

After watching three rapid prototyping videos from Google for Entrepreneurs (Sketching, Digital, Native), I realized that the core of prototyping design is not the tool itself, but rather driving thinking through continuous production, testing, and feedback. Whether it's hand drawn sketches, digital prototypes, or native prototypes that are close to real products, they are not the final product, but rather a medium for questioning and learning.

In Sketching, fast and low-cost hand drawing is emphasized as the most effective starting point. Sketches do not pursue aesthetics, but help teams quickly externalize ideas and identify logical and experiential issues early on. This approach encourages failure and reduces the psychological burden of 'perfect design'.

Digital prototyping is used to further test user processes and interaction logic. Through digital tools, user paths can be simulated to gain a clearer understanding of the product's performance in real-world usage scenarios. The focus of this stage is still not on technical implementation, but on whether the user experience is reasonable.

In Native prototyping, prototypes begin to approach real products for testing performance, reaction speed, and complex interactions. But the video also emphasizes that not all projects need to reach this stage, and flexible choices should be made based on goals and resources.

Overall, these three prototype approaches constitute a continuous process from "idea" to "validation". The true value of a prototype lies in its ability to prompt designers to constantly ask questions, revise assumptions, and shape more meaningful design outcomes through user feedback.

《Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days》 – Jake Knapp

Sprint "provides a detailed introduction to the five-day design sprint process used by Google Ventures in real projects, where prototype design is a key link connecting" ideas "and" real-life feedback ". The book emphasizes that prototypes are not meant to showcase a highly completed product, but to test hypotheses, expose issues, and obtain real feedback through user testing in the shortest possible time. This prototype concept of 'realistic enough but not pursuing perfection' effectively reduces risks in the design and decision-making process. In addition, the book illustrates through multiple real-life cases that projects of different complexities can adopt prototype forms of varying fidelity, such as paper prototypes, clickable interfaces, or scenario simulations. This made me understand that prototypes are a thinking and communication tool, not just the design outcome itself. This resource has high reference value for understanding how rapid prototyping supports team collaboration, decision-making, and user centered design processes.