

VALIDATION PROTOTYPE

Prove It With a Prototype

Give people something they can actually try, so you learn what works in practice.



Describing an idea only gets you so far. A Validation Prototype puts a simple, working version in front of real users or your own team, so decisions rest on evidence rather than opinion.

We work in one short Shape → Build → Learn cycle: build something people can use, test it in a real setting, and read what actually happens.

THIS MAY BE A FIT IF

- ✓ You need real feedback from users or staff, not more discussion.
- ✓ You want to learn whether something works in practice before investing further.
- ✓ A group has talked an idea through and now needs a version people can try.
- ✓ You want to see what real users do, rather than rely on assumptions.

YOUR FIRST SHAPE → BUILD → LEARN CYCLE

SHAPE	We agree what needs proving, and what a useful result would look like.
BUILD	We build a simple but functional version of the process or tool – or several small versions, where that helps answer the question.
LEARN	We test it with real users or in a real environment, and identify what should change before going further.

WHAT YOU LEAVE WITH

- ✓ Something real that people can try
- ✓ Clear feedback and insight from putting it in front of users
- ✓ Better confidence in what to do next

ACTIVE PERIOD	Usually 3–5 weeks, set around your availability
YOUR INVOLVEMENT	A few real users or staff to test with, plus feedback sessions
INVESTMENT	\$5,995 – \$9,995 CAD, plus GST

Where a project lands in this range depends on how many versions we build and how many people try them. The final scope and price are agreed with you before any work begins.

WHAT THIS DOES NOT INCLUDE

This is not a production-grade build. Scaling, hardening, and wider rollout would only follow if the prototype shows it is worth it.

A TYPICAL EXAMPLE

A team wants to know whether customers can complete a new workflow before committing to a full build. The prototype lets real users attempt it, shows where they get stuck, and makes the go / no-go decision an easy one.

WHAT HAPPENS NEXT

Take the time you need to consider the result with your team. From there you can stop, pause, adjust the direction, or agree another clearly defined cycle. There is no requirement to continue.

Let's talk through what you want to prove.

You do not need a technical brief. A plain description of what happens today, and what you would like to make easier, is enough to begin.

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