

RAPID PROTOTYPING

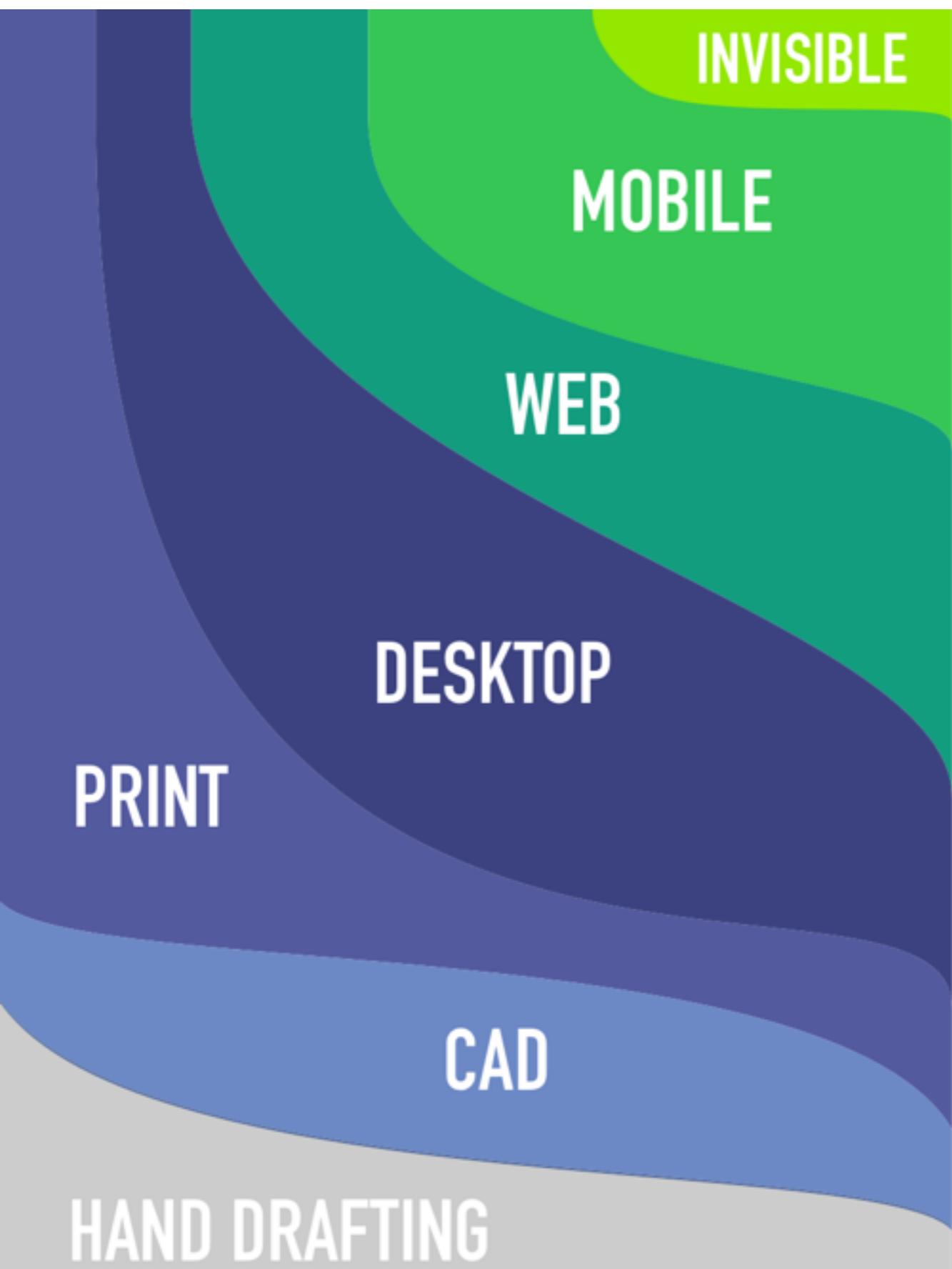
FROM DAY-1

MARCELO PAIVA
PRODUCT DESIGNER

@muqueca

ABOUT ME

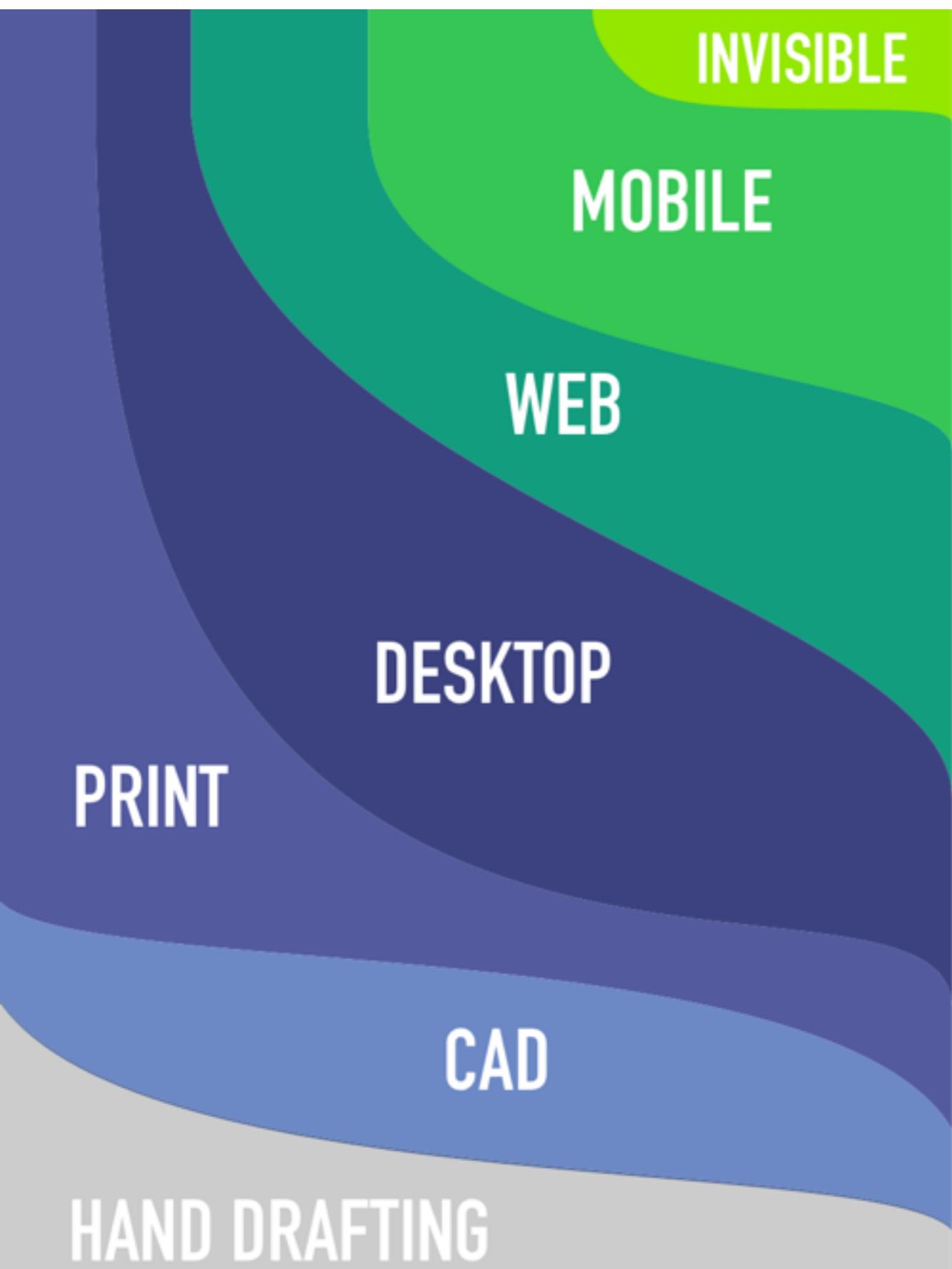
paiva.cc



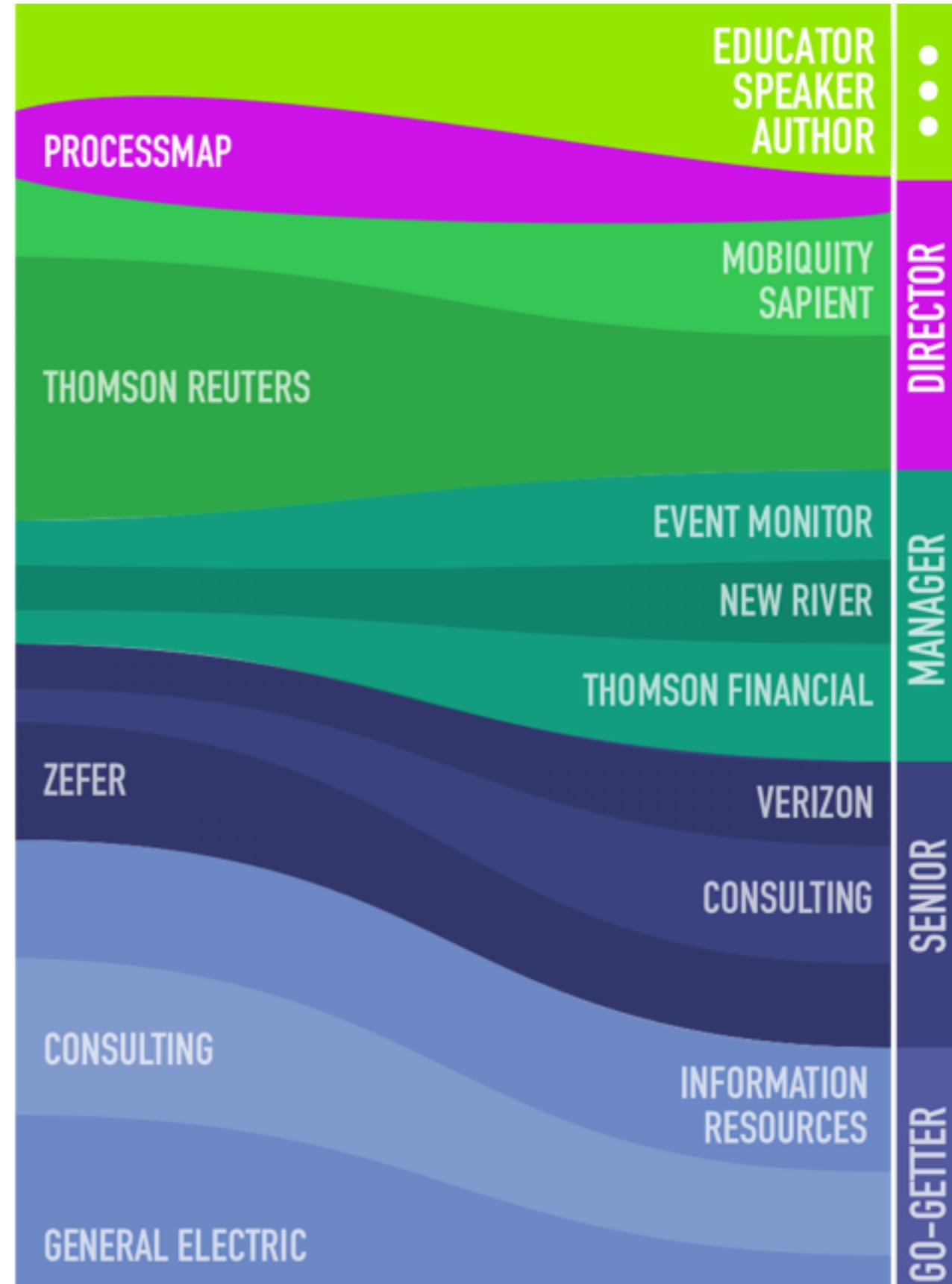
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ABOUT ME

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MANAGER

SENIOR

GO-GETTER



**OVERCOMING
FAILURES**

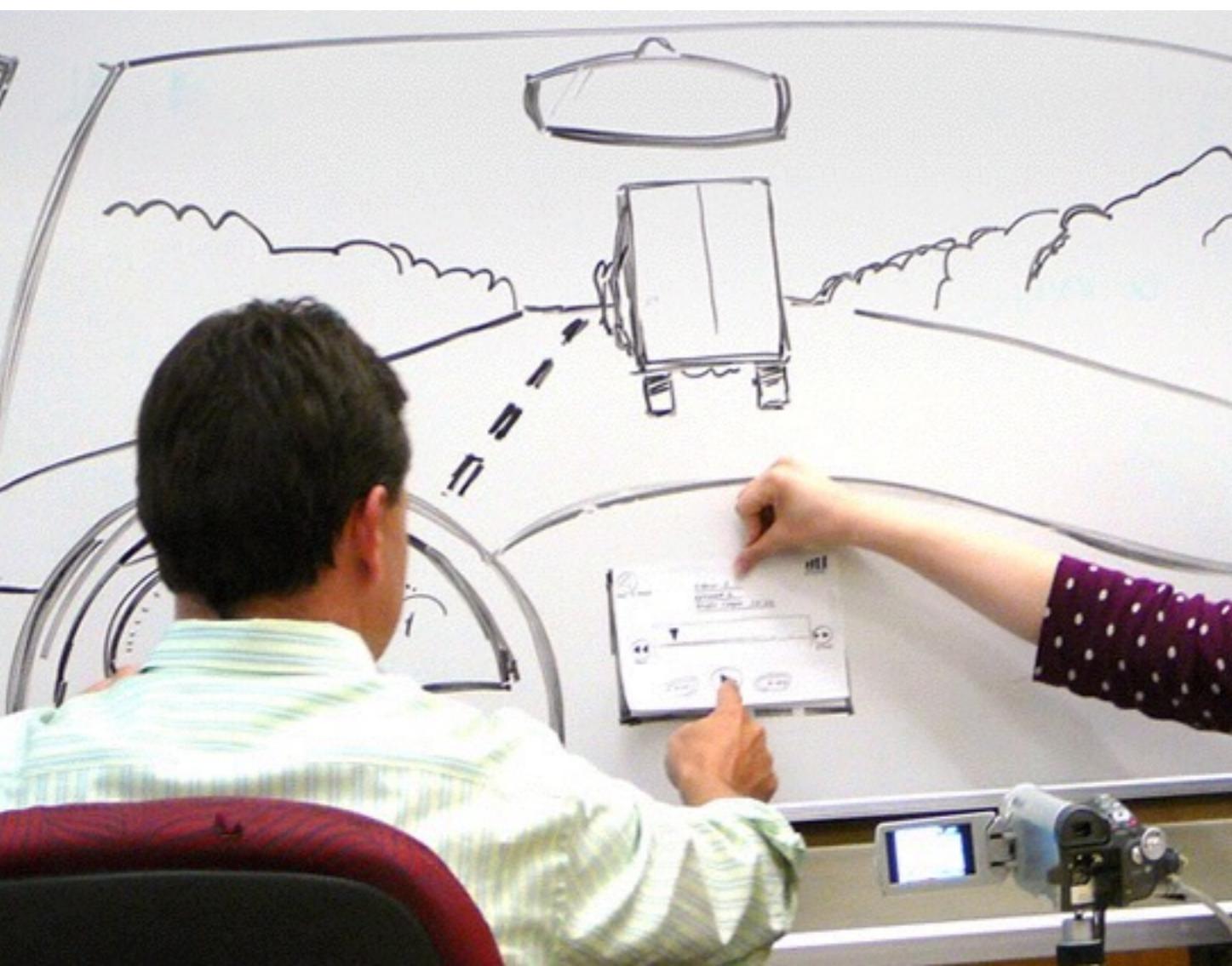
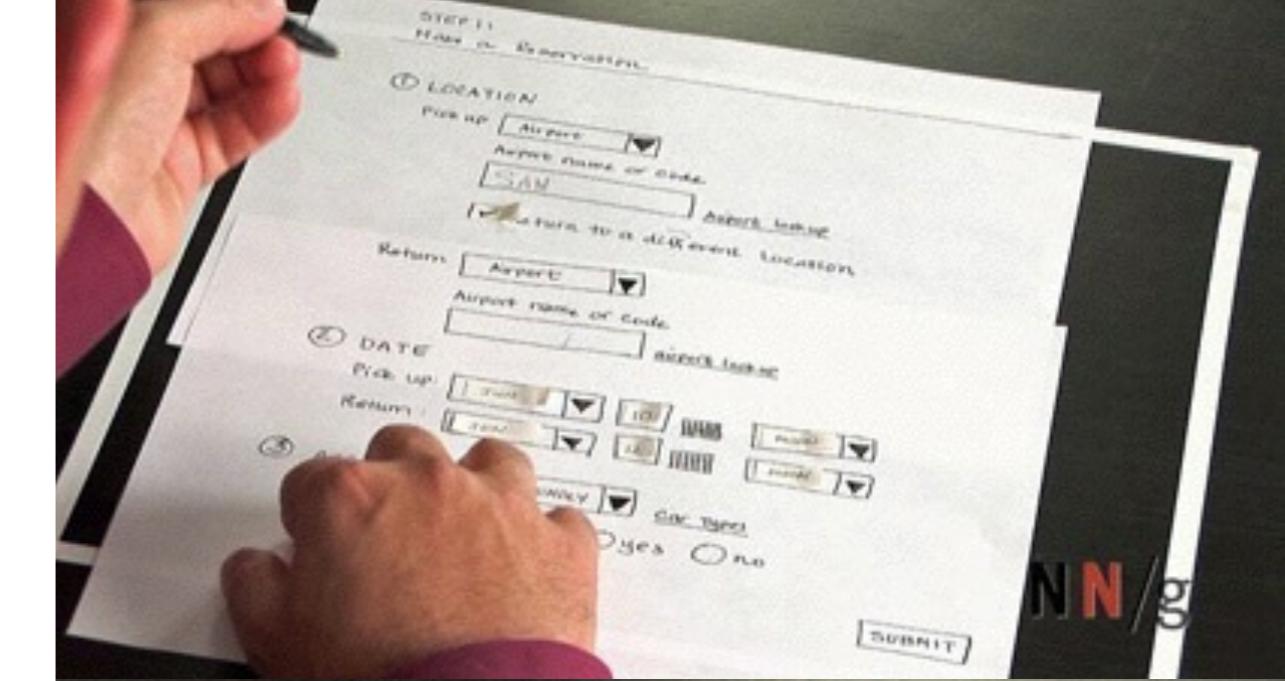
**WHAT IS
RAPID PROTOTYPING?**

WHAT IS RAPID PROTOTYPING?

RAPID PROTOTYPING IS THE
SPEEDY CREATION OF A
FULL-SCALE MODEL.

whatis.com

BACK IN THE DAYS...





THE 14-YEAR-
OLD WHO SPENT
HIS SUMMER CAMP

14-YEAR
OLD WHO SPENT

My first blog post.
I'm 14 now &
I've got a lot to say!

My first blog
post. I'm 14
now & I've got
a lot to say!

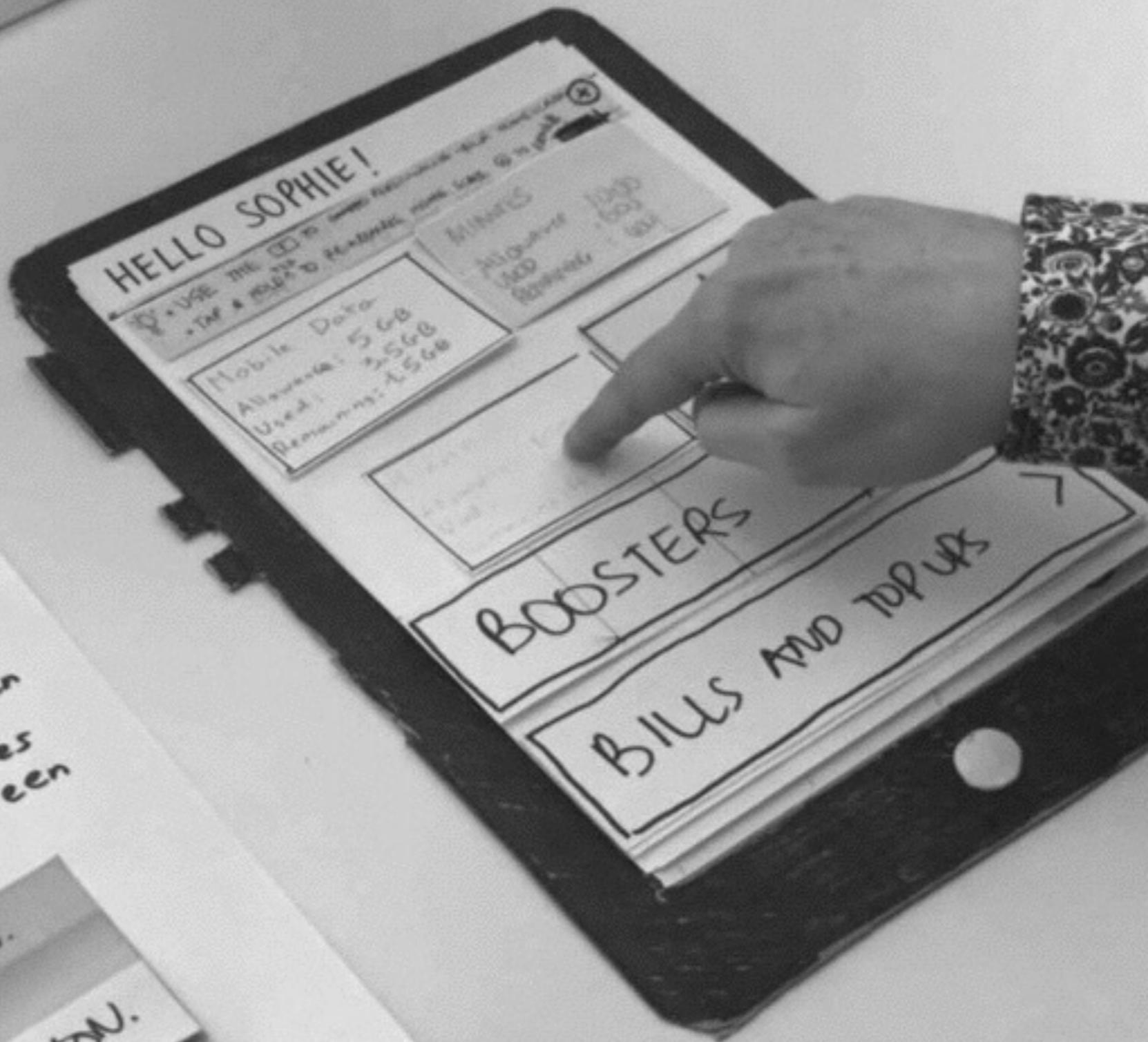
You

Tasks:

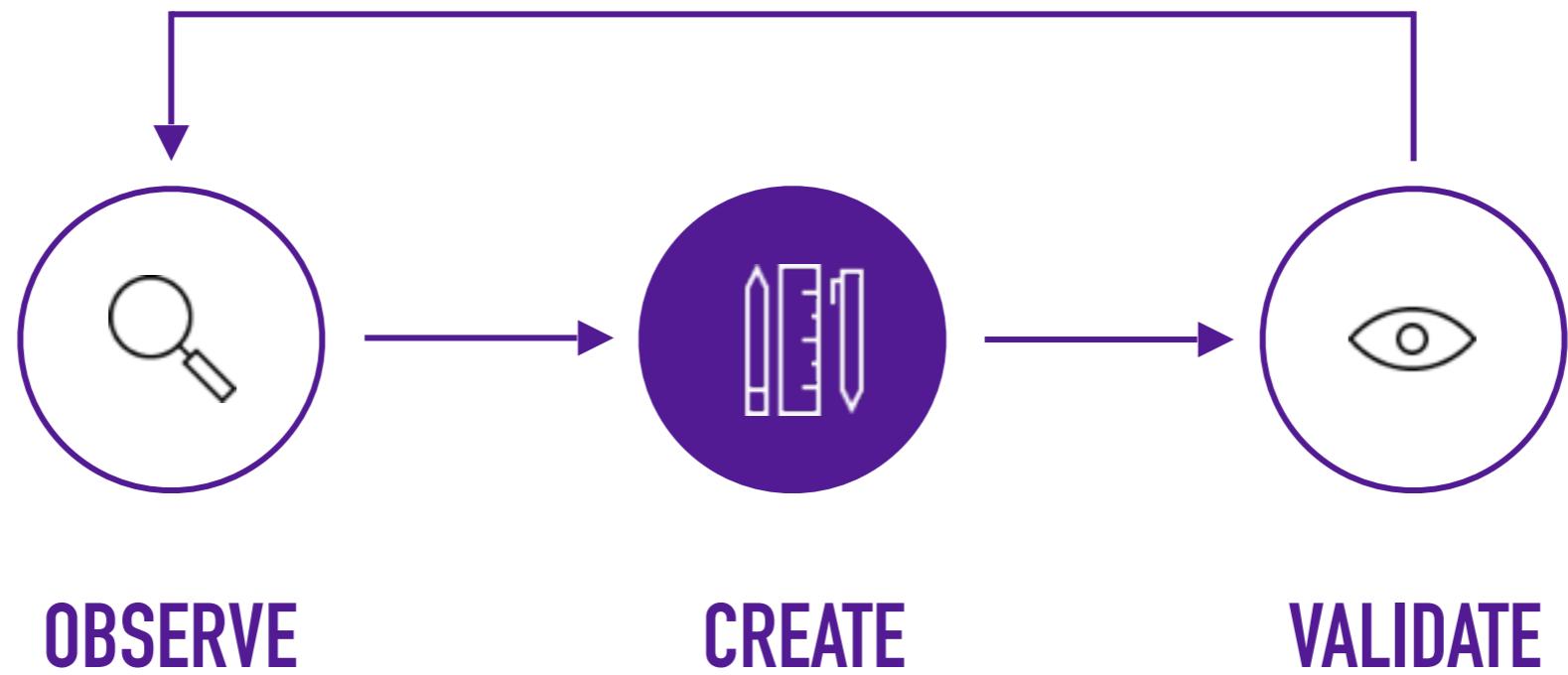
1. Open the EE app
2. Register and Log-in
3. Remove the minutes tile from your home screen
4. Place the "add \$10 Top-up" tile to your home screen
5. Re-arrange the tiles on your home screen

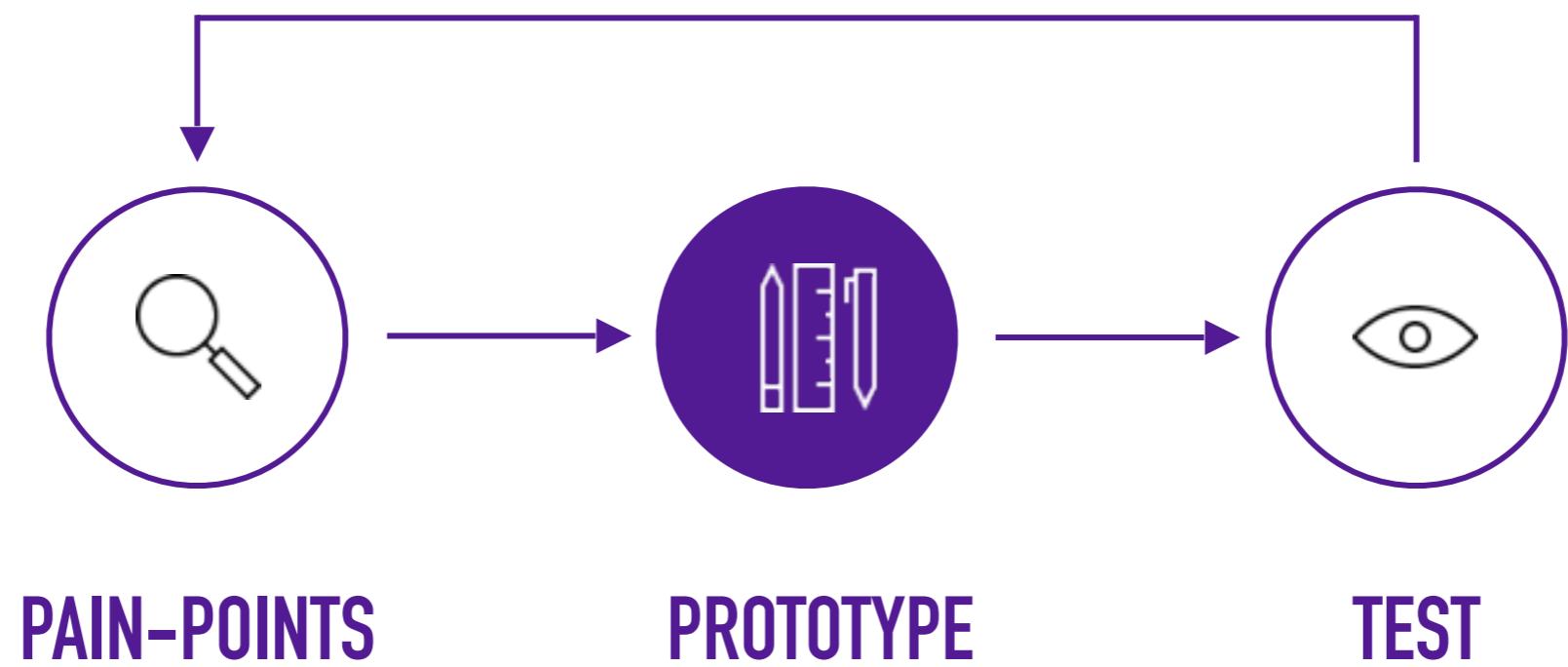
USER NOTIFICATION.

INPUT FIELD.
PRESSABLE BUTTON.



**WHY
PROTOTYPE?**





WHEN
PROTOTYPE?

ALL THE WAY
THROUGH

**ALL THE WAY
THROUGH**

THE ROI ON RAPID PROTOTYPING

A STITCH IN TIME
SAVES NINE

A timely effort will prevent more work later.

English Proverb

OUTCOME-BASED

GOALS

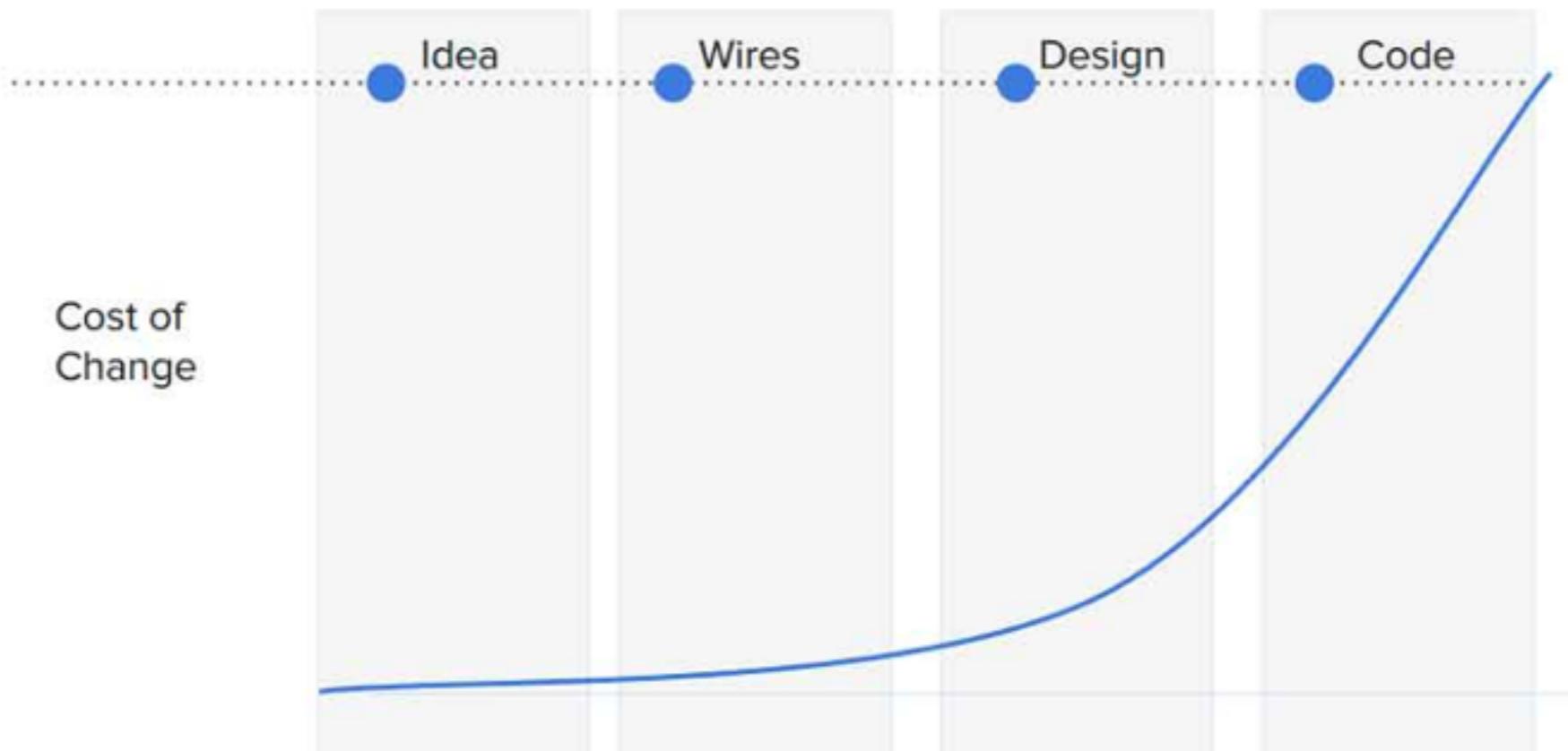
**100,000 customers
in 1 year**

RATES-BASED

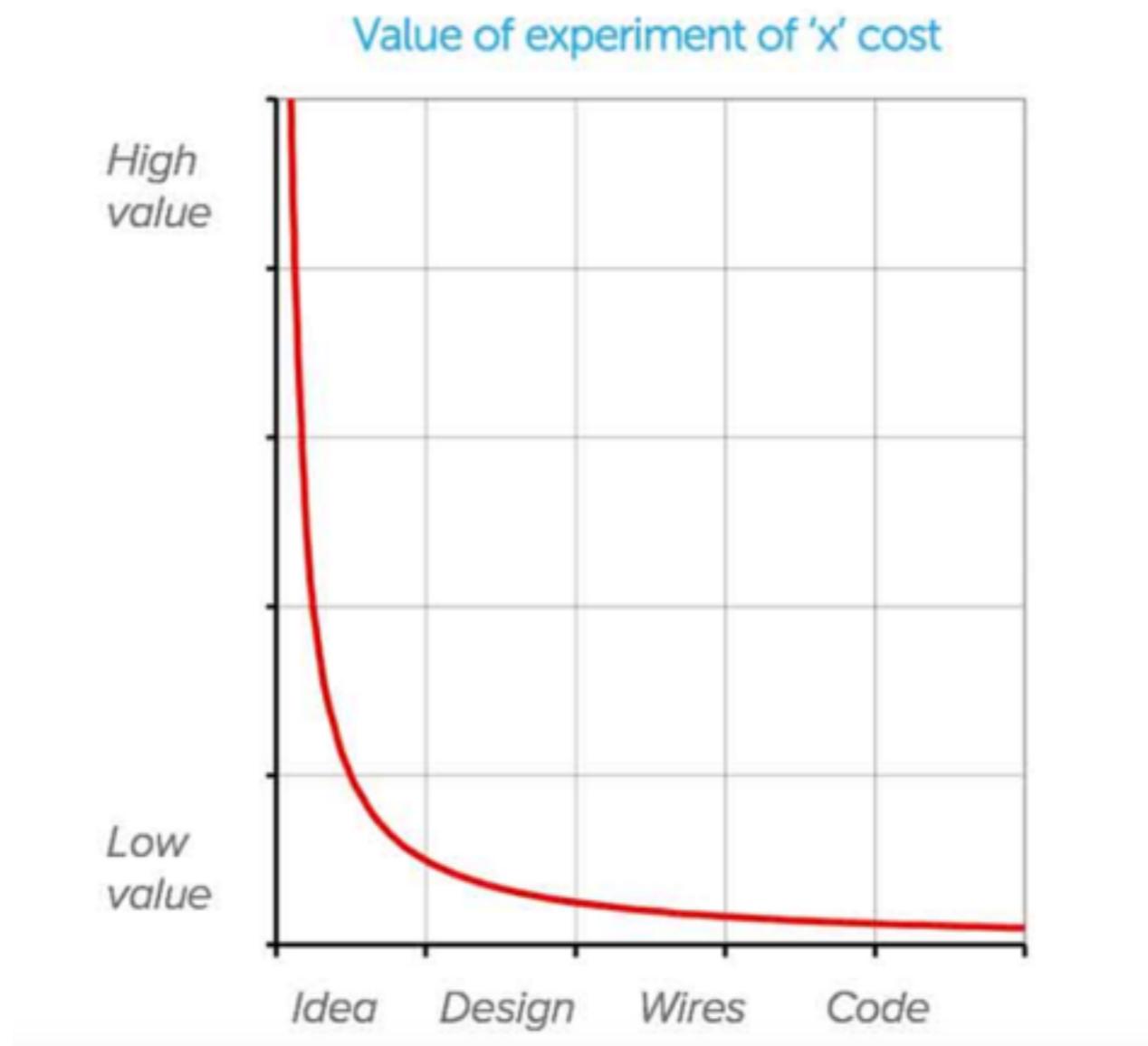
MINI-GOALS
SHORT TIMEFRAMES

**100,000 customers in 1yr
274 customers per day
or 11 per hour.**

COST OF CHANGE



VALUE OF EXPERIMENTING



TOOLS ON RAPID PROTOTYPING

PROTOTYPING TOOLS

AS OF TODAY

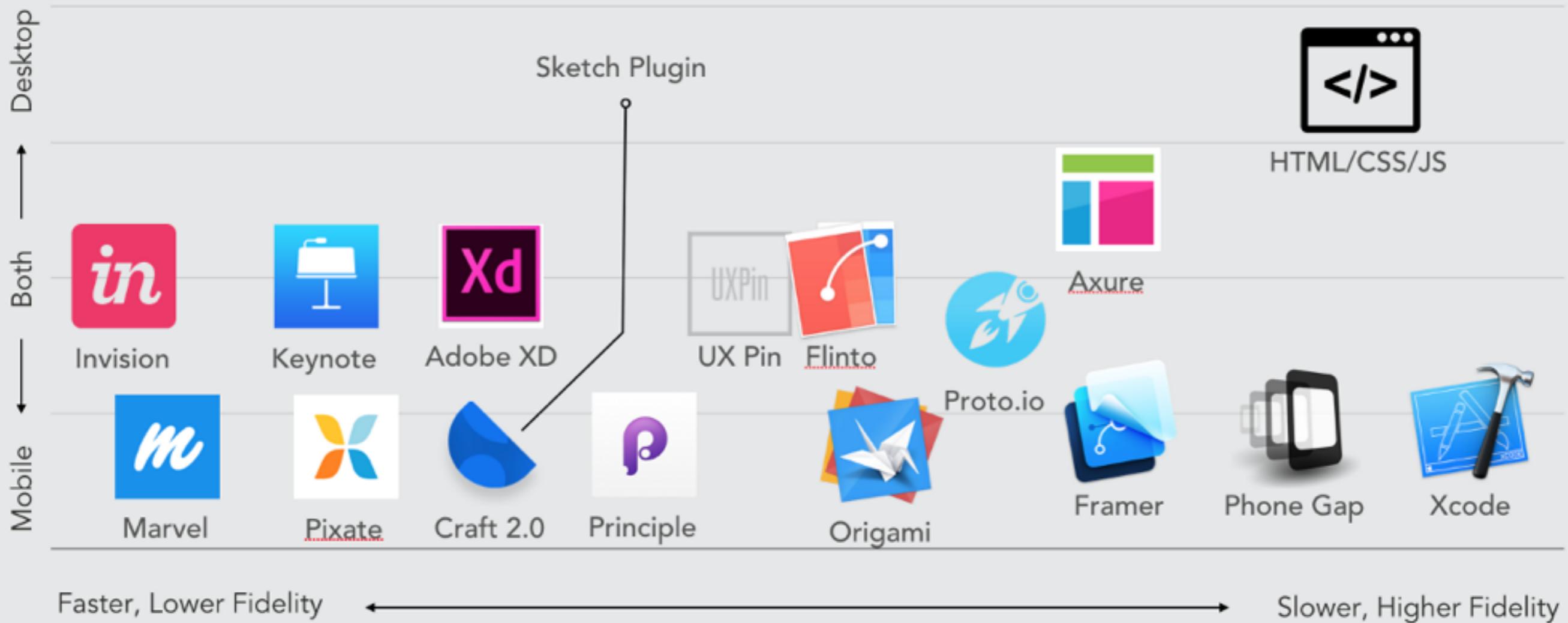
SORT BY	SPEED	FIDELITY	SHARING	USER TESTING	SUPPORT	MOBILE & TOUCH	DYNAMIC ELEMENTS
 Origami Free tool that works with Quartz Composer for prototyping mobile and desktop apps Last updated: Jun 18	>80 mins	High	Low	Average	High	High	High
 Framer Prototyping tool built on Framer.js for prototyping mobile and desktop apps Last updated: Jul 14	>80 mins	High	Average	Average	High	High	High
 Principle Motion design prototyping tool for mobile and web applications. Last updated: Sep 15	15 mins	High					
 Form Native prototyping tool for iOS apps Last updated: Feb 24	>80 mins	High					
 Webflow Website builder for designing professional looking web sites from scratch Last updated: Jun 18	40-80 mins	High					
 Axure Live prototyping tool for iOS apps Last updated: Feb 24	>80 mins	Good					
 ProtoShare Collaborative prototyping tool for web and mobile apps Last updated: Feb 24	40-80 mins	Good					
 #Proto Simple prototyping tool for iOS apps Last updated: Feb 24	5-10 mins	Good					
 Indigo Studio Robust prototyping tool for web, desktop and mobile apps Last updated: Feb 24	40-80 mins	Good					
 Axure Live prototyping tool for iOS and Android apps Last updated: Jul 21	40-80 mins	Good					
 Invision Collaborative click-through prototyping tool for web and mobile Last updated: Mar 2	5-10 mins	Good					
 Solidity Click-through prototyping tool for user testing Last updated: Feb 24	15-30 mins	Good					
 Marvel Simple click-through prototyping tool for web and mobile apps Last updated: Jun 18	5-10 mins	Good					
 Justinmind Prototyping tool for web and mobile apps Last updated: Jul 14	40-80 mins	Good					
 Fluid Prototyping tool for mobile apps Last updated: Feb 24	40-80 mins	Good					
 UXPin Collaborative prototyping tool for web and mobile Last updated: Jul 24	>80 mins	Average					
 proto.io Prototyping tool for mobile devices Last updated: Feb 24	>80 mins	Average					
 Axure Robust prototyping tool for websites and apps Last updated: Feb 24	40-80 mins	Average	Average	Average	High	Average	Average
Mockplus Prototyping tool for interactive and responsive wireframes Last updated: Feb 24	40-80 mins	Low	Average	Low	Average	None	Average

SORT BY	SPEED	FIDELITY	SHARING	USER TESTING	SUPPORT	MOBILE & TOUCH	DYNAMIC ELEMENTS
 Principle Motion design prototyping tool for mobile and web applications. Last updated: Sep 15	15 mins	High	Good	Good	Good	High	High
 InVision Collaborative click-through prototyping tool for web and mobile Last updated: Mar 2	5-10 mins	Good	High	Good	Good	High	Average
 Solidify Click-through prototyping tool for user testing Last updated: Feb 24	15-30 mins	Good	High	High	Good	Average	Average
 Marvel Simple click-through prototyping tool for web and mobile apps Last updated: Jun 18	5-10 mins	Good	High	Good	Good	High	Average
 JustInmind Prototyping tool for web and mobile apps Last updated: Jul 14	40-80 mins	Good	Good	Good	High	High	Good
 proto.io Prototyping tool for mobile devices Last updated: Feb 24	>80 mins	Average	High	Average	Good	High	Average

<http://www.cooper.com/prototyping-tools>

PROTOTYPING TOOLS

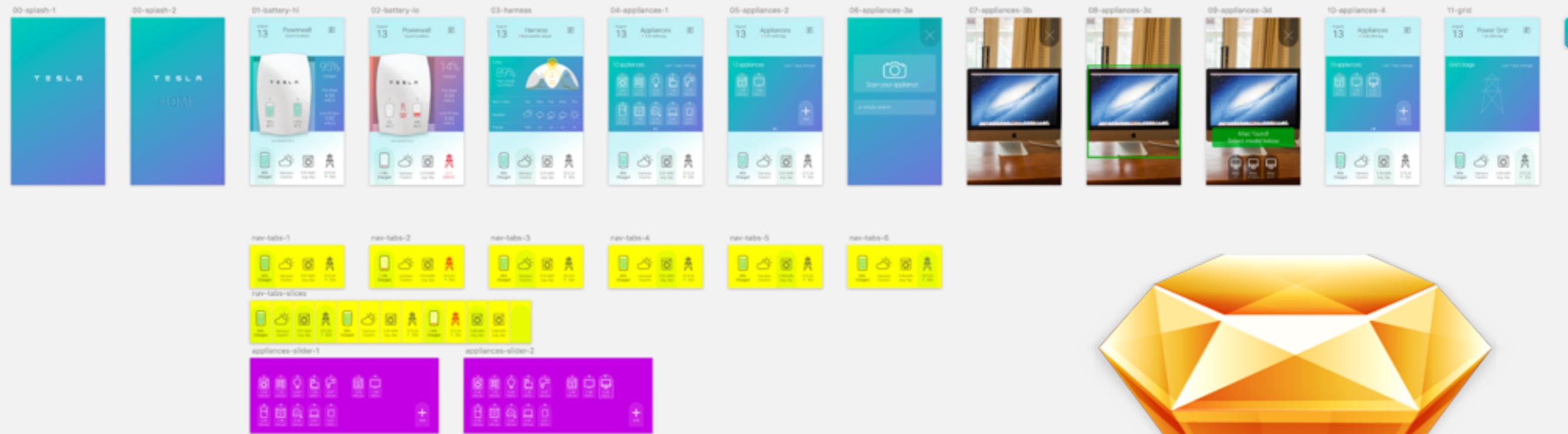
AS OF TODAY





TESLA HOME APP CONCEPT

by Marcelo Paiva



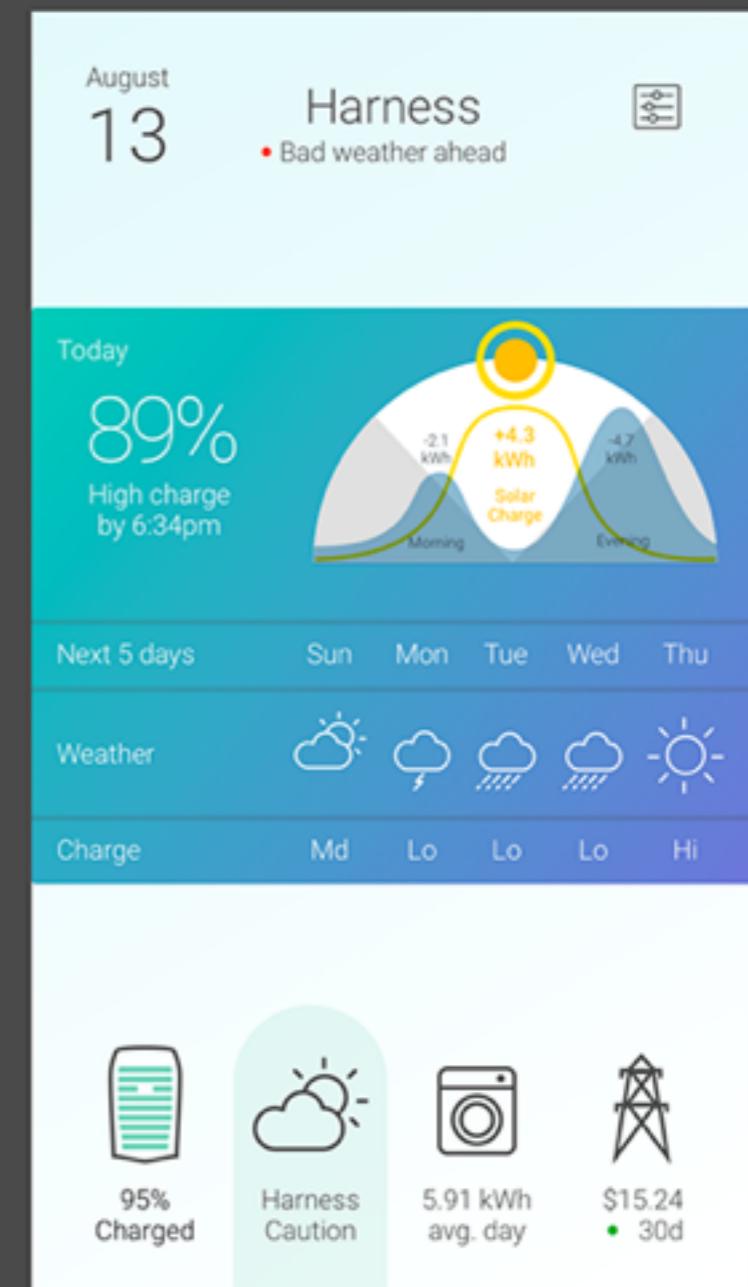
SKETCH FILE

<https://github.com/mpaiva/soflux>

Tesla Home App Concept

by Marcelo Paiva

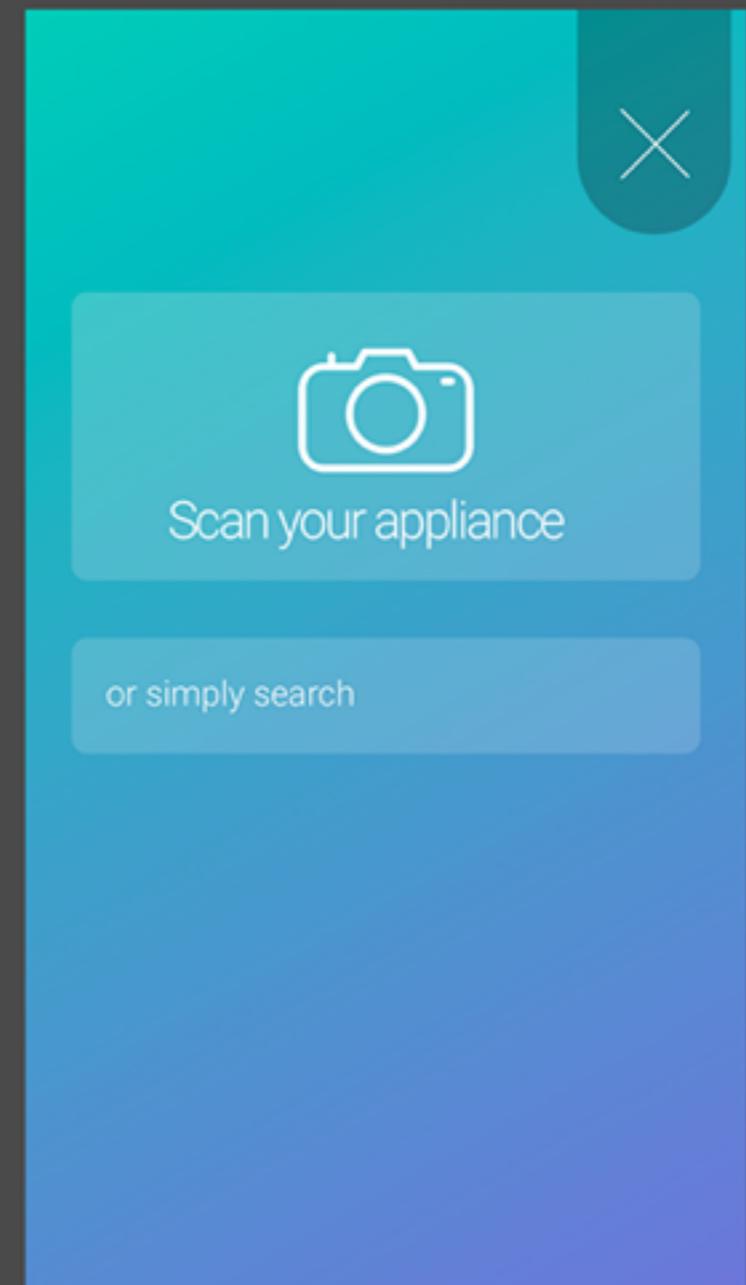
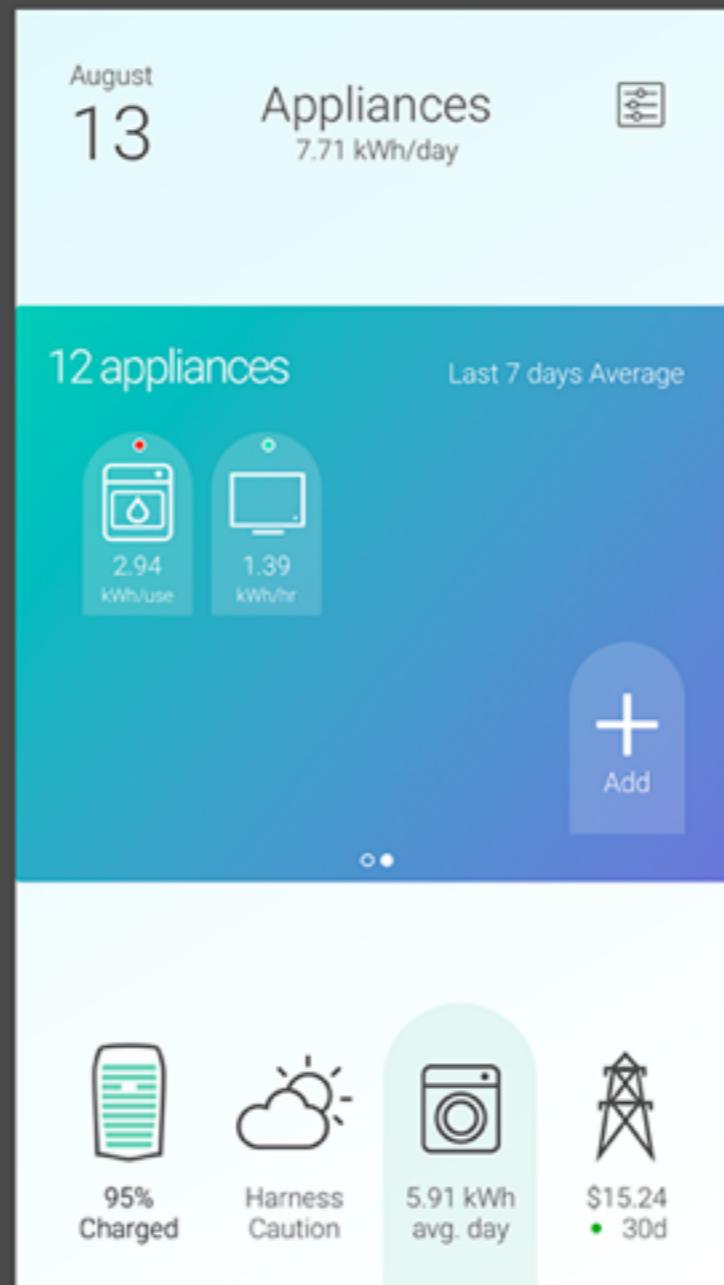
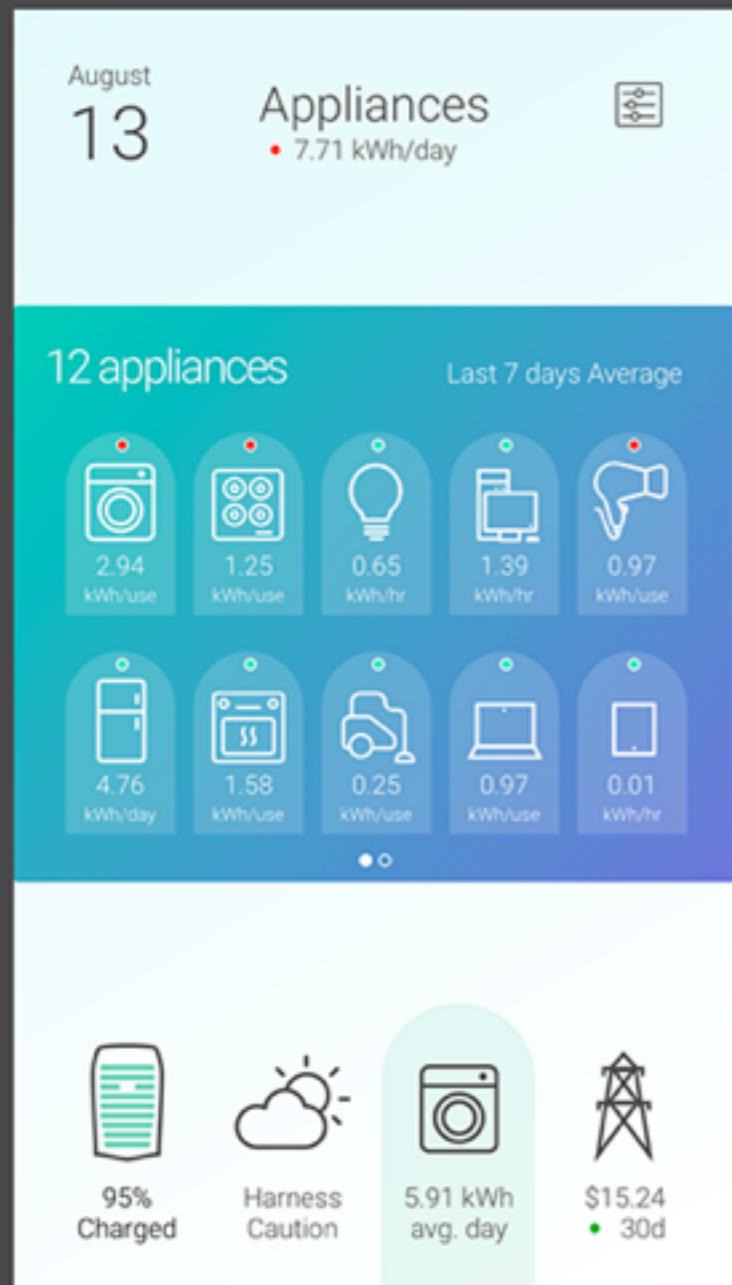
v.0.0.1



Tesla Home App Concept

by Marcelo Paiva

v.0.0.1



DEMO

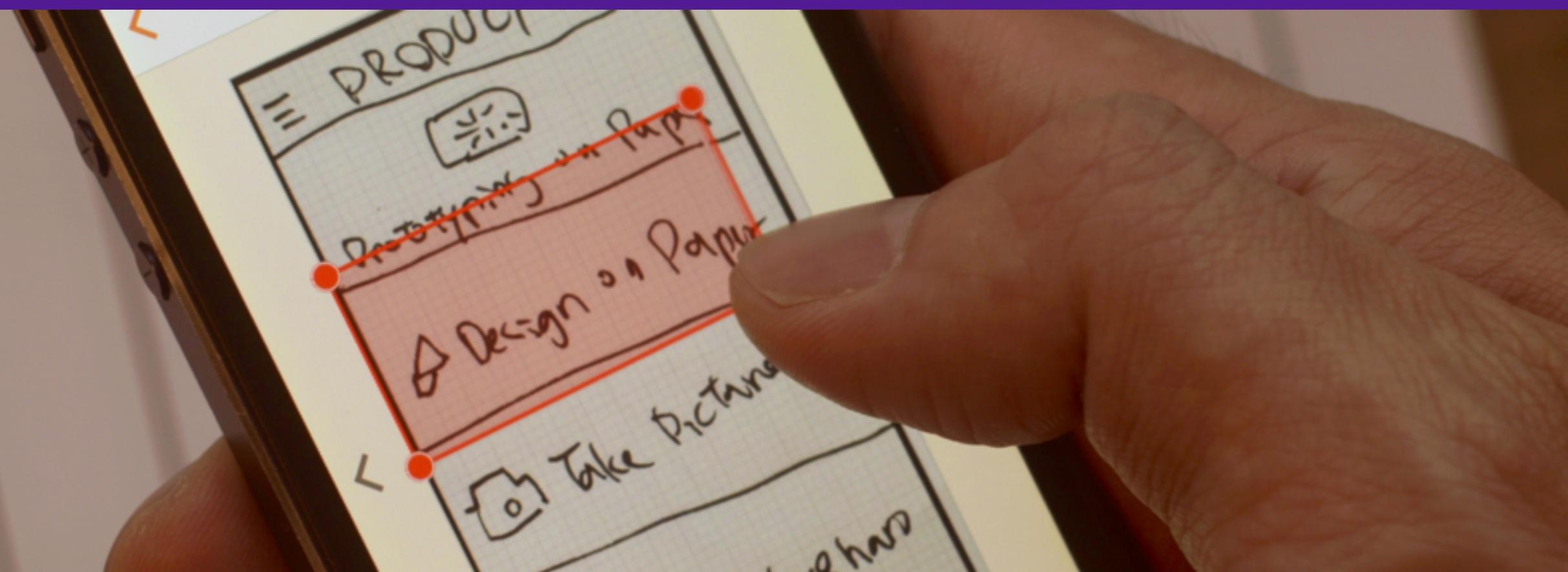
LOW-FIDELITY PROTOTYPING



POP

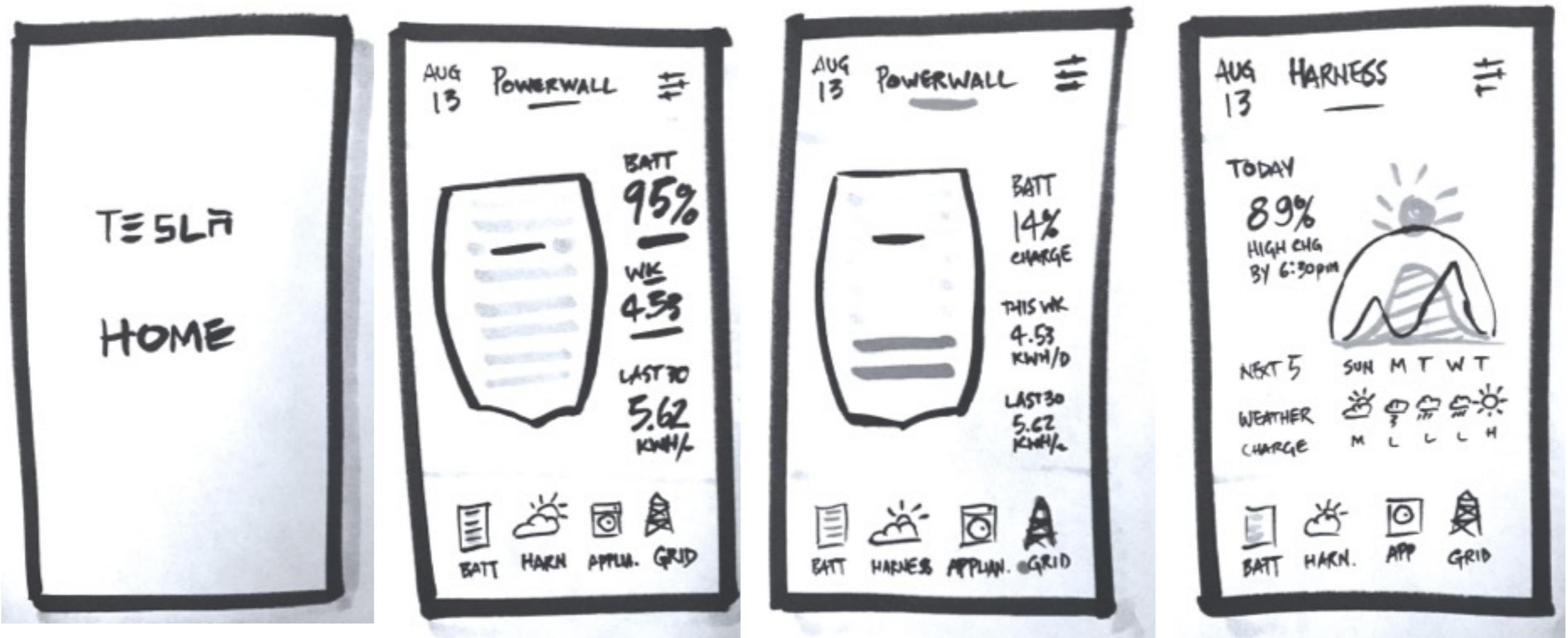
Prototyping on Paper

<https://popapp.in/>



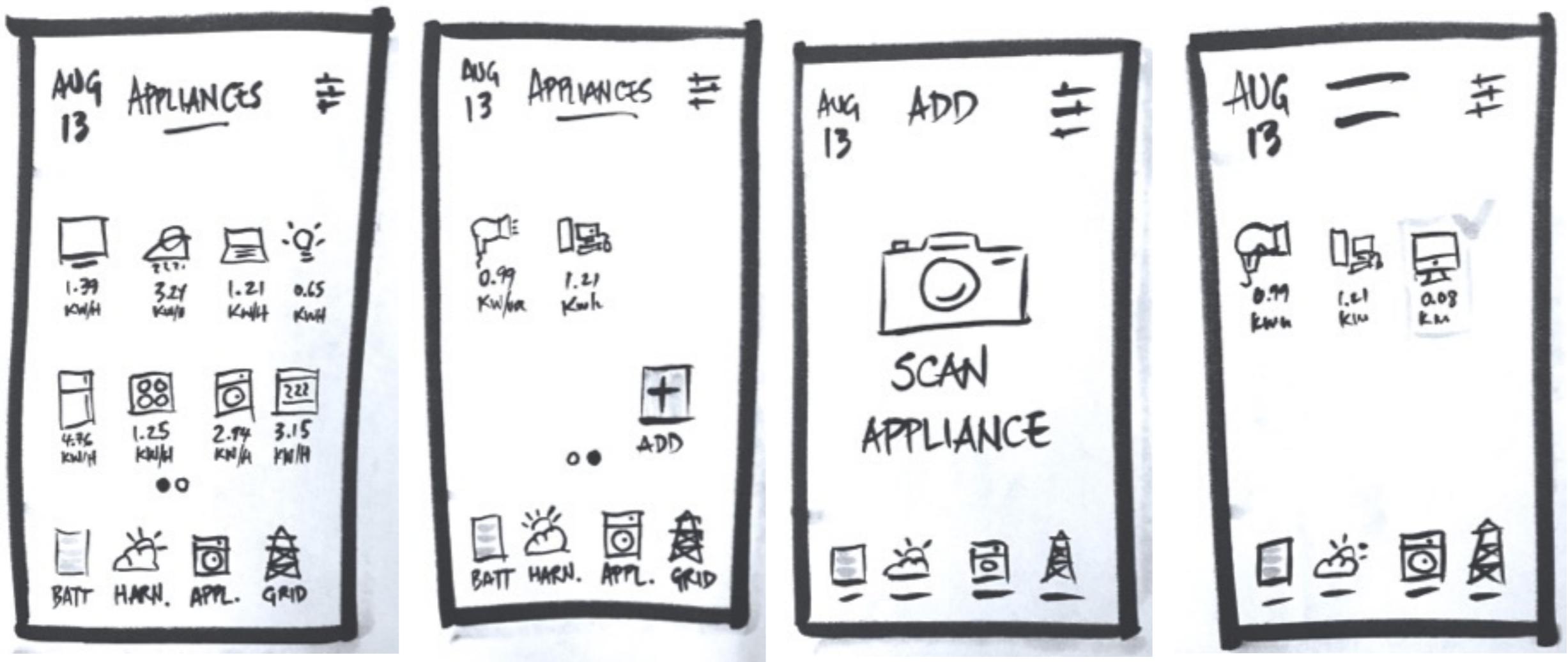
HAND SKETCH YOUR SCREEN FLOW

LOW-FIDELITY PROTOTYPING



HAND SKETCH YOUR SCREEN FLOW

LOW-FIDELITY PROTOTYPING

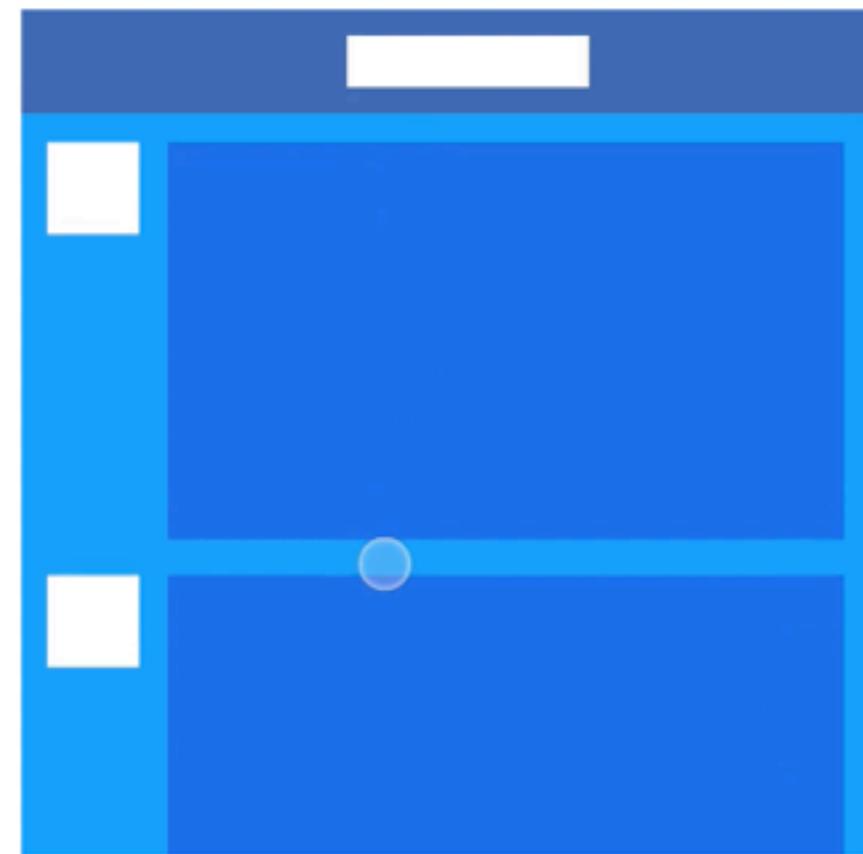
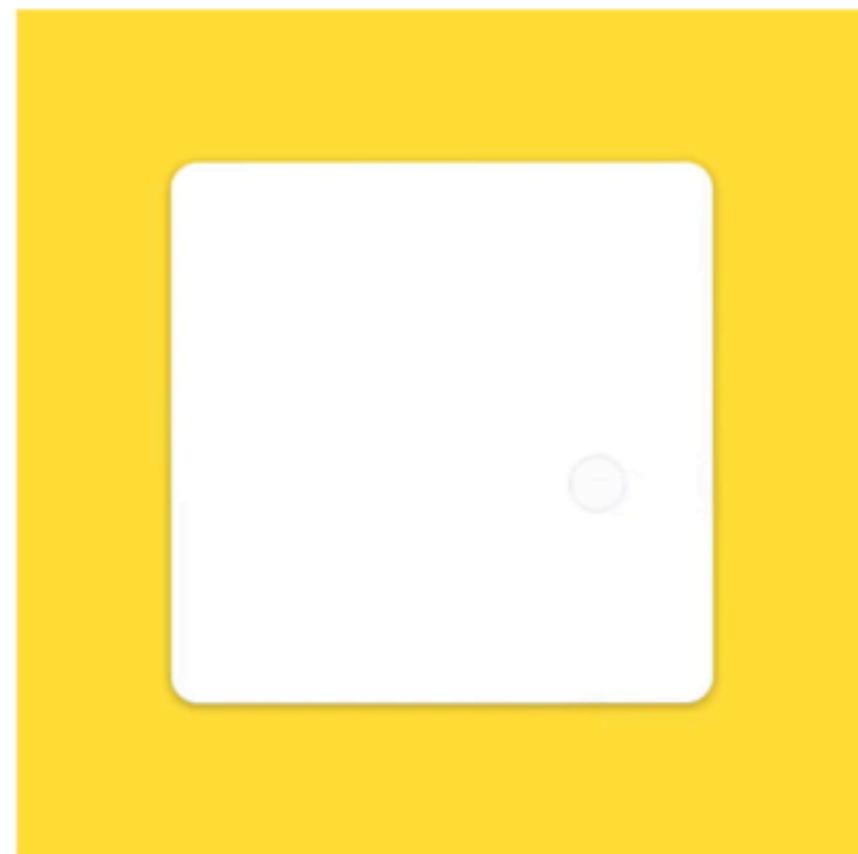


DEMO

HIGH-FIDELITY PROTOTYPING



<http://principleformac.com/>



QUESTIONS?





[github.com/mpaiva/**soflux**](https://github.com/mpaiva/soflux)

A photograph of a person performing a handstand on a paved path. The person is wearing a white t-shirt with dark stripes on the sleeves and dark shorts. A blue bicycle is leaning against their legs. The background shows a grassy area with trees and a clear sky.

THANKS!