

A person's hands are shown holding a smartphone over a desk. The desk is covered with various design-related items: a light blue pen, a yellow highlighter, a clear container of colorful markers, and several sheets of paper with hand-drawn sketches and notes. The sketches include a smartphone interface with the text 'TOP ACTION' and 'PHONE' written on it, and other diagrams with labels like 'LISTS', 'KEYBOARD', and 'SWITCH'. The background is a light-colored wooden desk. The overall scene is overlaid with a semi-transparent blue filter.

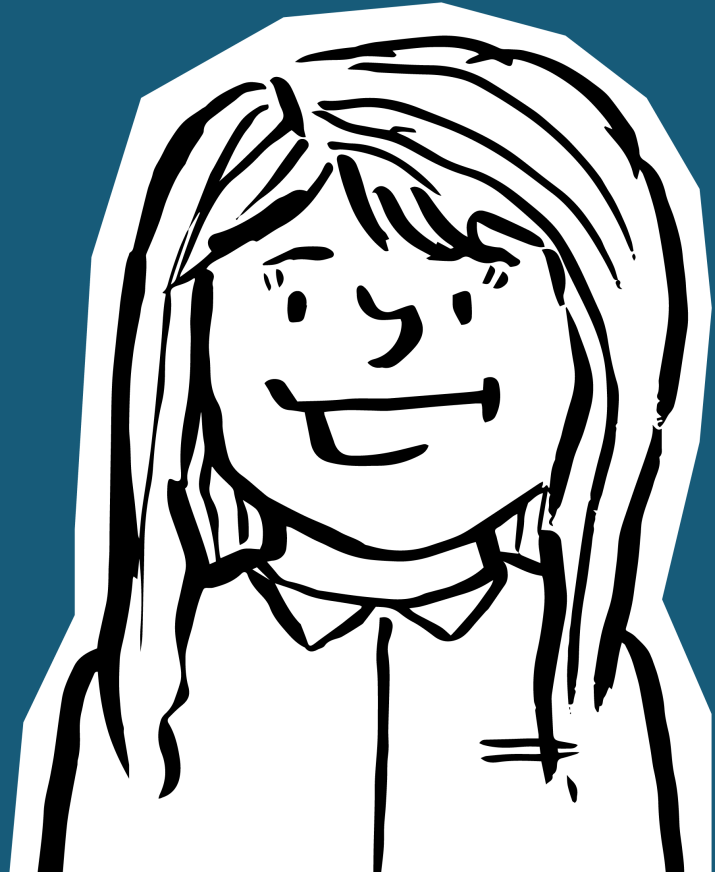
# BUILD TO LEARN

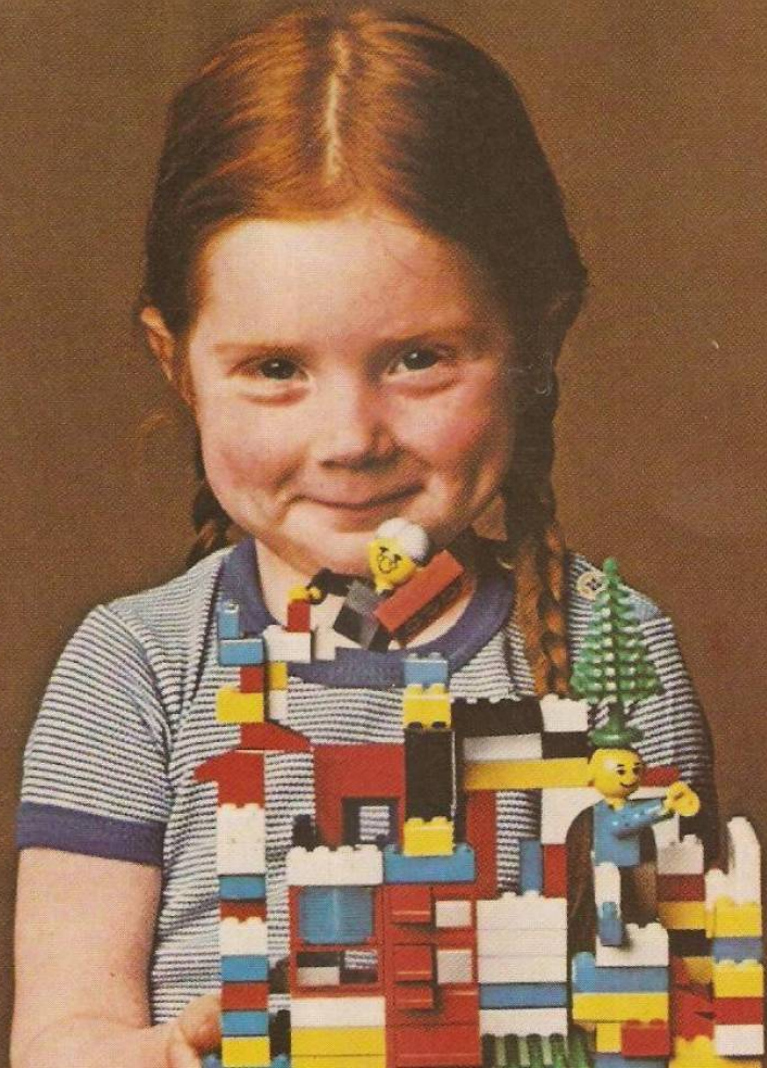
## *RAPID PROTOTYPING METHODS*

*“I can’t draw.”*



*“I’m not the creative type.”*









A prototype makes an idea

**TANGIBLE**



something you can  
**EXPERIENCE**

A photograph of a retail store display for sneakers. The display features a large central screen showing a product page for a 'Free 6.0 TR PR & Training Shoe'. The screen displays a blue sneaker and descriptive text. Below the screen are several shelves holding various sneakers in different colors like red, blue, and pink. A person is standing on the right, looking at the display. In the foreground, two people are sitting on a black leather ottoman, one holding a magazine. The background shows a well-lit retail store with other displays and customers.

something you can  
**TEST & VALIDATE**





# TIME + MONEY

is not infinite

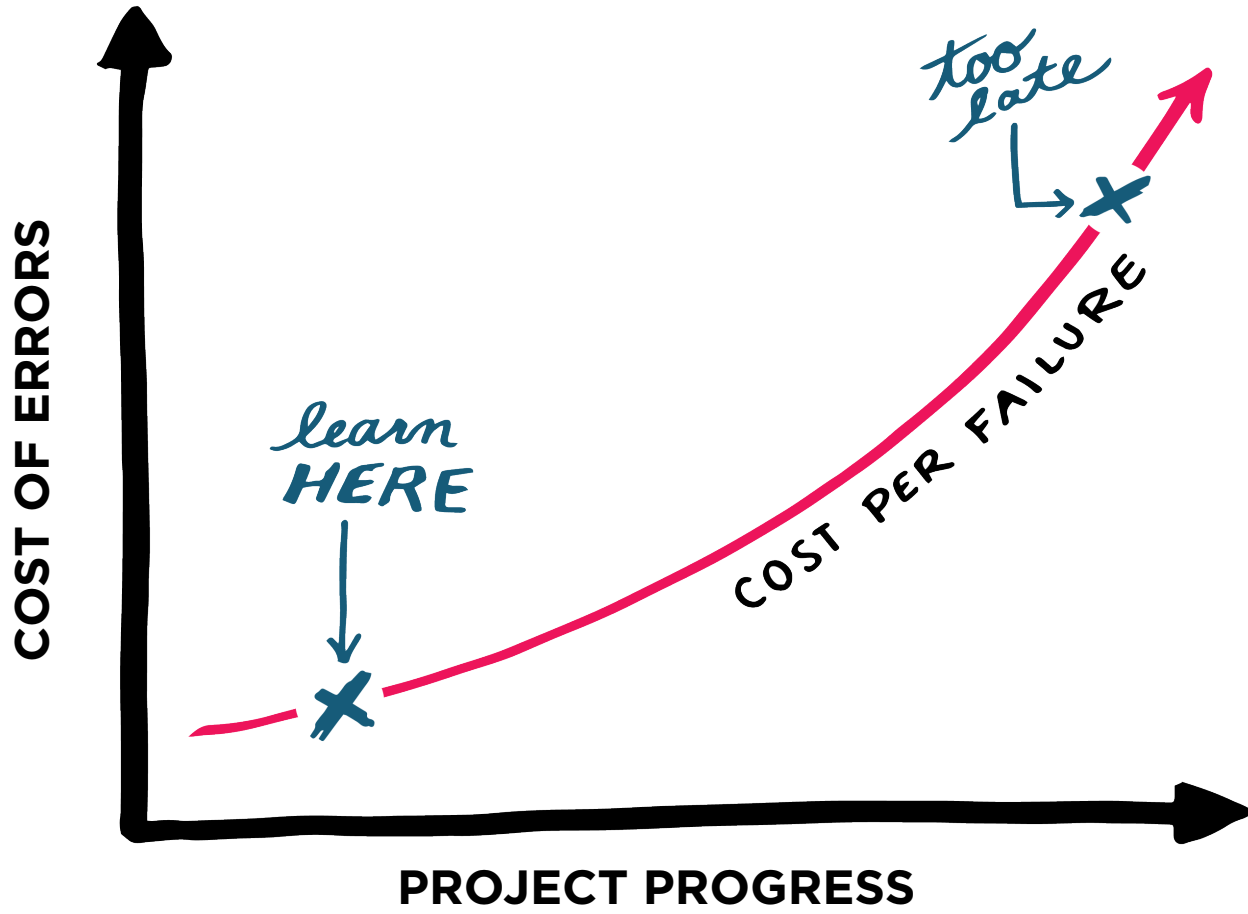


A top-down view of various craft supplies on a teal surface. On the left is a large roll of clear adhesive tape with a black core, resting on a grey cutting mat with a grid and the text 'Jakar A2 50x70cm'. To the right are red-handled scissors and a yellow rotary cutter. In the foreground, there are several small rolls of colored tape in shades of pink, orange, and green. A yellow sticky note is on the right side, and a white pencil is at the bottom. The text 'LEARN FAST + CHEAPLY' is overlaid in the center in a bold, white, sans-serif font.

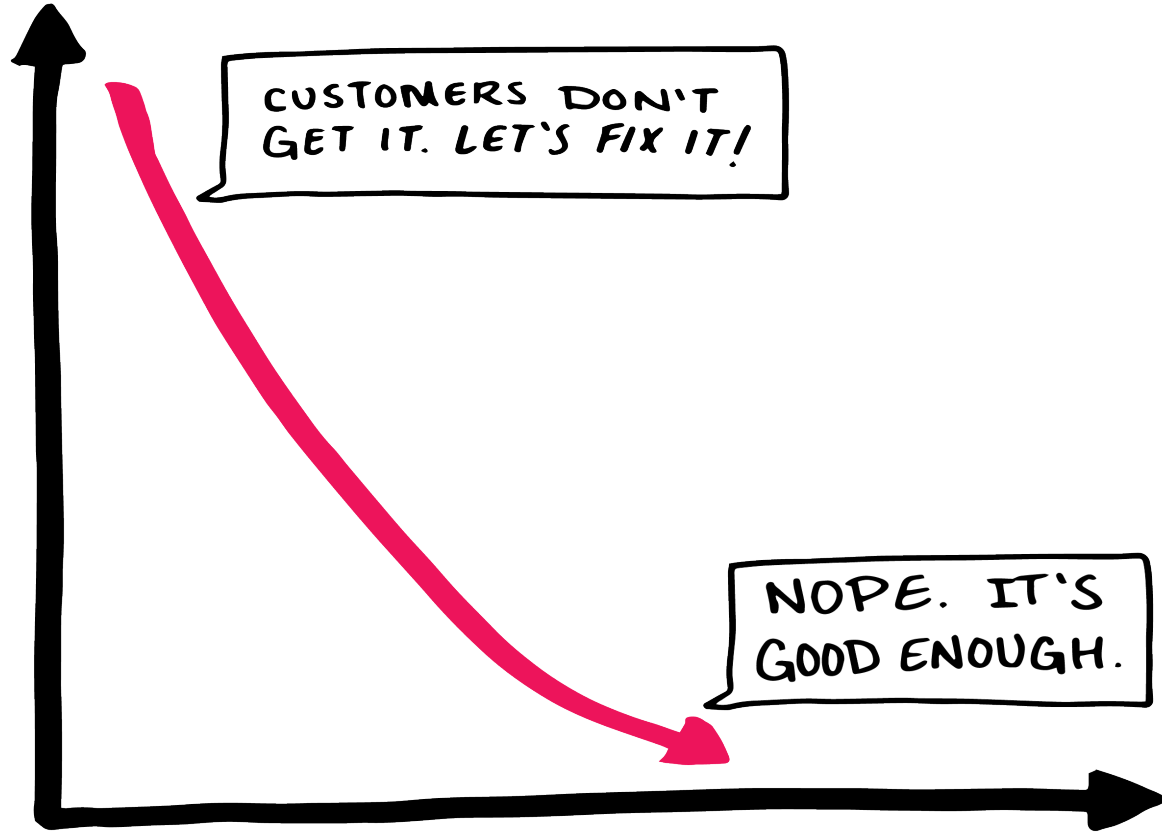
**LEARN  
FAST  
+  
CHEAPLY**



**WHEN DO YOU  
PROTOTYPE?**



WILLINGNESS TO CHANGE



CUSTOMERS DON'T  
GET IT. LET'S FIX IT!

NOPE. IT'S  
GOOD ENOUGH.

PROJECT PROGRESS





PHOTO CREDIT:  
KIO MCLOUGHLIN

# SMART SHELF

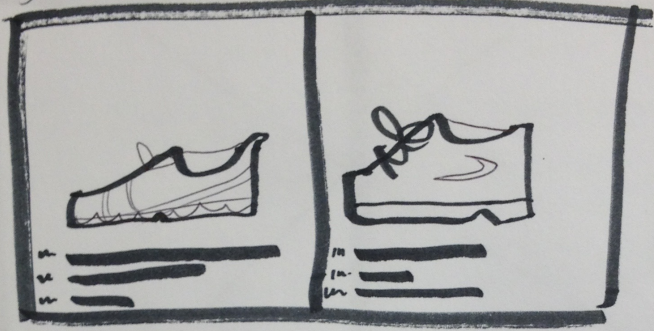
## GOAL

Help customers make quicker and more informed purchase decisions by providing relevant product information in stores.

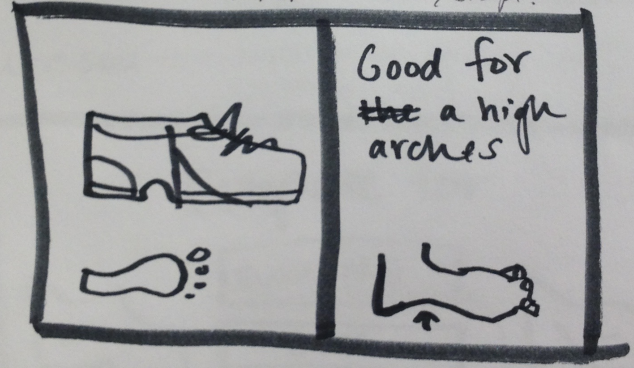


- Hailey

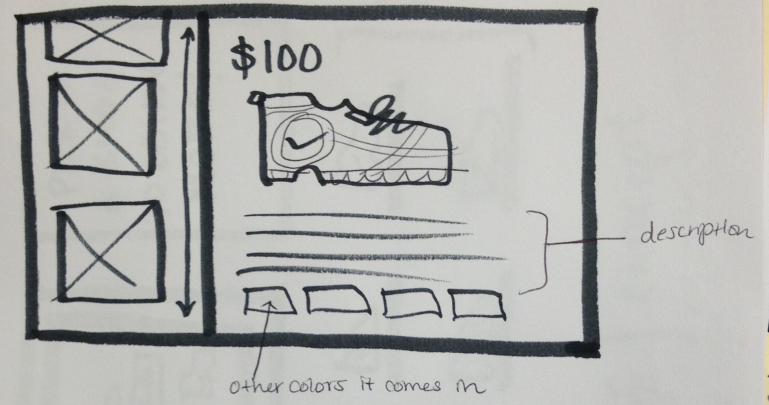
Hailey wants: split screen comparison



Hailey wants: to know which shoes work best for her foot size/shape.



scrolling view of Instagram photos / celeb pics and are wearing the shoes



"I'd like to see other colors scrolling through."

- millennial

- customer picks up shoe because of style, not color necessarily. customer wants to see the shoe in diff colors on the screen.

RELEASES - DRAWING

RELEASES - DRAWING





PICK UP AN ITEM TO LEARN MORE



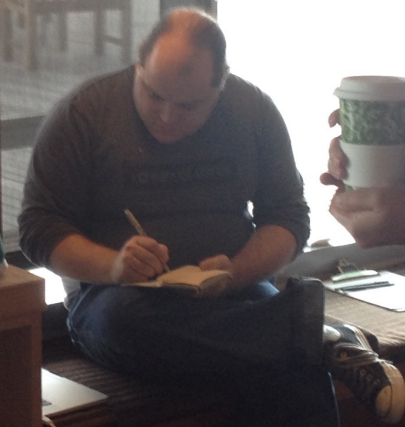
We're testing new ways  
to make your shopping  
experience better.  
Check it out!



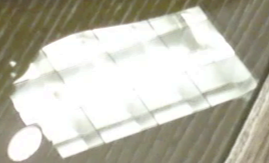
gift

NORDSTROM  
SMART SHELF

Come check it out!

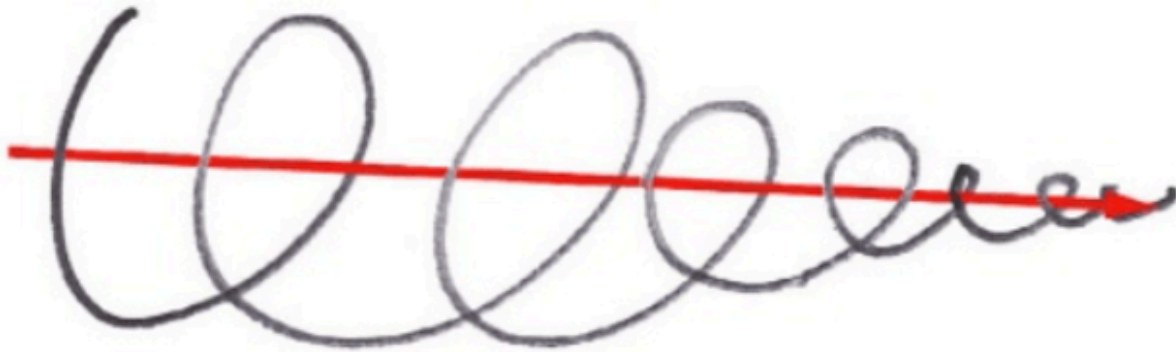












## **Prototyping**

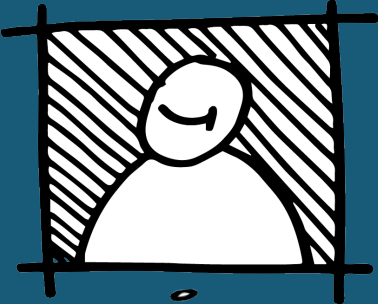
"Incremental iterative refinement"

SCIENTIFIC

"FAIL FORWARD FAST"

SCRAPPY

EMPATHETIC



CURIOUS

HANDS ON

BIAS TOWARDS ACTION

RISK TAKER





Rube\*

Goldberg

machine



HIGH FIDELITY



SELL



VALIDATE

PARTIAL

COMPLETE



IMAGINE



TEST

LOW FIDELITY

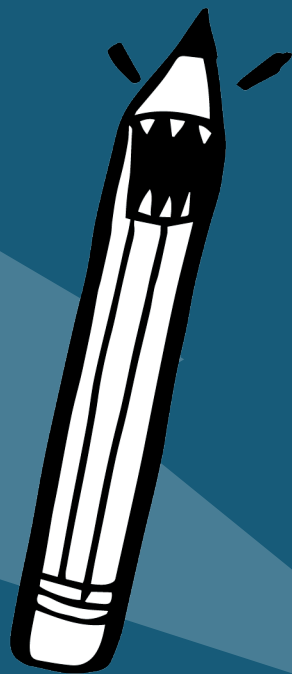
**METHODS**

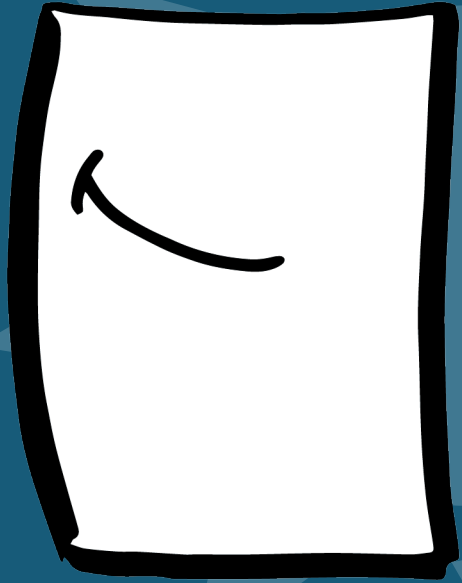
*PAPER*

PROTOTYPING



IMAGINE TEST







# PAPER PROTOTYPING

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## BENEFITS

- No software limitations
- Cheap
- Easy to mock up ideas
- Flexible, disposable, easily modified
- Almost no learning curve

## DRAWBACKS

- Clients and managers don't always "get it"
- Doesn't scale
- Doesn't account for animation/interaction
- Sometimes design ideas get misinterpreted



# BODYSTORMING



IMAGINE

SELL



VIDEO  
CREDIT:  
IDEO

# BODYSTORMING

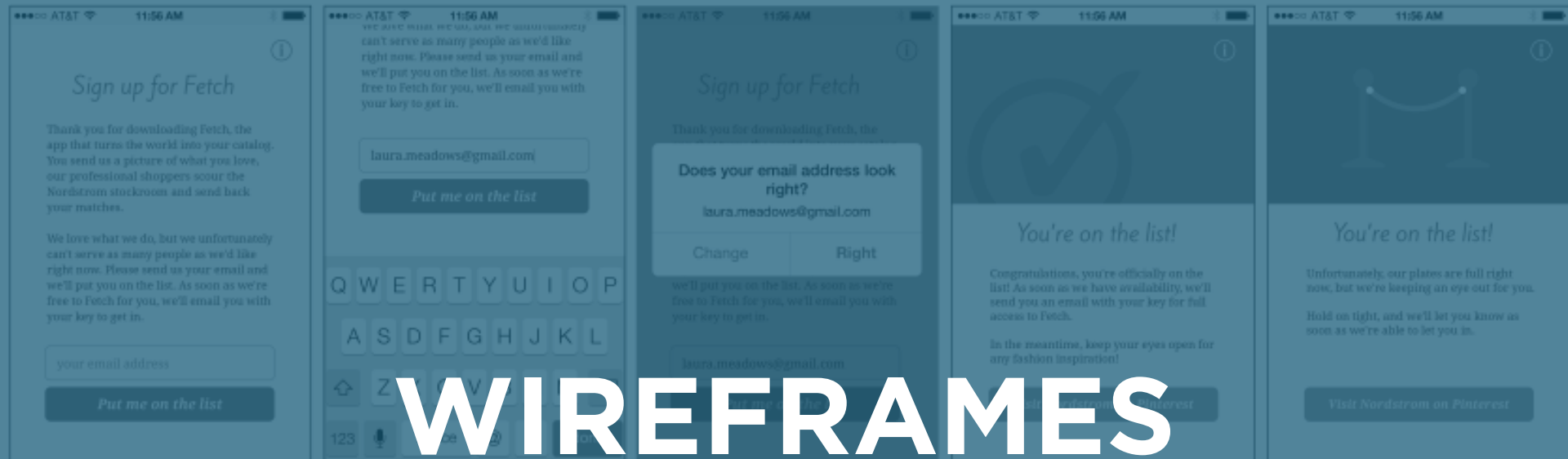
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## BENEFITS

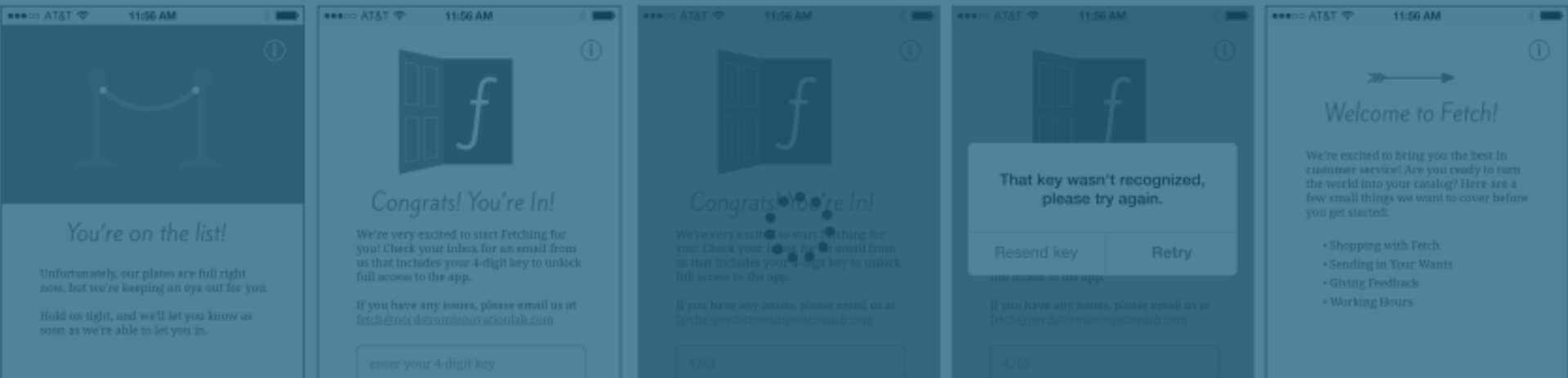
- Free
- Everyone can participate
- Makes you think creatively & differently
- Engaging way to pitch
- Visualize ideas within specific context

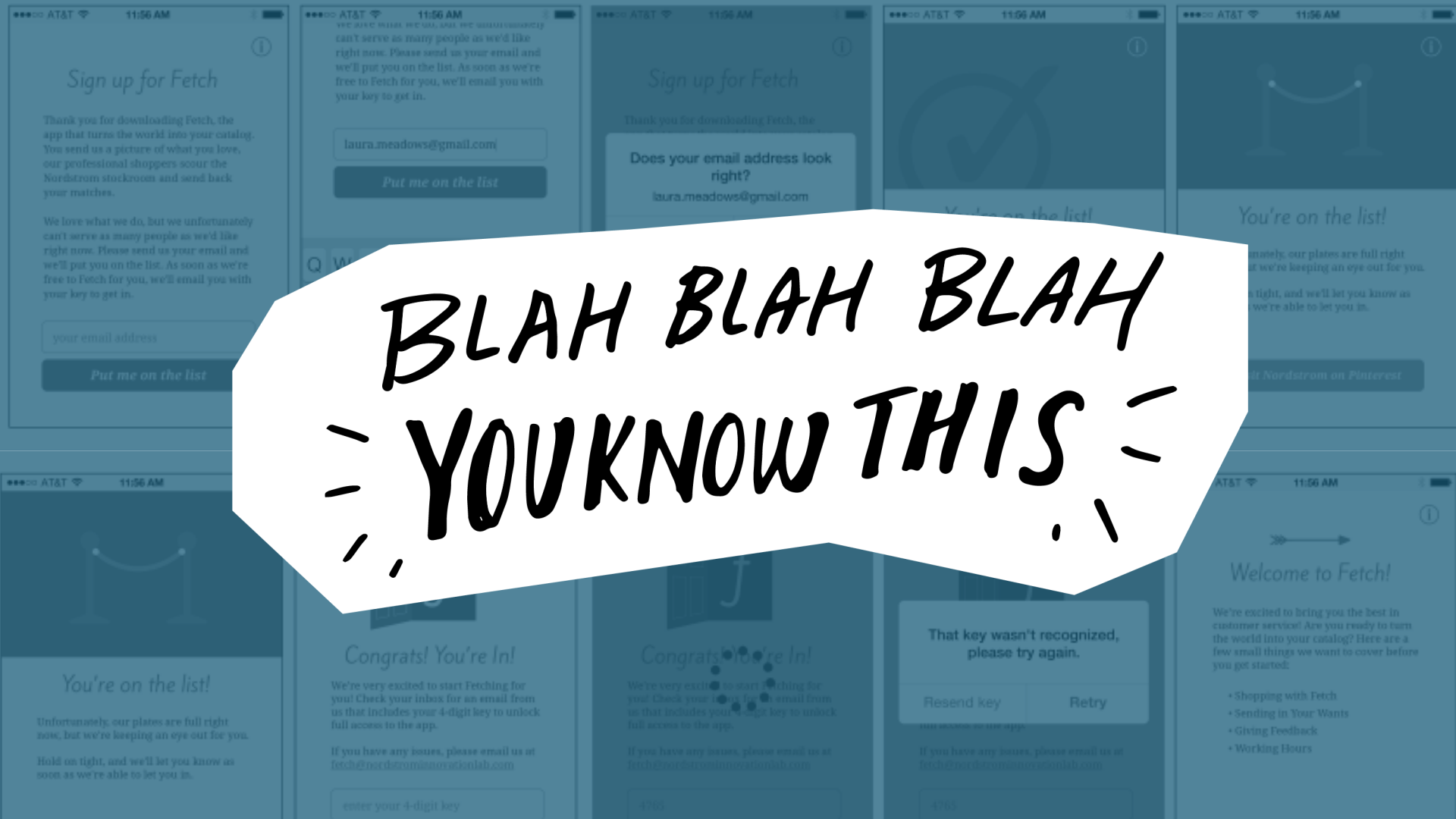
## DRAWBACKS

- Might get some funny looks...
- Is not as effective if not coupled with a physical prototype
- Hard to gauge feasibility



# WIREFRAMES





BLAH BLAH BLAH  
YOU KNOW THIS

Marvel



prott



# PROTOTYPING TOOLS

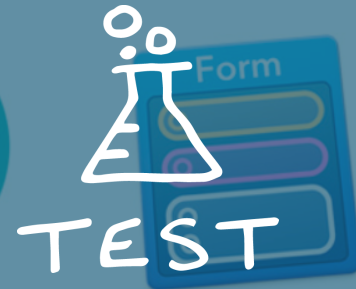


figma



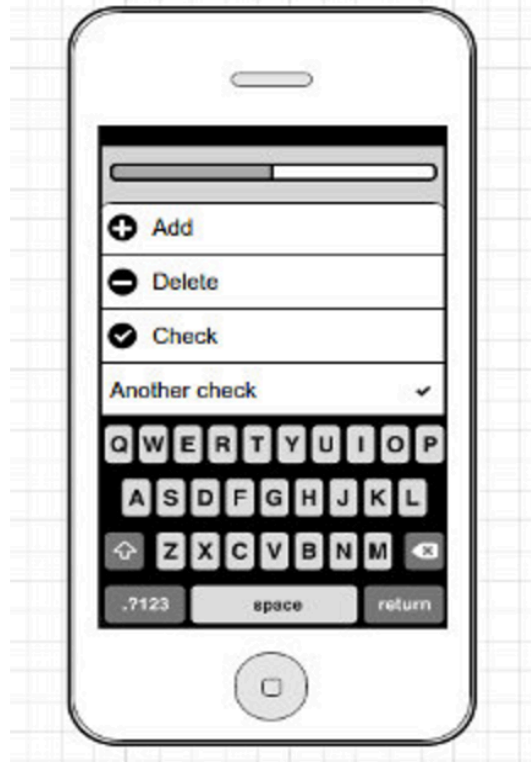
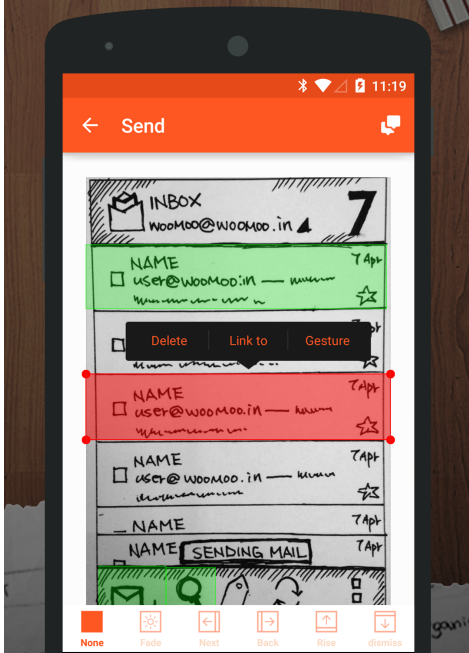
atomic

AVOCADOC

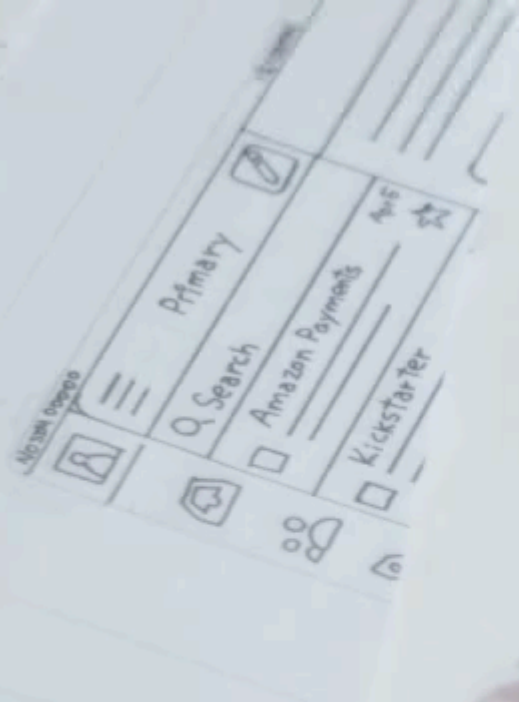




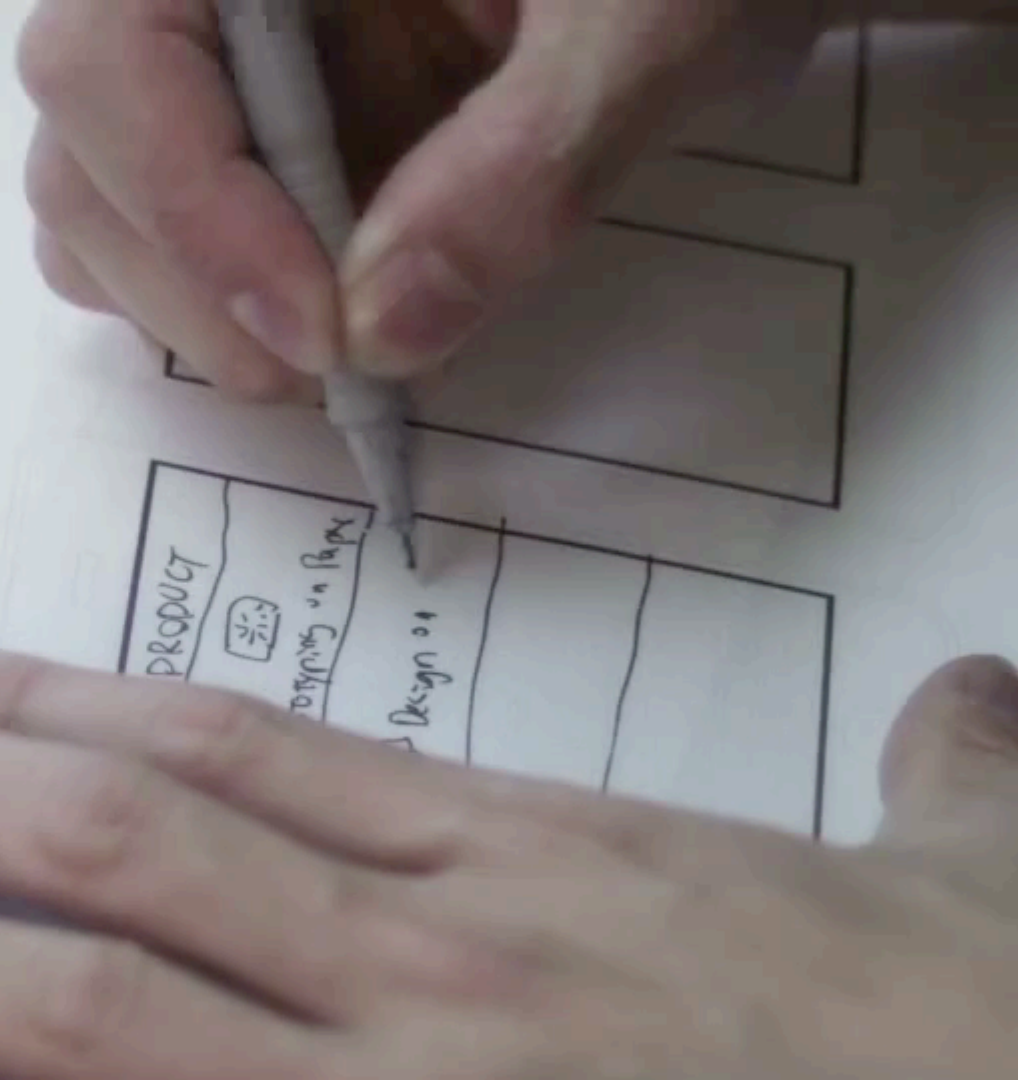
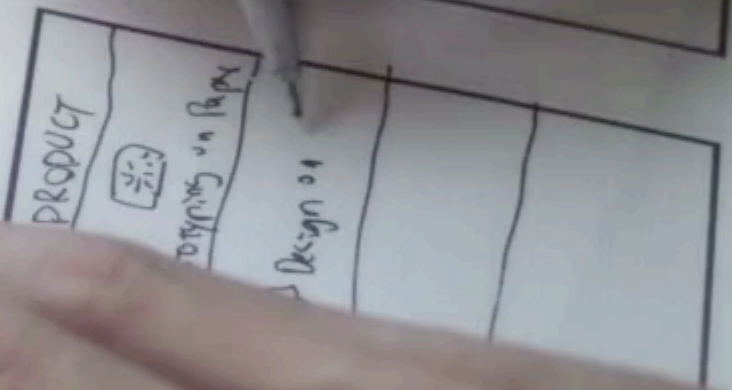
Link them with hot spots

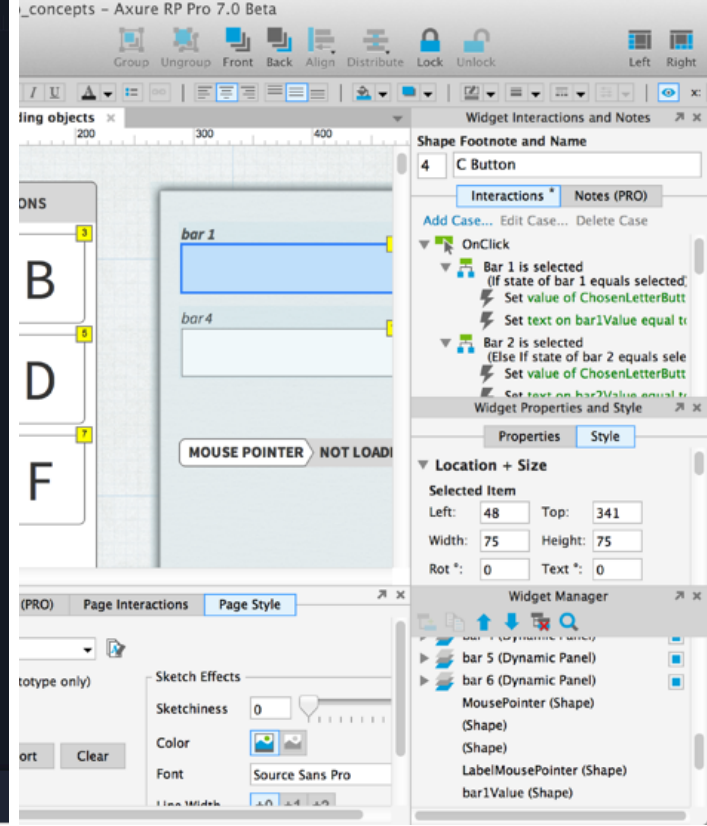
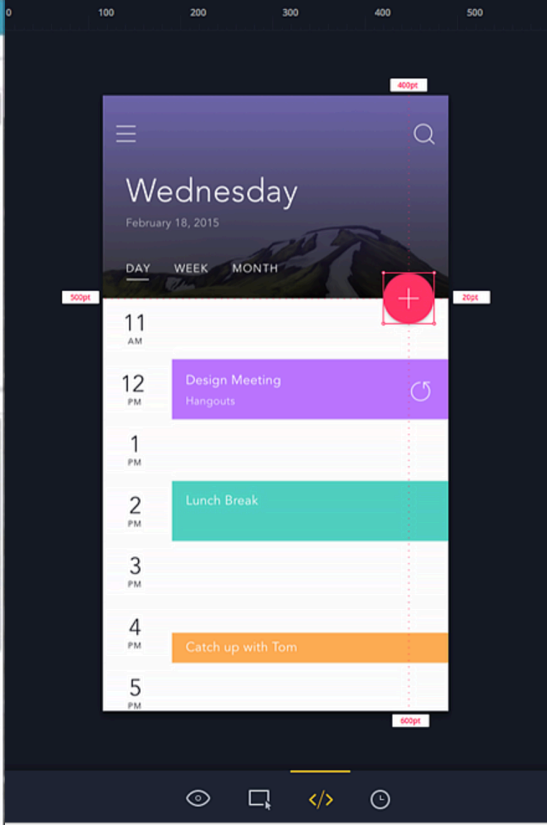
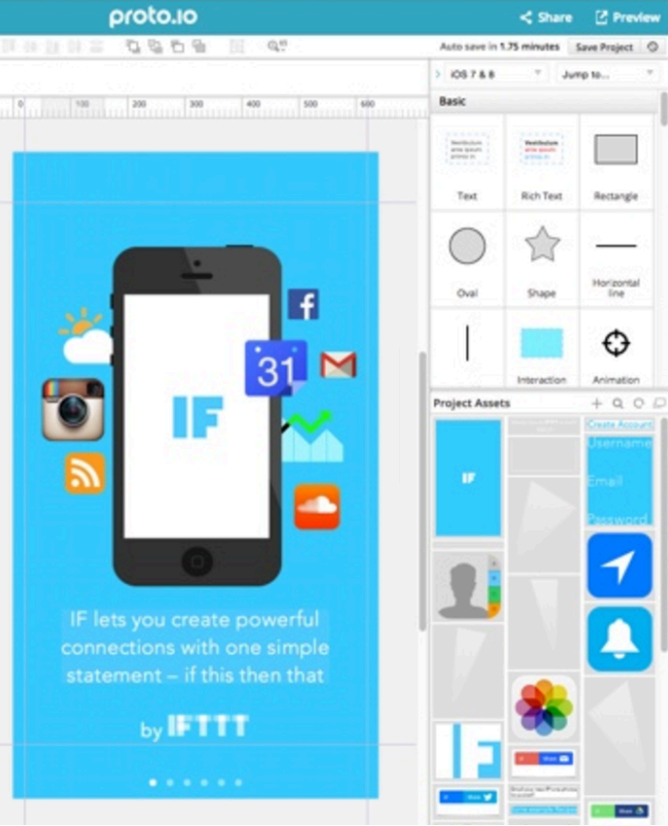






Product





Marvel



prott



figma



atomic

AVOCAD©

# PROTOTYPING TOOLS

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## BENEFITS

- Low cost, web based
- Extensive libraries of common patterns to drag and drop
- Mobile, web, responsive
- Feels like the real deal when testing with users

## DRAWBACKS

- Medium learning curve
- Pattern sets can constraint creativity
- Limited flexibility with interactions



# CODE

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## BENEFITS

- Platform independent
- Free
- Portable
- Help gauge feasibility
- Code!

## DRAWBACKS

- Costs more in time/money
- Can be challenging to document effectively within the prototype
- Can get sidetracked by focusing on building out the system rather than MVP

**PROTOTYPE & TESTING**

**TIPS**

# PROTOTYPING DO'S

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- Get your concept down on paper first
- Know your purpose - Sell? Imagine? Test? Validate?
- Pick the right level of fidelity
- Get it in front of users, keep an open mind
- Manage stakeholder expectations
- Prototype only what you need, no more





# PROTOTYPING DON'TS

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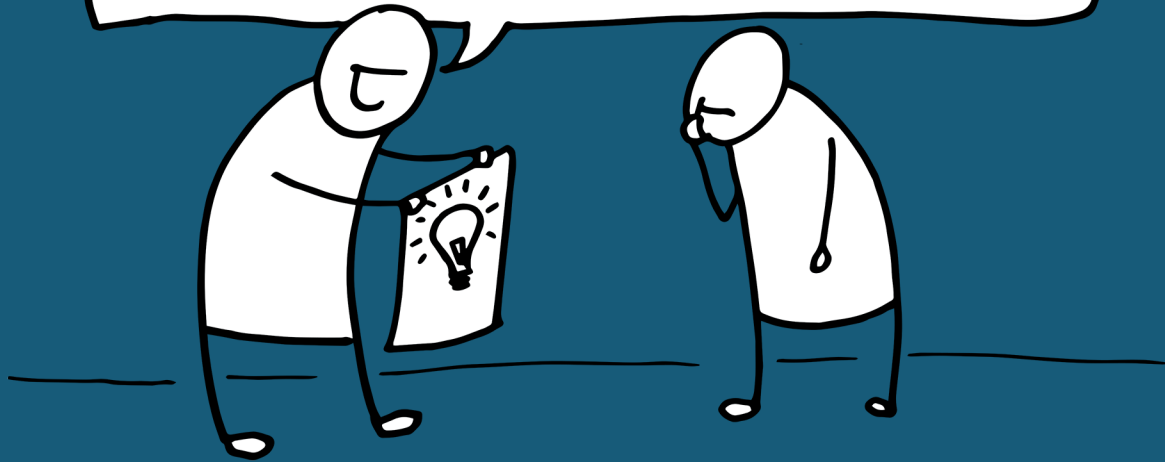
- Don't try to make prototype code reusable
- Don't add more fidelity than your project needs
- Don't prototype something that isn't feasible
- Avoid rat holes by time boxing
- Don't ignore feedback and patterns

# USER TESTING

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- Know what you're trying to learn
- Show Don't Tell
- Tell user to "Think Out Loud"
- Ask questions like:
  - ...What do you think it does?
  - ...Why does this work/not work?
  - ...What do you love/hate about it?
  - ...What do you think about "x"?
- Don't bias the user (you'll get skewed data)

My idea is 'X' !  
It has these SUPER COOL FEATURES.  
I worked REALLY HARD on it...  
  
...what do you think?







It's GREAT?

**I KNEW THIS WAS A GREAT IDEA!!**

**So, how much would you pay for...**





COMPLIMENTS = BAD DATA

**DON'T BIAS THE USER**



**IF YOU ONLY REMEMBER THIS SLIDE:**

**PROTOTYPE FIDELITY & TIMING MATTERS.  
TEST EARLY AND OFTEN.  
ALWAYS BE LEARNING.**

**PROTOTYPING IS FOR EVERYONE.**

## ONLINE

- [Smashing Magazine](#)
- [Usability.gov](#)
- [UXPin](#)
- [UXMag](#)

## BOOKS

- [Prototyping: A Practitioner's Guide](#) | Todd Zaki Warfel
- [Ultimate Guide to Prototyping](#) | UXPin free e-book
- [Lean UX](#) | Jeff Gothelf



"FAIL FORWARD FAST"

THANKS!



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**Q+A**