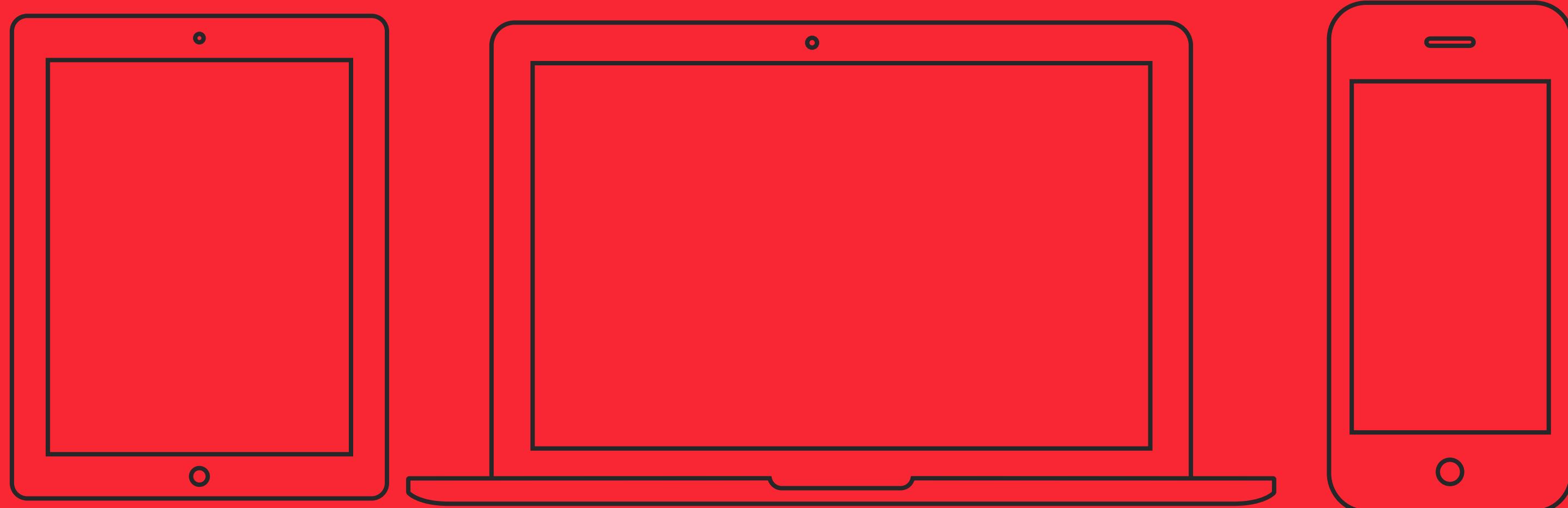
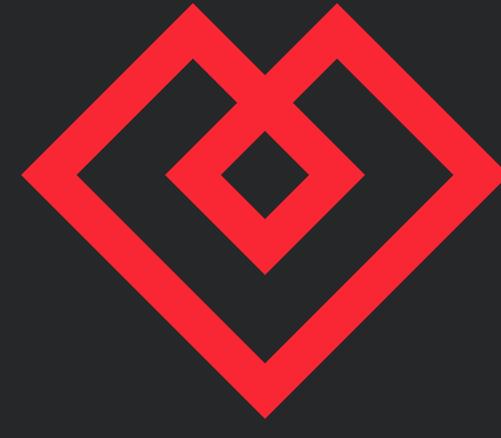


Prototyping



twitter: @amlinarev
medium: @amlinarev
andrey@mono.hr





mono

**UX &
UXD**



User eXperience

Svi aspekti interakcije krajnjeg korisnika sa tvrtkom, njenim uslugama i proizvodima.

JAKOB NIELSEN & DON NORMAN



User Experience Design

Proces unaprijeđivanja zadovoljstva i lojalnosti korisnika poboljšavajući iskoristivost, lakoću korištenja i zadovoljstvo u interakciji s proizvodom.

WIKIPEDIA (UXD)



Korisnički & poslovni ciljevi



A

Korisnički ciljevi

Gledanje videa
Čitanje članka
Postanje statusa
Slanje pošte
Chat



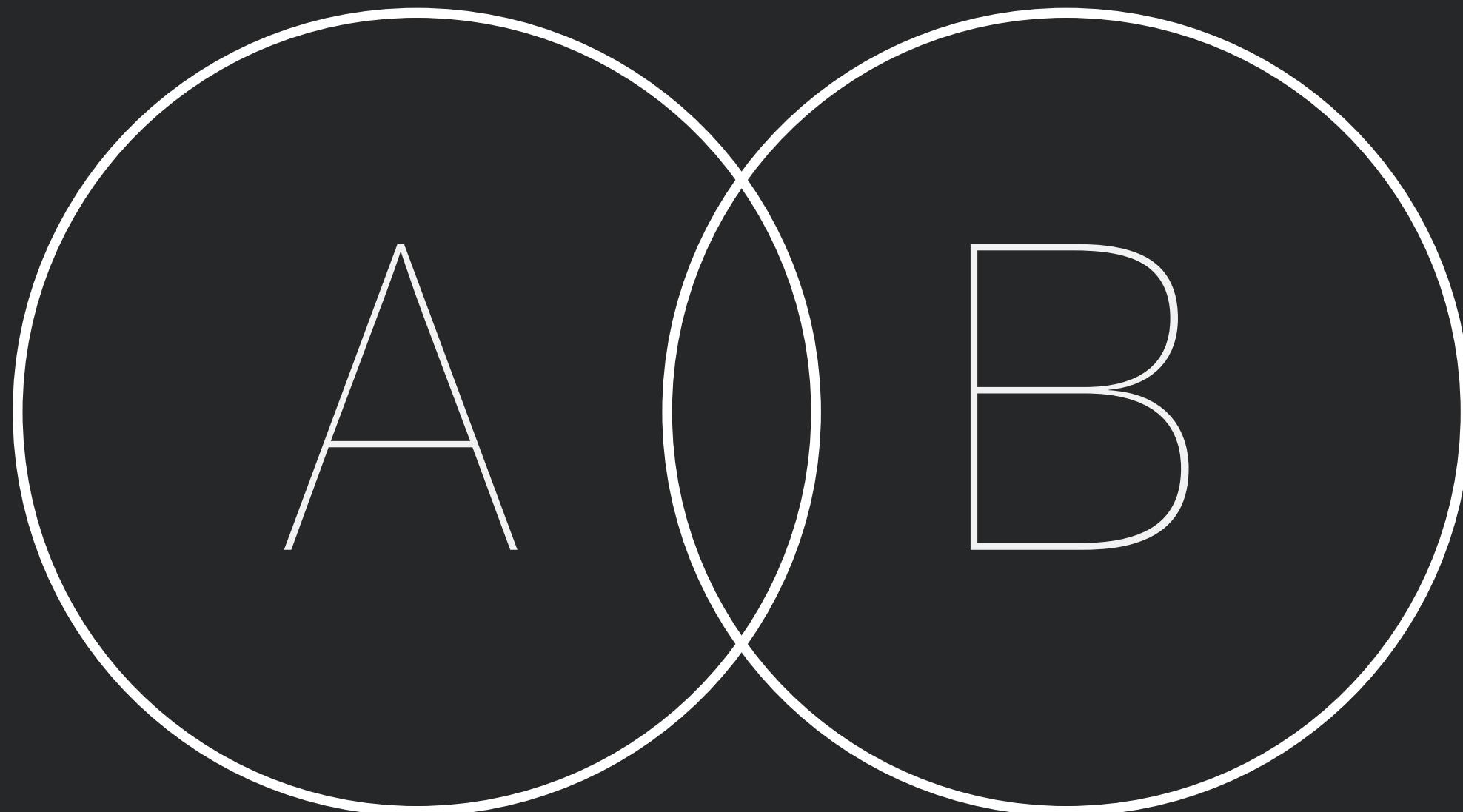
B

Poslovni ciljevi

Prodaja
Brand awareness
Gradnja zajednice
Prikupljanje
podataka



Usklađivanje ciljeva



Korisnikov dolazak do cilja
rezultira poslovnim ciljem.





Cilj?



Software StartUp Academy

Raspored

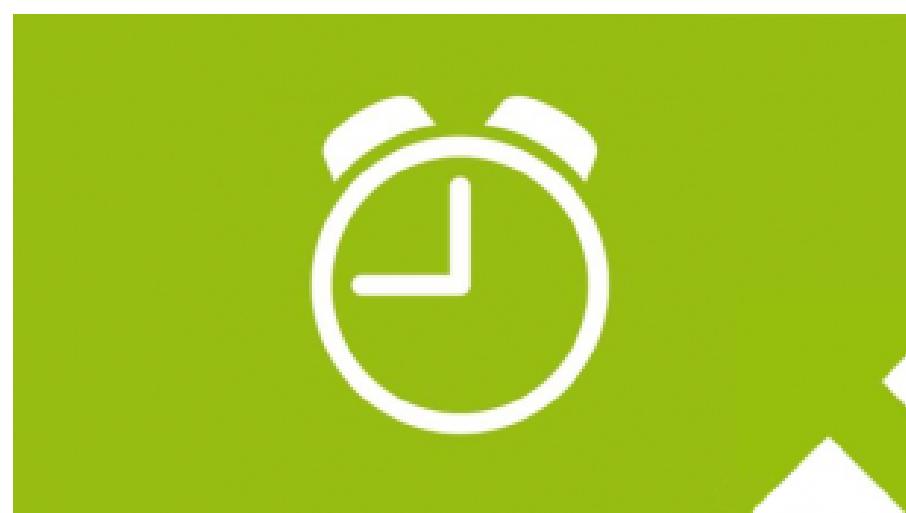
Edukacija

Info



... ● ● ● ● ●

Novosti



Završene su prijave

9. studenog, 2014

Završene su prijave za ovogodišnje izdanje Software StartUp Academy. Raspored slijedećih aktivnosti možete pogledati na ovdje.

Prijava sudionika 

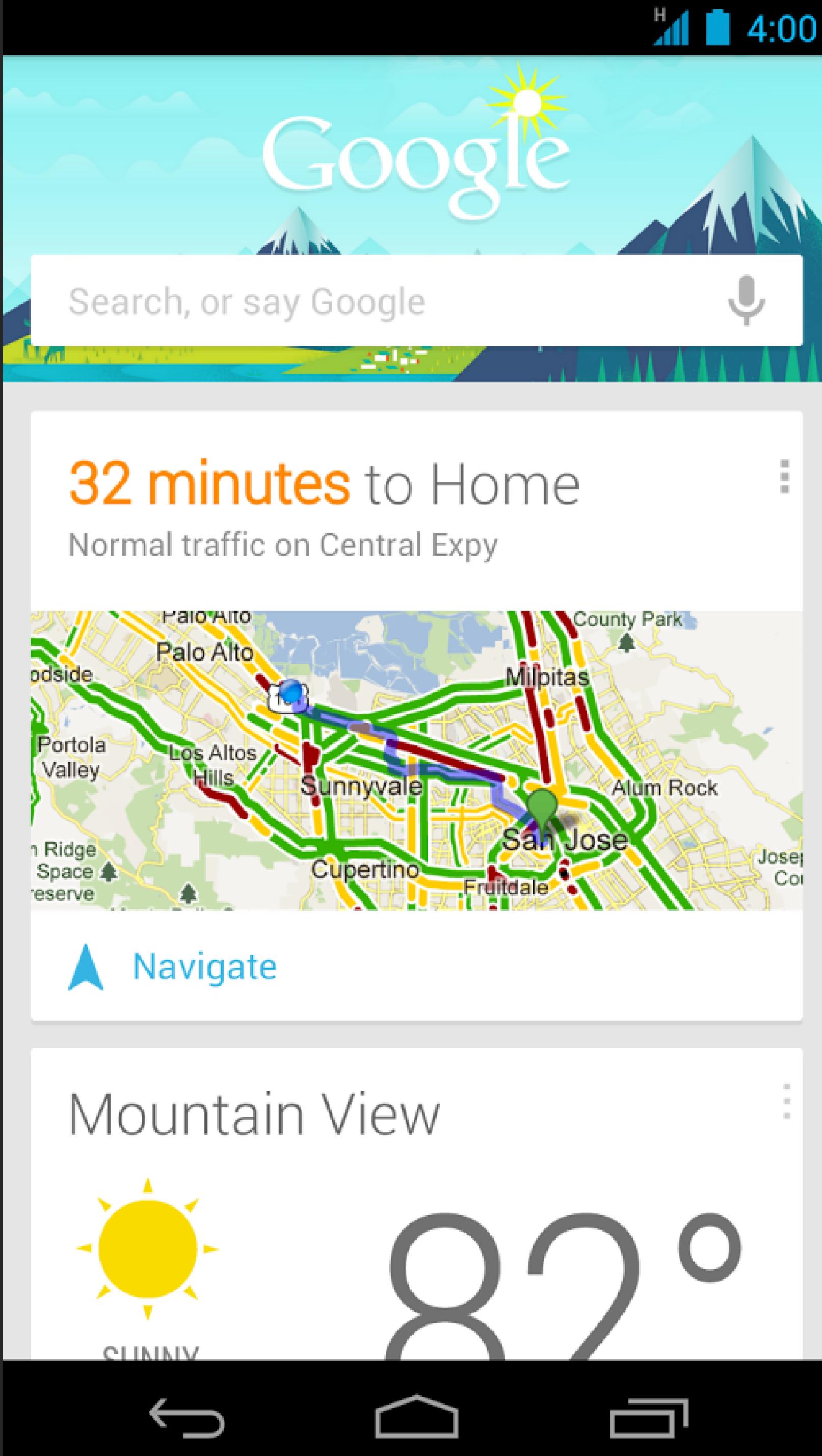
Korisničko ime

Lozinka

Zapamti prijavu

Prijava

Cilj?



Elementi korisničkog iskustva



01

Psihologija

Što motivira korisnika?

Što očekuju slijedeće?

Koje potrebe ispunjuju?

Nagrađujemo li vjernost?

Kako se osjećaju?

...

 all badges 104

 foursquare 33

 expertise 13

 partner 58

Discover more Tips and unlock more badges by [following pages!](#)



Dens' Badges

These are all the badges you've unlocked. We've listed them in the order in which you earned them (newest first).



[MSG Concerts Badge](#)

November 08, 2011



[Greasy Spoon](#)

November 01, 2011



[Halloween Swarm 2011](#)

October 30, 2011



[Fitbit 20k Step Day](#)

October 24, 2011



[Jobs](#)

October 20, 2011



[Triple Play](#)

October 02, 2011



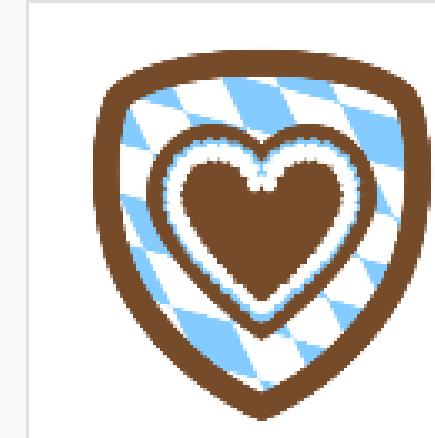
[Wino](#)

September 26, 2011



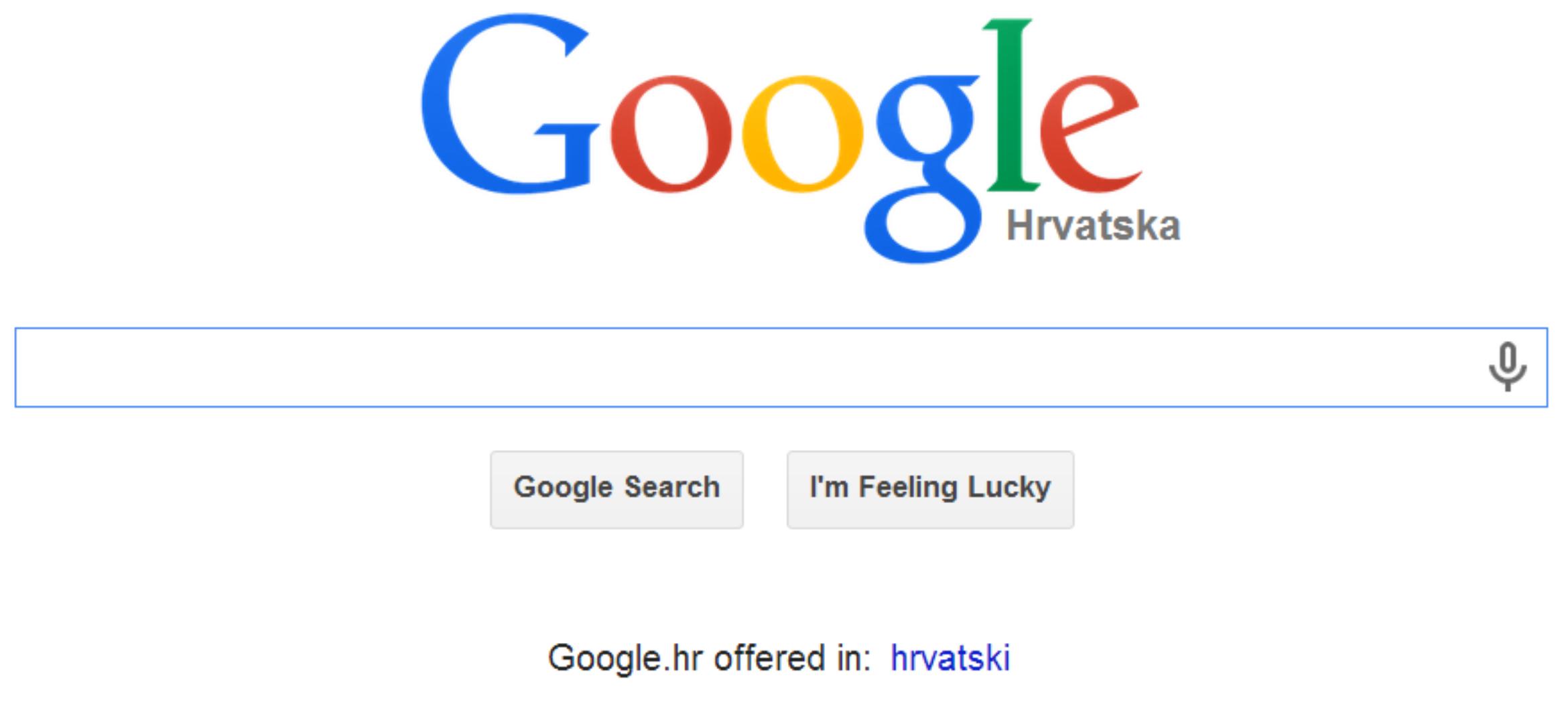
[Warhol](#)

September 24, 2011



[Lufthansa Oktoberfest 2011](#)

September 18, 2011



02

Upotrebljivost

Kako skratiti put do cilja?

Može li svatko pristupiti sučelju bez obzira na predznanje?

Je li iskustvo dostupno i osobama s invaliditetom?

...



03

Dizajn

Što korisnici misle o dizajnu?

Ulijeva li povjerenje na prvi pogled?

Unosi li dizajn povjerenje?

Vodi li dizajn korisnike pravim putem?

Komunicira li dizajn svoju svrhu?

Ima li previše "dizajna"?

...



04

Copywriting

Ulijeva li copy povjerenje?
Jesu li informacije točne?
Smanjuju li neizvjesnost?
Prodaju li ili pomažu?

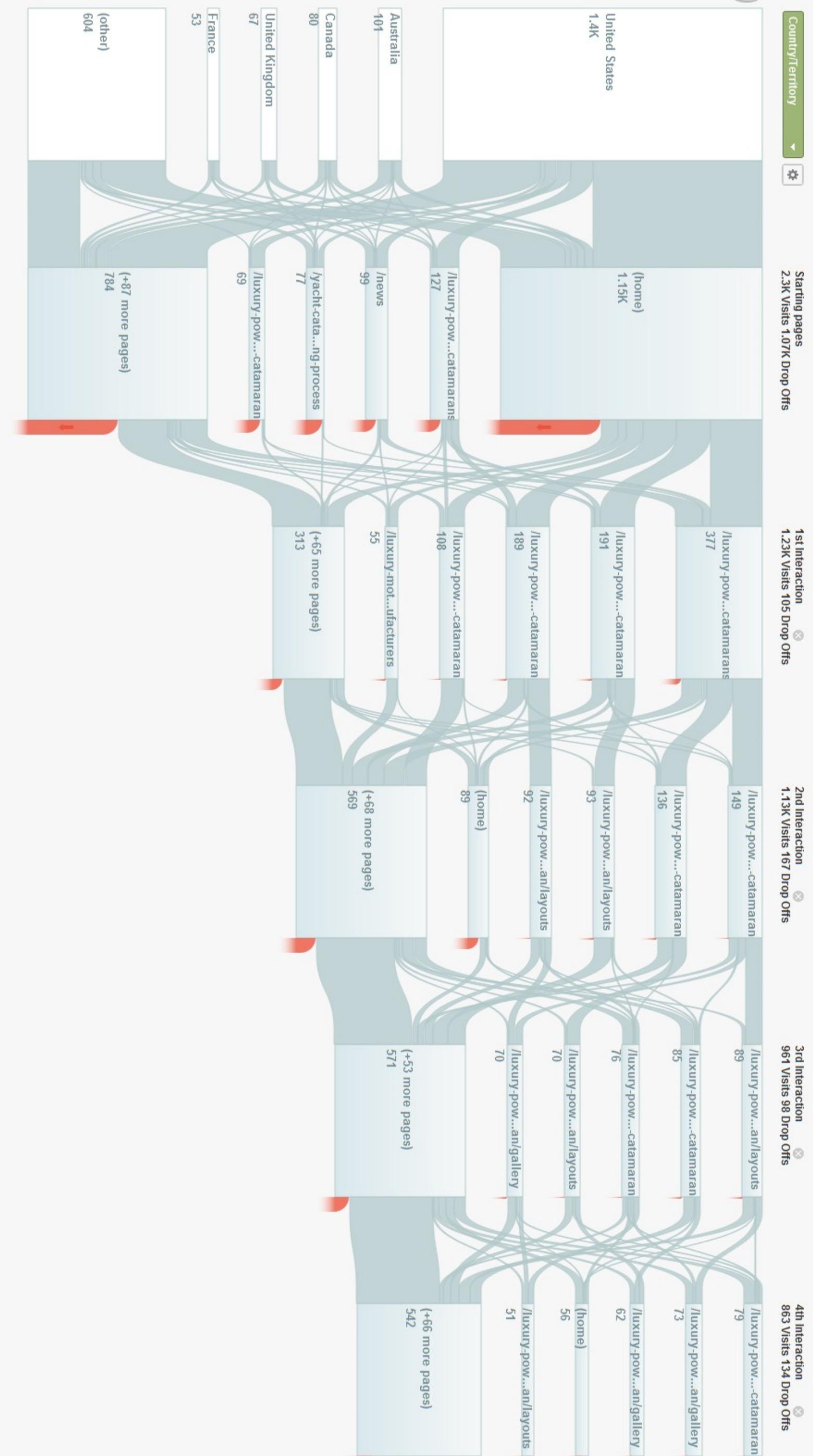


Why am I smiling, you ask? Because I'm not wearing any pants!

05

Analiza

Koristite li provjerene podatke i dokazane istine kako bi potvrdili nešto?
Koristite li podatke da bi naučili istinu ili dokazali da ste u pravu?
Analizirate li ponašanje korisnika?
Koristite li realne podatke pri procjenama?



Razumijevanje korisničkih potreba

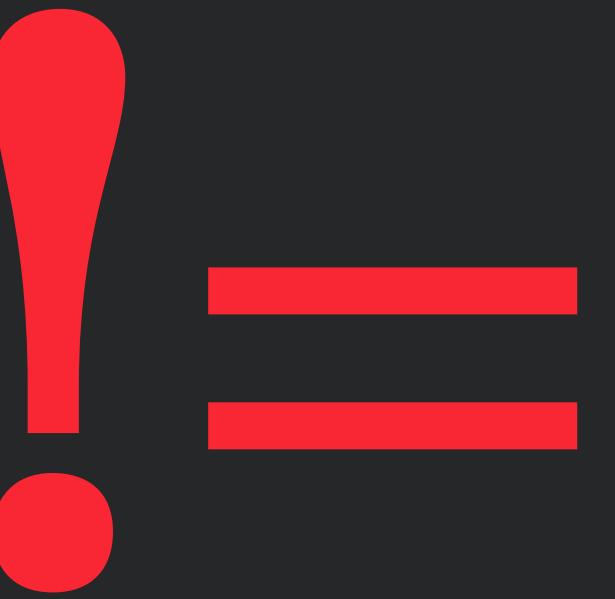


Marketinška istraživanja

Istraživanje tržišta, potreba potrošača i
tržišnih potencijala.



Markelinška istraživanja



Korisnička istraživanja



Korisnička istraživanja

- najbolje prije zbog lakoće izmjena prototipa
- upotreba znanstvene metode istraživanja
- subjektivni i objektivni podaci

Što želimo znati o **našim** korisnicima?



IA



Informacijska arhitektura

Organiziranje, kategoriziranje i nazivanje podataka radi boljeg snalaženja i iskoristivosti.



IA odgovara na pitanja

Gdje sam?

Što sam pronašao?

Što je u okolini?

Što mogu očekivati?



Komponente IA

Organizacijske sheme i strukture

Sustavi imenovanja / kategoriziranja

Navigacijski sustavi

Sustavi pretrage



Organizacijske sheme

Objektivne

Alfabetske sheme

Kronološke sheme

Geografske sheme

Subjektivne

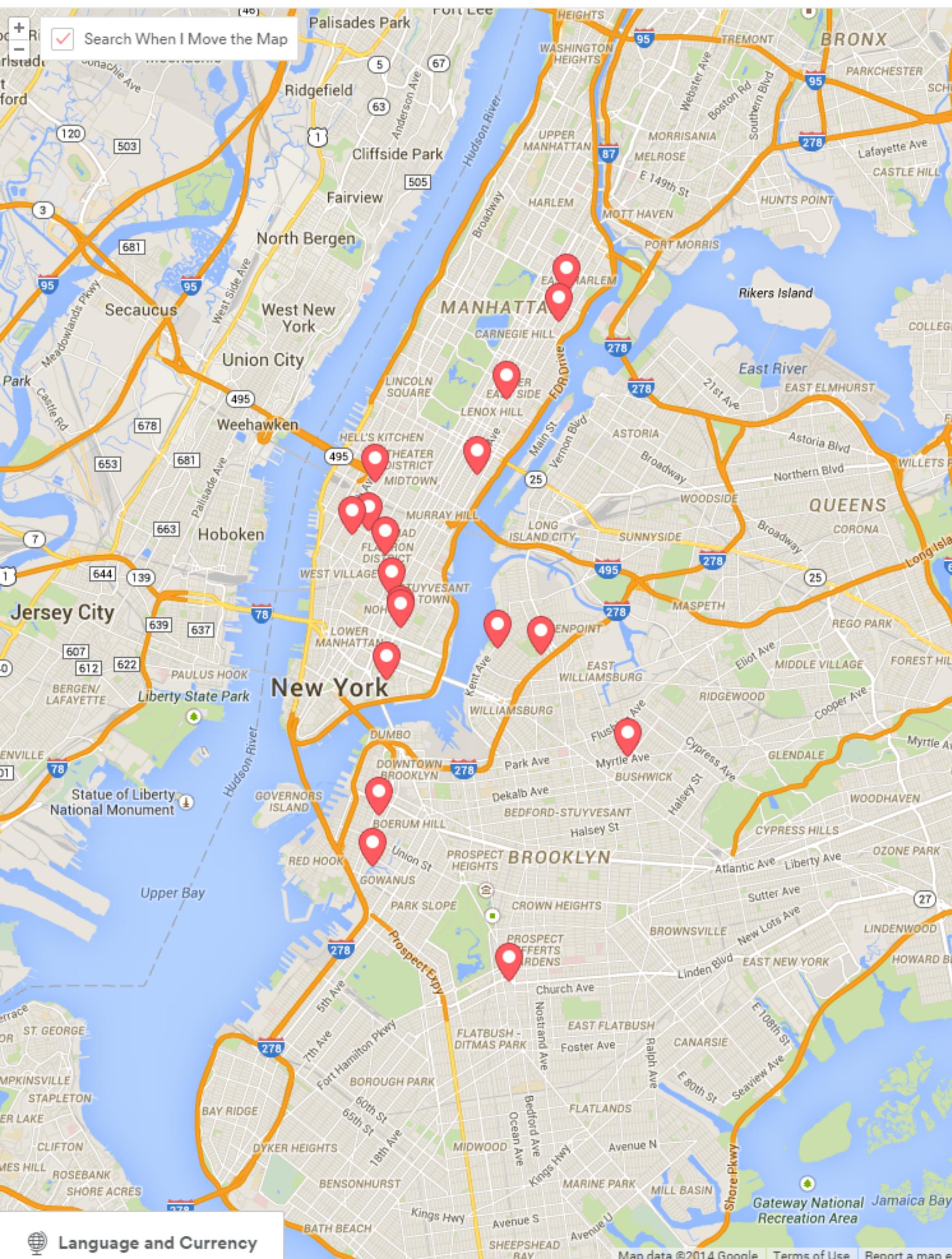
Teme

Zadaci

Publika

Metafore





Dates

Check In

Check Out

1 Guest

Room Type



Entire Place



Private Room



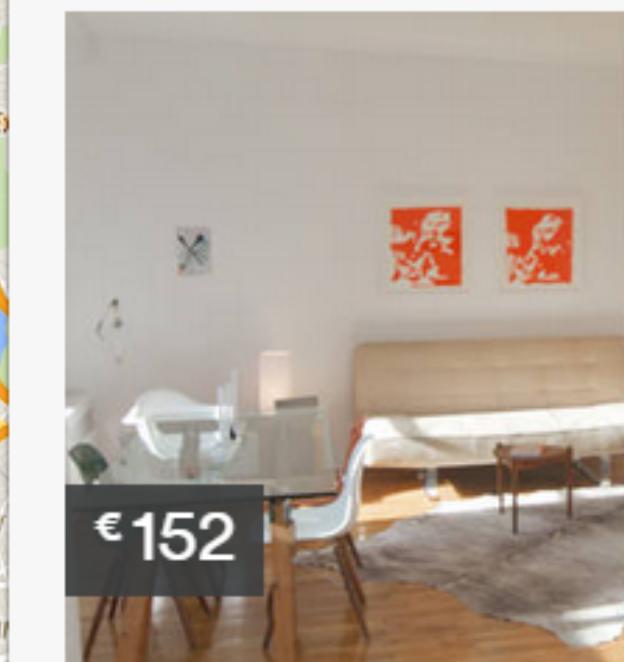
Shared Room

Price Range

€8

€1000+

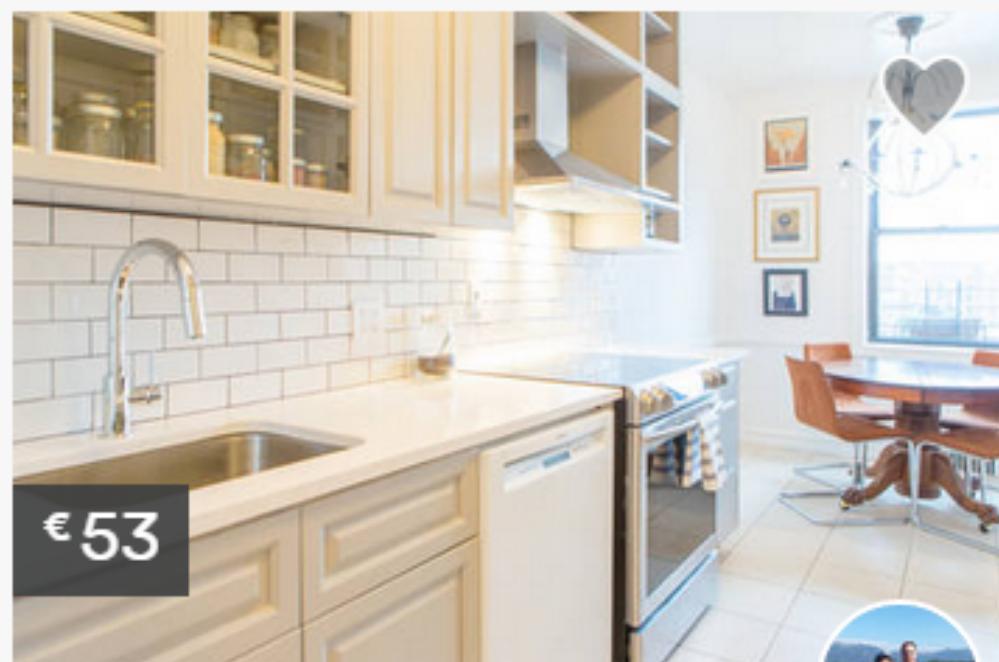
More Filters



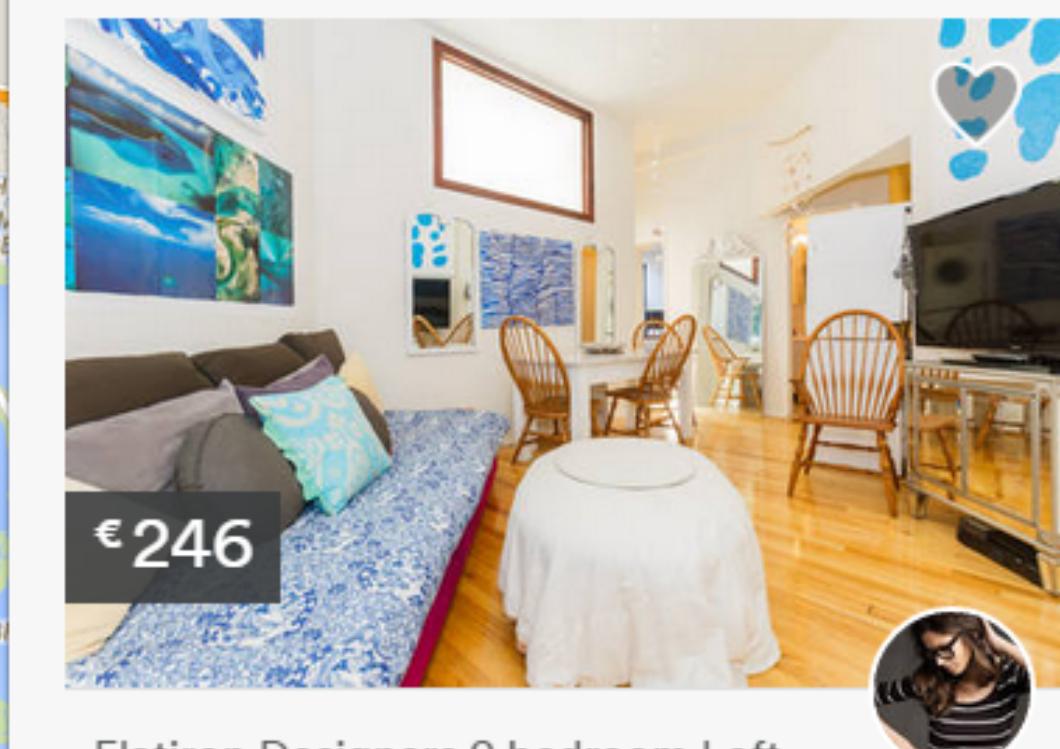
Luxurious & Sunny 1BR MidtownW...
Entire home/apt · 33 reviews · Midtown, New York



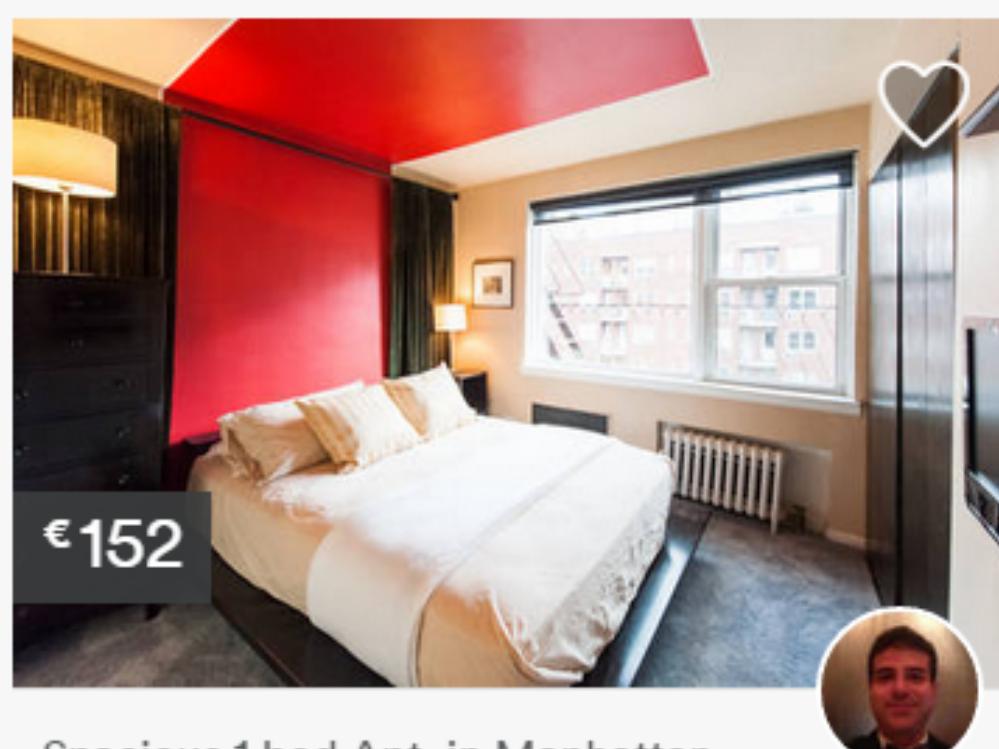
Prospect Park. Bikes. Garden.Trendy
Private room · 3 reviews · Brooklyn



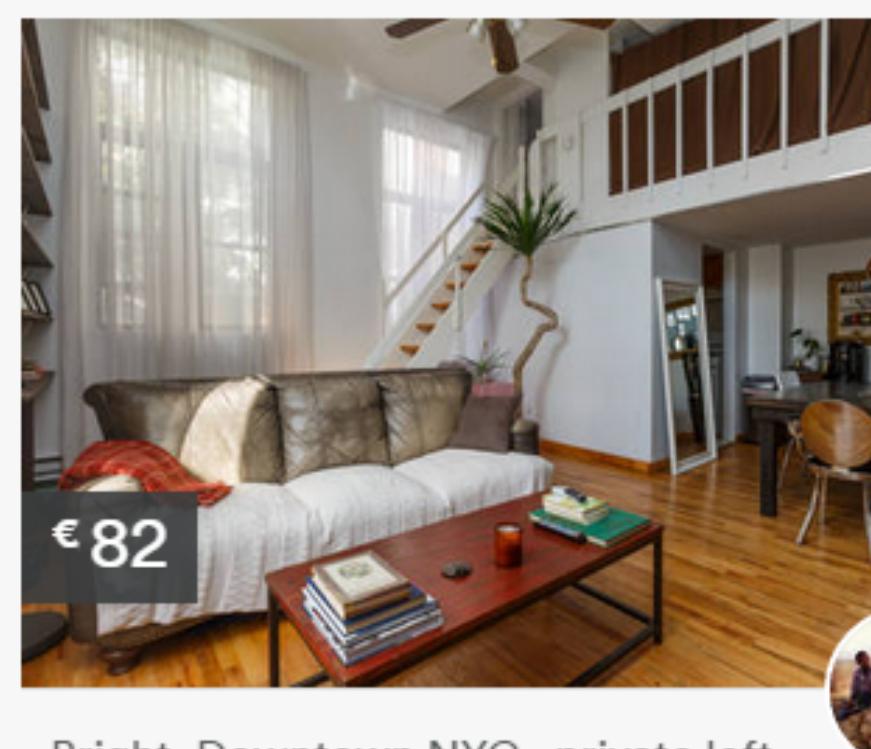
Luxury Apt. in Prime Williamsburg
Entire home/apt · 3 reviews · Brooklyn



Flatiron Designers 2 bedroom Loft
Entire home/apt · 7 reviews · Flatiron District, New ...



Spacious 1 bed Apt. in Manhattan ...
Entire home/apt · 29 reviews · Chelsea, New York



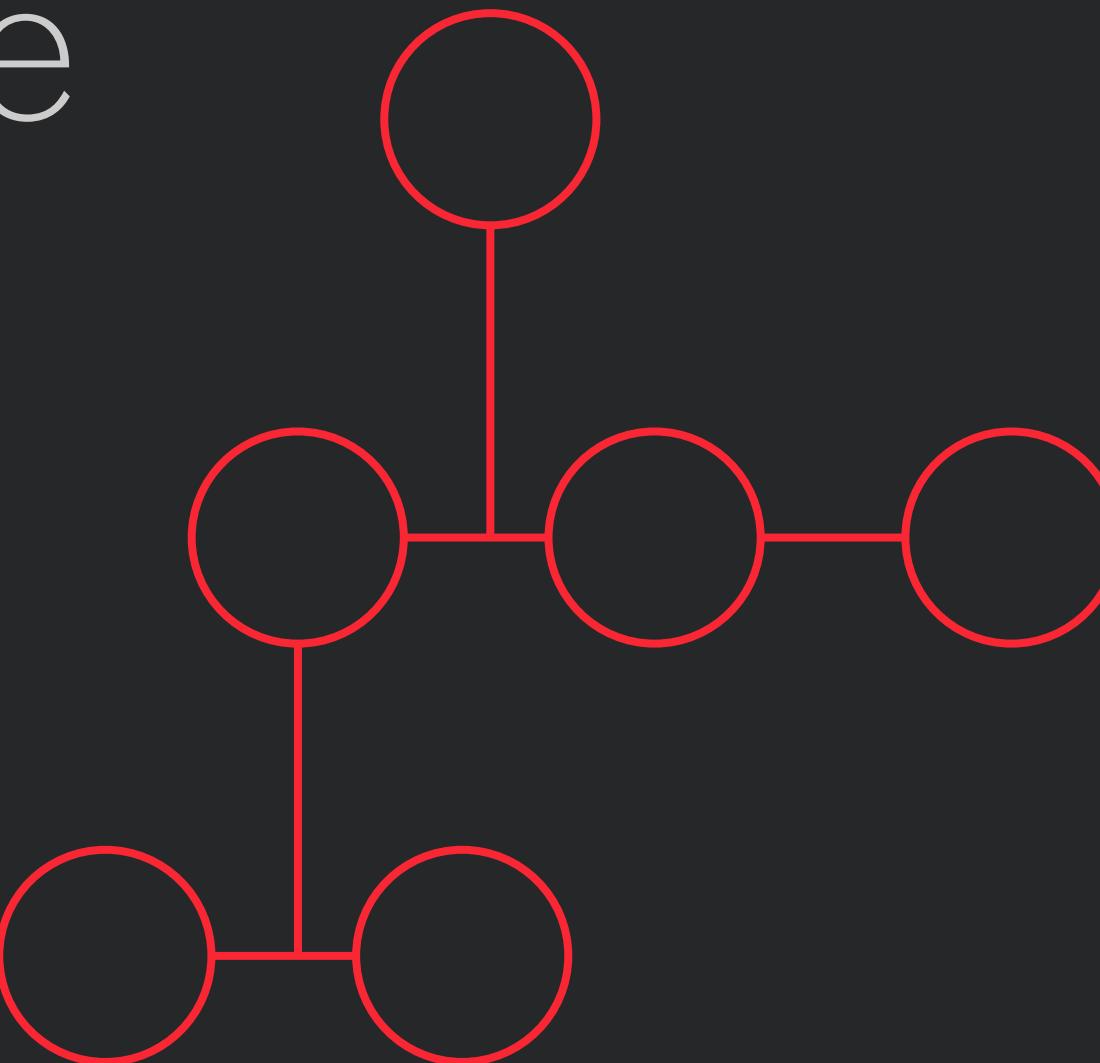
Bright, Downtown NYC - private loft
Private room · 2 reviews · New York

Organizacijske strukture

Sekvencijalne



Hijerarhijske





1. Basic Info



2. Verification



3. Payment

Personal Info:

First Name:

Matej

Last Name:

Latin

Date of Birth:

30.08.1986

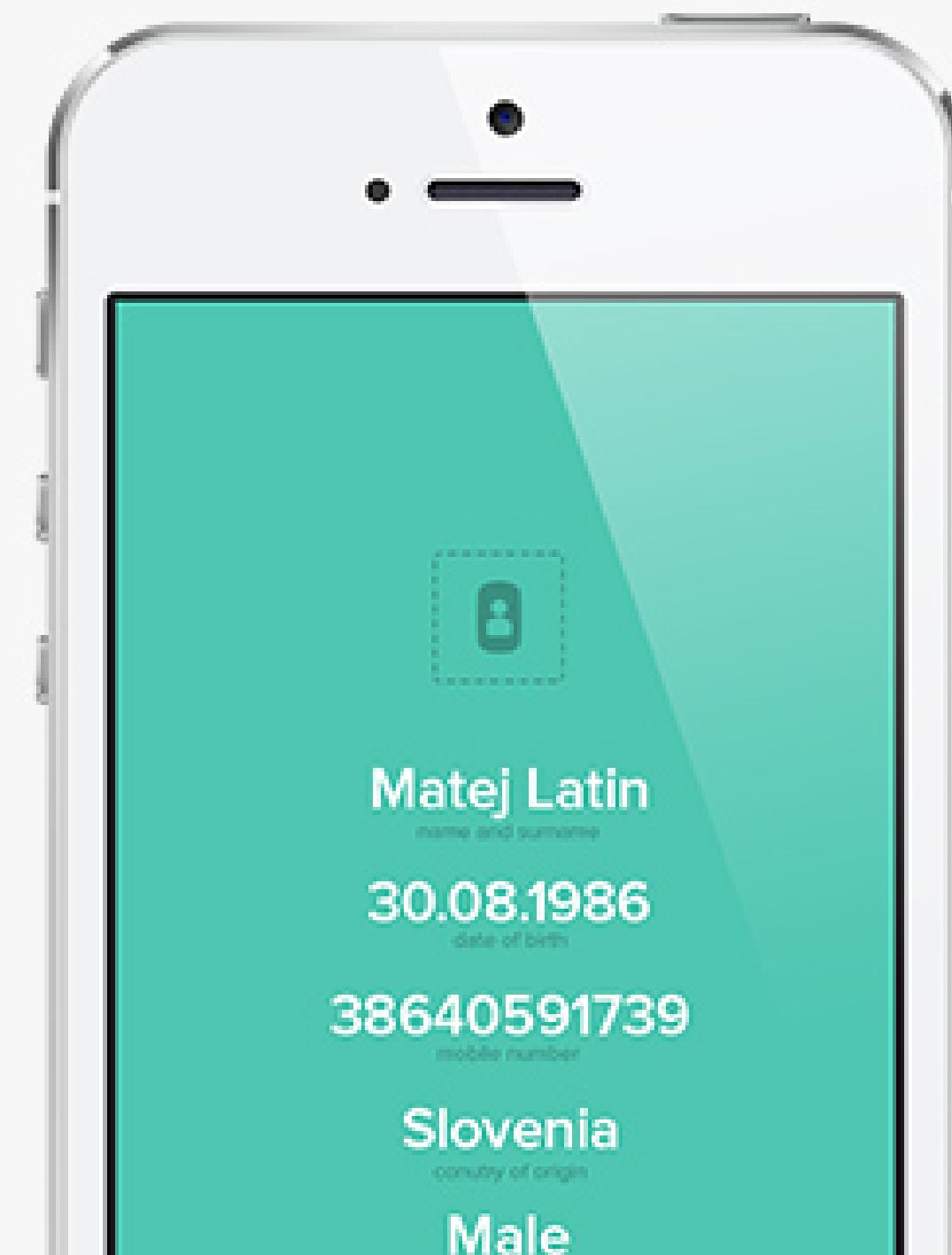
Mobile Number:

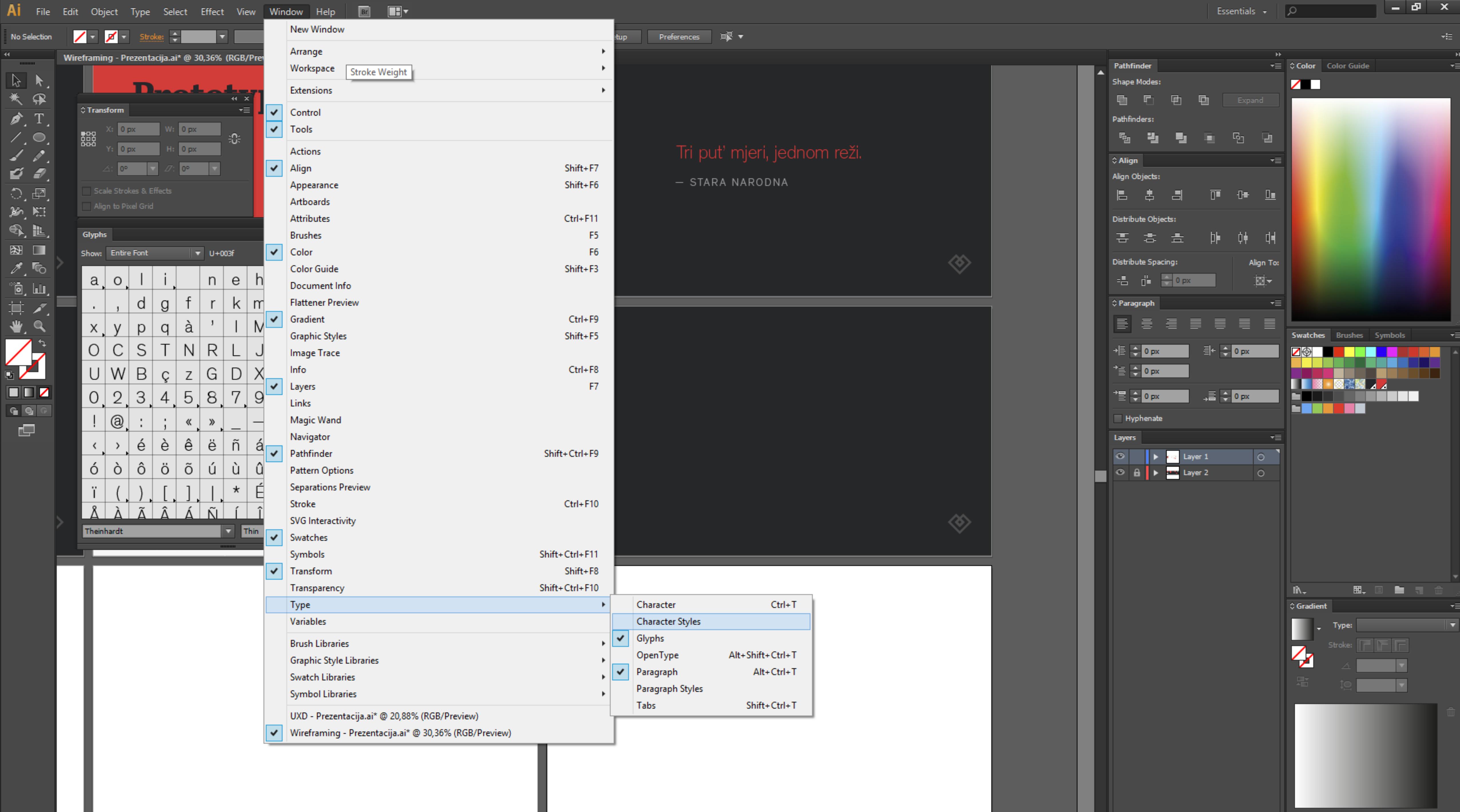
38640519739

Country of Origin:

Slovenia

Gender:

 Male Female**Address Info:**



Navigacijski sustavi



Kolekcije komponenata korisničkih sučelja s ciljem pronaleta informacija i funkcionalnosti.





Primarna navigacija

The image shows a dark, slightly blurred background image of a group of people working on laptops in what appears to be a classroom or workshop setting. In the foreground, there is a semi-transparent overlay of a Twitter profile page for 'Osijek Software City' (@OsijekSoftwareC). The profile picture is a logo for 'OSIJEK SOFTWARE CITY' with the tagline 'A PLACE FOR YOU TO DEVELOP'. Below the profile picture, the bio reads: 'OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association.' The stats section shows 814 tweets, 641 following, 730 followers, 331 favorites, and 1 list. The 'Following' button is highlighted in blue. The main feed shows three tweets from the user's timeline.

Osijek Software City

@OsijekSoftwareC FOLLOWERS

OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association.

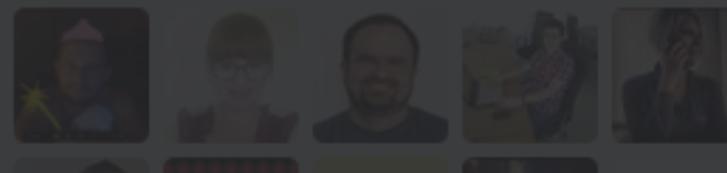
Osijek, Croatia

[softwarecity.hr](#)

[Tweet to](#)

[Message](#)

78 Followers you know



Tweets

Tweets & replies

Photos & videos

Osijek Software City retweeted

Aron Stanic @aronstanic · Nov 20

Još jedan **#win za @OsijekSoftwareC** - Osijek ima najviše Magento Solution Specialist na svijetu! [netokracija.com/magento-soluti...](#) via @netokracija

4 3 ...

Osijek Software City @OsijekSoftwareC · Nov 20

[PRIJAVE] @GaussInfo organizira edukaciju i u #Zagreb. Učite od iskusnih predavača i započnite karijeru u IT sektoru! [poslovnipuls.com/2014/11/19/u-g...](#)

...

Osijek Software City @OsijekSoftwareC · Nov 20

[PRIJAVE] @os_open ove subote na ETFOS-u drži besplatnu radionicu o

Who to follow · Refresh · View all

Trello @trello

Follow

Martina Vrkić @martina_odin

Followed by Nandino Lončar...

Follow

Wilson Miner @wilsonminer

Follow

Popular accounts · Find friends

Trends · Change

#NightChangesVideo

#SledgehammerVideo

#ZDRSEDK4

#TOMMY...

Sekundarna navigacija



A screenshot of a Twitter profile page for "Osijek Software City". The profile picture is a logo with the text "OSIJEK SOFTWARE CITY A PLACE FOR YOU TO DEVELOP". The bio reads: "OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association." The stats are: TWEETS 814, FOLLOWING 641, FOLLOWERS 730, FAVORITES 331, LISTS 1. The "Following" button is highlighted in blue. The timeline shows three tweets from the user.

Tweets	Tweets & replies	Photos & videos
814	641	730
331	1	

Tweets

Osijek Software City @OsijekSoftwareC · Nov 20
OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association.

Osijek, Croatia
softwarecity.hr

[Tweet to](#) [Message](#)

Who to follow · Refresh · View all

- Trello @trello [Follow](#)
- Martina Vrkić @martina_odin Followed by Nandino Lončar... [Follow](#)
- Wilson Miner @wilsonminer [Follow](#)

Osijek Software City

@OsijekSoftwareC · FOLLOWING YOU

OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association.

Osijek, Croatia

softwarecity.hr

[Tweet to](#)

[Message](#)

78 Followers you know



Tweets

Osijsk Software City @OsijekSoftwareC · Nov 20

Još jedan #win za @OsijekSoftwareC - Osijek ima najviše Magento Solution Specialista na svijetu! netokracija.com/magento-soluti... via @netokracija

4 3 ...

Osijsk Software City @OsijekSoftwareC · Nov 20

[PRIJAVE] @GaussInfo organizira edukaciju i u #Zagreb. Učite od ikusnih predavača i započnite karijeru u IT sektoru! poslovnipuls.com/2014/11/19/u-g...

4 3 ...

Osijsk Software City @OsijekSoftwareC · Nov 20

[PRIJAVE] @os_open ove subote na ETFOS-u drži besplatnu radionicu o

Who to follow

· Refresh · View all

Trello @trello [Follow](#)

Martina Vrkić @martina_odin Followed by Nandino Lončar... [Follow](#)

Wilson Miner @wilsonminer [Follow](#)

Popular accounts · Find friends

Trends

· Change
#NightChangesVideo

#SledgehammerVideo

#ZDRSEDK4

Kontekstualna navigacija



A screenshot of a Twitter profile page for "Osijek Software City". The profile picture is a logo with the text "OSIJEK SOFTWARE CITY A PLACE FOR YOU TO DEVELOP". Below the profile picture, the bio reads: "OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association." The stats section shows: TWEETS 814, FOLLOWING 641, FOLLOWERS 730, FAVORITES 331, LISTS 1. The "Following" button is highlighted in blue. On the right side of the page, there is a sidebar with sections for "Who to follow", "Popular accounts", and "Trends".

Osijek Software City

@OsijekSoftwareC FOLLOWS YOU

OSC project was launched at the beginning of 2012 by local IT companies aiming to make an impact on the local community. A year after it became an association.

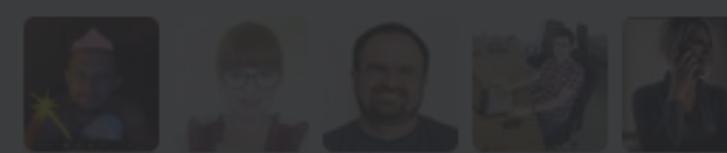
Osijek, Croatia

[softwarecity.hr](#)

[Tweet to](#)

[Message](#)

78 Followers you know



Tweets

Tweets & replies

Photos & videos

Osijsk Software City retweeted

 Aron Stanic @aronstanic · Nov 20

Još jedan #win za @OsijekSoftwareC - Osijek ima najviše Magento Solution Specialist na svijetu! netokracija.com/magento-soluti... via @netokracija

 4  3 ...

Osijsk Software City @OsijekSoftwareC · Nov 20

[PRIJAVE] @GaussInfo organizira edukaciju i u #Zagreb. Učite od iskusnih predavača i započnite karijeru u IT sektoru! poslovnipuls.com/2014/11/19/u-g...

  ...

Osijsk Software City @OsijekSoftwareC · Nov 20

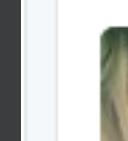
[PRIJAVE] @os_open ove subote na ETFOS-u drži besplatnu radionicu o

[Who to follow](#) · [Refresh](#) · [View all](#)



Trello @trello

[Follow](#)



Martina Vrkić @martina_odin Followed by Nandino Lončar...

[Follow](#)



Wilson Miner @wilsonminer

[Follow](#)

[Popular accounts](#) · [Find friends](#)

[Trends](#) · [Change](#)

#NightChangesVideo

#SledgehammerVideo

#ZDRSEDK4

#TOMORROW

Sustavi pretrage





Today



John, me (2)

Cardinals this weekend – Great see you there! On Mon, Sep 22, 2014 at 12:12 PM John Rae...



me, Alex (2)

Catching up – Hi Alex - it's been a while since we caught up. Up for the usual hike and walk t...

Social (3)

YouTube, Pinterest, Goodreads

REI Gearmail

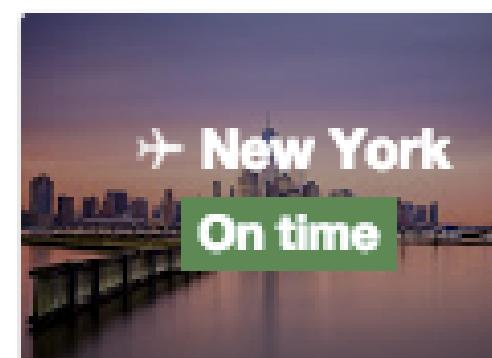
Extend Summer's Good Times with Fall Festival Gear – Shop Chairs, Coolers, Speakers &... 

Keith Coleman

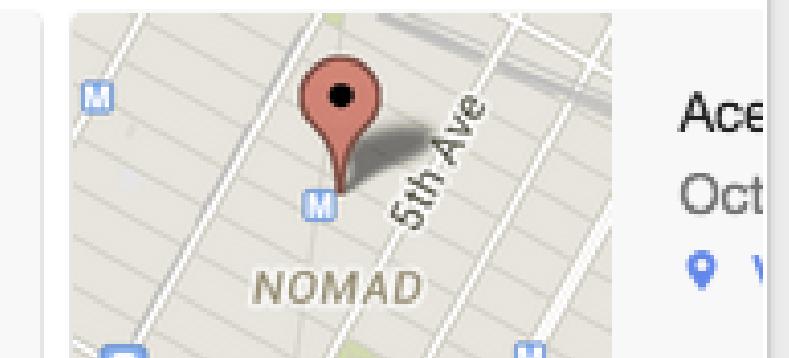
Waterski trip pics – Shalini, Baker, Chelsea: pics from the trip up north! Photo of pork belly tri...

Travel (2)

Virgin America, Ace Hotel NYC



Virgin America Flight 34
SFO-JFK Oct 17, 10:55 PM – 6:53 AM

Ace
Oct
9



Purchases (3)

Nordstrom.com, auto-confirm@amazon.com, Crate and Barrel



Tunis by Vince Camuto Chiffon Clutch M



How to
Read...

Ho...

Prototyping



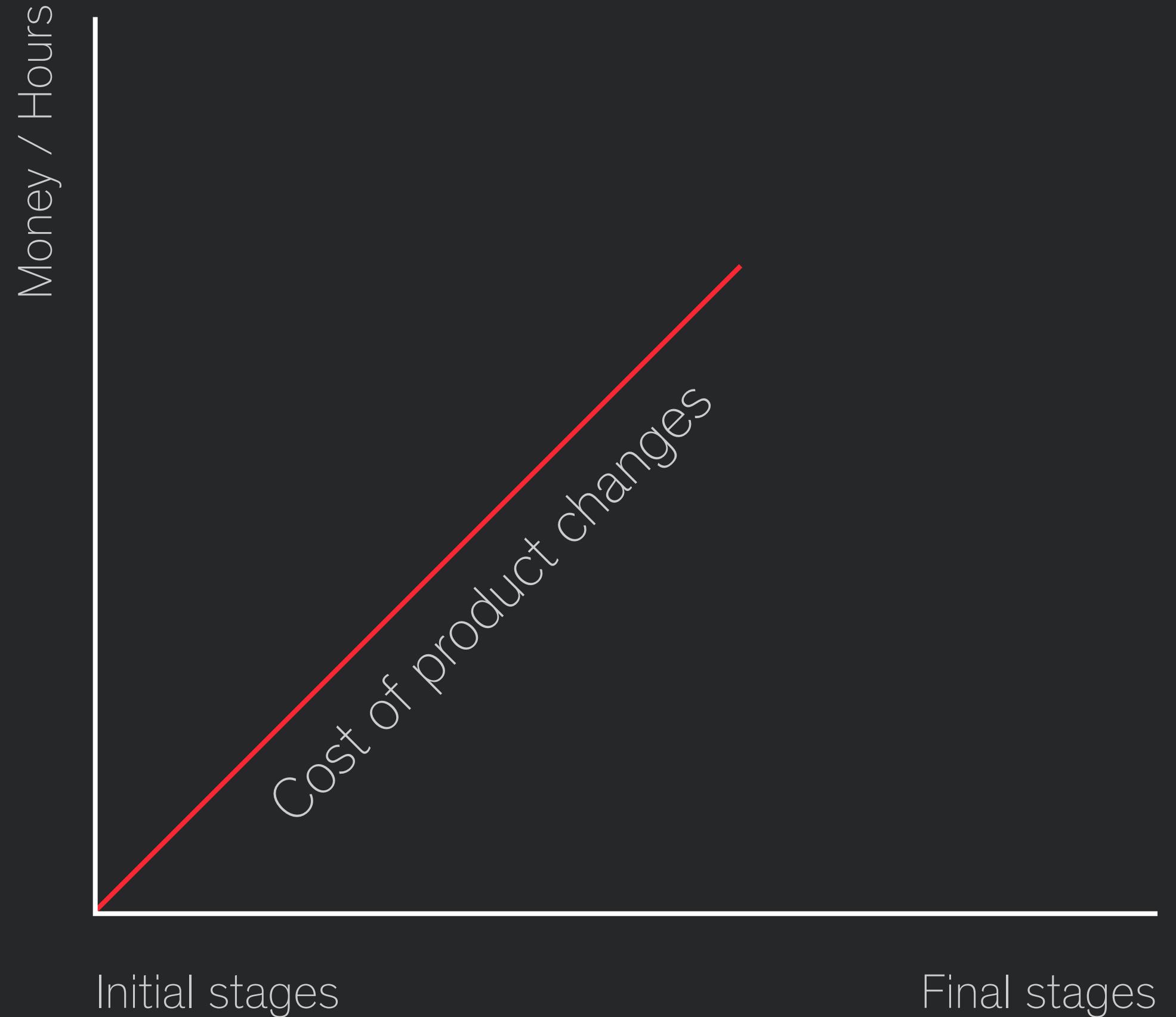
Prototip

Prorotip je rani uzorak, model ili inačica proizvoda izrađena kako bi se testirao koncept, proces ili alat za učenje.

WIKIPEDIA (PROTOTYPE)



Ekonomika prototipa



Planiranjem i prototipiranjem sustava smanjuju se troškovi i eliminiraju viškovi.



Koristi od prototipa

Feature analiza

Agilni pristup – brze iteracije

Alat za testiranje prije razvoja

Alat za istraživanje tržišta

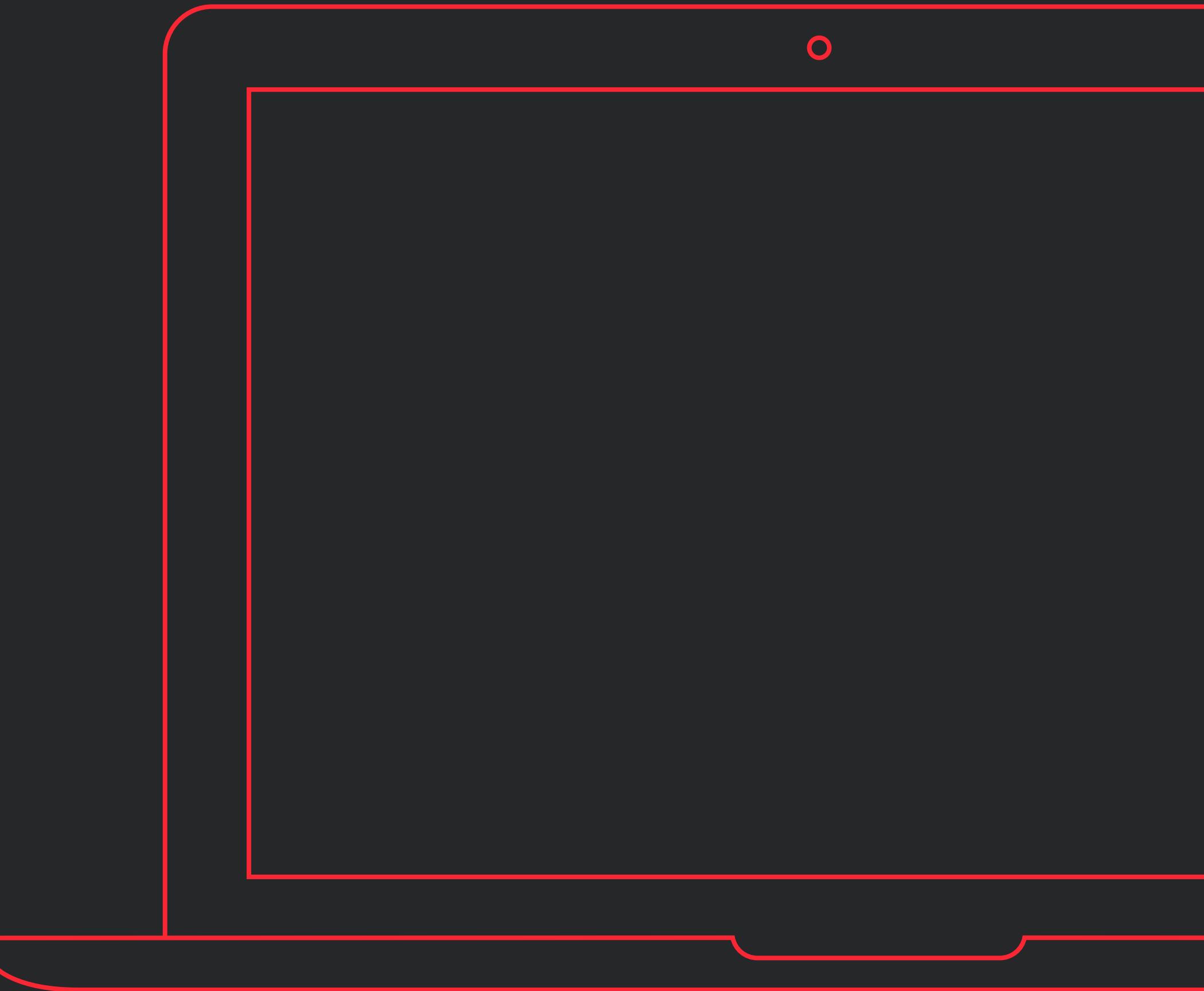
Shvaćanje projekta i učenje

Dokazivanje potreba

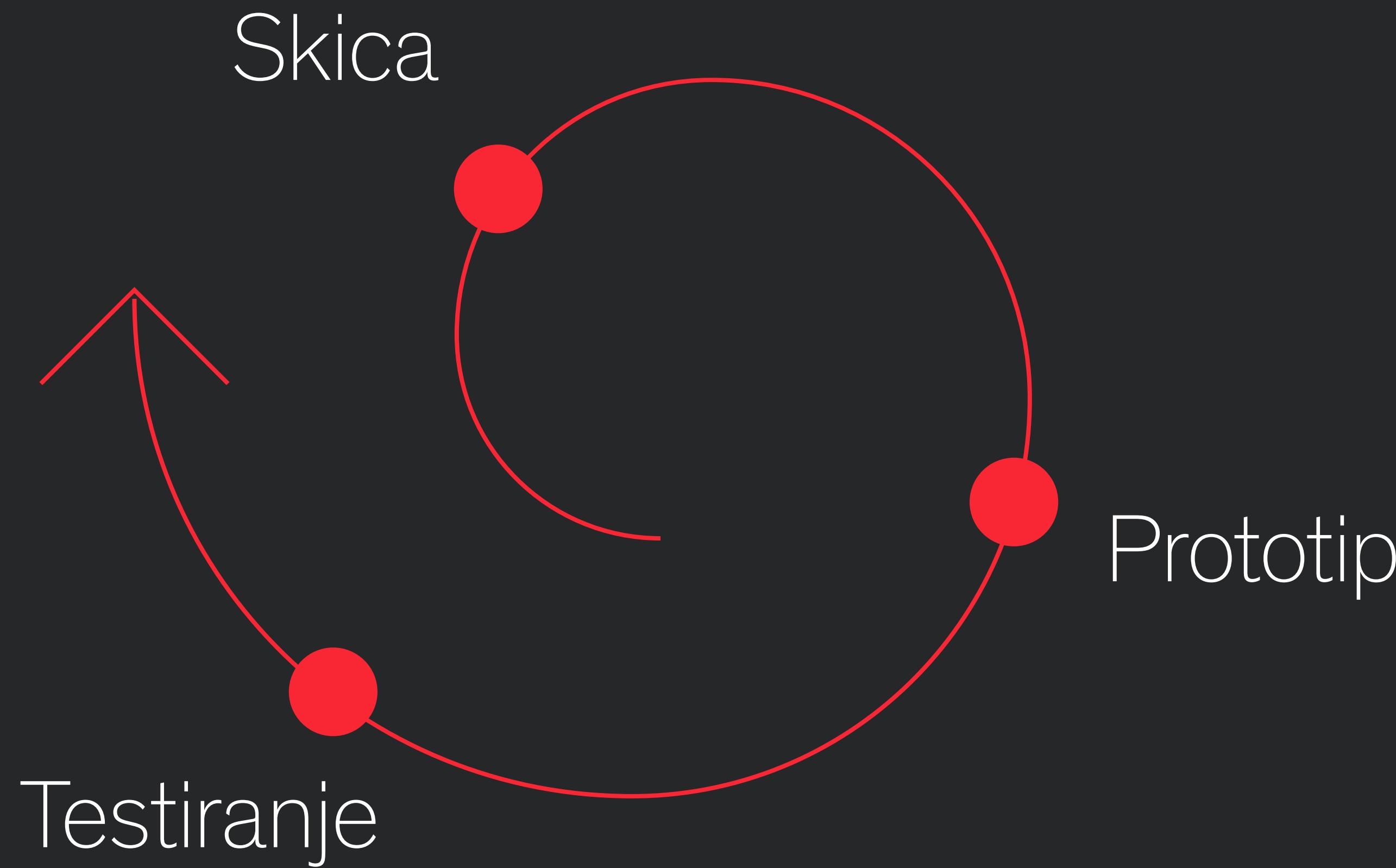


Vrsté prototipa

Proof-of-Principle Prototype
Form Study Prototype



Proces prototipiranja



Wireframe vs Prototype

Wireframe

Osnovne informacijske grupe

Layout

Osnovna vizualizacija

Prototip

Srednja/visoka razlučivost

Simulacija interakcije

User flow testing alat



Alati

MockFlow

BalsamiQ

InVision

Sketch

Illustrator

InDesign

Photoshop

Gimp

Inkscape

proto.io

Marvel

JustInMind

...



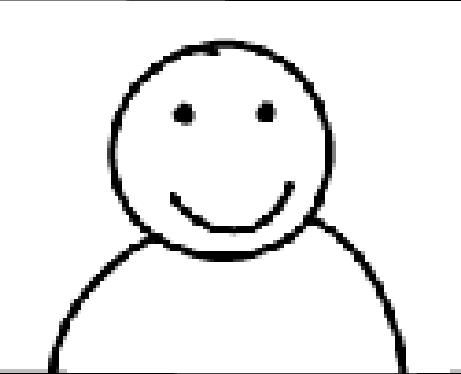
Low fidelity prototype

Homepage

Logo Home Profile Roadmap Explore Group Me

search Search

Morning, Forrest!



My Roadmap

- Raising A Cat
- Python Programming**
- Dr.Chuck's Online Tuto
- An's Awesome Notes

Goals you might be interested

1. Drawing - Level 1
2. Photoshop - Level 2
3. Boating - Level 1

People with similar interests



SB1 SB2 SB3

Materials recommended

- Raising A Cat**
- Checklist: Food to buy
- Video Tutorial How to feed

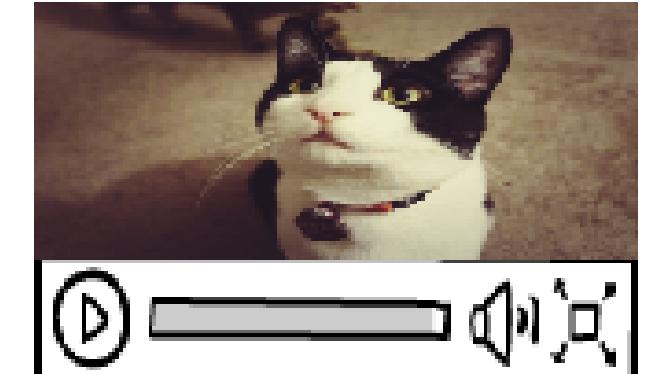
- Python Programming
- Yoga Self-Practice
- Cooking Chinese Food

Feed Peer

An has finished his 100th learning objective -- Skydiving! 1 sec ago

Like View this Roadmap Add As My New Goal

Wenke has watched a tutorial video about "raising a cat". 2 min ago



Like View this Roadmap Add To My Roadmap

Surong has added a new learning objective "Cooking" ! 30 min ago

Like View this Roadmap Add As My New Goal

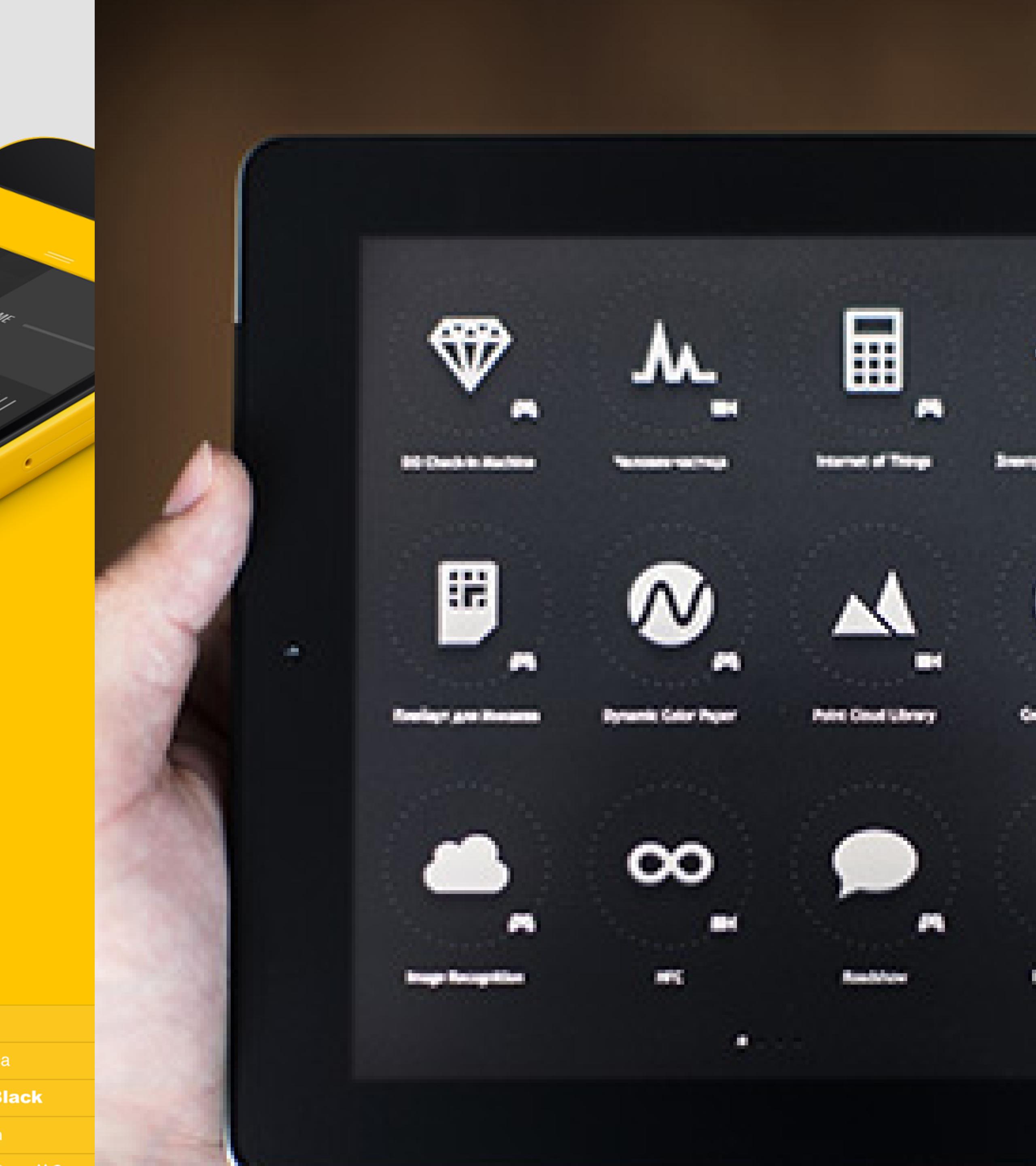
Lezhong has added new materials to his Roadmap "Playing Soccer". 3 hrs ago

Like View this Roadmap Add To My Roadmap

High fidelity prototype

Use your device as a light source,
choose any number of stencils
or write your own message.

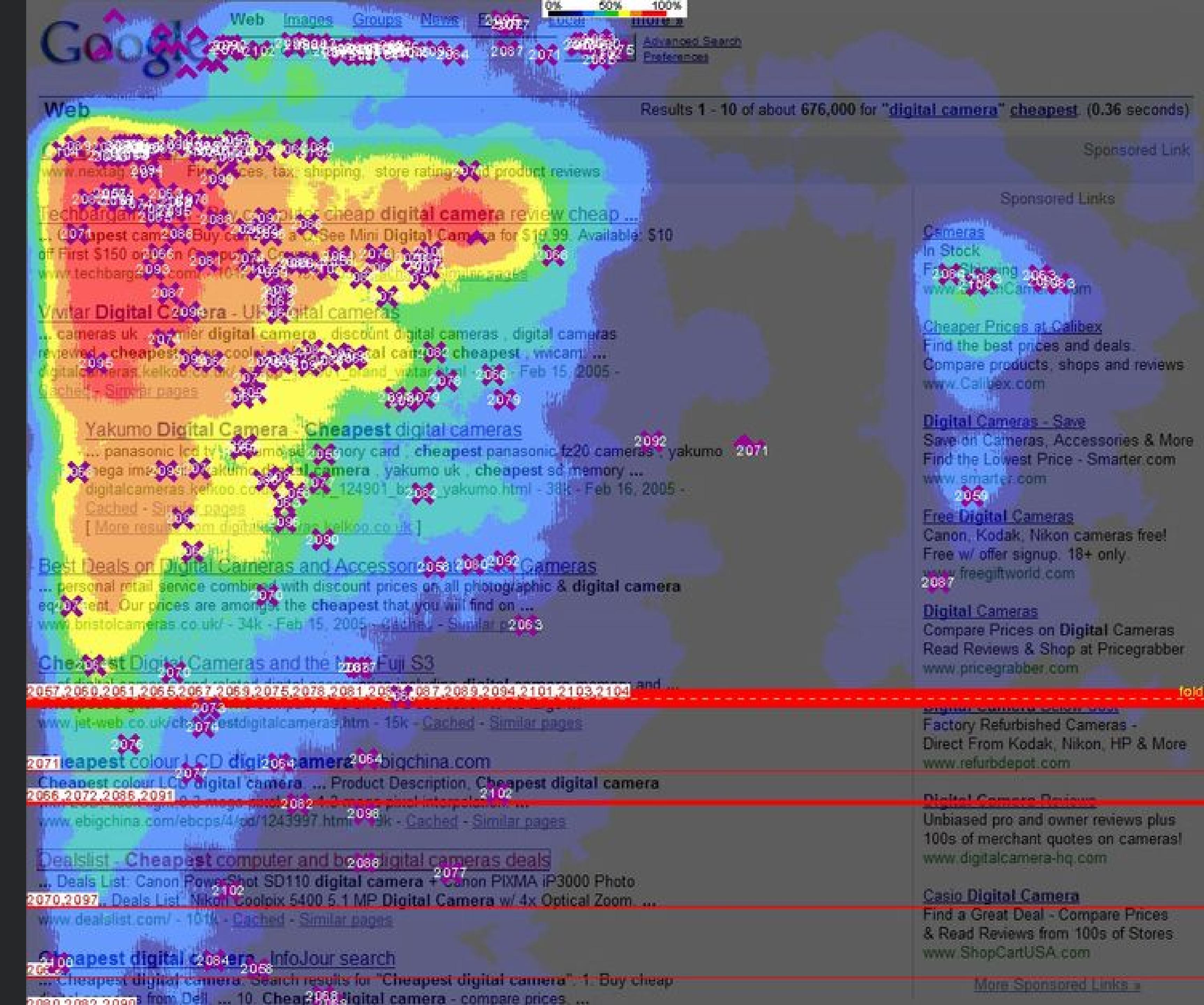
Move your iPhone in the air while taking long exposure shots.



Vizualni dizajn



Fuzorak



Vizualna hijerarhija — veličina

Prvo ili

drugo?



Vizualna hijerarhija — kontrast

LOREM IPSUM DOLOR OMNIS.

Tipografija



Odabir tipografije

Ton tipografije

Typesetting

Tipografska hijerarhija

Readability & Legibility

Tipografski ritam

...



Čitljivost

Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje.

Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje. Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje. Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje.

Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje.

Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje. Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje. Gojazni đačić s biciklom drži hmelj i finu vatu u džepu nošnje.



Content first

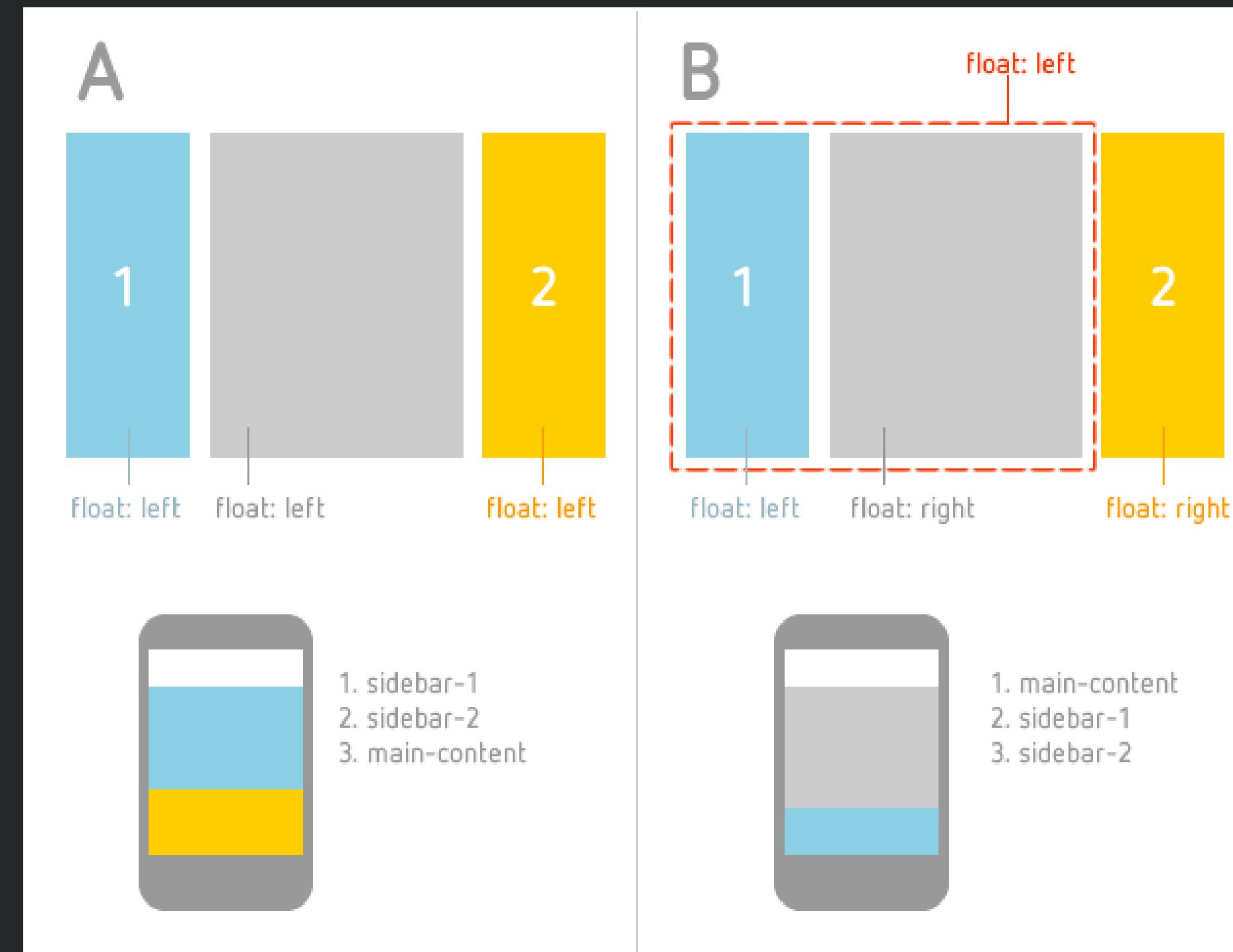
Context first

Mobile first



Content first

- sadržaj je cilj
- dizajn sadržaja
- vrijednost za korisnika
- prvo sadržaj, onda sučelje



Context first

Sadržaj se kreira ovisno o korisnikovu kontekstu (lokacija, vrijeme, podaci sa uređaja i sl.).

About 417,000,000 results (0.52 seconds)

Osijek

Wednesday 1:00 PM
Clear



33

°C | °F

Precipitation: 10%
Humidity: 19%
Wind: 8 km/h

Temperature Precipitation Wind



The Weather Channel - Weather Underground - AccuWeather

Send feedback

National and Local Weather Forecast, Hurricane, Radar and ...

www.weather.com/ ▾

The Weather Channel and weather.com provide a national and local weather forecast for cities, as well as weather radar, report and hurricane coverage.

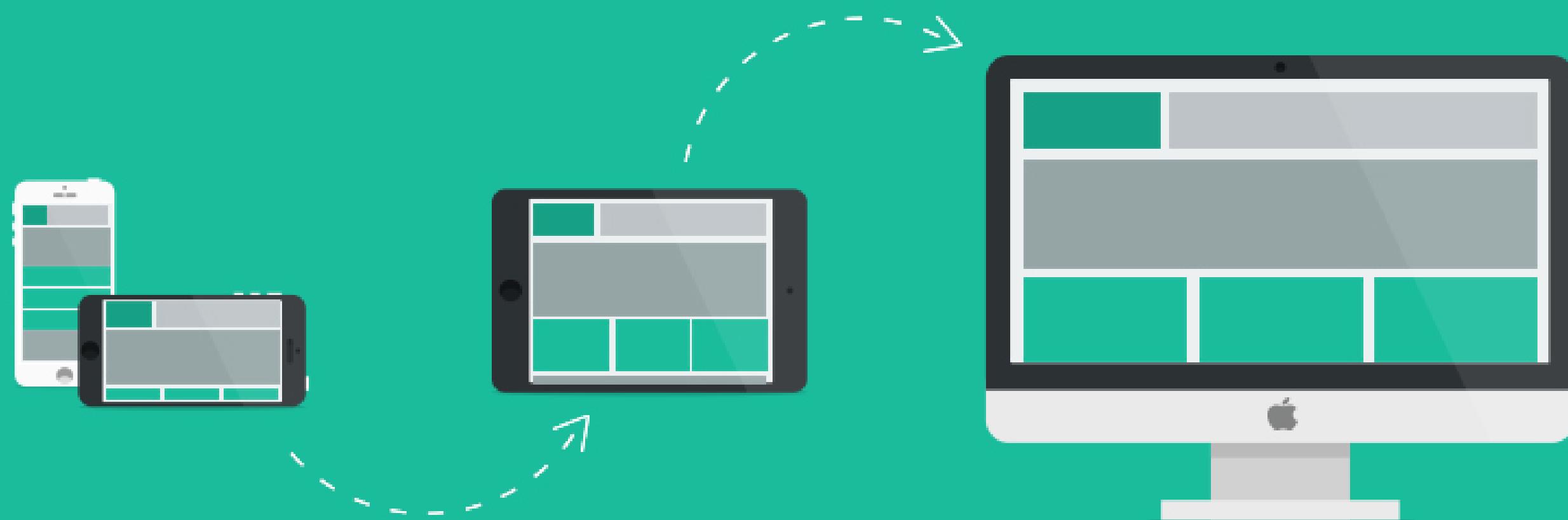
[Severe Weather Forecast - New York City - Chicago - Boston](#)

Mobile first

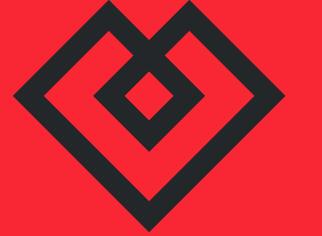
Sučelje se kreira od najjednostavnijeg s osnovnim funkcijama prema kompliciranim s naprednim funkcijama.

Compatibility

Progressive enhancement
Gracefull degradation



Hvala!
Pitanja?



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Workshop: Prototyping with Balsamiq

