

Part IV

Broadening the Focus

Most of this book has focused on the details of what paper prototyping is, what it's good for, and how to do it. Now let's zoom out a bit. Paper prototyping fits within the larger context of user-centered design, which also includes techniques like contextual inquiry, personas, and participatory design, to name just a few. Although the techniques themselves can be sophisticated, they share an innate simplicity: They help product teams understand users.