Digital Prototyping

HCI & Design

Sam Haveson, 2017

“Where do new ideas come from? The answer is simple: differences. Creativity comes from unlikely juxtapositions.”

- Nicholas Negroponte, Co-Founder MIT Media Lab

What should one do with an idea?

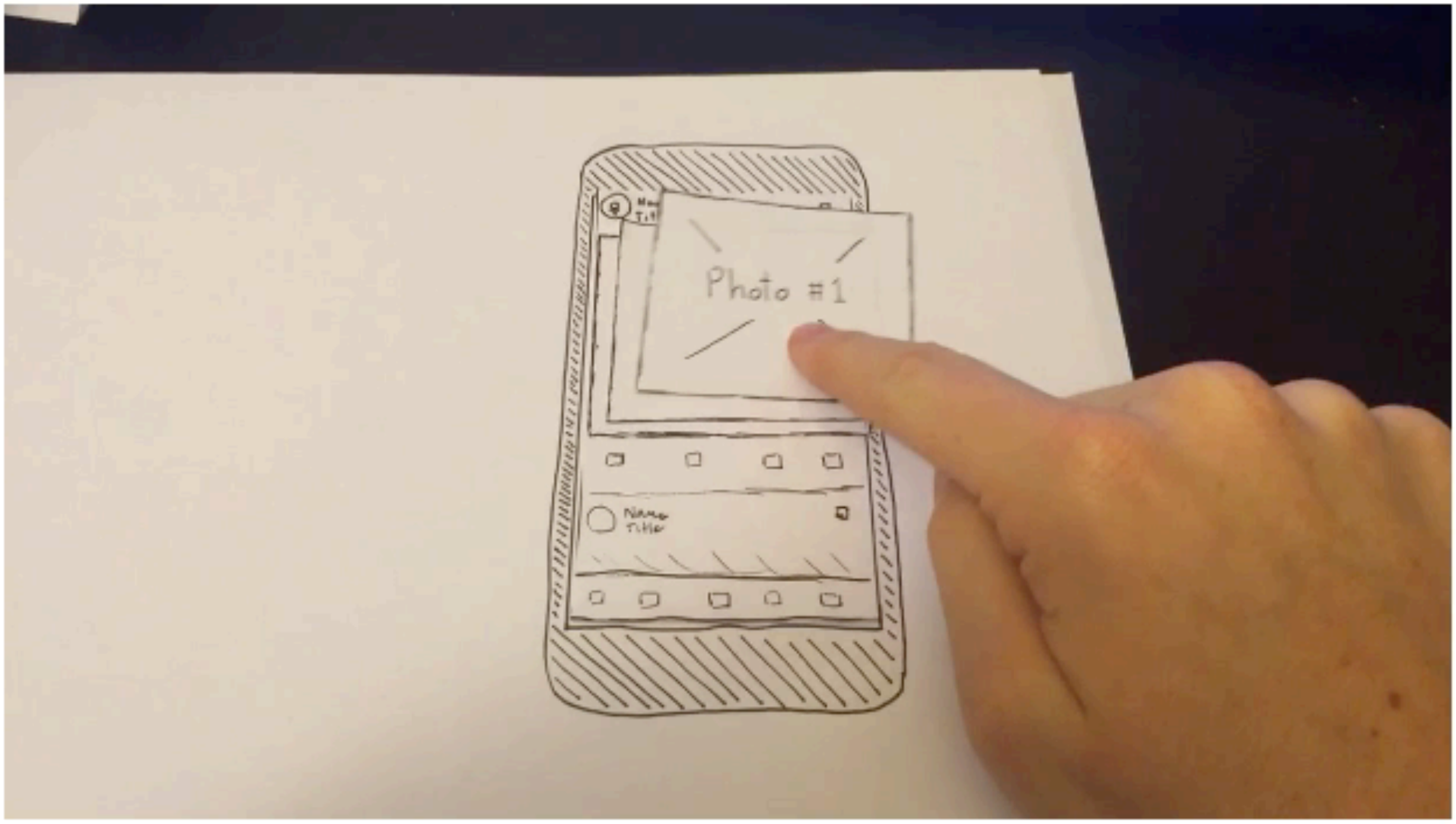
Test it in the wild.

How does one test an idea in the wild?

Prototype it.

Prototyping is used by designers, engineers and researchers to test a concept or process, gather learnings, and inform future decisions.

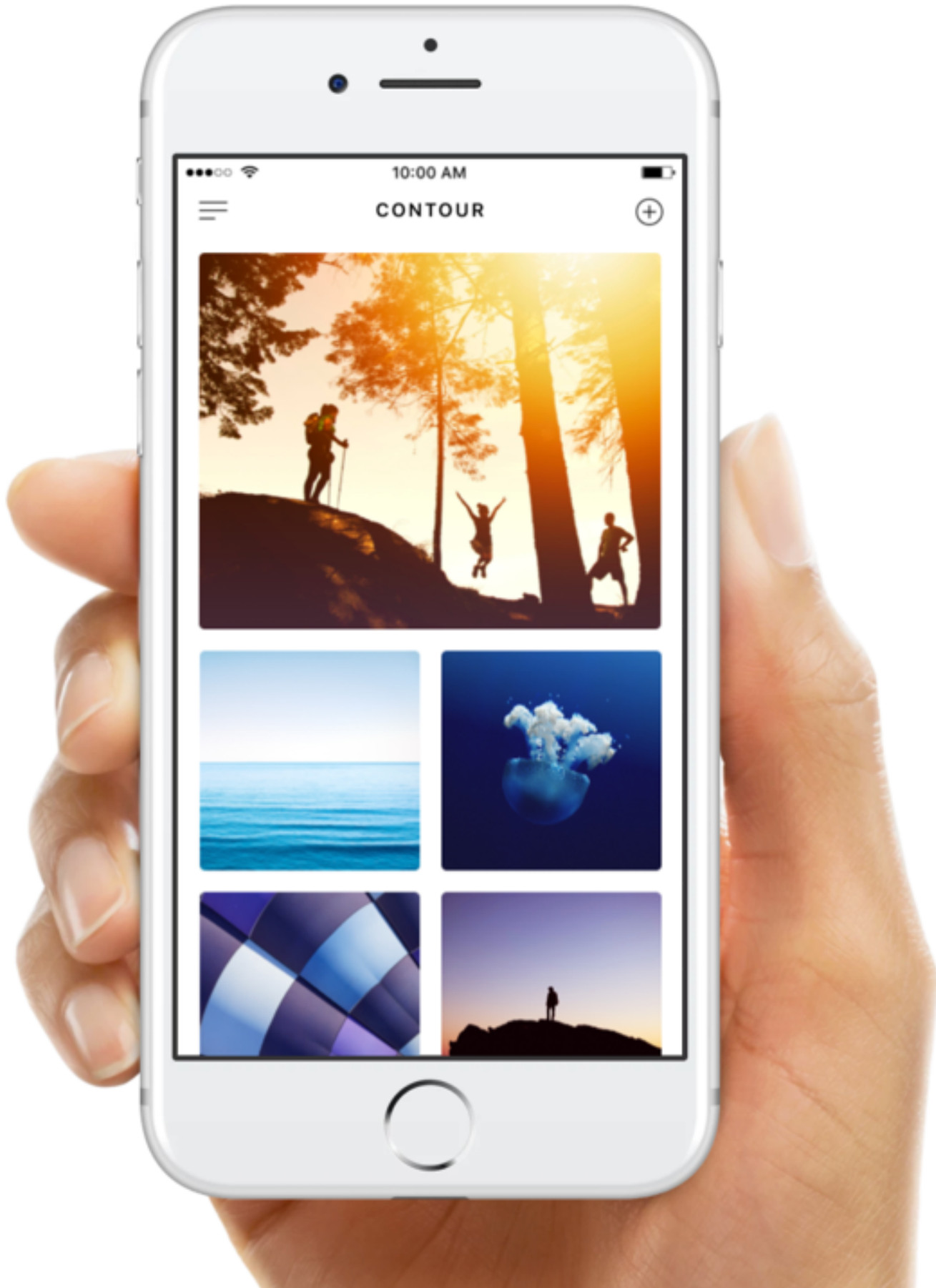
Paper Prototyping



Why Paper Prototype?

Fast iterations, convenient

Digital Prototyping



Why Digital Prototype?

High fidelity, rapid testing

Which digital prototyping tool do I use?

Define what you want.

Considerations

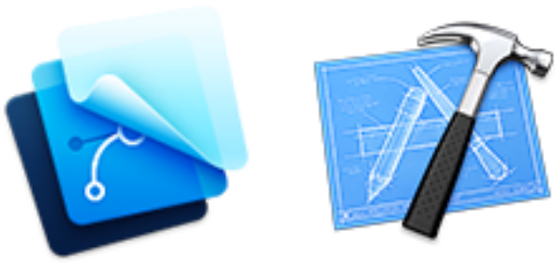
Learning Curve
How long will it take me to learn this tool?

Usage
Which device will it be used on? Web, mobile, desktop?

Fidelity
Will it showcase layout structure or complex interactions?

Sharing
Can I collaborate with others on the prototype?

Cost
How much am I prepared to pay for this tool?

Timeline	Signal Flow	Click-Through	Code
			
figma			

invision

Sketch

Timeline

Mac OS X

Linear outcomes

Create vector assets

Design user interfaces

Mobile | Web

Figma

Timeline
Collaboration with teams
Live sharing
Design user interfaces
Mobile | Web

InVision

Click-through
Live sharing
Collaboration with teams
Supports PNG, JPG, GIF, PSD
Clickable interactive prototypes

Framer

Code based
CoffeeScript, JavaScript
High fidelity
Interactions + Animations
Mobile | Web

Pinegrow

Code based
High fidelity
Web, mobile
WordPress Integrations
Mobile | Web

Digital prototyping is a muscle, exercise it

Prototype something great today.

Thank you.

Sam Haveson, 2017