Key Learnings from the Prototype Phase

Insights and discoveries from moving from paper prototypes to digital interactions

1 **Moving from paper to digital revealed issues early**

The paper prototype made it easy to test several ideas quickly before building anything in Figma. This helped remove unnecessary steps and fix the screen flow early in the process.

2 **A simple visual style (black–white–grey) kept the focus on structure**

Avoiding colors, images, and final UI elements allowed us to focus fully on UX, not aesthetics. This made debugging navigation and hierarchy much easier.

3 Clear screen sequencing prevented user confusion

The logical order of screens (Swimsuit Details → Measurements → Contact → Summary) made the experience intuitive and easy to understand.

4 Consistent placement of navigation elements created a smooth flow

Keeping the NEXT and BACK buttons in the same position across screens improved the feeling of flow and reduced user hesitation.

5 The Summary Screen proved essential before confirmation

Users need to review their information at the end. This screen reduces errors and prevents incomplete or wrong submissions.

6 Transitioning to a digital prototype revealed areas that needed refinement

Examples of improvements needed: Button sizes, Title clarity, Field order and spacing. These details become visible only once the user interacts with a clickable prototype.

7 The prototype showed where measurement labels need to be clearer

Some terms (e.g., Hip, Torso) may be unclear to some users. This suggests adding simple tooltips or helper icons in the next iteration.

8 Designing Mobile-First was the right decision

Most clients come from Instagram, meaning nearly all users will interact on mobile. This validated our decision to prioritize mobile screens during prototyping.