

The Web Platform as Prototyping Tool

SUPSI 2014 - Web Platform for Interaction Designers - @fabiofranchino

A bit about me

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TODO



Interaction and Media Design

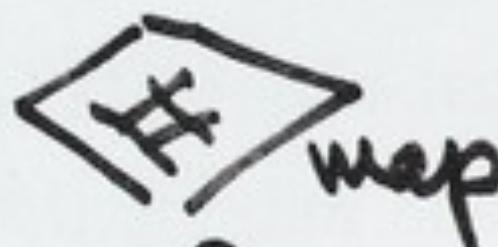


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and a bit about you...

INTERACTION

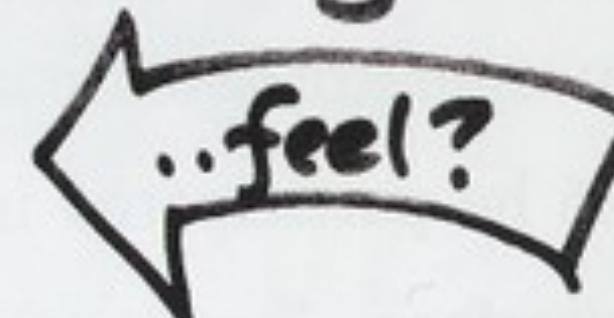
How do you...



map



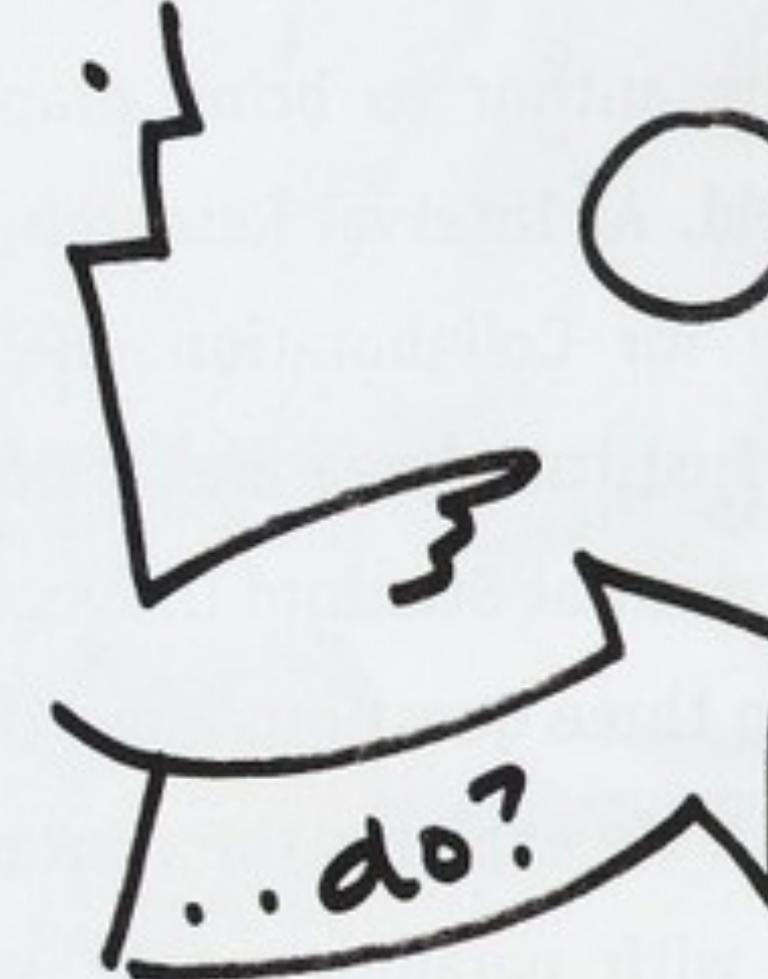
path



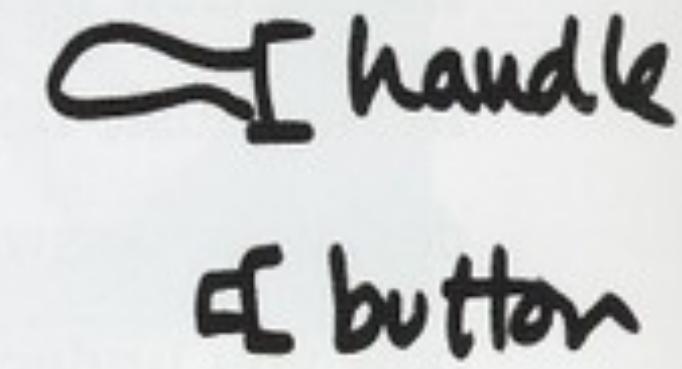
...feel?



cool
hot



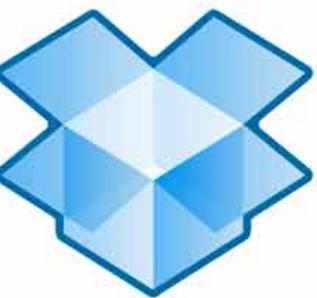
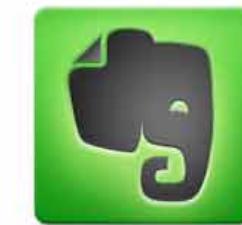
...do?



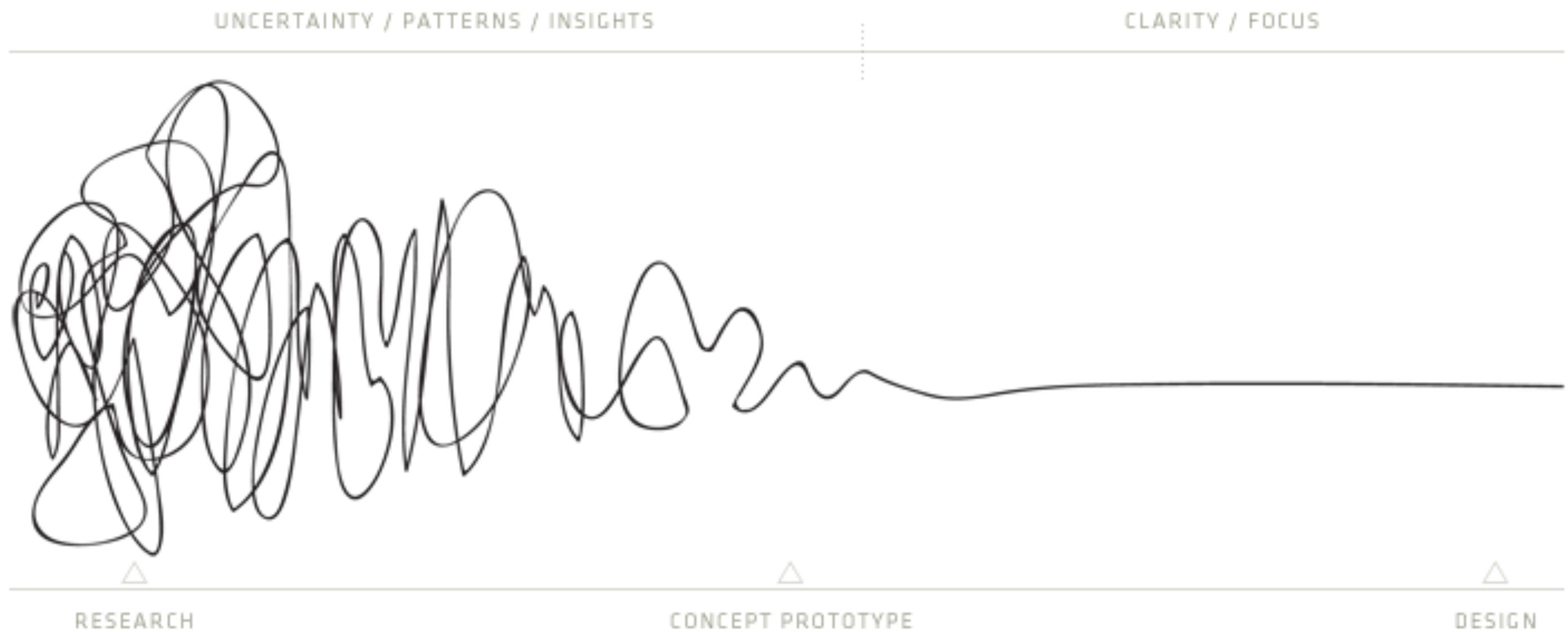
button

How to design effective interactive
interfaces?

We need Tools



We need a Process



What's the main goal when design
interactive interface

A medium shot of a woman with short brown hair, smiling warmly at the camera. She is wearing a dark-colored top and is holding a silver smartphone in her right hand, which is positioned towards the bottom right corner of the frame. The background is slightly blurred, showing what appears to be an indoor setting with warm lighting.

Make users happy.

#330

A USER INTERFACE IS
LIKE A JOKE. IF YOU
HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.

STARTUPVITAMINS

The Design Process

Concept / Idea / Research phase

purpose

/'pərps/

Noun

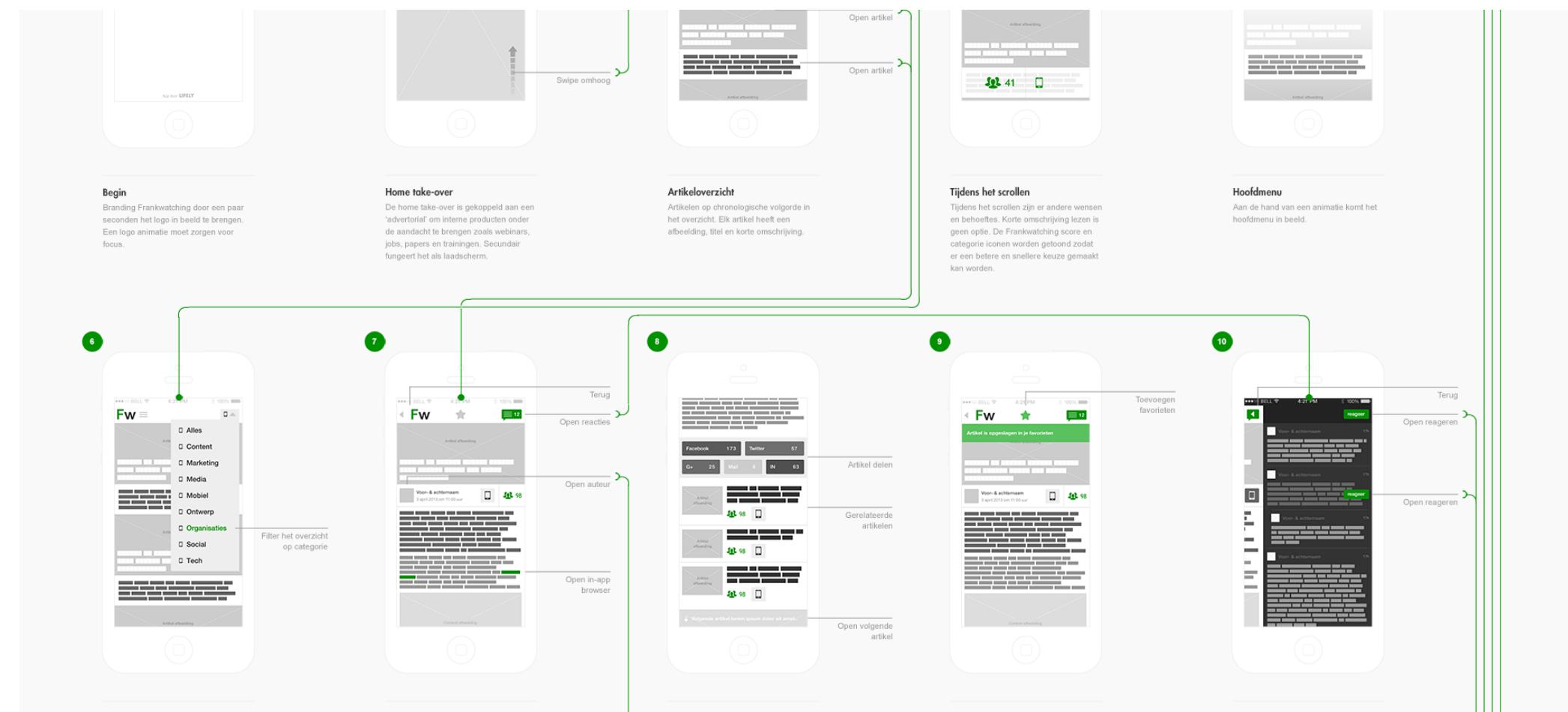
The reason for which something is done or created
or for which something exists.

Sketch / Outline phase



"What objects go on the page,
and what can we do to them?"

Wireframe / Mockups phase



"An early representation of the full product"

```
public static void Main()
{
    byte[] data = new byte[1024]; string input, stringData;
    TcpClient server;
    try{
        server = new TcpClient("....", port);
    }catch (SocketException){
        Console.WriteLine("Unable to connect to server");
    }
    return;
}
, (long) Development phase
NetworkStream ns = server.GetStream();
int recv = ns.Read(data, 0, data.Length);
stringData = Encoding.ASCII.GetString(data, 0, recv);
Console.WriteLine(stringData);
while(true){
    input = Console.ReadLine();
    if(input == "exit") break;
    Properties["ou"].Add("department");
    Changes();
}
```

What's wrong with that?

This is how things really go

- Concept / Idea
- Sketch / Outline
- Wireframe / Mockups

Then during Development people start to use
(evaluate) the interface



Evaluate and PATCH

Why Patches?

While Designers need
to iterate over time

Engineers don't like to re-write
their code over and over

Issues:

- Design an interactive object using static drawing
- Design process based on assumptions
- You'll discover issues in late time
- Too much pixel-perfect mockup can be a friction to exploration and direction change

One more issue:



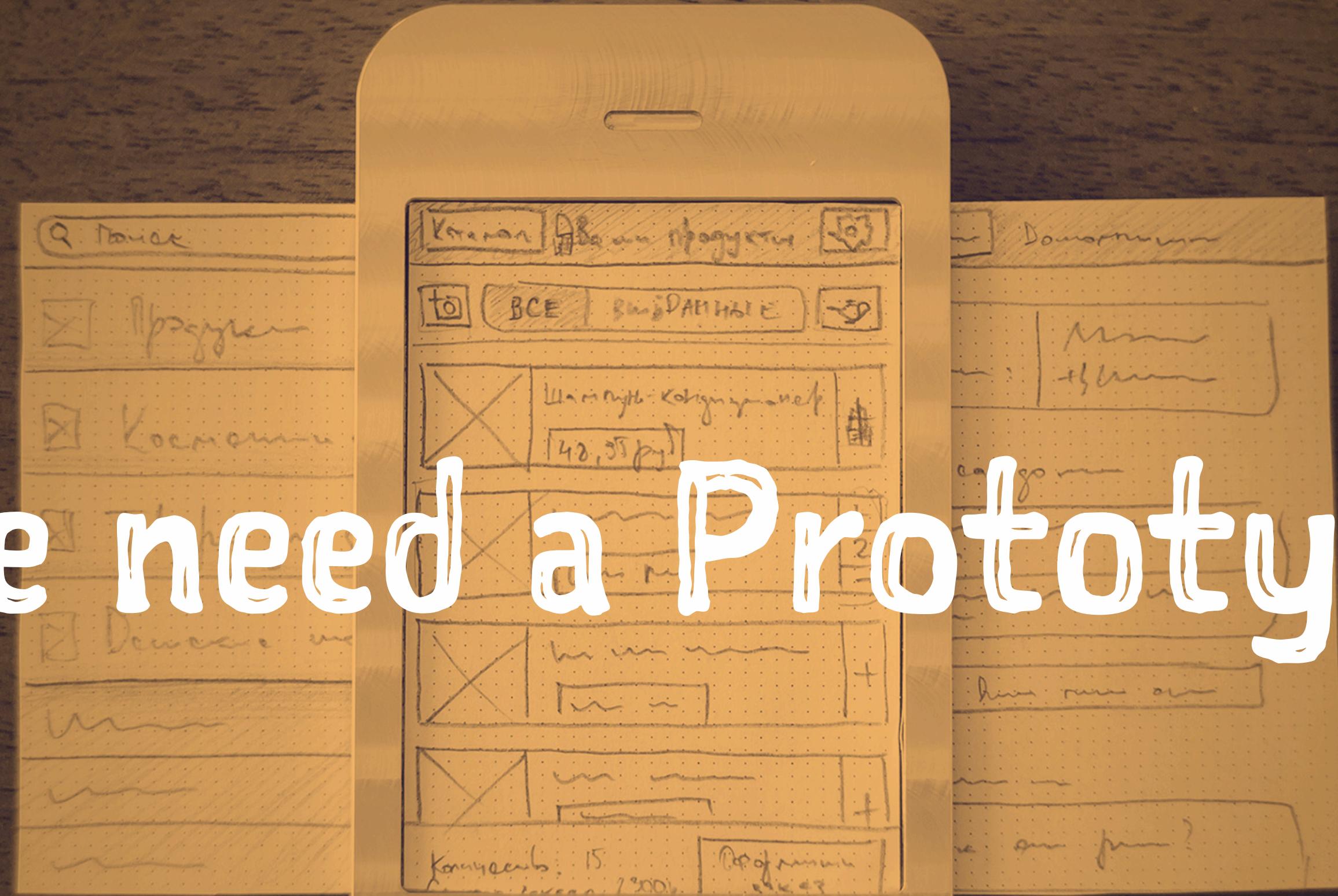
Endless, expensive, hard-to-maintain and often useless documentation

What we need instead?

We need:

- A quick way to validate assumptions
- A way to avoid patches
- A way to let the client to participate to the design process
- A way to enable 'interaction' from the beginning

We need a Prototype



"is an early sample,
model or release
of a product built to test
a concept or process
or to act as a thing to be
replicated or learned from"

“is built with
the explicit purpose
of learning”

“works as a vehicle,
that gets you where you want to go.
It can be a starting point,
but it’s never the goal”

“is a throw-away product”

“a great way to learn and to fail early”

We need to embrace the Prototype as Tool for Strategic Design

a unique tool to radically improve your work

We really do need
to make mistakes early on

Because the dirty little secret about design is that no one
absolutely knows if something will work until it's tried

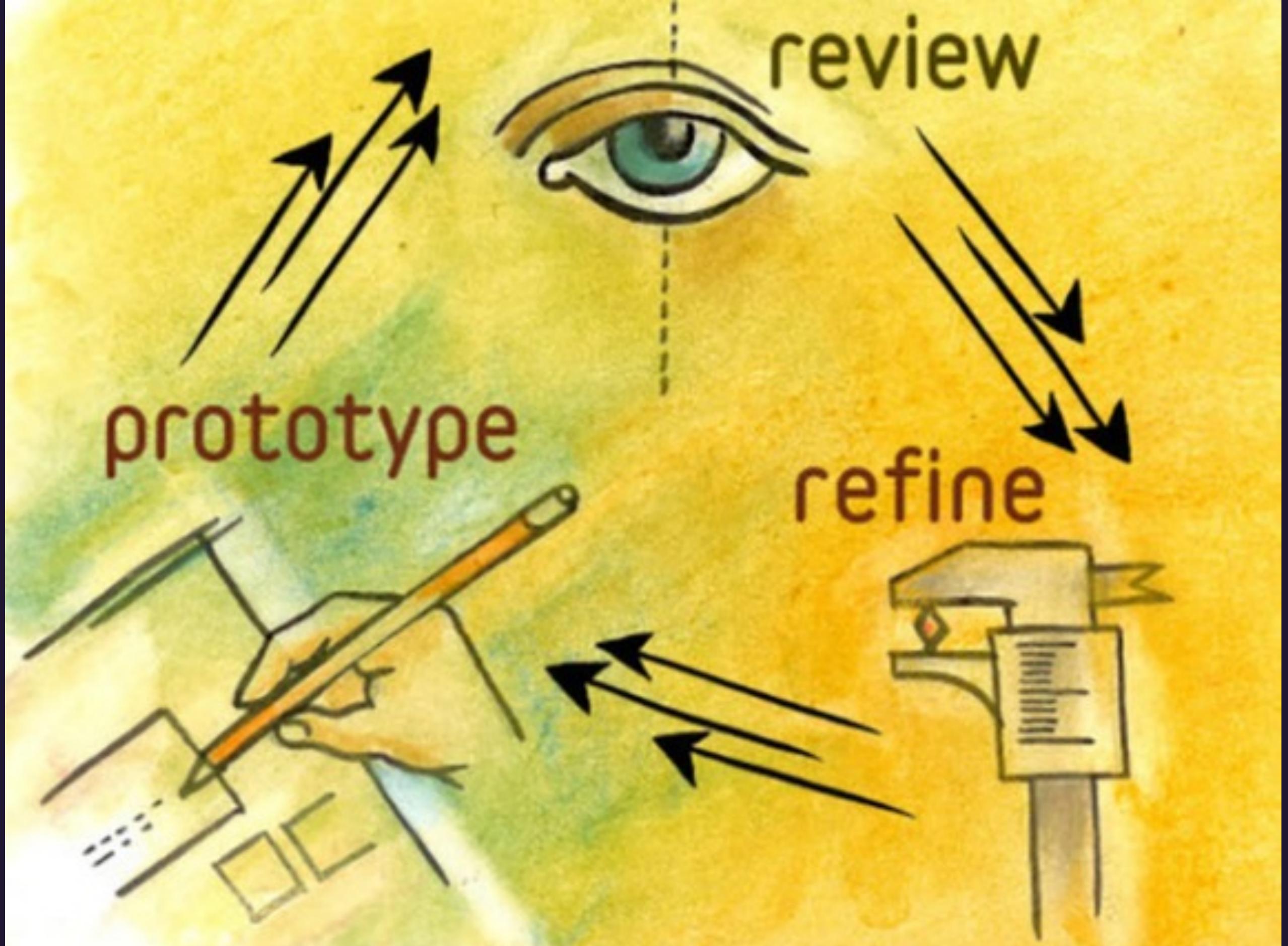
We need to validate concepts (through rough representations) early on in design process

And because while Wireframes can
describe structure, Prototypes describe
experience.

Prototypes don't fail. They always succeed. Because the Prototype purpose is to show you where your product will fail.

Let's try to outline a better approach

- Start broad, then refine
- Create feedback loop
- Build something as quickly as possible



This way we can designing a product
with continual validation

Rapid Prototyping process

Interaction Design

Interface Design

Ideate

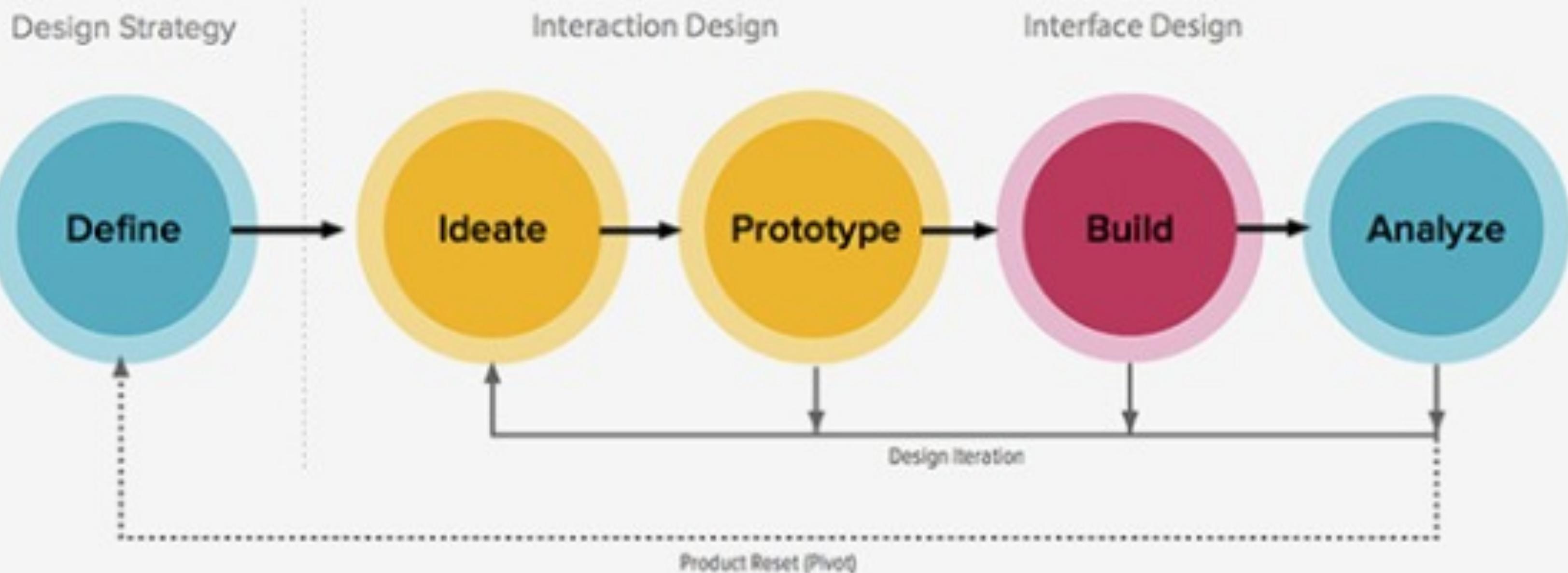
Prototype

Build

Product Reset (Pivot)

Rapid Prototyping process

- Innovate
- Test
- Evaluate/Validate
- Adjust



Benefits

- To answer better on complex interaction, with "show, don't tell!"
- focus on really matter, no fancy effect
- MVP driven
- Agile way

A practical plan

The MVP

HOW TO BUILD A MINIMUM VIABLE PRODUCT

NOT LIKE THIS



1

2

3

4

LIKE THIS



1

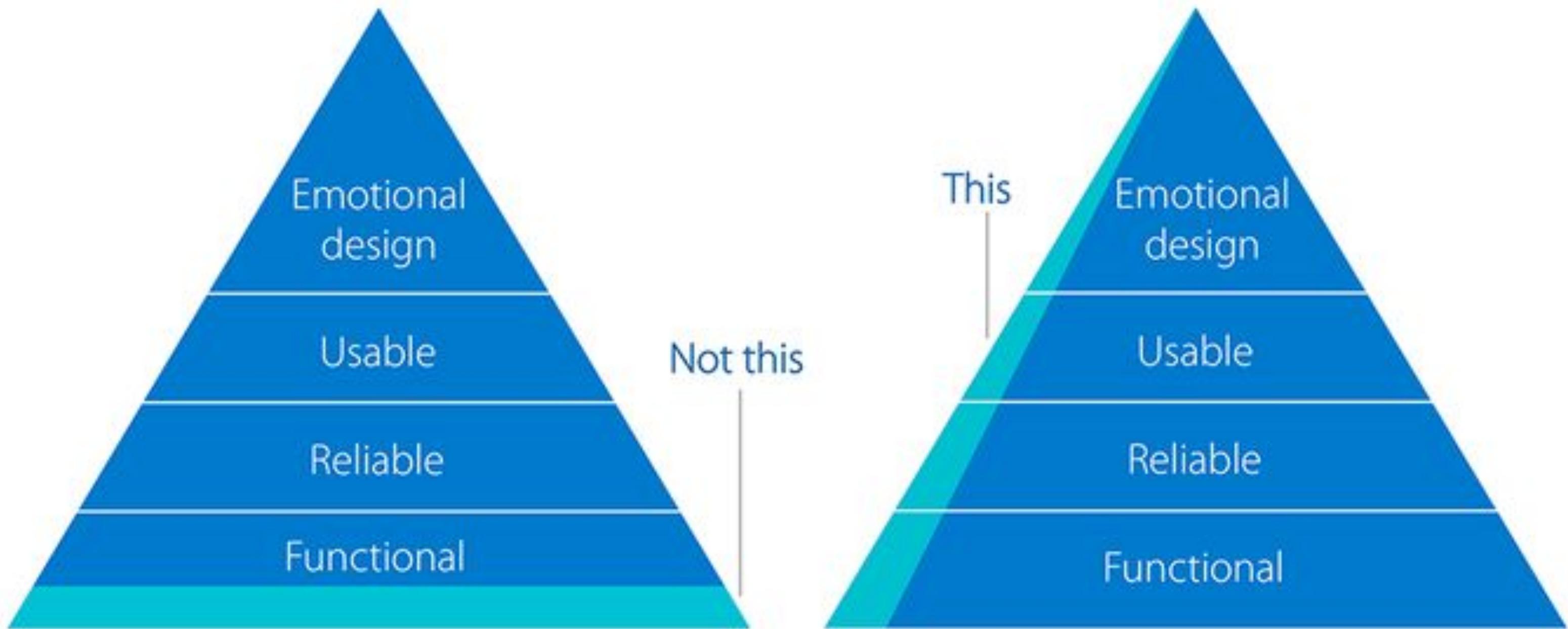
2

3

4

5

Minimum Viable Product



What about the Tools?

The State of UI Design Tools



Lifeless mockups

I enjoy using



Acts of desperation to make that
thing animate when you tap it

The rise of new kind of Tools:

- <http://framerjs.com/>
- <http://www.pixate.com/>
- <https://facebook.github.io/origami/>
- <http://www.relativewave.com/>

We need to shed the notion that
we create layouts from a canvas in.



We need to flip it on its head,
and create layouts from the content out.

Introducing the Web Platform

- Ecosystem with different technologies
- Forward thinking
- World Standard maintained by the Web Consortium
- Fluid by Design

Let's refresh

HTML, SVG, CSS, JS basics in JSBin