

**emex**

EMERGING MEDIA EXPLORATION

**Prototyping**

# Prototyping

A lot of people confuse prototypes with sketches, wireframes, and mock-ups. These assets are not prototypes. The idea of simulation (read, “interactivity”) is essential for prototypes. That’s why static assets – such as sketches, wireframes, and mock-ups – can’t be considered prototypes.



Prototypes are simulations or sample versions of a final product/service. The goal is to test and validate an idea before investing precious resources into the final output.

# Fidelities

Prototypes don't necessarily look like final products – they can have different fidelities. The fidelity of a prototype refers to how it conveys the look-and-feel of the final product (basically, its level of detail and realism).

Fidelity can vary in the areas of:

- Visual design
- Content
- Interactivity

There are two categories of fidelities in prototyping these are;

- Low-Fidelity
- High-Fidelity

Product teams choose a prototype's fidelity based on the goals of prototyping, completeness of design, and available resources



Fail fast, test early and test often.

# Low-Fidelity

A low-fidelity prototype is

- Simple.
- Cost effective.
- Rapid tangible representation of a concept.
- A user flow.
- An information structure

These prototypes are generally made from paper, card, cardboard, LEGO... Characterised by low technology implementations.



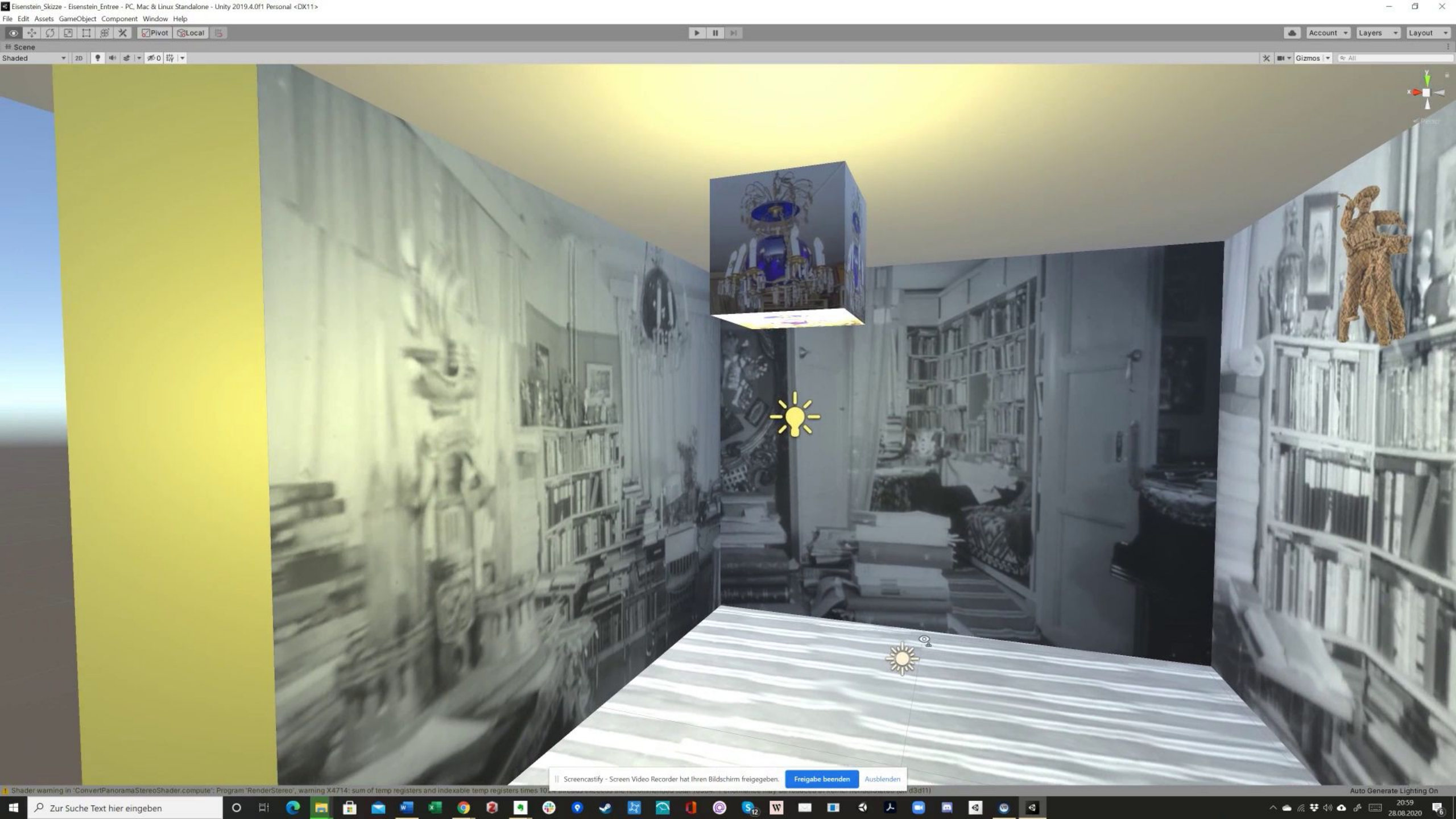
















Low-Fi prototyping provides rapid insights into the concept, idea and flow of what you are working on. As you are able to visually and physically communicate the aforementioned to user groups.



# High-Fidelity

- High-fidelity prototypes refers to the level of detail in your prototype.
- They provide users with richer visuals, aesthetics and interactions.
- Like lo-fi prototypes, high-fidelity prototypes focus on core features but are closer to the final look and feel.
- During this phase you are creating the assets required for your product, which will feature in the final developed version.



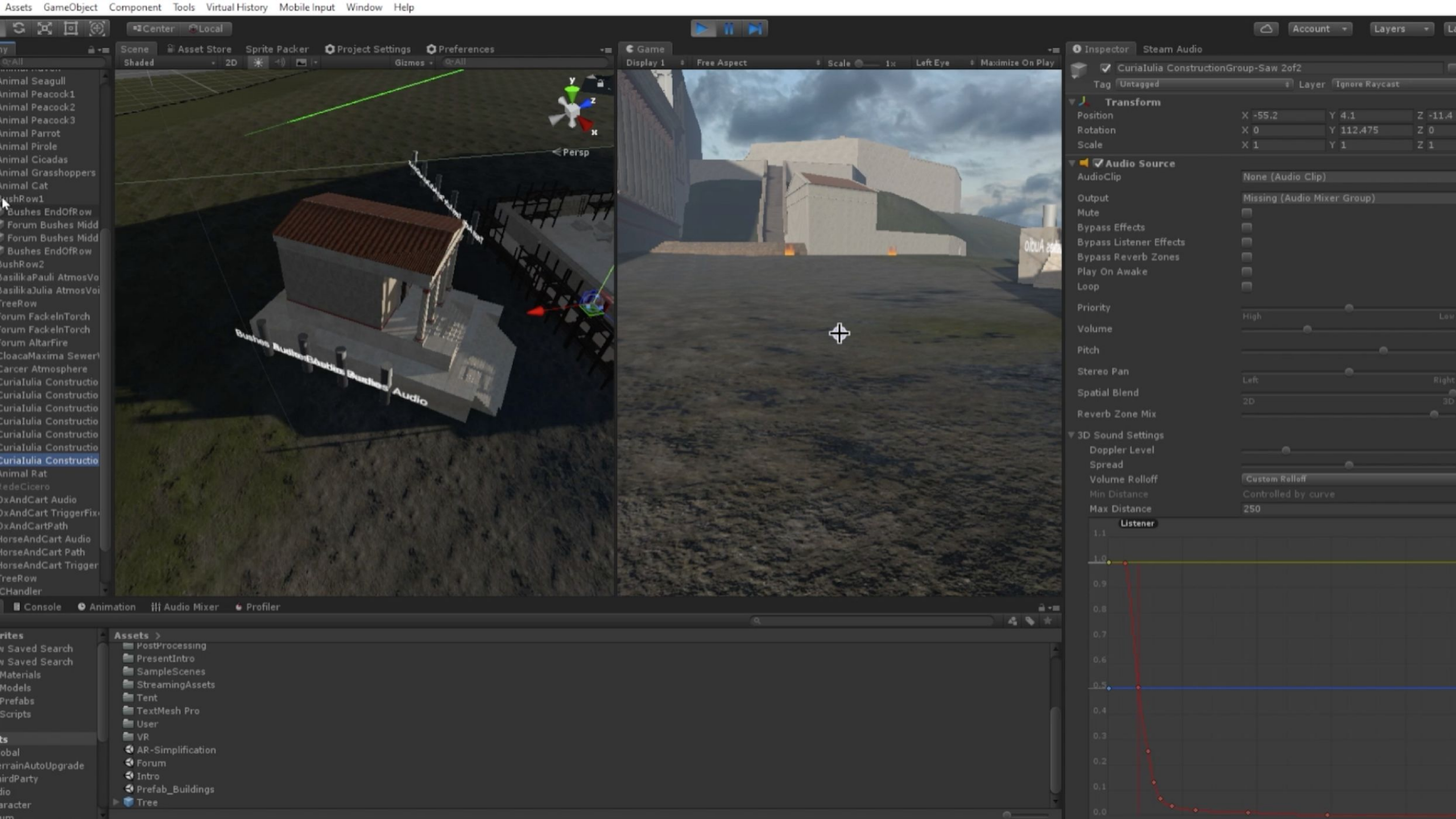
Zurückschicken

Auf das Boot schicken

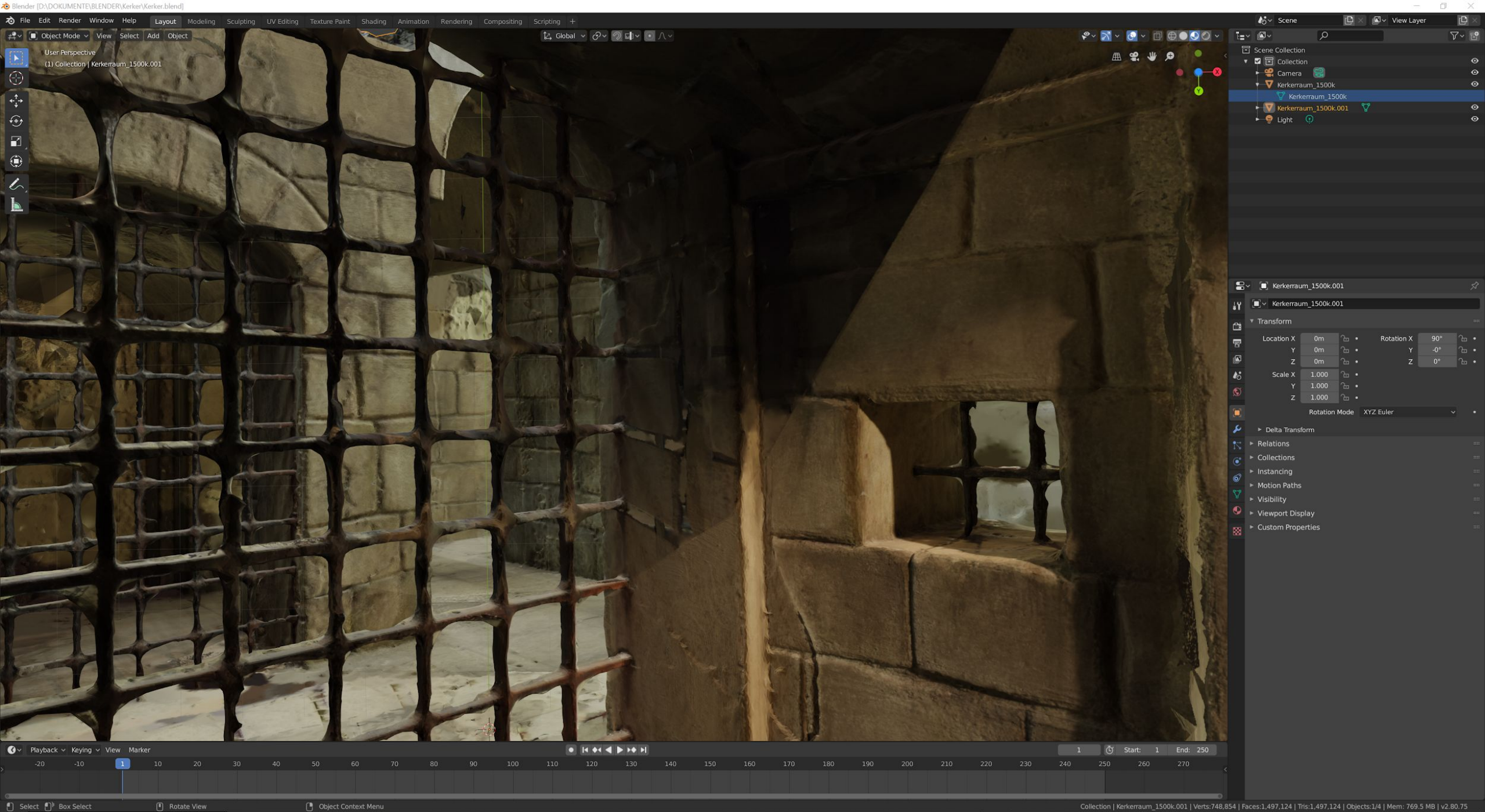


**Screenshot gespeichert**  
Der Screenshot wurde Ihrem  
OneDrive hinzugefügt.  
OneDrive













# Expectations

## **Course Goal (20.11.2020):**

Design a high-fidelity prototype for a virtual experience environment with the help of a 3D creation platform like the Unreal Engine and a camera.

## **Interim Course Goal (13.11.2020):**

Design a low-fidelity prototype for a virtual experience environment.



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