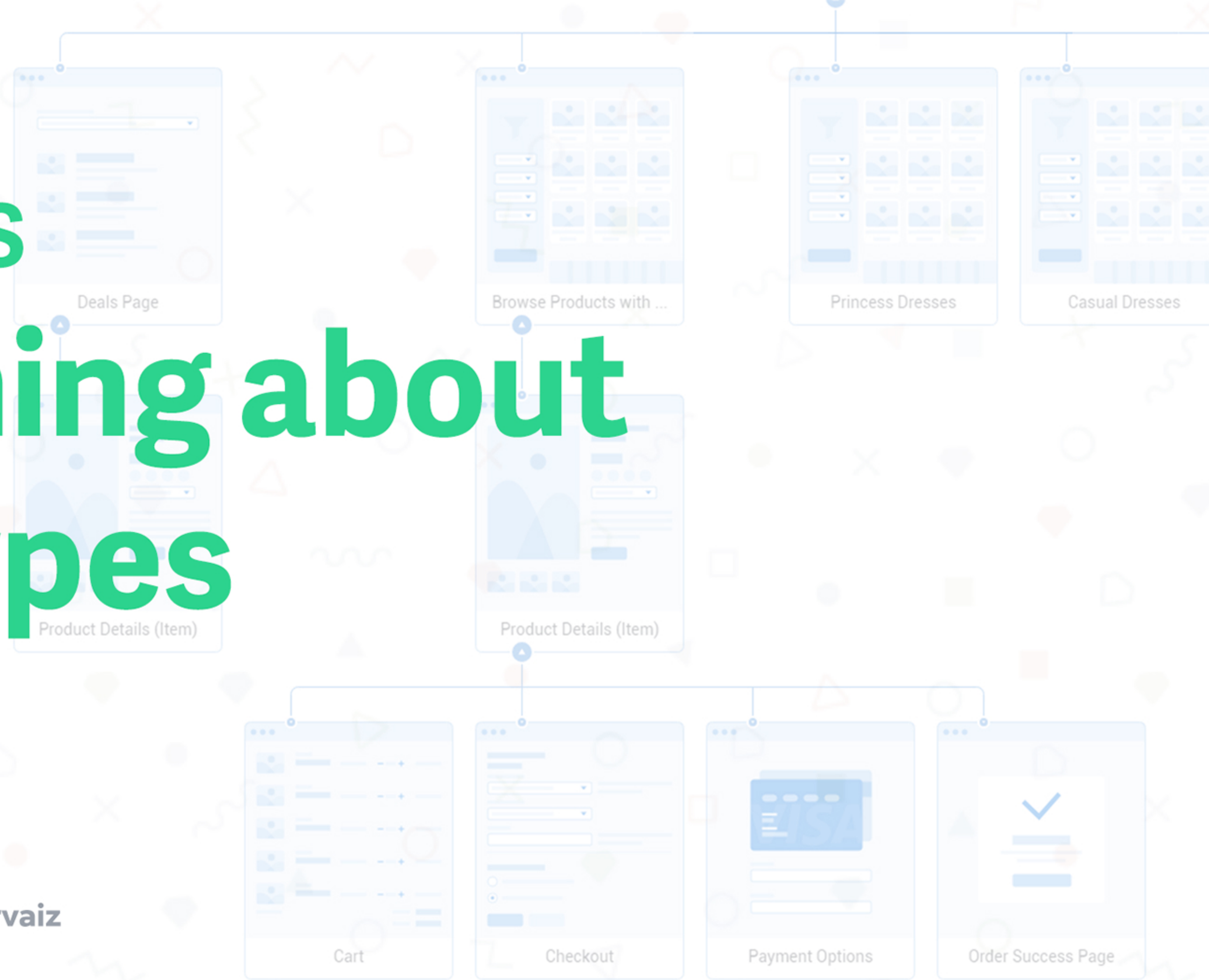


UX PROCESS

Everything about Prototypes

UX PROCESS SIMPLIFIED
A course by : Muhamad Ahsan Pervaiz



Prototypes

Working model of a product/website or an app is called a Prototype (shows interaction, transitions)

These are the bread and butter of UX and they are the biggest cost savers.

You can create them in any Phase of UX Cycle

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UI/UX Interaction Designer

Types of Prototypes

Paper Prototypes are the most easier to produce, have almost no cost and can be discarded easily

Digital Prototypes are interactive and when user taps or clicks, they move to next screen (time)

Developed Prototypes are just like a alpha version of the final product (costly)

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Horizontal Prototypes

A horizontal prototype incorporates broad features but has less depth of functionality

e.g. finding different kinds of information on frokland but not doing a full detailed function like Ordering a frok or creating an account etc....

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Vertical Prototypes

Is used to test depth of functionality but its specific to only few features

e.g. in my frokland example if I create a prototype to test the functionality of ordering a dress from adding to cart to checkout and creating new account and address in the process.

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T- Prototype

It combines both Horizontal and Vertical Prototypes. It covers broad features but tests few of them in depth of functionality.

We can test a lot of features but only one or two very important feature which we really need to test with the user like. Signup (create an account) and Ordering, filtering products and checkout process

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Local Prototype

Local prototypes are very limited. It is used to evaluate design alternatives for isolated interaction details.

e.g. Deciding the label on button. Should it be Add to Cart or Add to Shopping Bag or Buy Now

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