

### **G3: What is Prototyping?**

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- Prototyping is an experimental process where design teams implement ideas into tangible forms from paper to digital. Teams build prototypes of varying degrees of fidelity to capture design concepts and test on users. With prototypes, you can refine and validate your designs so your brand can release the right products (Interaction Design Foundation, 2020). In addition, reconceptualizing and validating the prototype can still be done until the product is at its best, which the developers and designers will provide the quality products the end users expect.

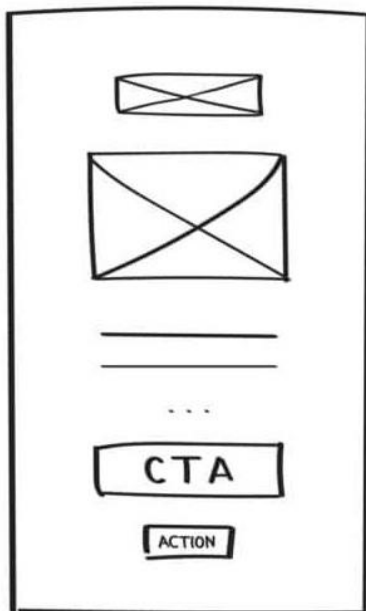
#### **What is the difference between low-fidelity and high-fidelity prototypes?**

- Low-fidelity prototyping is a quick and easy way to translate high-level design concepts into tangible and testable artifacts. The first and most important role of lo-fi prototypes is to check and test functionality rather than the visual appearance of the product (Nick Babich, 2017). Based on the visual design it is constructed with basic shapes and elements. Which the only the key elements is the content. It might be unclear to test participants what is supposed to work and what isn't. A low-fidelity prototype requires a lot of imagination from the user, limiting the outcome of user testing. Moreover, it's impossible to convey complex

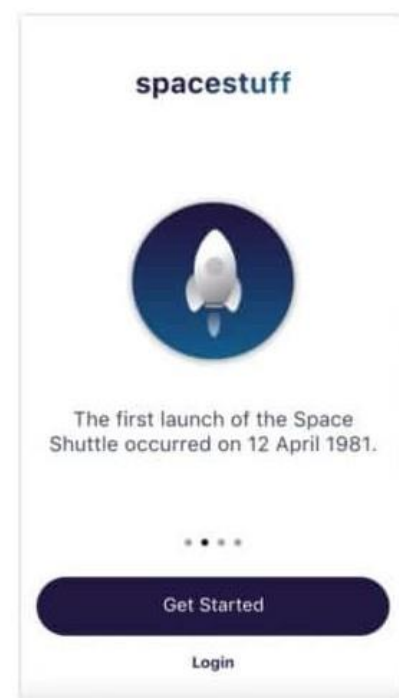
animations or transitions using this type of prototype. On the other hand, are computer-based, and usually allow realistic (mouse-keyboard) user interactions. High-fidelity prototypes take you as close as possible to a true representation of the user interface. High-fidelity prototypes are assumed to be much more effective in collecting true human performance data (e.g., time to complete a task), and in demonstrating actual products to clients, management, and others (Walker, 2002).

**Give examples of low fidelity and high-fidelity prototypes?**

#### **Low-fidelity Prototype**



#### **High-fidelity Prototype**



## Why is Prototyping Important?

- The prototype is an important draft design that precedes the development of the original design layout. It is intended not only to show the structure of the future site, but also the site map, the interrelation of its main pages. Prototyping is a process designed to significantly reduce the time to develop a site, due to the focus of the designer on the main functional and marketing factors. The prototype gives the customer a complete idea of how the site will look like in the final result. Also, Prototyping allows you to streamline the design development process, focusing on important interface elements and This process significantly reduces the workload of the designer in developing the project, and thus saves the customer's money.

## References:

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