
Years ago a guy at Cadbury introduced me to the phrase “Ready. Fire. Aim.” – which I’ve always loved. As a young Navy midshipman, I learned that was what the military does. You fire to the left, you fire to the right, then you figure out how to hit the ship broadside.

– Tom Peters, @issue, 6 (1), p. 4

Development Stages

• Design = Ready
• Prototyping = Fire
• Evaluation = Aim
Iterative Design

The key to iterative design is quickly creating design prototypes that are good enough to provide feedback but flexible enough for significant changes to be made down the line. The goal is as much iteration as possible to solve as many problems as possible early, when they are inexpensive to fix.

– The Design of Sites, pp. 61–62

Why Prototype?

• Explore design alternatives easily
• Fix problems easily & inexpensively
• Encourage user-centered design

Types of Prototypes

• Throwaway
• Evolutionary
• Lo- or Hi-fi (rough or detailed)
• Horizontal, Vertical, or Global

Throwaway vs Evolutionary

• Throwaway (Revolutionary)
  • used to discover requirements & problems but then discarded
• Evolutionary
  • refined through a number of stages to the final version

Lo-Fi Prototypes

• Typically paper-based
• Easy to create; easy to modify
• Maximizes possibility of iterations
• Removed from final look-and-feel
Lo-Fi Tabbed Interface

http://www.nngroup.com/reports/prototyping/video_stills.html

Lo-Fi Wireframe Sketches

Wireframe Prototype

Hi-Fi Prototype

http://www.pbs.org/remotecontrol/bestpractices/bemoreprototype
Building a Paper Prototype

Wireframes Desirables

Prototype Functionality & Features

- Horizontal Prototype
  - includes all features but limited functionality
- Vertical Prototype
  - limited features but much functionality for those pages
- Global Prototype
  - combines horizontal & vertical

Horizontal Prototyping