



# Prototype

MAD9034

Introduction to  
User Experience Design

Warm-up project  
User Research | Analysis  
week 1 of 3

Warm-up project  
Ideation | **Prototyping**  
week 2 of 3

Warm-up project  
Testing | Presentation  
week 3 of 3

# UX Design Process

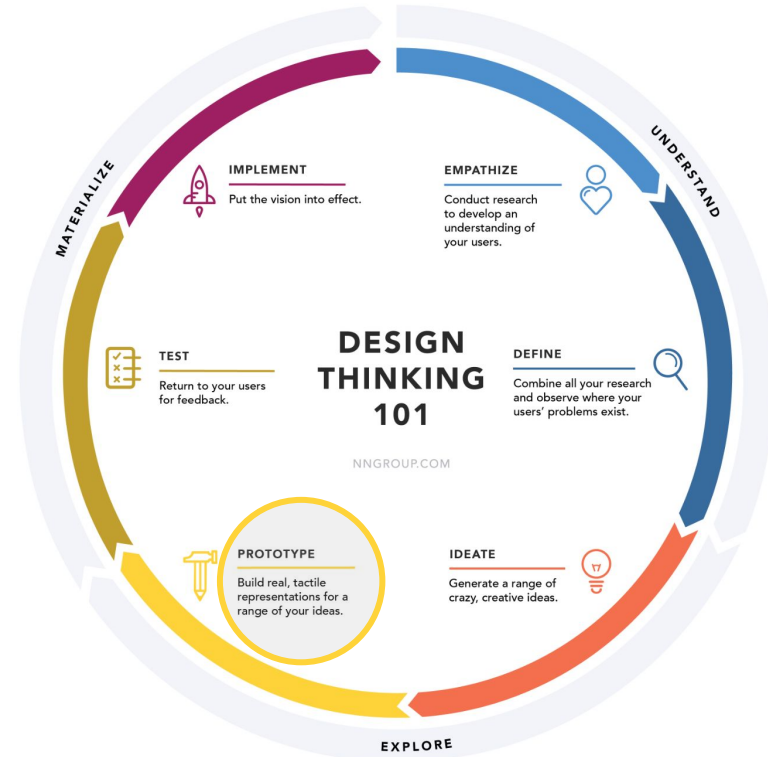
## Prototype

- Empathize
- Define
- Design/Ideate
- **Prototype**

Experience and explore possible solutions

- Ideation
- Interaction design
- **Prototype**

- **Test**
- Implement + Measure



# Prototype

## Definition and Goals

A **prototype** is an early model or sample which is built for the purpose of testing and learning.

### Goals

- Test a design hypothesis
- Learn, improve and gain confidence in a product or idea before investing time and money in the implementation

# Prototype

What might you test with a prototype?

## Usability

- Layout
- Affordance or feedback
- Terminology

## Functionality

- Ensure users have all the interactive elements they need to perform the task at hand

## Navigation

- Ensure users have all the navigation they need to accomplish the task at hand

## Alternate designs

- If there are multiple options for users to accomplish the task at hand, determine which one is most frequently chosen by users

# Prototype

## Elements of a prototype

**What you want to test** determines what goes into a prototype.

### Scope

Enough screens for participants to imagine completing the task that you want to test.

### Content

Include enough real or realistic content for participants to respond to it accordingly, and provide useful feedback.

### Fidelity

Choose a prototyping method that provides just enough fidelity to answer the key questions you have.

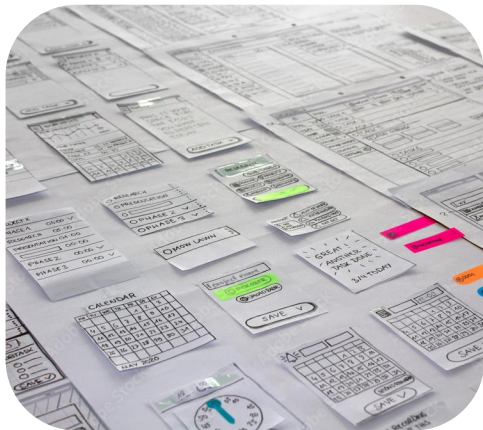
### Interactivity

Include interactivity -- at any level of fidelity -- to test how a user would navigate through content, screens, and apps themselves.

# Prototyping Methods

## Paper Prototype

Early design stage



[Image source](#)

## Digital Prototype

Any design stage

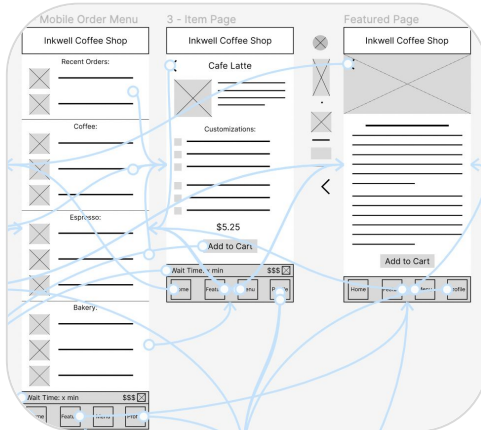
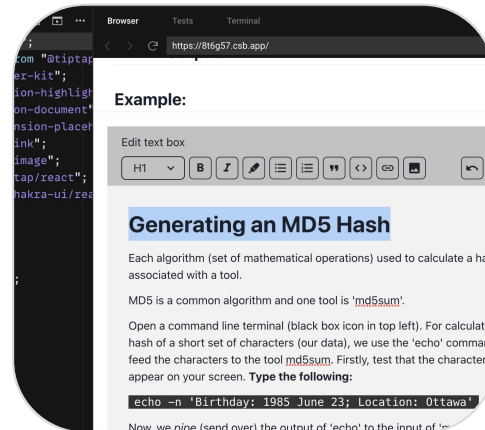


Image: Anthony Pascarella on Figma Community

## Dev Prototype

Test complex designs before final implementation



Laura's file

# Prototyping

Apple Watch fitness application  
High-level concept prototype

# Fitness Application Design

## Work breakdown

Week 2.1	Form groups. Prepare to learn about your user, context of usage and the problems to solve. Conduct user interviews to "know your user."
Week 2.2	Map out the problem and select a place to focus.
Week 3.1	Sketch ideas and choose the one to proceed with.
<b>Week 3.2 (today)</b>	Create a prototype
Week 4.1	Test the prototype with real people

[The Design Sprint](#)



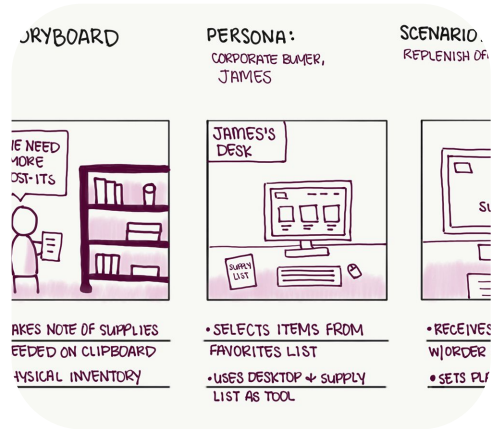


# Today, in class

Steps to follow

## Storyboard

Paper sketches or FigJam



[Image source](#)

## Role assignment

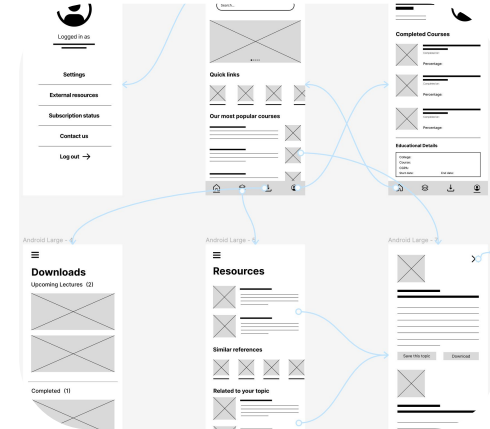
Assets, storyline, prototype builder



[Image source](#)

## Prototype + Test script

High-level Figma prototype



Figma community: Ranit Karmakar

# Today, in class

**Storyboard:** turn your ideas into a hypothesis

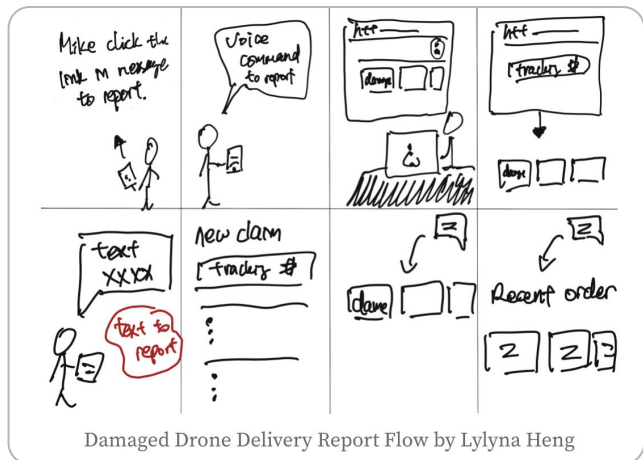
## Problem statement

**We spoke to** Anna, a single woman in her mid 20s who works night shifts.

**We noticed that** Anna often works so late that she misses her last bus home.

**We would like to design a solution** to help Anna feel safe and comfortable using our ride service.

## Your team's chosen design solution



## "How might we" questions

How might we make people feel safe and comfortable when using our riding service?

## Potential solutions

Sharing the rider's location with friends and family automatically

Displaying more information about the driver

Showing feedback from previous riders

## Solution

**We believe that** sharing more information about the driver's experience before Anna gets into the vehicle,

**Will** make our passengers (users) more comfortable and connected throughout the ride.

# Today, in class

## Storyboard (30-40 mins)

- Key hypothesis
- 6-10 screens
- Plot out the key steps in your scenario to illustrate the solution
- Interview script and storyboard must support each other
- What needs to be defined in more detail

[Storyboards Help Visualise UX Ideas](#)

### STORYBOARD



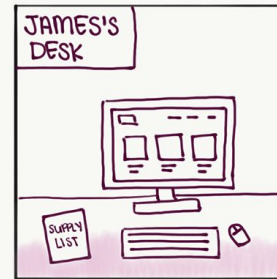
- MAKES NOTE OF SUPPLIES NEEDED ON CLIPBOARD
- PHYSICAL INVENTORY

### PERSONA:

CORPORATE BUYER,  
JAMES

### SCENARIO:

REPLENISH OFFICE SUPPLIES



- SELECTS ITEMS FROM FAVORITES LIST
- USES DESKTOP + SUPPLY LIST AS TOOL



- RECEIVES SHIPMENT WINDOW ORDER SUBMISSION
- SETS PLAN FOR RESTOCK

[Image source](#)

# Today, in class

## Role Assignment (20 mins)

- Planner/organizer
- Script writer
- Prototype builder
- Content creator
- Do any work that is needed
- Plan how you synch up your work

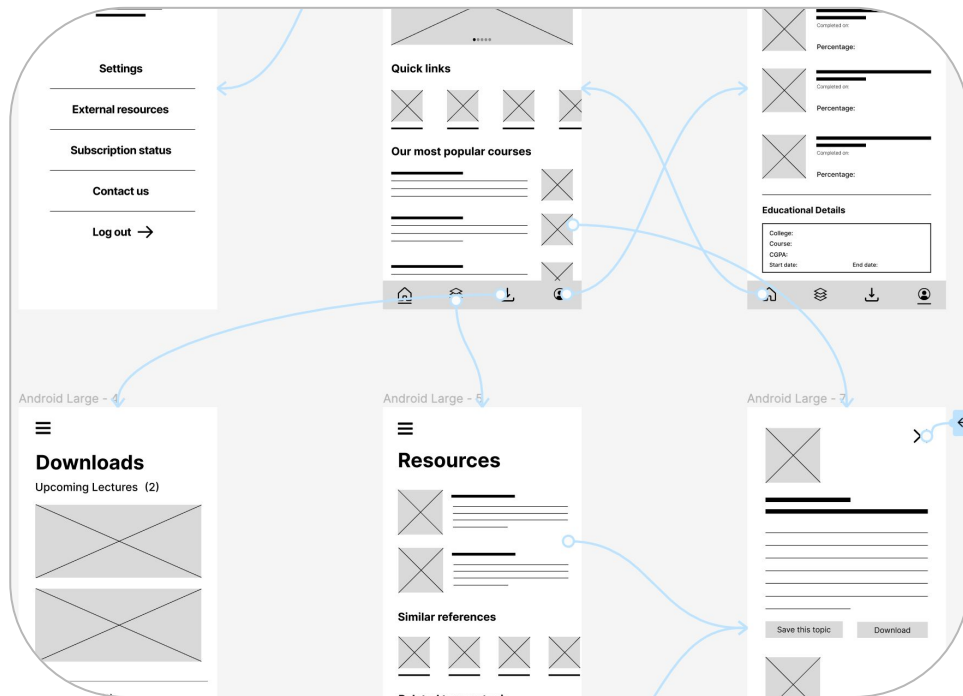


[Image source](#)

# Today, in class

## Prototype and Test Script

- Set-up your Apple Watch screen size
- Work in parallel with the usability testing script writer
- Decide on path, interactivity and fidelity level
- Get help from other team members
- Synch-up and be ready for testing
- Finish the prototype and usability test plan by next class



Figma community: Ranit Karmakar

# Exercise 4

Prototype

[Details on the course website: Exercise 4](#)

# Coming up

## Testing



### Mandatory

1. **Exercise 4 submission**
2. Think in parallel of the prototype and the **usability testing goals**
3. Sketch out a **test plan** to bring to the next class