

# What do prototypes prototype?

Represent, express & explore a design idea

Knows your AUDIENCE!

Prototypes must be tailored to a proposed audience. Know it!!

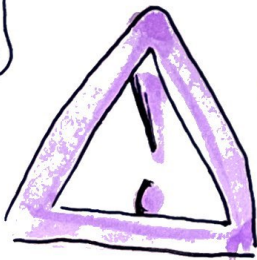
Integration  
Make sure the design components work well together

Implementation

How will we build?



Focus on the TECHNIQUES!



Fidelity? Be careful



Emulate the sensory experience



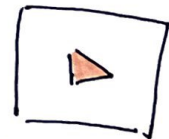
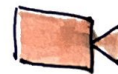
Fake? No! Magic!



Use what you can

Role

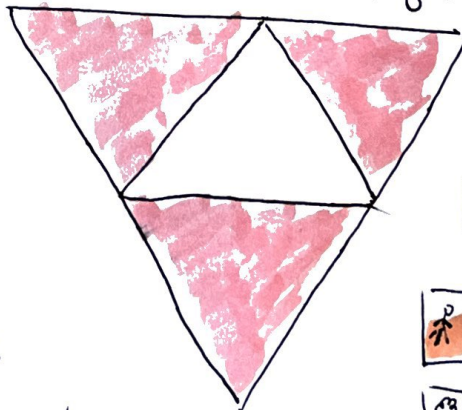
What is the PURPOSE of the prototype?



concept video



storyboard



Look & Feel

Make it "appear" as it would be