



_Basics of Prototyping

Filipa Abrantes | Isabella Russo | Leonor Neto | Week 7

Managing Impactful Projects | 2025

_The Culture Exposure Series*

Week 6

• Books:



<https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf>

*Not mandatory

_The Culture Exposure Series*


Week 6

• Books:



"Ounce for ounce, there's no better way to learn what customers want and will buy than this wonderful little book. If you want your new product or new business to succeed, start here."

— John Mullins
Author of *The New Business Road Test*



Rob Fitzpatrick

THE MOM TEST

How to talk to customers and learn if your business is a good idea when everyone is lying to you

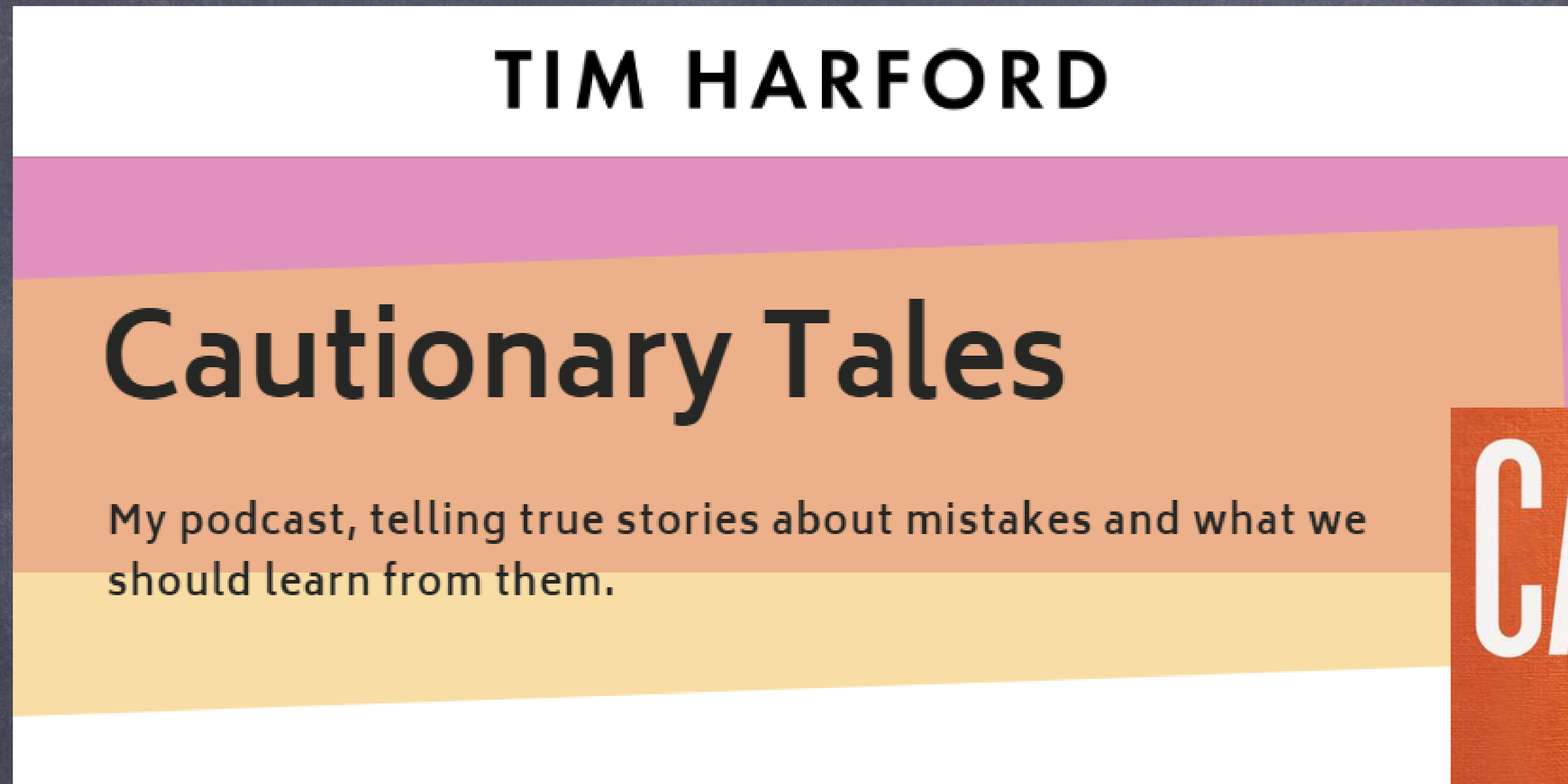
<https://booksconcepts.com/the-mom-test-by-rob-fitzpatrick/>

*Not mandatory

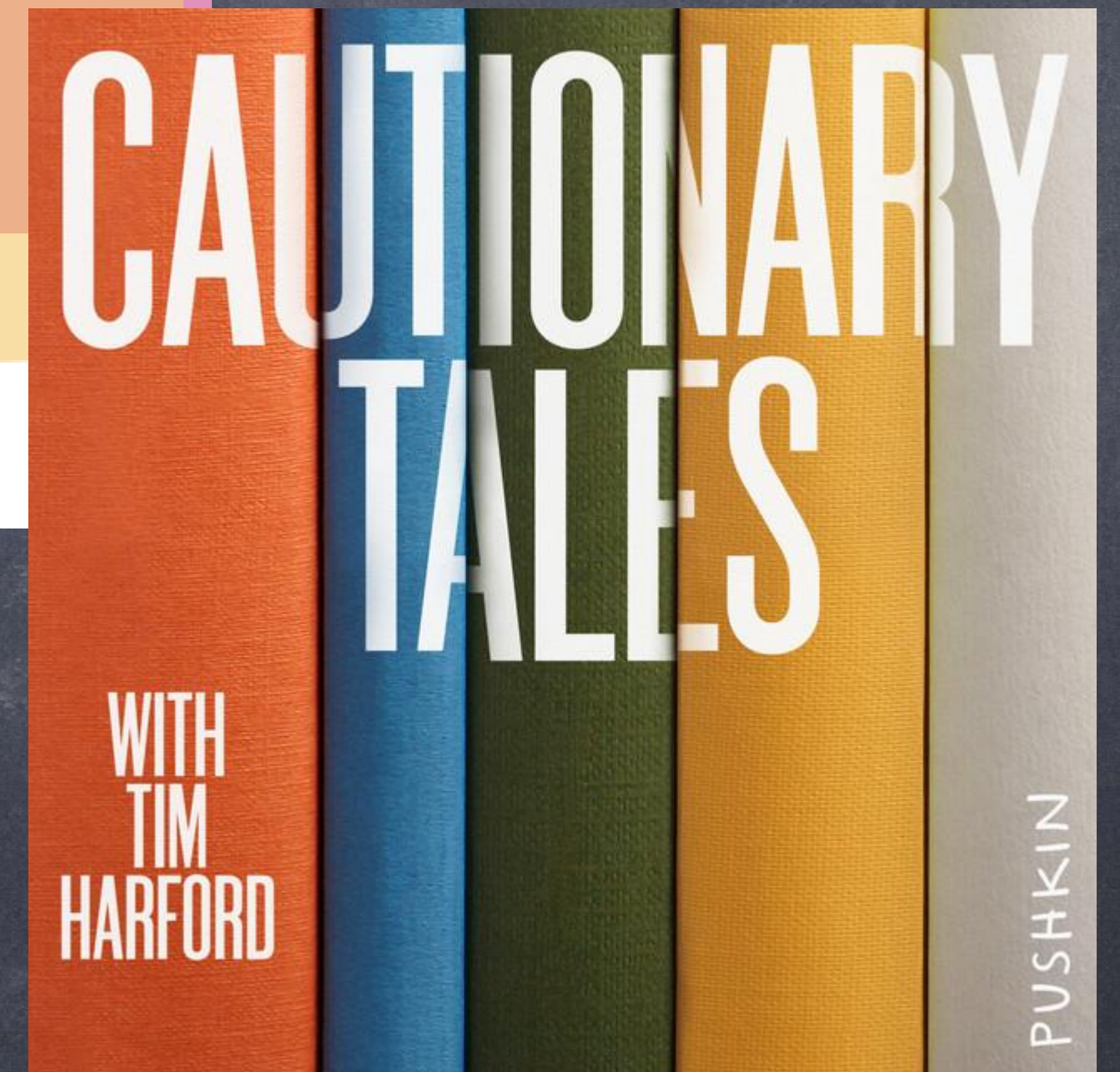
_The Culture Exposure Series*

Week 6

• Podcast



<https://timharford.com/etc/more-or-less/>



*Not mandatory

Basics of Prototyping

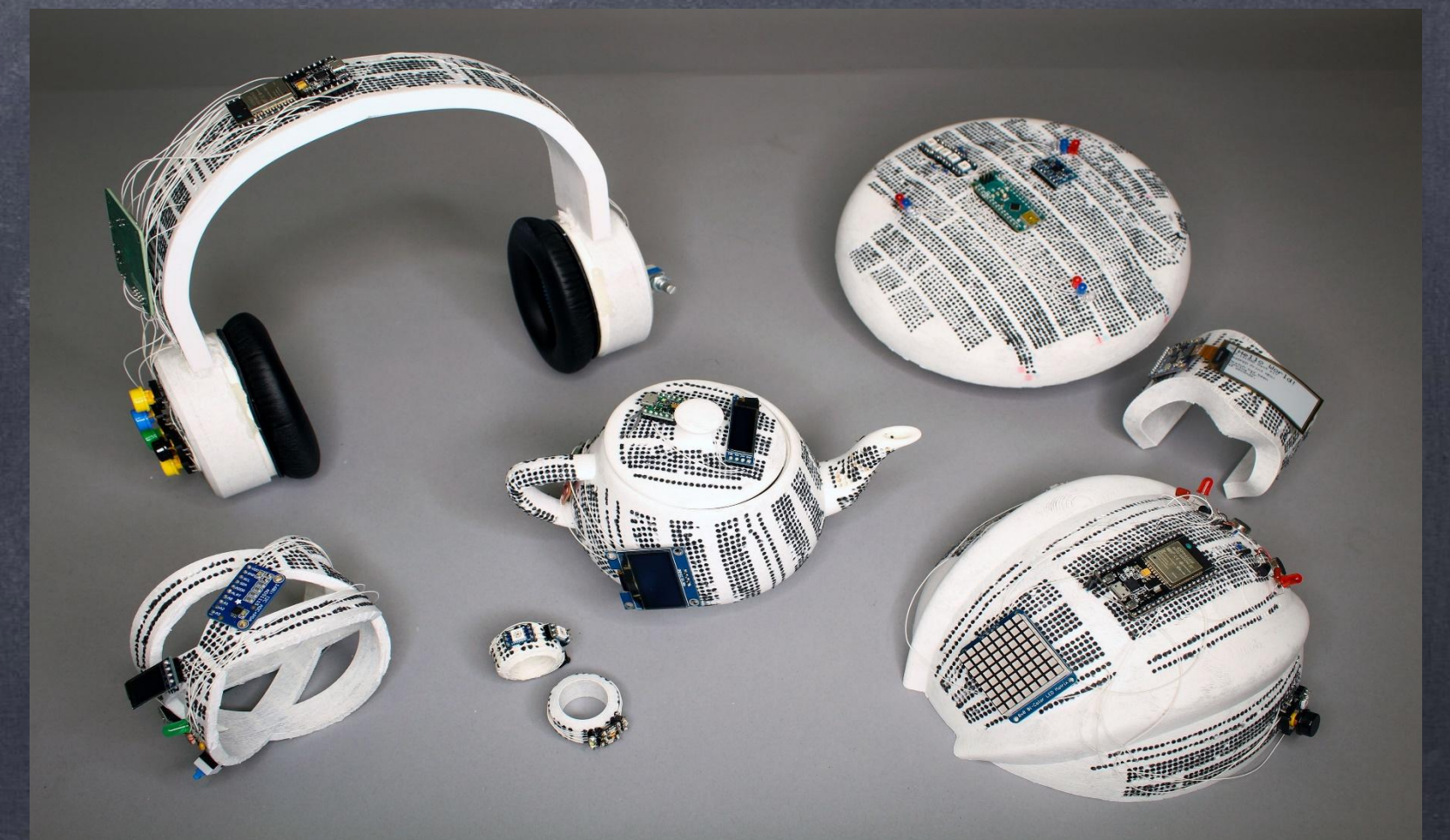
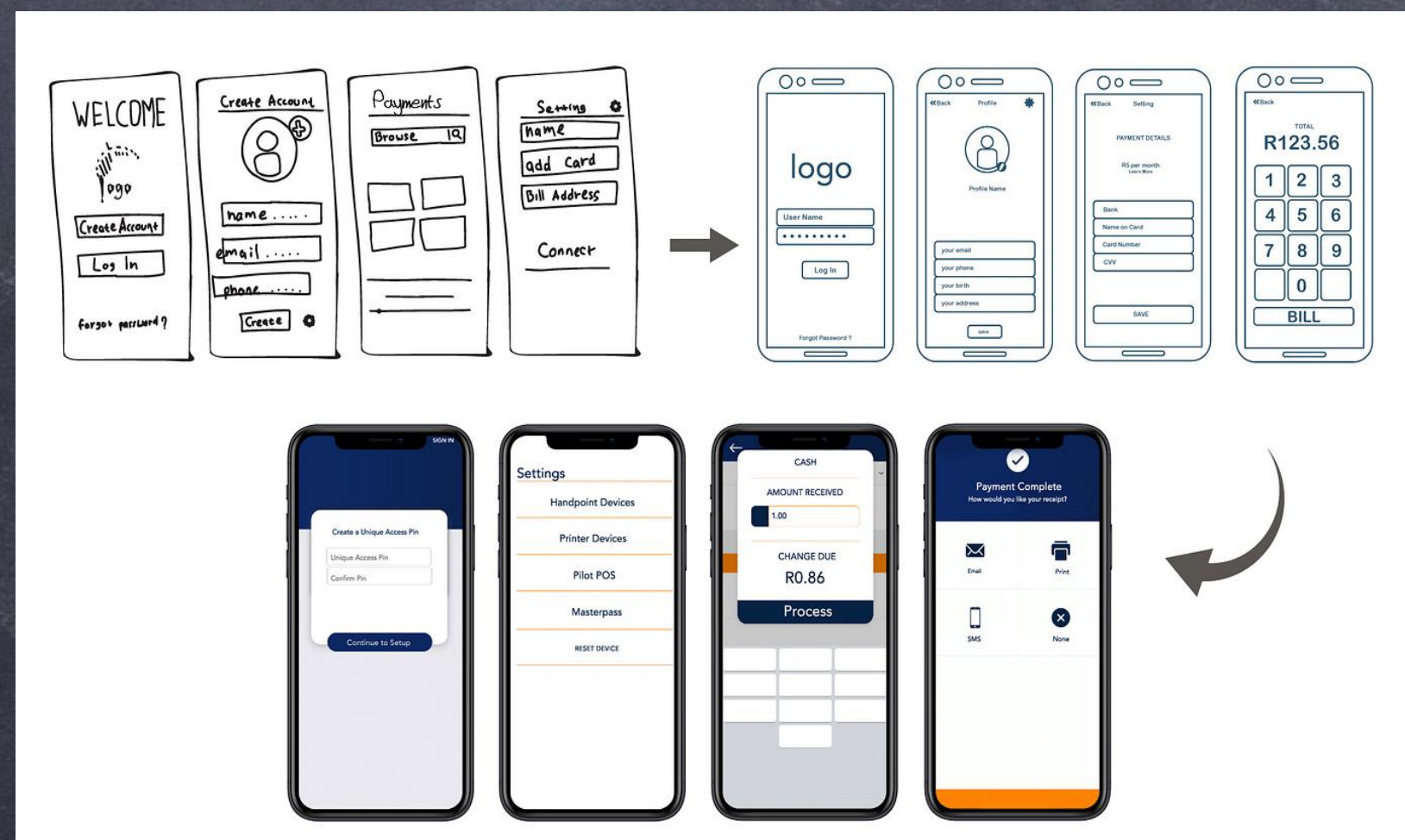
First of, why prototyping?

“If a picture is worth a thousand words, a prototype is worth a thousand meetings”

— IDEO

Key concepts

- ✓ Early sample, model or release of a product or service
- ✓ in order to test various aspects of a design, process, ideas or features
- ✓ and gather early user feedback.



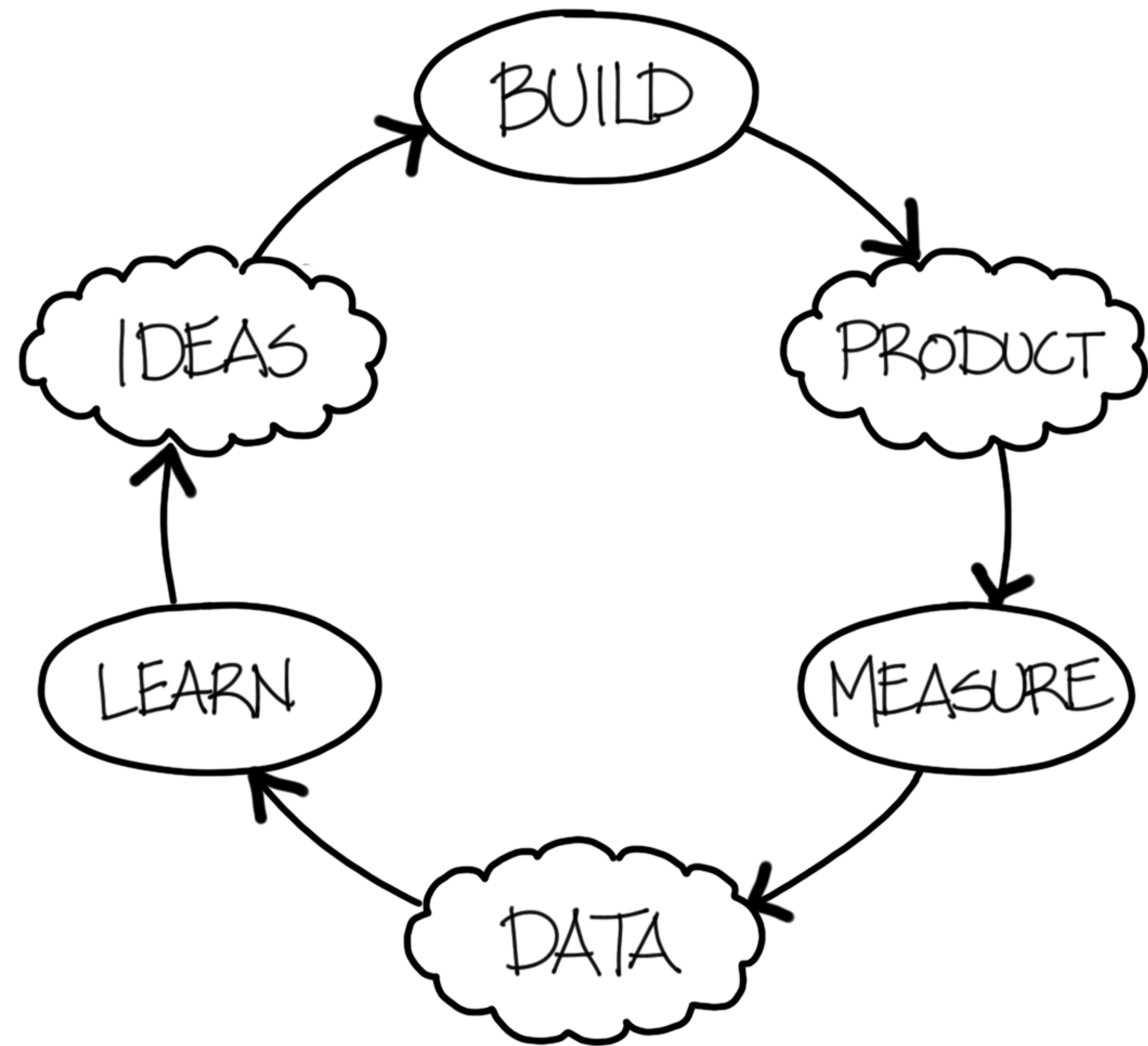
Key concepts

- ✓ Minimum Viable Product (MVP): basic version of the product to test key assumptions and get feedback

Key concepts

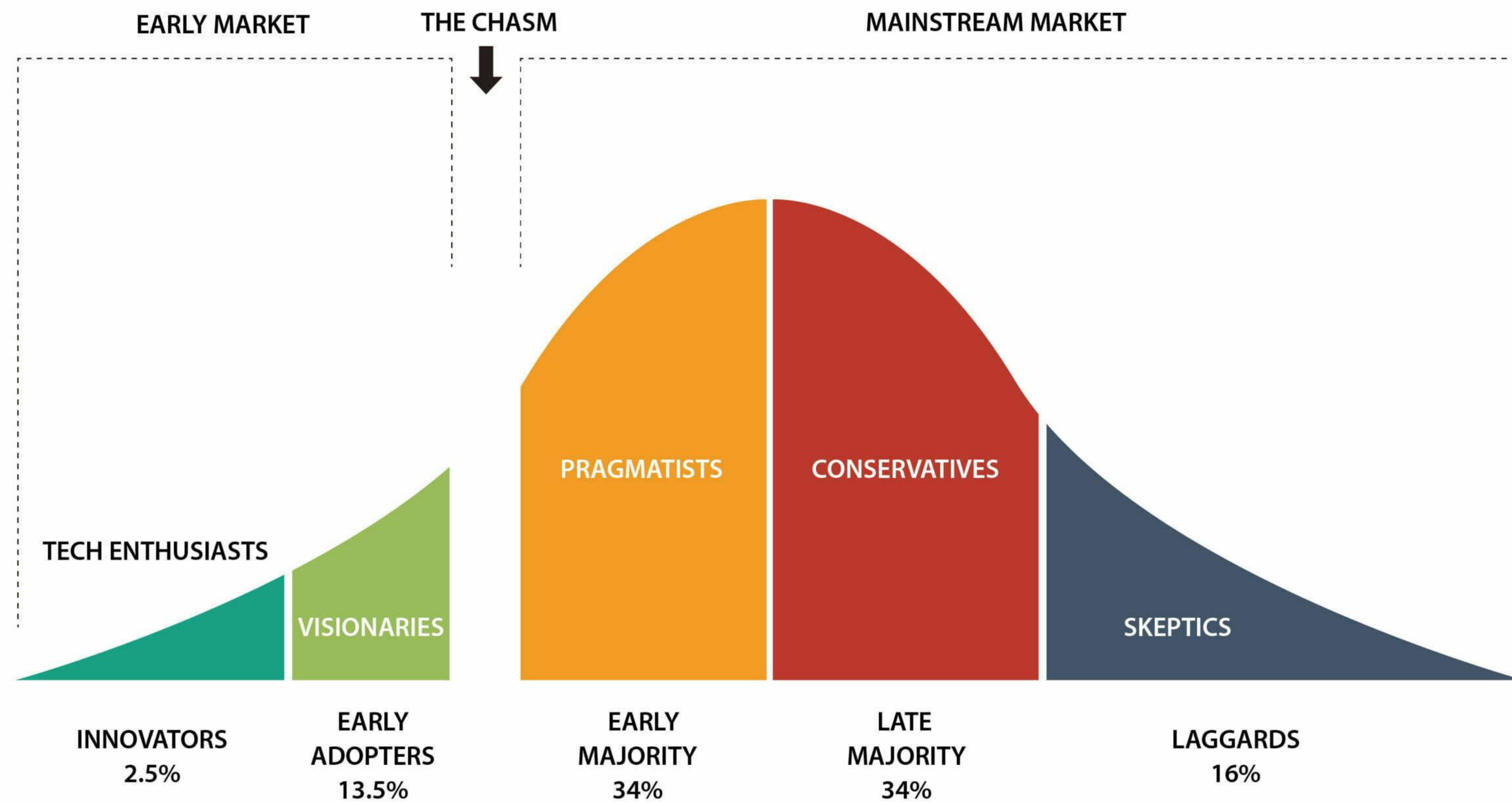
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- ✓ Iteration: prototyping is an iterative process that involves testing and refining based on feedback

Iteration



Key concepts

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- ✓ Iteration: prototyping is an iterative process that involves testing and refining based on feedback
- ✓ Early adopters: the first users of the product. The ones with valuable feedback.

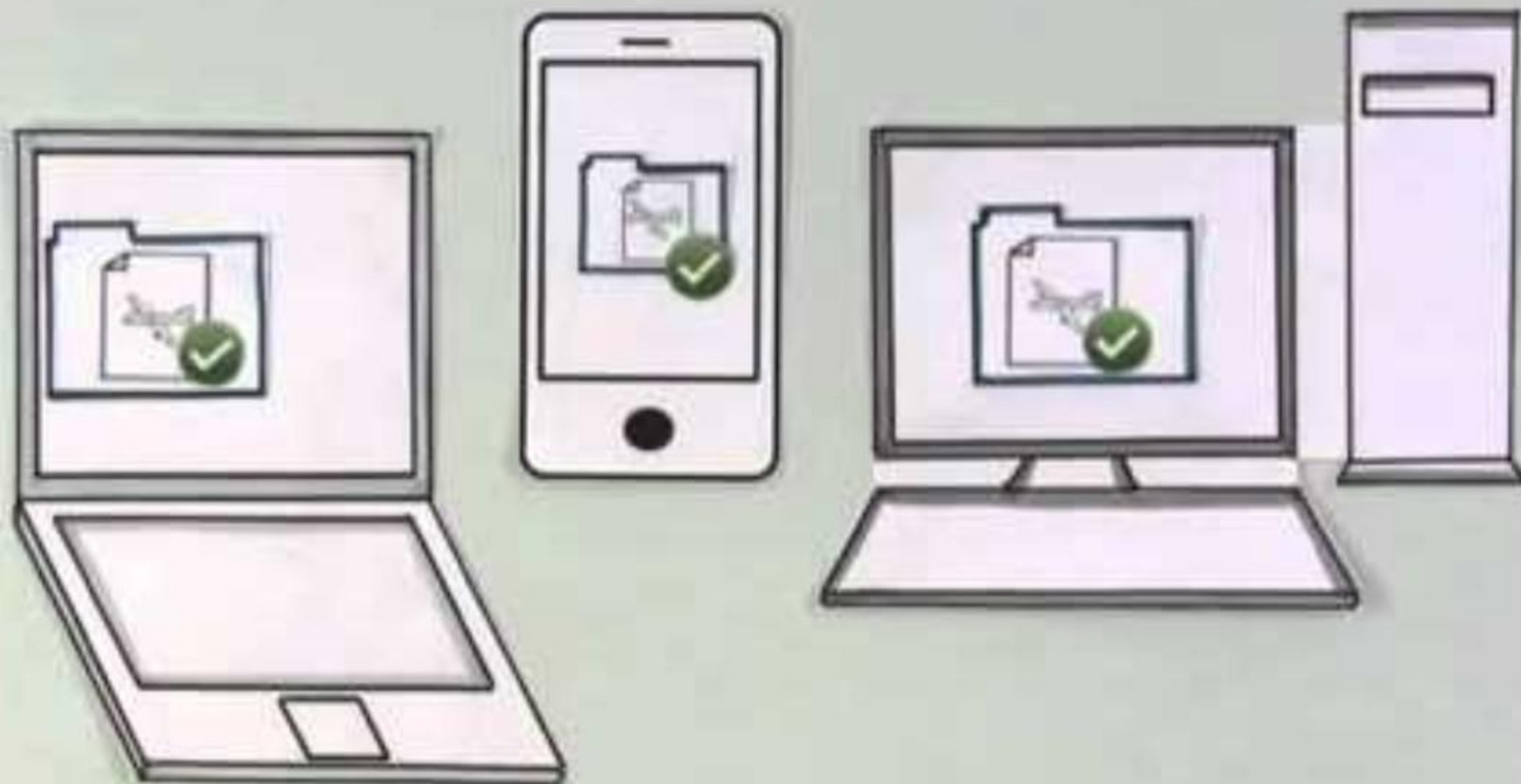


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- ✓ Collaboration: critical in the prototyping process, within the team and more
- ✓ Scalability: when prototyping, it's important to consider how the product will scale

Key concepts

All about learning

https://youtu.be/QRZ_17cVzzU?t=636

How to do it / Examples

https://youtu.be/QRZ_17cVzzU?t=852

IF I WERE OUR TEENAGE
GIRL TARGET, I WOULD
LOVE OUR NEW PRODUCT.

HAVE YOU ACTUALLY
TALKED TO ANY TO
MAKE SURE?

WHAT? AND
LEAVE THIS
ROOM?



123

SESAME STREET®



“If a picture is worth a thousand words, a prototype is worth a thousand meetings”

— IDEO





low fidelity

Low cost
Limited skills
Fast to produce
More iterations
Less clarity
Early look/design

Higher cost
Specialised skills
Longer to produce
less iterations
More clarity
Closer to final look/design

High fidelity

tech

low fidelity

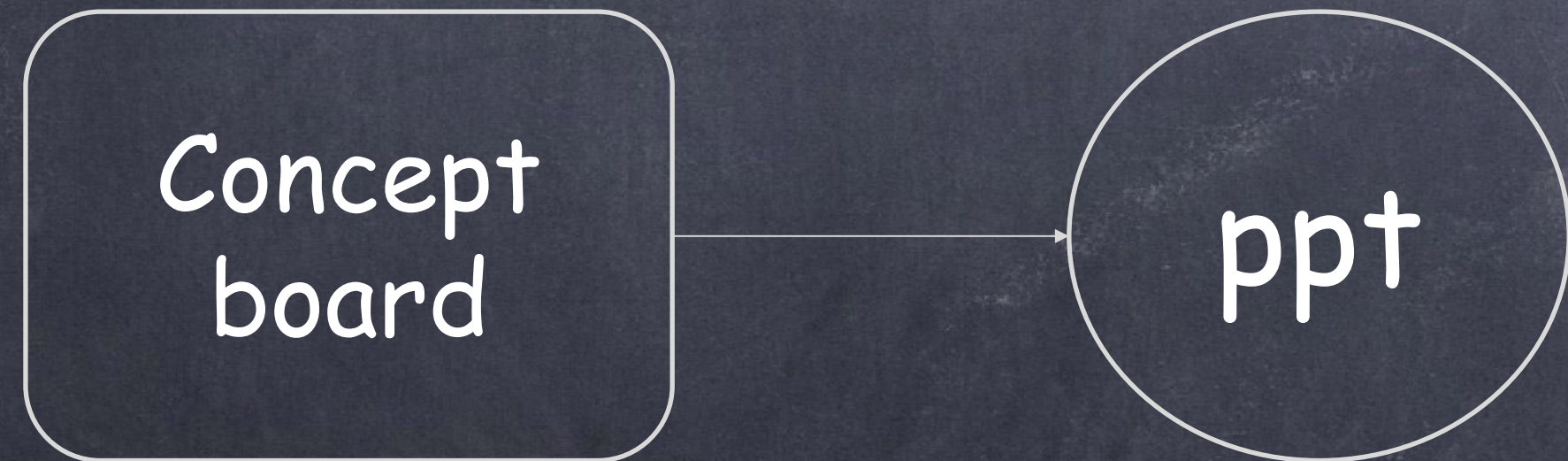
high fidelity

not tech

tech

low fidelity

high fidelity



not tech

tech

low fidelity

high fidelity

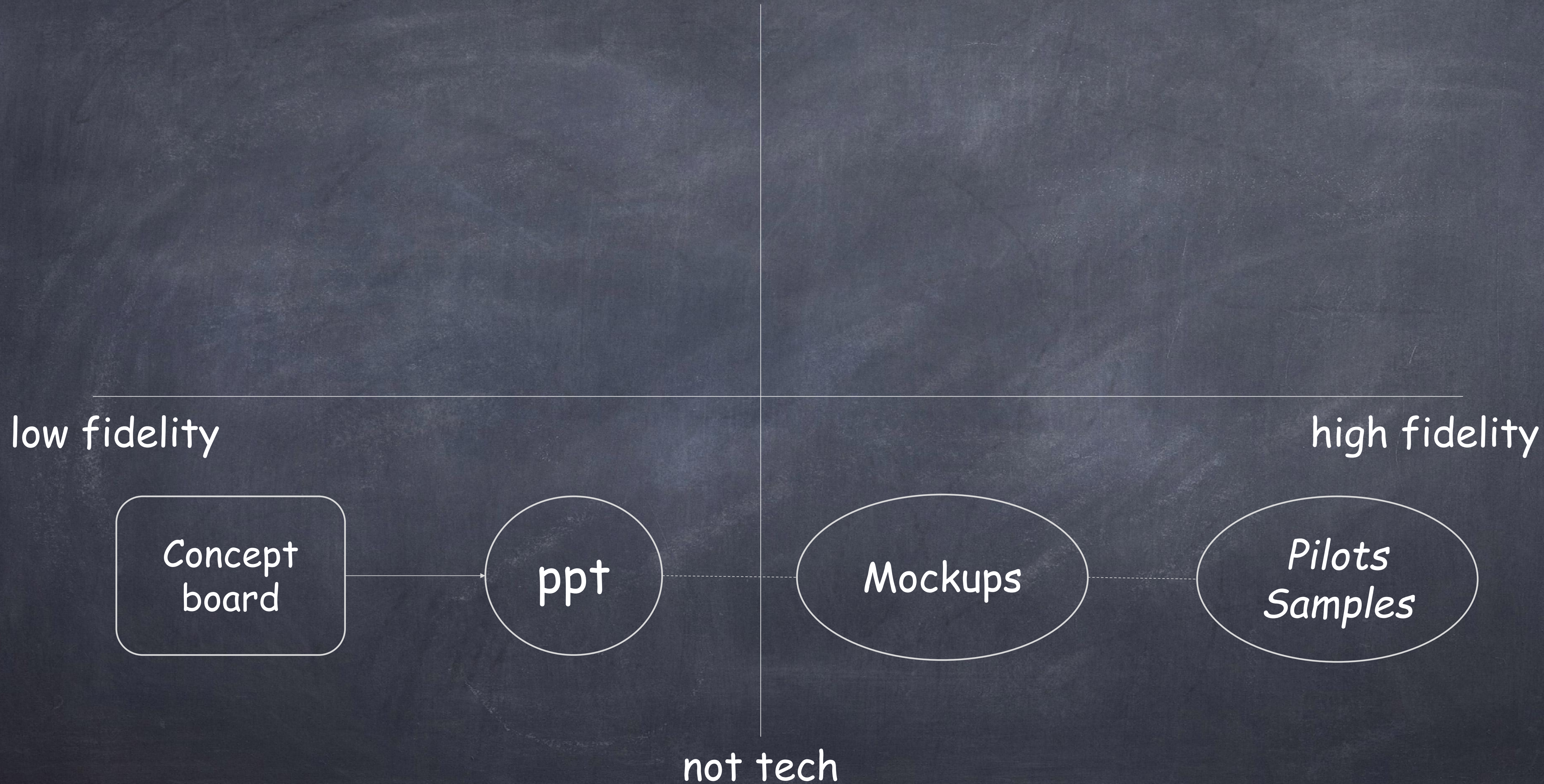
Concept
board

ppt

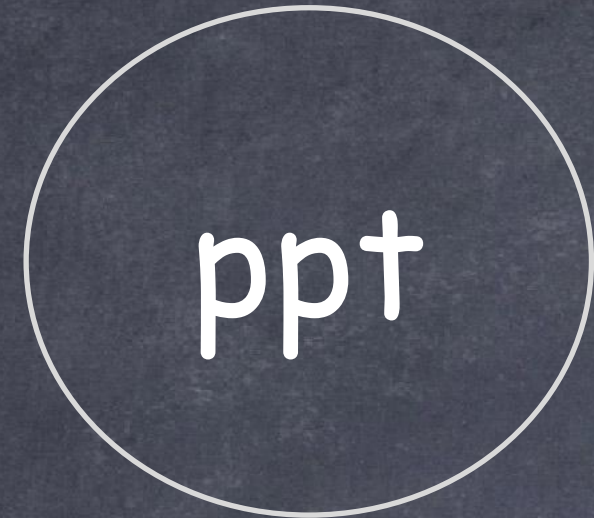
Mockups

*Pilots
Samples*

not tech



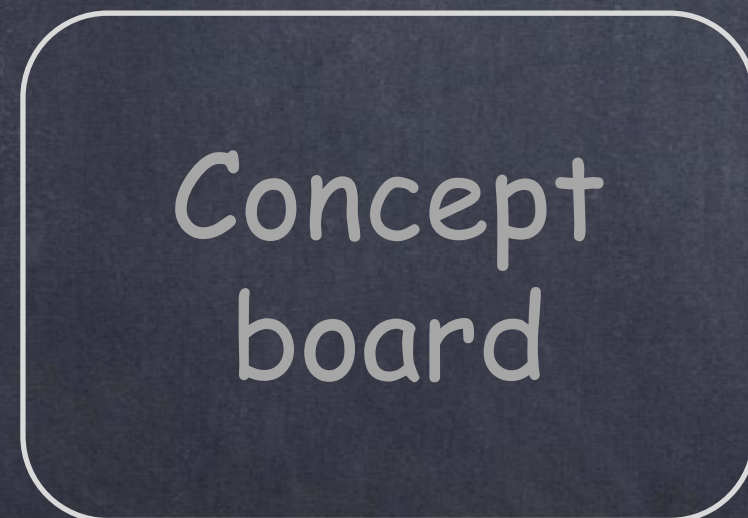
tech



- *Keynotopia*
- *Miro*
- *Figma*
- ...

low fidelity

high fidelity



not tech

tech

ppt

Landing
page

- *Keynotopia*
- *Miro*
- *Figma*
- ...

- *Wix*
- *Canva*
- *Carrd*
- *Framer*
- ...

low fidelity

high fidelity

Concept
board

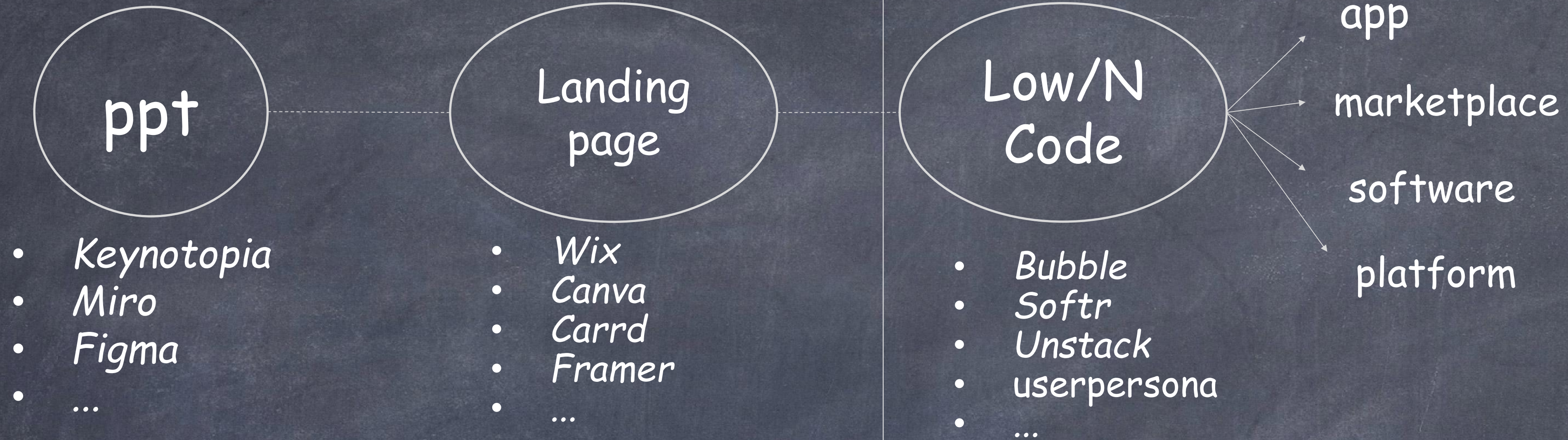
ppt

Mockups

Pilots
Samples

not tech

tech



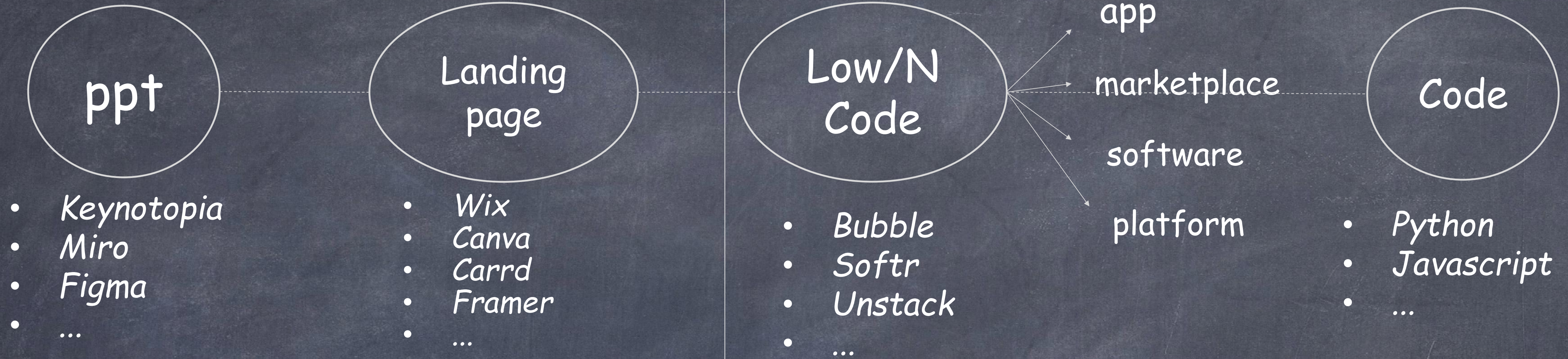
low fidelity

high fidelity



not tech

tech



low fidelity

high fidelity

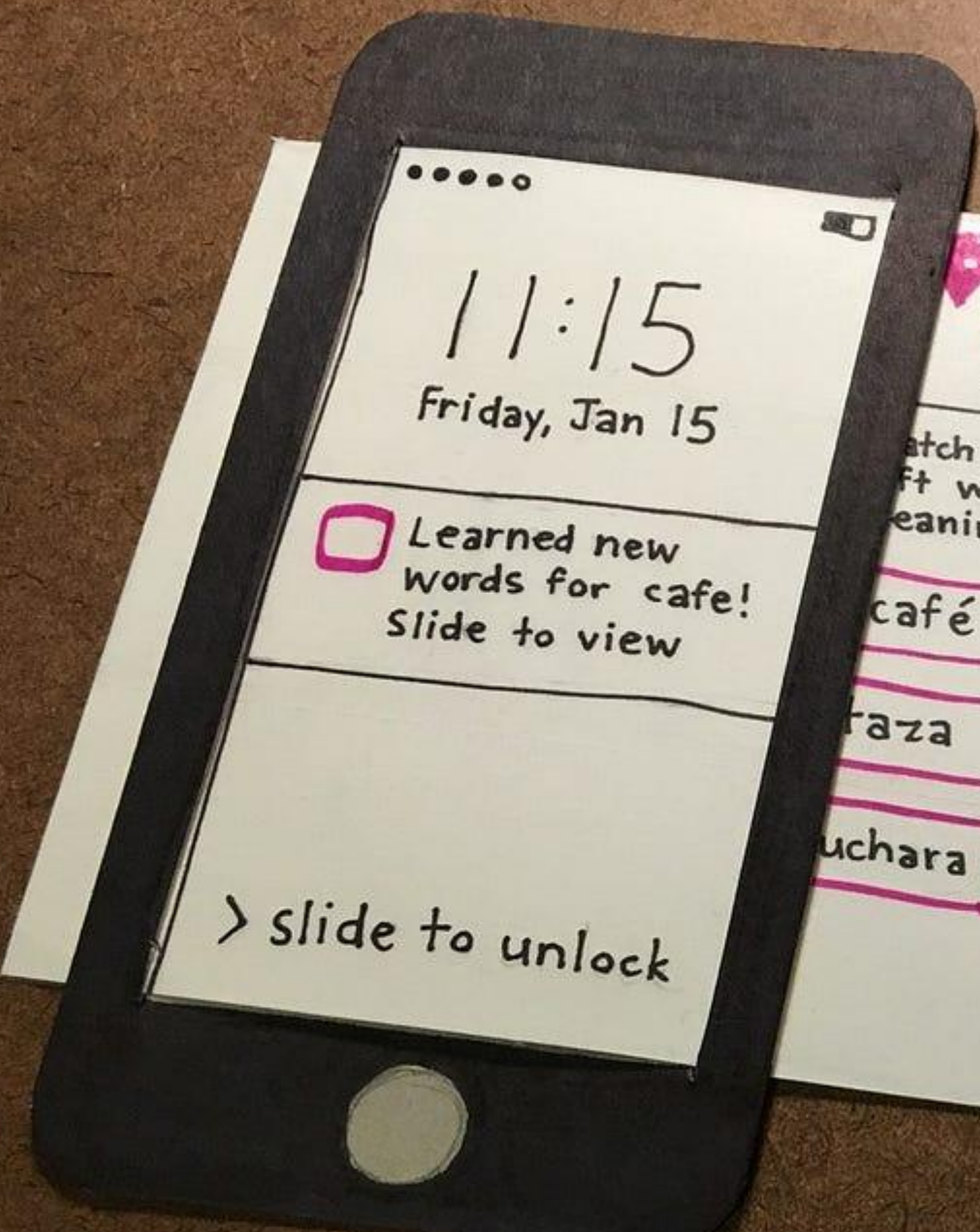
not tech





Tips for quick videos

- 1: Work from a script
- 2: Use voiceovers as a shortcut
- 3: Be mindful of visual rhythm and pacing
- 4: Get early feedback
- 5: Shorter is better!



CAFE
15% complete

Match each word on the left with its correct meaning on the right.

| | |
|---------|--------|
| café | spoon |
| taza | coffee |
| cuchara | cup |

CAFE
20% complete

Match each word on the left with its correct meaning on the right.

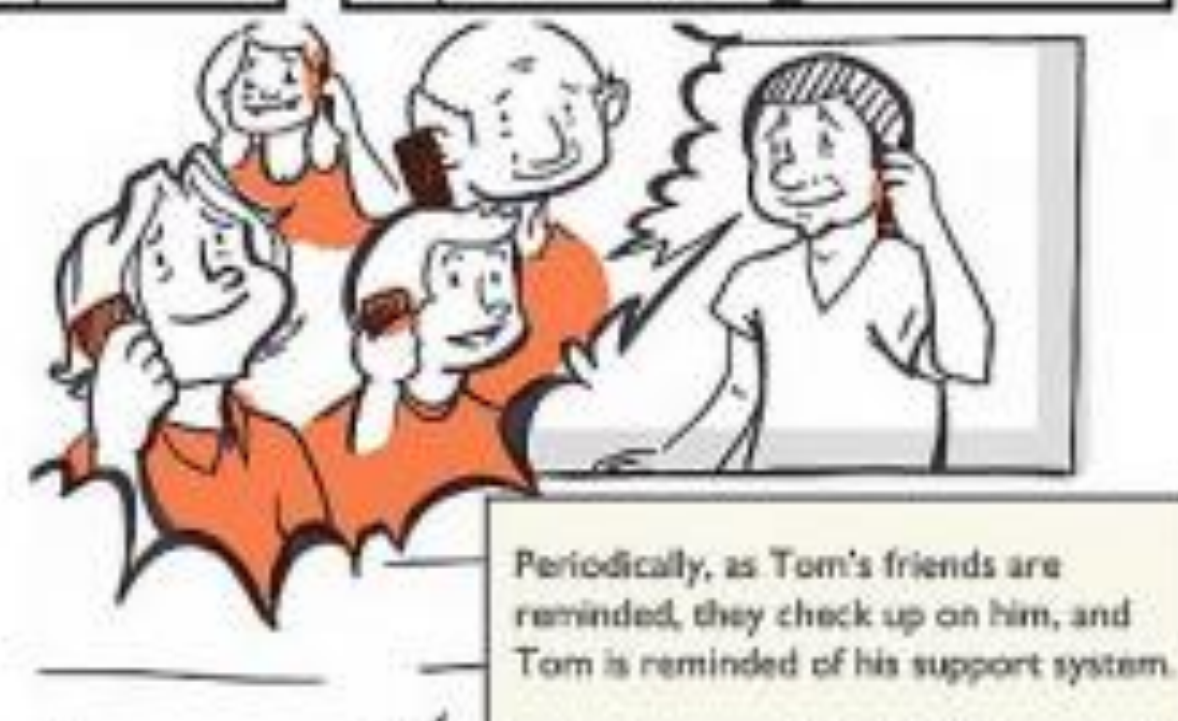
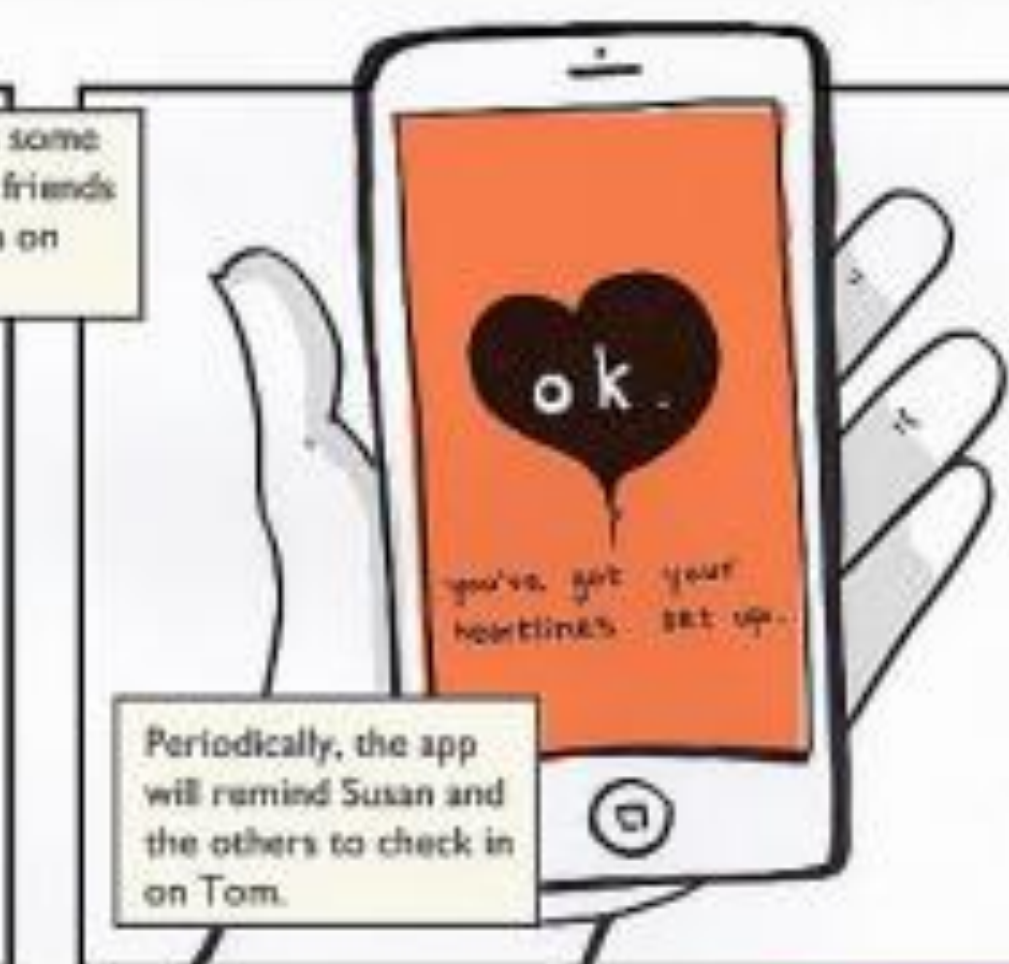
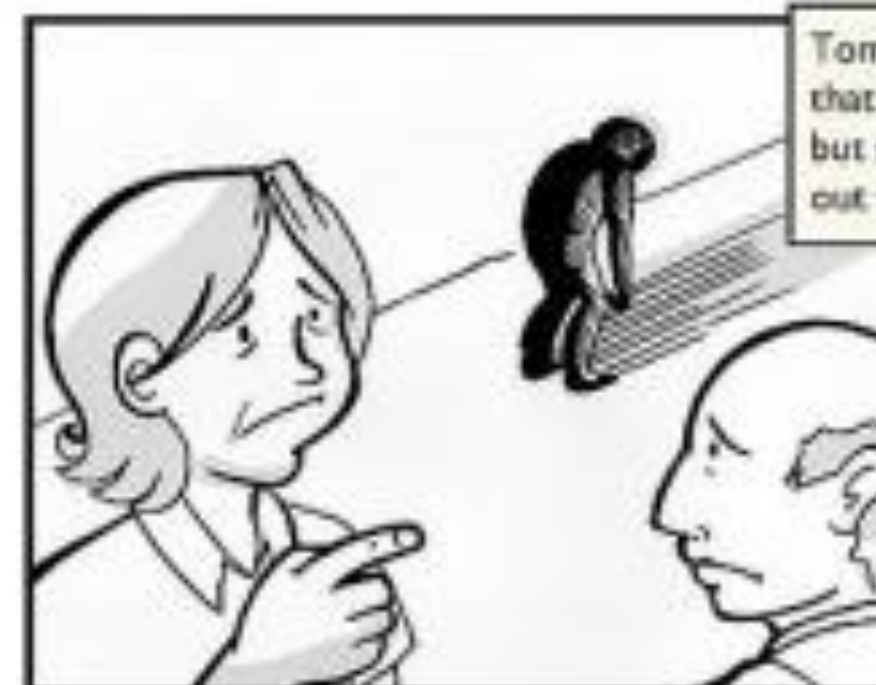
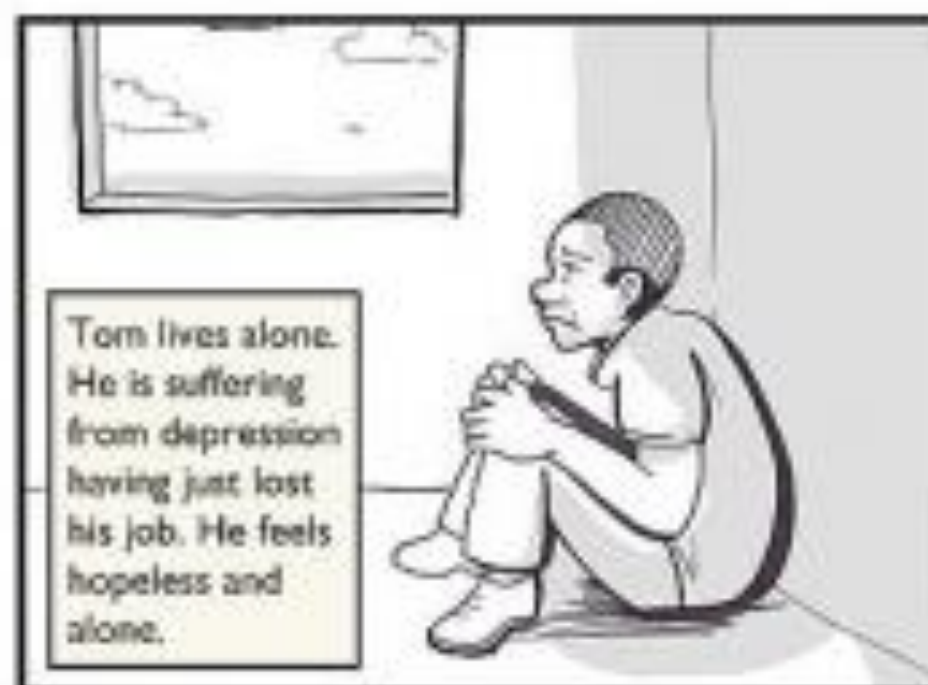
| | |
|---------|--------|
| café | spoon |
| taza | coffee |
| cuchara | cup |

✓ **Correct!**

CAFE
LEARN NEW WORDS?
YES **NO**

café

taza



Examples

- *Keynotopia*

<https://www.youtube.com/watch?v=QvMFu29n1O4>

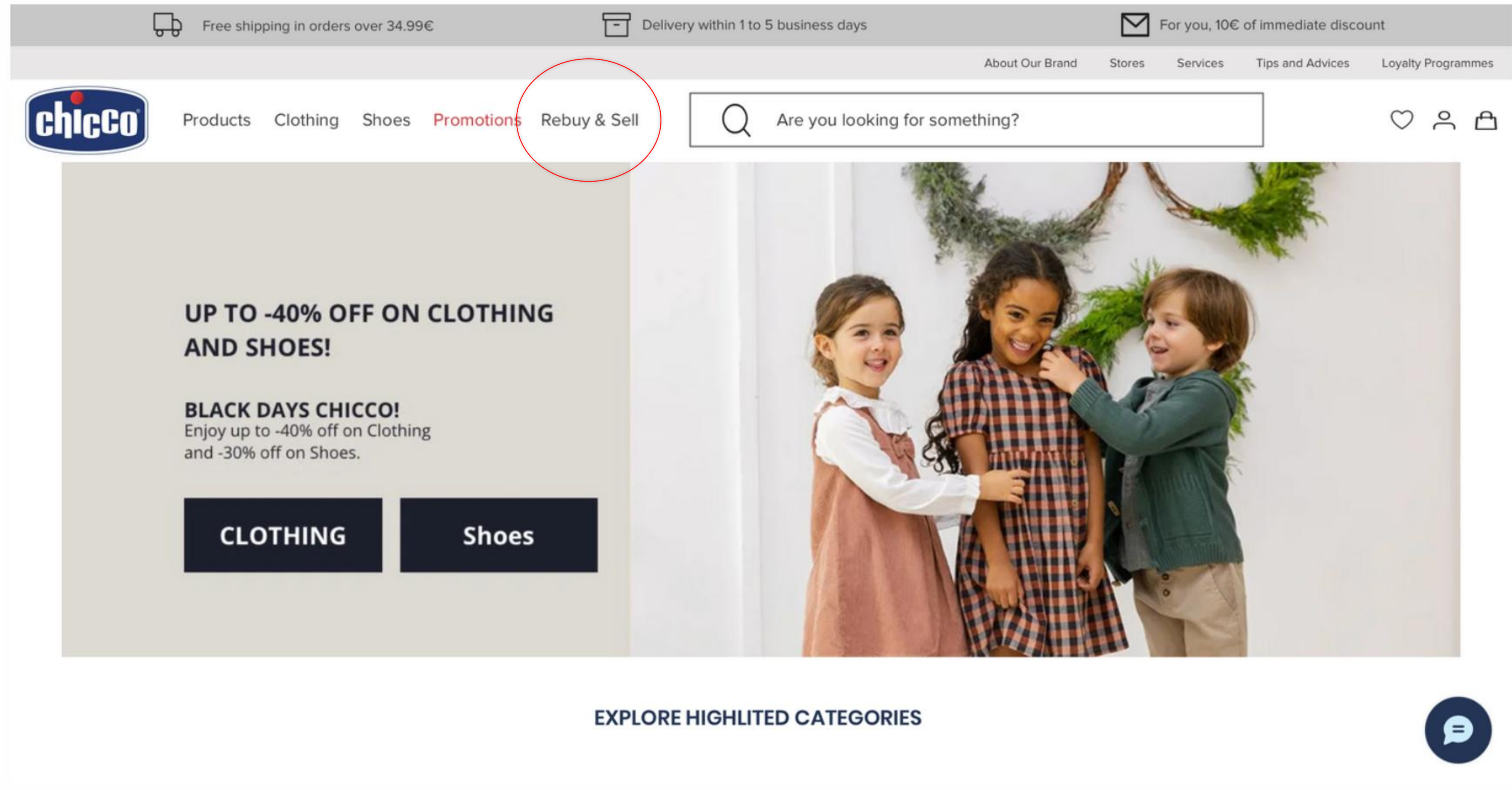
- *Figma*

<https://www.youtube.com/watch?v=3yTq4r6TcOo&pp=ygUJRmlnbWEgcHB0>

- *Unstack*

<https://www.youtube.com/watch?v=EfzJHU3MbhQ>

Prototype



[MENU](#)[REWARDS](#)[GIFT CARDS](#)[Find a store](#)[Sign in](#)[Join now](#)

STARBUCKS
REWARDS

Christmas Sounds

Give back to Earth with
Starbucks Grounds

[Download the app](#)[Discover Starbucks Rewards](#)

Grounds for Rewards

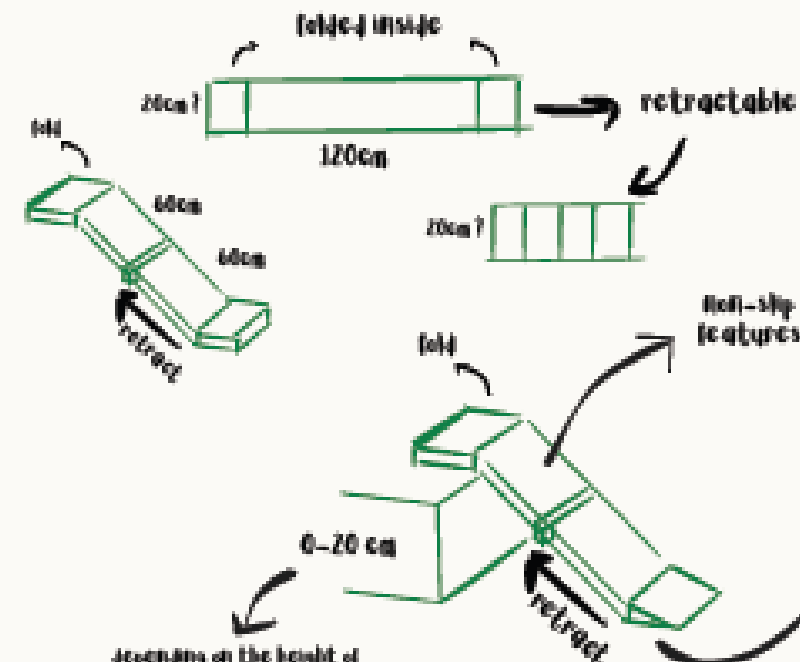
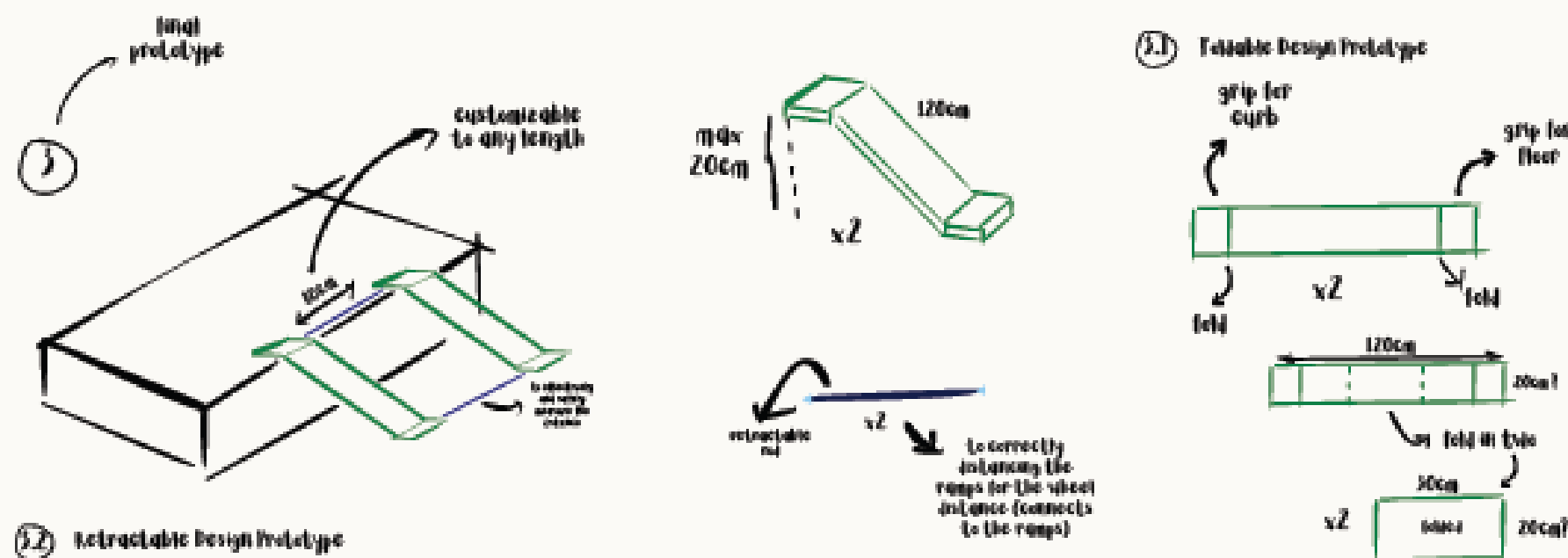
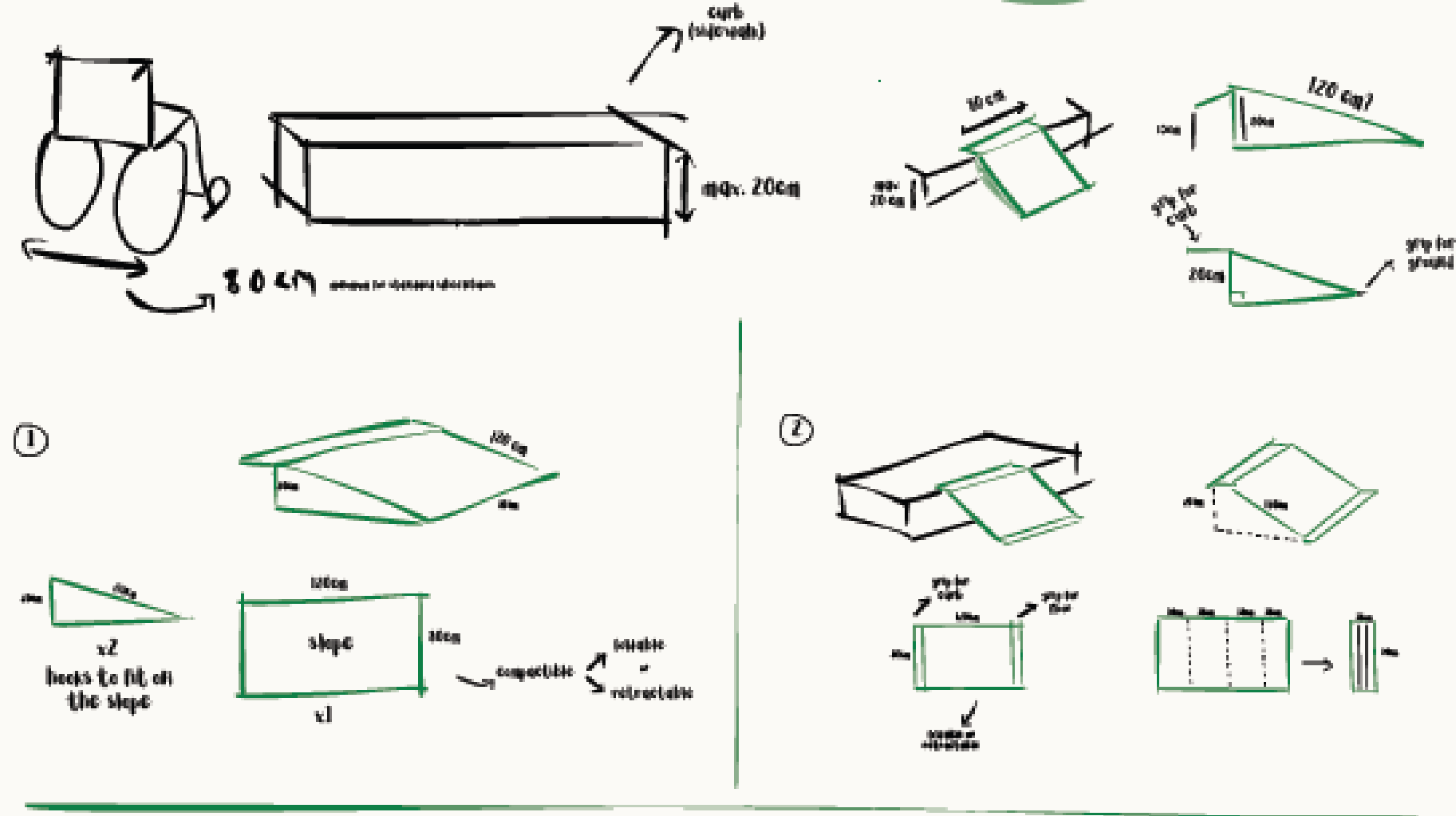
Starbucks' "Grounds for Rewards" program makes **sustainability** simple and rewarding. Bring back your **used coffee grounds** to any store, drop them in our designated bin, and earn **Starbucks Rewards Stars**. Redeem these Stars for **free drinks** or **discounts**. Together, we'll reduce waste, support greener farming, and give back to the earth: one cup at a time. And don't forget - **Drink in, breathe out.**

[Drink in](#)[Breathe out](#)

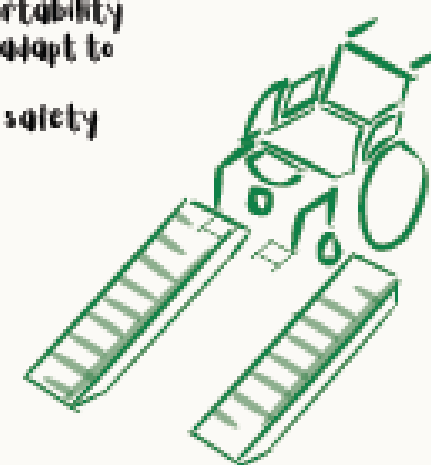
Did you know?

By participating in our program, you're not just reducing waste but you're also helping local farmers grow healthier plants. Together, we're building a greener future.

Prototype



- Lightweight ramp due to the lightness of aluminium
- Compact and retractable design for easy transport/portability
- Adjustable height to adapt to various curbs
- Non-slip surfaces for safety



PROTOTYPE



REUSE KIT



Tem pesadelos com este envelope e está farto/a de perder tempo à procura de um lugar para estacionar? Temos a solução para si!



Somos um grupo de alunos da Faculdade de Economia da Universidade Nova de Lisboa e estamos a estudar a possibilidade de uma solução favorável para todos. Deixamos o nosso contacto para o esclarecimento de qualquer dúvida.

936266193



VIA VERDE

Olá, bem-vindo!
Conheça a sua app Via Verde

Serviços

- Estacionamento
- Em Viagem

Categorias

- Portugal
- Tribais
- Estacionamento
- Em Viagem
- Abastecimento
- Serviços Auto
- Mobilidade Urbana
- Apelo ao Cliente

SMARTPARK

LOOK FOR A GARAGE

RENT MY GARAGE

CONTACT A RENTER

João Balão
R. António Enes
4.9 (32 reviews)

Rita Pereira
R. Am. Barroso
4.5 (37 reviews)

Rui Costa
R. Tomás Ribeiro
4.7 (39 reviews)

António Ferrão

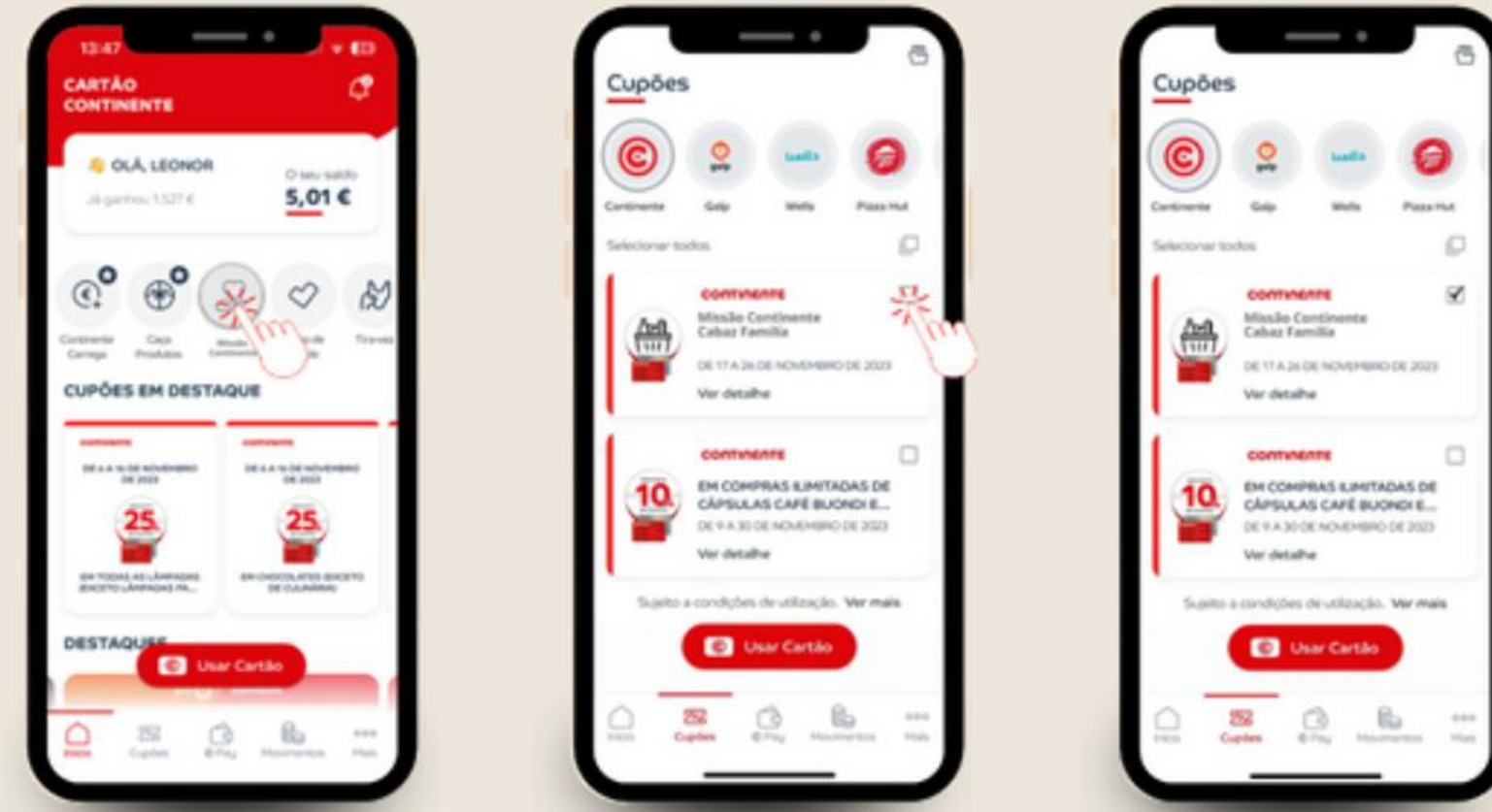
JANUARY 2024

MON TUE WED THU FRI SAT SUN

João Balão
R. António Enes
4.9 (32 reviews)

CONTACT A RENTER

CONTINENTE APP PROTOTYPE



SOME OF OUR PROTOTYPES



NOBOX


Para profissionais de saúde mais felizes

Descobre os cursos, breves e à distância, focados numa ferramenta para te ajudar no teu dia-a-dia


Os nossos cursos

- Construção de Equipas Coesas**
Será que sabemos mesmo o que é uma equipa? E teremos consciência das reais necessidades de trabalhar em equipa? Por que fazes passar uma equipa e que modelos podem explicar a sua evolução?
- Do Conflito à Colaboração**
Os conflitos são essenciais para o desenvolvimento das equipas e inovação. Mas como podemos transformá-los em oportunidades de colaboração?
- Equipas, da crise ao pós-crise**
As equipas estão cansadas após a crise da COVID-19. Como conseguiremos motivá-las para o novo normal? Com a evolução da crise, as equipas valorizam fatores diferentes. Se no início é a clareza das tarefas e organização, com...

Annex 2: Survey and QR code
Click here to access it: <https://forms.gle/dG35UnEfPFzKz3Lu5>



Annex 3: Prototype of our initiative in Zara's store in Rua Augusta



Examples from previous semesters

DON'T
WORRY
= *be* =
CRAPPY

Don't worry, be crappy.

Revolutionary means you ship and then test... Lots of things made the first Mac in 1984 a piece of crap – but it was a revolutionary piece of crap.

– Guy Kawasaki

Let's do some work!