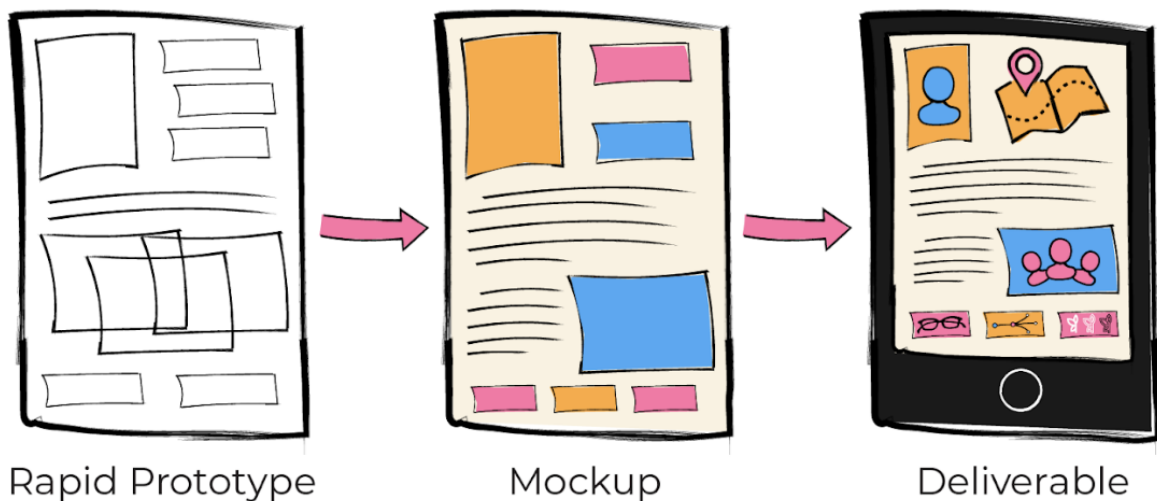


Rapid Prototype, Mock Ups and Deliverables

The primary goal of prototyping is to test out ideas. Rapid prototyping, allows you to generate multiple versions of one, two or more ideas in a short period of time. This kind of prototyping serves as a valuable tool for testing ideas for projects and in the process learning the most you can about what potential users need and want. By creating a quick but concrete representation of what you have in mind, you'll be able to think through your ideas and then use the prototype to gain feedback and insight from potential users.



Why Rapid Prototyping?

One of the significant advantages of rapid prototyping is the time and money it can save you. You'll be able to identify issues and make improvements without spending a lot of time and energy upfront. Rapid prototyping encourages constant refinement based on user feedback, ensuring that the final project aligns with user needs and expectations.

Some examples of rapid prototypes include a quick sketch of website layout, just enough to show where you will include an image, a title, a story, references to statistics, a video, etc. This can be completed quickly yet is a significant move toward thinking about and sharing what it is you have in mind. Rapid prototyping for many project ideas, events, podcasts, social media campaigns, and more.