



Prototyping

Objectives

- Design Fidelity
- Wireframes
- Prototyping tools
- Prototyping

Design Fidelity

Design Fidelity

How closely your design looks to the final product

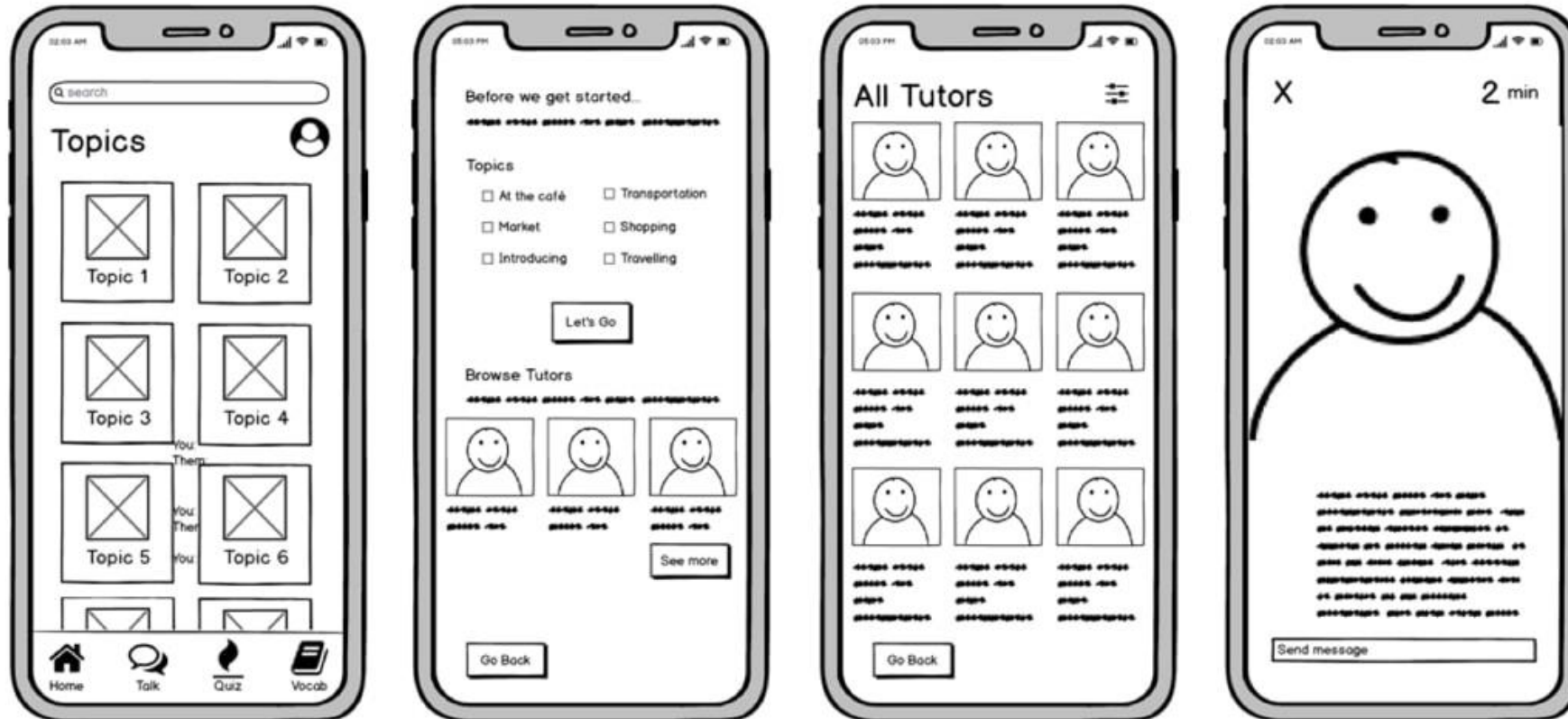
Design Fidelity

- Low-Fidelity(Low-Fi)
 - Paper Wireframes
 - Digital Wireframes
 - Lo-Fi Prototypes
- High Fidelity(Hi-Fi)
 - Mockups
 - High-Fidelity Prototype

Wireframes

- A wireframe is a two-dimensional illustration of a page's interface that specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors.
- For these reasons, wireframes typically do not include any styling, color, or graphics. Wireframes also help establish relationships between a website's various templates.

Wireframes



Creating Wireframes

It's important to keep in mind that wireframes are guides to where the major navigation and content elements of your site are going to appear on the page. Since the goal of the illustrations is not to depict visual design, keep it simple.

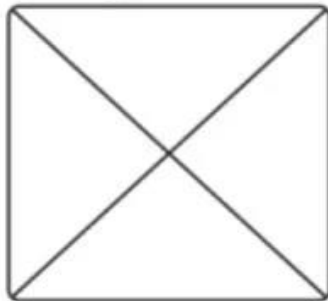
- **Do not use colors.**
- **Do not use images.**
- **Use only one generic font.**

Elements of a wireframe

Logo

Link

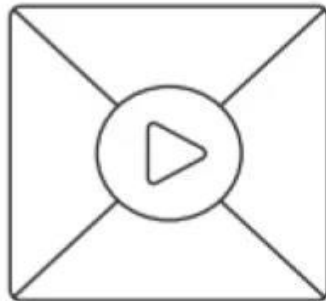
Image



Header

Icon 

Video



Button

Search 

List 

Text Field

< Navigation >

Lo-Fi: Paper Wireframes

- A Paper wireframe is a sketch or drawing that represents the skeleton of a website or an app interface.
- As the name suggests, it is often done on a sheet of paper or a whiteboard using a pencil or a pen for rapid simulation and testing.



Advantages of Paper Wireframes

- **Cost-effective-** the paper itself is cheaper compared to the software that would have been used to create wireframes.
- **Easy to use-** Anyone can do paper prototyping. It does not require coding skills or design expertise.
- **Quick iteration-** With paper prototyping, you can quickly build your wireframes and see how it looks like in minutes.
- **Universal-** Everyone can easily understand a paper sketch, and thus anyone in the organization can join and participate.
- **Honest critique-** When it is on paper, it is easy for stakeholders to give honest feedback. Most often, people don't give more genuine opinions on digital wireframes because they feel it involved tedious work and expertise.

Wireframing and Prototyping tools



Figma



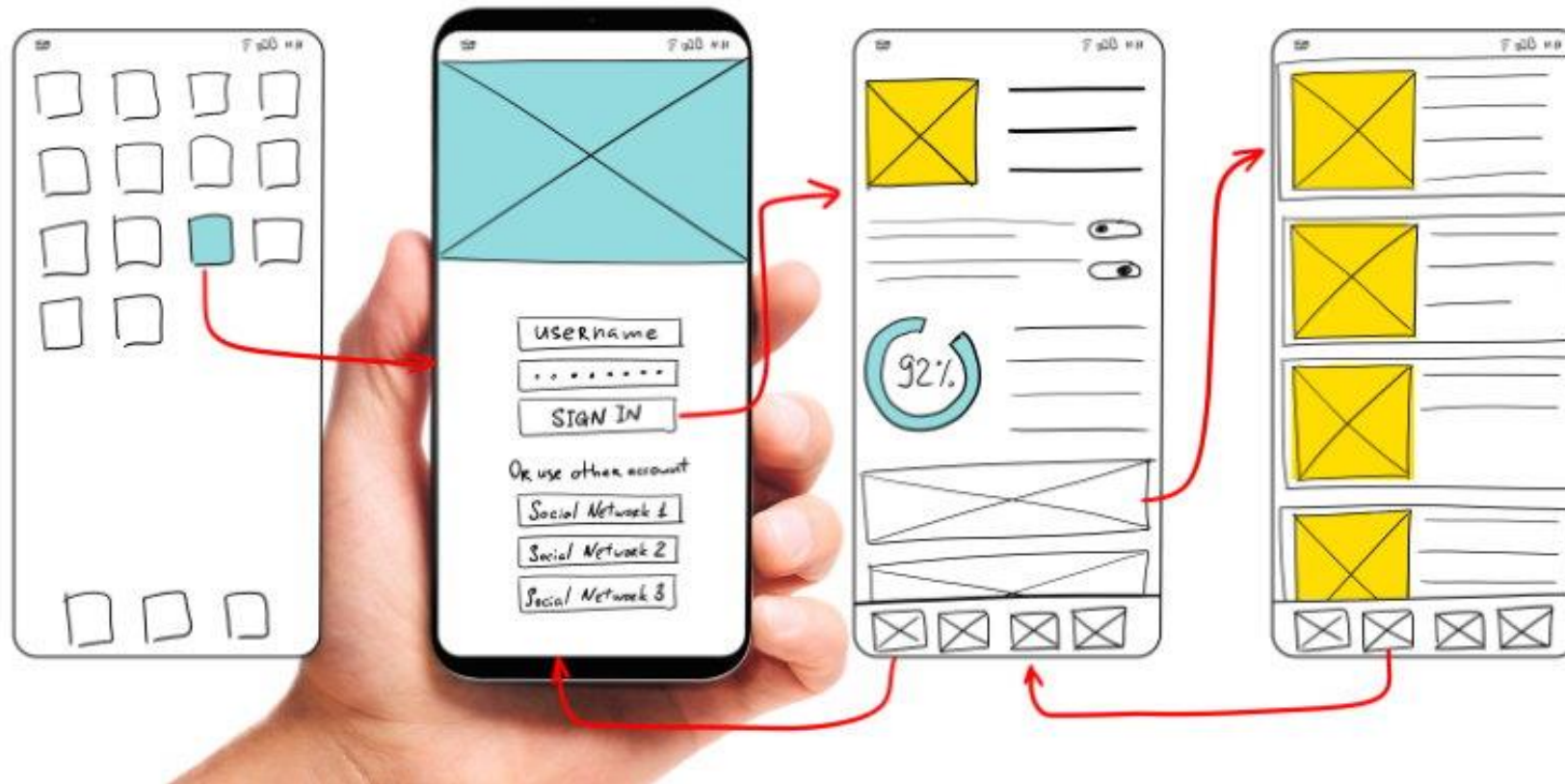
Sketch

Phase 4: Prototyping

Lo-Fi: Prototypes

- A low-fidelity prototype is a simple diagram of an early-stage design concept.
- UX design teams use them to quickly test an idea, identify gaps and pitfalls, and discard product designs that don't resonate with users.

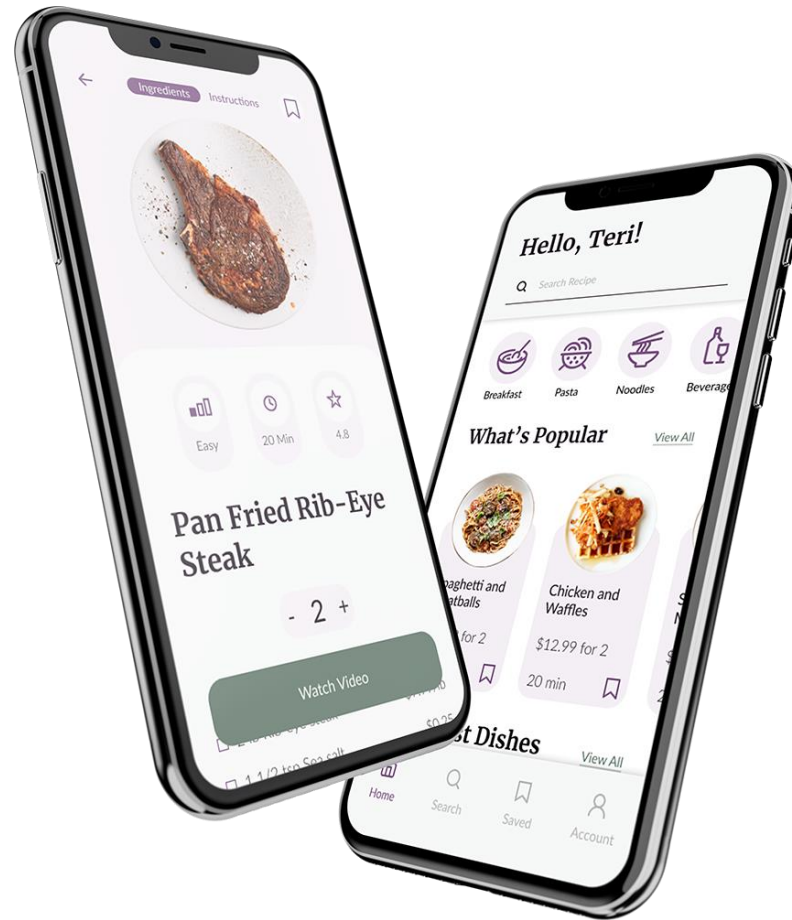
Lo-Fi: Prototypes



Mockups

- A UI mockup is a visual representation of a final digital product or website, including layout/hierarchy, color, typography, icons, and other UI elements.
- While mockups are high-fidelity designs, they are static and have no functionality-like a screenshot.

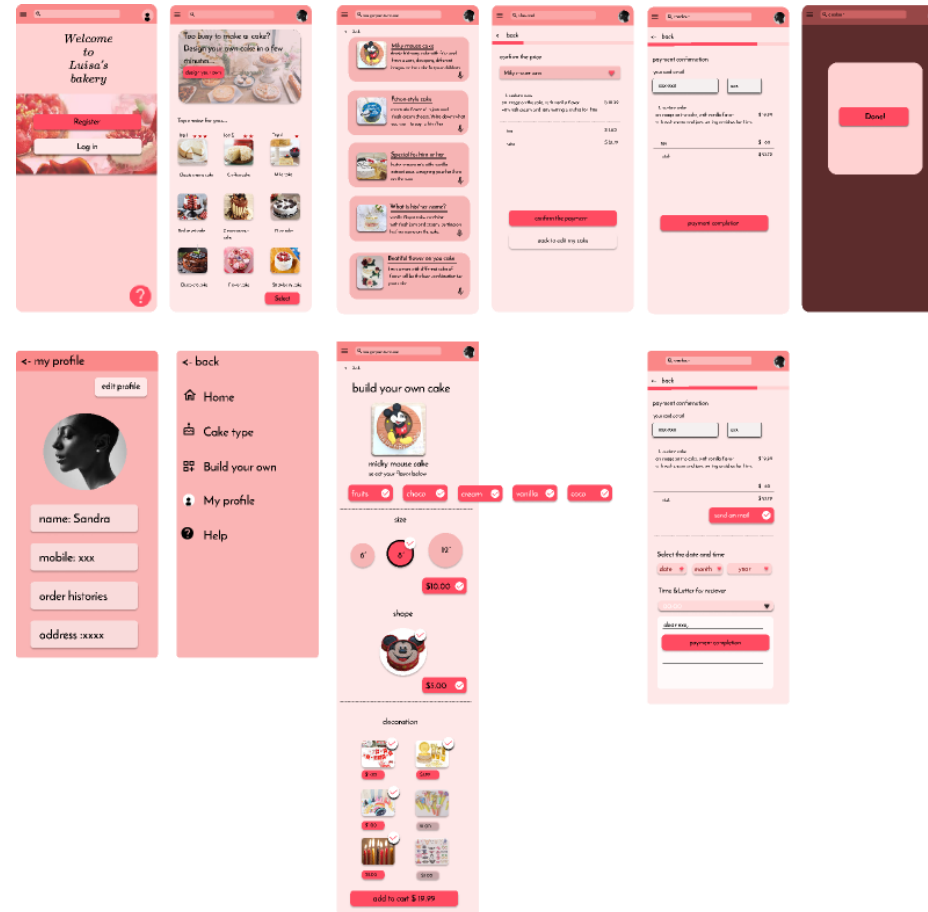
Hi-Fi: Mockups



Hi-Fi: Prototypes

- A high-fidelity prototype is a polished simulation of your final product. Visual design details and real content show the look and feel of the end product. F
- or testing, robust interactivity and functionality provide a more realistic user experience.

Hi-Fi: Prototype



Thank you 😊