ONE PAGE SUMMARY

Creative Skills › Product Design › Prototyping & Validation

Paper & Clickable Prototypes

Transform ideas into tangible designs with prototypes!

DEFINITION

> Prototyping involves creating preliminary models of a product to test and validate ideas. Paper and clickable prototypes are essential tools for visualizing concepts and gathering feedback.

KEY CONCEPTS

Paper Prototypes

These are simple, hand-drawn mockups that represent the layout and functionality of a product.

Clickable Prototypes

Digital prototypes that simulate user interactions, allowing for a more realistic experience.

User Testing

Involves observing real users as they interact with prototypes to gather insights and feedback.

Iterative Design

A process of continually refining prototypes based on user feedback and testing results.

Low-Fidelity vs. High-Fidelity

Low-fidelity prototypes are basic and quick to create, while high-fidelity prototypes are more detailed and closer to the final product.

EXAMPLES

→ Creating a paper prototype for a mobile app's main screen.

→ Using software to design a clickable version of a website.

→ Conducting user testing with a paper prototype to gather initial feedback.

MEMORY TIPS

★ Think 'Paper First' for low-cost initial testing.

★ Remember 'Click for Clarity' to visualize interactions.

★ Use 'Iterate to Innovate' to emphasize continuous improvement.

COMMON MISTAKES

✗ Skipping user testing too early in the design process.

✗ Overcomplicating paper prototypes with too much detail.

✗ Neglecting to iterate based on user feedback.

QUICK RECAP

Prototyping is essential for product design, allowing ideas to be visualized and tested. Paper and clickable prototypes help gather user feedback and improve designs iteratively.