Interaction Prototyping and Evaluation is a method that helps you to simulate and test how people will experience future interactions with your design. It helps you to evaluate concepts at an early stage of development, facilitating quick learning cycles during concept development.

You test and observe the users’ experience of specific aspects of your design. These observations help you to decide on design characteristics, such as the physical shape and use sequence of a product, and to identify knowledge gaps.

Possible procedure

**STEP 1**
Make a quick scenario sketch – a Storyboard – of expected future interactions.

**STEP 2**
Create an interaction prototype, a rough and simple version of the design aspects you wish to explore.

**STEP 3**
Users or actors use the prototype and act out the interactions as if using a final design. Tw eak the prototype. Repeat the process until you are satisfied and ready to resume developing the concept. During this step:
- Focus on the user’s behaviour, not words.
- Make sure that observers are recording the interactions.

**STEP 4**
Evaluate the experienced interaction qualities you saw when the prototype was used. An example of an interaction quality is ‘the user interacts with the product gracefully’. Link these qualities to the design’s properties and revise it as necessary.

Limitations of the method
- Users may mistake this method for Usability Evaluation. However, the method generates insights into the desired and experienced interaction qualities of product concepts. Its results should help you to develop your concept further and feed into a more comprehensive list of design requirements. A final design still needs to be evaluated in terms of a user’s actual experience of the product and its usability.
- Tips & Concerns:
  - Give yourself space to develop and explore various prototypes. Building the prototypes is a quick process, especially with more practice. As your skill improves, you can use the method in more collective situations such as client meetings.
  - Try to involve someone with experience in improvisation/theatre techniques. However, you do not need to be a good actor or improviser to use this method. Anybody can build simple prototypes and observe how a user or actor’s interaction with it unfolds.
  - Try to enact the interactions in gestures, behaviour and events rather than verbally in conversations.
  - Developing, enacting and evaluating interaction prototypes should typically take you 2 to 4 hours per prototype.

**REFERENCES & FURTHER READING**

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