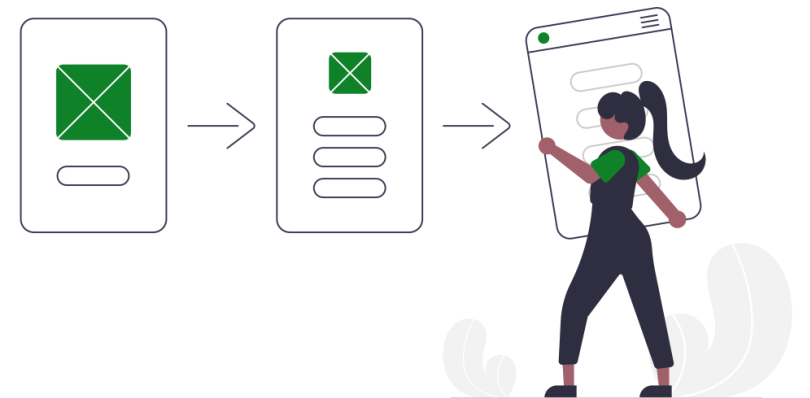


# Prototyping

IT IS 3130-6400-8400

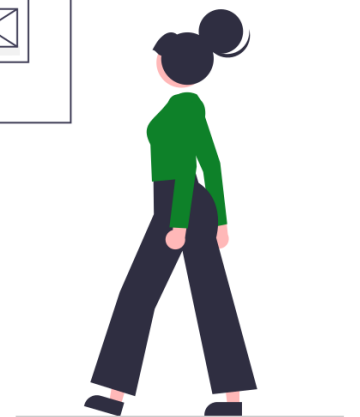
Fall 2023



---

## What is a prototype?

A prototype is a simple model or a mockup of a concept, idea, product or service. It is used to test or validate design assumptions that were made to construct the prototype quickly and in a less expensive way than developing a full-fledged product or service. The prototype also gives an idea of how to refine or alter it to move closer to the finished product or service offering.



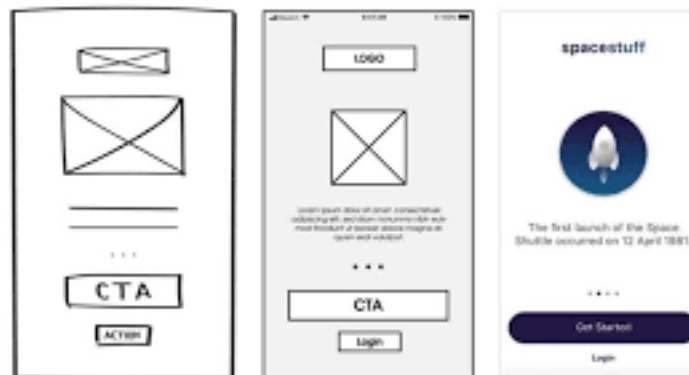
## High fidelity (Hi fi)

## Low fidelity (Low fi)

A **low-fidelity** prototype is a simple version of an early-stage design concept. UX design teams use them to quickly test an idea, identify gaps and pitfalls, and discard product designs that don't resonate with users. An important step in the design thinking process, low-fidelity prototyping drives ideation and innovation for basic page layout, content organization, and user flow.

VS

A hi-fi, prototype is a solution that is pretty close to the ready-to-release version of a product. An example of such prototype would be a rich interactive sandbox that allows test participants to explore a product's different features.



## Benefits of high-fidelity prototyping

---

### Benefits of low-fi prototyping

- Focus on design and concepts without the pressure of making every page linked, clickable, and interactive.
- To worry less about the more technical parts of prototyping and spend more energy on ideation.
- Real-time iteration based on customer
- Accessible to everyone in the team even non designers because everyone can doodle.
- Customers are more likely to provide beyond surface feedback as it looks like work in progress

- More familiar to users as they look like live software to customers, meaning participants would be more likely to behave naturally during testing.
- You can dive deep into a single component (like flow, visuals, engagement, or navigation) during user testing and get detailed feedback on certain elements of the design such as verbiage, visuals, etc.
- Clients and team members will get a clear idea of how the product will look and work before it ever goes live.
- Used to set clear expectations with developers on how much time will be needed to build

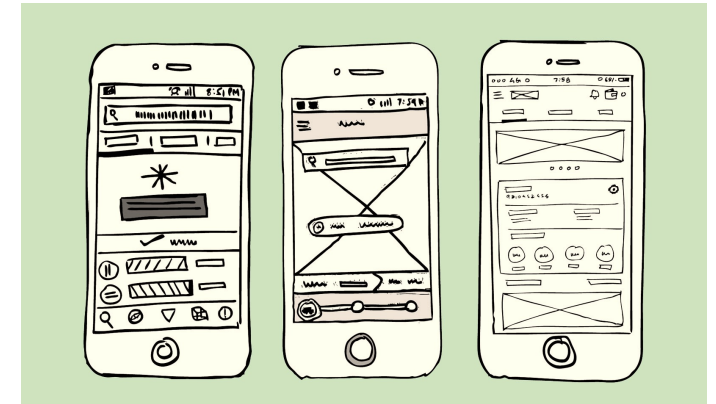
---

## What is a wireframe?

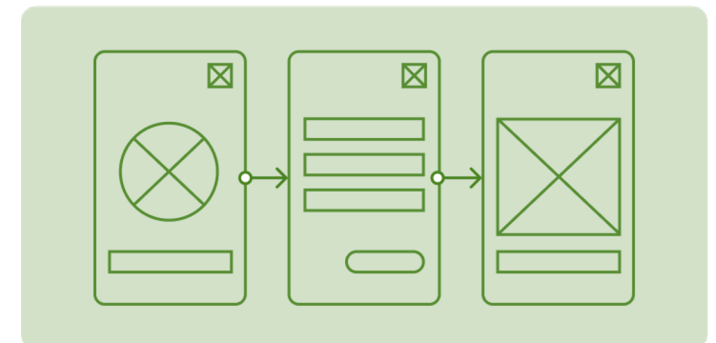
A wireframe is an outline of a webpage or app design. That can have low, mid or high fidelity.

- Wireframes provide a clear overview of the page structure, layout, information architecture, user flow, functionality, and intended behaviors.
- As a wireframe usually represents the initial product concept, styling, color, and graphics are kept to a minimum.
- Wireframes can be drawn by hand or created digitally, depending on how much detail is required. When wireframing be mindful of your screen dimension proportions.

**Note that for this class we keep the wireframes at low or medium fidelity.**



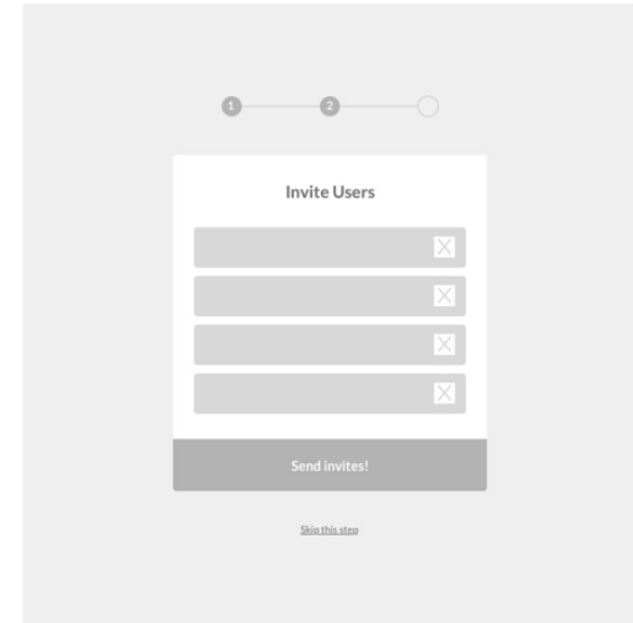
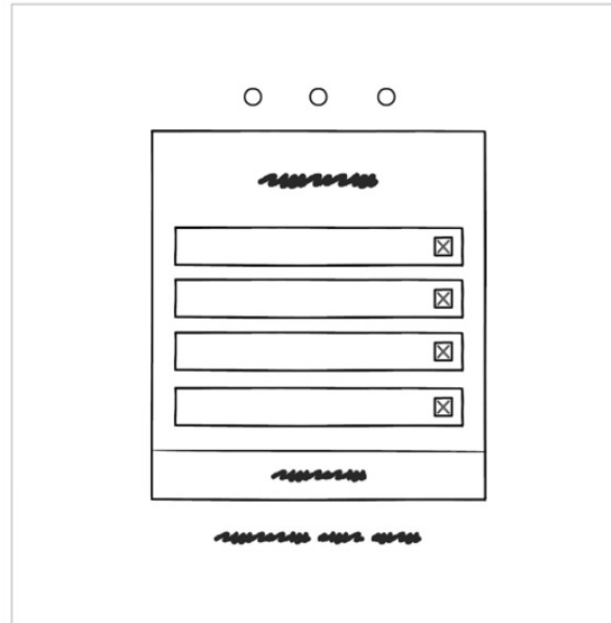
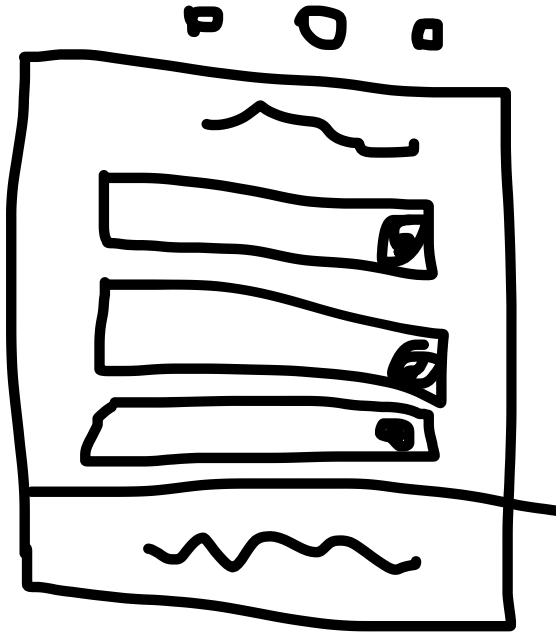
Hand drawn wireframe



Digital wireframe

---

## Low mid and high fidelity wireframes



---

## What tools to use?

There are a variety of prototyping and wireframing tools out there. The one recommended for this class is Adobe XD as

- It is free
- Suitable for low and high fidelity wireframing
- Pretty easy to learn and navigate
- There are tons of tutorials out there



You are however welcome to use any other tool that you are comfortable with as long as your work can **be exported for class submissions without requiring the TAs and instructor to install additional Software to access your work.**