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Prototyping for Physical and Digital Products is a very simple introduction to the world of prototyping, covering everything from aims and goals to potential workflows. It begins with a simple description of what a prototype is, keeping the concept clear while it moves on to explain just why prototyping is so important in the field of design. Furthermore, it explains just how prevalent prototyping is in our lives, even if we are not aware of it. While prototyping is a very important concept in the field of design and production, how it is approached can vary quite spectacularly depending on what the end goal is, especially given some of the differences between physical prototypes and digital ones. While the initial solidifying of goals and laying out of objectives is shared almost universally across prototypes of any sort, the process of prototyping and the details of creating the prototype change with the product. While prototyping should often start with a low-fidelity prototype to solidify the concept and have a baseline understanding of the goals, as the fidelity increases so too do the goals of either physical or digital prototypes vary. While a physical prototype may need to keep a clear idea surrounding materials, shape and constraints, a digital product is very much focused on flow, interaction and user reaction. While they may vary in focus, many of the key aspects of successful prototyping stand true, especially in regards to fixing core concepts and problems during low-fidelity prototyping while they are still simple to fix, rather than only finding out once they have been laid as a foundation in higher-fidelity testing. True to both forms of prototyping that is key to success in both the prototyping itself and the product as a whole is user testing and reception: the more feedback received in all stages of the prototype, the more of a solid understanding you will have as to how people view, understand and plan to use the product. When the feedback is intermittent or used only at certain fidelity levels, aspects of the prototype can be missed by the user, and by extension may not be brought up as issues until later in the prototyping phase. Ultimately prototyping stands as an important way to flesh out ideas and hammer out issues with each iteration without allowing it to halt, hamper or damage the product itself.