

### G3: WHAT IS PROTOTYPING?

Prototyping is an experimental process where the design team implements the ideas from paper to digital. It's the same as the beta phase or beta testing which to evaluate the customer satisfaction by letting it to be used by the user and provide feedbacks on how to improve the application. In prototyping, we provide a digital which have the same goal as the beta testing. Prototyping has two types: the low-fidelity and high-fidelity, low-fidelity prototypes are paper-based or digitally which do not allow user interactions, basically this is just a sketch or image which provides visualization on what will the website will look like. On the other hand, high-fidelity prototypes are computed-based and allows user interaction. Basically, this stage is where we put the idea into an actual output but this isn't finished yet, and this method is much more effective in collecting more data based on user experience.

Examples of low-fidelity prototyping are: Paper prototyping and Clickable wireframes and the examples of high-fidelity prototyping are: Digital Prototype and Coded Prototype. The importance of prototyping is that it allows us to visualize and interact with the product without its final output. In this way, we can provide adjustments on what the pros and cons of the product based on user's feedback.

#### References

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