



H.2 - Rapid Research

Pick one of the new product or service ideas below. After you've selected a product or service, work your way through the boxes describing each type of prototype you could create. Then identify WHO you could get to test it and HOW or where you would find them.

	A Sidewalk & Driveway Washing Fund Raiser	A New Baby Car Seat That Protects an Infant in a Crash	A New Type of Retirement Investment Fund
<p>CONCEPT Prototypes that would help customers quickly understand your innovation idea.</p> <p>(This is a written or looks like prototype)</p>			
<p>FUNCTIONAL Prototypes that would help customers understand the WOW of your innovation.</p> <p>(This is an acts like prototype)</p>			
<p>RESEARCH ACCESS ideas for WHO you would test with and HOW you would reach them.</p>			