

Prototype

Directions

Armed with the knowledge of your customers, the marketplace and your product vision, it is time for you to put together something that the world will be able to comment on and provide feedback.

A good prototype should take at least a week to complete. For this class, a week is all you will have. We will use the following week to collect feedback and engage with your customers, so you should design your prototype with the goal of sharing with your network of classmates, friends and family. A video is generally easiest. And you want to do a good job since so many people will have to see it.

We will watch your prototypes during the group presentation next week. So we look forward to seeing what you come up with. Then we will discuss how to design a survey and collect feedback.

Some Resources:

- My original mortgage prototype: <https://vimeo.com/214920712>
- Dropbox's original prototype: <https://youtu.be/7QmCUDHpNzE>
- Collection of startup demo videos - <http://startup-videos.com/>
- Prototype software resources (most have a free-trial) - <https://blog.prototypr.io/the-7-best-prototyping-tools-for-ui-and-ux-designers-in-2016-701263ae65e8>
- <https://proto.io/>
- <https://www.shakr.com/>