Lab 4 Prototyping.
Developing High-Fidelity Prototypes. Rubric

Names:_____

1. Developing Mockups. Utilizing the wireframes from the previous lab, develop the system mockups for the pages (screens) constituting the major flow(s) for the system. Mockup will provide a medium-fidelity representation. Add colours, fonts, text, images, logos and other components that will shape your wireframes. Refer to the visual design principles (colors, typography, images)

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2. Test the mockups using appropriate usability testing methods (guerrilla usability testing, feedback capture grid, etc.). Based on the gathered feedback from testing, develop new iteration of your mockups solutions. Iterate the design working through several mockups and testing sessions.

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3. Developing High-fidelity Prototypes Using one of the scenarios (task analysis or user journey map) created for the previous lab and the latest system mockup develop a clickable prototype of the you are designing. The prototype should have interactive features, although it does not have to be a working prototype. Use your choice of prototyping software to create high-fidelity prototypes.

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4. Test your prototype using appropriate methods (guerrilla usability testing, usability testing, problem discovery, and competitive usability tests techniques). Iterate the UI design working through several prototypes and testing sessions.

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5. Proof of Concept Video. Create a POC video that shows the various features, functionalities of the system, in one or several scenarios. Use persona(s), user journey, and scenarios from your previous lab to show your primary target audience, background story and the current context for the proof of concept. Define the task statements that lead to the goal(s).

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6. Create a presentation (15 min) describing your system. Provide a detailed walkthrough that carefully explains how your prototype allows your user to complete your scenario of use. Include sketches, screenshots, visual media to accompany your written description of your prototype. Present a design rationale explaining the choices you made when developing your prototype system. Explain why you believe the user will be able to use your prototype to complete your scenario of use. Briefly describe what you might do next: what changes would you make to your prototype design. What did you learn from making this prototype that would help you improve it in the future?

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Total:

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