

Unit 6—Lesson 2:

Prototyping

Simple is best

Design the minimum viable product—Meets the minimum required functions to accomplish goals

Follow your original plans—Don't allow your original idea to be diluted by too many features.

Complexity will:

- Delay the app release
- Confuse target users

Define the problem

- Why do you want to create the app?
- What challenge or pain point do you want to address?
- What is the app's primary purpose?
- Who are your target users?

Create a user persona

- Describe your typical or average user
- Interview people who might use the app
- Gather characteristics and information about their personalities
- List specific attributes
- Remember: You are not the target user

Create a feature set

- List features that are relevant to the persona and the problem
 - Which features suit your minimum viable product?
 - What does your persona absolutely need to solve the problem?
 - Are additional features needed to satisfy the top features?
- Guard against scope creep

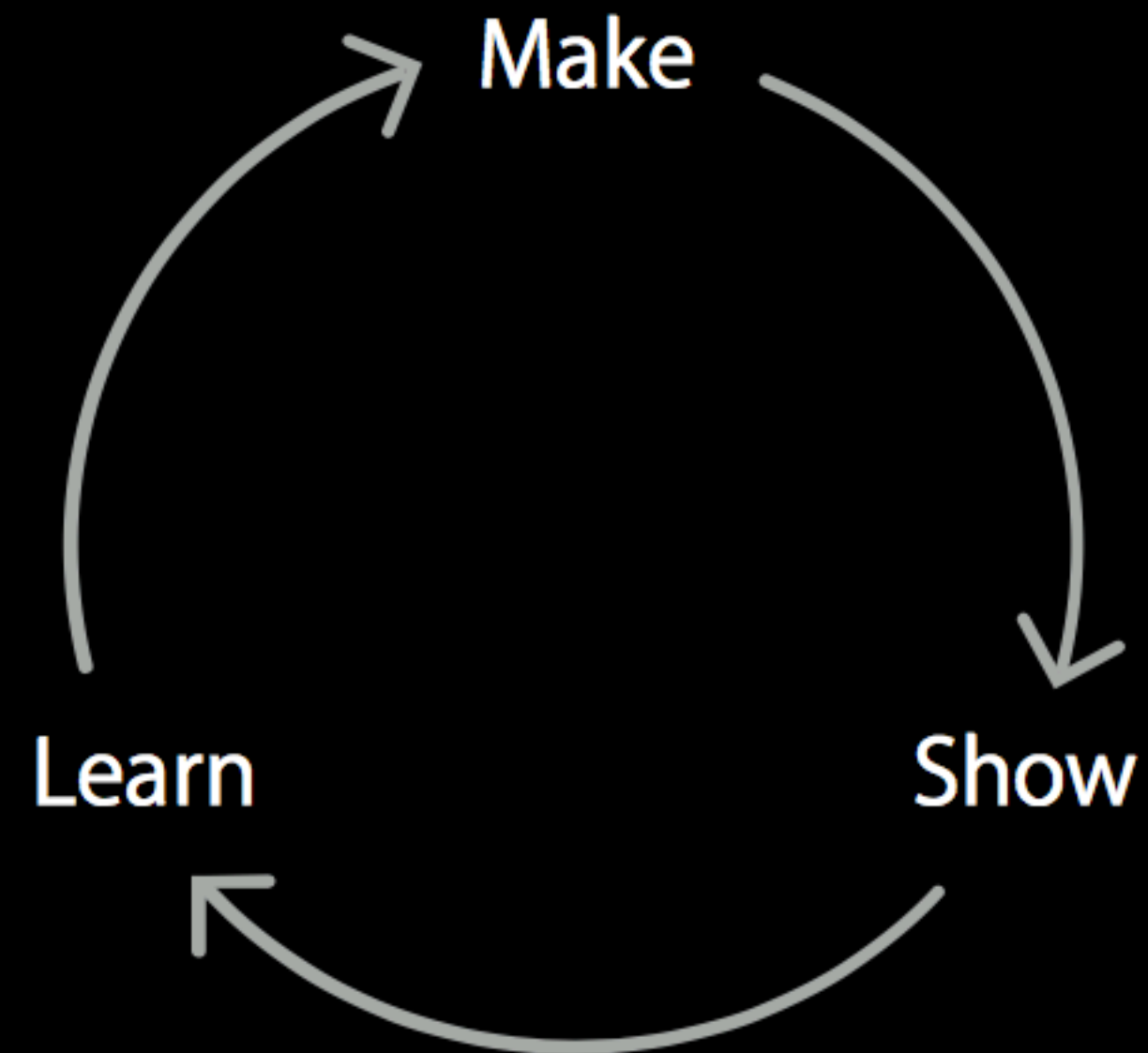
Make, show, learn



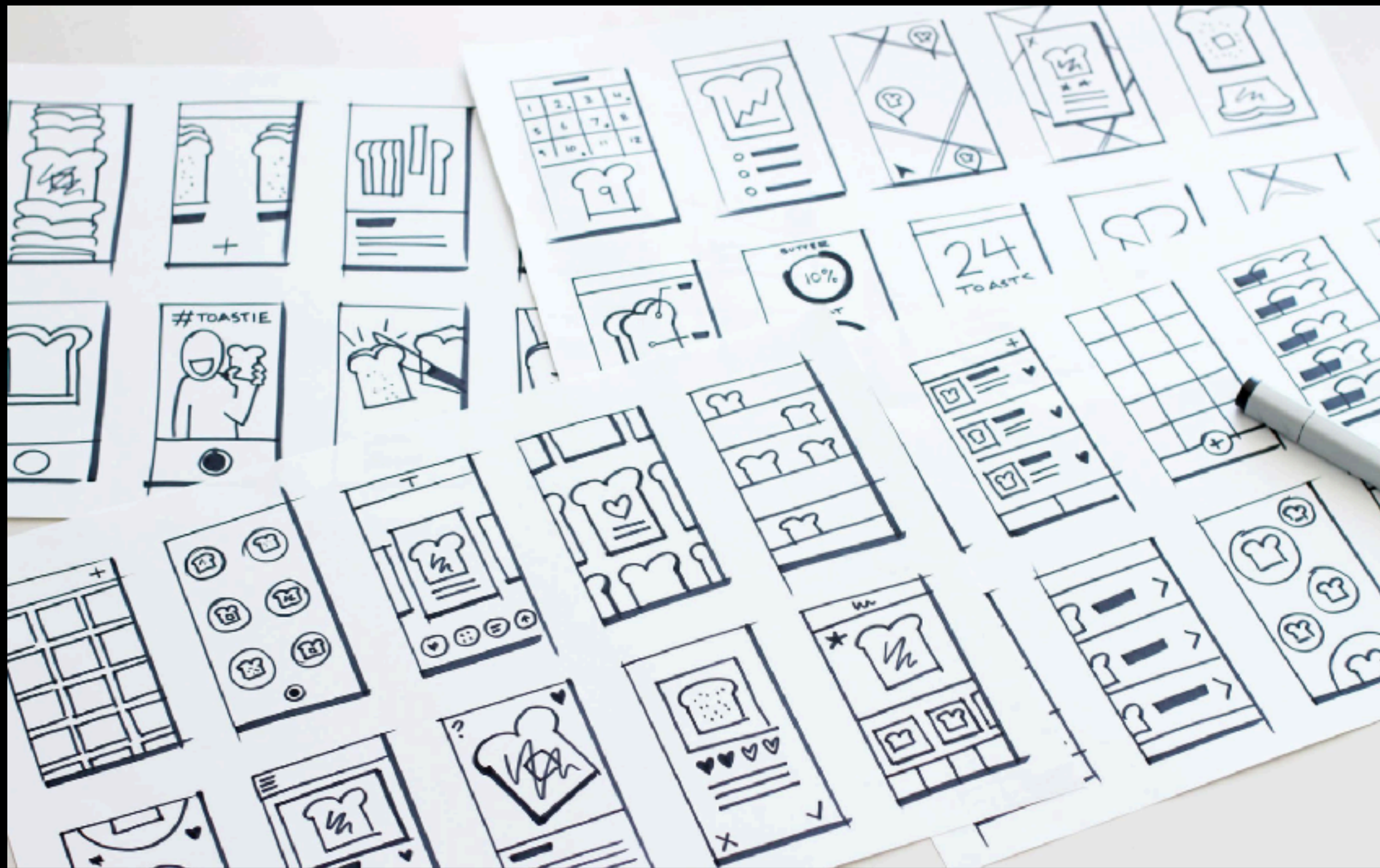
Make, show, learn

Idea → Prototype → Prototype → Prototype → App

Make, show, learn



Create workflows and visuals



Formalize a prototype

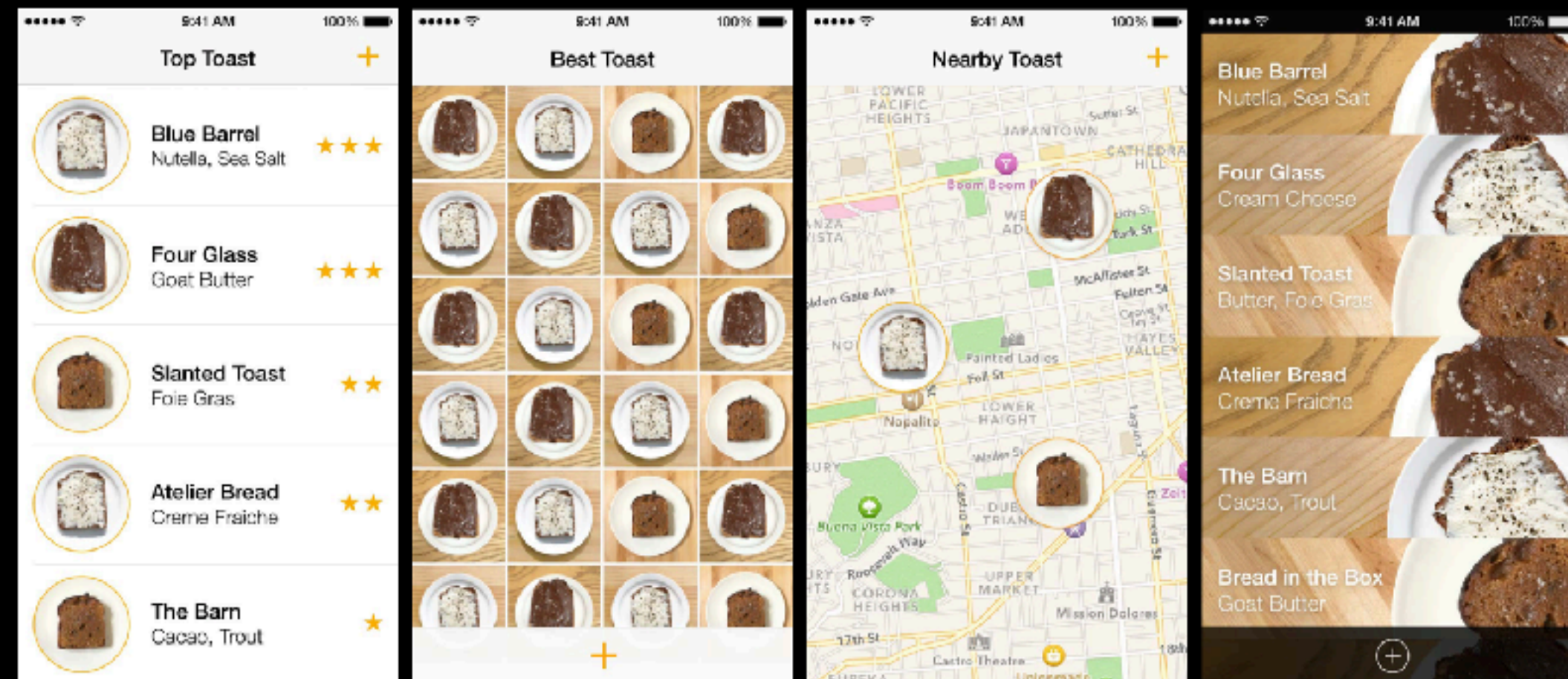
Show people a fake version of your app to get feedback

Show the prototype on a device

Show your workflow drawings

Show your prototype on a device where it will be used

Conduct user interviews



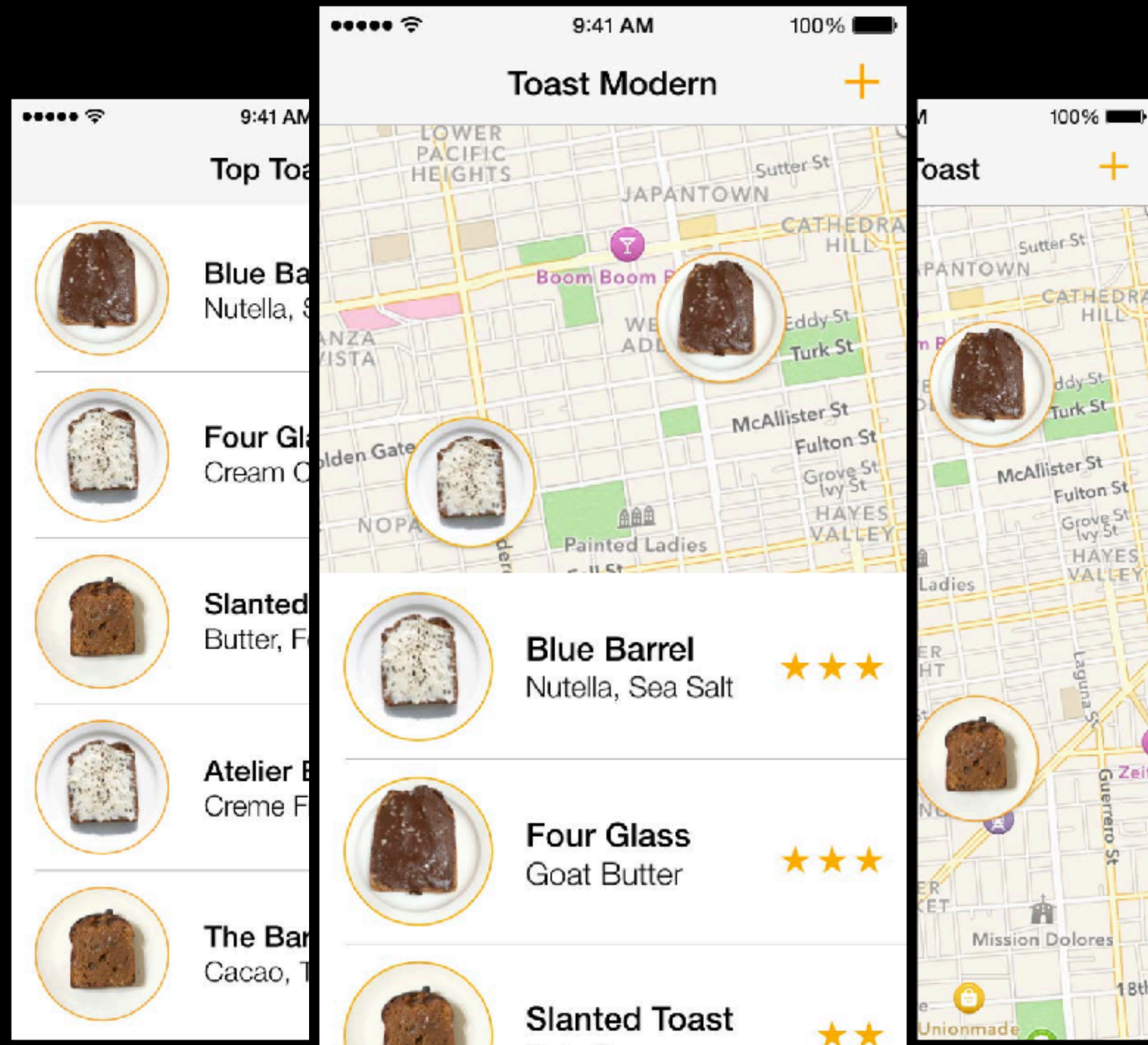
Observe user responses and interactions

Allow responses to be natural and independent

Ask simple questions to understand what is or isn't working

Ask what else might be important to consider for the app

Iterate



- Revise the prototype based on user feedback
- Repeat the feedback process and rework the prototype until you have a polished design
- Make the prototype more realistic and closer to the final product

Create higher-quality prototypes

To introduce realism into your prototypes...

As you gather more feedback, use the Keynote app to create higher-quality prototypes

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Prototyping



Learn how to turn an idea into a concrete app design through brainstorming, iterative prototyping, and user interviews.

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Lab: Prototype Your Own Idea

Work through prototyping your own app.



