

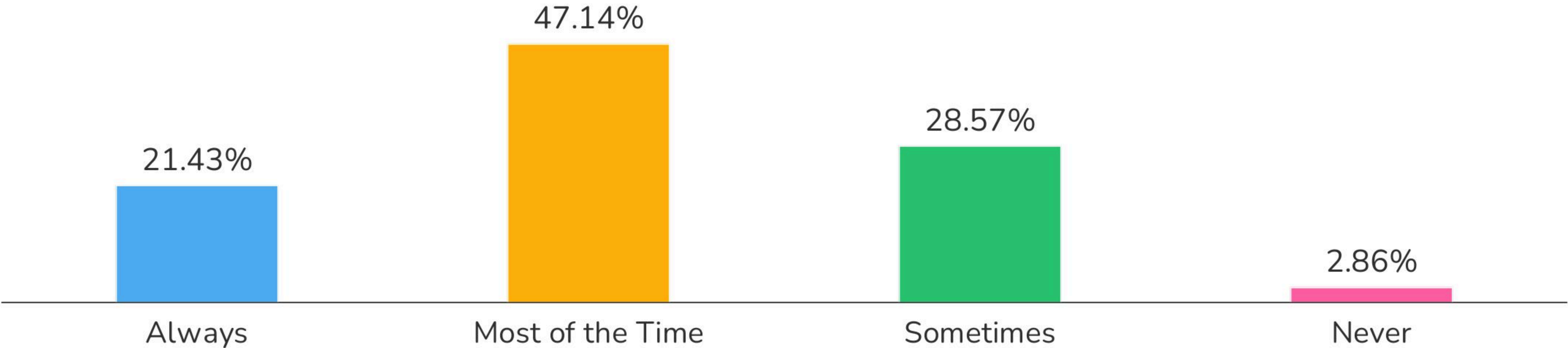


THE ROLE AND RESPONSIBILITY OF PROTOTYPING IN PRODUCT DEVELOPMENT

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Do you prototype designs to validate before moving to development?



Why use prototyping?



To validate and test, before it's too late.

What is a prototype?

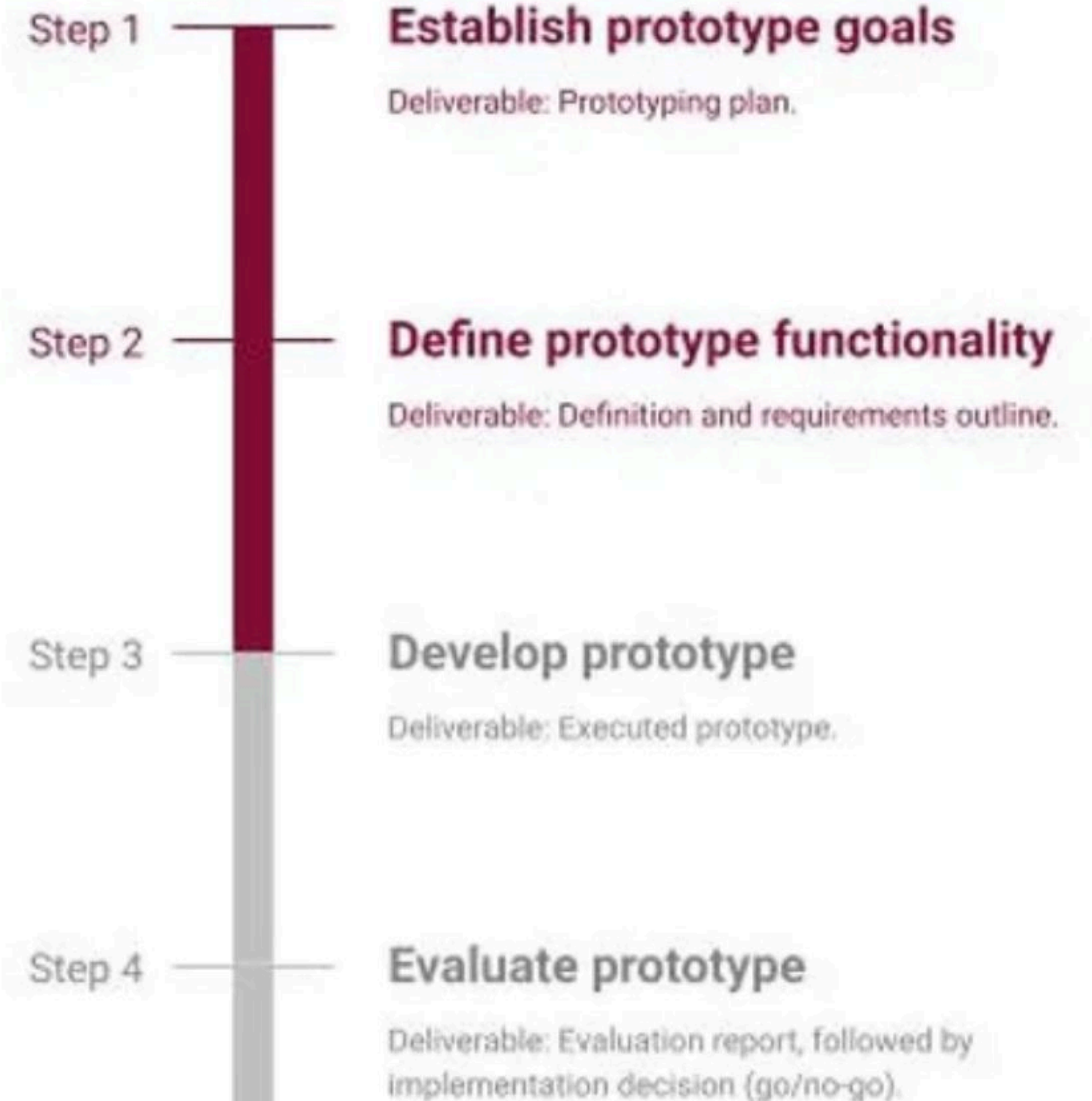
An early model or simulation of a product, used to test and validate ideas before full scale implementation.

Prototypes help you:

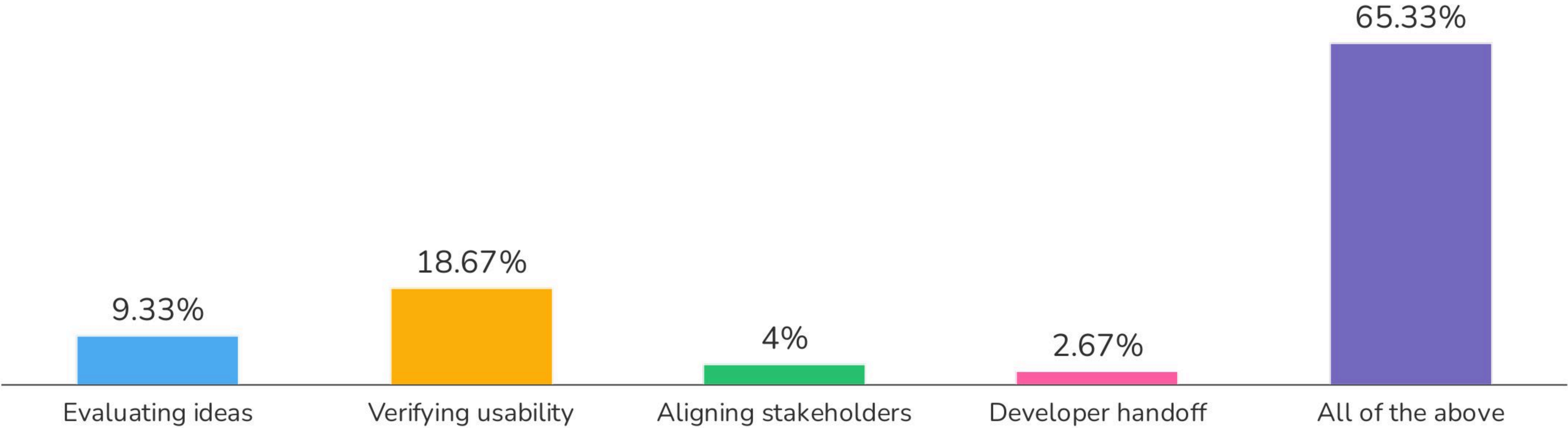
- gather early feedback
- identify usability or accessibility issues
- refine concepts
- ensure you meet customer needs.

Source: [UXPin.com](https://uxpin.com)

Process of prototyping



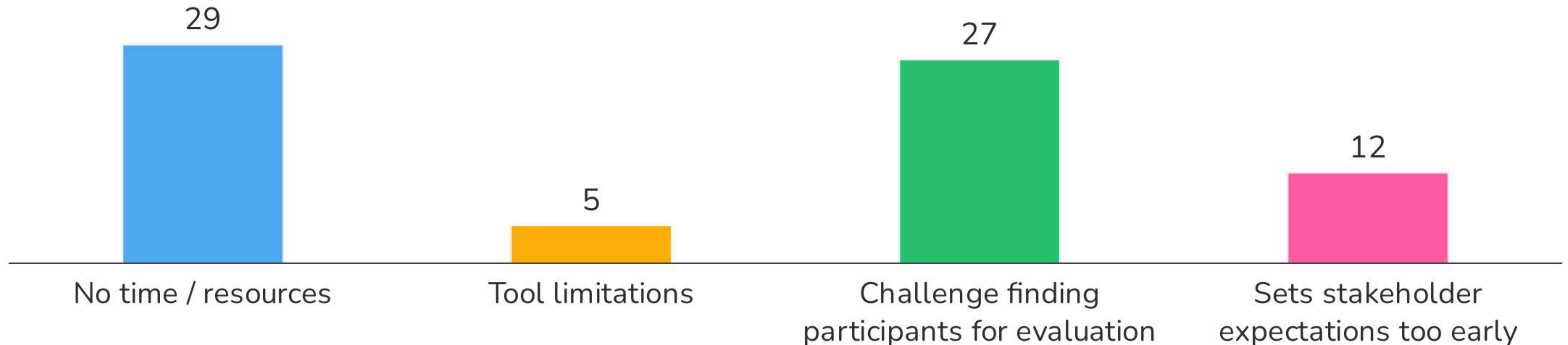
What is the primary purpose of the prototypes?



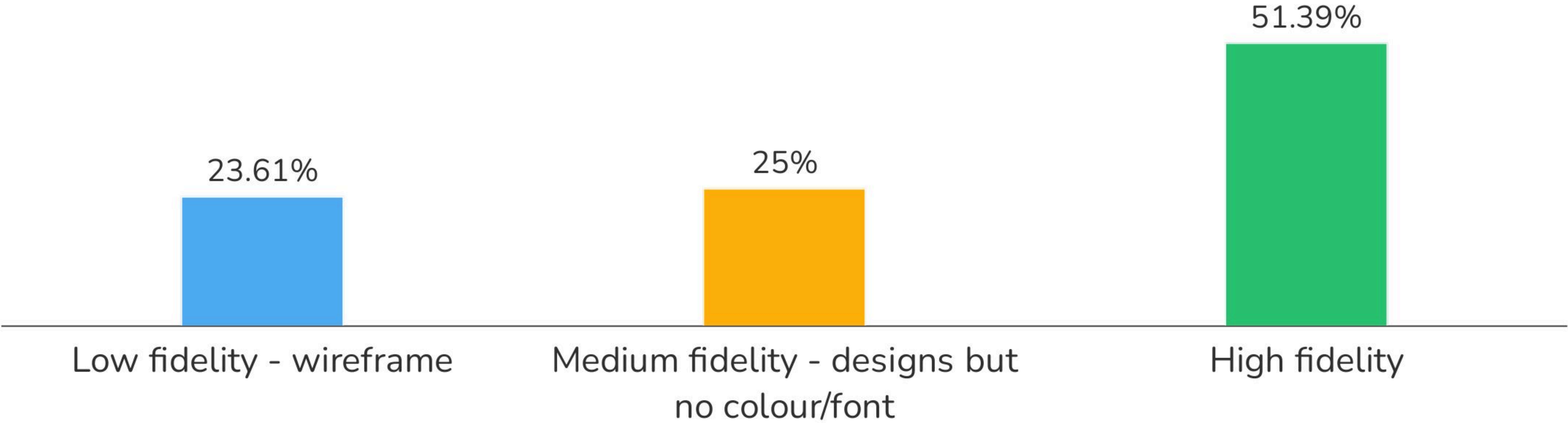
When to use prototypes?

Whenever you need to test customer and product assumptions!

What are the biggest challenges you face with prototyping?



What fidelity do you mostly start at?



How do you measure the success of a prototype?



How many times do you typically iterate on a prototype before moving to development?

