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A PROTOTYPE IS WORTH A THOUSAND WORDS

It's well known that identifying and fixing problems in design is easier and cheaper if it can be done earlier in the process of design and build. That's because as the fidelity of the project we're working on increases, the effort involved in making changes increases. If we can test out early ideas to see if they work, in small chunks, then we can identify whether those ideas are going to work. To do this, we need to build prototypes.

With easy-to-follow, practical advice, this book will show you how to use a number of different prototyping techniques.

It covers:

- The prototyping process
- Paper prototyping
- Interactive wireframing tools, such as Balsamiq and Axure
- Dedicated prototyping tools, including Marvel, Invision, and Adobe XD
- HTML prototypes
- How to use prototypes in your project workflow

YOUR AUTHOR

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Ben is co-founder and managing director at fffunction, a design agency in the South West of the UK. He trained as a product designer in the late 1990's and moved into the field of digital design shortly after. In doing so he brought user centered design principles to this relatively new field and has been applying them to digital projects ever since.

DAN GOODWIN

Dan is the user experience director at fffunction. With a background of twenty years experience in agency and in-house software and web development, he is an all-rounder with strong technical and people skills in addition to user experience. He loves user research and bringing users and empathy for them into every step of a project.

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PROTOTYPING

DESIGNING UX: PROTOTYPING

COLEMAN & GOODWIN

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BY **BEN COLEMAN** & **DAN GOODWIN**

COMMUNICATE AND TEST DESIGN IDEAS