Wireframes, Mockups, Prototypes

<u>Motivation</u>

- May or may not have a complete requirements document
- Serve as another form of communication to your key stakeholders
- Communication can be much faster and more clear with visuals

Three Stakeholders meant for:
1. Business People: Requirements Elicitation, Requirements Validation, Pre-Sale Product Vision
2. Developers: Estimate math and planning development
3. QA Testers: Planning and Testing

<u>Wireframes</u>

Act as a draft or sketch of an application or web design
- Show layout of screen
- Proper placement of page elements
    - Buttons, images, input fields, icons
- Does not show content, color, or shading

How to produce a wireframes?

1. Google it. You will find tons of SAS options.
2. Best to start with pen and paper
3. Should focus on Key Elements of the screen and placement

Mockup

Static Representation of Product

- Mockups should take the ultra-simple design of wireframes and start filling in the details
- The screen should be static (do nothing)
- Should have the "look and feel"
  - Fonts, wording, colors, stock photography, lorem ipsum, textures

Goals

Feedback on Details of Look and Feel

- color , text size, fonts
- Button size
- Forms
- Overall look
- theme

Prototypes

- Interactive Model that is meant to walk the users through the program's flow

- How will the user interact with the program
- What is the sequence of changing screens
- Optimize user experience

Prototypes should rely on **little to no code.**

- Not a useable product
- Only a demonstration of the user experience
- Fake it till you make it