



# HIGH FIDELITY PROTOTYPING

SUSTAINABLE, SCALEABLE, AND REPEATABLE PROCESS

# AGENDA

- Goals for prototyping
- Types of prototypes
- Talent
- Prioritizing
- Building a toolbox
- Production management

# GOALS FOR PROTOTYPING

- Basic design validation
- Early UER testing
- Higher confidence UER results
- Removing risk
- Enabling bigger bets
- More accurate prediction of business results

# TYPES OF PROTOTYPES

- Paper
  - User interface is printed on sheets of paper
  - User pretends to “click” or “swipe” sheets
  - Researcher changes state of UI in response
- Stateless Clickthroughs
  - Static mocks with hotspots
  - User clicks hotspots
  - Clicks display new mocks
- Algorithmic clickthroughs
  - Logic is used to ensure correct sequence, validate field entry, display variant screens etc.
- Data-driven prototypes
  - Prototype ingests and process live site data
  - User is presented with multiple options

# TALENT: Designers, Engineers, and Design Engineers

- Designer
  - Interaction and visual design
  - Click-through prototypes (photoshop + online service)
  - Markup & CSS?
- Front-end Engineer
  - Implement predetermined designs
- Design Engineer
  - “A designer with coding skills”
  - Interaction design + algorithms
  - Cross domain creative
  - “Bending the code to meet the design”
  - Opportunistic cross-domain insights

# PROTOTYPE LIFECYCLE

## REQUEST FOR ENGAGEMENT

- Requirements
- Prioritization
- Assign resource



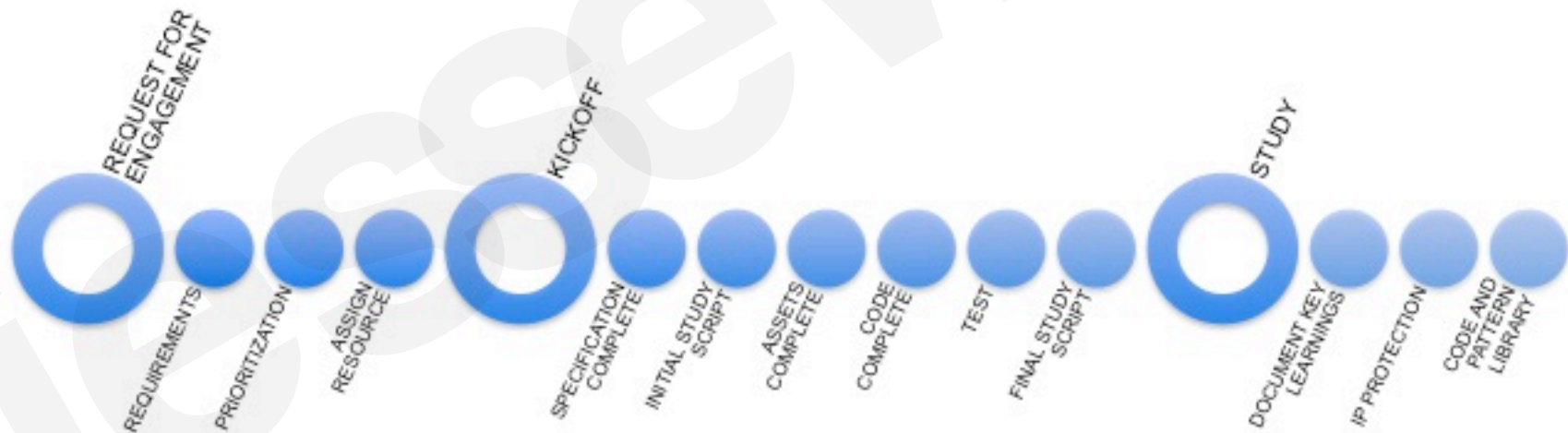
## KICKOFF

- Specification complete
- Initial study script
- Assets complete
- Code complete
- Test
- Final study script



## STUDY

- Document key learnings
- IP protection
- Code and pattern library



# PROCESS HIGHLIGHTS

- Request: includes scope, design, schedule
- Prioritization: assess ask based on:
  - Need
  - Business impact
  - Strategic value (core reinvention vs. shuffling layout)
  - Available resource & talent fit
- Kickoff
  - Documentation
- Week before test:
  - Daily test
  - Design iteration as desired / necessary
  - UER Study iteration as desired / necessary

# QUESTIONS

- How might we ensure that our process is consistent between projects?
- Are Design Engineers or Front-end Devs the best fit for mobile needs?
- How do we share resources across mobile, core, local, and long-term research?
- How can we align our more ambitious prototypes with desktop?
  - Mobile -> desktop
  - Desktop innovation => mobile
  - Best: move them both forward together
- How should we staff for sustained prototyping?
  - Dedicated PM?
  - Dedicated UER?
  - Front-end Engineers? How many?
  - Design Engineers? How many?
- The “reference implementation” model