

PROTOTYPING FOR DIGITAL PRODUCTS AND WEBSITES

Bookmarks

PROTOTYPING FOR DIGITAL PRODUCTS AND WEBSITES

The Lay of the Land

Why Prototype?

Real Life Examples

Types of Prototyping Approaches and Services

Common Misconceptions

So I Made a Prototype: Now What?

Next Steps

Final Exam

FINAL EXAM (100/100 POINTS)

CONGRATULATIONS!

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1) In the context of digital products, what is a prototype?

☐ A tool for communication

☐ A mechanism for gaining feedback or approval

☐ An iterative work in progress

☒ All of the above

2) How are prototypes different from other design assets?

☐ Prototypes are always delivered as PDF documents

☐ Prototypes are used for production-ready code

☒ Prototypes involve some element of interactivity

☐ Prototypes consist solely of code. Design assets are the visual representation of your digital products

3) What does the term "high fidelity" mean in the context of prototyping?

☐ Digital assets that are saved in resolution-independent file format

☒ An interactive prototype that closely simulates your digital product's functionality and design details

☐ A static prototype typically done in Photoshop

☐ A prototype that is created quickly in order to test broad concepts

4) When you're trying to decide where to focus your time and energy in prototyping, you should consider the following:

☐ Who you're creating the prototype for

☐ What you're trying to achieve

☐ What the constraints are

☒ All of the above

5) What's an important factor to consider when choosing a prototyping tool or service?

☐ Find the tool with the most features in order to avoid limiting yourself in the future

☐ Always choose a tool that has a for-pay plan; free prototyping tools and services are poorly supported

☐ Make sure the tool or service can output production-ready code

☒ Consider what will work well for you and your team

6) When handing off your work at the end of a project, which of the following best practice is highly recommended?

☒ Annotate and package up your work, and reach out to whoever is receiving it

☐ Hold onto the original files and only deliver them if asked by your collaborators

☐ Only hand off your original files if required by contract

☐ Make sure all annotations are kept within the source code of your prototype

7) What are the two major facets of product design?

☒ UX and UI

☐ MVP and IA

☐ MVP and UX

☐ UX and IA

8) A major benefit of prototyping includes which of the following?

☒ Saving time, effort, and money by testing ideas early in the process

☐ The ability to create production-ready code in half the time

☐ Reinforcing the benefit of the "waterfall" development cycle within your organization

☐ All of the above

9) A measure of success for a prototype includes which of the following?

☐ A strict set of rules

☐ It's coded for the developer

☐ It meets a deliverable requirement

☒ Whatever you create is the right thing if it intentionally sparks conversation, elicits feedback, or answers questions that you or your team had.

10) Which of the following is most important when presenting your prototypes to clients, user testers, or team members?

☐ Make sure your deliverables are formatted for printing in order to allow stakeholders time to review

☐ Asking your audience to hold all questions until the end

☒ Be clear about what you're presenting and what kind of feedback you're looking for

☐ Be sure to use analytics to defend your design decisions

FINAL CHECK

SAVE

You have used 1 of 2 submissions

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