

Exp no: 4

PROTOTYPES -FAMILIAR AND UNFAMILIAR :

What is familiar prototype?

Familiar Prototype:

- Based on existing mental models and common design patterns.
- Example: A shopping cart icon for online purchases.
- **Benefit:** Easier for users to understand and navigate, reducing the learning curve.

What is unfamiliar prototype?

Unfamiliar Prototype:

- Introduces new or innovative design concepts.
- Example: A gesture-based interface for navigation instead of traditional menus.
- **Benefit:** Allows for creativity and unique experiences but may require more guidance and user adaptation.

