Prototyping

What is a prototype? It is an experimental model of an idea. It's a way to present an idea to someone – it could be used as a means of showing and testing a product. As seen in the Google for Entrepreneurs prototyping videos, there are three types:

1. **Sketch prototyping**
   This can be used at any stage of the design process. Several types of sketch prototyping are used, depending on what needs to be communicated, and to whom.
   There are four types of paper prototyping: user flows, rapid sketches, wireframes, and detailed sketches.

   Its benefits are:
   a. It helps pinpoint key user interactions
   b. It allows for purposeful use of colour
   c. Designers can explore elevation and shadows with real paper

2. **Digital Prototyping**
   This helps in exploring an idea by building an interactive experience. It gives someone an idea of what the finished app or product will look like without having to code. It can be used to share with stakeholders, or for user testing. With design software, we can explore what interactions can be made and check the practicality of them.

3. **Native Prototyping**
   Here, you leverage technology to bring ideas to life – by involving coding. It helps testing in real-world scenarios and is useful when pitching ideas to stakeholders and users. It can also validate the direction in which research and development is going.

Overall, prototyping is important because it allows us to communicate our visions and pitch our ideas. The prototyping stage is especially important before the engineering phase, as it helps decide what should be programmed. Between using these three methods, teams will be able to recognise the sweet spot of their app.

The second resource I am using for prototyping is this page on Interaction Design Foundation. It's worth a read because it talks about the design process (in which prototyping is the fourth stage), and mentions that it is non-linear, with a detailed

diagram. It covers low-fidelity and high-fidelity prototyping and also discusses the pros and cons of each type. Additionally, it covers a few guidelines that will help make things easier for teams or designers working on prototypes for the first time. It also reminds readers that design is an iterative process.