Med-Fi Canvas

Stress test your moonshots through medium-fidelity prototyping

**Description**

Armed with data and insights from their low-fidelity prototype, innovators should now refine their design/business model, plan for, and conduct a medium fidelity prototype. In contrast to a low fidelity prototype the interaction elements can be validated with advanced understanding of how a model would actually work (or components thereof) using actual materials and/or real user transactions.

**Steps**

1. Review prototyping 101 powerpoint
2. Use the Med-Fi Canvas to plan out low-budget prototypes
3. Innovators conduct their prototypes
4. Innovators share their findings

**Suggested time** 2-4 weeks

**Level of difficulty** Difficult

**Materials needed** Materials/Budget to build and test a minimal viable product

Check how we used this in WFP-X:
- Mural Link: https://app.mural.co/t/wfpx20daressalaam8404/m/wfpx20daressalaam8404/1606307627353/5ea723dede13f7b6840deb7e40f0cd7d97c83d36
- Prototyping 101: https://drive.google.com/file/d/17k7gT5TBEIeVzF7prISKBugs6OmqHU/view
- Example of Med-Fi presentation of results: https://docs.google.com/presentation/d/1pDKgQjOatLm-ko34fOt0o0Y2Xt19jDECaHvOvYHv0Y/edit#slide=id.gad773d932_0_204
# Your task in this step

1. Review prototype canvas. Prior to drafting your plan, review each section of the canvas as a team.

2. Draft your plan. As a team, draft each section of your plan using texts (not post-its). Play close attention to the Falsification section and Hypothesis section as these are key to understanding how to design your prototype.

3. Create post-its for questions or additional info. As you work through the plan, add Post-its in sections where you want to gather additional information or have questions.

4. Continuously iterate the plan. Use this canvas as a working document. Continue to refine and modify your plan on the canvas all the way up to execution.

## Tools

**Tool 17 / Med-Fi Prototype**

Stress test your moonshots through low-fidelity prototyping

### STEPS

**STEP 1**

Review prototyping 101 powerpoint

**STEP 2**

Have innovators use the Low-Fi canvas to validate their ideas

**STEP 3**

Innovators conduct their prototypes

**STEP 4**

Innovators share their findings

### Moonshot Team members

- **Solution brand & purpose**
  - What is the name of your product or service and 120-character description of its purpose?

- **Falsification criteria**
  - List ALL of the falsification criteria your product proposes addressing at scale.

### Advisors

- **Hypothesis’ (leap of faith Assumptions)**
  - List all of the assumptions that must be true for your moonshot to address the falsification criteria and achieve the North Star Vision. Place a check mark next to those assumptions you propose testing for this prototype.

  **FUNCTIONALITY ASSUMPTIONS**
  - What functions or features does your moonshot need to have in order to meet the falsification criteria and achieve the North Star vision?

  **COST ASSUMPTIONS**
  - What costs/price point thresholds need to be met in order to meet the falsification criteria and achieve the North Star Vision?

  **USER ASSUMPTIONS**
  - What beliefs, preferences, or condition of willingness of the target user(s) need to exist to meet the falsification criteria and achieve the North Star vision?

  **POLICY ASSUMPTIONS**
  - What policies would need to be in place or enacted to meet the falsification criteria and achieve the North Star vision?

### Participants

- **Who and how many will participate in your prototype.** What are their key characteristics?

### Equipment & materials

- **What materials or equipment will you need to conduct your prototype (these should be included in your budget)?**

### Tasks & responsibilities

- **What are the tasks that are required to prepare for and conduct the prototype?** Who is responsible for each task (Place name in parenthesis next to each task)?

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**Steps**

1. Have innovators use the Low-Fi canvas to validate their ideas
2. Innovators conduct their prototypes
3. Innovators share their findings

**Innovators share their findings**

**WFP Innovation Accelerator**

**I Phase 4 Tethered to the Possible**

**Tool 17 / Med-Fi Prototype**

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