**EXPERIMENT 04**

**AIM:**  Designing High Fidelity Prototypes of a Web Application

**Theory:**

**High-fidelity prototyping**

High-fidelity (hi-fi) prototypes appear and function as similar as possible to the actual  product that will ship. Teams usually create high-fidelity prototypes when they have a solid  understanding of what they are going to build and they need to either test it with real users or  get final-design approval from stakeholders.

The basic characteristics of high-fidelity prototyping include:

∙ **Visual design*:*** Realistic and detailed design — all interface elements, spacing, and  graphics look just like a real app or website.

∙ **Content*:*** Designers use real or similar-to-real content. The prototype includes most or  all of the content that will appear in the final design.

∙ **Interactivity:** Prototypes are highly realistic in their interactions.

**Pros**

∙ **Meaningful feedback during usability testing***.* High-fidelity prototypes often look  like real products to users. This means that during usability testing sessions, test  participants will be more likely to behave naturally — as if they were interacting with  the real product.

∙ **Testability of specific UI elements or interactions***.* With hi-fi interactivity, it’s  possible to test graphical elements like affordance or specific interactions, such  as animated transitions and microinteractions.

∙ **Easy buy-in from clients and stakeholders**. This type of prototype is also good for  demonstrations to stakeholders. It gives clients and potential investors a clear idea of  how a product is supposed to work. An excellent high-fidelity prototype gets people  excited about your design in ways a lo-fi, bare-bones prototype can’t.

**Cons**

∙ **Higher costs***.* In comparison with low-fidelity prototypes, creating high-fidelity  prototypes implies higher costs, both temporal and financial.

**OUTPUT:**