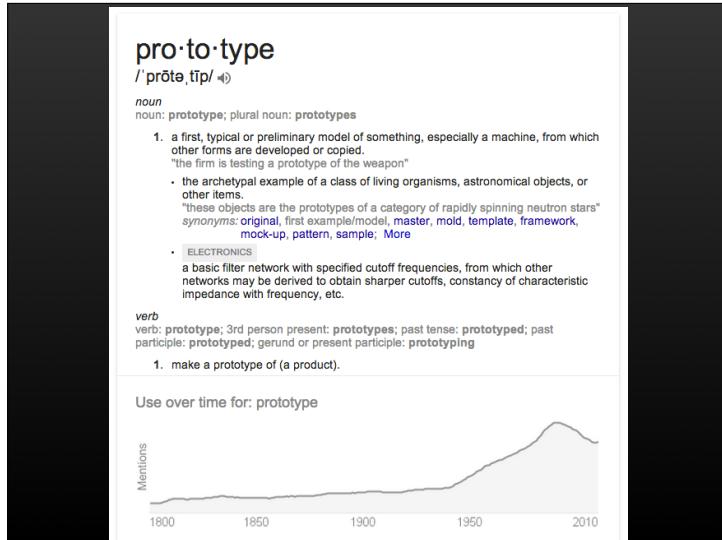


Prototyping



Word usage trend ~2007 peak



Why Prototype?

- ▶ Focus on solution, not coding process
- ▶ Not limited to development concerns like integration, security, scalability, etc.
- ▶ It's much easier to run through design ideas if everyone can see how things might work with their own eyes.
- ▶ People are often intimidated to "imagine" working features from a static page
- ▶ Write fewer specifications for an interactive prototype than a set of static wireframes or mock-ups
- ▶ It's much easier to carry out usability testing with a prototype than a static images and to get lots of juicy feedback from users in general

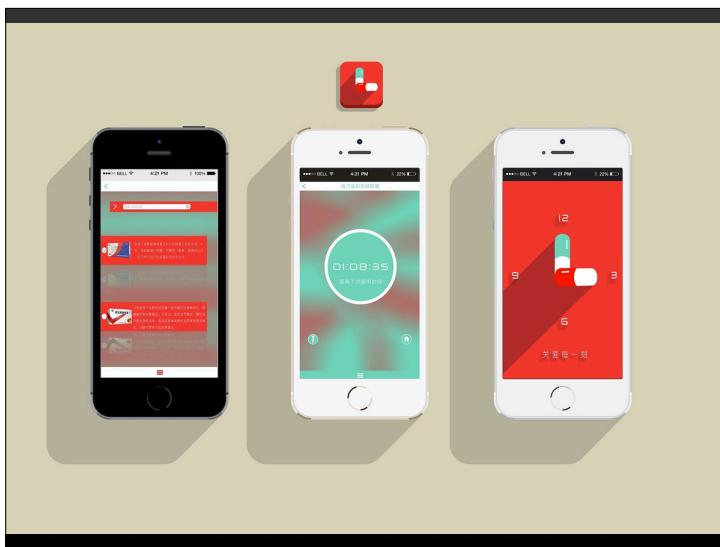
3



Prototype ≠ MVP

RAPID PROTOTYPING





Rapid Prototyping

- ▶ Fast
- ▶ Efficient
- ▶ Enough

9

The fastest, least time and least resource wasting option that best communicates your product at that point. No more, no less. Use graphic designers only if you really need to -- does the look & feel need to be part of the prototype at this stage or are you weighing functionality? Is a simple page-to-page click-thru enough or do you need a step up with an interactive prototype. Is a developer's time and cost necessary?

Database - complex enough to need to test before investing in building database. Prototype with a spreadsheet

ENOUGH

Applies to web sites and interactive applications

Paper



Wireframe



Mock-up

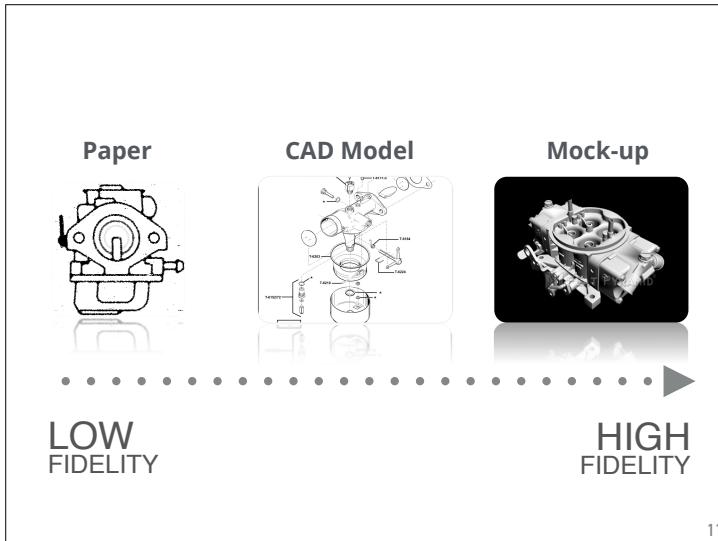


LOW
FIDELITY

HIGH
FIDELITY

10

3d Printing and Virtual Reality are useful prototyping techniques

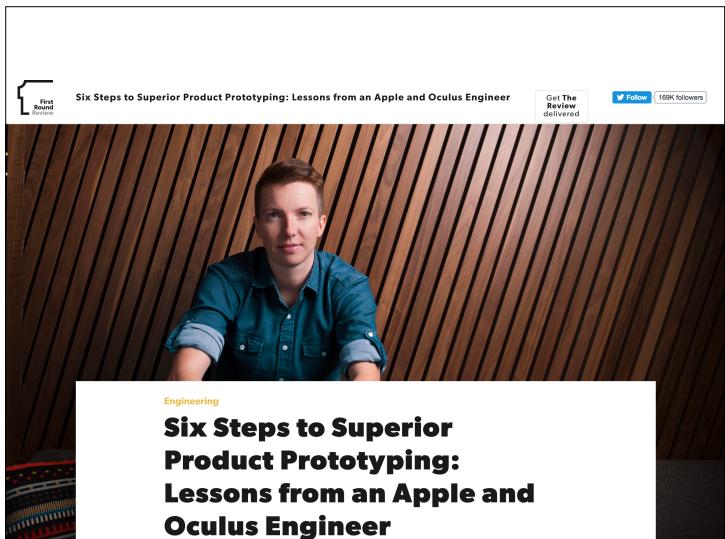


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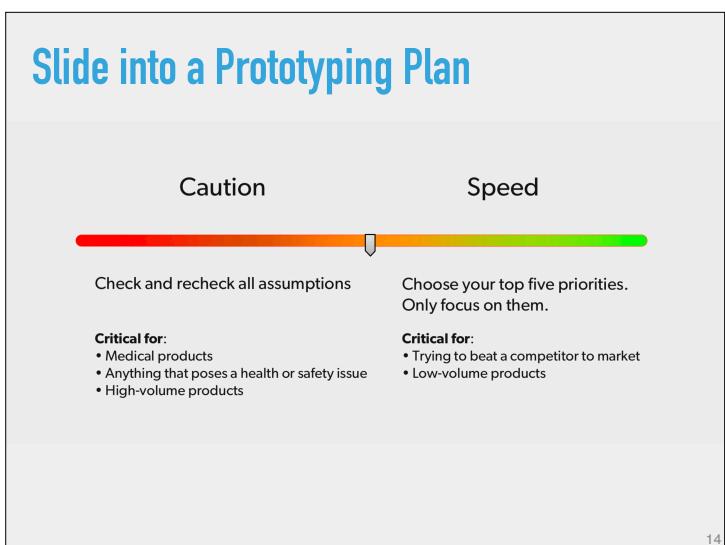
Scoping

1. What needs to be prototyped?
2. How much should be prototyped?
3. What's the story? (tasks)
4. What's the right level of fidelity?
5. What tool(s) work for this level?
6. What resources are necessary for this level?

12



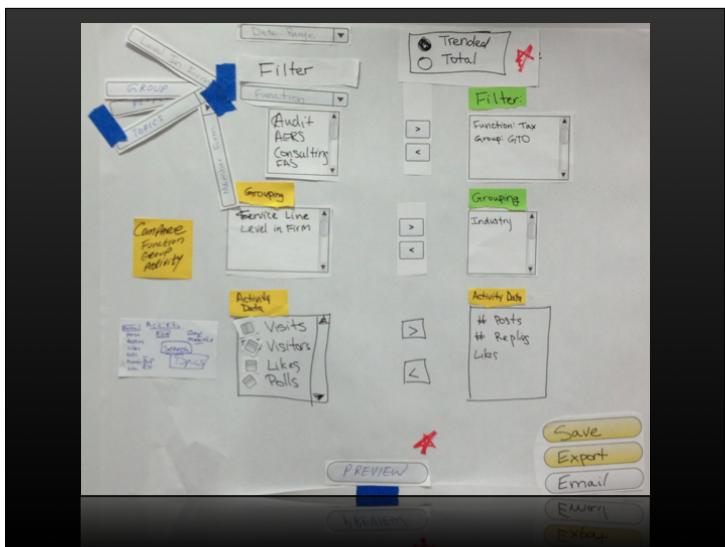
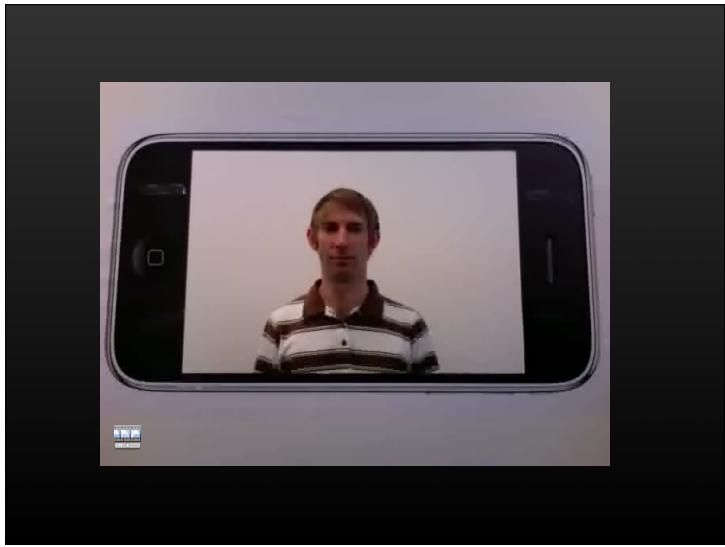
<http://firstround.com/review/six-steps-to-superior-product-prototyping-lessons-from-an-apple-and-oculus-engineer/>

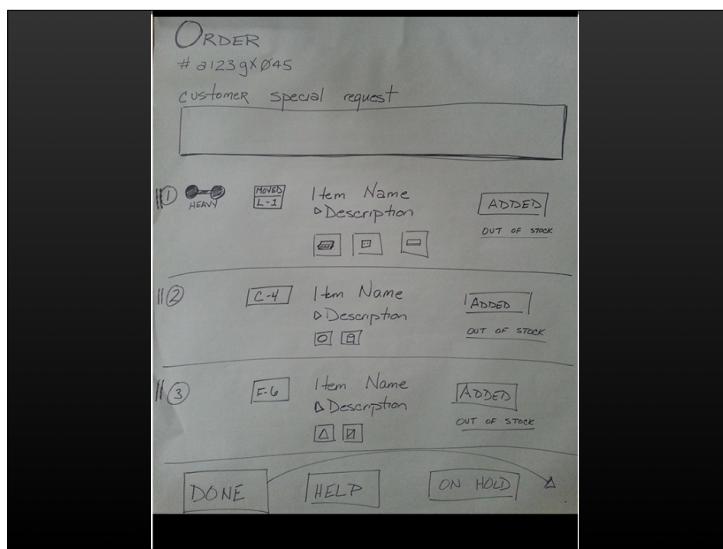
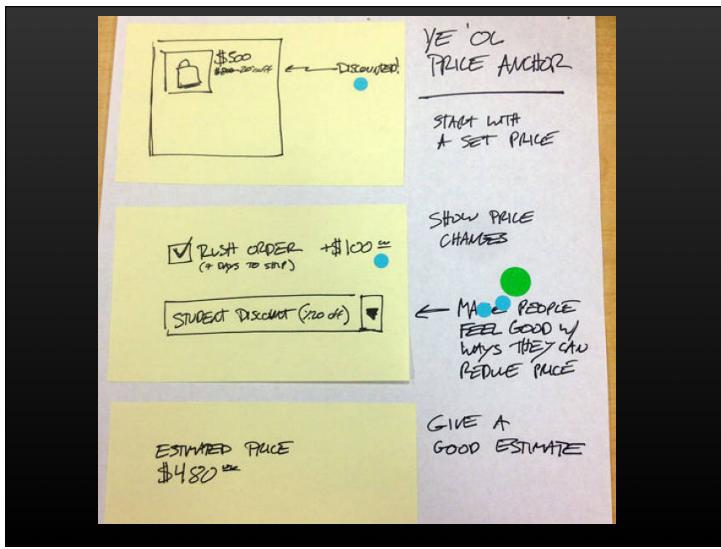


Map out your approach to prototyping by determining your point on a speed-caution slider. On one end is caution, and on the other end is speed.

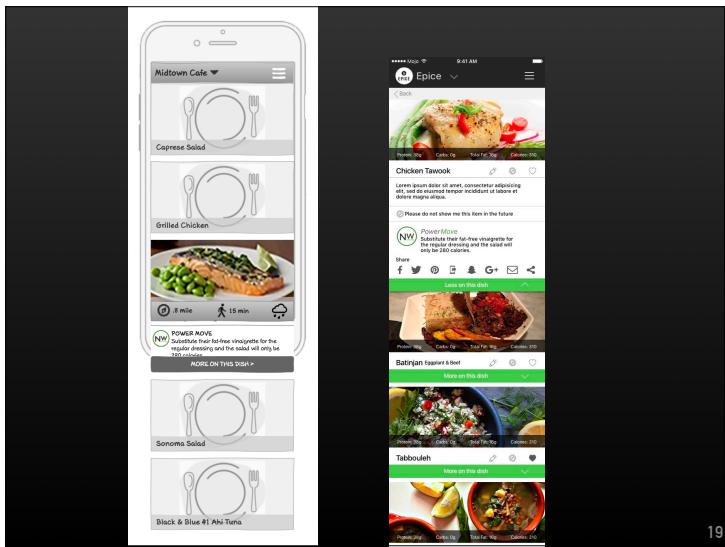
What are you comfortable with for your portfolio? Big, crazy ideas that may not work but demonstrate original thinking or well-planned to be successful in short, pre-determined schedule.

Prototyping for Elmo's Monster Maker
iPhone App: <http://vimeo.com/13377903>





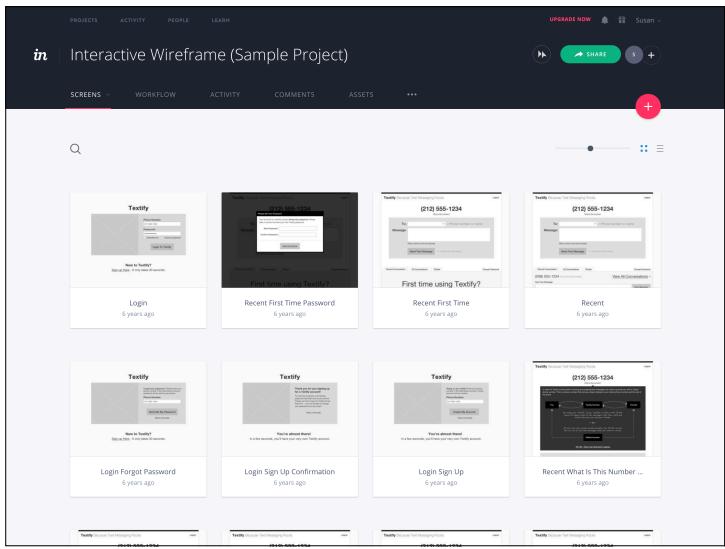
Flip Chart



19

PROTOTYPING TOOLS

Static - click through versus Integrated
- interactions with fields



Good example of screens created in Sketch and then pulled into Invision for prototyping
<https://projects.invisionapp.com/d/main#/projects/prototypes/118476>

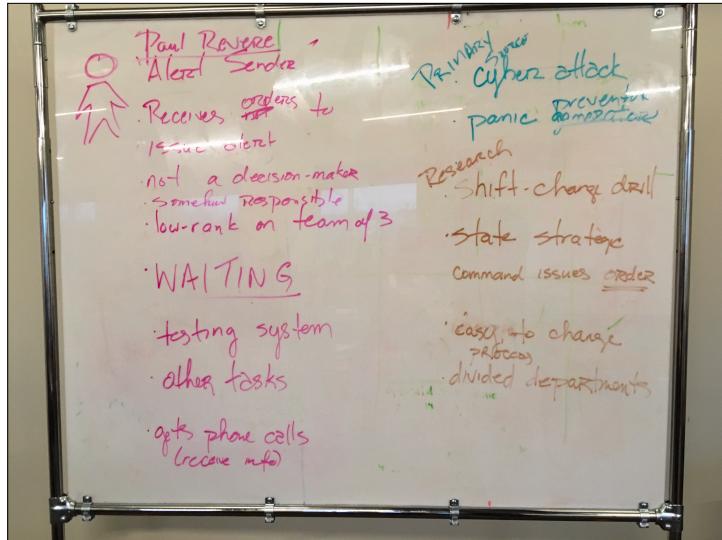
Hawaii Missile Alert



What do we know??? What is the purpose of the Missile Alert system. Is it a different system than a tsunami or volcano alert? Who operates the system? What is their jour

30 Minute Prototype

- ▶ Break into groups (count off into 7 groups)
- ▶ Spend 10 minutes deciding on key tasks/workflow to prototype
- ▶ Spend 30 minutes on a paper prototype of a new Warning System for Hawaii.
- ▶ Each group present their solution (15 minutes total)



Notes on persona and key insights for Hawaii Missile Alert System exercise.