TUЯN8

HOW TO RUN
RAPID PROTOTYPING
AND SOLUTION
VALIDATION SESSIONS

Solution design & MVP specification

WHERE THIS IS USED

- Venture Studio programs
- Accelerators
- Corporate Incubators
- AI Studio (prototype-before-build)

AUDIENCE

- Venture Builders
- UX Designers
- Product Managers
- Startup Founders
- Corporate Innovation Teams

PHASE

Phase Two: Validation & Design → Prototype & Validation Sprint (Weeks 5–8)

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EXECUTIVE SUMMARY

Rapid prototyping is the practice of making ideas tangible enough to test, at the lowest possible cost and in the shortest possible time. This guide walks teams through a structured 4-day sprint process: building a clickable prototype from the approved MVP Spec, running structured validation sessions with 8–12 real users, and generating a Usability and Validation Report that confirms whether the solution works as designed before the full build begins. Catching design problems at prototype stage is significantly less costly than fixing them in a live product..

THE CORE PROBLEM

Why Prototyping Fails in Corporate Contexts

• Teams spend too long building high-fidelity prototypes that look like finished products — they take feedback on polish, not on concept.

• Validation sessions are run by the designer who built the prototype, introducing observer bias.

• Findings from validation sessions are ignored when they conflict with internal preferences.

• Prototypes are shown to internal stakeholders instead of real customers.

• Teams jump from concept directly to build without any prototype phase, discovering problems at launch.

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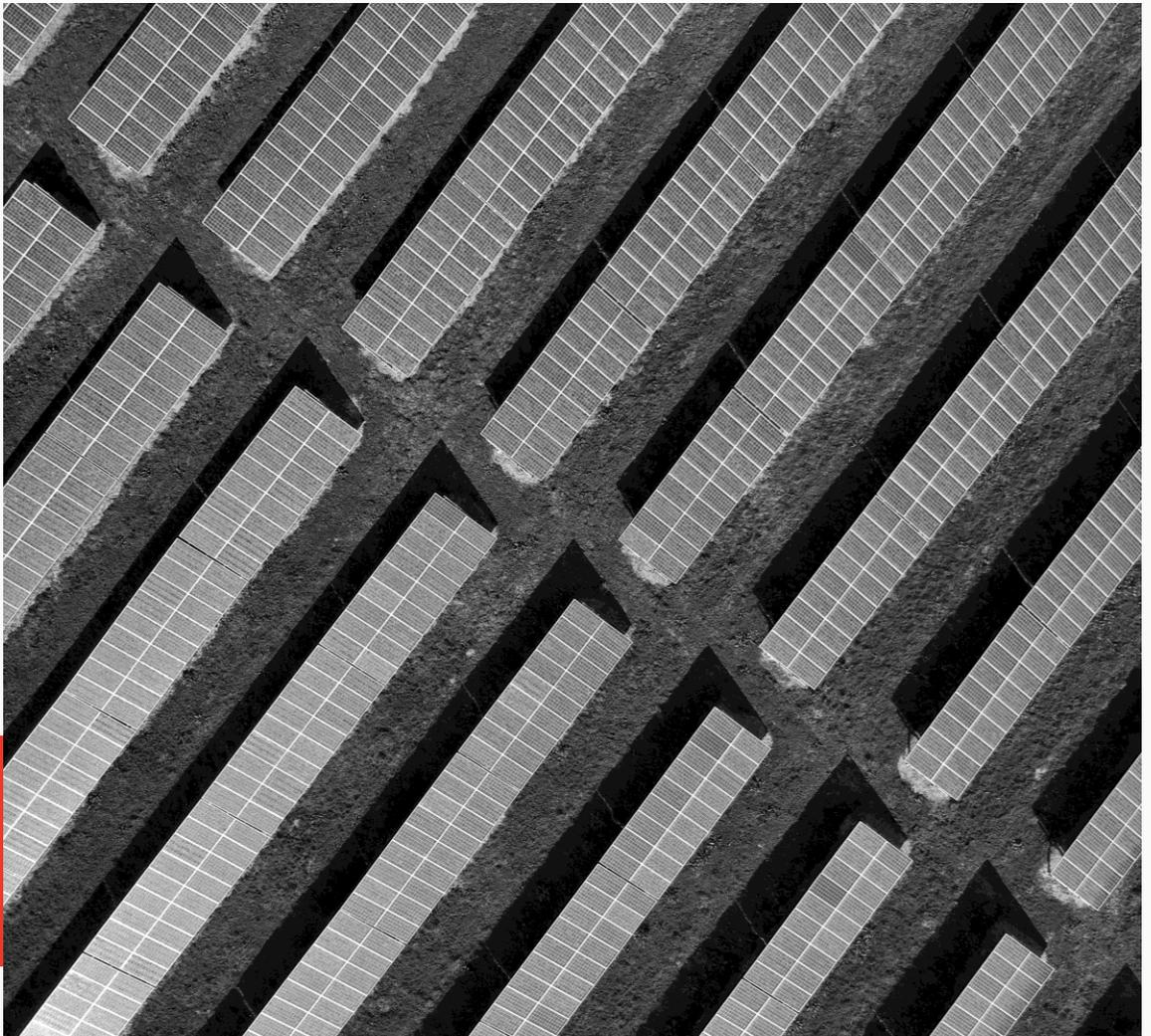
PREREQUISITES

- Completed Guide B1: Signed MVP Specification Document

- Access to a prototyping tool: Figma (recommended), Adobe XD, Marvel, or InVision

- A panel of 8–12 users recruited from your Guide A1 interview pool (prioritize the highest Demand Signal Scores)

- A session facilitation guide with tasks and observation protocol

- Screen recording capability for remote sessions (Loom, Zoom, or UserTesting.com)

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EXPECTED OUTPUT/ SUCCESS CRITERIA

You Have Succeeded When:

✅ A clickable prototype exists covering the core use case from the MVP Spec

✅ 8–12 validation sessions completed with target users (not internal team members)

✅ Team and executive sponsor alignment on the final prototype direction before build begins

✅ At least 3 design iterations completed based on user feedback

✅ A Usability and Validation Report produced with: Task Completion Rate, Top 5 Usability Issues, Key Behavioral Observations, and Recommended Iterations

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STEP-BY-STEP INSTRUCTIONS

STEP 1 — BUILD THE PROTOTYPE (DAY 1–2)

1.1 Open Figma (or your chosen tool). Create frames for each screen in the core use case.

1.2 Rule of Fidelity: use real content (not Lorem Ipsum), real product names, and real pricing. Everything else can be low-fidelity.

1.3 Use AI to generate realistic dummy data (customer names, company names, transaction amounts) to make the prototype feel authentic.

1.4 Connect screens with clickable hotspots. The prototype must be navigable without a guide explaining it.

1.5 Test the prototype internally: each team member must complete the core use case without help. Any point where they get stuck is a design problem.

STEP 2 — DESIGN YOUR VALIDATION TASKS

2.1 Write 3–5 tasks that represent the core use case.
Format → Please [action] [object] [context].
Example: *'Please find and purchase the analytics report for your sales team.'*

2.2 Do NOT tell users how to complete the task. Observe what they do.

2.3 Define success criteria for each task: what does successful completion look like?

2.4 Prepare 5 post-task questions: (1) How easy was that? (1–7 scale), (2) What confused you?, (3) What did you expect to happen?, (4) What would make this better?, (5) Would you use this? Why/why not?
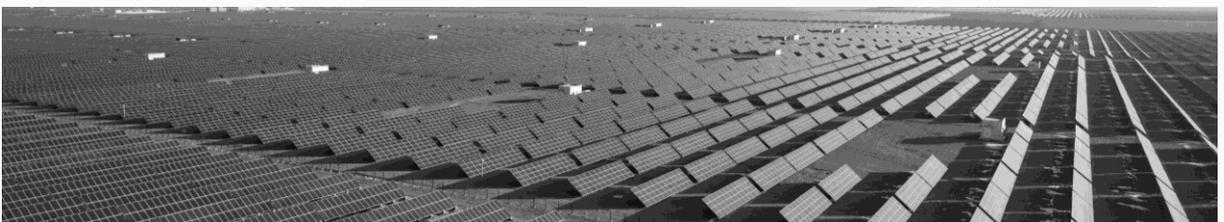
STEP 3   RUN VALIDATION SESSIONS

3.1 Schedule 45-minute sessions. Assign a facilitator (asks tasks, stays neutral) and an observer (takes notes, never speaks).

3.2 Open each session: *"We are testing the design, not you. There are no wrong answers. Please think aloud as you work."*

3.3 Watch for: where users pause, where they click the wrong thing, where they express frustration or surprise.

3.4 Record all sessions. Ask permission before recording.

3.5 After 5 sessions, review recordings with the team. Identify the top 3 usability issues before continuing.

STEP 4   ITERATE AND RE-TEST

4.1 After every 5 sessions, implement the top 3 fixes to the prototype.

4.2 Run a second round of 3–5 sessions to confirm fixes worked.

4.3 Repeat until the Task Completion Rate exceeds 80% for all core tasks.

STEP 5   PRODUCE THE VALIDATION REPORT

5.1 Use AI to analyze your session notes:

AI PROMPT

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"Analyze these usability session notes. Produce: (1) Task
completion rate per task, (2) Top 5 usability issues ranked by
frequency and severity, (3) Moments of delight or unexpected
positive reactions, (4) Behavioral patterns that contradict stated
preferences, (5) A confidence score for proceeding to build on a
scale of 1-10 with justification."
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5.2 Present the Validation Report to the executive sponsor. Include a clear build / iterate / stop recommendation.

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TROUBLESHOOTING

ISSUE	LIKELY CAUSE	FIX
Users unwilling to think aloud	Users feel self conscious or unsure what to say	Normalize it during the warm up. Explain that there are no right or wrong answers and you want to hear their thinking.
Facilitator unconsciously guides users	Leading questions or reactions influence behavior	Use a second observer to flag leading questions and keep the facilitator neutral.
Low session recruitment from A1 pool	Too few qualified users remain from earlier interviews	Expand recruitment to new contacts in the same Demand Signal Score tier.
Prototype crashes or freezes mid session	Prototype is unstable or dependent on live systems	Prepare a static PDF backup of all key screens so the session can continue.

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NEXT STEPS

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Once your Validation Report is complete and the executive sponsor is aligned on the prototype direction, proceed to *Guide C1: How to Stress-Test Your Business Model and Unit Economics*

CHECKLIST

PROTOTYPE BUILD

☐ Prototype built in Figma (or equivalent) covering the complete core use case from the MVP Spec

☐ All screens navigable via clickable hotspots — no guide or explanation required to use it

☐ Real content used throughout: real language, real pricing, real product names — no Lorem Ipsum

☐ AI-generated realistic dummy data used: customer names, company names, transaction amounts

☐ Prototype tested internally: every team member completes the core use case without assistance

☐ Every point where an internal tester gets stuck treated as a design problem and fixed before external testing

VALIDATION TASK DESIGN

☐ 3–5 validation tasks written using format: Please [action] [object] [context]

☐ Tasks do not tell users how to complete them — only what to achieve

☐ Success criteria defined for each task: what does completion look like?

☐ 5 post-task questions prepared: ease rating (1–7), confusion points, expectations, improvement ideas, usage intent

☐ Session roles assigned: one facilitator who speaks, one observer who stays silent and takes notes

☐ Session opening script prepared: We are testing the design, not you — there are no wrong answers — please think aloud

VALIDATION SESSIONS

☐ 8–12 sessions completed with real target users from the Guide A1 interview pool

☐ Participants recruited by Demand Signal Score — highest scores prioritized

☐ All sessions recorded with explicit participant consent obtained before recording

☐ Facilitator asked only the prepared tasks — did not explain, guide, or suggest

☐ Observer tracked: where users pause, where they click incorrectly, where they express frustration or surprise

☐ Top 3 usability issues identified after every 5 sessions

☐ Minimum 3 design iterations completed based on observed failures

ITERATION & REPORT

☐ Task completion rate exceeds 80% across all core tasks after final iteration

☐ AI analysis run on session notes: task completion rates, top 5 usability issues, delight moments, behavioral contradictions

☐ Usability and Validation Report produced with confidence score and build/iterate/stop recommendation

☐ Executive sponsor alignment obtained on final prototype direction before build begins