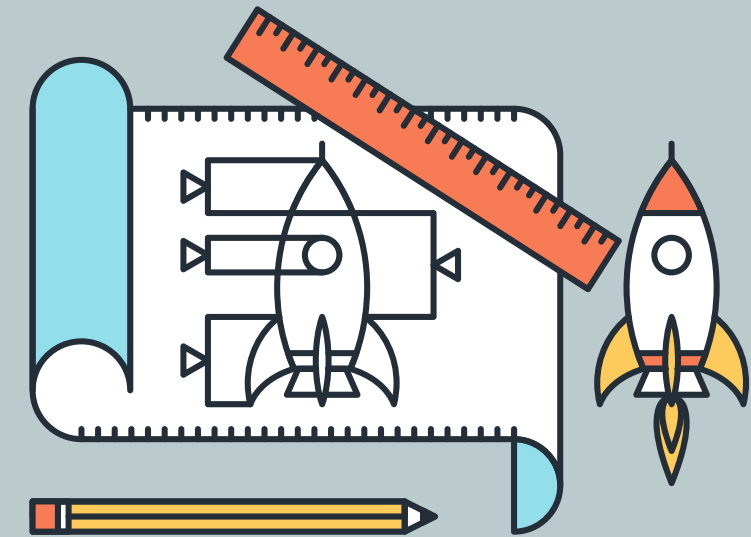
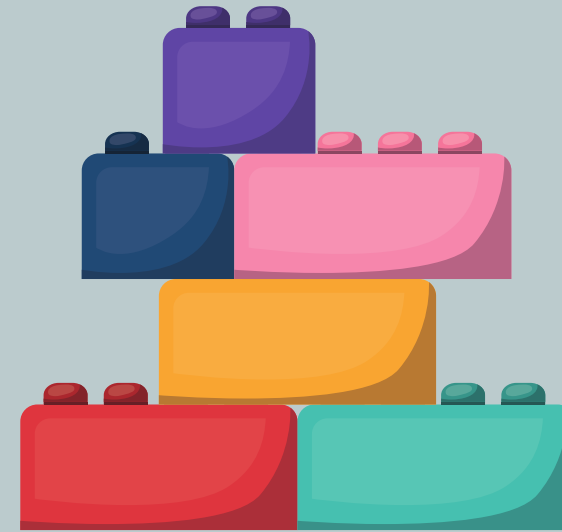


Prototyping

Basics of prototyping





A PROTOTYPE IS A PHYSICAL OR DIGITAL EMBODIMENT OF critical elements of the intended design, and an iterative tool to enhance communication, enable learning, and inform decision-making at any point in the design process.



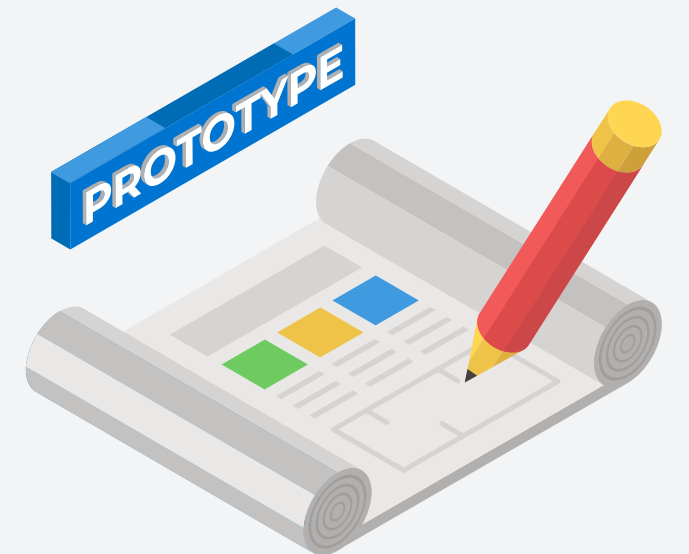
Why prototype?

Fail fast and cheap! Also:

TO MAKE YOUR
IDEAS VISIBLE
(PHYSICAL)

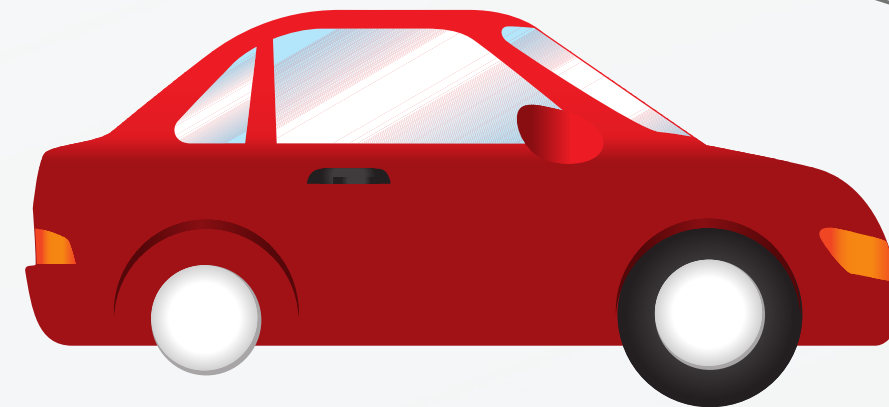
TO ALIGN THE
IDEA WITH
YOUR TEAM

TO FEEL WHAT
YOUR PRODUCT
IS LIKE



You can prototype:

PRODUCT

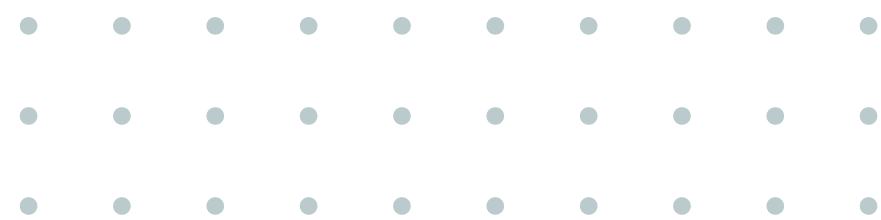


SERVICE



PROCESS





Interreg
Baltic Sea Region



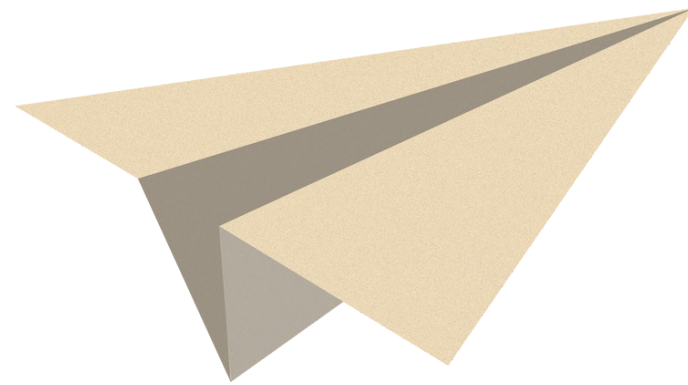
**Co-funded by
the European Union**



RESPONSIVE PUBLIC SERVICES

RESIST

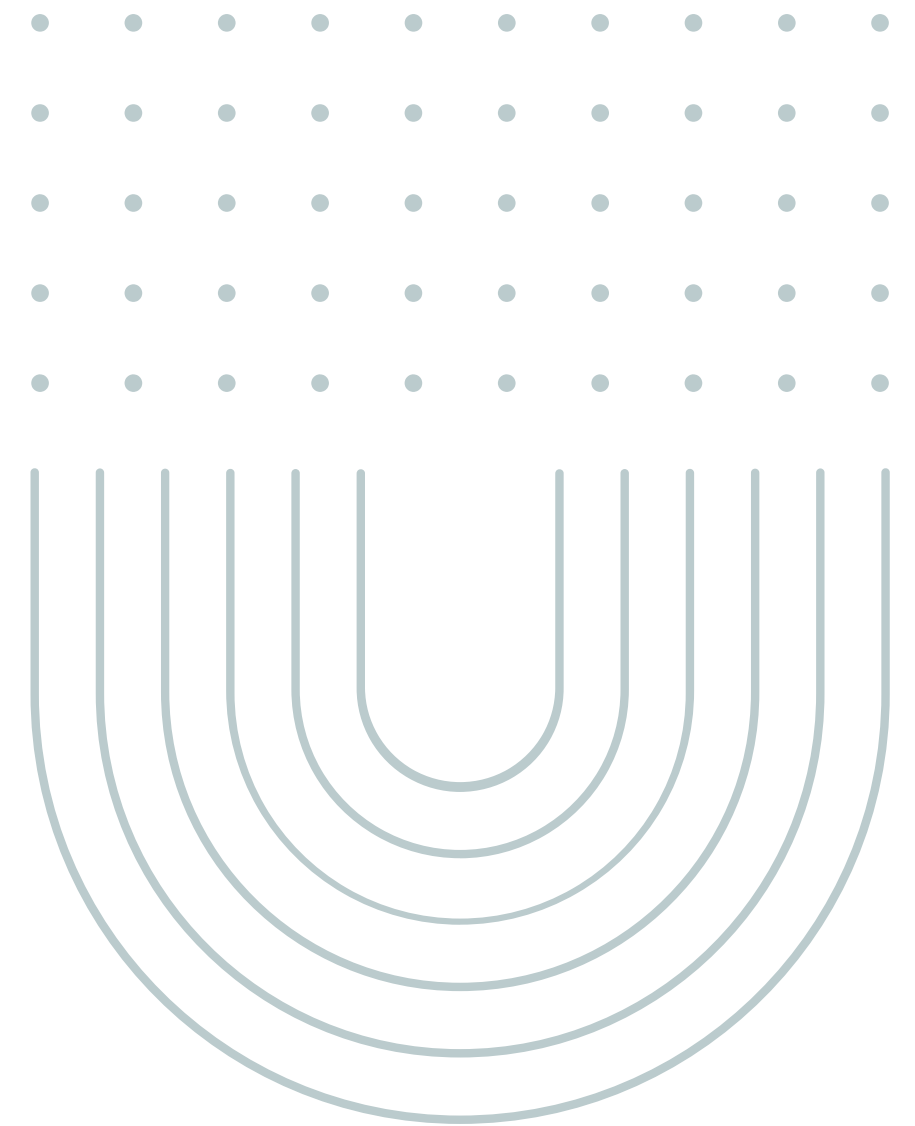
FIDELITY*



Low fidelity
You test functionality not
the visual appearance



High fidelity
Prototypes appear and function as close
as possible to the actual product



*How close the prototype is to a real product.

Different ways to prototype

01

Paper prototyping

02

Desktop walkthrough

03

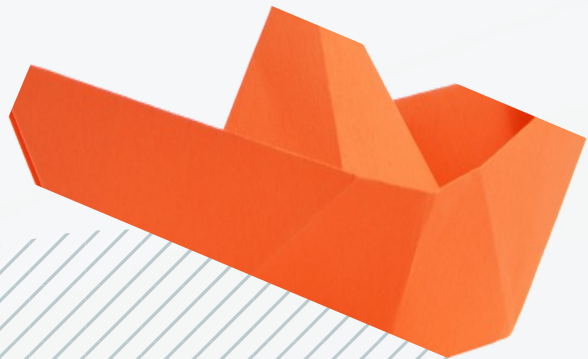
Lego Serious play

04

Cardboard prototyping

05

Digital wireframes & interactive prototypes



PAPER PROTOTYPING

Paper prototyping is a process where design teams create paper representations of digital products to help them realize concepts and test designs. They draw sketches or adapt printed materials and use these low-fidelity screenshot samples to cheaply guide their designs and study users' reactions from early in projects.



DESKTOP WALKTHROUGH

A desktop walkthrough helps the design team to quickly simulate a service experience using simple props like toy figurines on a small-scale stage (often built from LEGO bricks or cardboard), and test and explore common scenarios and alternatives. The critical deliverable is not the model of the map/stage but the experience of playing through the service experience step by step.



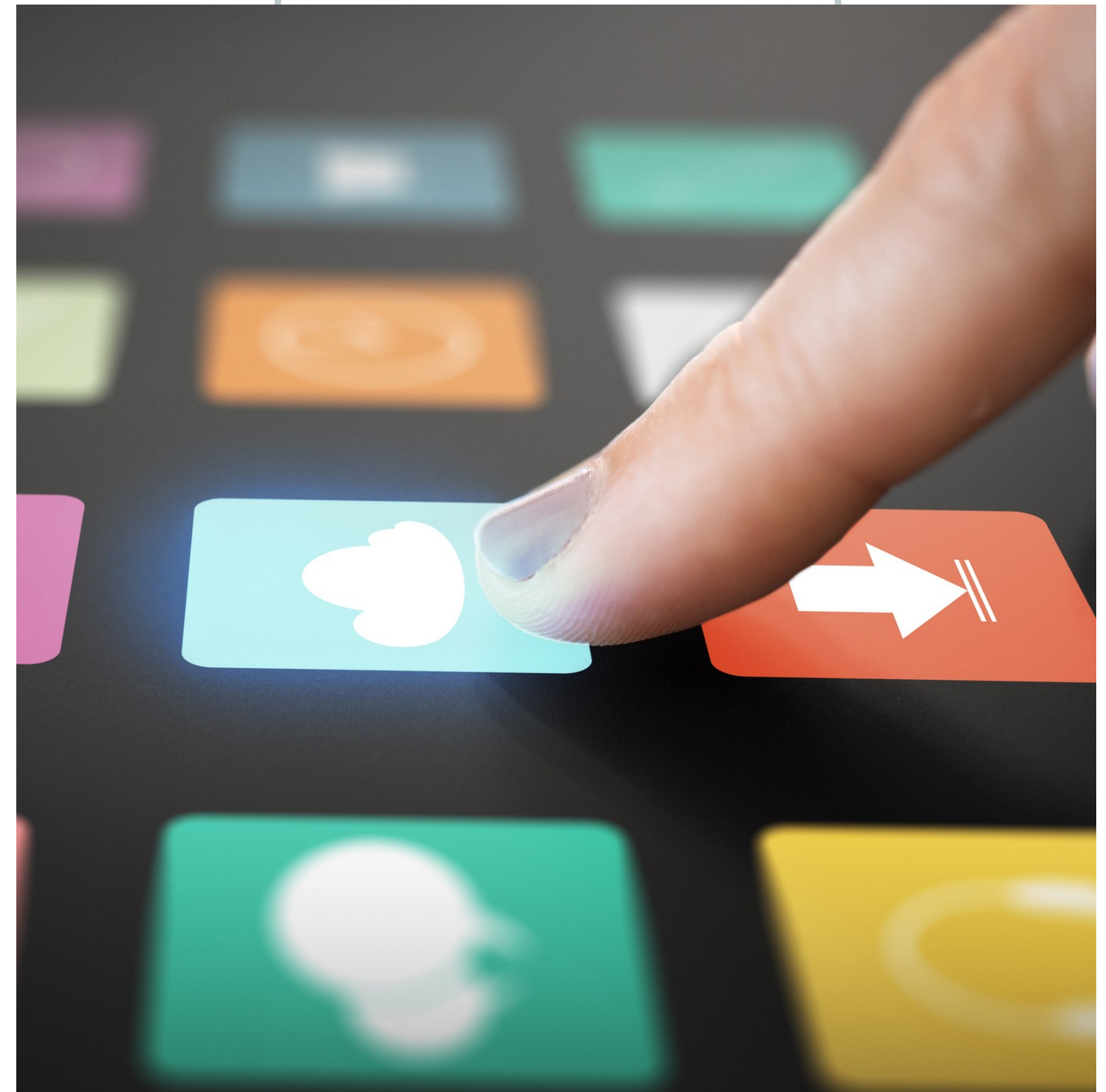
LEGO SERIOUS PLAY

LEGO Serious Play is a facilitated workshop methodology that uses LEGO bricks as a communication, problem-solving, and creative thinking tool to encourage active participation and collaboration among participants to explore complex issues and find innovative solutions.



DIGITAL WIREFRAMES & INTERACTIVE PROTOTYPES

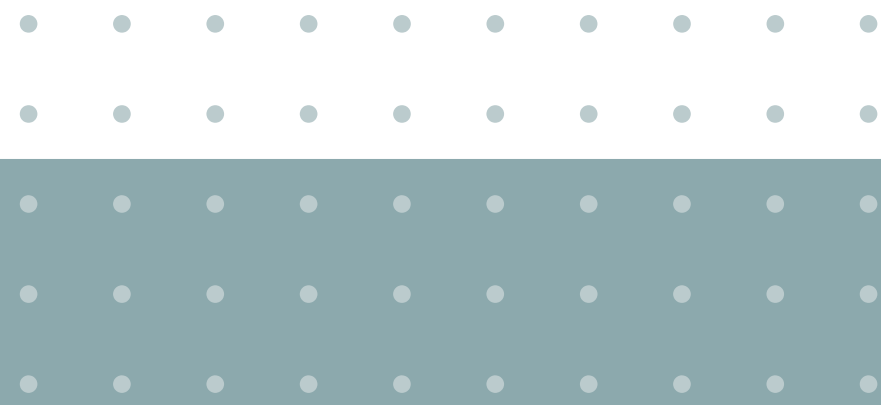
A wireframe is a visual representation or skeletal outline of a web page, mobile app, or software interface that shows the basic layout, structure, and functionality of the final product. It serves as a blueprint or prototype that helps designers, developers, and stakeholders to quickly visualize and test the user interface and user experience (UI/UX) design before investing time and resources into creating a fully functional product.



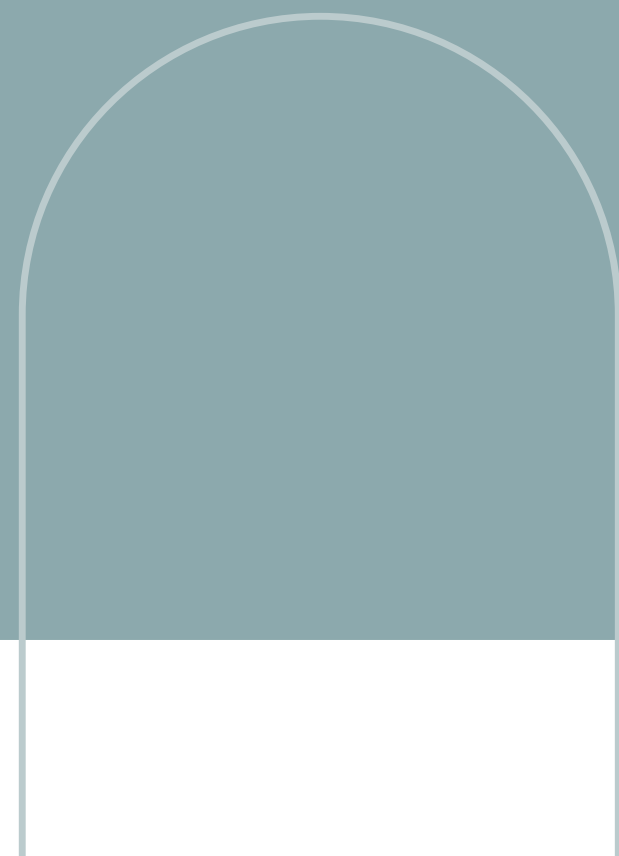
Get feedback!

LET PEOPLE TEST AND TOUCH YOUR
PROTOTYPE AND USE INTERVIEWS
OR OBSERVATIONS AS THEY ARE
MUCH BETTER THAN SURVEYS.





THANK YOU!





BREAK (15 MIN)

