Prototyping -Workshop

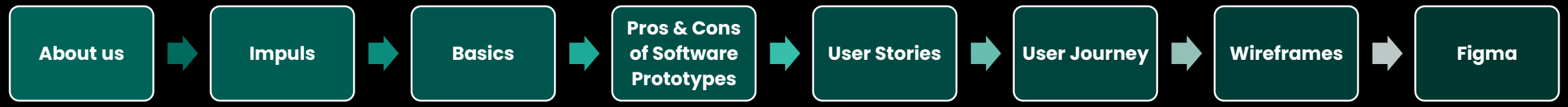
24.11.2023

IT-Projektschmiede

Agenda

Goal:

1. You create your own digital prototype
2. At least one Feedback-loop



About Us– IT Projektschmiede

Software-Development Partner for ideas with impact

- Development
- Consulting
- Workshops

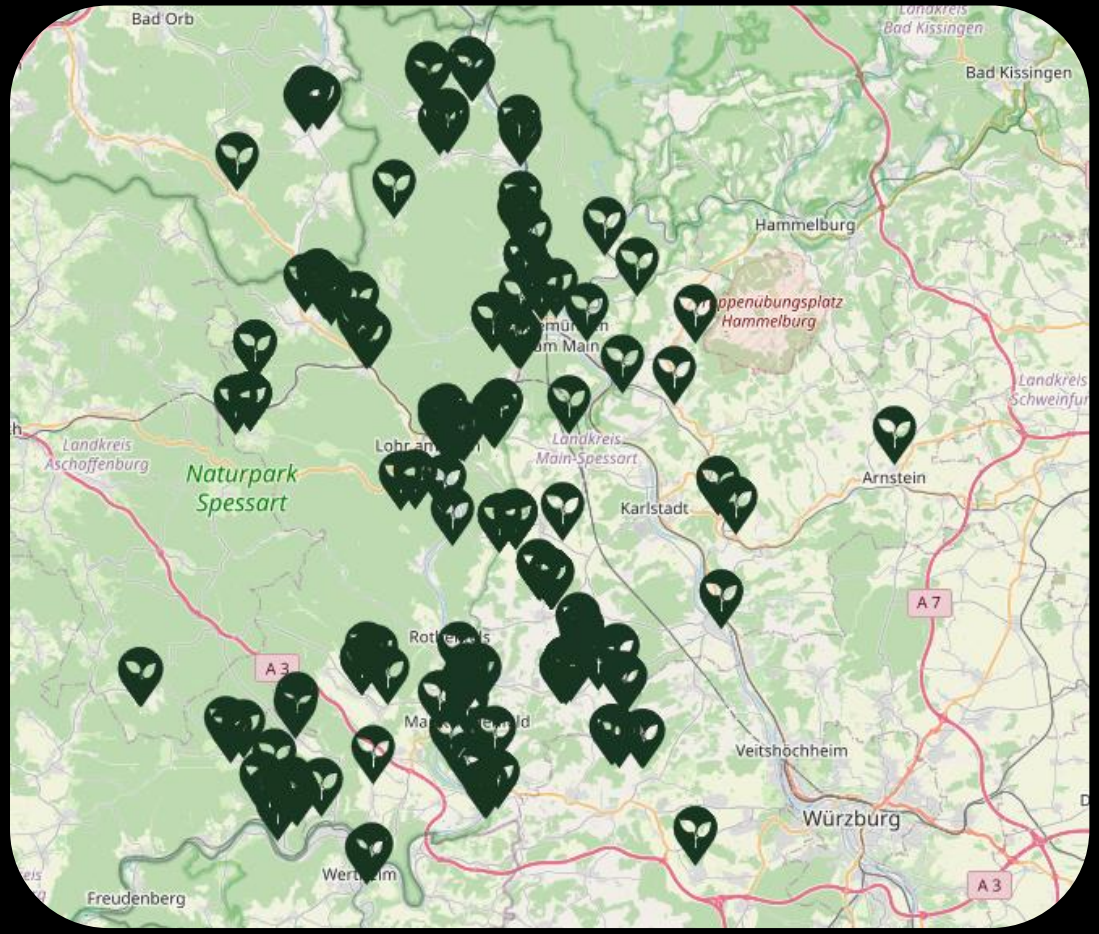
Example: 48 hours from idea to prototype

pflanzzeit.org

Initial situation:

- Group of motiviated founders
- Hackathon format
- WordPress as website builder

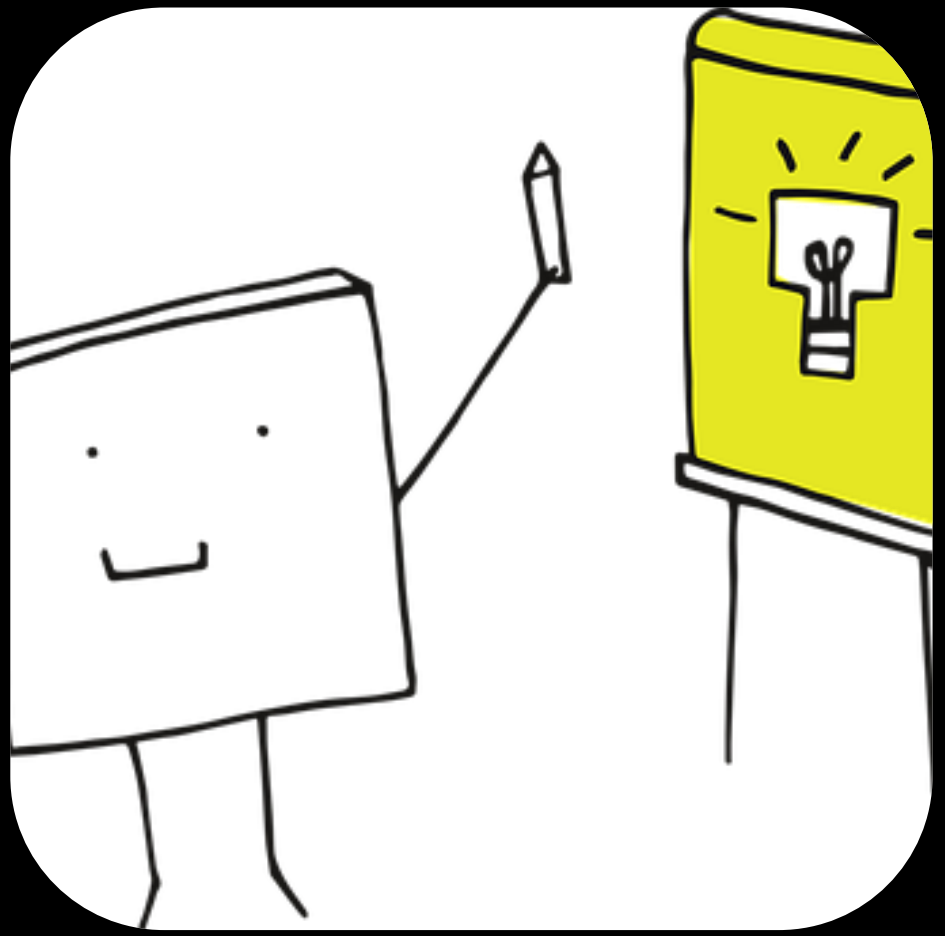
Result



- 225 trees in 4 weeks

Basics

Prototyping-Basics: Preototy ping (Pre-Prototyping)



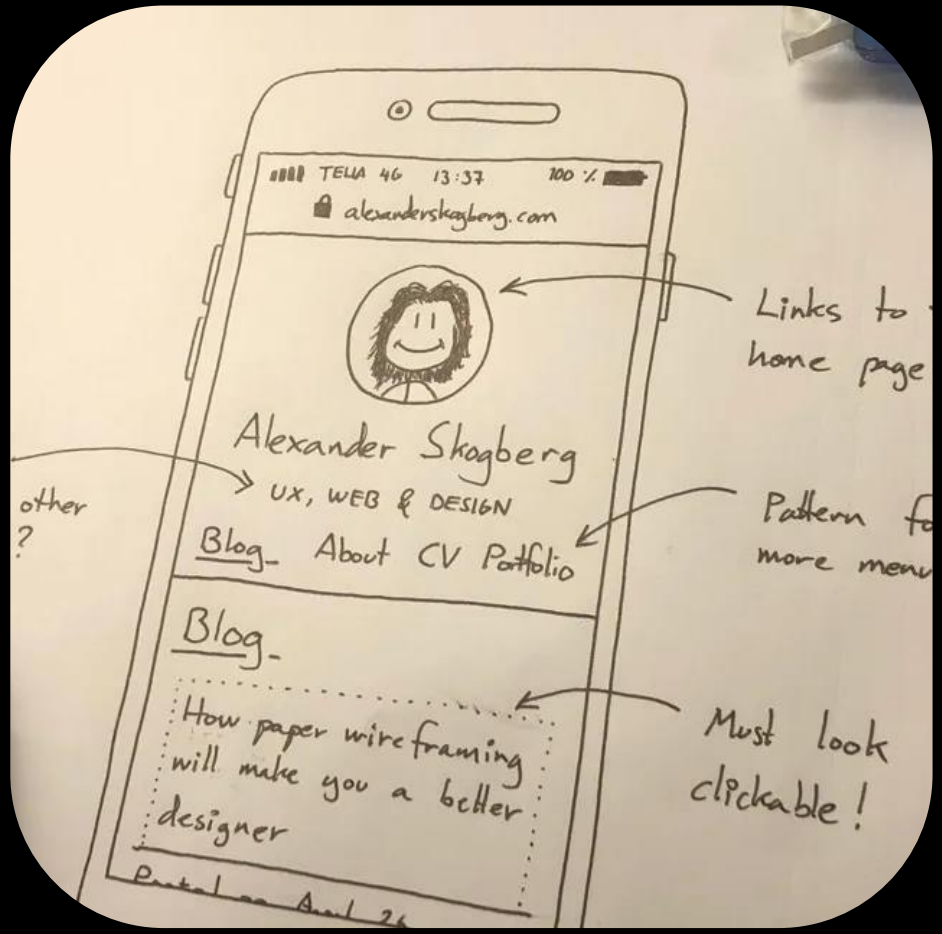
Use just anything, that is easy accessable and keep it simple

Use Case:

- Explain your idea to others

VIIND

Prototyping-Basics: Wireframing

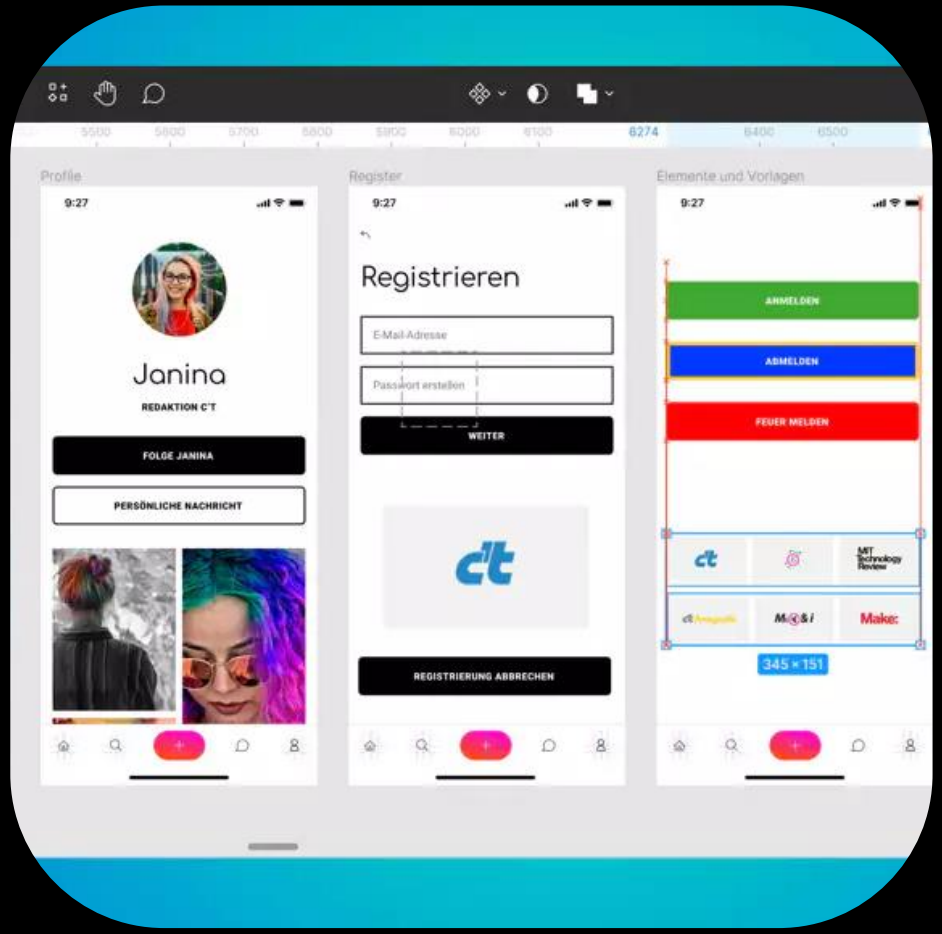


Simple sketches with pencil on paper showing basic elements und User Interface

Use Case:

- Defining structure
- Recieving early feedback
- Startingpoint for digital or interactive prototype

Prototyping-Basics: Digital Prototypes



Using graphic tools like figma or blender

Use Case:

- Customer feedback
- Finalize Design
- Estimation of costs for development

Prototyping-Basics: Code-Prototyping

Building functional Code for demonstrating your product

Use Case

- Live-Version

Pros & Cons of Code Prototyping-Techniques

Overview about common techniques

1 **Website-Builder**

Using Low-Code or No-Code Tools like WordPress

2 **Web-Application**

Browser based application for desktop and mobile

3 **Apps**

Mobile optimized applications

Website-Builder

Pros:

- cheap
- Easy to use
- Accessability on different devices

Cons:

- skaleability
- Limited functionality
- Difficult for complex products

Web-Application

Pros:

- Scaleability
- Individual functionality
- No installation neccessary

Cons:

- Access to internet needed
- Less comfortable than native apps

App

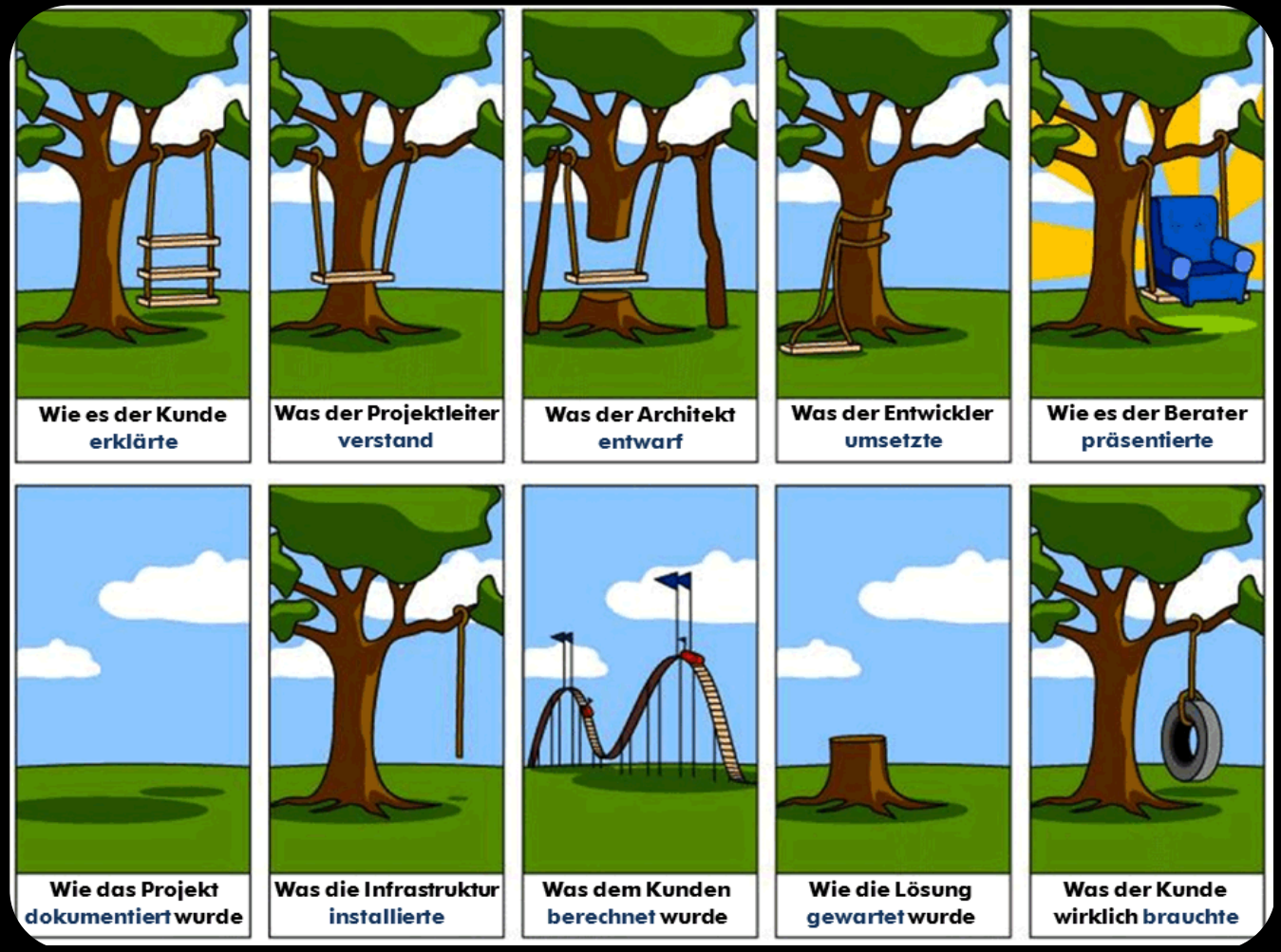
Pros:

- Optimized for mobile devices
- Offline functionality possible
- Use of Smartphone functionality(Push, Bluetooth....)

Cons:

- App-Store Approvement needed
- Need to develop for different platforms (Apple, Android, Windows)
- costs

First Thoughts



Prototyping – First Steps

Goal:

Why?

Why do you want to achieve this goal?

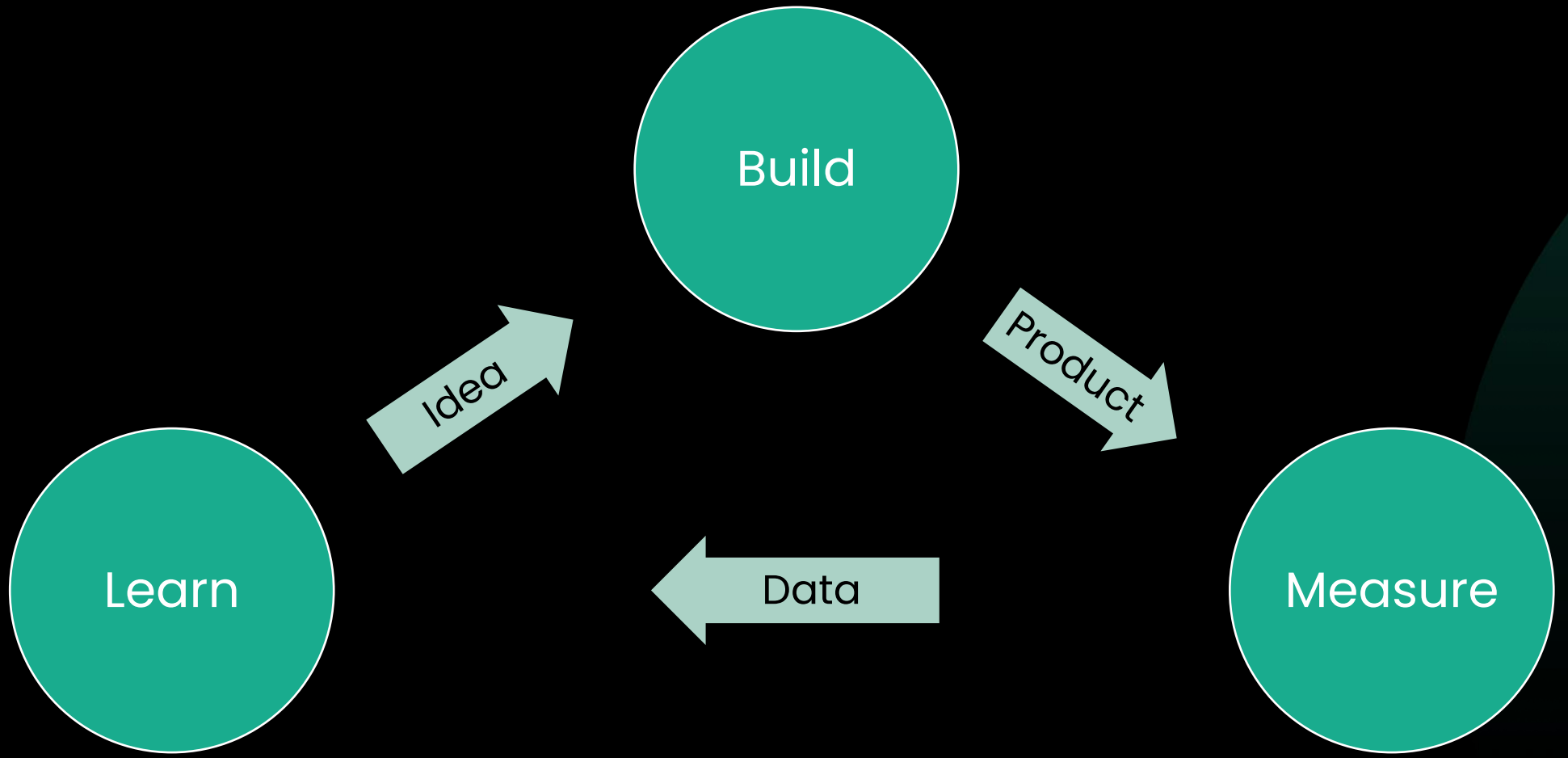
How?

How do you do it and how do you measure it?

When?

When do you plan or when do you need to reach your goal

Lean Startup



Prototyping – Our goal for today

Goal: Find out the needs of the students for an app to order drinks during lessons.

Why?

Process should be very easy as students wont use it if it was more difficult than going for a drink

How?

Building an click-dummy and discuss it with other students

When?

By the end of this lesson (today – 13:15)

Describing Functionality with User Stories

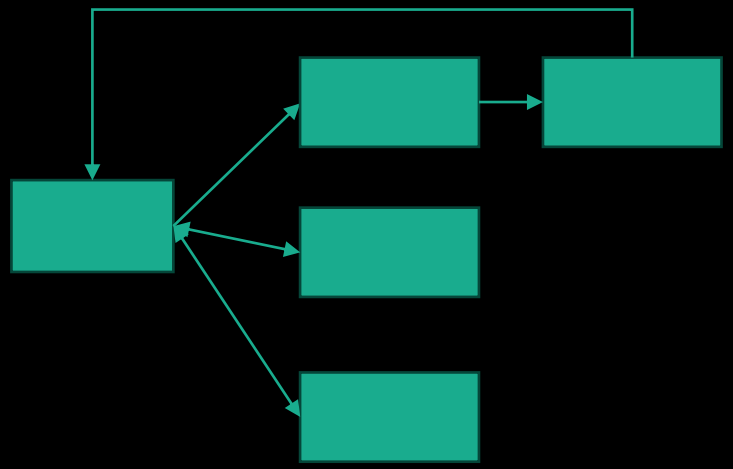
Aufbau		Beispiel
Role	As a...	tree owner
Function	I want...	An expanation how to plant trees
Added value	So that...	I know what I need to do next step by step

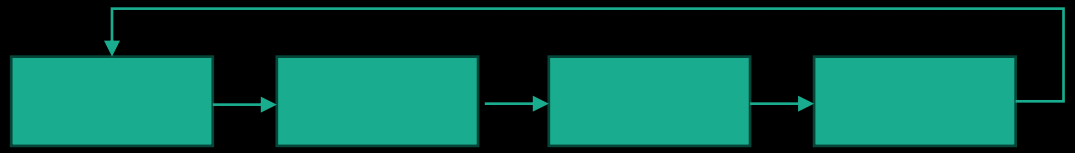
Task 1

- Define User Stories for the THWS service roboter app
- Use 1 Post-it for 1 User Story
- Think about the steps needed from „I want some drink“ to „Drink has been delivered“

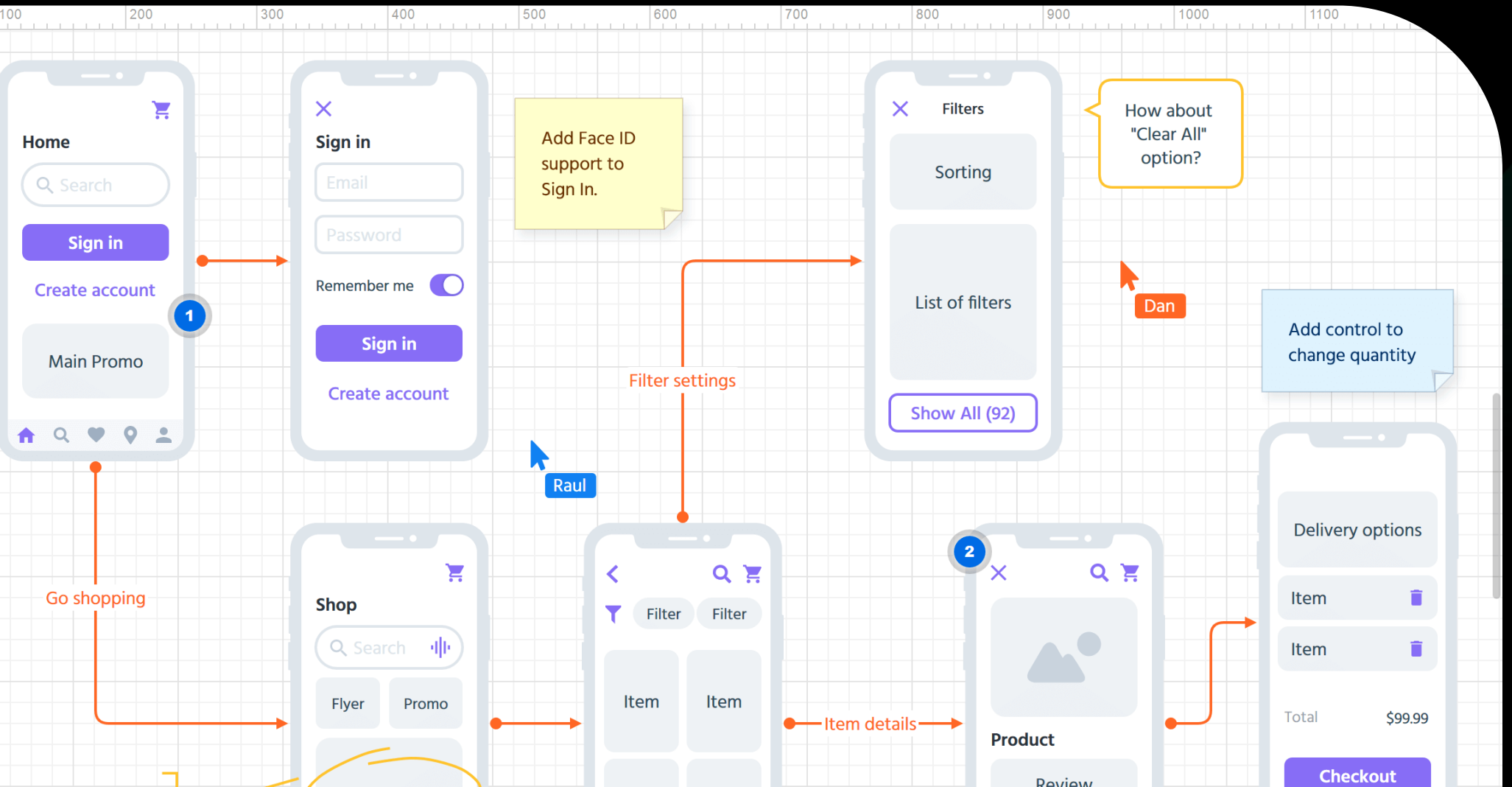
Task 2

- Build your User Journey by bringing your User Stroies in an logical order
- Think about what components you need to go through the app (dashboard, menus)
  - You can write them on extra Post-ist





Wireframing



Advantages manual Wireframing

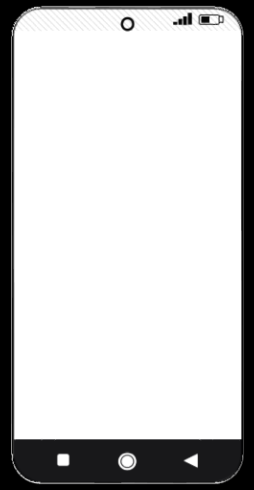
- Easy
- More creativity
- Easy colaboration

Task 3

- Think about a useful Navigation
- Draw Wireframes to your User Stories

Wireframe-Vorlagen

SMARTPHONE



✏️ Bring die Idee aus deinem Kopf auf Papier 🤩🚀

IT-Projektschmiede

Hinweise:

- Halte es einfach (schwarz & weiß)
- Verzichte auf Details (z.B. Textformulierungen)
- 1x Navigation zeichnen reicht. Auf anderen Folien den Bereich einfach freilassen oder markieren

Beispiele:

Headlines:

Feature #1

Text:

Pictures:

Button:

CTA

Video:

Profile:

Feedback

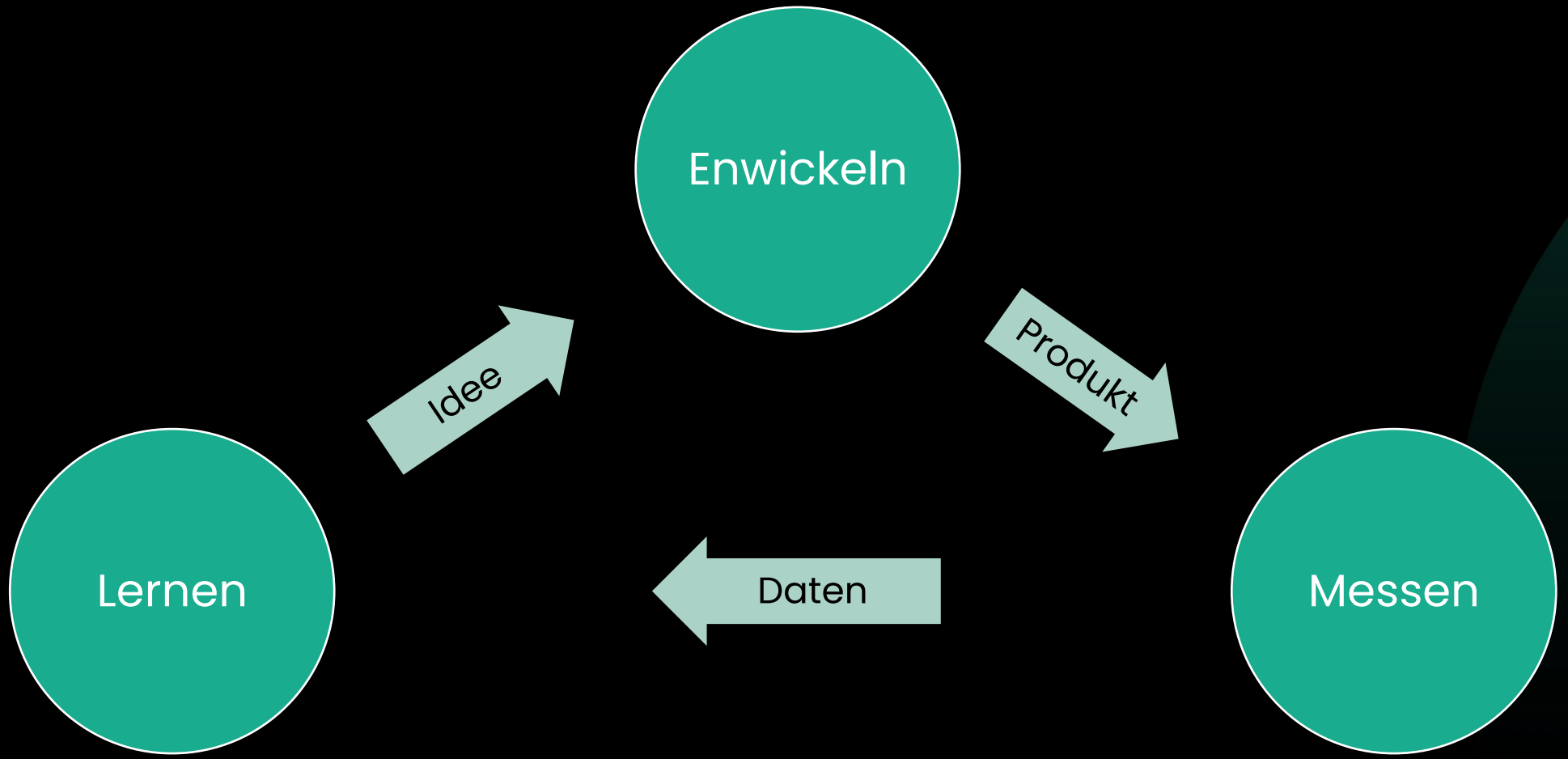
- Build teams of 3. Your have 5 minutes to explain your wireframes and get feedback from others (make notes)

Figma

- Create your Account
- Start a Project
- Create Frames (Frame = Screen in App)
- Use components for often used assets
- Use widgets or other community elements for complex things
- Connect buttons and screens in prototype-mode

Presentation

Lean Startup



Best Practices Prototyping

- Define what you want to achieve first
- Take short Deadlines
- Use every chance for feedback
- Not every feedback is important
- Overthink your concept
- Keep it simple
- Prototypes do not need to be ugly

IT-Projektschmiede