our efforts for change through a collaborative process that involves the entire project team using visual templates, methods and exercises.
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Throughout the guide you will also find some tips from experienced users of these tools. Send us your tips to add to the guide.

These tools are presented in the order we use them to define a campaign however...you may not need all of these tools for your project. Start by evaluating the tools and determine which ones make sense for your specific project. Then map out the path and methods you will use to define your challenge.
Module 04
Prototype & test

Purpose
To create quick and rough prototypes of the campaign solution and test with audiences and allies to determine key project activities and improve ideas through feedback.

Outcomes
At the end of this stage you should have a clear direction for the campaign solution and as well as feedback from audiences to build on and improve ideas for implementation.

HOW TO USE THIS GUIDE: This guide is intended to bring together tools to help us integrate people centred campaigning into our plans. This is a living document. We want you to try these tools, test them, adapt them and to share your learnings with your colleagues and with us so we can improve on the guide. If you have feedback on this guide please email: accelerator@mobilisationlab.org
In this section, you’ll see an overview of what prototyping is, what the process looks like, and some baseline rules for making prototypes. In the next section, we’ll start prototyping!
What is prototyping?

Prototyping enables us to test early versions of campaign ideas with target audiences. Effective prototyping generates feedback that helps us make decisions and improve our concepts. It’s about getting ideas out of our heads and into the hands of people.

Launching a new campaign means significant time and money. By prototyping ideas at an early stage (and throughout implementation) we can test ideas and reduce risk while improving ideas before committing your team’s time and budget. If you’ve tested and received feedback from the people you’re designing for throughout your planning and implementation process, then your strategy and tactics are more likely to succeed.

Prototypes come in many forms, from rough drawings to working models of platforms, products and services. We use quick, rough and low cost prototypes to communicate ideas early in planning to get feedback from stakeholders and audiences in order to select the best ideas to inspire and engage people and improve ideas based on their feedback.
Why Prototype?

**Create:** By creating quick visual, physical or interactive representations of your ideas, you can explore your ideas and options for implementation.

**Understand:** By testing directly with your stakeholders or target audiences, you can better understand their needs, motivations and barriers to taking action with the campaign.

**Feedback:** The feedback you receive on your ideas helps you decide which ideas will be most effective in achieving your objective.

**Refine:** Based on feedback, you can refine your ideas to amplify what’s working, improve what can be fixed and eliminate elements that won’t benefit the campaign.

### Three ways to use prototypes

- **Generate ideas:** Think with your hands to get inspired
- **Select ideas:** From multiple options by testing with audiences
- **Develop ideas:** Evolve, expand and improve ideas further
Prototype Process

**Make:** Prototypes are not a final representation of your solution and can take many forms. Start by creating a quick and simple prototype and you can become more detailed as the idea evolves.

**Test:** Prototypes are a vehicle for feedback from your target groups. It is important to get honest, contextual feedback from people, and this requires you to maintain some detachment from ideas so that you can listen and take in feedback.

**Learn:** Failure is an accepted part of the human-centred design process. Learning from experimentation and prototyping increases the likelihood that the end result will be a success.

**Iterate:** Iteration is an important practice in this learning, allowing you to explore and evolve the solution.

**Repeat.**
Exercise 1: What to Prototype?

Purpose of this exercise:
You’ll have many testable elements to your idea, this will create clarity about what you need to learn and what will best help you answer those questions.

Expected outcomes:
Primary questions to answer by prototyping and decision about what elements of the idea to prototype.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
Once you decide what you need to prototype, the method to do so will be much clearer.

Facilitation Pointers:
Remember, this process is about learning, not getting it perfect the first time. Better to test and learn from failure than spend ages making a beautiful high quality prototype.
Exercise 1: What to Prototype?

Step by step

1. Write a list of the key elements of your idea.

2. For each element write down your primary question.

3. Now select the most important questions — the ones that will decide its success.

4. Generate ideas for prototypes that can answer these key questions.
**Exercise 1: What to Prototype?**

**Worksheet**

**WHAT TO PROTOTYPE?**

**IDEA ELEMENTS**

**QUESTIONS**

**KEY QUESTION**

**PROTOTYPE**

PROTOTYPING is a way to answer questions you have about your idea or elements of the idea. You first need to know what questions you want to answer before deciding what to prototype.

<table>
<thead>
<tr>
<th>IDEA ELEMENTS</th>
<th>QUESTIONS</th>
<th>KEY QUESTION</th>
<th>PROTOTYPE</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>From all of your questions what is most important to move forward?</td>
<td>What do you need to prototype to answer that question?</td>
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1. **Keep it simple and scrappy.** Prototype what you need with minimum level of detail. Simple prototypes make people focus on the general idea. Beautiful prototypes with a lot of detail make people focus on the details. You’ll also get more honest and constructive feedback if ideas don’t look finished or polished.

2. **Quantity vs Quality.** It is better to make many prototypes and get a lot of input., instead of focusing on making one perfect prototype. So build fast, rough and basic prototypes.

3. Narrow focus to **key ideas;** you can add more detail as idea evolves.

4. **Ask one question at a time.** Break big ideas down into smaller pieces so you can get clear answers to specific questions.

5. **Doing not talking.** If you have to spend a lot of time talking, your ideas may be too complex. Be specific about language and images so that people can understand the idea with little explanation.

6. **Don’t fall in love.** Your first ideas may be great, but later ones will be better. Never fall in love with an idea or prototype. Be prepared to throw it all away after testing.
From a quick sketch on cardboard paper to an app to a booth at a fair, prototyping can come in many different forms, depending on your needs and capacities. For short workshops, we’d recommend some of the lower-fidelity methods (paper prototypes, storyboards, role plays), but if you have the time and it would be useful, we’d encourage you to try some of the more ambitious methods, too.
Purpose of this exercise:
To quickly try out a few ideas and rapidly iterate on them with feedback from target audiences.

Expected outcomes:
Quick prototype of ideas — works particularly well for digital channels.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
This could be one type of prototype you generate to test.
Exercise 1: Paper Prototypes

Step by step

1. Decide what part of your idea you want to prototype.

2. Create a rough and basic drawing of the idea — campaign creatives, screen layouts, activity recruitment materials — anything really.

3. You can use multiple sheets to show changes in activities or screen states.

Paper prototyping in action.

A whole wall of paper prototypes.
Purpose of this exercise:
A quick, low resolution story board can help you think through and visualise your idea from start to finish and refine it.

Expected outcomes:
A quick prototype that tells the story of your campaign or key activities.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
This could be one type of prototype you generate to test.
Exercise 2: Storyboards

Step by step

1. Decide what part of your idea you want to storyboard (see pg 158). You don’t have to storyboard the whole thing, it could be a specific activity or how an audience learns about and gets involved in the campaign.

2. Spend no more than 30-45 minutes drawing how your ideas work. You can use a series of comic book-style frames with images and text to explain the idea. This will help you highlight key moments and build a short narrative.

3. Don’t worry about your drawing abilities. It’s more important that a storyboard helps you fully think through your concept than that you create something that looks beautiful.

4. Once you’re done, talk through the storyboard with other members of the team to refine it before taking it out for testing.

Storyboard part 1.

Storyboard part 2.

Storyboard part 3.
Purpose of this exercise:
Combine static drawings and interactive features to create the feeling of a digital platform to improve and iterate the user experience.

Expected outcomes:
Quick prototype of ideas for digital channels.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
This could be one type of prototype you generate to test.
Exercise 3: Click-through Prototypes

Step by step

1. Decide what part of your idea you want to prototype.

2. Make paper drawings of key screens for a digital user journey.

3. Download POPapp (it's free).

4. Take photos of your paper screens and use POPapp to link them together.
Exercise 4: Role Play

Core function: Yes
Core tool: No

Level of difficulty: Easy
Time: 30-45 minutes
People: Small team, target audience
Materials: Costumes help, but aren’t necessary

Purpose of this exercise:
An easy way to get an idea or experience in front of the people you’re designing for quickly.

Expected outcomes:
Get into character and make ideas tangible enough to get a response.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
This could be one type of prototype you generate to test.
Exercise 4: Role Play

Step by step

1. Decide what elements of your idea you want to role play and assign roles in the team.

2. Spend about 30 minutes defining the key elements of the role play with the team.

3. Try it out in your team first to practice and refine.

4. Costumes or props can be useful tools for bringing your role play to life and make it more realistic.

5. Hit the streets and test with your target audience.

Photo credit: © Tim Aubry / Greenpeace
Exercise 5: Activity Prototypes

Core function: Yes
Core tool: No

Purpose of this exercise:
Testing interactive activities that you want to take to scale, such as a street stall, local group activity or distributed supporter action.

Expected outcomes:
Quick prototype of ideas where interaction with people in public is central.

Expected Campaign Canvas outcome:
None

How this exercise leads to the next section:
This could be one type of prototype you generate to test.

Facilitation Pointers:
This can work best if you’re prototyping a service offering of some sort, and can be an add-on to a role-play (building in the physical location or space).

Level of difficulty:
Difficult

Time:
From 1 day to weeks — depends on complexity of the activity you want to prototype.

People:
In project team

Materials:
Could be anything — just do it on the cheap.
Exercise 5: Activity Prototypes

Step by step

1. Figure out what the specific questions are that you need to answer using this method.

2. What will you therefore need to measure? How will you define success?

3. Decide what you’ll need in terms of staff, time, and other resources, and make sure everyone understands the budget you have to work with.

4. Go forth and prototype, taking into account the necessary logistics for putting a physical pilot like this into the world, and ensuring you’re going somewhere where you’ll be able to interact with your target audience(s).
Now that you’ve put together your prototypes, it’s time to go out and test them with key audiences, get feedback, and refine. This section details how.
The first thing to do when preparing to go test your prototypes is answer the following questions (1 & 2) and account for the notes and tips (3-5).

1. Who to test with? Who is the audience you want to reach? How will you find them?

2. What specific questions can you ask to open conversations? What questions can you ask to probe deeper?

3. Go in pairs — someone to present ideas and ask questions, someone to listen and take detailed notes

4. Each pair should have a prototype for every idea being tested (or, put another way, each pair is testing every idea). This ensures that when the full group comes back together, you’ll be able to make collective decisions about which idea(s) to take forward much more easily.

5. Take extra materials with you so you can make iterations on the fly and get immediate feedback.
Tips for Testing

APPROACH people who are waiting or at ease rather than people on the go

- Cafes, parks, train stations, malls all make good places where people have time to talk
- Introduce yourself, explain why you’re doing this

LISTEN: Keep an open mind to learning; don’t get too attached to your ideas or you’ll miss the opportunity to learn and improve them

- Listen, observe, and show you value feedback
- Take detailed notes (you won’t remember it all!)
- Key feedback to record: keep, increase, decrease/stop

REFLECT on feedback and how you can use this to improve ideas

- Make improvements & test it again.

Go for QUANTITY – adapt ideas as you learn and test again

- and again...
Section 3: Test, Feedback, Iterate

Prototype Testing Worksheet

TESTING PROTOTYPES!

PROTOTYPING is all about testing and getting feedback from your intended audiences. Now that you're made you're idea tangible you need to figure out how you will present your ideas and what questions you will ask to get feedback that will help you make decisions and improve your idea.

KEY QUESTION

WHO TO ASK

WHAT TO ASK

START SPECIFIC!
Conversation starters, interesting yet simple questions.

GO BROAD.
What questions can you ask to understand their hopes, motivations and fears?

PROBE DEEP...
Dig deeper to understand their perspective.
Once you’ve gotten feedback on prototypes, you can iterate and repeat these steps as many times as you want — now or in the future.

Prototyping can be applied throughout planning and implementation to get feedback and improve ideas, from testing your theory of change to getting feedback on specific communications and user experience.

The process of integrating feedback and adapting is best done as continually as possible — even after you’ve already started your campaign, you should always be seeking to learn, integrate that new information, and adapt what you’re doing to reflect your new understanding of reality. In addition to prototyping as we’ve shown in this guide, the concept of “minimum viable product” is also a valuable one for campaigning: basically, think about launching sooner with only the most essential components of your campaign, and learn and adapt as you grow.
Exercise 1: Campaign Canvas

Purpose of this exercise:
Putting it all together and creating a quick outline of your project plan and as an ongoing tool to track, respond and adapt to changes that affect your strategy or plan.

Expected outcomes:
A snapshot of your project plan that will form the outline of your project pitch.

Expected Campaign Canvas outcome:
N/A

How this exercise leads to the next section:
N/A

Facilitation Pointers:
Taking a good look at the Canvas at the end of Day 4 will provide you with a good sense of what you need to accomplish on Day 5.
1. Update your canvas with what you have learned during the prototyping phase — and anything else that’s been clarified.

2. By this point, you should have at least some content for nearly all 14 boxes of the canvas.

3. Take note of the pieces that seem least clear — this is what you should make sure to concentrate on next.

By this point, you should have quite a bit more filled in than pictured here.
Exercise 1: Campaign Canvas

Campaign Canvas

**Vision**
What is your long-term vision for what you want to achieve with this campaign?

**How can we create that change?**
How can we disrupt and transform the current system?

**Who can help?**
Who do we need to bring about this change? Who has influence? Who is affected? And who can we collaborate with?

**Goals**
What is the specific goal for the project?

**Objectives**
What do we need to bring about this change?

**What's the story?**
What are the key elements of the new narrative we want to create? What will inspire audiences and allies to act?

**What do people need to do?**
How do key audiences and allies help bring about this change? What are our asks to them?

**Outcomes**
What does success look like?

**Indicators**
How will we know we’re on the right path?

**What do we need to do?**
What are the key activities and tasks we need to do to support people to take action and create a shift?

**What needs to change?**
Based on the problems we’ve identified, what needs to change?

**How can we disrupt or transform institutions?**

**What influences?**
What relationships, trends, or events currently have influence/helps sustain the current situation or could shift it?

**Outcomes**
What does success look like?

**Indicators**
How will we know we’re on the right path?

**Tracking & measuring**
What will we track and measure to show we are making progress towards our objectives?

**Assumptions**
What assumptions have we made about how the system will respond? Why do we believe this plan will succeed?

**Risks**
Why might this plan fail? What resistance could we face? Are there risks to staff or the organisation?

NOTE: Large templates to print the Campaign Canvas for your workshop can be found at the bottom of the page as well as at the end of the guide. You can also keep it and post it in your office so everyone can see it and update it as the plan changes. The orange boxes are the ones to keep an eye on and update as the external context changes, leading to needed shifts in what you’ve put in the grey boxes.

Download template:
- [Download A4 Template](#)
- [Download A1 Template](#)
Download templates

What to Prototype Worksheet
- Download A4 Template
- Download A1 Template

Prototype Testing Worksheet
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- Download A1 Template

Prototype Debrief Worksheet
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- Download A1 Template

Campaign Canvas
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- Download A0 Template