

04 Prototyping

1. Notes

After watching three videos about Google entrepreneurs, I realized that prototyping mainly lies in the process rather than the tools. In the first video, the idea that "process is more important than perfection" left a deep impression on me. The speaker encouraged starting with simple sketches and paper prototypes as early as possible, even if the ideas are not fully clear. I noticed that this low-fidelity phase facilitates exploring different layouts and user flows without spending too much time. From the cycle of "ideation → sketching → prototyping → testing → improvement", I understood that design is a continuous improvement loop. Paper prototypes also help identify potential problems before moving forward.

In the second video, the focus shifted to digital prototyping. I learned that teams used to rely on slower methods, but now digital tools can quickly update user experiences. I found it useful that digital prototypes can simulate functions such as link redirection, navigation and interface responses. This phase makes testing more realistic while still maintaining flexibility. The video also emphasized the importance of moving quickly: creating digital models, testing with users, collecting feedback, and then improving again. This helped me understand why speed matters in early-stage design.

The third video introduced native prototyping, which means building workable versions of ideas using real code. I learned that programming at this stage is not about writing perfect software, but about exploring various possibilities and testing on real devices. This allows designers to try hardware features like sensors or camera functions, which cannot be tested in simple models. The video also highlighted the value of showing functional prototypes to users or stakeholders, as this makes the concept more convincing.

Overall, these videos made me understand that prototyping is an iterative process where learning is more important than perfection.

2. Find another useful resource about prototyping

This is a podcast that I found which truly presents the product development process and the actual role of prototype creation. The program is hosted by product designer Phil Staunton and Tom Constable. Each episode invites entrepreneurs, engineers, and manufacturers to share their experiences during the process of facing failures, iterative revisions, and early testing.

I think it is very valuable because it shows that prototype design is not just a part of the design process, but a method that can quickly identify problems and reduce risks. These conversations are both practical and easy to understand, and they also emphasize how early testing shapes the final successful product. For me, it is particularly inspiring because it demonstrates that prototypes are not just design exercises, but an important stage for identifying problems and quickly trying out solutions.

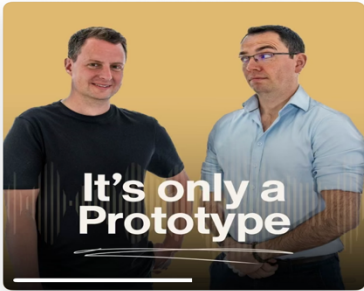
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Welcome to It's only a Prototype!

What does it really take to launch a physical product? Spoiler: it's messy, it's unpredictable and it's never as smooth as the success stories make it sound.

Welcome to It's only a Prototype, the podcast that goes behind the curtain of product development. In this trailer episode, your hosts Phil Staunton, an experienced industrial designer and founder of a product design consultancy, and Tom Constable, a curious outsider with a tech and entrepreneurial background, introduce the purpose of the show and what you can expect in the season ahead.

Whether you're navigating complex supply chains, trying to avoid manufacturing pitfalls, or wondering when to pivot or pull the plug, this is the podcast where product people share the lessons they learned the hard way.

What You'll Learn in This Trailer:

<https://its-only-a-prototype.captivate.fm/>