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(AN AUTONOMOUS INSTITUTE UNDER UGC ACT 1956 & AFFILIATED TO  
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SUBJECT - PROBLEM IDENTIFICATION AND DESIGN THINKING**

**Assignment 6**

**What is prototyping phase in design thinking ?  
Elaborate on Prototypes that you may develop  
based on ideas refined in Assignment 5 .**

**What is prototyping phase in design thinking ?**

A prototype is a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualisation quickly and cheaply, so that the designer/s involved can make appropriate refinements or possible changes in direction.

Prototyping is about bringing conceptual or theoretical ideas to life and exploring their real-world impact before finally executing them. All too often, design teams arrive at ideas without enough research or validation and expedite them to final execution before there is any certainty about their viability or possible effect on the target group.

## **Elaborate on Prototypes that you may develop based on ideas refined in Assignment 5 :**

Digital ,Physical ,Experience Based User Centered Design

Grouping ideas based on connections and Theme, Presentation, Target, Strategy, Audience or topic are Prototypes developed based on ideas refined in Assignment 5

They don't have to be primitive versions of an end product, either —far from it. Simple sketches or storyboards used to illustrate a proposed experiential solution, rough paper prototypes of digital interfaces, and even role-playing to act out a service offering an idea are examples of prototypes.