

DIFFERENT FLAVORS OF FIDELITY

Fidelity comes in different flavors depending on what you are prototyping. While it is often connected with visual fidelity (look and feel), you can also talk about fidelity in other dimensions, like fidelity of the implementation.

PHYSICAL



2D/3D sketch



paper/
cardboard
mock-up



3D-print
small scale/
actual size



hand-made or
hand-finished
unique in real
material



small-scale
production using
actual production
process



scalable mass
production in
reproducible
quality

DIGITAL



idea
sketch



wireframes



paper
prototype



interactive
click-model on
device using
prototyping tools



functional prototype/
proof of concept
using throwaway code
in prototyping
environment



prototype/
pilot/beta on
actual production
systems



scaled product on
scaled system,
integrations

EXPERIENCE/
PROCESS



sketch



storyboard &
storytelling



investigative
rehearsal



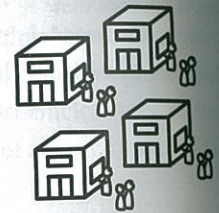
rehearsal
using cardboard
prototypes



technical
mock-up



pilot



rollout

FIDELITY

ANYBODY

SPECIALISTS

TEAM OF
SPECIALISTS

FAST TO CREATE

FEELS REAL

WORKS