

## Video transcript

### Techniques for prototyping

Prototyping is essential for UX designers to bring their ideas to life, test them for user experience, and refine them.

It acts as a crucial bridge between design and development, allowing UX designers to interact with their digital solutions before they are built.

After creating the initial design, UX designers often create simple prototypes to validate their designs and test it for usability.

This helps capture the flaws and usability issues in their design. They use these insights to improve their design and its user experience. This is an iterative process.

After the enhancement iterations are done, UX designers create more realistic and interactive prototypes for testing the design before finalizing it for development.

The details of a prototype created depend upon where the UX designer is in the process of finalizing the design.

Like other design frameworks and methodologies, prototyping can be done in a variety of ways, with two of the most common techniques being paper prototyping and digital prototyping. Let's learn about both types.

Paper prototypes are low-fidelity, or low-fi, representations of the design solution.

To create paper prototypes, UX designers only need a piece of paper and pen to sketch out the UI and interactions.

With this technique, UX designers create simple layouts, screens, and components on individual pieces of paper. Then, the designers can physically move the paper parts to mimic how users would interact with the UI components. They can also use sticky notes to represent UI elements and add, remove, or move them from one paper to another.

Paper prototypes are ideal for the early stages of the design process when UX designers are exploring and validating ideas. They are easy and quick to create and update, which makes them cost-effective and less time-consuming.

The other common method of prototyping is digital prototyping.

Digital prototypes can be low-fi or high-fi representations of the design solution.

To create digital prototypes, UX designers use software applications specifically designed for creating interactive prototypes. These tools have built-in components, templates, and libraries. These tools also provide capabilities for adding interactions, animations, and transitions.

When digital prototyping, UX designers use these features and functionalities to create either simpler solutions or more realistic prototypes of their design solutions.

This enables UX designers to simulate user flows as closely as possible and demonstrate the intended user experience.

Designers create digital prototypes when the design has gone through enhancement iterations and is being finalized to hand over to the development team.

With digital prototyping tools, UX designers can also easily share design solutions with stakeholders and other team members. This enhances designers' ability to collaborate effectively, gather valuable feedback, and iterate on the design more efficiently.

Both paper prototyping and digital prototyping techniques are part of a larger process and are valuable for exploring, refining, and validating design concepts.

Paper prototyping is a fast, hands-on visualization approach that facilitates immediate feedback.

On the other hand, digital prototyping tools give a polished, interactive version of design that's closer to the final product. This facilitates more detailed user testing and stakeholder presentations.

Prototyping enables UX designers to experience their proposed solutions in action!

It is important to choose a technique that best fits the project's requirements, such as user needs, project timeline, and the desired level of fidelity required for the prototyping stage.