



Exploring Design Trends and Creating Digital Product Prototypes



Creating Digital Product Prototypes



What is a Prototyping?

- **Prototyping** is the process of turning a static design into an interactive experience that simulates how a real product works.

Wireframe ➡ Design ➡ **Prototype** ➡ Development



Why does prototyping matter?

Prototyping helps to:

- 1** Validate early concepts
- 2** Facilitate communication
- 3** Refine features and flows



Prototyping Types

Low-Fidelity Prototypes

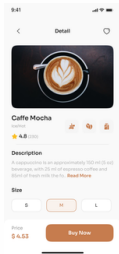
- ▶ Simple and incomplete version of the product
- ▶ Focus on structure and layout, not visuals
- ▶ Used for early testing and feedback

High-Fidelity Prototypes

- ▶ Closer to the final product experience
- ▶ Includes real colors, typography and UI elements
- ▶ Used to test look, feel, and functionality



Low-Fidelity Vs High-Fidelity Prototype



The 4 Core Settings in Figma

- 1 *Trigger* - when it happens
- 2 *Action* - what happens
- 3 *Animation* - how it moves
- 4 *Duration* - how fast it happens



Triggers - When it happens

Triggers define when an interaction starts in a prototype.
Triggers include:

- *On Click*
 - *On Drag*
 - *While Hovering*
 - *While Pressing*
 - *After Delay*
 - *Key/Gamepad*
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Actions - What happens

Actions define what occurs after a trigger is activated in a prototype.
Actions include:

- *Navigate To & Change To*
- *Open Overlay*
- *Close Overlay*
- *Swap Overlay*
- *Scroll To*
- *Back*



Animation - How it Moves

Animation defines how the transition appears visually after an action is triggered. Animations include:

- *Instant*
- *Dissolve*
- *Move In*
- *Move Out*
- *Push*
- *Slide In / Slide Out*
- *Smart Animate*



Duration

- Duration controls the speed of the animation.
- Measured in milliseconds (ms)



Creating Scrollable Frames



Vertical Scrolling

- Vertical scrolling allows users to scroll up and down inside a screen.
Steps:
 - i. Create a container frame
 - ii. Make the content taller than the frame
 - iii. Enable clip content
 - iv. Set overflow behavior

Examples: Product lists, Social media feeds, Long forms, Blog pages, Landing pages



Horizontal Scrolling

- Horizontal scrolling allows users to scroll left and right inside a section. Steps:
 - i. Create a container Frame
 - ii. Make the content wider than the frame
 - iii. Enable clip content
 - iv. Set overflow behavior

Examples: Categories, Image sliders, Product carousels, Netflix movie rows



Modern Design Trends



Glassmorphism

- Glassmorphism is a UI style that looks like frosted or blurred glass layered over a background.
- Characteristics:
 - Transparent background
 - Strong background blur
 - Soft shadows
 - Light borders
 - Floating card feel



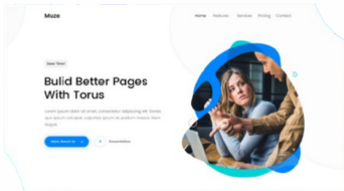
Neon UI

- Uses bright glowing colors on dark backgrounds.
- Characteristics:
 - Dark background
 - Bright colors
 - Outer glow effect
 - High contrast



Blob Shapes

- Blobs are soft, organic, irregular shapes.



Exercise

1. Create an interactive prototype with:
 - At least 4 different triggers
 - At least 1 overlay
 - Vertical & horizontal scrolling
 - At least one variant interaction
2. Design two pages, applying two different contemporary design trends.



Q/A

