

# PRETOTYPE IT

This Is Embarrassing This is not a "proper book." Writing and editing a proper book on the subject of prototyping would take months. I would love to write that book, but at this time I have no indication that...



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## Pretotype It

Author **Alberto Savoia**

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## Peek Inside the Book

most prototypes are built to answer questions such as, Can we build it? or Will it work as expected? instead of focusing on questions such as Should we build it at all? or If we build it, will people buy it and use it? Alberto Savoia, Pretotype It: Make sure you are building The Right It before you build It right //

The Pretotyping Manifesto Make sure you are building the right it before you build it right innovators beat ideas prototypes beat productypes data beats opinions now beats later doing beats talking simple beats complex commitment beats committees Alberto Savoia, Pretotype It: Make sure you are building The Right It before you build It right //

## Reader's Opinions

Very interesting book on testing out a product for its viability before investing too much time/effort/money to building it. I read the free PDF copy from <http://www.pretotyping.org/> and found it thoughtful and "just made sense." I can certainly think of many products that I've seen come and go in the market as well as have worked on...