ACTIVITY: Participate in product prototyping

DESCRIPTION

What it involves (What is it?)
- Collaborating with designers and developers to establish clear objectives for the prototype.
- Providing input on the prototype's user interface, user experience, and functionality based on user research and product requirements.
- Acting as a proxy for the user, providing feedback on the prototype's usability, intuitiveness, and overall user experience.
- Planning and conducting user testing sessions with real users to gather feedback on the prototype.
- Recording user feedback and testing results in a clear and organized manner.
- Sharing prototype feedback and learnings with the development team and other stakeholders.

Benefits of Implementing it (What is it for?)
- Testing ideas and assumptions with users before investing significant development resources.
- Identifying and addressing usability issues early in the development process.
- Iterating on prototypes quickly allows for faster feedback loops and quicker development.
- Getting early feedback from users and stakeholders ensures that the product meets their needs and expectations.
- By finding problems early, the product can be adjusted before expensive development time is spent.
- Prototypes help to discover the true needs of the user, and not just what they say they need.

ISPM framework: Development (User Experience Design)

SKILLS NEEDED

- **Communication:** You need to clearly articulate your vision for the prototype, provide constructive feedback to designers, and explain user feedback to the development team. Visual communication is also important when reviewing wireframes and mockups.

- **Empathy:** Prototyping is all about understanding the user's experience. Empathy allows you to put yourself in the user's shoes, anticipate their needs, and identify potential usability issues.

- **Observation:** During user testing, you need to carefully observe how users interact with the prototype. This skill helps you identify subtle cues and uncover hidden usability problems.

- **Collaboration:** Prototyping is a collaborative effort involving designers, developers, and other stakeholders. You need to work effectively with these teams to ensure that the prototype meets its goals.

- **Flexibility and Adaptability:** Prototypes are iterative, and changes are inevitable. You need to be flexible and adaptable to incorporate user feedback and make necessary adjustments.

- **Problem-Solving:** Prototyping often reveals unexpected usability issues or design flaws. You need to be able to identify these problems and work with the team to find creative solutions.

- **Patience:** User testing can be time-consuming, and users may struggle with certain aspects of the prototype. Patience is essential for creating a positive and productive testing environment.

TO LEARN MORE
H-B. Kittlaus, Software Product Management. The ISPMA Compliant Study Guide and Handbook, Berlin, Springer, 2nd. ed, 2022.