

30 Minute Prototypes Cheat Sheet

Creating good prototypes fast relies on understanding users' pain points, brainstorming solutions, defining features, creating quick prototypes, testing them, and integrating feedback.

Prototypes don't need to be fully functional to be tested. They just need to present your solution in a way that the user can understand and interact with. "Less is More" is one of the golden rules of prototyping. When you're running on a shoestring budget, you can't afford losing time or money on what's not going to move you forward.

Here's a quick cheat sheet to help you jump-start your prototyping effort. Print it and fill it out so you're ready to prototype your next app friction-free.

Users

Write 3 paragraphs describing 3 target users. What are their ages? genders? lifestyles? jobs? apps they use? blogs they read? Keep it simple and direct.

Pain Points

What are the top 3 problems, challenges or pain points your users want to solve or eliminate?

Solution

How will your idea help users eliminate their pain points? Briefly describe 3 situations where your product helps users solve the problems you've identified above.

(Extra Credit: Write down the situations before and after using your product)

Features

What are the top 3 features that your product MUST have in order to deliver the solution in each of those situations? In other words, if your product *can have only 3 features*, what would they be?

Success Metrics

How will you find out if your idea is good enough? what measures will you use (time, error rate, fun factor, ...) during user testing? What is the ideal value for each? And how will you measure them?

If you have any questions, email me at amir@keynotopia.com

