Discussion 8

Pretotyping is a technique used to quickly and cheaply test whether a product or idea is worth pursuing before investing significant time and resources into creating a prototype. The goal of pretotyping is to validate the core concept or hypothesis of a product, service, or feature in the real world as early as possible, to determine if there is real demand or interest. Pretotyping involves very simple and low-cost methods to stimulate a product or concept. Rather than focusing on design or usability, pretotypying is about testing whether the core idea will resonate with users or if the demand exists.

Prototyping, on the other hand, involves creating a working or semi-working version of a product, often in the form of a physical object, app, or service that users can interact with. Prototypes typically look and feel like the real product, although they may still have rough edges. The goal of prototyping is to refine design, functionality, and user experience before committing to full-scale development. Prototypes are used to test specific features, design aspects and user interactions in a more realistic way than pretyotyping.

The main difference between the two is that pretotyping focuses on validating the core idea or concepts while prototyping focus on refining and testing the design and usability of a product. It is also worth mentioning that pretotyping is typically done towards the beginning of the development stages meanwhile prototyping is usually completed towards the end. In summary, pretotyping is about testing an idea's feasibility at the concept stage with minimal investment, while prototyping is used to refine a developed idea before it goes to market.