

Wireframing & Prototyping

David Baeza

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A person with a beard, wearing a grey sweater, is sitting at a light-colored wooden table. They are holding a tablet with their left hand and touching the screen with their right hand. The tablet displays a website with a dark header, a large video player, and several articles in Polish. To the right of the tablet is a white cup of black coffee on a matching saucer. The background is slightly blurred, showing more of the table and some papers.

UI / UX

01

User Interface (UI)



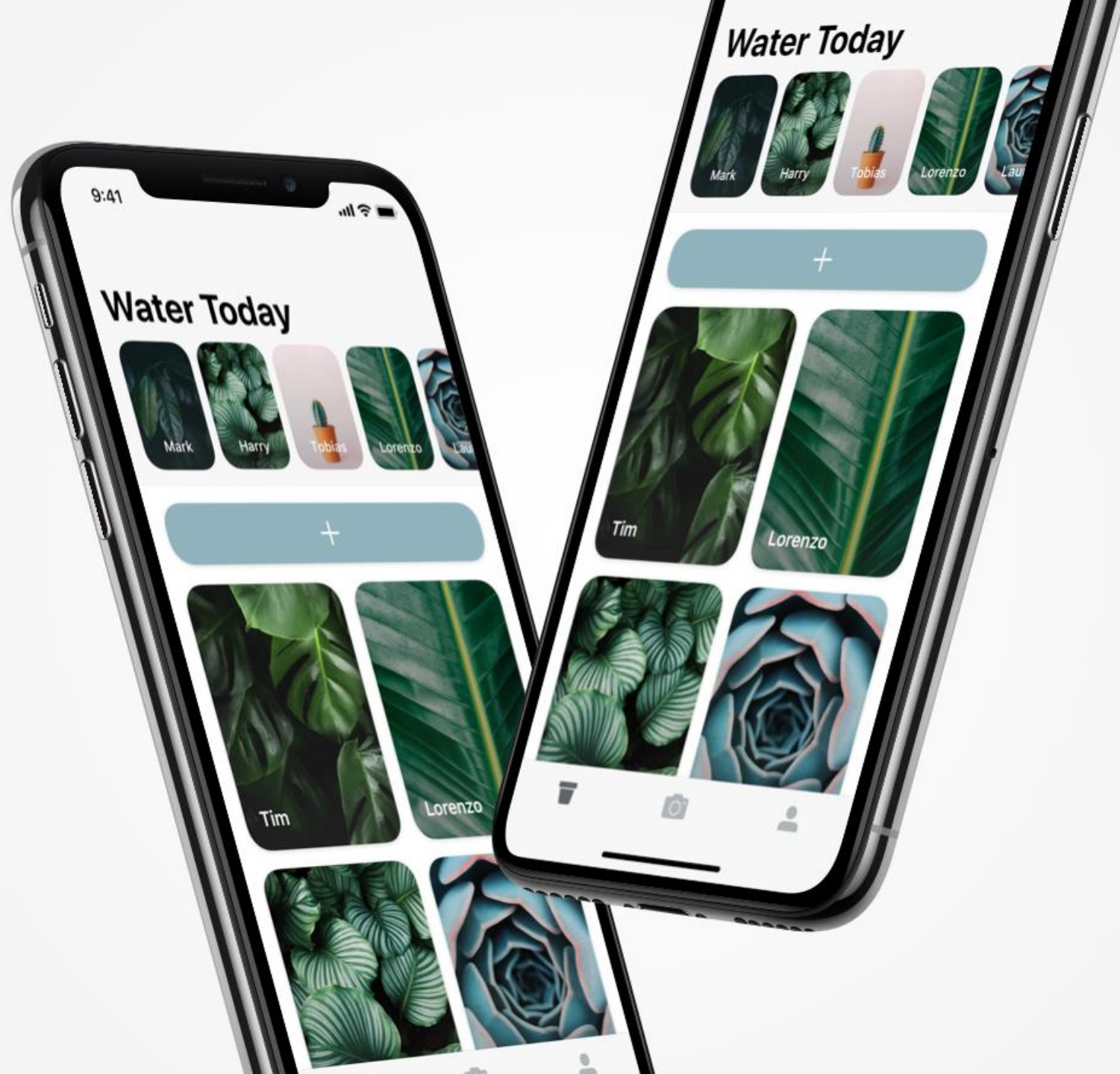
Es el conjunto de elementos en pantalla le permiten a un usuario interactuar de manera efectiva con un sistema.



Se enfoca en la *presentación visual* de un producto digital de manera consistente (selección y distribución de los elementos de la interfaz).



Es la suma de arquitectura de información, elementos visuales y patrones de interacción.



01

Actividades UI

- Diseño de interacción
- Guías de interacción
- Diseño de elementos (p, ej., botones)
- Diseño visual (p, ej., iconos)
- Guía de estilo (p, ej., paleta de colores, fuentes)



Shuffle behaviour

☐ Don't shuffle

☐ Tip shuffle

☐ Image shuffle

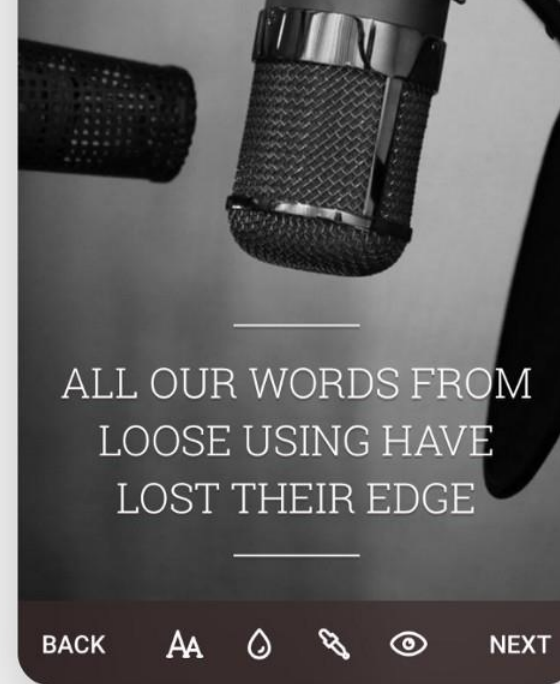
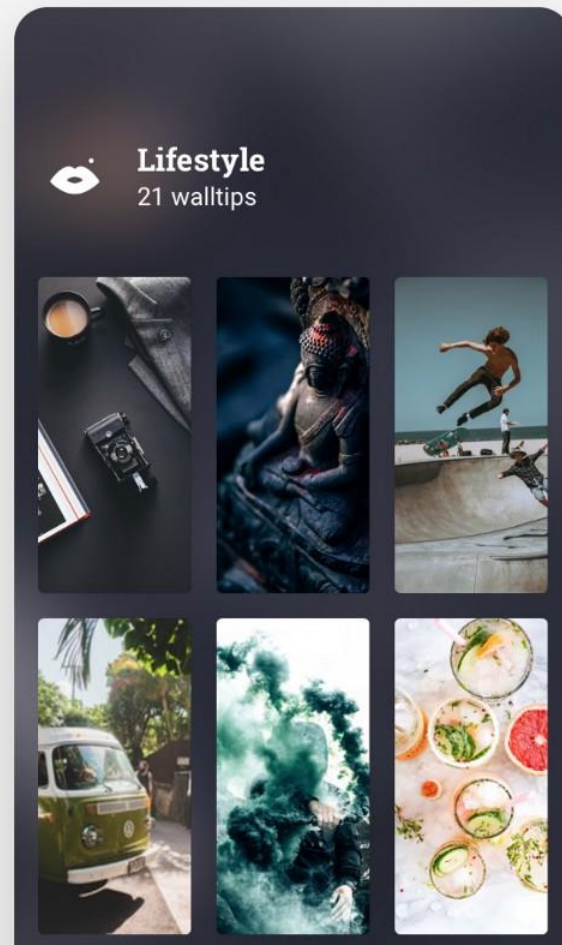
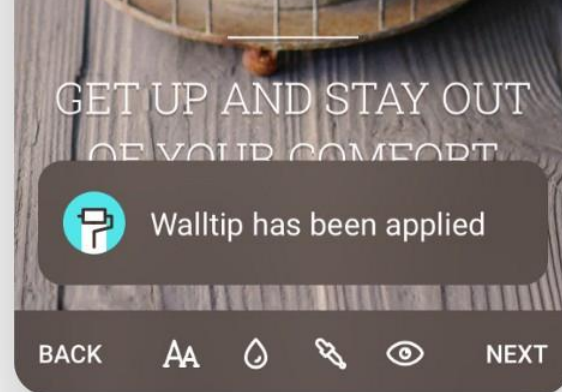
☒ All shuffle

Shuffle every

day

2 hours day week

CANCEL APPLY



01

User Experience (UX)



Es aquello que percibe una persona al *interactuar* con un producto o servicio.



“Es ponerse en los zapatos del usuario”.



La experiencia de usuario se enfoca en diseñar productos útiles, usables y deseables.

01

¿Cómo se hace UX?



Fuente: Andrea Cantú

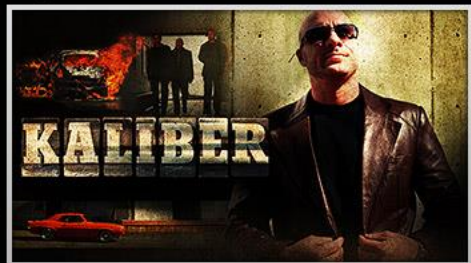
Kaliber

★★★★★ 2013 TV-MA 2 Seasons HD 5.1

While investigating the disappearance of her father, Pam Quinn is sent on a wild ride to find him.



My List



Popular on Netflix





NEW & INTERESTING FINDS ON AMAZON

EXPLORE



All ▾



Early Black Friday deals

Deliver to Claire
Canton 30114

[Buy Again](#) [Browsing History ▾](#) [Claire's Amazon.com](#) [Early Black Friday Deals](#) [Gift Cards](#) [Whole Foods](#) [Registry](#)

EN
🌐 ▾

Hello, Claire

[Account & Lists ▾](#)

[Orders](#)

[Prime ▾](#)

0 [Cart](#)



Hi, Claire

Customer since 2013

Top links for you



Your Orders



Home & Kitchen



Movies & TV



Clothing, Shoes &
Jewelry

Droughtlander is over



Catch the new season on STARZ with Prime Video Channels.

[Watch with a subscription](#)

Early Black Friday deals



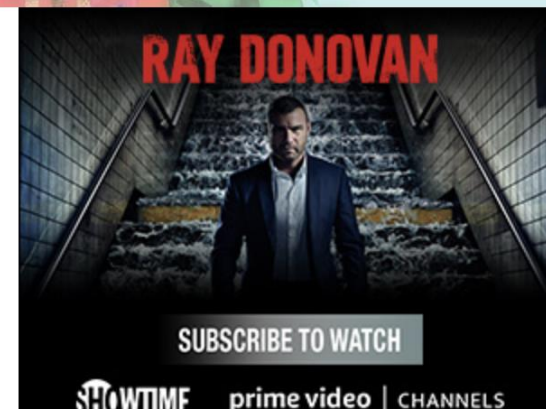
Deals in every department

[Shop now](#)

Looking for a gift?

Find personalized gift ideas and view your friends' Wish Lists.

[Check out the Gift Finder](#)



SUBSCRIBE TO WATCH

SHOWTIME

prime video | CHANNELS

01

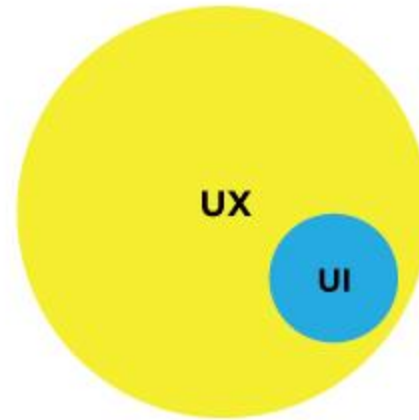
Actividades UX

- Investigación (p. ej., entrevistas, encuestas)
- Arquitectura de información (organización y estructura de contenidos)
- Análisis de datos (p. ej., KPI's)
- Evaluación (p. ej., heurísticas, pruebas de usabilidad)

01

UI ≠ UX

“Una buena UI nos permite dar una buena UX,



pero la UI no lo es todo, es un instrumento de la UX.”

Fuente: Andrea Cantú



+ New message

Delete Archive Junk Sweep Move to Categories Undo

- Favorites
- Inbox** 17
- Drafts
- Sent
- Deleted
- Robin Counts 4
- Travel
- Folders
- Inbox 17
- Junk
- Inbox
- Sent
- Deleted
- Archive
- Travel

Focused Other Filter

Elvia Atkins, Katri Ahokas
Happy Women's Day!
Can't wait to see you all tonight at Fourth
3:10 PM

Yesterday

Cecil Folk
Surprise birthday planning
Hi everyone, 4:30 works for me, I'll arrange for
Mon 10:40 PM
Friends Catering

Contoso Suites
Your Upcoming Stay
Hi Katri, we're glad you're joining us! Here is
Mon 4:02 PM

Erik Nason
Trip to Guadalupe
If we could go from Thursday to Sunday that
Mon 11:20 AM

This week

Kristin Patterson
FW: Graphic Design Institute Fi...
Hey—I saw this online, seems really interesting.
Sun 9:27 PM

Happy Women's Day!

Elvia Atkins
Fri 7/28/2017 3:10 PM
Wanda Howard; Katri Ahokas; Henry Brill



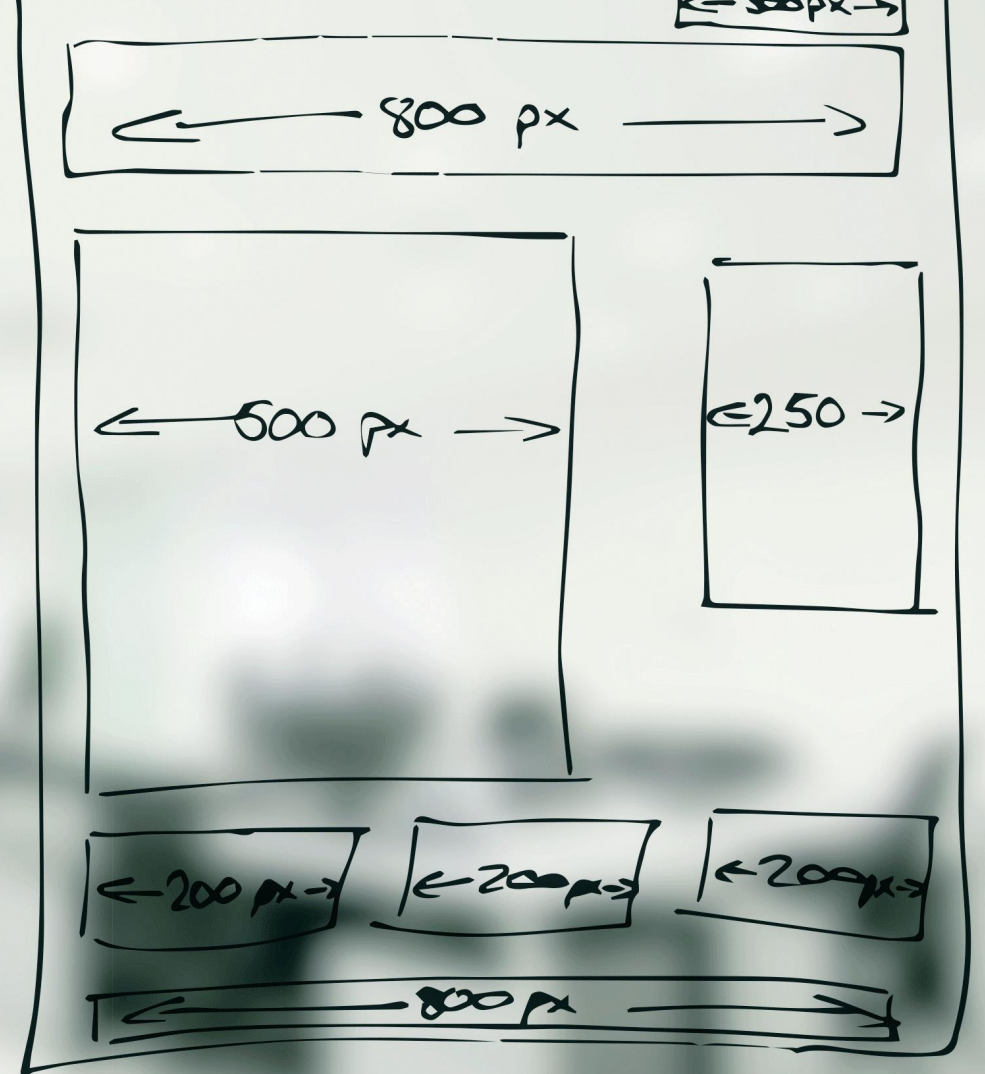
Show 4 attachments (6MB) Download all

Can't wait to see you all tonight at Fourth Coffee! Thank you again for participating in such a special event. We are hoping to host more of these throughout the year.

To: Elvia Atkins; Wanda Howard; Katri Ahokas; Henry Brill;

- Flyer for WD2019.docx**
12 KB
- WD2019 Presentation.pptx**
4.2 MB

Thanks Elvia! Here is my presentation for tonight! :)



Wireframing

02

Wireframing

Es el proceso que permite definir la *jerarquía de la información* de un diseño de pantalla.

Proporciona una imagen temprana del producto, que permite que todos los *stakeholders* construyan y validen las soluciones de diseño, en función de las necesidades del usuario y del negocio.

02

Wireframes



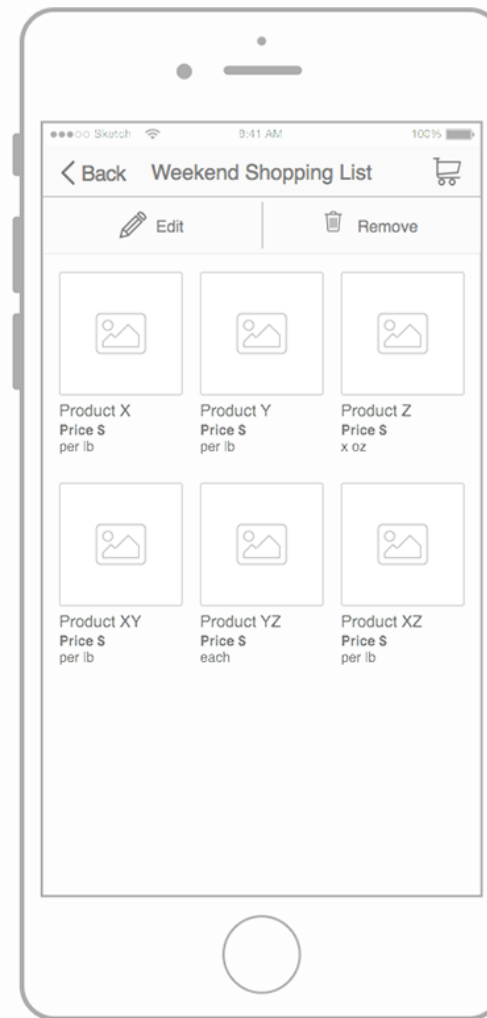
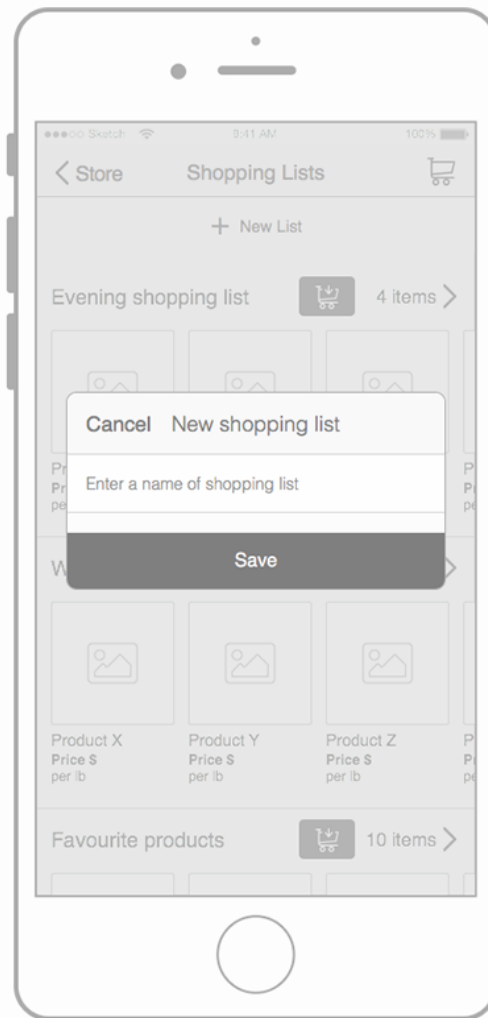
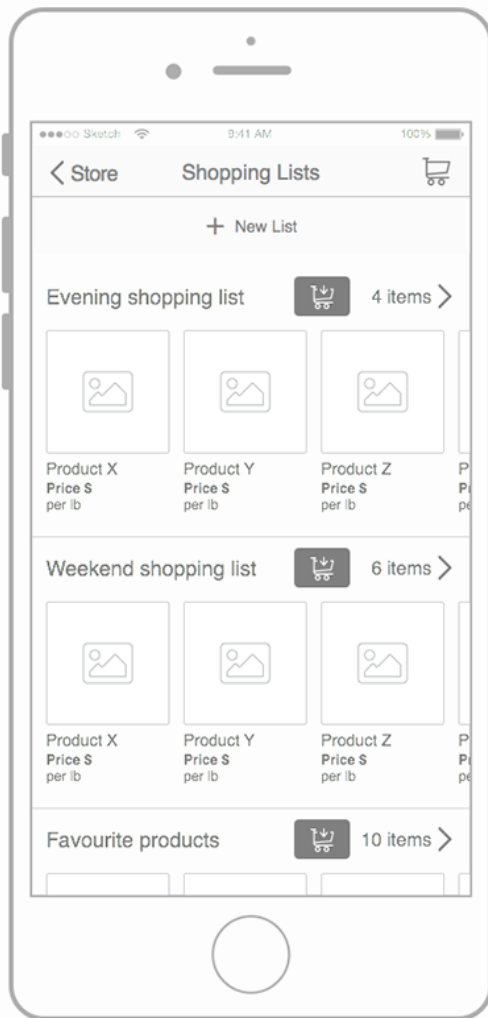
Low-fidelity design.

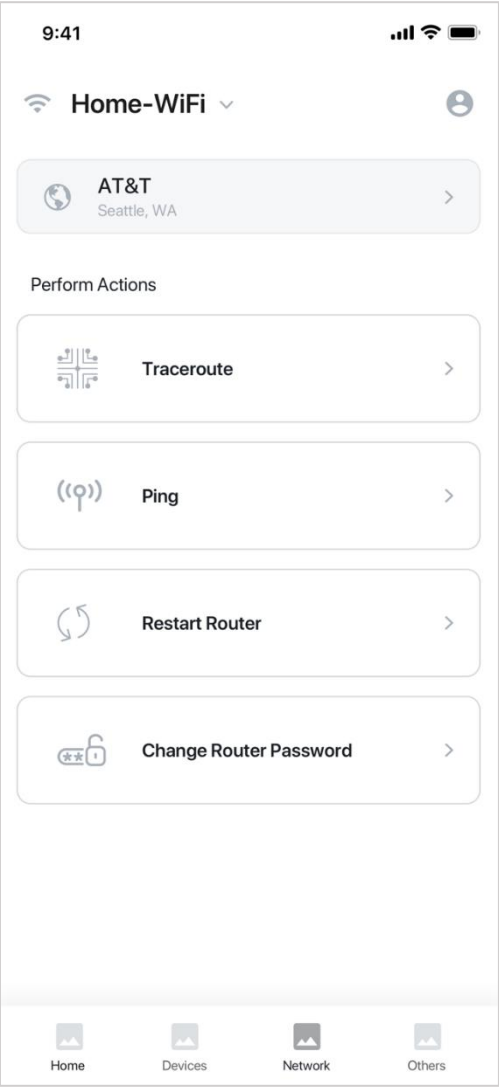
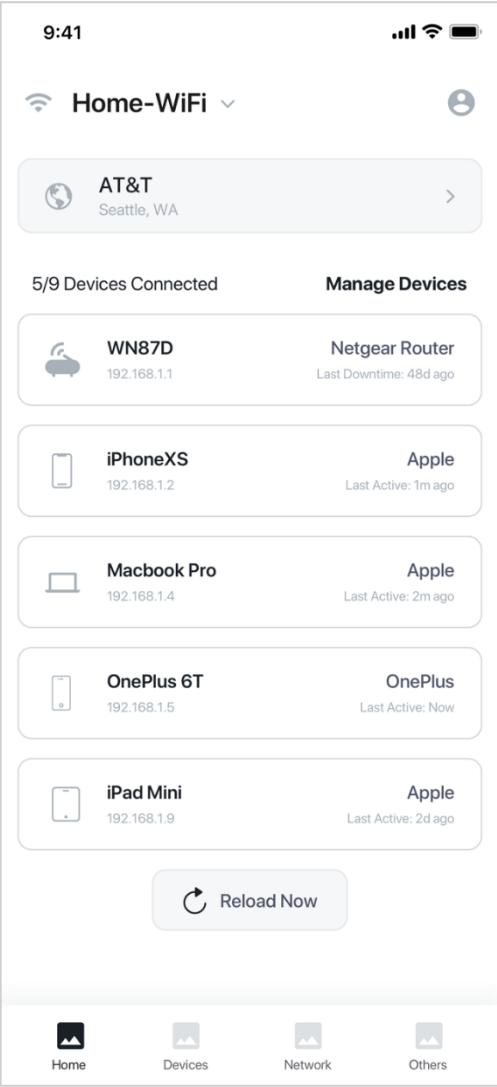


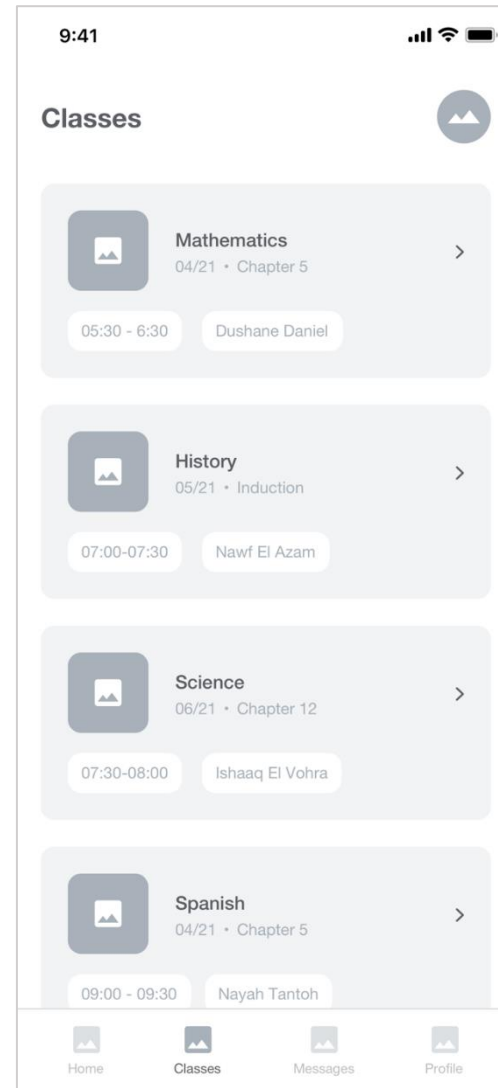
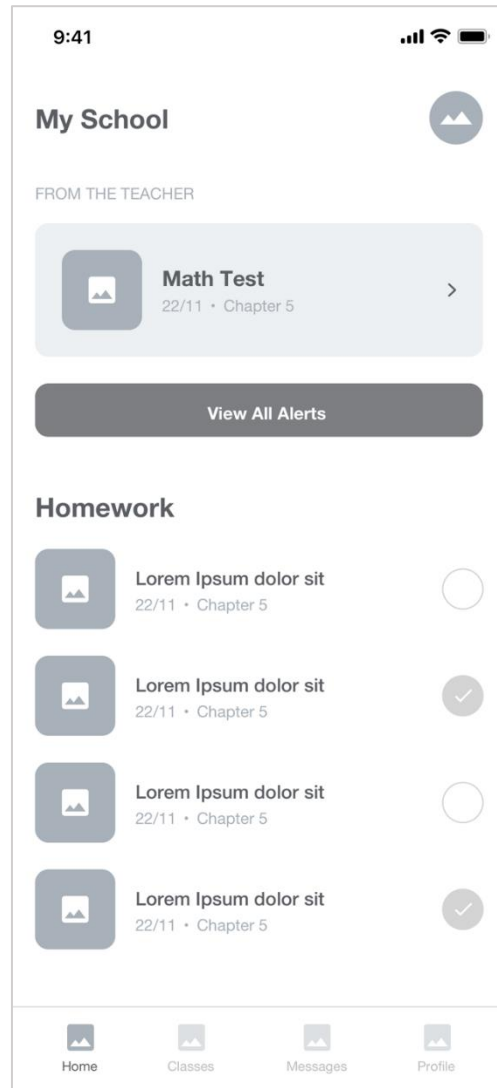
Utiliza elementos gráficos simples como líneas, cuadros y otras formas geométricas para comunicar la arquitectura de la información, el contenido y las consideraciones de diseño (no se preocupa por los atributos visuales y estéticos).



Los wireframes creados correctamente sirven como *columna vertebral* de un producto digital.







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Rolling Promo

Promo 1Promo 2Promo 3Promo 4Promo 5

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Select Cinema

Select Film

Select Date

Select Time

Book Now!

Film Reviews

Now showing

Coming Soon

Film Title (cert)

Description

Find Cinema

Book Now

★★★★★

More...

Film Title (cert)

Description

Find Cinema

Book Now

★★★★★

More...

Film Title (cert)

Description

Find Cinema

Book Now

★★★★★

More...

[Add your review & win](#)

[All Customer Reviews](#)

User Goal 1

User Goal 2

Find Cinema

Select Cinema

or

Enter town or postcode

☒ Remember my local cinema

Book Now!

Login/Register

Email address

Password

Go

Location based promo

Keep up to date

Email address

Sign up

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Savings Calculator

Go

(x) Minutes that Matters.
Get an online Quote.
It only takes (x) minutes.

Go

Heading 1

Some Copy about Company Achievements and Awards,
or Client Case study, can go here.

Can be updated through CMS on a regular basis.

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Paragraph

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Managing Risk

Paragraph

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Pre-Retirement

Paragraph

[Learn More »](#)

Tax Tips

Paragraph

[Learn More »](#)

News Feeds

Stock Feeds

Quotable Quotes

Statistics about Insurance

“The purpose of wireframes is to answer three basic questions of how the content is grouped, how information is structured and a basic visualization of the user interface”.

02

Mockups



Mid-high-fidelity design.

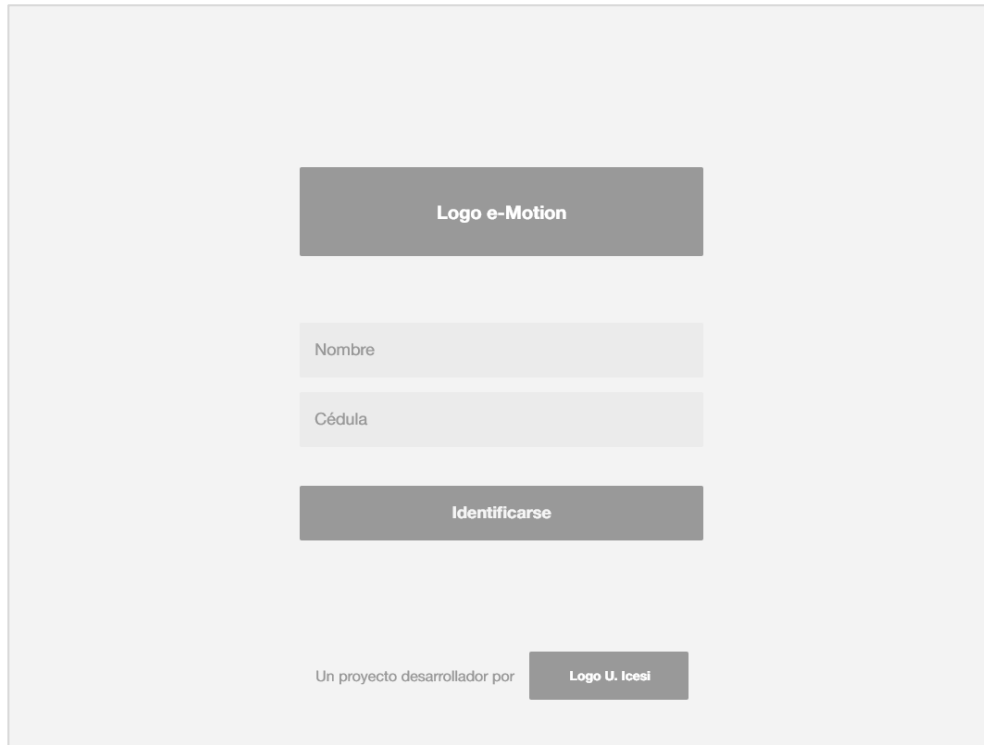


A diferencia de los wireframes, utilizan elementos gráficos de mayor complejidad y diseños refinados (tipografías, colores, identidad visual).

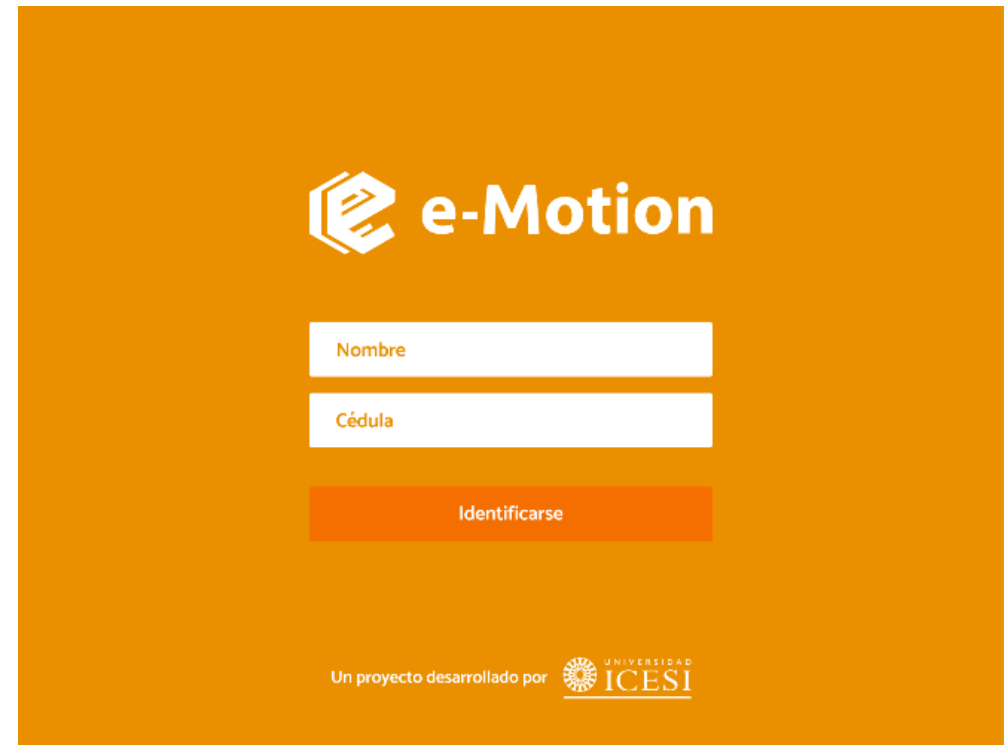


Los mockups se acercan mucho a la versión final en cuanto a la *estética y el aspecto* de un producto digital.

“A mockup is much more than just a coloured version of the wireframes. It is the reinterpretation of the wires in the visual language of the brand”.

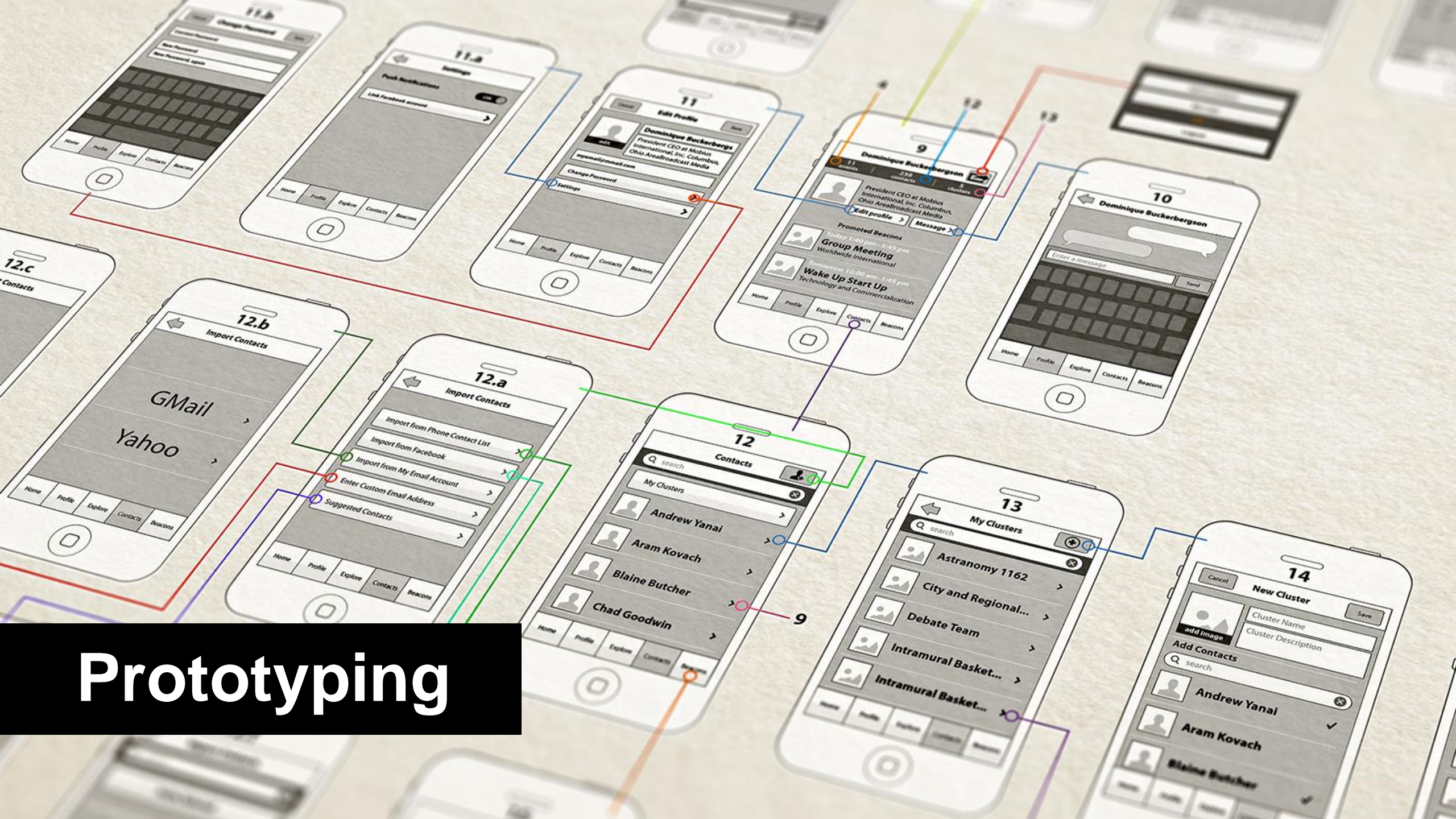


Wireframe



Mockup

Prototyping



03

Prototyping

Es el proceso de construcción de un modelo de un sistema.

Se considera como una parte integral del diseño de experiencia de usuario, ya que permite visualizar cómo lucirá y funcionará el producto final, así como capturar retroalimentación de parte de los usuarios/clientes potenciales.

En términos generales, el proceso de prototyping permite probar ideas rápidamente y mejorarlas de manera igualmente oportuna.

03

Prototipo



Es una representación esquemática del *contenido y comportamiento* de un producto digital.



Permite simular la interacción del usuario con la interfaz.



A través de un prototipo, los usuarios pueden experimentar en alguna medida la experiencia de uso del producto.

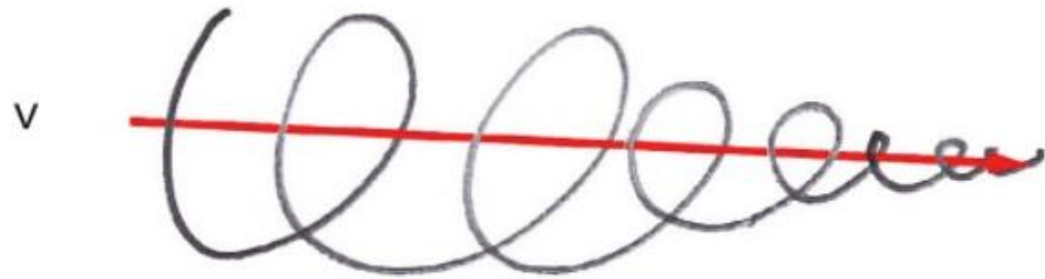
03

¿Por qué es importante?



Diseño

« Branching Exploration »



Prototyping

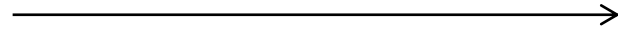
« Incremental iterative refinement »

“A digital product is an interactive dynamic entity and it is extremely difficult to describe a moving interactive thing using static images. The best way to show interactive concepts to clients is to show them a working version of those concepts. This is the gap that a prototype will fill”.

04

Conclusiones

Wireframes



« Low-fidelity design »

Mockups



« Mid-fidelity design »

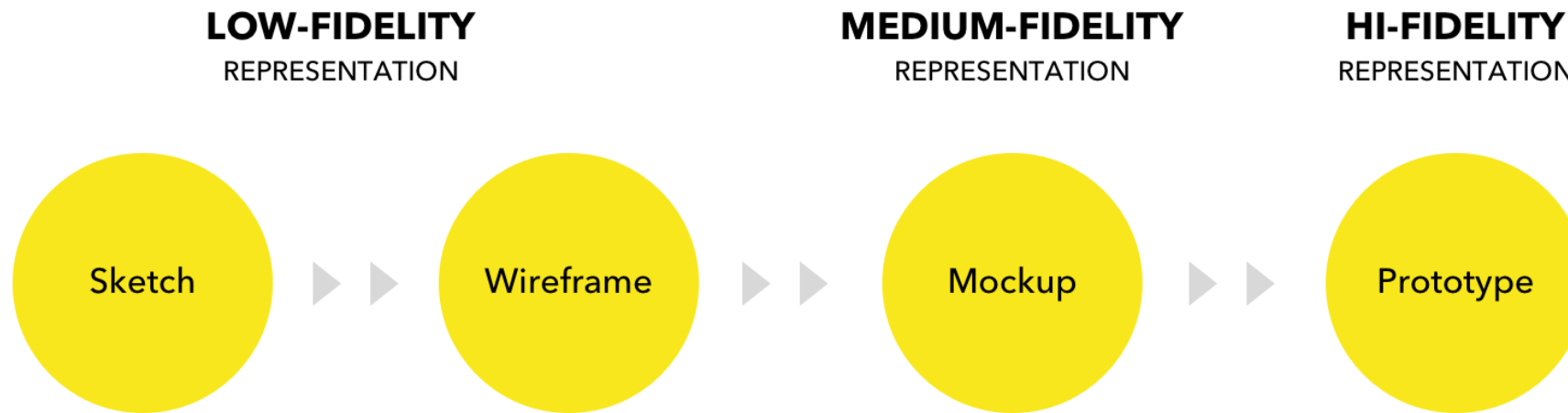
Prototipos



« Representaciones que incluyen o simulan la interacción del usuario con la interfaz. »

04

Conclusiones



Fuente: Brainhub

“As important as wireframes and mockups are in getting you closer to a finished product, it is a prototype brings you the closest to a finished product and lets you test out an interactive design before it goes public”.