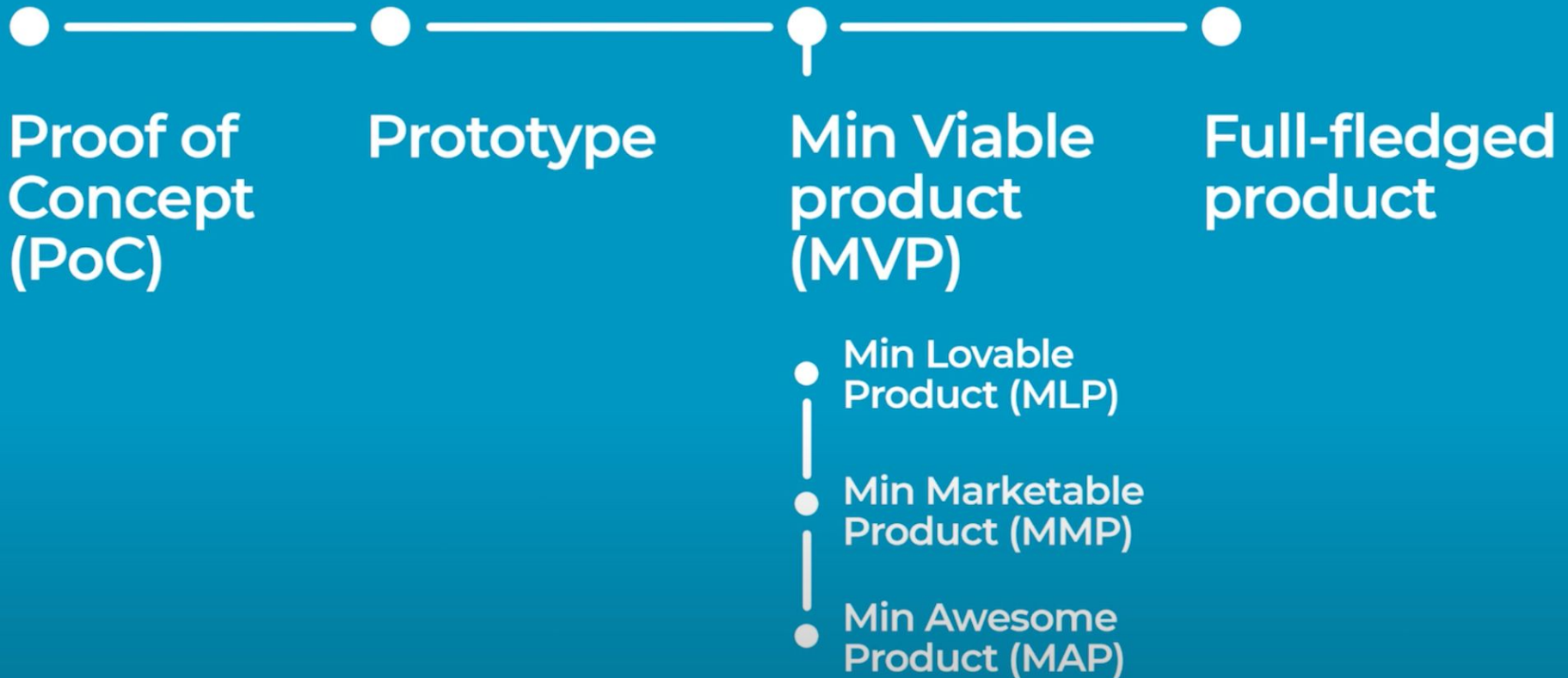


Prototyping

Presented by Nursultan Askarbekuly

How can we test
our design ideas?

PoC vs Prototype vs MVP



Ways to explore design ideas

Proof-of-concept:

- demonstrates technical feasibility

Prototype:

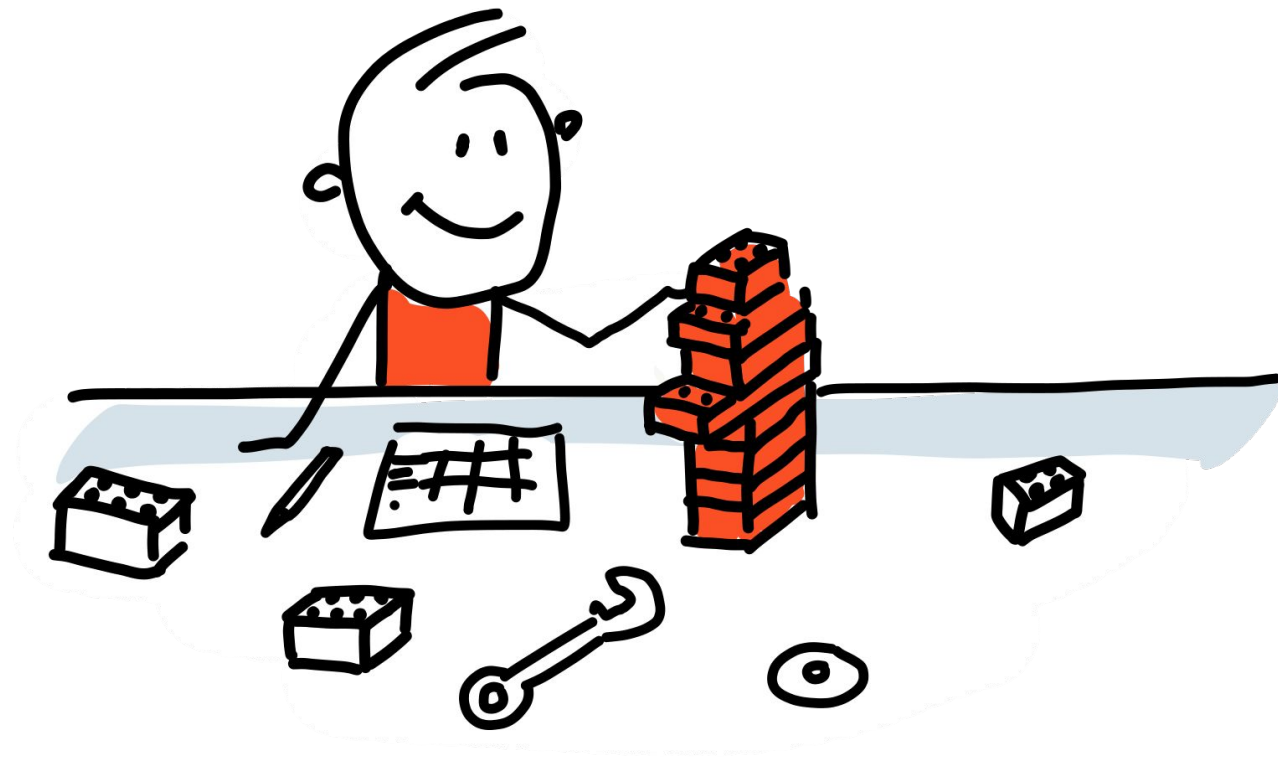
- mimics the value delivery
- communicates the core ideas
- normally gets thrown away

MVP:

- the smallest set of features
- delivers the core value proposition
- in a cheapest way possible



What are different ways to prototype apps?



Types

Paper
Digital
Native

Interactivity

Static
Clickable
Fully interactive

Fidelity

Low-fidelity
High-fidelity

Goal vs Effort

Detailed sketch

Main

Banner space for stats & lessons

Top priority

Mom

Contacted on Aug 18th

M

Dad

Contacted on Aug 18th

M

Sandy

Contacted on Aug 18th

M

Mid priority

Main

Vcnt

+

Edu

Stngs

Choose role

+ Create a custom role

Nuclear family

Mom

Dad

Sibling

Kid

Extended family

Grandpa

Grandma

Uncle

Aunt

Nibling

Cousin

In-laws

Main

Vcnt

+

Edu

Stngs

x

Add

Role

Uncle

Name

Robert C. Martin

Add from contacts

Priority

Top

Mid

Low

Regularity

Once in two weeks

Add a messenger

WhatsApp

Telegram

Save

x

SandyEdit

Stats

Go to Chat

Done it!

Message Templates

Hey love! How are you? Things are going well?

Hey Sandy! Long time no see! Can I call you? When?

Hello dear! Really miss you! What's new?

Low-fidelity prototyping

- Visualise an idea
- Plan user flows
- Arrive at understanding within the team
- Communicate the design to stakeholders

Can be done on paper or digitally

High-fidelity UI Design



Mon, Oct 1st

Total Contacted167Consistency56%Best Streak23

Top

Dad



Contacted yesterday

11

Mom



Contacted today

23

Jane



New

High

Grandpa



Last contacted on Oct 25

5

Uncle Sam



Contacted on Nov 4th





 

9

Aunt Erica

New

 MAIN LEARN ADD SETTINGS

×

Add a Person

Choose role

UNCLE >

Enter name

Enter manually or add from contacts +

Set Priority

TOPHIGHOTHER

How often to get in touch

ONCE A WEEK >

Add number (optional)

Enter manually or add from contacts +

Add birthday (optional)

We will reminder you about it >

SAVE




×

Uncle Robert

Edit

Contacted9Consistency83%Streak7

Uncle Robert

Priority

HIGH

Frequency

ONCE A WEEK

Number

+7(929)7218853

Birthdate

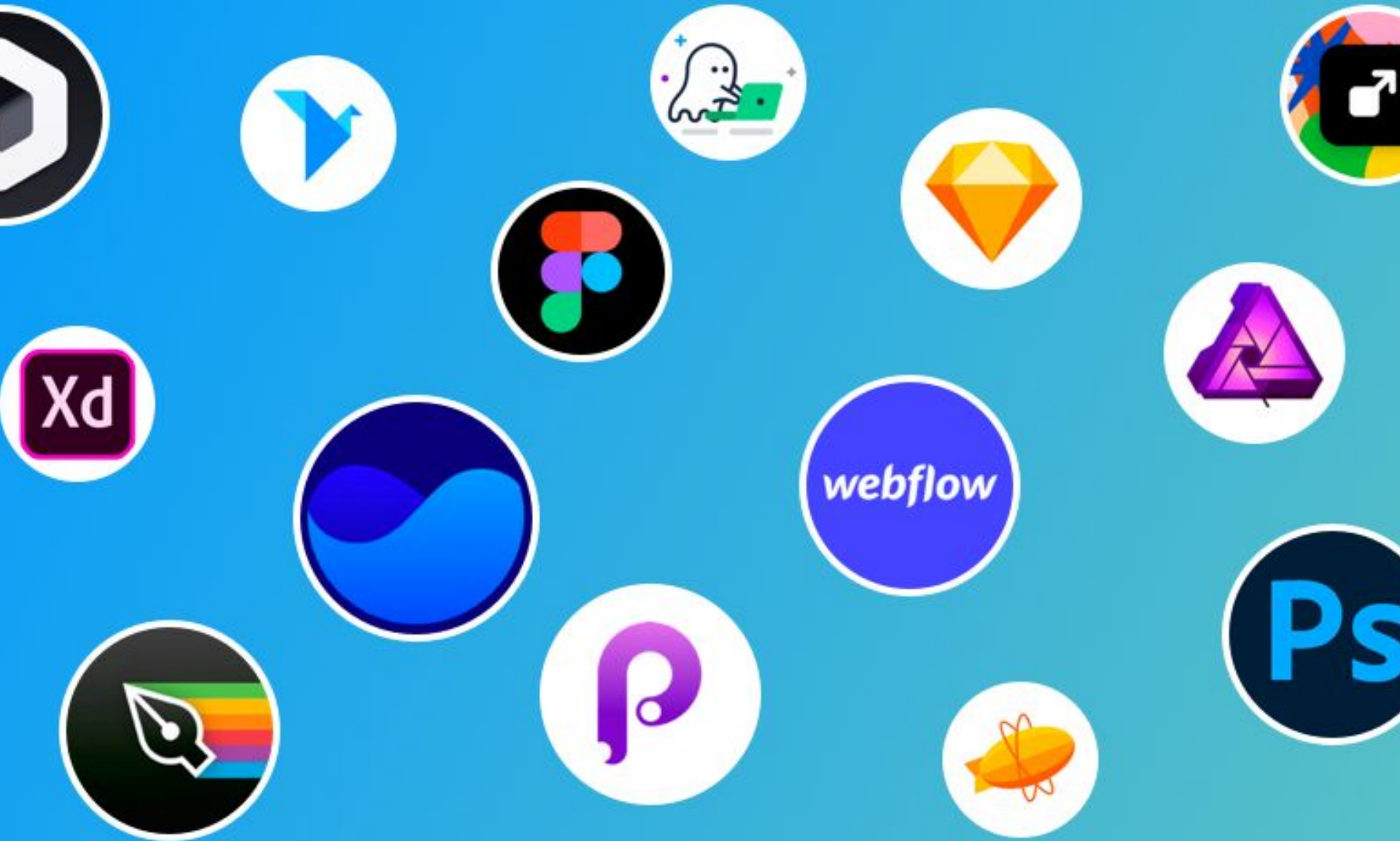
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History

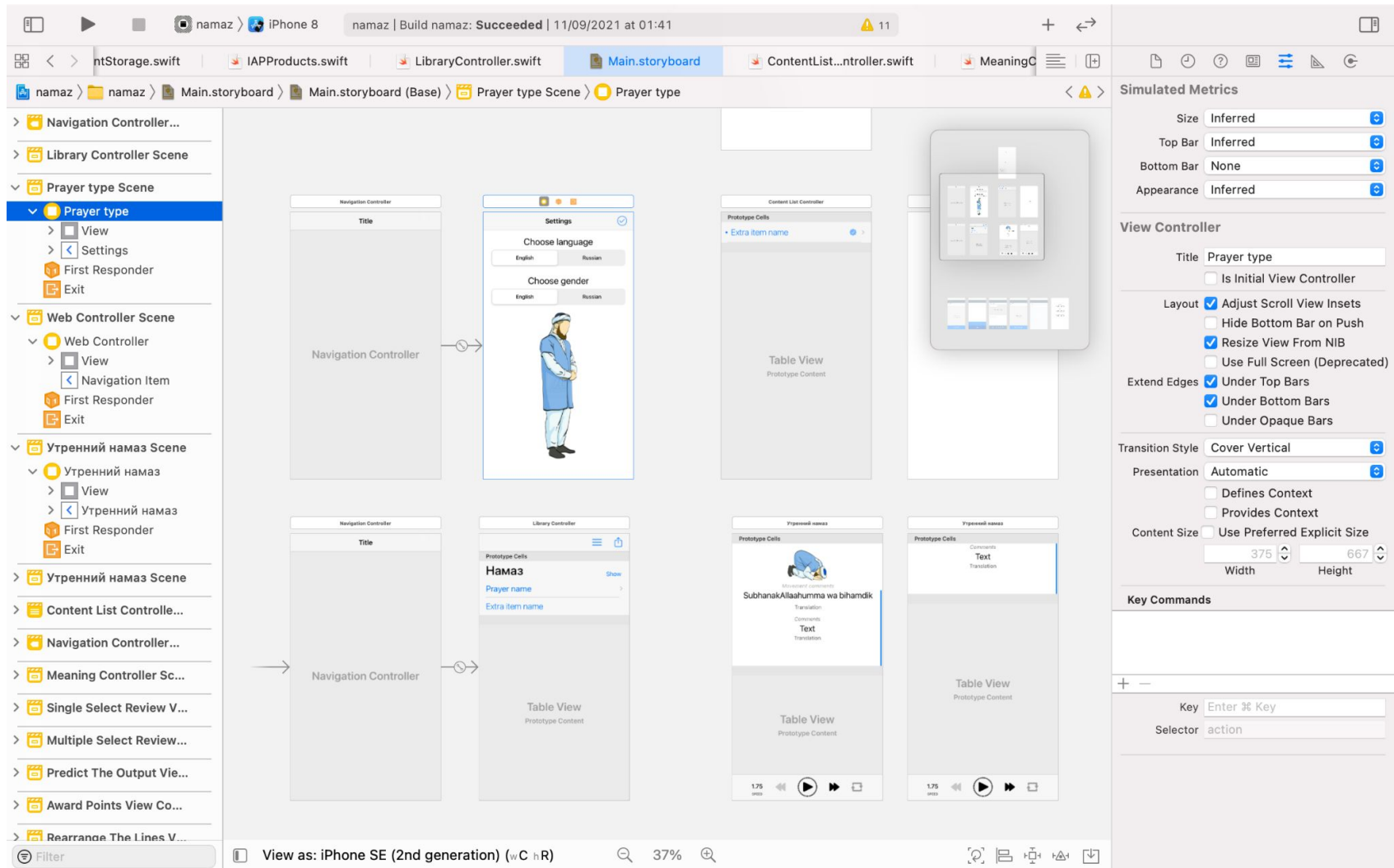
Called on Monday, Sep 7th

High fidelity prototyping

- Purposeful use of color, elevation, & shadows
- Serves as a blueprint for developers
- Can be used to produce a clickable prototype to demonstrate key user interactions
- Allows testing the effectiveness of the design (i.e. usability-testing)



Native prototyping and low-code



Native prototyping and low-code

When:

More interactivity and real-like user experience is required

Get the feel for implementation, i.e. spike solution

Keep-in-mind:

Needs to be done fast: one-evening prototype

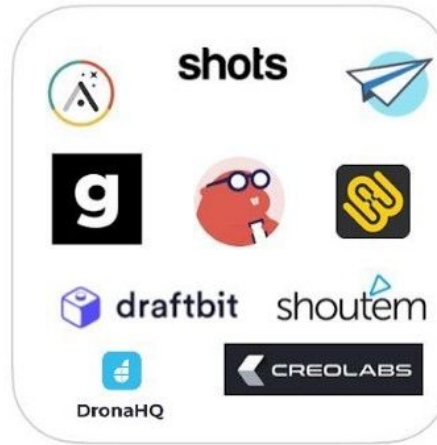
Is it really necessary? (we are fascinated with the machine)

Should be thrown away afterwards

Web apps & e-commerce



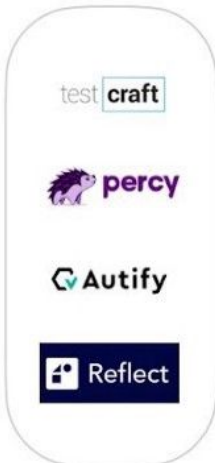
Mobile apps



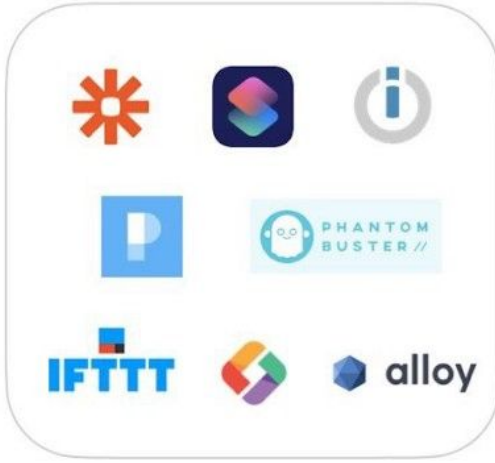
Agencies



Testing



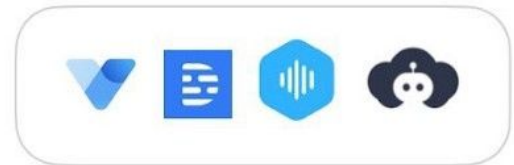
Workflow automation



Spreadsheets & databases



Voice



Community



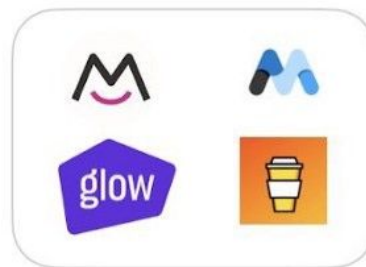
Data science



AR/3D



Monetization



Gaming



What are other ways to model/prototype requirements?

Data modeling - Entity Relation Diagram describes interrelated things of interest in a specific domain of knowledge.

API Design - An application programming interface (API) is a connection between between computer programs. It is a type of software interface, offering a service to other pieces of software.

Rapid prototyping:
means *going fast*
from design to feedback

Rapid prototyping philosophy

Make customer interactions a habit:

Test everything with people

Collect learning points:

That which influences your design

Optimize loop length:

How much time from an idea to testing?