

RIKON
DIFFERENTTHINKSBETTER

Prototyping



Prototyping

Prototyping is an iterative and visual process through which the requirements of users can be obtained with regard to the functionality and appearance of a new product or service. The prototype can be a sketch on paper, created with wireframing tools, or developed using application-simulation software. By constructing a quick mock-up, organisations can assess the usefulness of a concept, the feasibility and cost of technology, and the extent to which customer requirements are met.

Using 'Prototyping'

Step 1: A determination is made regarding the extent of the concept that is to be prototyped. The objective is to evaluate only elements that can provide useful information and avoid those that would be wasteful.

Step 2: Selected functionalities of the concept are woven together to create a story through which potential users can be guided.

Step 3: Plan iterations and developments to the prototype. These generally progress from high-level overviews in early stages to more detailed perspectives during later iterations.

Step 4: The fidelity level, or degree to which the prototype resembles the final product or service is evaluated. This determination is generally made on the basis of visual, functional, or content criteria.

Instructions for Use

1. Decide on the extent to which a concept is to be prototyped. Aim to evaluate all elements that will provide useful information and avoid those that would be wasteful.

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2. Combine the selected elements or functionalities together to create a story or version of the offering that can be evaluated by potential users.

3. Plan iterations and developments to the prototype. Generally, these progress from high-level overviews in the early stages to those that are more detailed in later iterations.

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4. Evaluate the fidelity level, or the level to which the prototype resembles the final version of the offering. This comparison is made with respect to its appearance, function, or content.

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