
From Idea to Prototype

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User Experiences
are taking place
around us **every day**

We interact
constantly with
products, both
digital and physical

We attempt to
accomplish goals
when using these
products

This leads to having
a User Experience

—

...and it
can be a
bad one



Designers create
things and bring
concepts to life.

What is UX?

**“User experience
encompasses all aspects of the
end-user’s interaction with the
company, its services, and its
products.”**

Donald Norman, The Design of Everyday Things

Company Business
what is **viable**

Services People
what is **desirable**

Products Tech
what is **feasible**

Business
what is **viable**

People
what is **desirable**

Tech
what is **feasible**

PROCESSES

Business
what is **viable**

People
what is **desirable**

EMOTIONS

Tech
what is **feasible**

Business
what is **viable**

People
what is **desirable**

Tech
what is **feasible**

FUNCTIONS

Why UX?

It doesn't matter **what**
your site or app looks
like if people don't know
how to interact with it.

It doesn't matter **what**
your site or app looks
like if people don't **enjoy**
interacting with it.

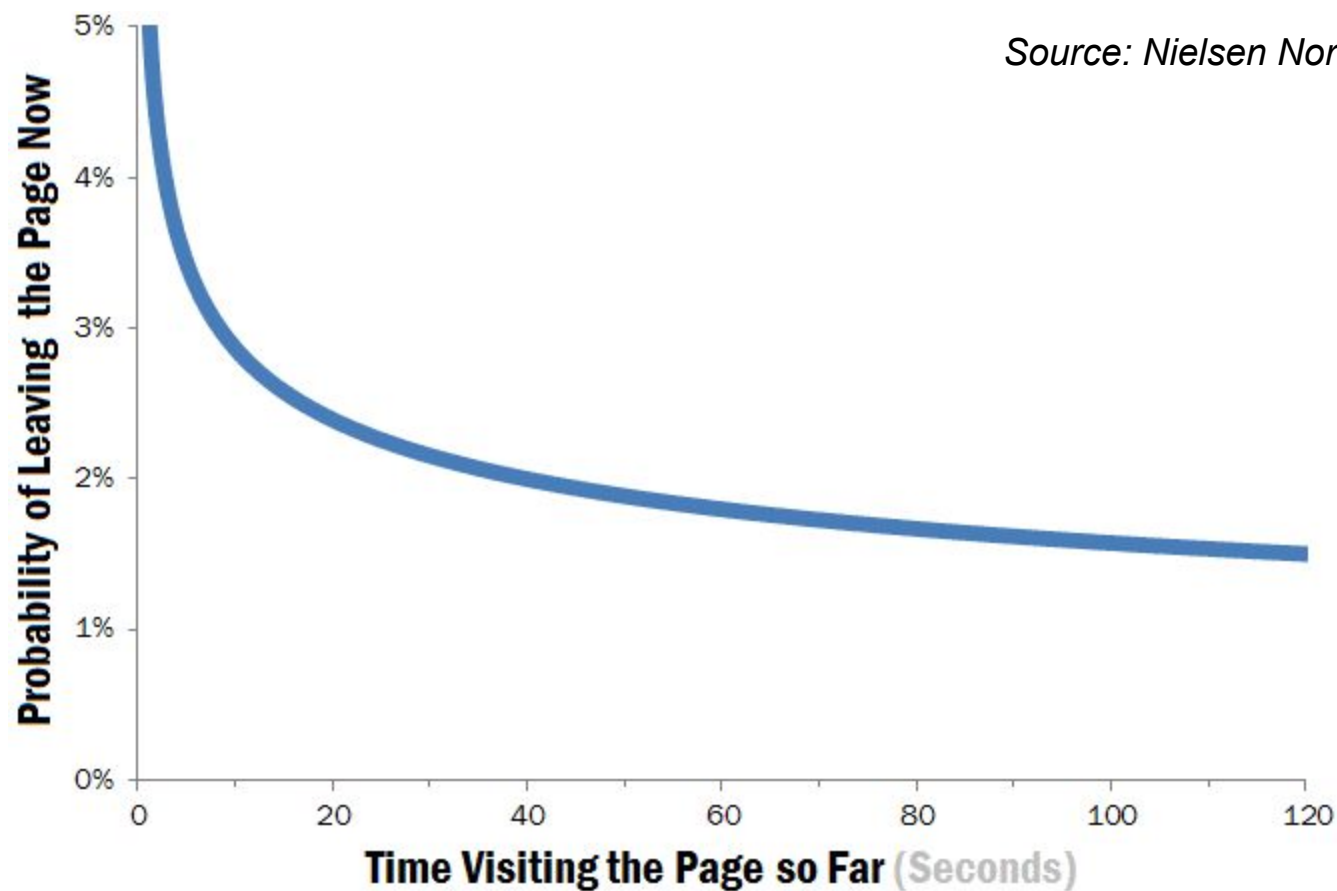
Scenario 1

Why UX: Users need to be able to navigate easily and understand how to use it especially if your site/app is very complex

3 seconds

How much time you have to load
your site before a user abandons it

Source: Nielsen Norman Group



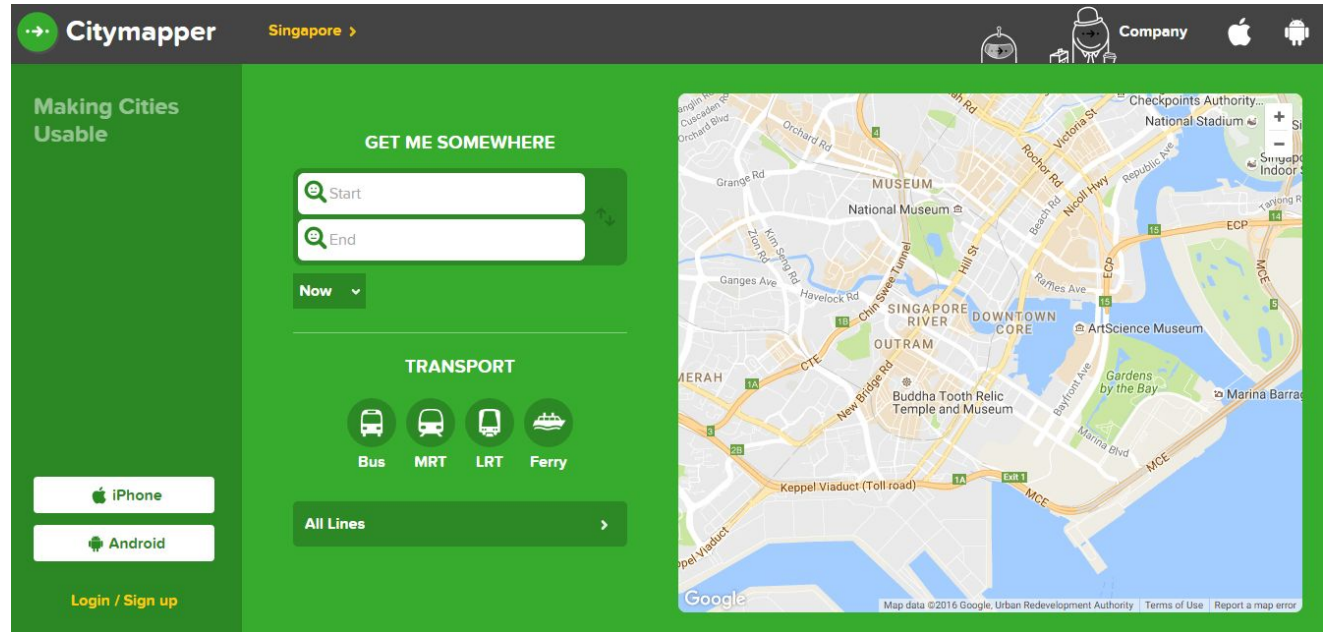
Source: Nielsen Norman Group

10 seconds

How much time you have to
convince a user to stay

Source: Nielsen Norman Group

Good UX:



<https://citymapper.com>

Scenario 2

Why UX: Needs to be very well-organized; clear and easy to use signals for **secure** purchases

13 milliseconds

How fast your brain processes an
image you see

Source: In The Blink of An Eye, MIT News

60,000 times

How much faster your brain
processes images over text

Source: Psychology Today

Good UX:



Apple 360 view



Scenario 3

Why UX: Creates the momentum that propels the business forward

When to UX?



How to UX?

Iterative Design Process

Iterative Design Process

Understand

Refine

Validate

Understand, Refine, Validate

User Interviews

Observing Users

Stakeholder Interviews

Usability Testing

Understand, Refine, Validate

Is the actual experience what you expected or intended?

How do users feel about your overall site and their experiences using it?

Is That All Really Necessary?





© heinz



Is That All **Really** Necessary?

Yes

Even the best designers/developers
need evidence

UX is about meeting your users'
needs



UX without evidence is just UI

CONTENT



What people are looking for.

USER INTERFACE



The tool that serves it up.

USER EXPERIENCE



Consumption.

Idea -> **Prototype**

Design Thinking

Understand

Refine

Validate

“You never really understand a person until you consider things from his point of view, until you climb inside of his skin and walk around in it.”

Harper Lee, To Kill A Mockingbird

Understand

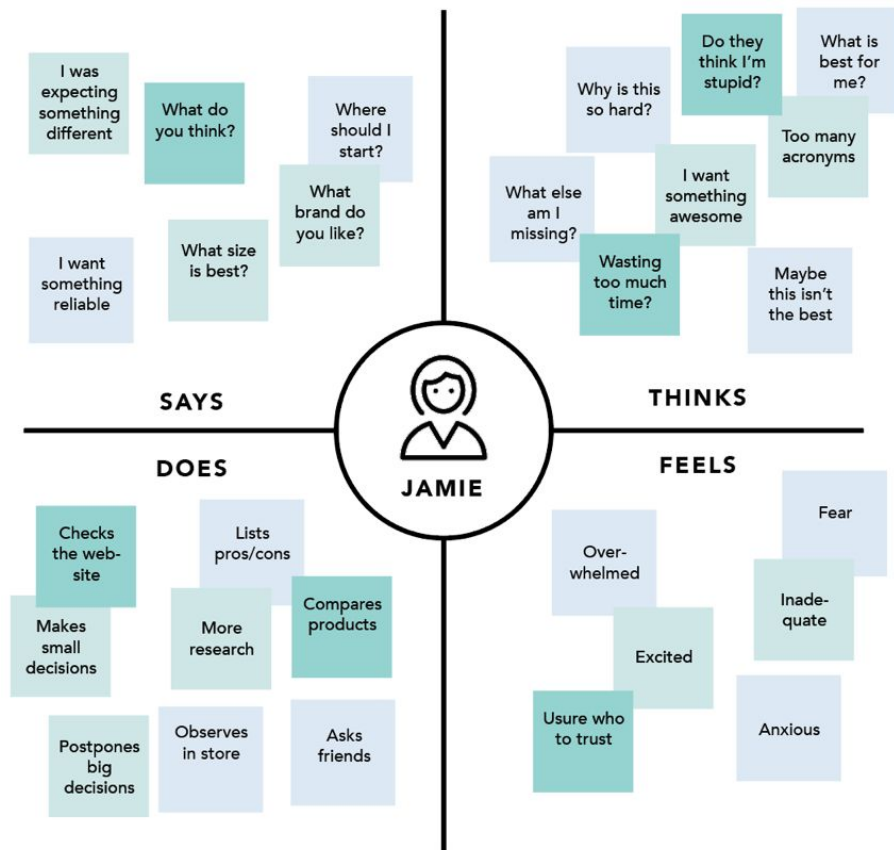
Empathise

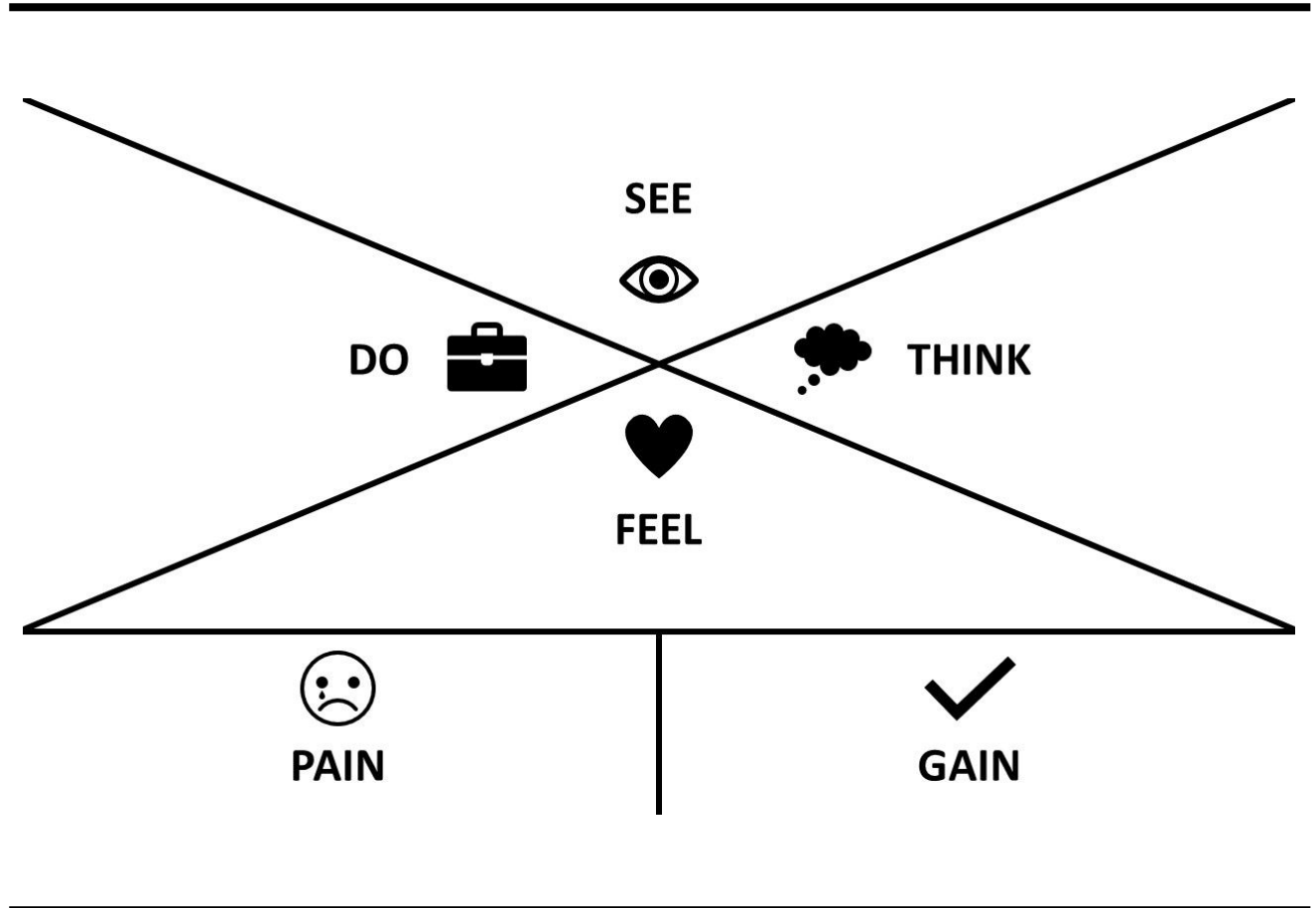
Define

Ideate

Prototype

EMPATHY MAP *Example (Buying a TV)*





Understand

Empathise

Define

Ideate

Prototype

Understand

Empathise

Define

Ideate

Prototype

How Might We...?

Step 1. Rephrase insight -> question

Step 2. Generate answers!

Step 3. Narrow down

Step 4. Brainstorm!

Understand

Empathise

Define

Ideate

Prototype

SIGN IN SIGN UP

SIGN IN

SIGN

SIGN IN

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Adobe XD

Screen Resolutions

<https://mediag.com/blog/popular-screen-resolutions-designing-for-all/>



Apple Products

Product	Pixel Size	Viewport
iPhone		
X	1125 x 2436	375 x 812
8 Plus	1080 x 1920	414 x 736
8	750 x 1334	375 x 667
7 Plus	1080 x 1920	414 x 736
7	750 x 1334	375 x 667
6 Plus/6s Plus	1080 x 1920	414 x 736
6/6s	750 x 1334	375 x 667
5	640 x 1136	320 x 568
iPod		
Touch	640 x 1136	320 x 568
iPad		
Pro	2048 x 2732	1024 x 1366
3rd & 4th Generation	1536 x 2048	768 x 1024
Air 1 & 2	1536 x 2048	768 x 1024
Mini	768 x 1024	768 x 1024
Mini 2 & 3	1536 x 2048	768 x 1024



Android Products

Product	Pixel Size	Viewport
Phone		
Pixel 2	1080 x 1920	411 x 731
Pixel 2 XL	1440 x 2560	411 x 731
Samsung Galaxy S8	1440 x 2960	360 x 740
Samsung Galaxy S8+	1440 x 2960	360 x 740
Nexus 6P	1440 x 2560	411 x 731
Nexus 5X	1080 x 1920	411 x 731
Google Pixel	1080 x 1920	411 x 731
Google Pixel XL	1440 x 2560	411 x 731
Samsung Galaxy Note 5	1440 x 2560	480 x 853
LG G5	1440 x 2560	480 x 853
One Plus 3	1080 x 1920	480 x 853
Samsung Galaxy S7	1440 x 2560	360 x 640
Samsung Galaxy S7 Edge	1440 x 2560	360 x 640
Tablet		
Nexus 7 (2013)	1200 x 1920	600 x 960
Nexus 9	1536 x 2048	768 x 1024
Samsung Galaxy Tab 10	800 x 1280	800 x 1280
Chromebook Pixel	2560 x 1700	1280 x 850