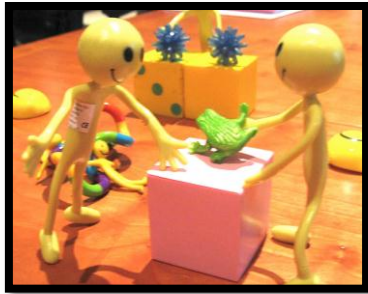


YES! AND... CREATIVE GORILLA # 90

When you need to meet a customer's need quickly, there's a lot to be said for a prototype ...

Use Prototypes to Innovate...

"I love these emails. I would really love them if you did podcasts," a Creative Gorilla reader, in an e-mail.



"Prototype for a jump jet?"

Are you prototyping yet?

The above quotation popped in to my e-mail box at the beginning of the month. Should I do a Podcast? I mulled over it for a week or so. "Nobody would want to listen," "My voice sounds terrible on recordings," "I haven't got a clue how to do a podcast."

Oh yes, I had a fine list of excuses not to do it, but one day, with an hour to spare, I took the plunge, just because someone had asked for it.

I researched software programmes for recording podcasts which took just fifteen minutes on the web, thanks to a handy review. I selected Propaganda because it was rated as simple, functional and good value. Downloading it direct from the US took ten minutes, a Visa Card and a willingness to invest USD 49.

I have a microphone so plugged it in, looked at the tutorial (highly unusual for a man, that) and set to work recording.

I was in need of silence. Cue calls from my wife, questions from my children and a loud presenter on kids TV. I ended up in the bedroom. Peace! I began recording and a neighbour set off loud fireworks. Not the best creative climate, but all creativity has its obstacles.

Eventually, I completed recording and played it back. "Er, umm, ahh," smacking of the lips. It was all there, but with the very simple editing function, I erased it all and found myself really enjoying the whole process.

It took me a while to work out how to publish as the three step method in the software didn't work but eventually, it published and I am now a podcaster!

Is it perfect? No. But as a model to demonstrate to myself the effort required and to others what the "product" is like, it works fine. It's a prototype.

You might like to listen to it now by visiting www.yesand.eu Learn With Us. Click on the button next to the (misspelt) title to listen.!

SO

Prototyping is probably too serious a word for what I have done. A quick and dirty test is probably a better description. Nevertheless, it achieved what I wanted; it produced a usable

YES! AND... CREATIVE GORILLA # 101

model quickly, at low cost with minimal effort. I learned some useful lessons and it gave me the confidence to try further experiments.

Isn't that what we need in organisations today?

Listening to a discussion between two managers this week, it is clear that quick (or rapid) prototyping is the future for meeting customer requirements in a cost effective way.

If you would like to understand more about the techie version of prototyping see [here](#).

If you prefer a little less techie speak, take a look at this easy to read [article](#) that takes prototyping right back to the pen and paper age.

ACTION

Try out quick prototyping for yourself. As a way to encourage staff to do it, you might give them the challenge of developing a Podcast or Videocast as an exercise. Get them to use it to publicise a product internally. In this way, you'll be demonstrating practical creativity and enriching learning.

TO CLOSE

I just downloaded my Podcast to iTunes. OK, so Podcasting is not a new technology but I can't tell you how great it feels to see it next to the BBC's Friday Night Comedy Show in my library.

I just realised though that as well as getting some music for the audio, I now have to design some artwork as an "album cover". This proves that creativity is a never ending process and thank goodness for that!

[.John Brooker | Facilitate, Innovate, Transform.](#)



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