Axure Users Meetup, Chicago May 2, 2013

Axure Planning and Logistics

Ezra Schwartz
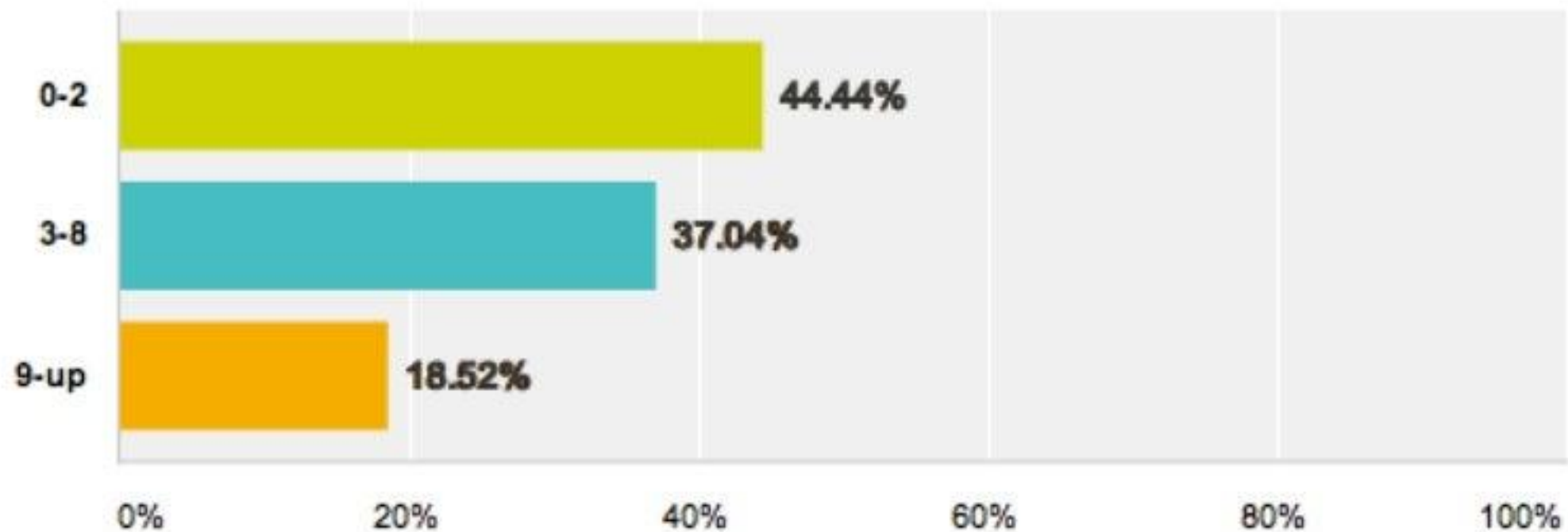
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Introductions

Attendee responses to a pre-session survey – Q1

Years of UX Experience

Answered: 27   Skipped: 0

Answer Choices	Responses	
0-2	44.44%	12
3-8	37.04%	10
9-up	18.52%	5
Total		27

Introductions
Attendee responses to a pre-session survey – Q2

How do you operate

Answered: 27   Skipped: 0

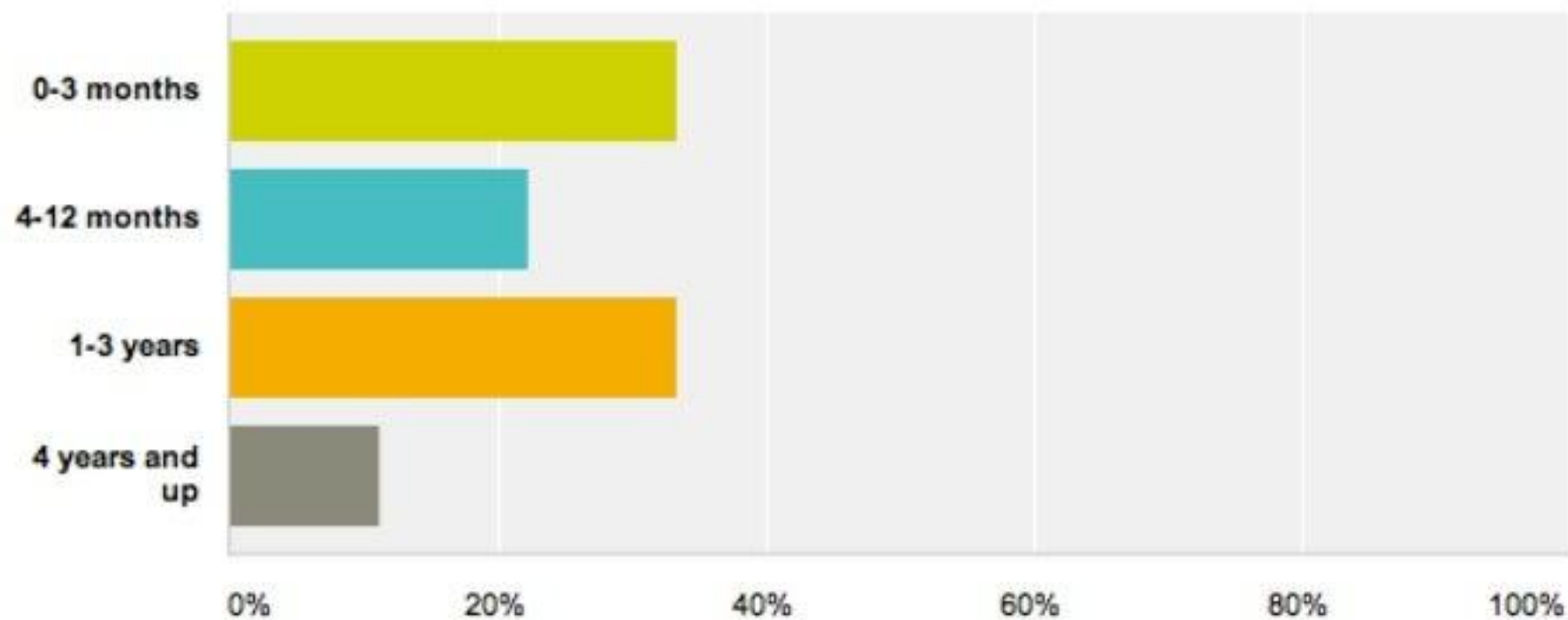| Answer Choices	Responses	
Freelance	11.11%	3
Member of in-house team	37.04%	10
Agency	14.81%	4
Consultancy	18.52%	5
Other (please specify) Expand	18.52%	5
Total		27
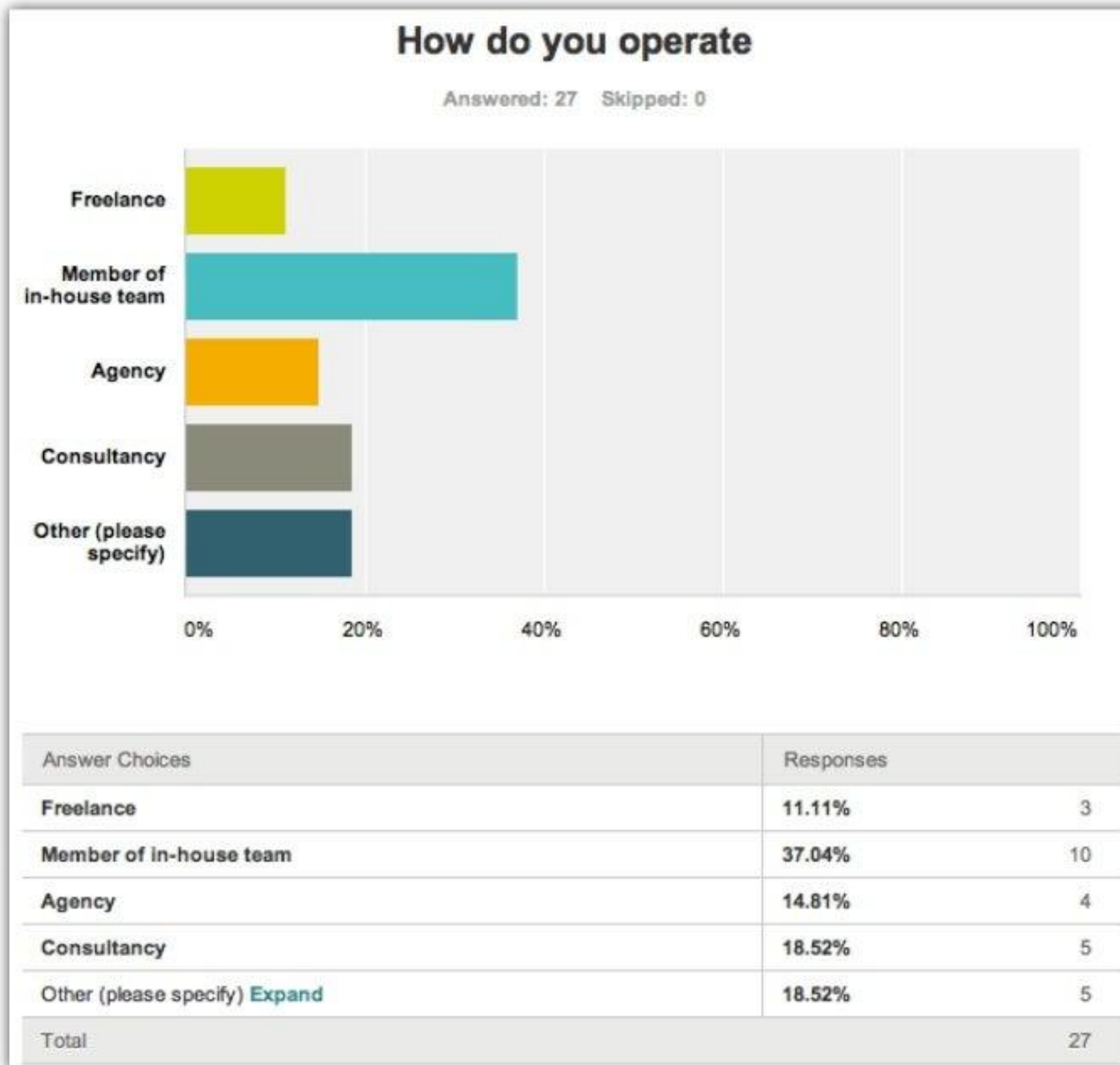
Introductions

Attendee responses to a pre-session survey – Q3

Years of Axure Experience

Answered: 27   Skipped: 0

Answer Choices	Responses	
0-3 months	33.33%	9
4-12 months	22.22%	6
1-3 years	33.33%	9
4 years and up	11.11%	3
Total		27

Introductions
Attendee responses to a pre-session survey – Q4

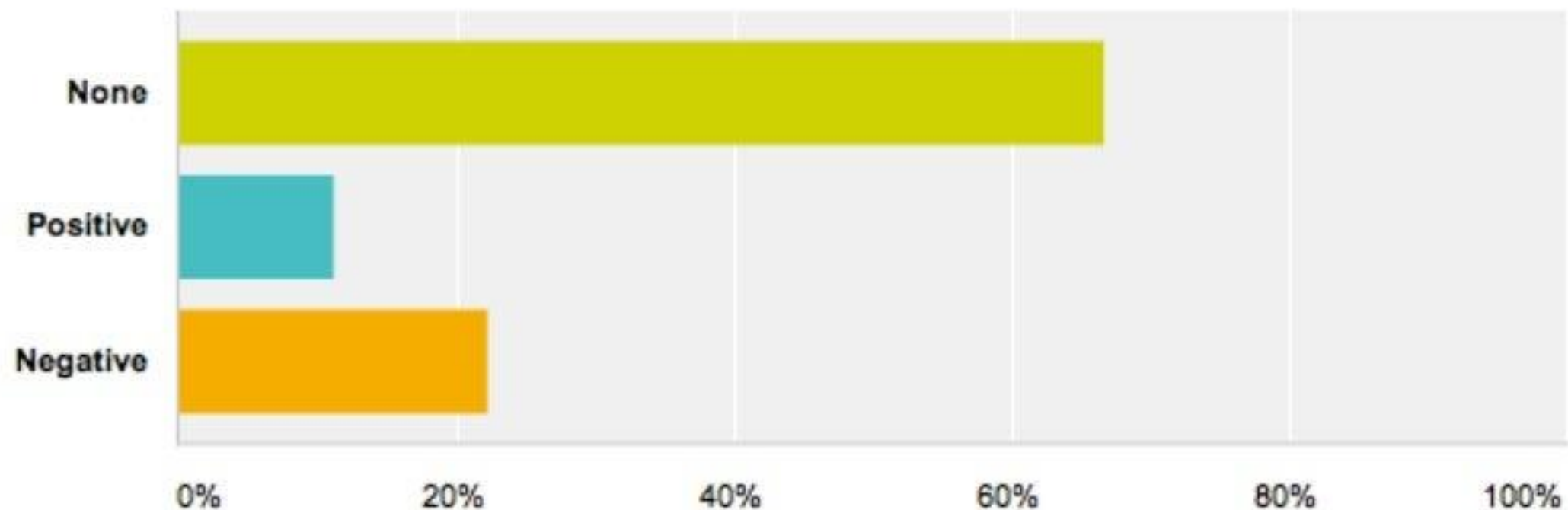## Axure proficiency

Answered: 27   Skipped: 0
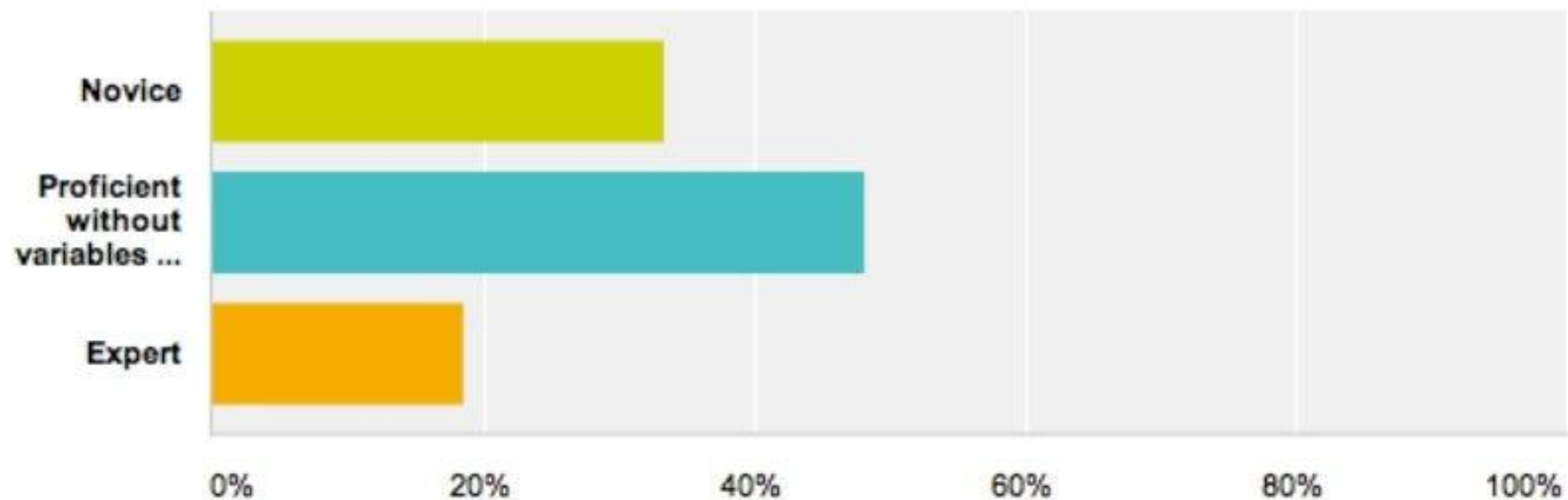
Answer Choices	Responses	
Novice	33.33%	9
Proficient without variables and functions	48.15%	13
Expert	18.52%	5
Total		27

Introductions
Attendee responses to a pre-session survey – Q5

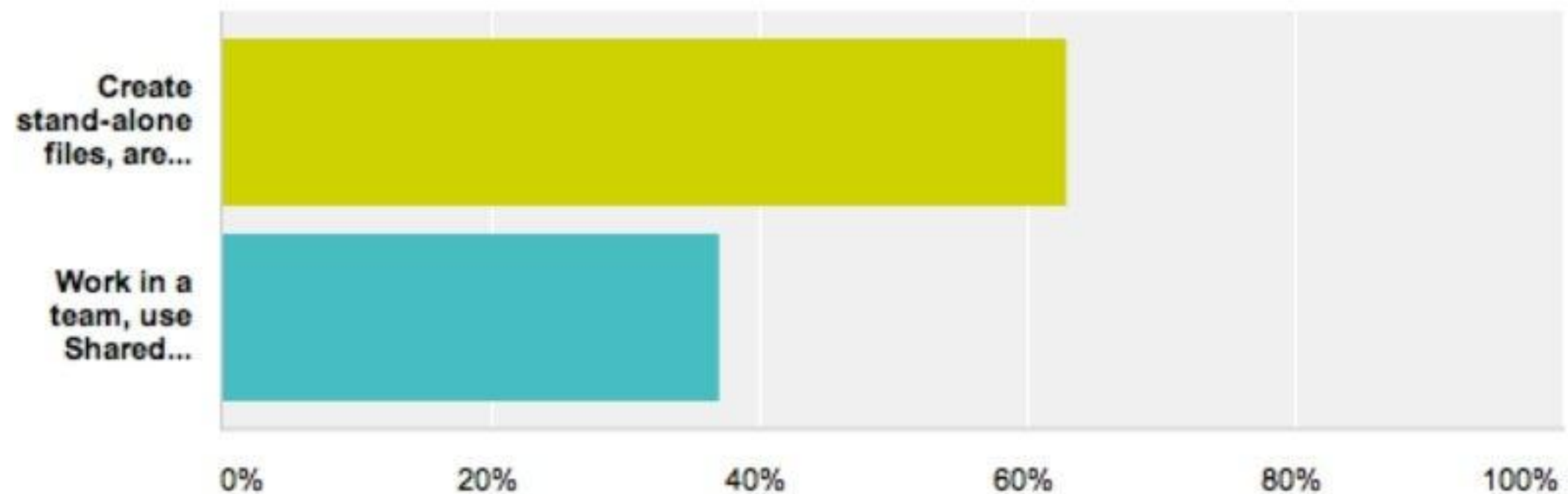**Experience with Spec generators**

Answered: 27   Skipped: 0

Answer Choices	Responses	
None	66.67%	18
Positive	11.11%	3
Negative	22.22%	6
Total		27

Introductions
Attendee responses to a pre-session survey – Q6

You typically...

Answered: 27   Skipped: 0

Answer Choices	Responses	
Create stand-alone files, are the only user	62.96%	17
Work in a team, use Shared Projects	37.04%	10
Total		27

1 thing about me

(The rest you can find on the web)

Working (with Elizabeth Srail) on the book:

'Prototyping Essentials with Axure 7'

1.5 more things about me

(you will not find on the web):

Thing 1:

Working on a large 'responsive' project

1.5 more things about me

(you will not find on the web):

Thing 1/2

Axure is NOT being used.

So, what gives?

1. Times They Are a-Changin'
what, again?!

Mobile First changes how organizations drive their UX needs.

UX Risk: Axure prototypes are getting more complex because we need to <u>optimize</u> UX for 3+ delivery layouts .

2. Anything Goes

New and emerging interaction models for touch, speech, display, body & brain. The meaning of UX changes radically.

UX Risk: Axure prototypes are limited to when it comes to simulating experiences across multitude of interaction styles.

3. Axure Scalability

Axure implementation is a risk for UX teams, especially on complex projects:

- Skill levels
- Keeping team in sync
- Consistency of construction
- Generating Specs
- Quality and coverage of annotations

Axure Planning & Logistics

Session **Objective:**

Learn how to operate Axure with your brain*.

Think first, Axure next.

* = Not included with purchase.

Axure Planning & Logistics

UX Project		
1. Align	2. Estimate	3. Construct
• For Success	• For Sanity & Profit	• For Controlled Chaos*

*= But that's for another meetup.

Tonight:
Xtremly-Rapid Axure UX...

The Simulation:

iPetChicken.Com

Friendship is Better than Soup.™

What is it?

iPetChicken.com:
"A marketplace for pet chickens"

- Local framers offer live pet chickens.
- People choose & purchase live pet.
- Vets offer chick care.
- Up-sale market for accessories.
- Cleaning and sanitation services.
- Many more features…

Client

Pay Attention to Details

iPetChicken.com:

- <u>New brand,</u> well established company.
- <u>Must</u> to be <u>up</u> in 3 months.
- We <u>kinda</u> know what we want.
- **CAN YOU DO IT?**

Client

O. K...

You

Underlined text signs of potential trouble.