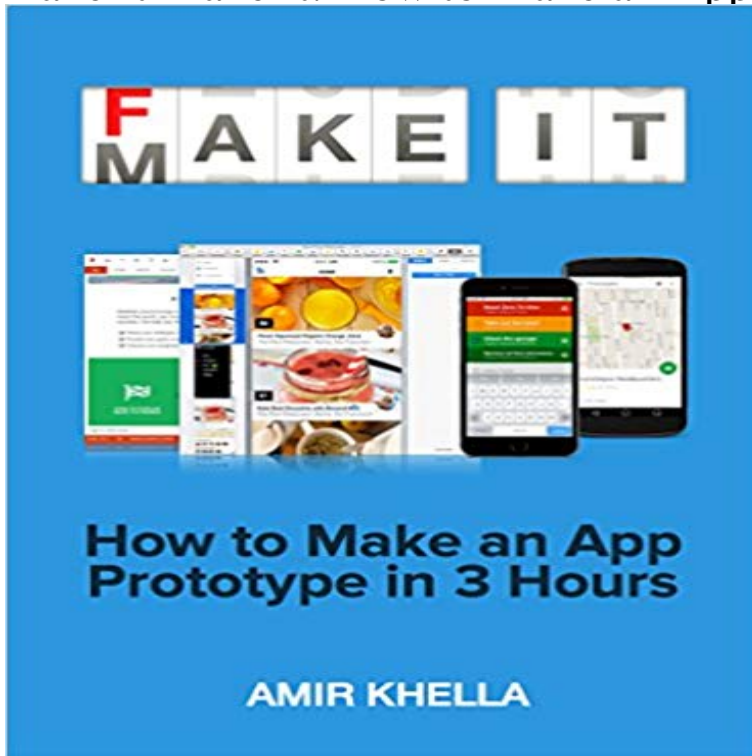


Fake It Make It: How to Make an App Prototype in 3 Hours



Is it possible to create an interactive prototype for your app idea without using a design tool, without knowing how to write code, and without hiring designers or programmers to help you with it? Many people spend a lot of time learning new design tools and programming languages, so they can make a demo version of their app to test with users and get feedback about. This book introduces a simple, fast and cheap approach to prototyping web and mobile apps with no design or coding skills required. You will master a proven process used by more than 50,000 designers, entrepreneurs and product managers worldwide. If you know how to use Apple Keynote or Microsoft PowerPoint to create presentations, you will learn how to use the same tools to prototype and validate your app ideas in 3 hours or less. You will be prototyping and testing dozens of app ideas in a fraction of the time it would normally take to do one of them, and you will be doing it all using tools you already know how to use! In this book, you will learn the following:

- How to come up with good app ideas
- How to create a user experience blueprint for your app
- How to put together an interactive user interface using Apple Keynote or Microsoft PowerPoint
- How to get feedback from users and refine your app design
- How to outsource and manage the app development process
- How to test your ideas quickly and cheaply

This book is for you if you are:

- An entrepreneur who wants to test new app ideas before getting them developed
- A designer who wants to quickly create design concepts to show to clients or team members
- A product manager who wants to create product requirements or specifications without writing long documents
- A teacher who wants to teach app design and development

Pick up your copy of Fake It Make It today, and turn your app ideas into working prototypes in 3 hours or less!

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