



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

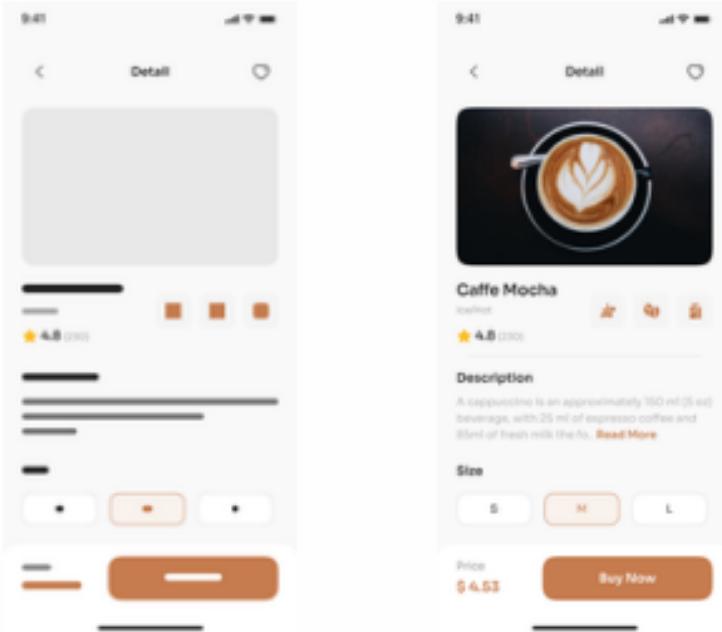
Low-Fidelity Prototypes

- ▶ 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*

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

The decorative graphic at the bottom of the slide consists of several abstract, organic shapes in shades of purple, pink, and white. It includes wavy lines, a cluster of small dots, and larger, rounded forms, creating a soft, flowing aesthetic.

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



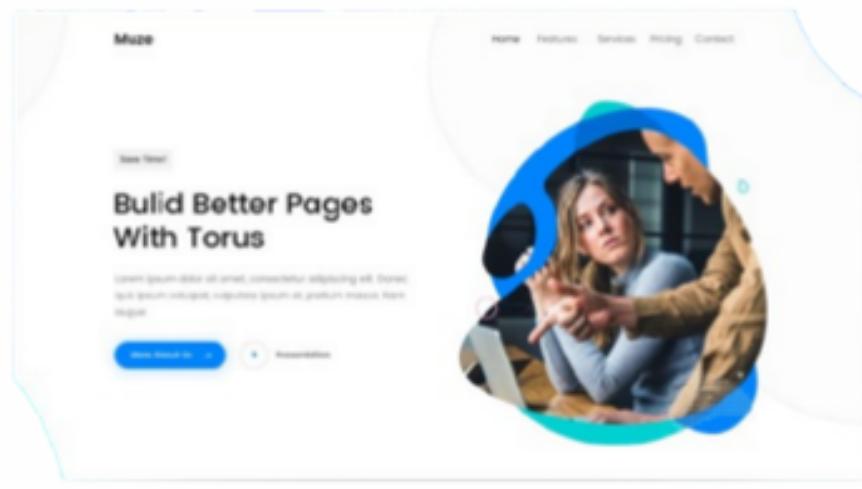
Neon UI

- 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:
 - o At least 4 different triggers
 - o At least 1 overlay
 - o Vertical & horizontal scrolling
 - o At least one variant interaction

2. Design two pages, applying two different contemporary design trends.



Q/A

