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# PROTOTIPACÃO

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# Pra que serve um protótipo?

“Clique” nos usuários: o que queremos?

Saber o que projetar

**Discussão e avaliação de IDEIAS**

# Protótipos em papel (baixa fidelidade)

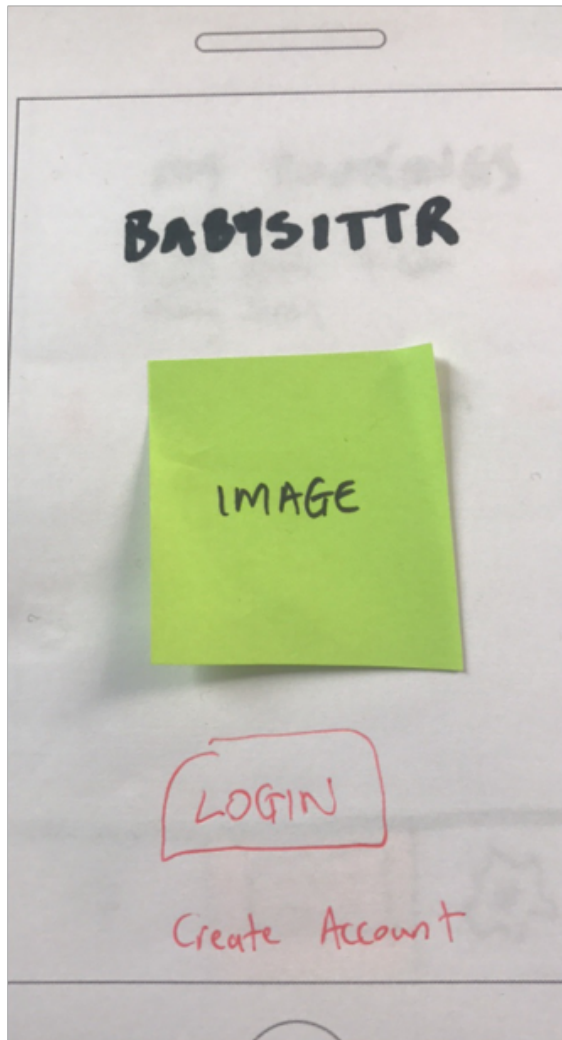


# Protótipos em papel

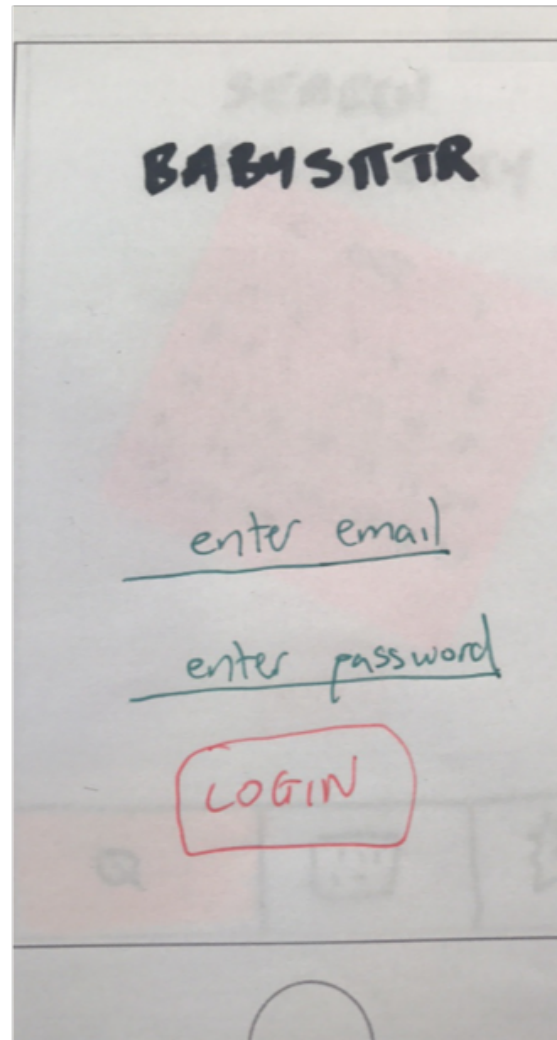
Simple  
Baixo custo  
Simulação



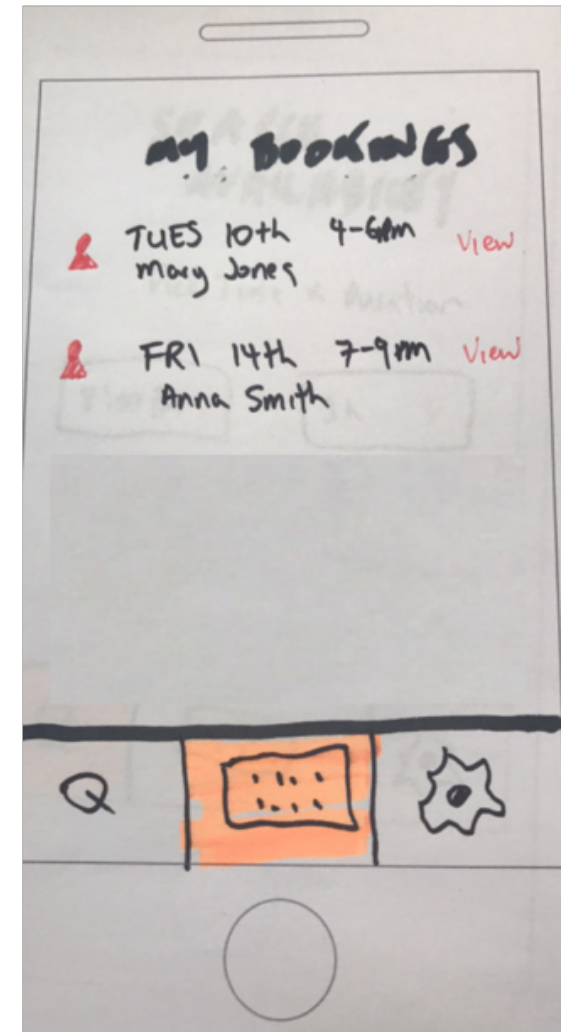




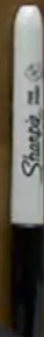
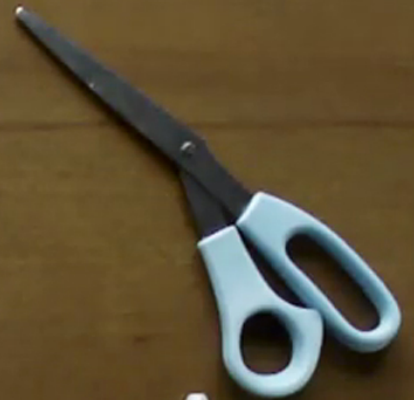
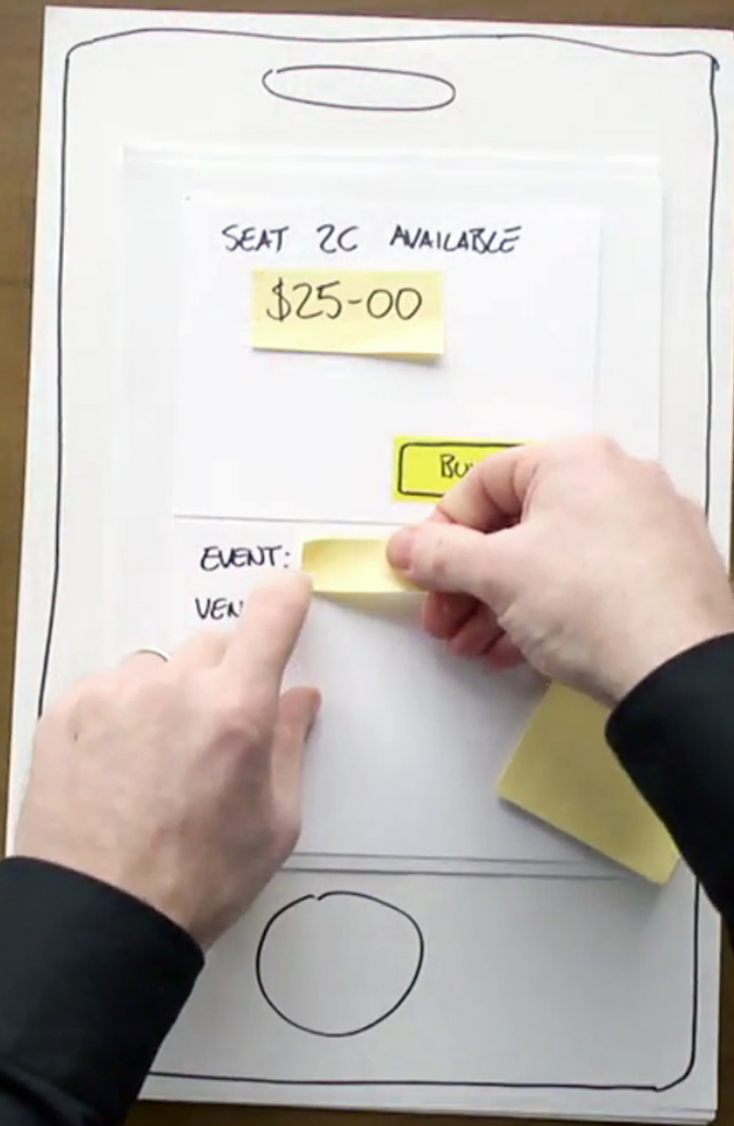
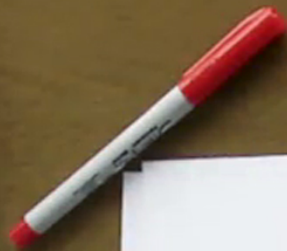
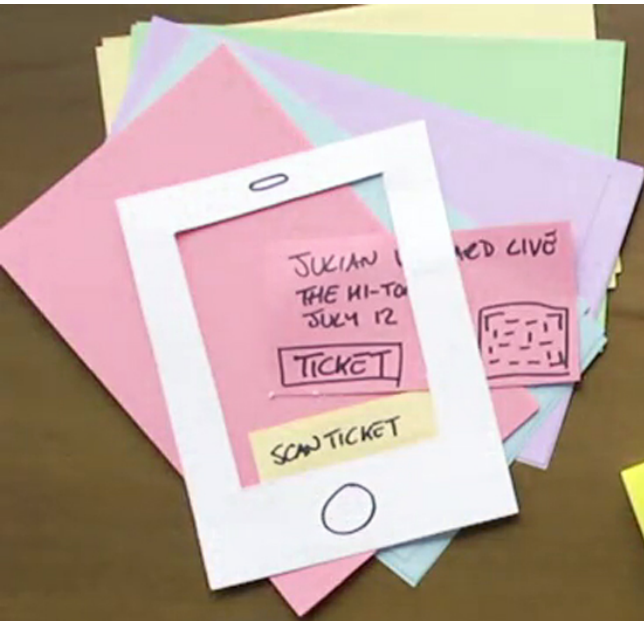
Screen1: Splash



Screen2: Login



Screen3: My Bookings

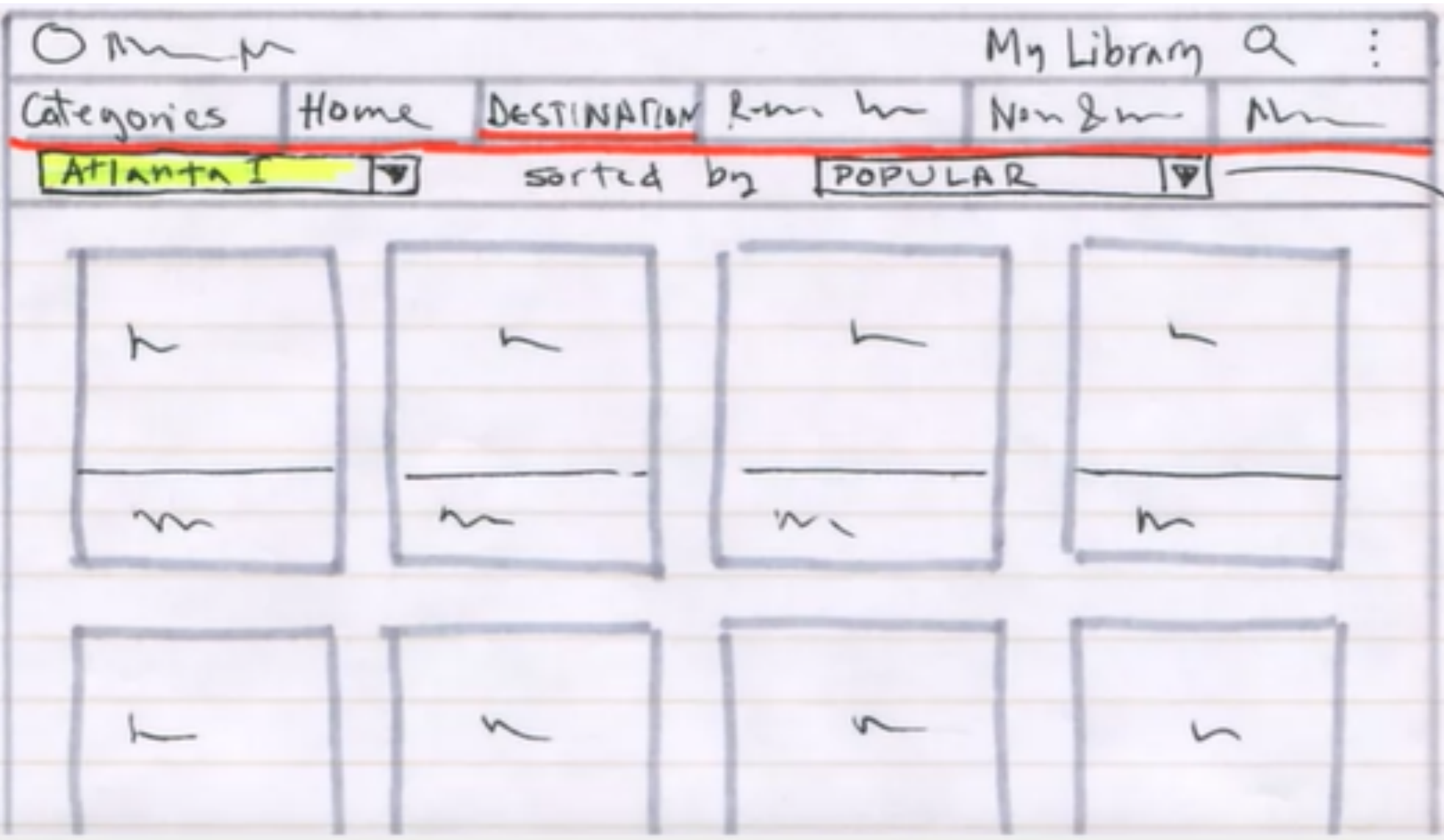


# Ideias de como fazer

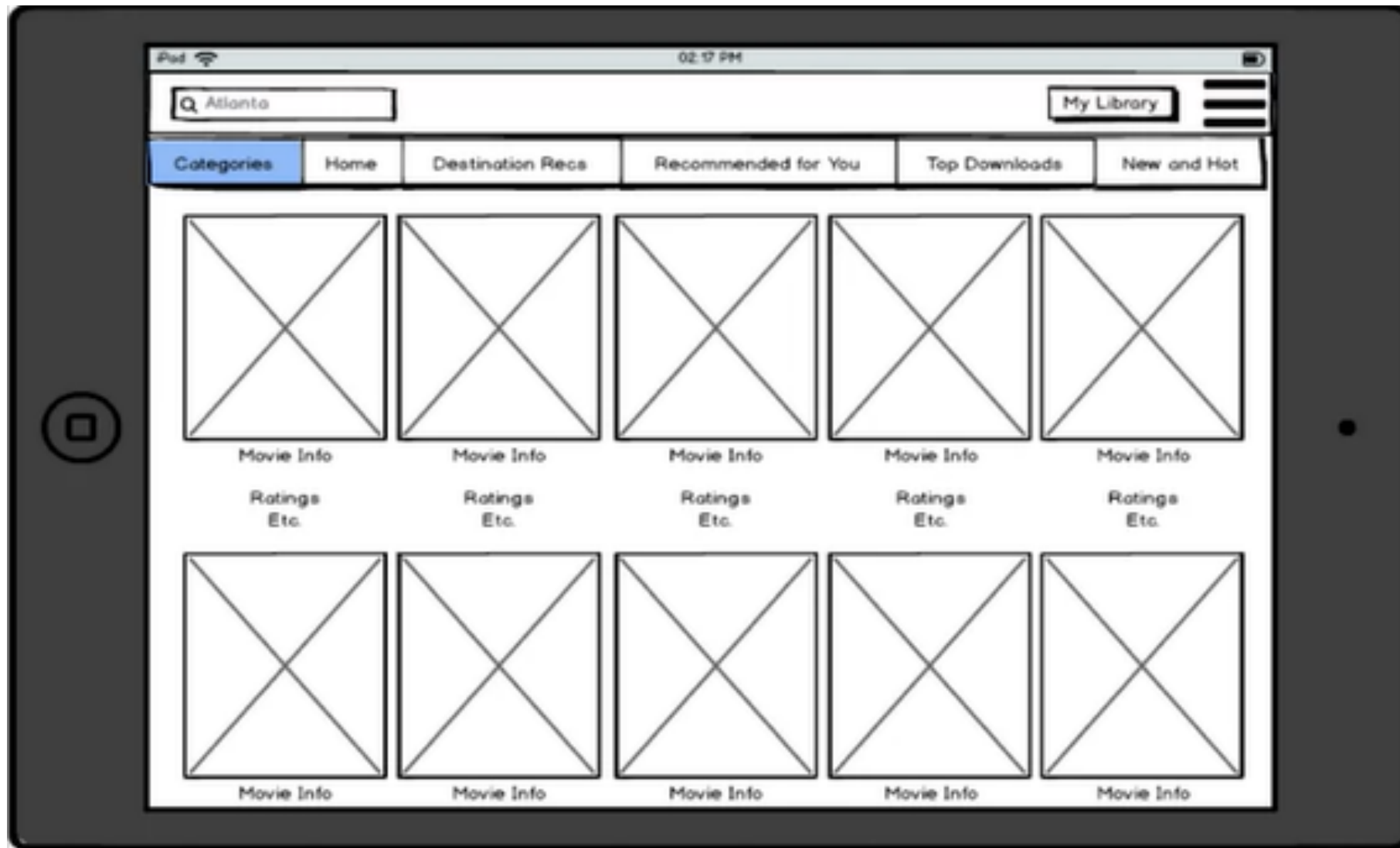
<https://www.coursera.org/learn/prototyping-design/lecture/YgFGq/paper-prototype-example>



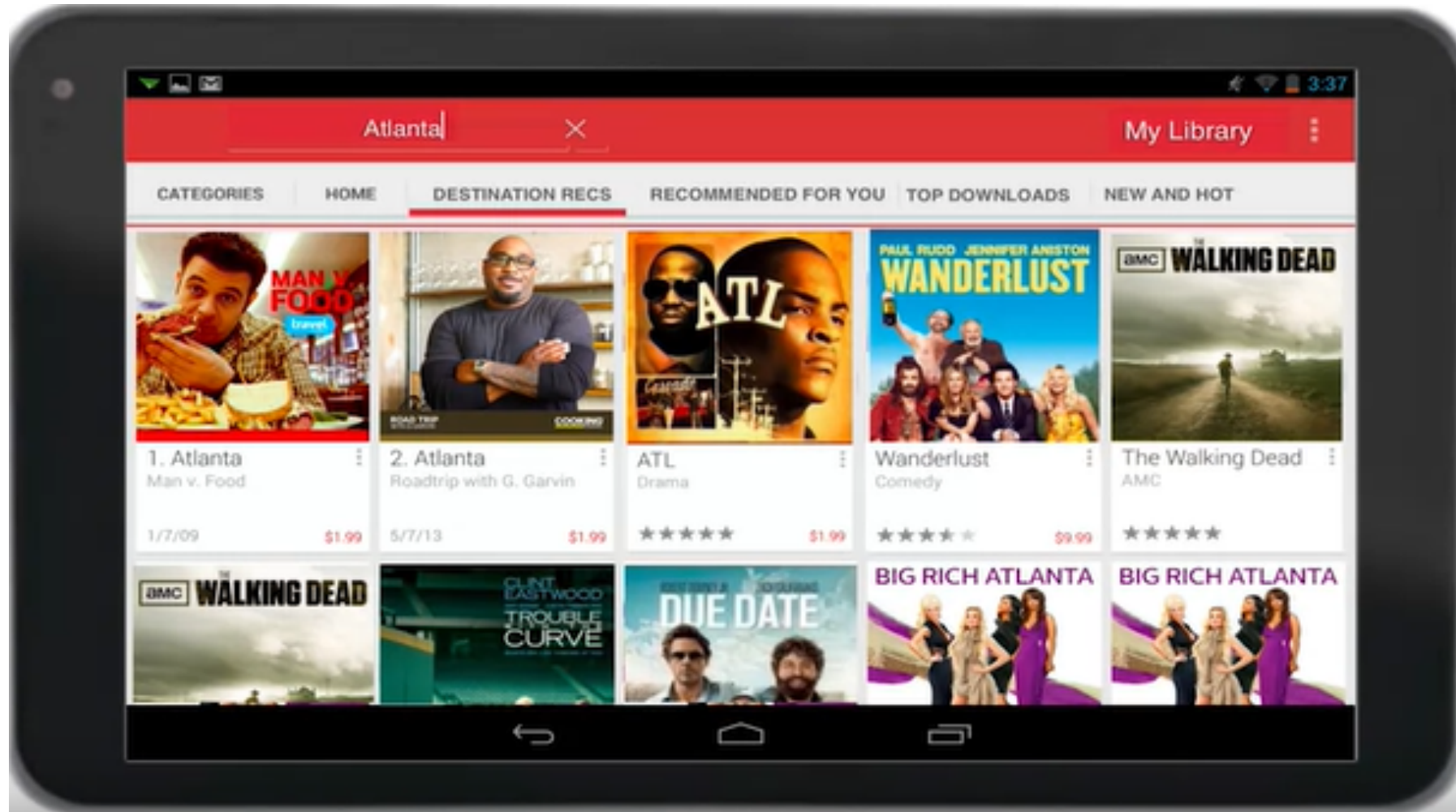
em baixa fidelidade...



# ...wireframe



# Protótipo de alta-fidelidade



# Protótipo de alta-fidelidade

Bom

interativo

especificidade sobre layout e recursos

Ruim

feedback pode vir no nível errado

cliente pode achar que está pronto

# **exercício**

Criar protótipo em papel

A partir de uma user story de seu projeto