Sketching & Prototyping
Techniques for Rapid Iterative Design
Web2.0 Expo 2009
Prototypes are artifacts.

• These are things developed along the way.
Prototyping is a process.

• Prototyping is a process that is bigger than prototypes.
• Sketching, prototyping, validation.
Inspired by the design studio
6-8-5
• The 8UP template
• The full page template
1. Sketch out your ideas
Lots of ideas
2. Present to team
3. Critique with team
4. Bring it to life
ITERATE & REPEAT
Why prototype?
Reasons to Prototype

- Work through a design
- Communicate concepts
- Sell an idea
- Gauge technical feasibility
- Test concepts with customers
What happens if you don’t...
• You’ll end up with domino effect
• Unwanted, unused, and poorly designed/developed features
• Or really frustrated customers
8 Guiding Principles
Know your audience and
Plan a little. Prototype the
Set expectations.
You CAN sketch.
It’s not the Mona Lisa.
If you can’t make it fake it.
Prototype only what you
Let’s talk paper prototyping
Paper Prototyping Pros

- Manipulate on the fly.
- No computer necessary.
- Not bound by SW/HW limitations.
- Mobile and gestural interfaces.
- Collaboration.
Paper Prototyping Cons

- Imagination required.
- Can get messy.
- Some interactions can be difficult.
- Distributed teams.
- The visual CEO.
Techniques

- Handlebars
- Transparencies
- Dental floss
Register
Let’s talk Fireworks

Great tool for end to end design: wireframes, visual design, prototyping
Prototyping Book

→ rosenfeldmedia.com/books/prototyping
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