Use this 3-step guide to help establish and clarify your prototyping goals, high-level scope, and intended level of quality.

|  |
| --- |
| **Step 1: Identify Goals****Key Question: Why is the prototype being built?*** Conduct usability testing
* Test alternate ideas
* Provide stakeholder demonstrations
* Illustrate interactivity
* Show visual treatment options
* Inform configuration choices
* Communicate with the team
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| **Step 2: Define Scope****Key Question: How much needs to be built to accomplish the goals?*** Just the initial screen (homepage)
* Key representative screens
* Entire navigation structure
* Enough to show a key feature or gain insight into a design question
* A full end-to-end task or workflow
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| **Step 3: Determine Quality****Key Question: What level of fidelity makes sense?*** Low – sketches, paper mockup
* Medium – wireframes, semi-functional mockup
* High – pixel-perfect, working digital mockup
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |