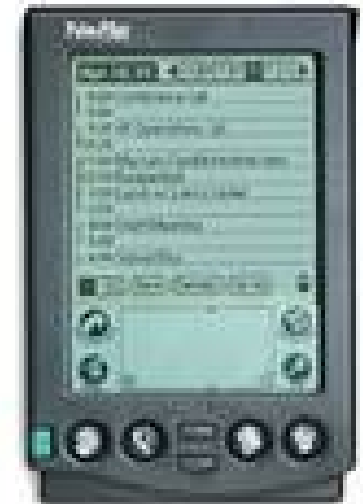
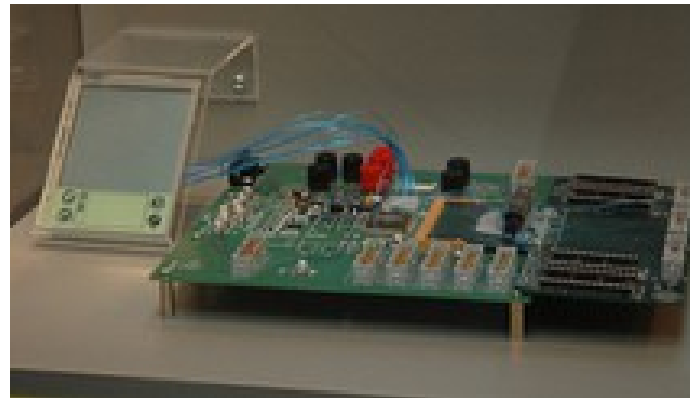


**Laboratorio di  
Tecnologie Biomediche  
*Pretotyping***

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# Pretotype – Prototype – Product



# Pretotyping

- Formal Definition:
  - Pretotyping [pree-tow-tie-ping], verb: Testing the initial appeal and actual usage of a potential new product by simulating its core experience with the smallest possible investment of time and money.
- Less formal definition:
  - Pretotyping is a way to test an idea quickly and inexpensively by creating extremely simplified, mocked or virtual versions of that product to help validate the premise that "If we build it, they will use it."
- Very informal definition:
  - Pretotyping: Fake it and test it before you make it!
  - Make sure – as quickly and as cheaply as you can – that you are building the right **it** before you build **it** right.

# The Prototyping Manifesto

*Make sure you are building the right **it**  
before you build **it** right*

**innovators** beat ideas

**prototypes** beat producttypes

**building** beats talking

**simplicity** beats features

**now** beats later

**commitment** beats committees

**data** beats opinions

# Useful link

- [www.pretotyping.org](http://www.pretotyping.org)
- [http://www.pretotyping.org/uploads/1/4/0/9/140999067/pretotype\\_it\\_2nd\\_pretotype\\_edition-2.pdf](http://www.pretotyping.org/uploads/1/4/0/9/140999067/pretotype_it_2nd_pretotype_edition-2.pdf)