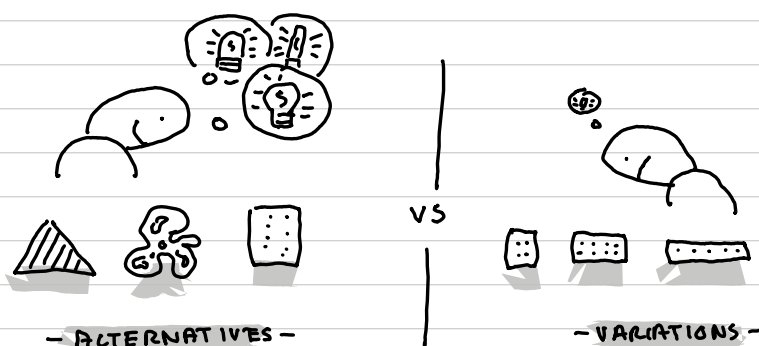


Why I go for alternatives instead of variations when making and testing prototypes

In short: alternatives that are opposing make you learn more than small tweaks.

Links: [nngroup](#), [own article on competitor testing](#)



When I create prototypes of service ideas, strategies or even just workshop structures I don't create alternatives that have small tweaks. Instead I create very different, opposing alternatives.

This gives me way more learning opportunities, especially in the moments where I'm not yet sure what's the right plan or when I want to be surprised.

Later in the process, when I know that one direction is stronger I then play with variations and small tweaks.

A magic thing about creating alternatives, is that you don't have to make them yourself. You can steal them.