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

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| **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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |