



Types of Prototypes



BlueLion



A Foundation for
Entrepreneurs

What is a prototype?

A model of a product or service with the purpose of testing the critical elements of the final product early on (design, functionality, experience, feasibility, usability)



Why prototyping?

- Honest and valuable feedback
- Ideal format to test your assumptions
- Cheap, fast and easy way to generate a lot of learnings
- Try out different versions in a short time
- Identify problems before the product is built
- The customer is consistently put in the center
- Build-measure-learn



Which rapid prototypes are there?

Landing Page

Physical Prototypes

Mock-ups

Customer Journey

Click-Dummies

Landing Page

A single web page that a person "lands" on after clicking through from an email, ad, or other digital source.

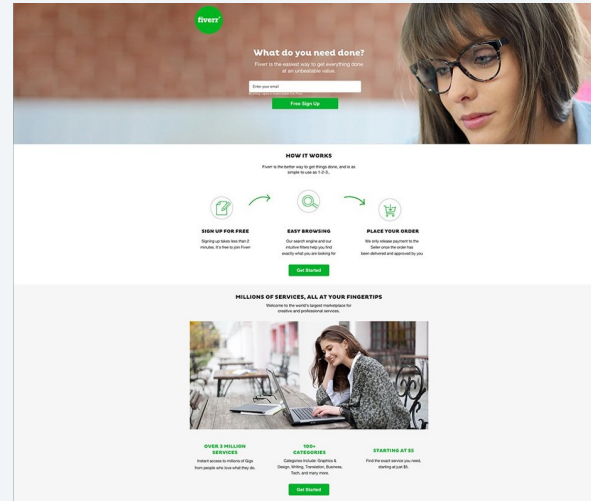


PROVIDERS

- Strikingly
- Wix
- Squarespace



EXAMPLES



Mock-ups

A complete product or mock-up used to demonstrate the design and/or features of a planned or already launched product.

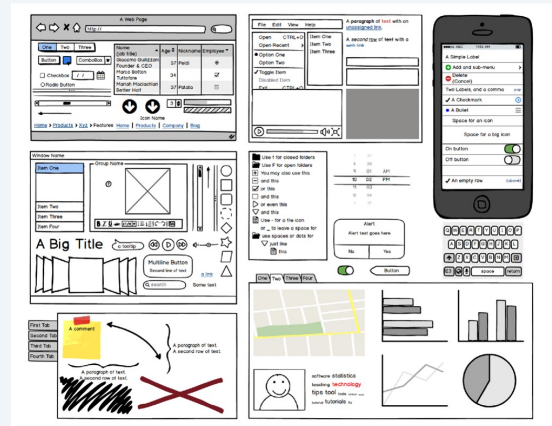


PROVIDERS

- Balsamiq
- moqups



EXAMPLES



Click-Dummies

A partially interactive prototype of a web page or application. A clickable placeholder.

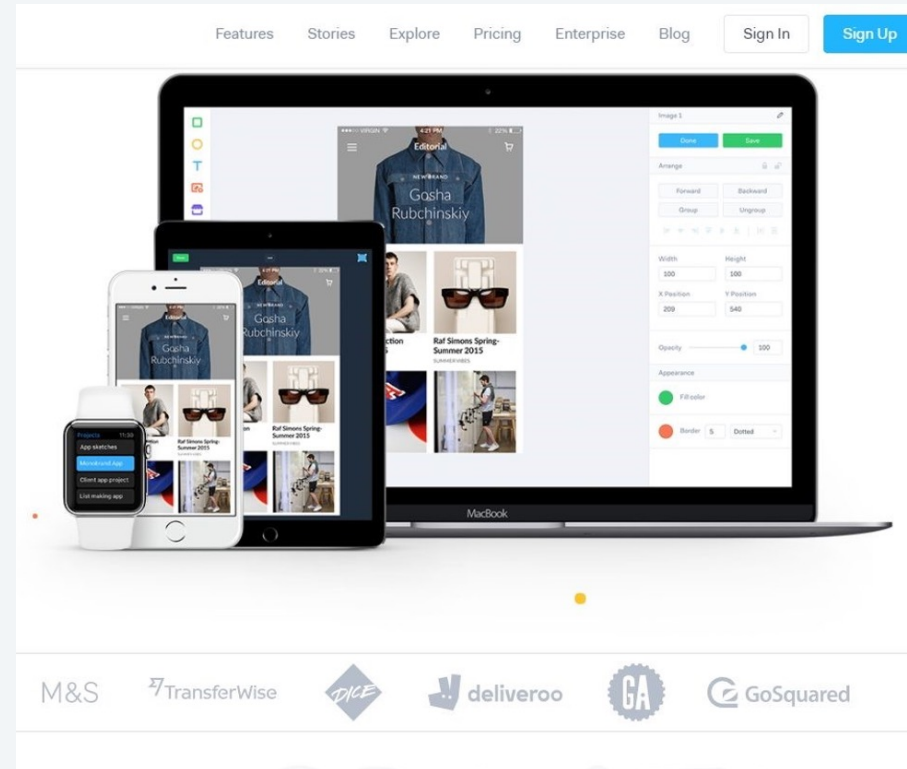


PROVIDER

- Balsamiq
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- figma



EXAMPLES



Physical Prototypes



EXAMPLES



Customer Journey



EXAMPLES

