04 Prototyping

Task 1:Three videos

I watched three videos about prototyping and learned the complete process from idea to final product. The process has three key stages: sketch and paper prototyping, digital prototyping, and native prototyping. Each stage has a different purpose, but they all help teams explore ideas, make decisions, and build products that users like.

step 1: Sketch and Paper Prototyping

Sketching is the foundation of design. You can just use pen and paper, or even sticky notes to create more realistic effects. The focus is not on drawing well, but on exploring interactions and transitions between screens.

Start by drawing all the ideas in your head. Use sketches to list the steps a user needs, or try different page layouts—this is called wireframing.

Once the basic layout is set, you can add more detail.There is a interesting method is using paper models to simulate interaction, such as what happens when a button is clicked. Use different coloured pens to show colour layers, and choose a main colour and accent colours purposefully. You can record the process with a phone to share with teammates, or just print it out. This method is fast and helps make key decisions before investing too much effort.(Google for Startups, 2016)
step 2: Digital Prototyping

Digital prototyping involves creating interactive experiences to explore ideas. No coding is needed, making it quick to try different solutions.

The video showed a product browsing and purchasing process. Designers can add scrolling to mimic browsing a product page, or link different pages to simulate clicking buttons or adding items to a cart. By making the design interactive, it's easier to explain your ideas and make the model feel more real. The first two stages help explore ideas and give the design team clear direction.

Native prototyping means writing code. Different apps may require different programming languages. The video stressed that the main goal is to test how ideas work in the real world.
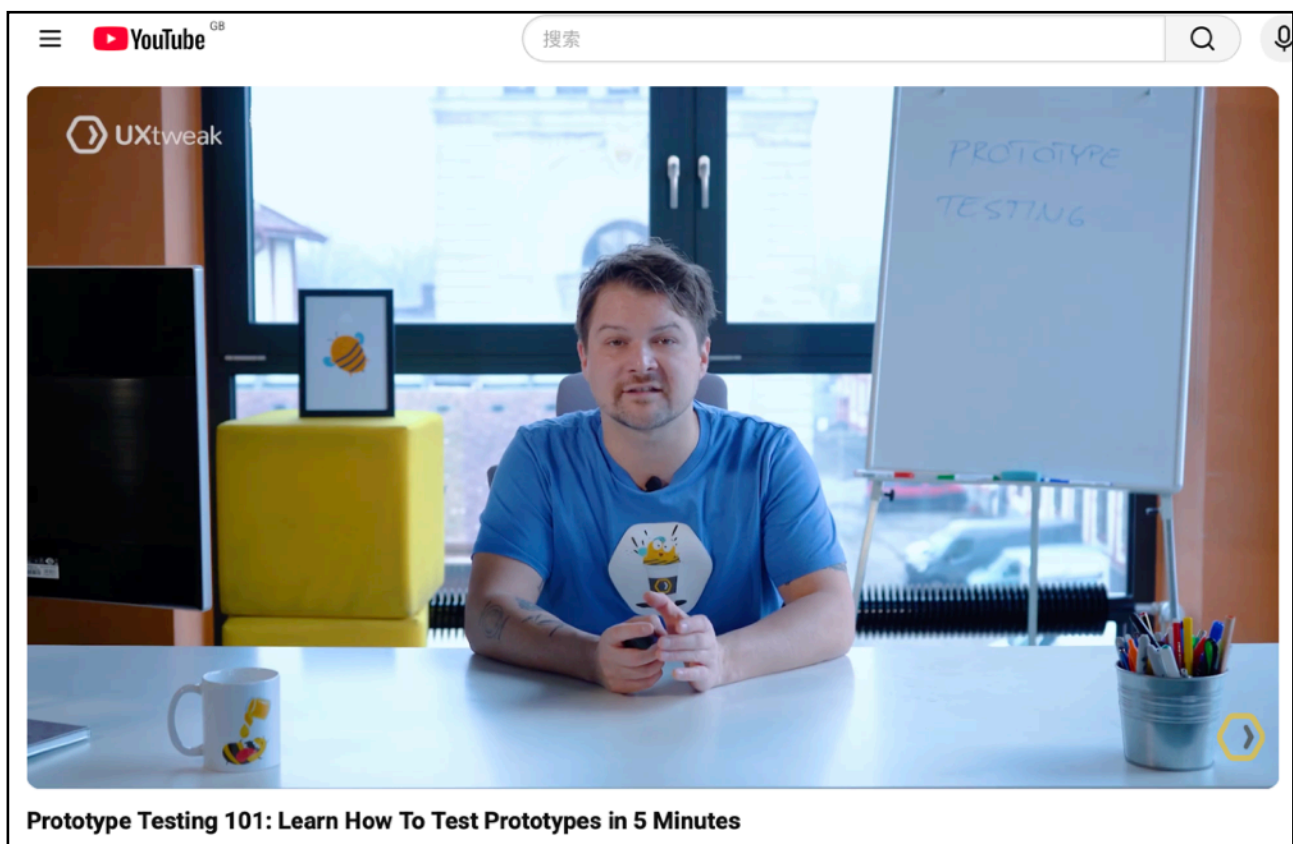
At this stage, the user's actual experience becomes very important. We need to consider how users truly react to new features. A major advantage of prototyping is getting real feedback. Give the product to users and observe how they use it. A good user experience is not just about looks—it's also about how users respond to the layout, animations, and interactions.(Google for Startups, 2016)

step 3: Native Prototyping

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Task2: Another useful resource

Prototype Testing 101: Learn How To Test Prototypes in 5 Minutes

Web link:https://www.youtube.com/watch?v=VeRCOCrntQU

I chose this video because it gives very practical advice on how to test a prototype and how to analyse the results after testing. It reminds me that if a prototype is too big, it is not a good idea to test everything at once. Users can get distracted by parts that are not related to the goal, so the feedback becomes less useful. The video suggests focusing on what you really want to validate. For example, if I want to test the checkout flow, I should bring users directly into that flow instead of starting from the homepage. It also highlights the importance of finding the right testers.Post-test data analysis is also crucial. Video prompts help me focus on task success rate, completion time, and where users get stuck. If a simple action takes a long time, it indicates an area that might need improvement.(UXtweak, 2025)

Reference List:

Google for Startups (2016) *Rapid Prototyping: Native | Google for Startups* [YouTube video]. YouTube. Available at: https://www.youtube.com/watch?v=lusOgox4xMI

UXtweak (2025) *Prototype Testing 101: Learn How To Test Prototypes in 5 Minutes* [YouTube video]. YouTube. Available at: https://www.youtube.com/watch?v=VeRCOCrntQU

Google for Startups (2016) *Rapid Prototyping: Sketching | Google for Startups* [YouTube video]. YouTube. Available at: https://www.youtube.com/watch?v=lusOgox4xMI

Interaction Design Foundation (n.d.) *Prototypes*. Available at: https://www.interaction-design.org/literature/topics/prototypes

UXtweak (2025) *Prototype Testing 101: Learn How To Test Prototypes in 5 Minutes* [YouTube video]. YouTube. Available at: https://www.youtube.com/watch?v=VeRCOCrntQU

Sketchbook: