Digital Prototyping

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What it

[From Vernon Fowler's workshop at UXLibs on Digital Prototyping:
https://vfowler.com/digital-prototyping-workshop-uxlibs-conference/#8-how-might-we-%E2%80%A6

Digital prototyping workshop at the 2019 UXLibs conference - Vernon Fowler

Things you need

Use the tool: *"How Might We"* to generate an idea.

How to do it

1. Explore the idea using appropriate information sources/collected data etc.
2. Form a conceptual model that might answer the "How might we…" question.
3. Sketch the concept – sketch each step. The advantage of using rough sketches is that they are great of getting rich feedback from users. Users often feel that there is little scope in improving more polished prototypes.
4. Use software such as the Marvel App to quickly turn your sketch into a click-through prototype [see the website for instructions of how to do this].
5. Test your prototype with 3-5 users: find out if they can use the product; note down any ideas users have to improve the interaction; is their experience with the prototype better than the current interface and interaction flow?
6. Incorporate the feedback that will lead to a better experience into another prototype and repeat the exercise. Repeat this process until you have validated findings.
7. Share any findings with appropriate stakeholders