

BUILD WIREFRAMES AND LOW-FIDELITY PROTOTYPES

Empathize → Define → Ideate → Prototype → Test

Module 1 :-

Storyboarding and Wireframing

Module 2 :-

Creating paper and digital wireframes

Module 3 :-

Building low fidelity prototypes.

MODULE - 1.

User flow - path taken by a typical user or an app or a website, so they can complete a task from start to finish



- ACTIONS



- SCREEN



- DECISION

- DIRECTION

STORYBOARDING :- A series of panels or frames that visually describe and explore a user's experience with a product.

FOUR ELEMENTS OF A STORYBOARD :-

- * Character : The user in your story
- * Scene : Helps us imagine the user's env.
- * Plot : The benefit or solution of the design
- * Narrative : The user's need/ problem and how the design will solve the problem.

TYPES OF STORYBOARDS :-

(how & why)

1. Big - Picture : Focuses on User Experience ↑
2. Close - up : Focuses on the product. (what)

A STRONG DESIGN ALWAYS PUTS THE
USER FRONT & CENTER

Fidelity : How closely a design matches the look - and - feel of the final product.

Lo - fi - Lower level of complexity.

Hi - fi - More refined or polished

WIREFRAME : A basic outline of a digital experience, like an app or website.

BENEFITS :-

- * Elements to be included in your design.
- * Catch problems early.
- * Get Stakeholders to focus on structure.
- * Save time and effort
- * Iterate quickly.

MODULE - 2

Information Architecture - Organises content to help users understand where they are in a product and where the information they want (like a map)

IMPORTANCE :-

- * Organises and defines the overall structure
- * Provides a high-level view
- * Helps stakeholders review your design
- * Helps engineers understand how to organise the data.
- * Allows your ideas to grow and iterate with your design.

STEPS → Organization
→ Hierarchy
→ Sequence.

Benefits of Paper Wireframes

- Fast
- Inexpensive
- Explore lots of ideas

Moving from paper to digital wireframes :-

- Is my paper wireframe complete?
- Have I received feedback on my paper wireframe?
- Am I ready to consider basic visual cues.

GESTALT PRINCIPLES :-

Describes how humans group similar elements, recognize patterns and simplify complex images when we perceive objects.

MODULE - 3

How a digital wireframe is converted into a low-fidelity prototype.

Prototype : An early model of a product that demonstrates functionality.

Benefits of paper prototypes :-

- Inexpensive
- Rapid iteration
- Low commitment
- Encourage honest feedbacks
- Collaborative Activity

Drawbacks :-

- Hard to interpret
- Tested in person
- Difficult to create with remote team.

Implicit Bias :-

The collection of attitudes and stereotypes we associate with people without our conscious knowledge.

Types of Cognitive Bias :-

- * Ambiguity effect bias
- * Clustering Illusion bias
- * Confirmation bias
- * Cultural bias
- * False Consensus bias
- * Framing bias
- * Fundamental attribution bias
- * Hindsight bias
- * Implicit bias

Deceptive Patterns :-

UX methods that trick users into doing or buying something they wouldn't otherwise have done or bought.

Types :-

- * Forced Continuity
- * Sneak into basket
- * Hidden costs.
- * Confirmshaming
- * Urgency
- * Scarcity