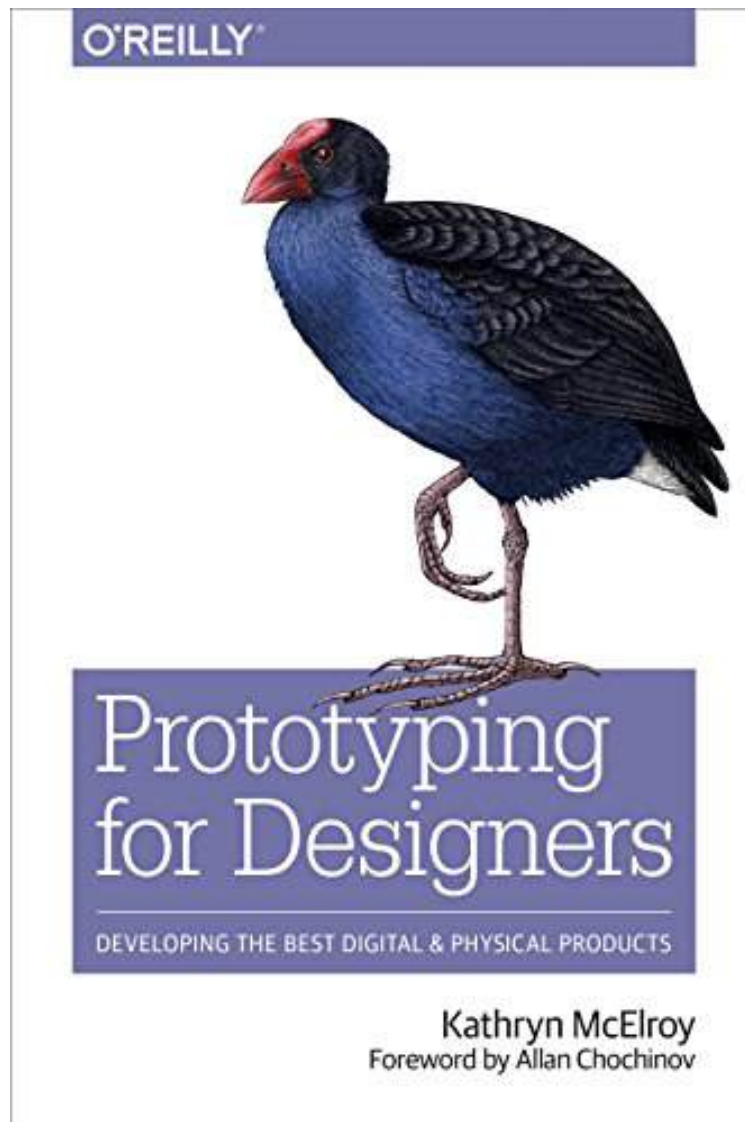


Prototyping for Designers: Developing the Best Digital and Physical Products

By Kathryn McElroy



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0 of 0 review helpful Five Stars By Ben Bartlett Excellently written and laid out It s a robust information heavy read with plenty of helpful resources throughout Prototyping and user testing is the best way to create successful products but many designers skip this important step and use gut instinct instead By explaining the goals and methodologies behind prototyping mdash and demonstrating how to prototype for both physical and digital products mdash this practical guide helps beginning and intermediate designers become more comfortable with creating and testing prototypes early and often in the process Author About the Author Kathryn McElroy is an Advisory Designer for the IBM Mobile Innovation Lab in Austin Texas She is an award winning designer and photographer and is passionate about near future technology and building electronics and smart objects She

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