PROTOTYPING INTERFACES

#seaUXproto

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WHAT WE'RE GOING TO TALK ABOUT
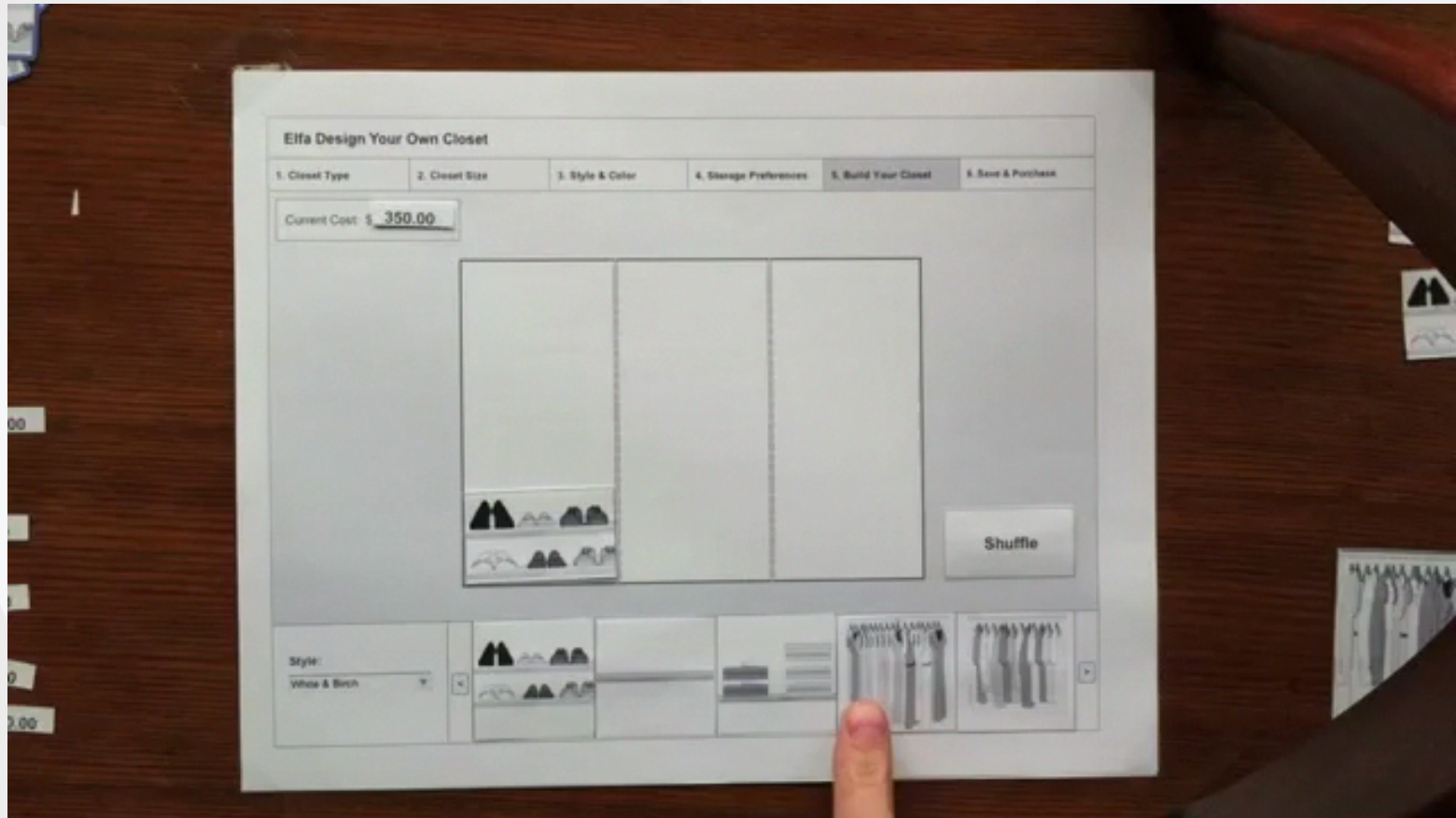
We're UX practitioners, not developers.

Prototyping tools

Practical production techniques

Real-world examples

Functional demonstration

Sample files you can use
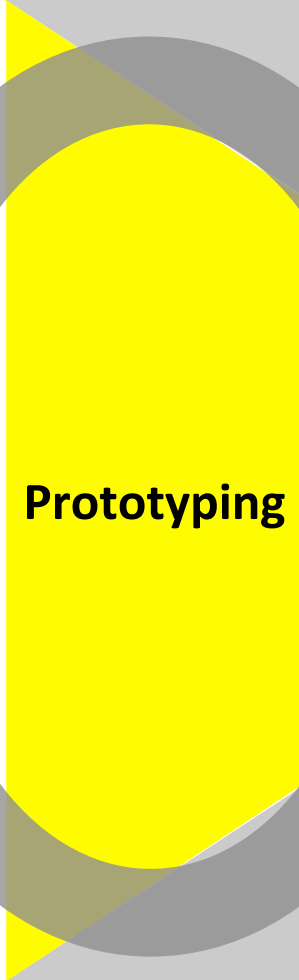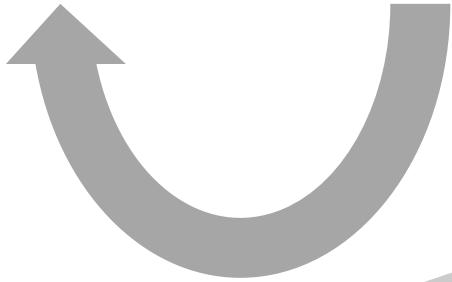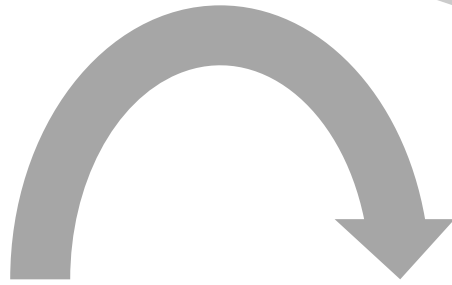
WHAT IS A PROTOTYPE?

Thanks Jonathan Cook

Focus   Research   Modeling   Ideation   **Prototyping**   Evaluation   Specification

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SKETCHES VS. PROTOTYPES

Sketch

Evocative ⟶ Instructive

Suggest ⟶ Describe

Explore ⟶ Refine

Question ⟶ Answer

Propose ⟶ Test

Provoke ⟶ Resolve

Tentative ⟶ Specific

Noncommittal ⟶ Depiction
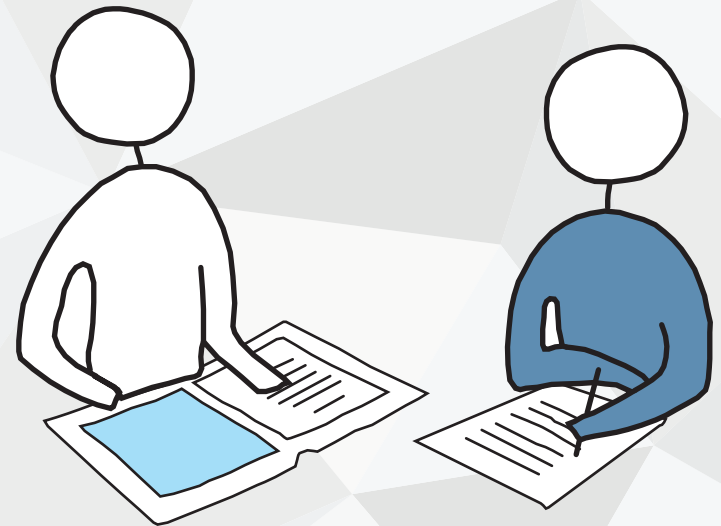
Prototype

Buxton 2007

WHY WE CREATE PROTOTYPES

Work through a design

Communicate and document a design

Evaluate usability

Gauge feasibility and value

Inspire participation and support

Warfel 2009, Raskin 2010

LOW FIDELITY VS. HIGH FIDELITY
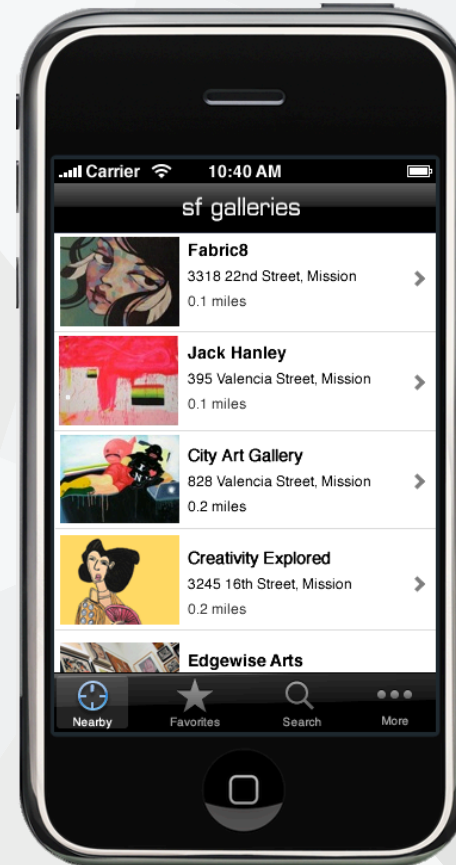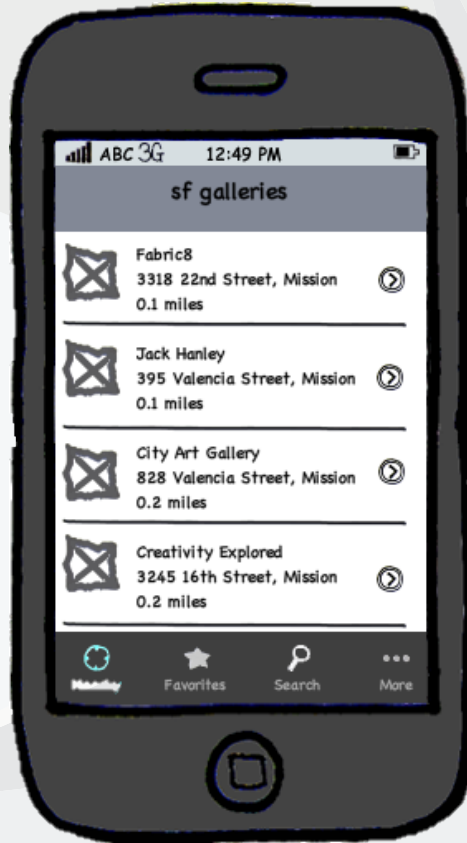
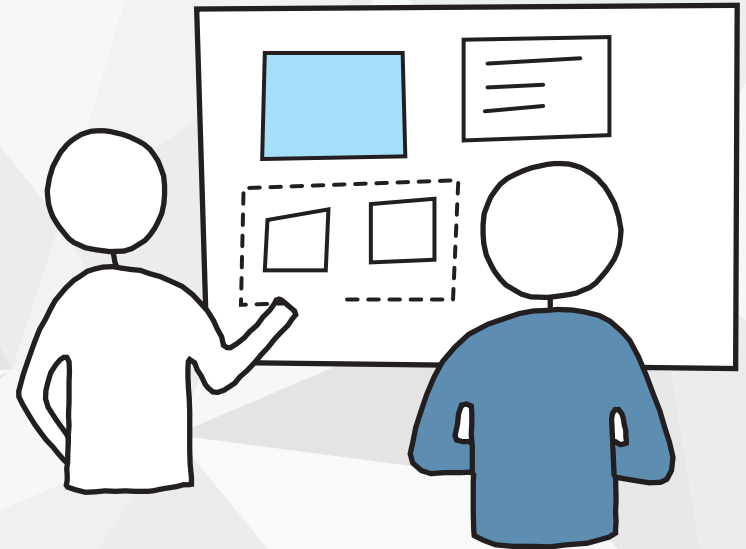# GUIDING PRINCIPLES

Understand your audience

Start on paper

Set clear expectations

Pick the right level of fidelity

Faking it is the whole point

Prototype only what you need

PROTOTYPES AS DESIGN DOCUMENTS

Design goals

User personas

Sitemap/User Flows

Related documents

Change log

Annotations

Feedback

COMMON PITFALLS

Don't assume you can reuse your prototype

Stay as low fidelity as you can

Communicate how baked your design is

PROTOTYPING TOOLS

Applications

Axure

Balsamiq

Fireworks

Sketchflow

PowerPoint and Keynote

Omnigraffle and Visio

Frameworks

Bootstrap

script.aculo.us

PrototypeJS

BlueprintCSS

jQuery UI

960 Grid System

Remember to start with paper

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APPLICATIONS VS. FRAMEWORKS

Axure

GUI approach to managing complex transactional logic

Masters and panels
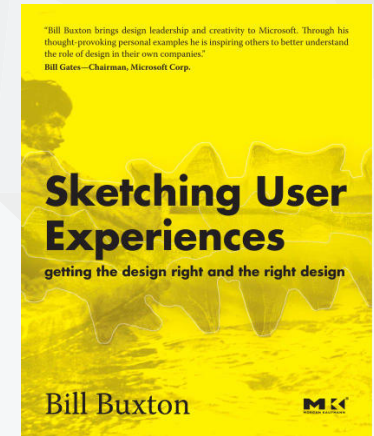
WYSIWIG wireframing

Bootstrap

Responsive design
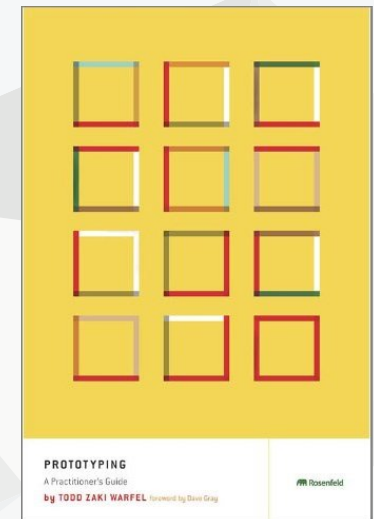
Live data

Quick to manage type and other styles

Use whatever you and your team can work with quickly

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RESOURCES

Sketching User Experiences: getting the design right and the right design – Bill Buxton

Prototyping: A Practitioner's Guide – Todd Zaki Warfel

How to Prototype and Influence People – Blog post and talk by Aza Raskin:

http://www.azarask.in/blog/post/how-to-prototype-and-influence-people/

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DEMONSTRATION

Created in Axure RP

During the demo, check it out on your phone:

http://share.axure.com/WPBUD3/home.html

Afterward, we'll post the RP File so you can modify it.

You can get the Axure 6.5 Beta here:
http://www.axure.com/download

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Q&A

THANK YOU

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