

# Prototypes

Prototypes are crucial tools used to simulate end products and they are mostly used by software developers, product designers, programmers, UX or user experience teams, and UI or user-interface designers when testing products before launch. Developing clear and well-designed prototypes is an integral way to test, evaluate, and validate product concepts or ideas and assess customer needs and preferences.



## Prototype Definition & Meaning

A prototype is an early sample, a preliminary model, an initial presentation, or a pre-release product to test a specific concept, idea, or process.

Prototypes are extensively used in numerous fields and industries such as design, electronics, semantics, and software programming to create, examine, optimize and implement solutions for certain issues affecting many consumers.

## What Is a Prototype?

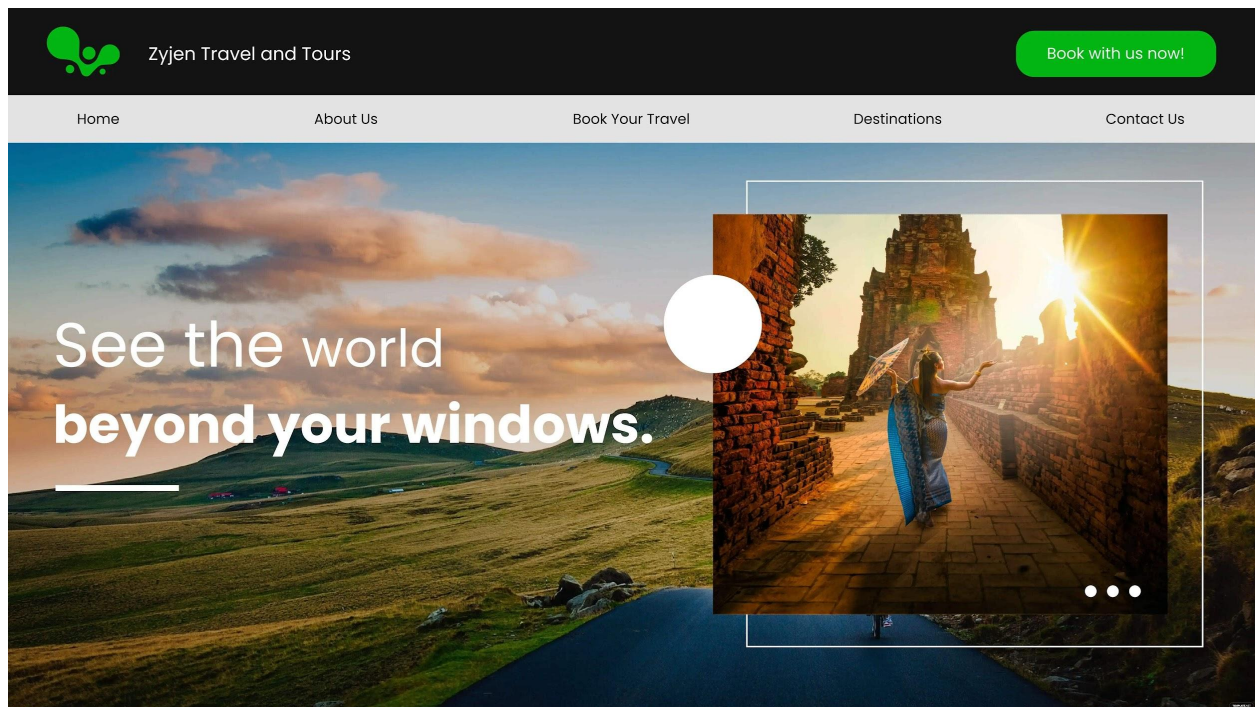
A prototype is an initial product model or representation generally used in analyzing, testing, and enhancing the quality of a new design, software, or product. These tools are important

to show the core elements and qualities of a prototype: the visual representation, the fidelity or precision, functionality or interactivity, and the lifecycle of the prototype.

## 10 Types of Prototypes

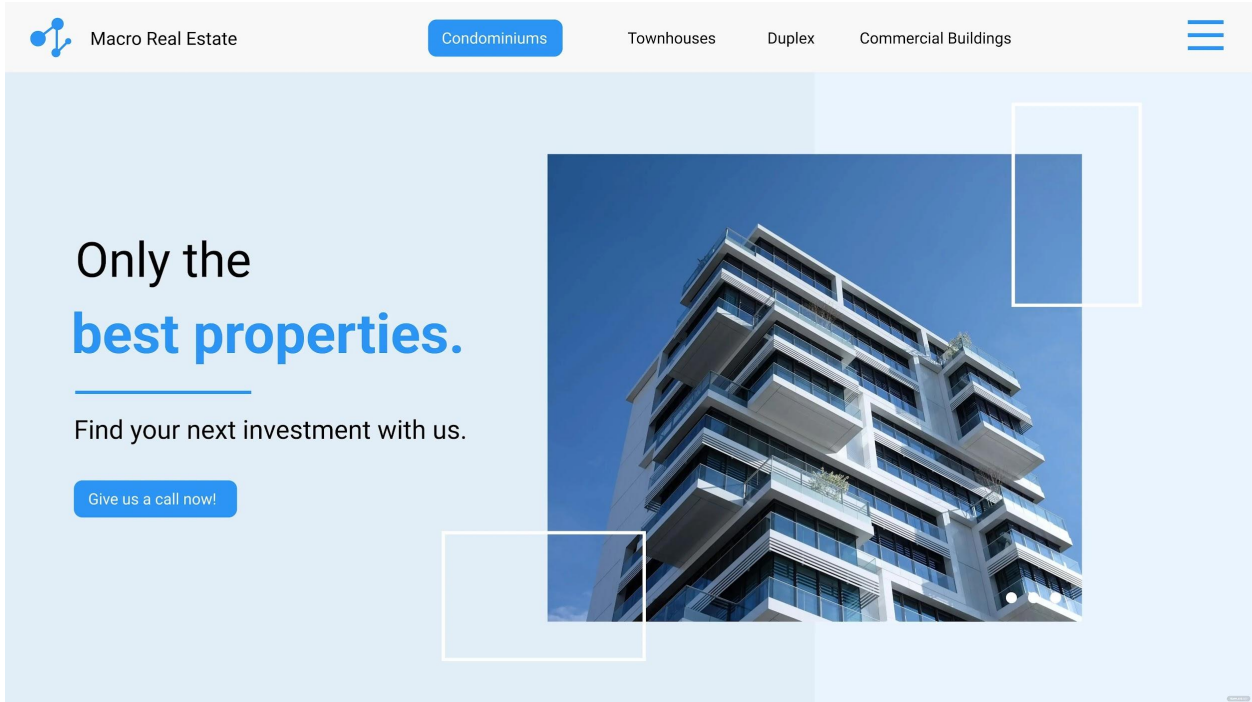
### Travel Prototype

These prototypes are used to configure initial webpage layout designs for travel and tour agencies. Use this modern and sleek website prototype when designing websites for travel companies. Download our sample [travel prototype template](#) here.



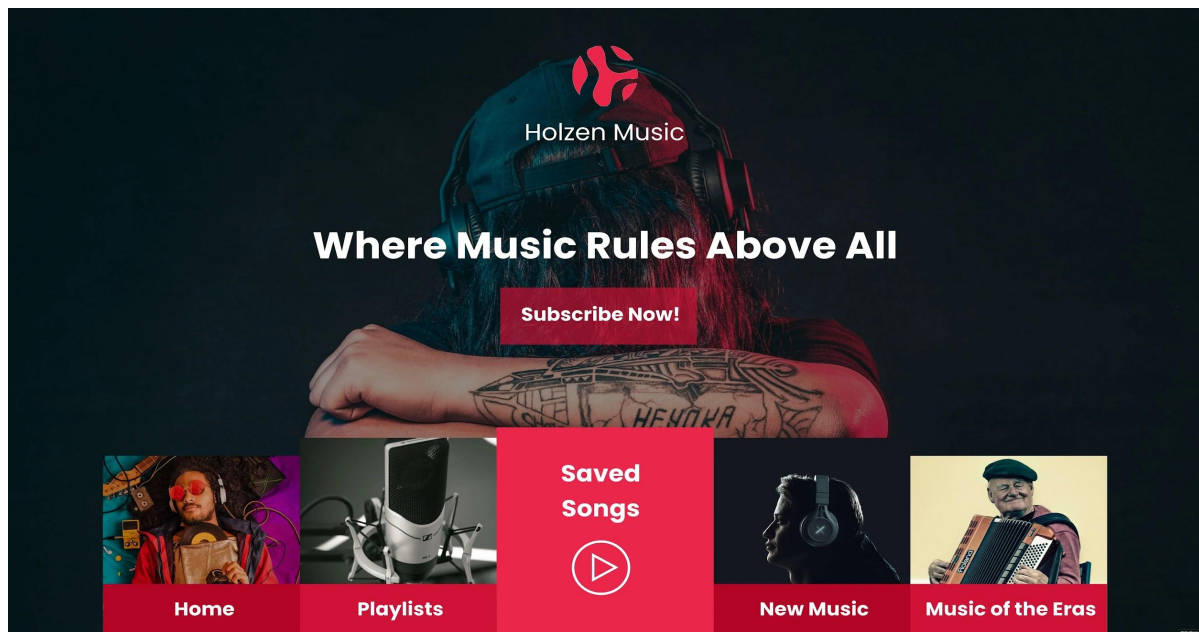
### Real Estate Prototype

If you are currently working on a real estate business website, these prototypes are clear and well-designed prototypes you can utilize in designing web pages for real estate firms. Select the appropriate colors, fonts, images, and other visual elements for the preliminary design of the real estate website. Simply use our sample [real estate prototype template](#) below.



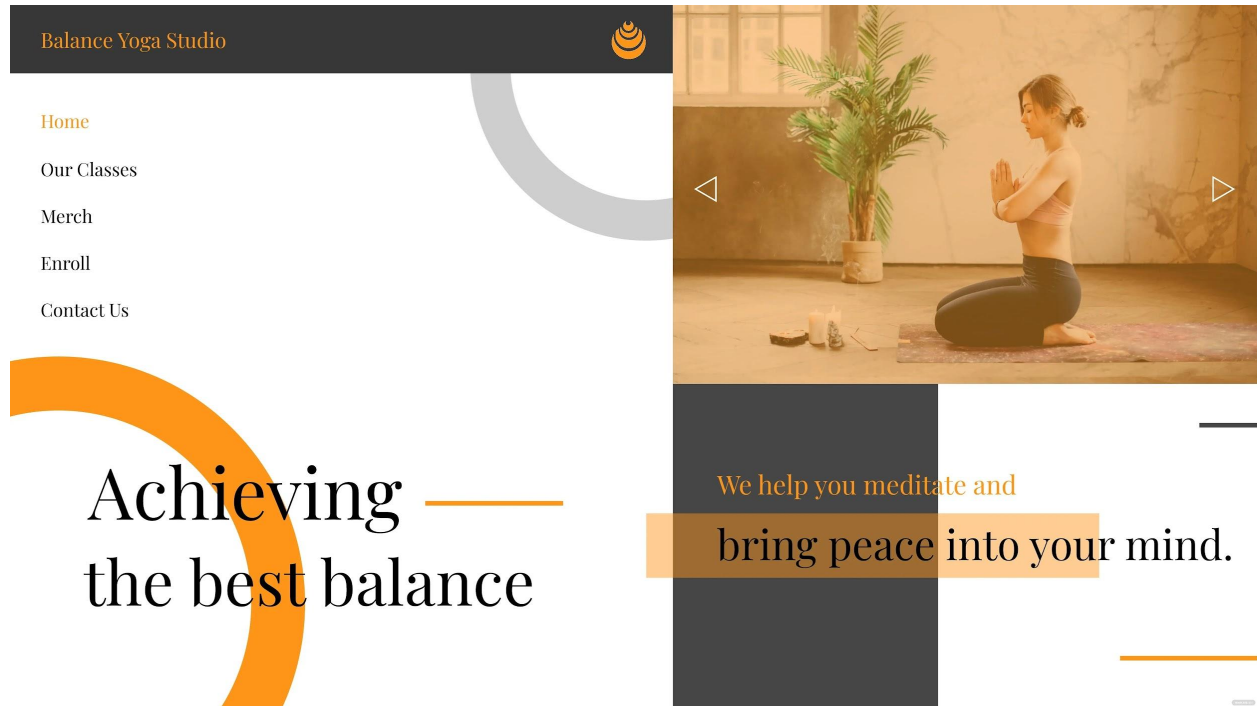
## App Prototype

Develop an app prototype while building a website or a mobile app. This prototype is comprised of major structures, user flows, interactions, and many other crucial details when validating the actual product's design draft and enhancing it to the optimal version. We suggest that you download our customizable [app prototype](#) from our template collection.



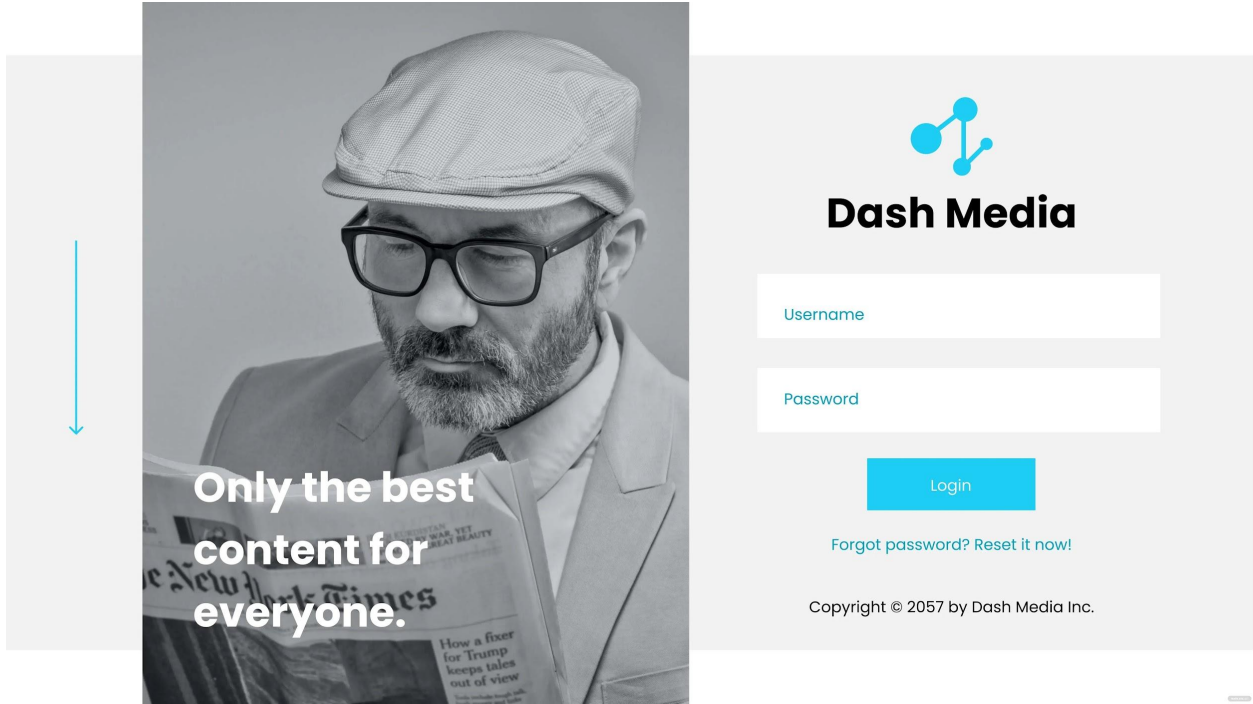
## Yoga Studio Prototype

Create an enticing yoga studio website or app while using this prototype. This representation tool will assist you to work easily on your yoga studio website. We recommend that you use our color-contrasting [yoga studio prototype](#) mockup template with neutral tones.



## Login Page Prototype

A login page prototype typically contains elements like username, password, and a highlighted call-to-action or CTA. It can be challenging to work on a login screen of a certain media or design platform as you can use a variety of visual concepts and styles such as illustration, interaction animation, and the inclusion of responsive widgets. So, easily download and use our editable [login page prototype](#) layout template here below.



## Watch Store Prototype

Design a classic and elegant prototype of a watch store website. Start a discussion with your team and the end-users of the watch so that you can get specific feedback and help you improve the store website. Use our free sample [watch store prototype mockup template](#) to construct the initial web design of the watch store.





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## Mobile UI Prototype

Create one-of-a-kind mobile app UI or user interface prototypes for iOS and Android. Design an interactive or animated model of the mobile app layout for the target users. Here are some premade [mobile UI prototype](#) templates that you can easily customize based on the user's needs and preferences.



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## Business Prototype

A business prototype is a clear and cohesive representation of the new business you want to establish or launch in the future. Indicate the type of business, type of establishment, products and services, target market and target launch date of the business in the prototype. Create a contemporary prototype design while using our simple [business prototype](#) mockup template here.



## Website Prototype

Make a visually aesthetic website for businesses, corporate groups, small enterprises, and other professionals. Point out the main brands, products, and services in the website prototype. Simply download and use our [website prototype template](#) and personalize it so that you can easily and quickly design a compelling website.



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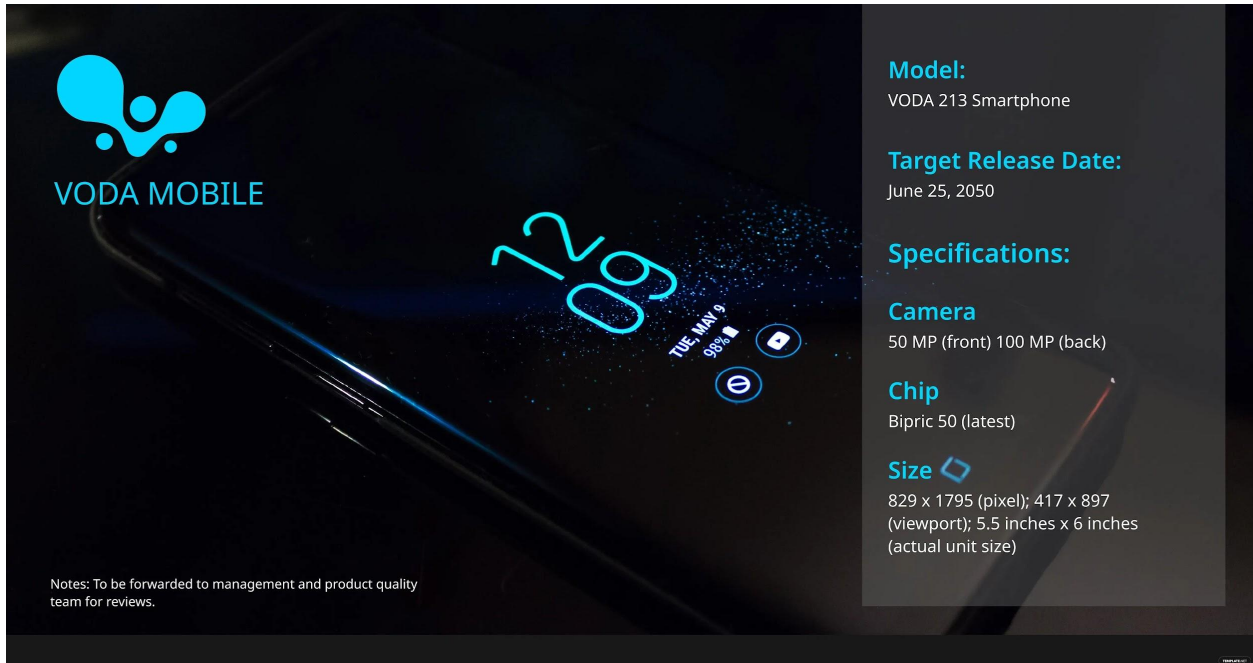
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## Project Prototype

If you are planning to launch a new project for your business, you must use an edgy prototype design based on the conceptual style of your new project. Download and use our sample [project prototype template](#) for your new project while specifying its core details and other components.



## Prototype Uses, Purpose, Importance

Prototypes have various uses and purposes in numerous brands, businesses, companies, and organizations. Some useful types of prototypes are paper prototyping, digital prototypes, and HTML & JavaScript prototypes. Below is a list of the common uses, purposes, and importance of prototypes.

### Creates Solutions

These dynamic graphic representation tools are used when designers, software developers, UX teams, UI designers, and other professionals need to create new ideas and think carefully about vital solutions for specific issues in the community or society. Thus, prototypes are cost-efficient and fundamental devices for assessing user needs and visualizing the problem and introducing solutions right away.

### Increased Customer Satisfaction

Prototyping is a unique process to create worthwhile designs, allowing memorable experiences for target customers. In this method, business analysts, software engineers, mobile app developers, and product owners measure essential concerns such as product

accessibility, information architecture, navigation, usability, user needs, preferences, and UI/UX or graphic design.

## **Better Product Design Choices**

Whenever product developers, designers, and programmers create and design new products, they usually make preliminary iterations of their products. With effective prototyping, designers and developers can easily choose better product designs.

## **User-Centered Approach**

What makes prototyping beneficial is it helps developers and designers to create empathy for the customer while applying a user-centered approach in their prototyping and new product development projects. It allows them to innovate products and refine their overall design to ensure that the products are functional to the intended users.

## **What's in a Prototype? Parts?**

### **Initial Product Design**

The prototype of your new product idea should be simulated so that you can depict the visual design or overall look of the product in real life. After you imagine the picture of the product in your mind, create that vision realistically by constructing the initial product design.

### **Product Versions**

Develop a wide array of iterations or versions of the product when you are prototyping. These product versions allow you and the users of your product or service to explore and test the effectiveness of the new product concept or idea in solving customer concerns and issues.

## **Conceptual Styles**

Brainstorm some conceptual styles for the prototype of your product. Then, add the conceptual styles in your prototype presentation to demonstrate other alternative concepts and solutions for the visual aspect of your new product.

## **Features and Functions**

Prototype models are made to fully learn and understand the key features and functions of a new product or project. Incorporate the major features and functions of the new conceptual product in your prototype presentation.

# PROTOTYPE ANATOMY





# How to Design a Prototype

1. Select a [Prototype Size](#)
2. Consider the purpose of your prototype
3. Choose a [Prototype Template](#)
4. Identify the objectives and purpose of the prototype
5. Develop a formative evaluation for design improvements or a summative evaluation for verification of the proposed solution
6. Create several preliminary iterations or versions
7. Check, revise, and download your prototype

# How to Design a Prototype

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DATA  
01

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STEP  
02

DATA  
03

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STEP  
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STEP  
06

DATA  
07

Check, revise, and download  
your prototype

## Prototype vs. Wireframe

A prototype is a first model or an original visual representation of a concept, idea, service, or product design to facilitate a user-centered design process and interactive design work.

A wireframe is a simple two-dimensional skeletal overview of an app, a product design, or a webpage layout to visually display the architectural site, clarify product features, and test usability levels.

## What's the Difference Between a Prototype, Mockup & Model?

A prototype is used to evaluate and test the effectiveness and functionality of an end product to allow product designers, developers, and programmers to detect any possible issues with interaction flow and enable stakeholders to take a glimpse of the final version of the product.

A mockup is a high-fidelity simulation of the end product that showcases the visual appearance of the design which includes color, iconography, typography, and style.

A model is commonly used to represent a particular concept, idea, or physical system in a visual sense.

## Prototypes Sizes

Prototypes have wide-ranging standard sizes, available in both digital and printed formats. The [prototype sizes](#) and formats are based on the application or usage of the company, organization, software developer, programmer, designer, or professional for their new product development presentations.

Format	Size in Inches	Size in Centimeters	Size in Millimeters
Letter (US)	8.5 x 11	21.59 x 27.94	215.9 x 279.4
A4	8.26 x 11.69	21 x 29.7	210 x 297

# Prototypes Sizes

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## Prototype Ideas & Examples

There are eclectic ways to show off your creativity and innovation when it comes to designing prototypes. Check out the following details for [prototype ideas](#) and graphic design inspiration.

- Design Prototype Ideas and Examples
- Game Prototype Ideas and Examples
- Service Prototype Ideas and Examples
- iPhone Prototype Ideas and Examples
- Corporate Prototype Ideas and Examples
- Product Prototype Ideas and Examples
- Shopping Prototype Ideas and Examples
- Function Prototype Ideas and Examples
- Desktop Prototype Ideas and Examples

## **FAQs**

### **What should be included in a prototype?**

A prototype should include the core vision, key features, visual representations, product testings, and multiple model presentations of the product.

### **How do I make a prototype project?**

When you make a prototype project for a new product, you need to come up with new ideas, develop a rough representation of your idea, create a physical prototype and improve your prototype.

### **What are the phases of a prototype?**

The different phases of a prototype are front-end analysis, rapid prototyping or design and development, and project development.

### **What is the basic prototype?**

The basic prototype is an initial or pre-release sample of a product that is created to test a first assumption or concept concerning that particular product.

### **What makes a good prototype?**

A good prototype must clearly illustrate the real-world functionality and the main purpose of the product, show precision to obtain better feedback and response and can be easily enhanced.

### **What are the goals of the prototype?**

The main goals of the prototype are testing technical feasibility, improving the visual aesthetics of the product to reach customer satisfaction, validating customer demand, and sending a product sample to a manufacturer to lower production costs.



## **When should prototyping be used?**

Prototyping should be used when the product requirements and standards are not completely understood, are unsteady, or changing abruptly.

## **What are the main reasons we prototype?**

The main reasons we prototype are to refine the integrity of the product, to make some necessary adjustments to the product design, colors, textures, and shapes, to determine acceptable tolerance levels, to identify the true production cost, to search for efficiencies and savings and to modify tooling and equipment.

## **Does the prototype have to be coded?**

No, a prototype does not need to be coded as it should be the most cost-efficient method to test a specific idea or hypothesis.

## **What are non-working prototypes?**

Non-working prototypes are representational models that can be scale models, video, or image demonstrations of the product's prototype.