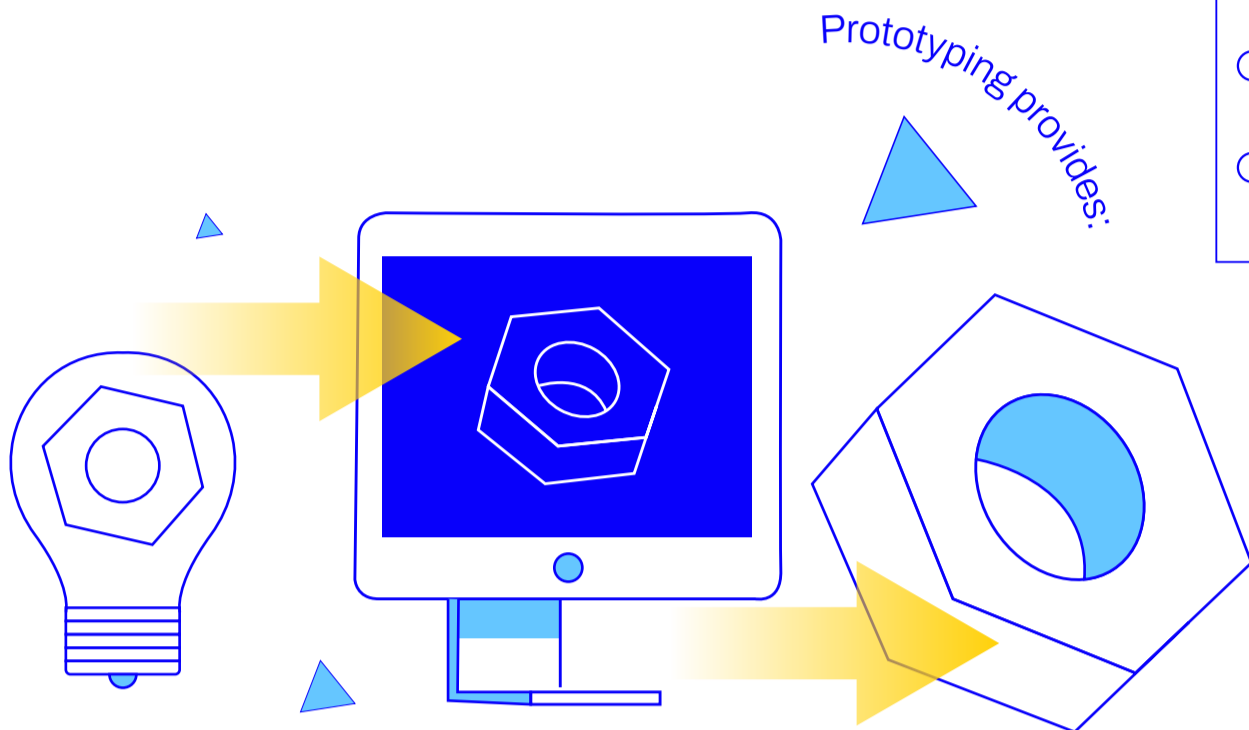
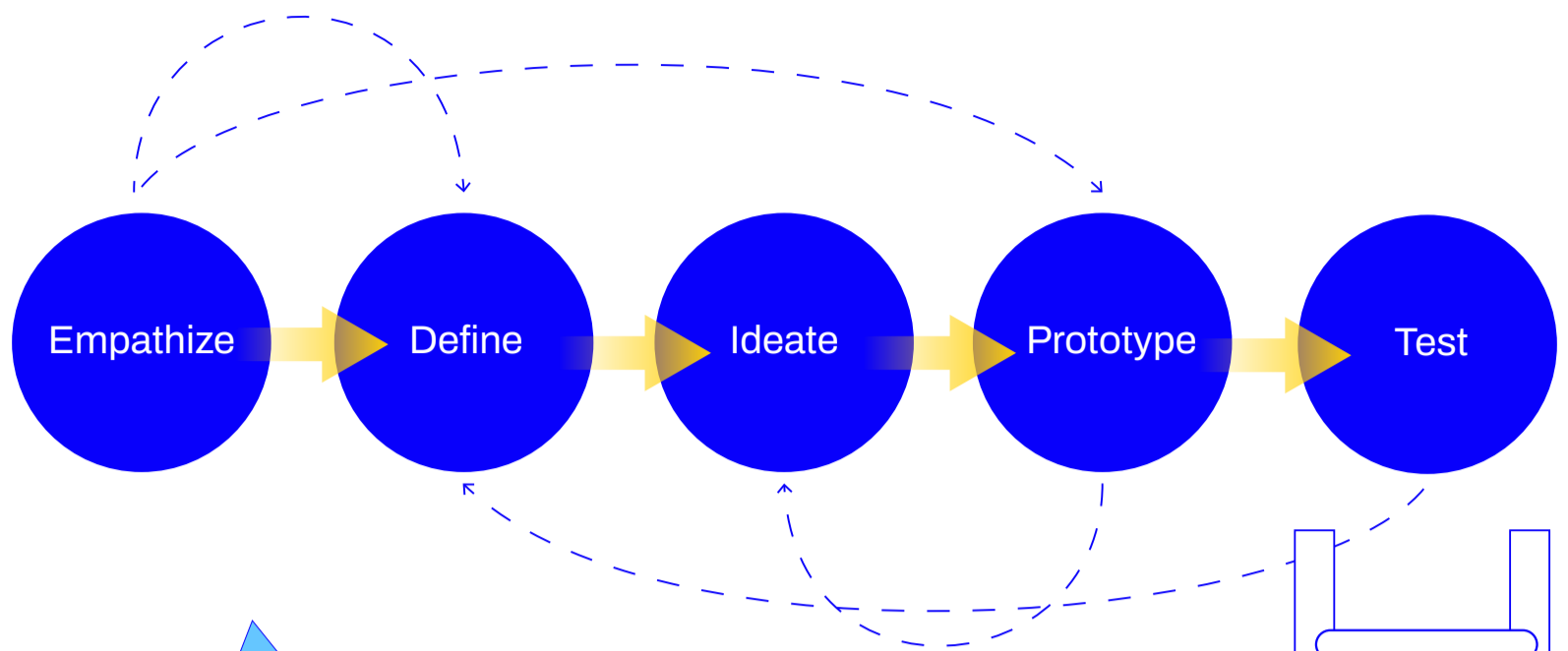


Prototyping & Proof Of Concept

Why We Use it:

Part of the **Design Thinking process**



Prototyping provides:

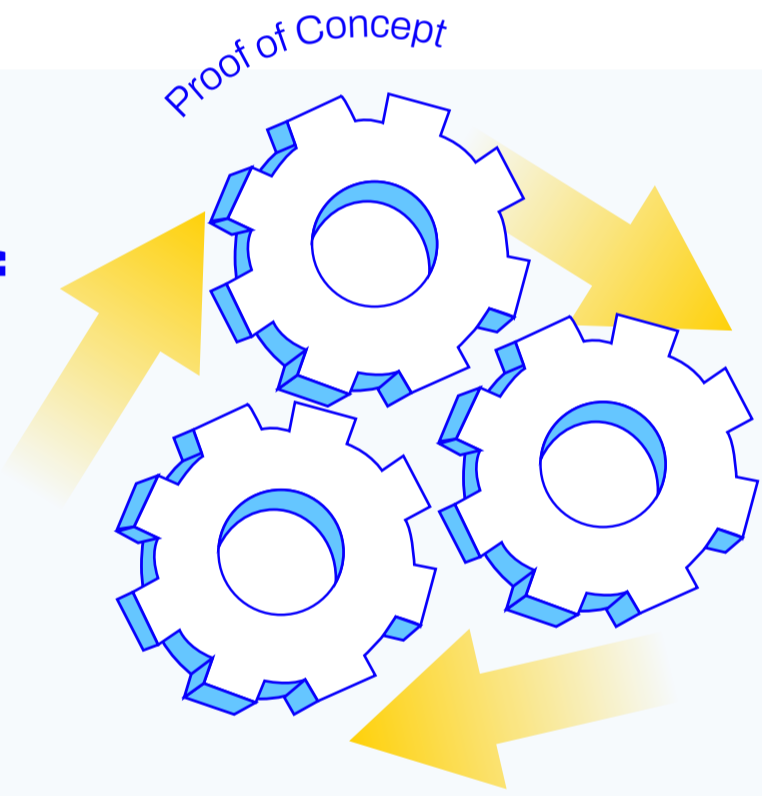
- A foundation to ideate towards improvements;
- Possibility for early changes/adaptations;
- A connection between designers user needs and pain points;
- Ownership to concerned stakeholders;
- Improves time-to-market

The value of a Proof of Concept (POC)

The POC is there to generate immediate internal feedback.

Once approved it can:

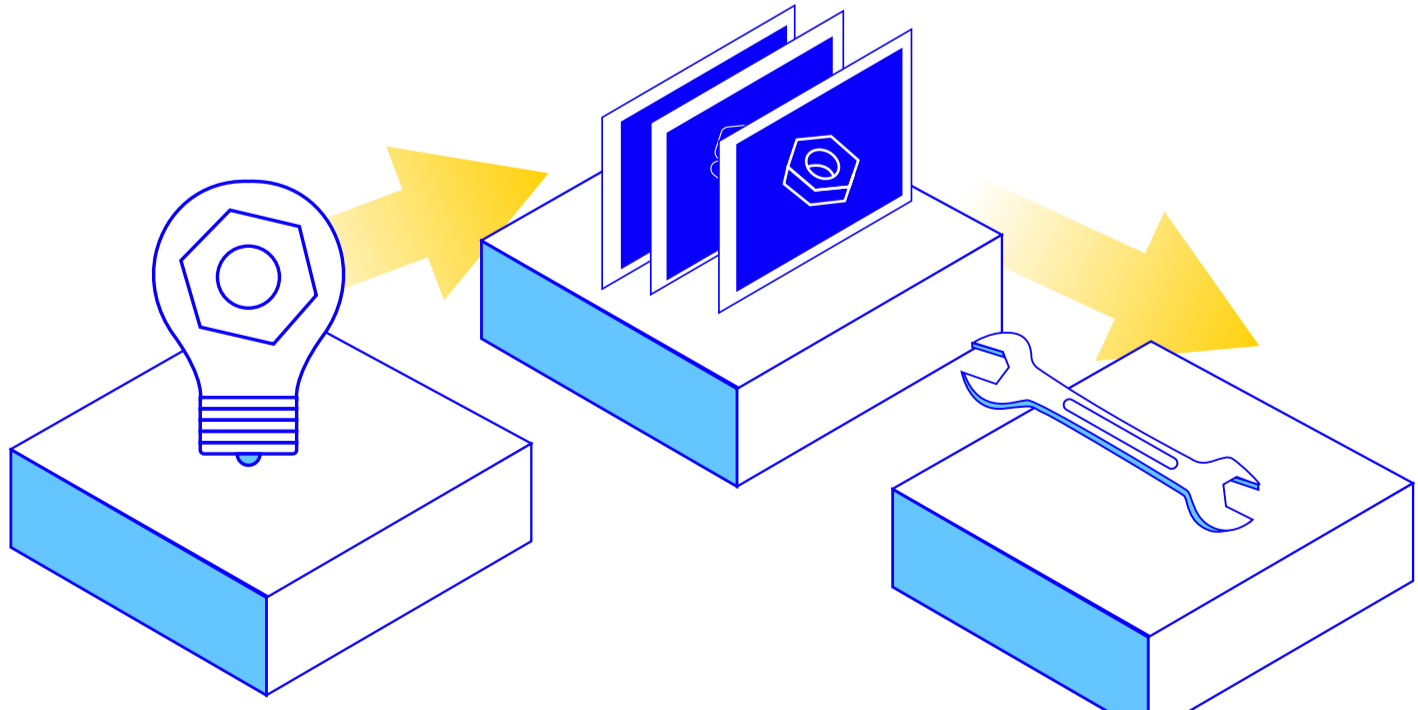
- Identify potential technical logistical issues and risk factors;
- Provide the opportunity to assess design choices early;
- Help sell ideas to stakeholders and buyers;
- Inform decisions about monetary investments;
- Be the deciding factor before a product is launched.



Prototyping Vs POC Vs MVP

Prototype:

How will the product function and look?



POC:

Is the business idea technologically feasible?

MVP:

Does the product fit the market and answer its prospective users' needs?

To complete the picture:

[Download our Prototyping & POC Ebook](#)