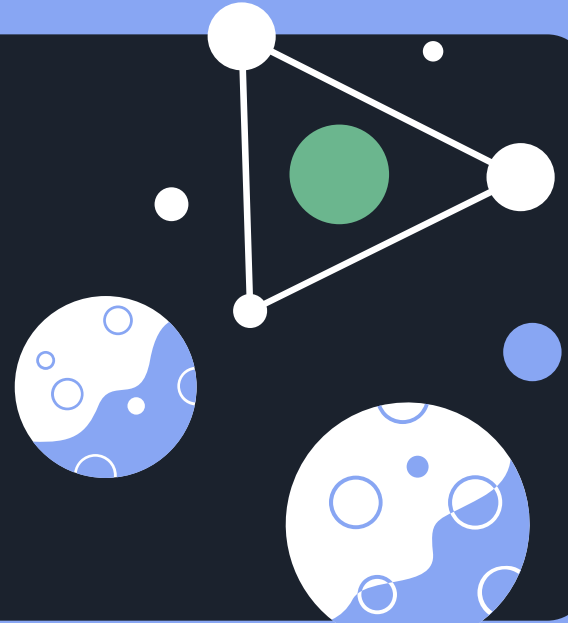


Prototyping

SAND DOLLAR DESIGN 2023 INTERNSHIP





What is prototyping?

An early sample, model or release of a product that is created to test a concept or process.

The prototype is an important draft design that precedes the development of the original design layout and is intended to show the structure of the site map and also, the interrelations of its main pages.



“Fail fast & Fail often”

It is important to remember that you will never get it right the first time & and as the saying goes “If at first you don’t succeed, try, try again”. It is important to get to the prototyping and testing phases as quickly as possible to design, prototype, evaluate and redesign until it is right

Why do we prototype?

Design Validation

Help to identify and eliminate errors, bugs, and gaps before they become expensive to fix

Usability

Helps identify and resolve usability issues before development

Product Behavior

Prototypes visualise how your product will behave in real life

User Interaction

Illustrates how real users would interact with your product

Reduces Time


Reduces the time it would take to develop the product





How to create prototypes?

1. Create a narrative


- Arrange screens in the correct screen flow
 - Certain screen may need to be duplicated to make the users experience more realistic
 - It is important to cater for inactive/active/ hover/selected/ filled states
 - Having the correct screens in the right place is vital for you Usability Test Results
- 



How to create prototypes?



2. Connect the dots


- You can now connect and link the screens through the “Prototype” function
 - Avoid making the entire screen tappable – rather link your CTA’s to the next screen
- 



How to create prototypes?



3. Get Creative

- It is important to remember to try and keep your animations and transitions as realistic as possible which may mean you will have to add complex transitions and more technical animations to your prototype
 - But on the other hand, it is important to not overdo the animations as too much could make the prototype very overwhelming.
- 



Variables in prototyping

- Figma released an update this year which introduced variables into our designs. They help save time and effort when building designs, managing design systems, and creating complex prototyping flows.
- So, what are variables? Variables store reusable values that can be applied to all design properties and prototyping actions.

(Open figma)



Things to remember:

Stakeholder Engagement

It is important to keep stakeholders involved and engaged throughout the process

Clean & tidy

Keep the file tidy, especially when the narrative is large & complex



Help

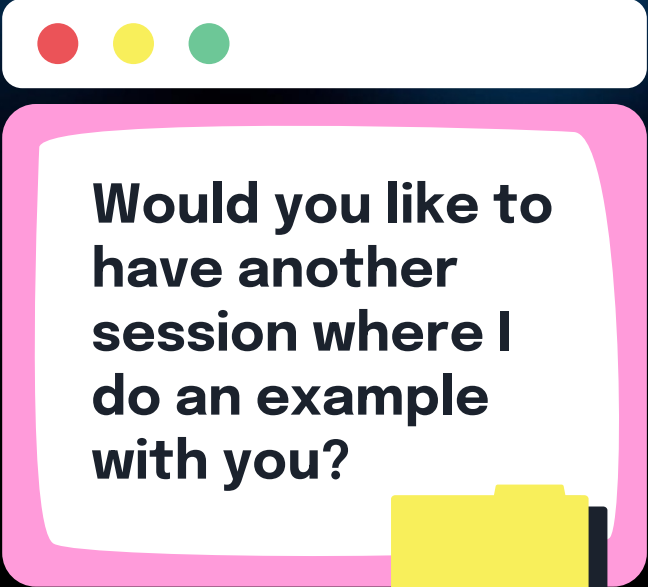
Don't be afraid to ask for help!



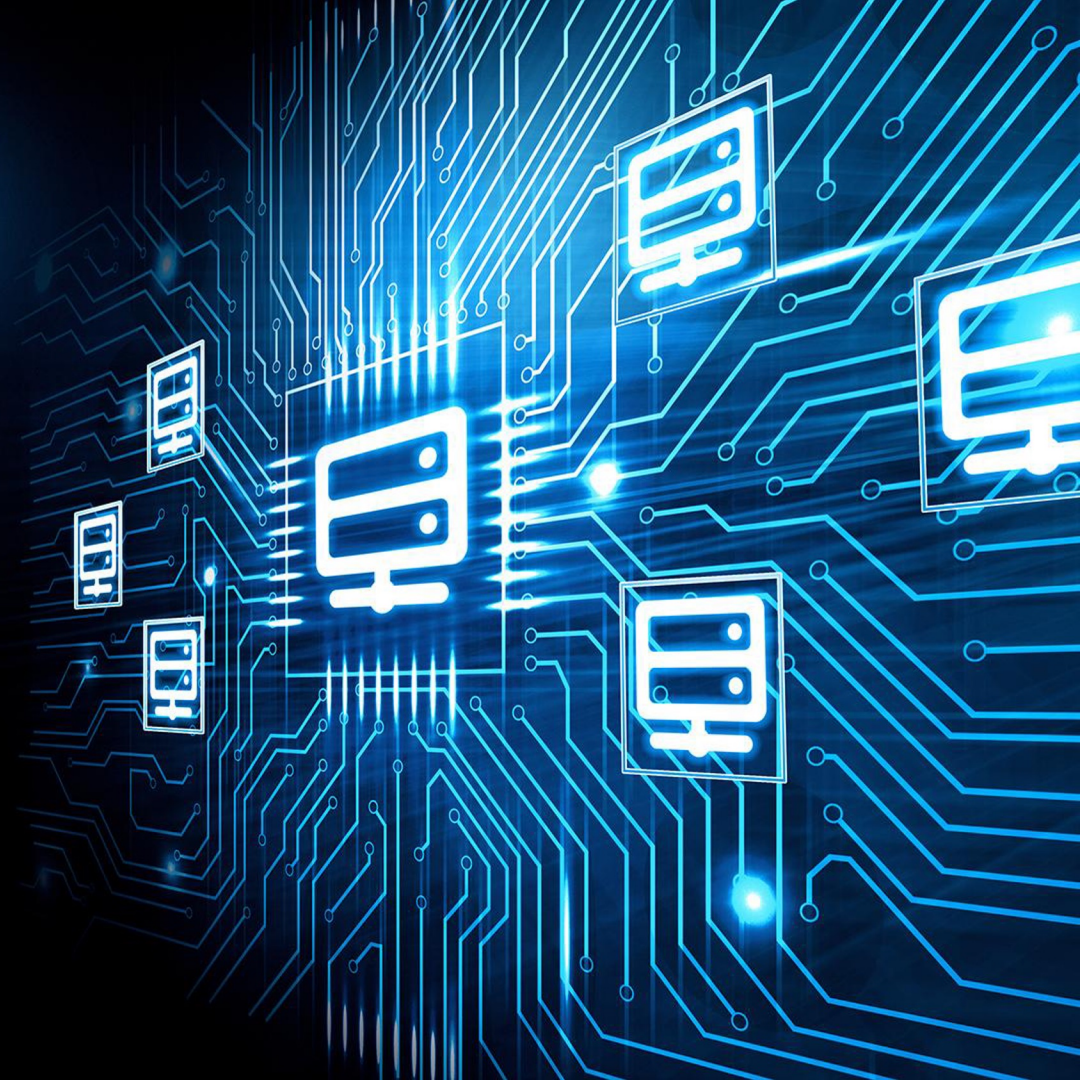

The next Milestone

- An 8 minute presentation
- Present the prototype of your app/ website





**Would you like to
have another
session where I
do an example
with you?**





Resources

Prototyping:

https://www.youtube.com/watch?v=oQy9yWnokVE&ab_channel=Figma

https://www.youtube.com/watch?v=VEuwKJAz7Jg&t=1s&ab_channel=Figma

<https://help.figma.com/hc/en-us/articles/14506587589399>

Variables:

https://www.youtube.com/watch?v=1ONxxlInvdM&ab_channel=Figma

https://www.youtube.com/watch?v=fn4rP2OU2UM&ab_channel=DesignWithArash

<https://help.figma.com/hc/en-us/articles/14506821864087>

