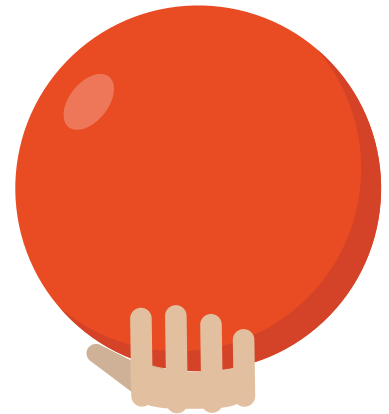
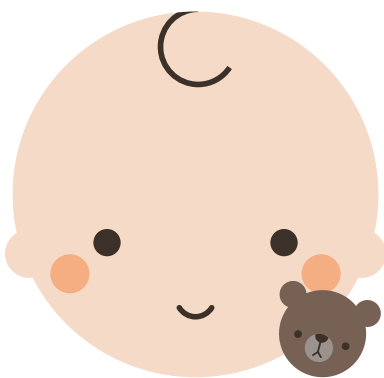


# 10 Prototyping Principles

Unlock the power of prototyping. Resist the temptation of spending time and energy refining one direction only. Rather, use the principles described here to explore multiple directions with the same amount of time and energy. You will learn more and discover better value propositions.



**Make it visual  
and tangible**



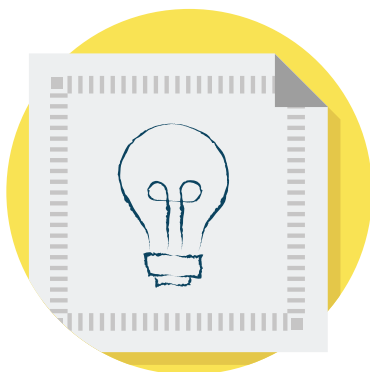
**Embrace  
a beginner's mind**



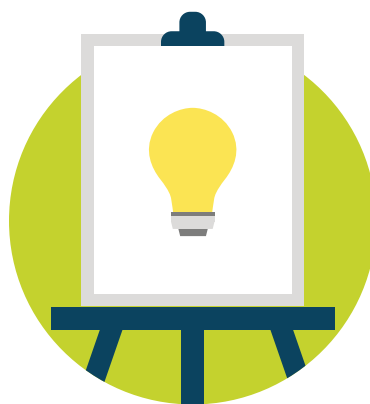
**Don't fall in love  
with first ideas —  
create alternatives**



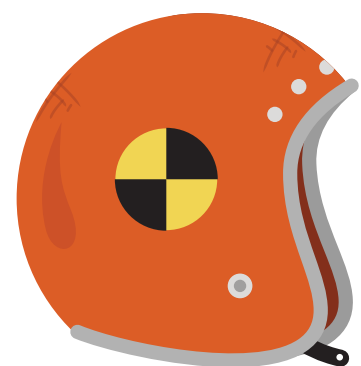
**Feel comfortable  
in a "liquid state"**



**Start with low fidelity,  
iterate, and refine**



**Expose your work early  
—seek criticism**



**Learn faster by failing  
early, often and cheaply**



**Use creativity  
techniques**



**Create "Shrek models"**



**Track learnings,  
insights, and progress**