# 1990 Worldwide Developers Conference

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# The Importance of Prototyping

# Prototyping Tools

- The Who, What, When, Where, Why and How
- Prototyper 2.1 from Now Software, Inc.
- Lessons learned from 2 1/2 years as leading Macintosh prototyping tools company

# Who Uses Prototyping Tools?

- Professional and Hobbyist Programmers
- Product/User interface designers
- Product managers
- MIS managers
- Customers (Contractor/Client)
- People learning to program the Macintosh
  - Programmers migrating from DOS

# What Tools are Available for Prototyping?

- **Without** Programming
  - *Prototyper, AppMaker*
- **Some** Programming (& Scripting)
  - *Hypercard, Supercard*
- **Programming**
  - *Serius, Prograph, V.I.P.*

# When are Prototyping Tools Used?

- Before, during, and after coding
  - Product/Interface design comes first
  - Interface design is an iterative process
- Focus groups of your target customer(s)
  - Does not need to be a formal process
  - This is NOT beta testing, it needs to occur before any coding begins
- When product ships process is not over

# Where are Prototyping Tools Used?

- Commercial software companies
  - Programmers, Designers, Managers
- Corporate in-house development teams
  - MIS Managers, Programmers, Users
- Contract development firms
- Macintosh programming training firms
- Colleges and Universities

# Why Use Prototyping Tools?

- Applications will be more useable
  - Customers will get what THEY want
  - Features won't get implemented just because they're "nifty"
- Development will go smoother and faster
  - Programmers and Product Managers will have an "Interactive Blueprint"
- Result: customers buy products that work the way they expect them to

# How are Prototyping Tools Used?

- "Interactive Blueprint" for communication
  - To facilitate communication between team members and/or contractor and client
  - To communicate the end result first
  - Customer involvement BEFORE coding
- Application development acceleration
  - Generate source code and resources
- Learning to program the Macintosh

# Prototyper 2.1

- From Now Software, formerly SmethersBarnes
- Interface builder, simulator, code generator
- 1990 MacUser Eddy Award
  – Best programming tool, honorable mention
- Coming Soon
  – Object-Oriented extensions
  – Professional editing environment
  – Customizable

# Lessons Learned from 2 1/2 Years as Prototyping Tools Company

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- *Hypercard* is great for prototyping *stacks*
- *Prototyper* is great for prototyping *applications*
- *Developers* like NeXT interfaces on Macs
- *Customers* like Mac interfaces on Macs

The power to be your best