

UX & Web Design

Paper Prototypes
&
How to Make them Digital



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Sli.do

UX-web

Agenda

The background features a network of light gray circles and lines. There are five large circles and several smaller ones. Lines connect these circles in a web-like pattern, with some lines extending towards the edges of the frame. The overall aesthetic is clean and modern.

- Prototyping
- Wireframes
- Mockups
- Paper prototypes
- How to make them digital

Prototyping

What

An early version of the product to test concepts, interactions, visuals, etc.

Why

Cheaper than developing the full product



Prototyping



Based on scope:

- Horizontal
- Vertical
- Scenario

Based on details:

- Paper prototypes
- Wireframes
- Mockups

Wireframes

Test the UI layout and relationships between pages

Can be:

- Made on a computer
- Balsamiq Mockups, PowerPoint, Visio
- Drawn by hand using a pencil and a ruler

Shouldn't be:

- Pixel perfect
- Including the visual design

Wireframes

- Quick
- Inexpensive
- Confirming
- Easy versioning

The wireframe depicts a sports website layout. At the top right, there are links for 'Sign in' and 'Register'. Below these is a search bar with a magnifying glass icon and the text 'Search'. A horizontal navigation bar contains tabs for various sports: NFL, MLB, NBA, NHL, NCAA FB, NCAA BB, Soccer, Golf, and Tennis. To the right of these tabs are social media icons for Facebook and Twitter. Below the navigation bar is a row of links: Scoreboard, Standings, Schedules, Stats, Teams, Players, Photos, and Blog. The main content area features a profile for 'Jimmy Rollins, #11 SS'. On the left is a placeholder for a player photo. To the right of the photo, the player's name and position are displayed. Below this, large numbers show his statistics: '.365' (Avg.), '11' (HR), and '86' (RBI). To the right of these numbers are links for 'Season Stats', '2010 Photos', and 'Career Stats'. Below the statistics is a table of player information: Full Name (Jimmy King Rollins), Birth Date (New York, NY), Birth Place (New York, NY), Age (34), Weight (187 lbs), Height (6' 3"), Bats (Right), Throws (Right), Salary (2010): \$22,000,000, Drafted (2nd round 1st pick by NY), Experience (14yrs), and College (University, Texas). To the right of the main profile is a 'FANTASY STATS' box showing '100% OWN', '26.3 AVG DRAFT', and '59% START'. Below the main profile is a tabbed interface with tabs for Headlines, Career Stats, Season Log, Splits, Situational Stats, Photos, and Videos. The 'Headlines' tab is active, showing three items: a placeholder for an image, a headline 'Rollins walk-off lifts the Phillies over the St. Louis Cardinals', a video player placeholder with a play button and volume icon, a headline 'Jimmy Rollins placed on the disabled list (video)', and another headline 'Jimmy Rollins placed on the disabled list'. To the right of the headlines is a large vertical placeholder labeled '160x600 Advertisement'.

Sign in | Register

Search

NFL MLB NBA NHL NCAA FB NCAA BB Soccer Golf Tennis

Facebook Twitter

Scoreboard Standings Schedules Stats Teams Players Photos Blog

Jimmy Rollins, #11 SS

.365 Avg. 11 HR 86 RBI

Season Stats
2010 Photos
Career Stats

Full Name: Jimmy King Rollins Weight: 187 lbs Salary (2010): \$22,000,000
Birth Date: New York, NY Height: 6' 3" Drafted: 2nd round 1st pick by NY
Birth Place: New York, NY Bats: Right Experience: 14yrs
Age: 34 Throws: Right College: University, Texas

FANTASY STATS
100% OWN
26.3 AVG DRAFT
59% START

160x600 Advertisement

Headlines Career Stats Season Log Splits Situational Stats Photos Videos

Rollins walk-off lifts the Phillies over the St. Louis Cardinals
Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.

Jimmy Rollins placed on the disabled list (video)
Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.

Jimmy Rollins placed on the disabled list

Mockups

A faint, light gray background diagram consisting of a network of interconnected circles and lines. The circles vary in size, with some being larger than others. The lines are thin and connect the circles in a non-linear, web-like fashion, creating a sense of a complex system or network.

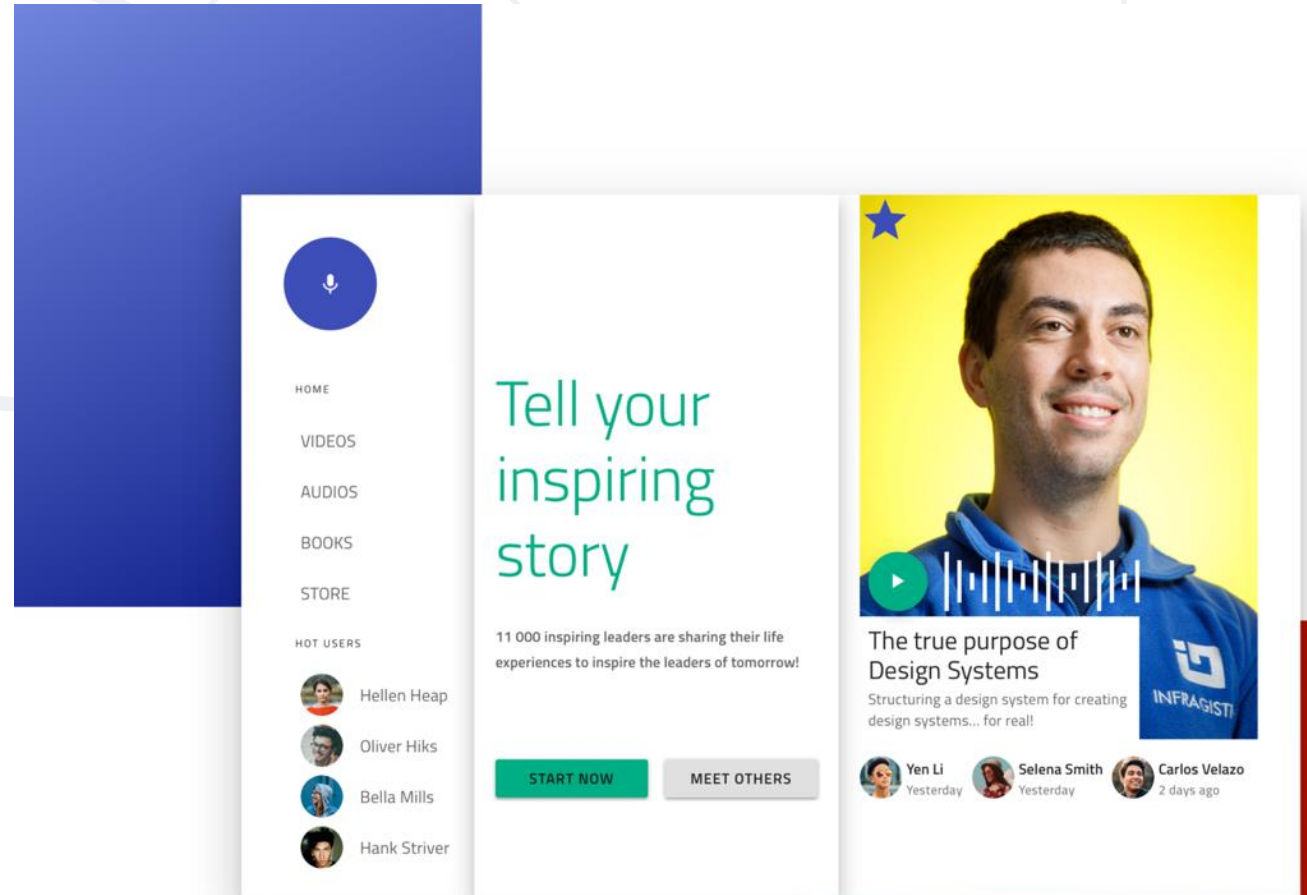
Test details including visual design

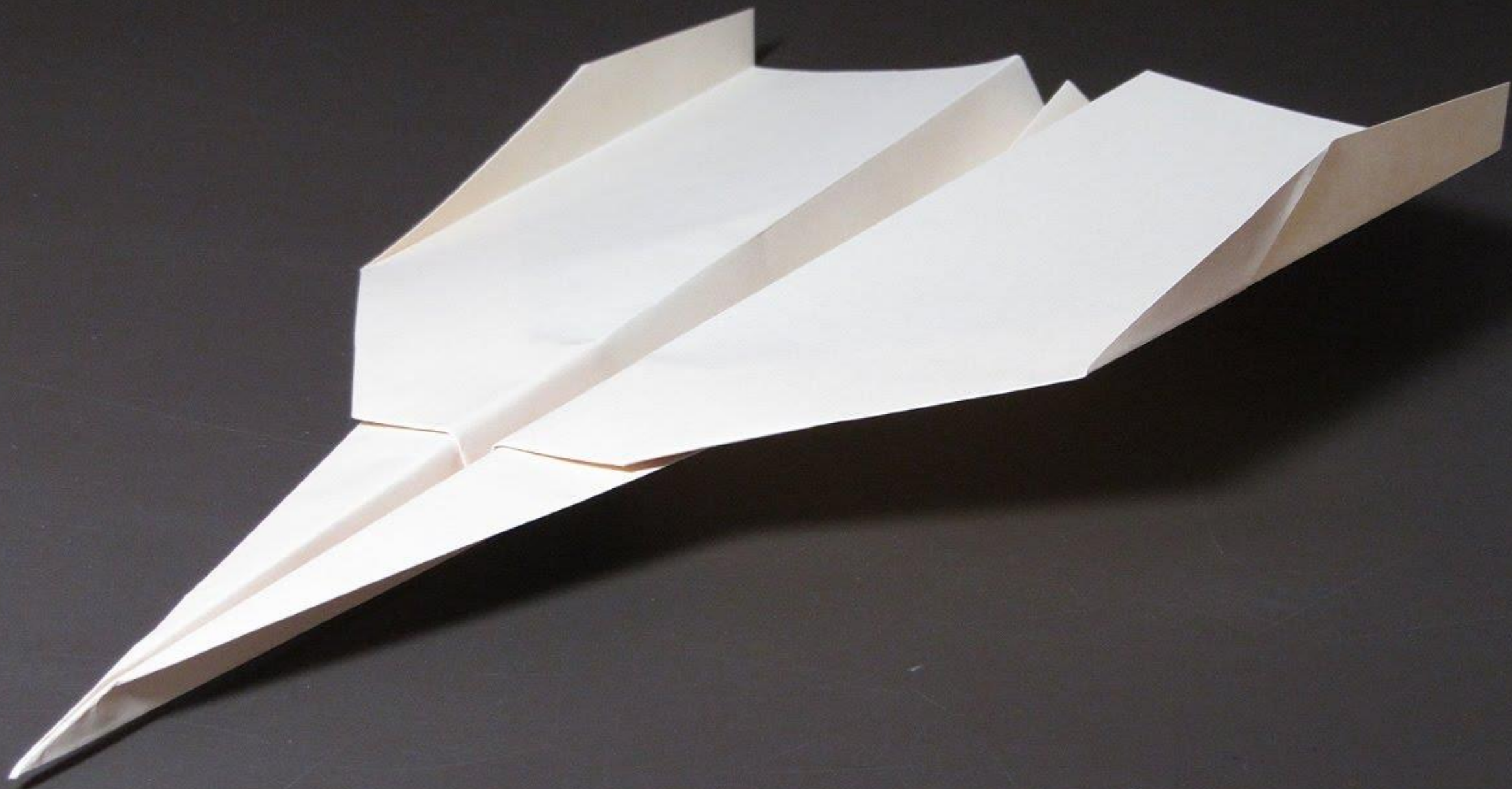
Can be:

- Made on a computer
 - Adobe XD, Sketch, Figma
 - Axure, OmniGraffle, Photoshop, HTML/CSS
- Pixel Perfect
- Including the visual design
- Use a design system

Mockups

- Digital
- Detailed
- Confirming
- Easy versioning





Paper prototypes

Test basic concepts, not exact UI structure

Can be:

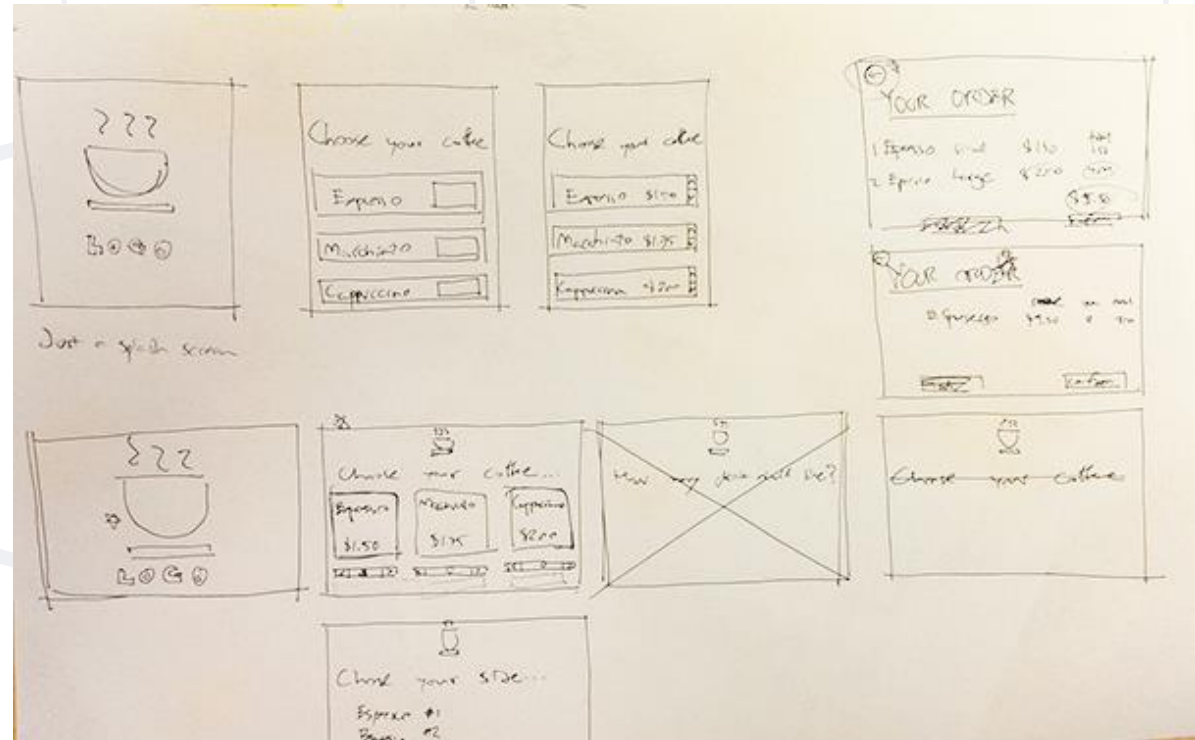
- Sketch on a piece of paper
- All screens on a large piece of paper
- Screens on pages of a notebook
- Interactive with assistance

Shouldn't be:

- Detailed
- Made on a computer

Paper prototypes

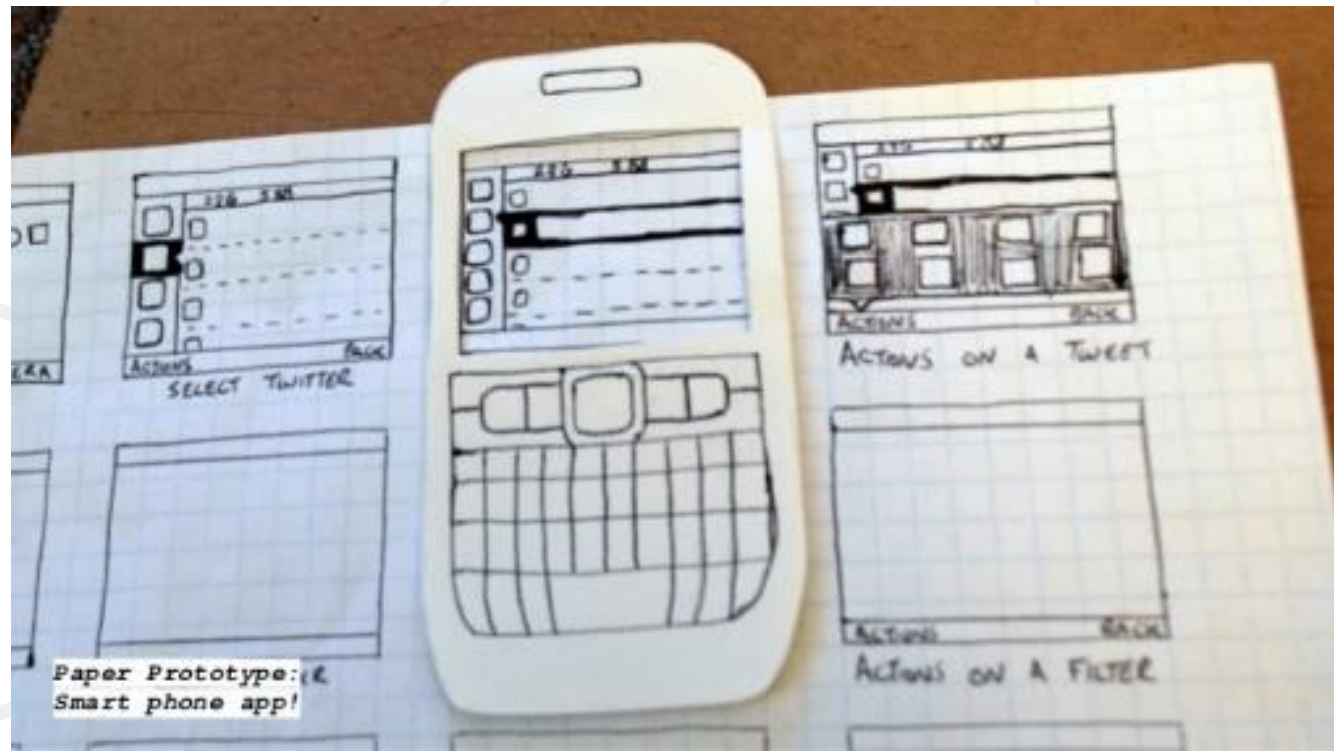
- Quick
- Inexpensive
- Suggestive and exploratory rather than confirming
- Easily disposable



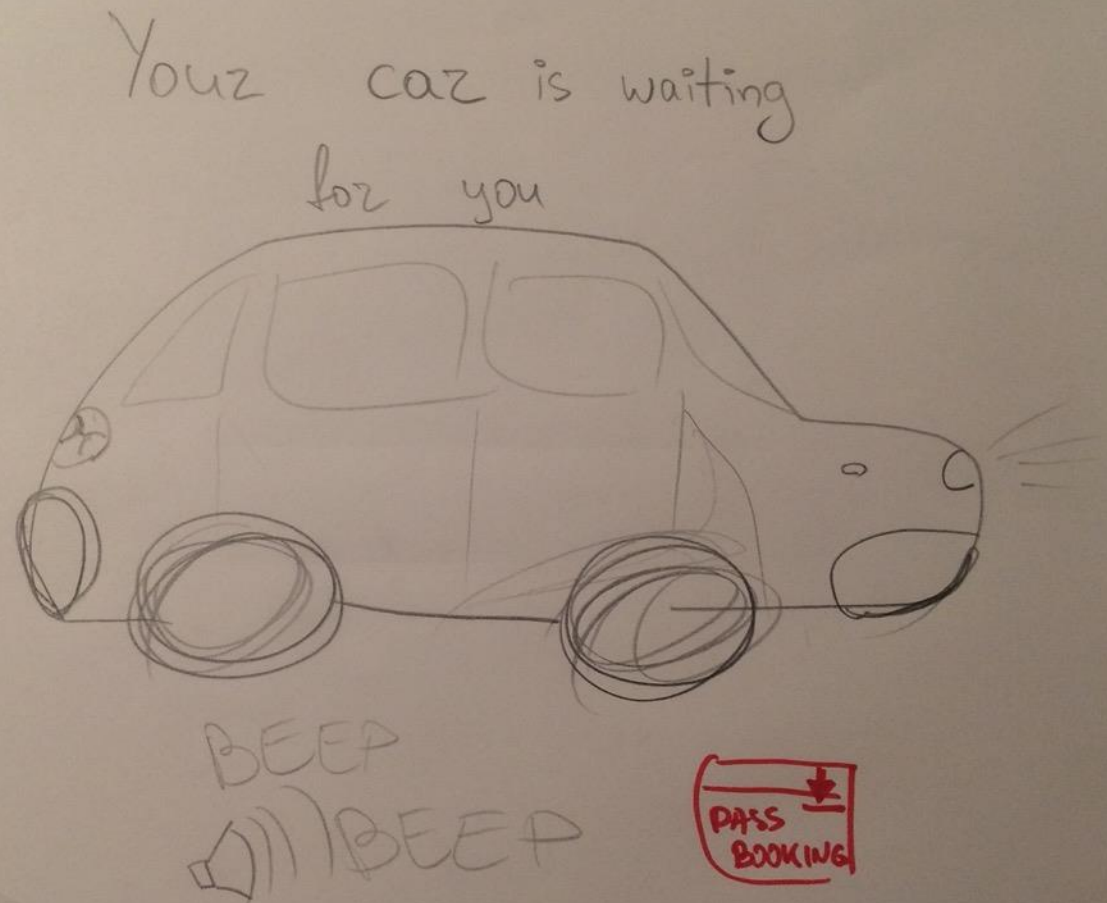
Paper prototypes

Some rules of thumb:

- Keep them rough, don't make them pretty
- Focus on structure, not details
- Only include the most important UI elements
- Hand drawn, rather than digital



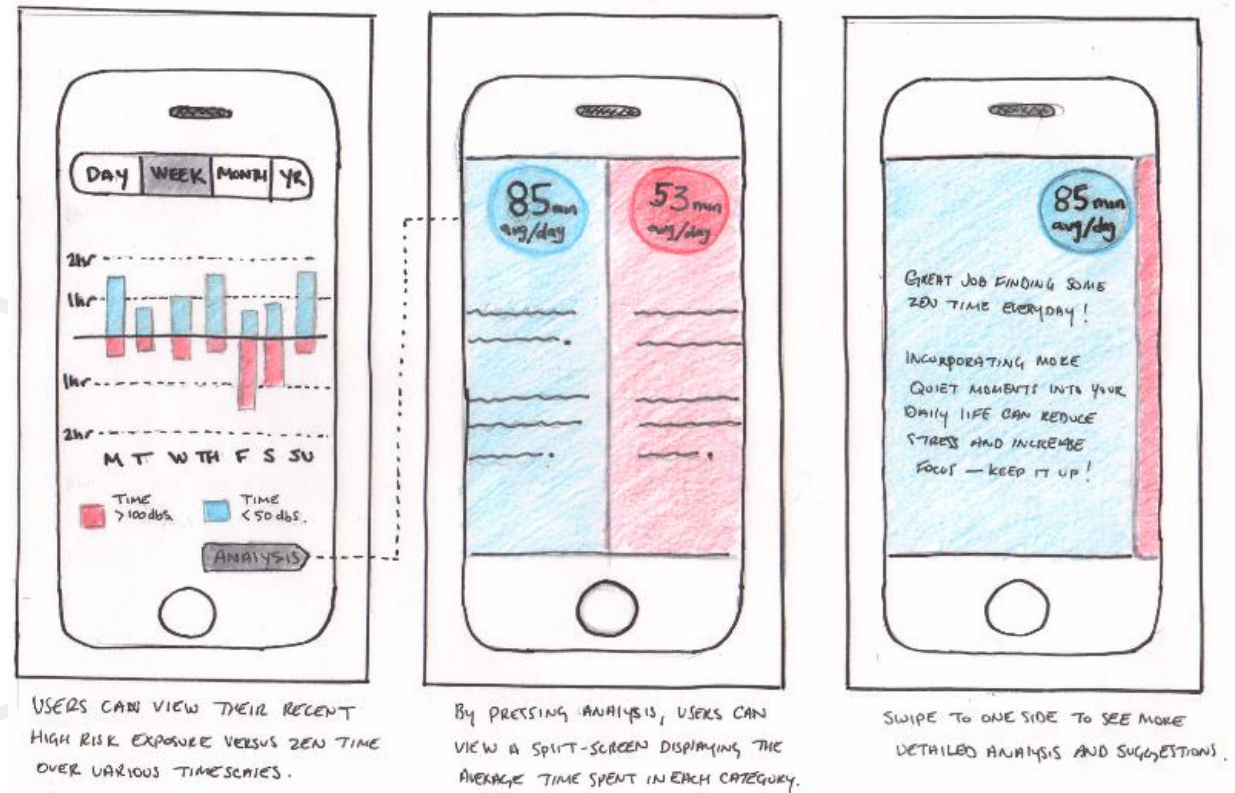
Our rent-a-car example



Paper prototypes

Storyboard-like:

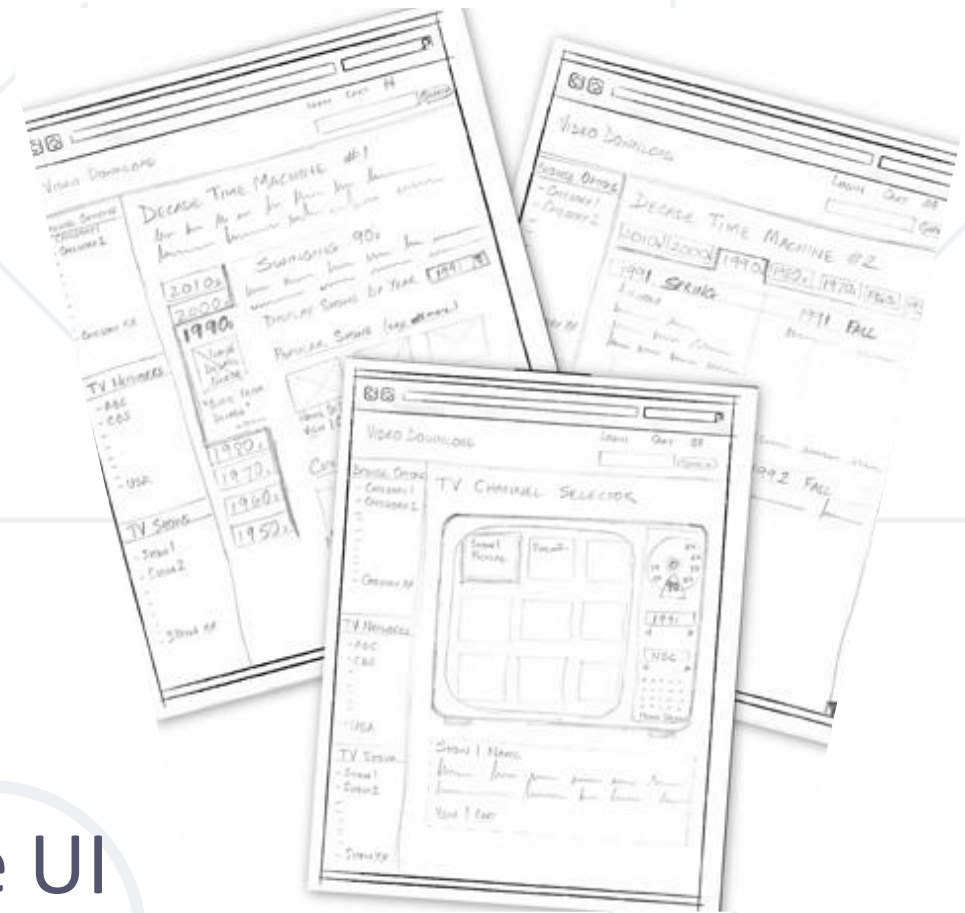
- Demonstrate a fixed scenario
- Several pre-drawn frames on a single sheet
- Explain frame transitions
- Not interactive
- Doesn't include the full product



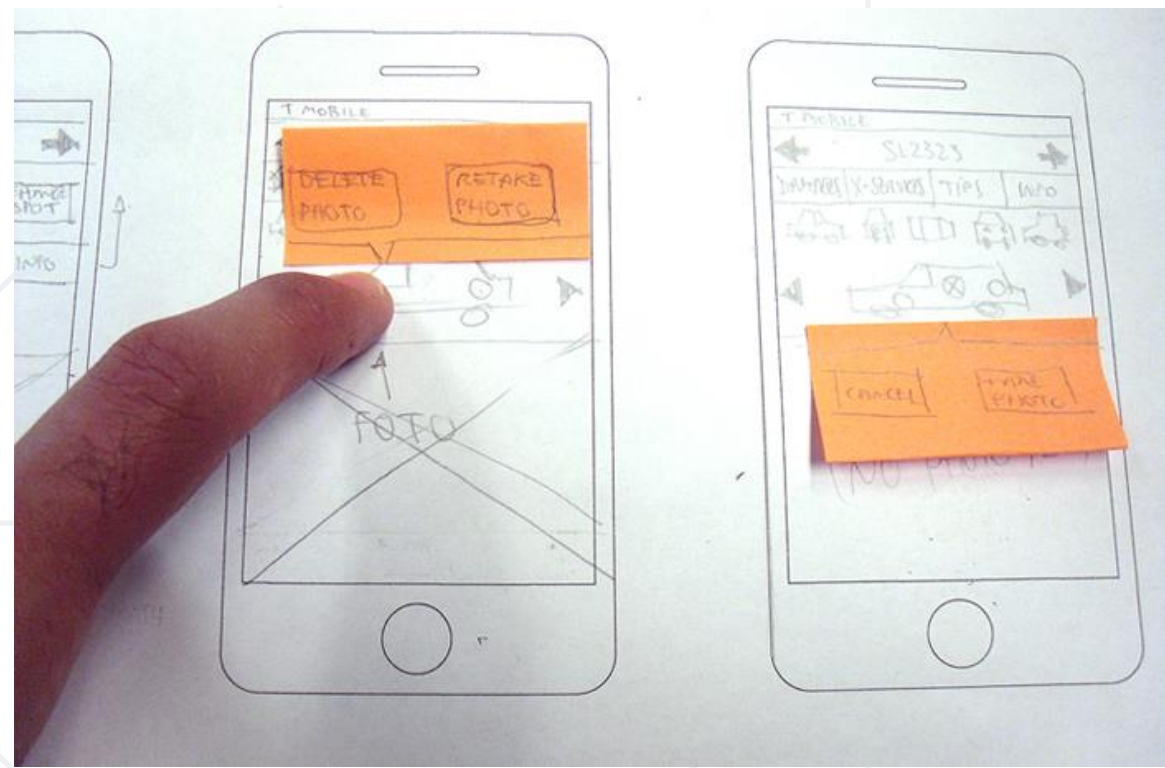
Paper prototypes

Flipbook:

- Interactive - allows you to simulate the UI
- Guided - each action instructs you what page to flip to
- Frames are on separate pages stacked as a book
- Includes the full product



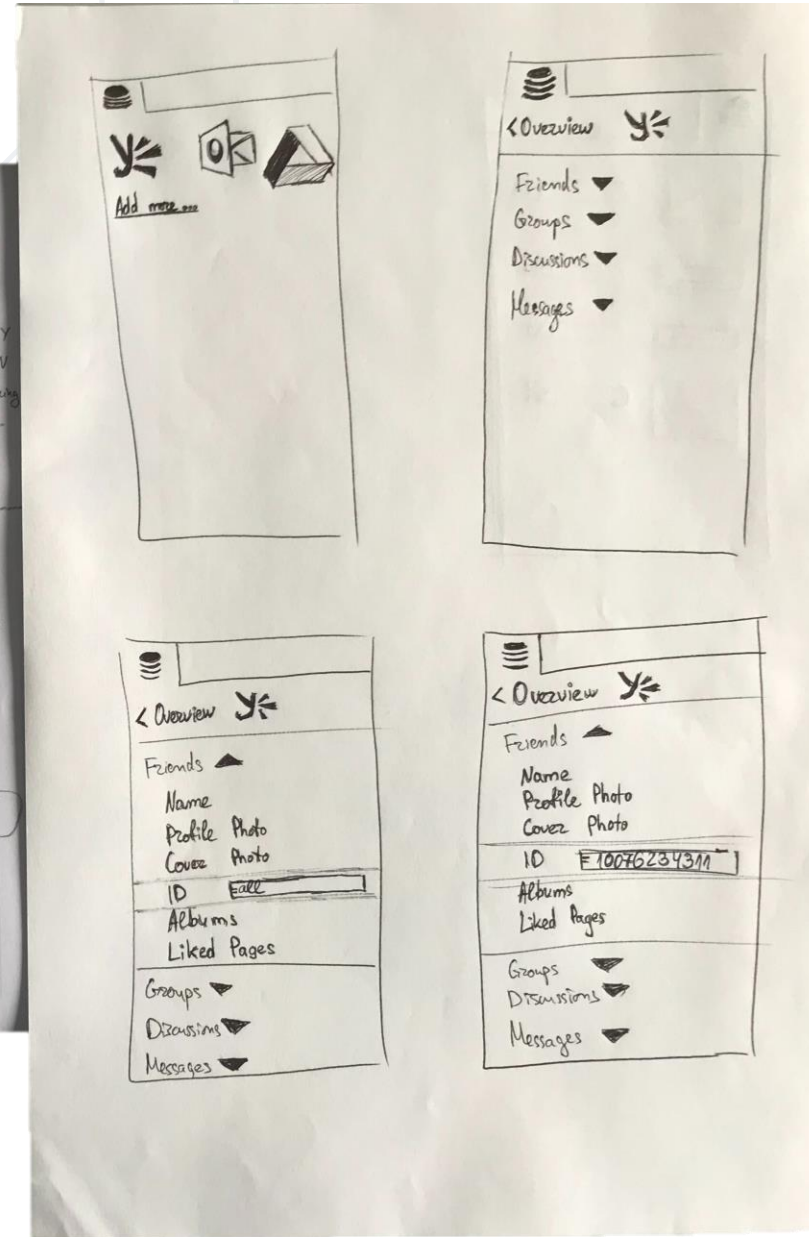
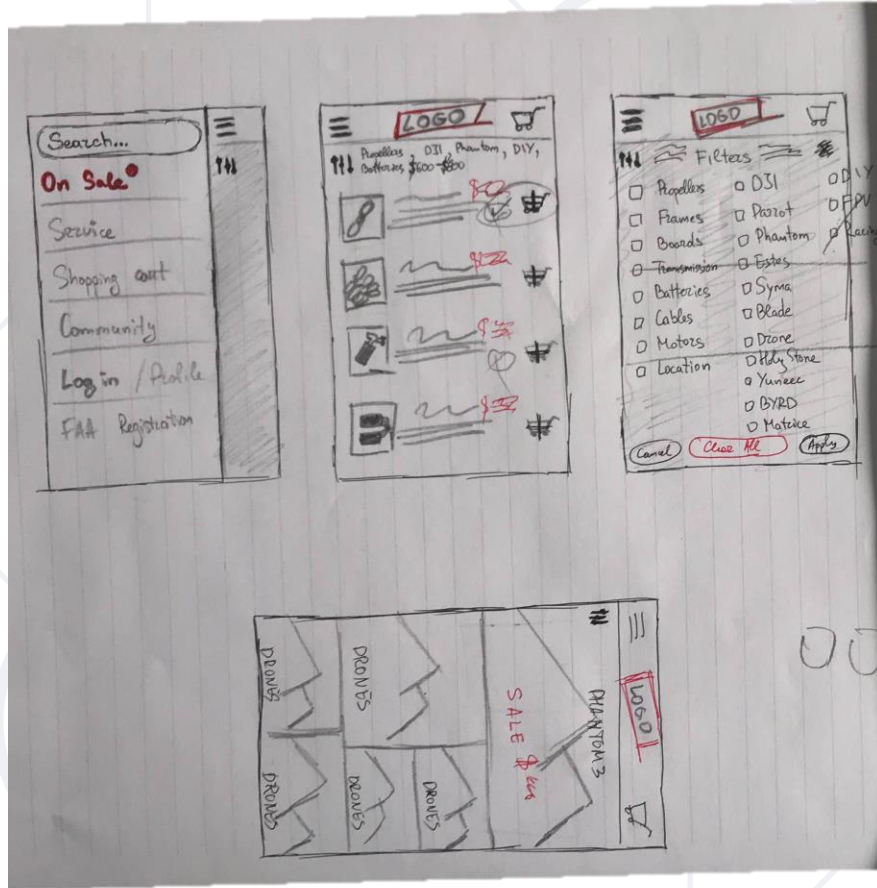
Paper prototypes



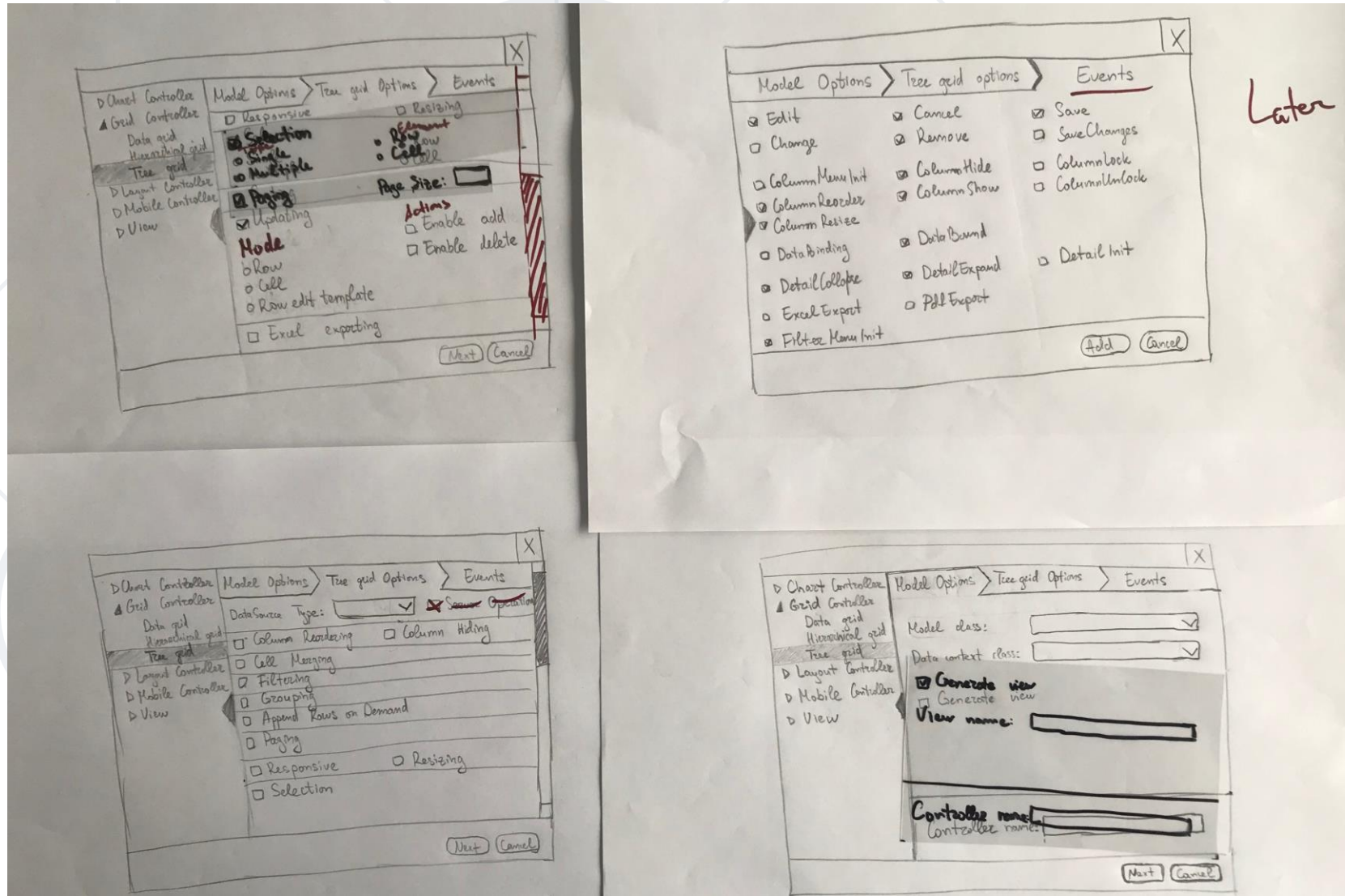
Post-its:

- Interactive - allows you to simulate the UI
- Dialogs, pop-ups, menus are on layers of post-its
- Easy to modify
 - rearrange notes
 - add/remove notes

Paper prototypes



Paper prototypes



Paper prototypes

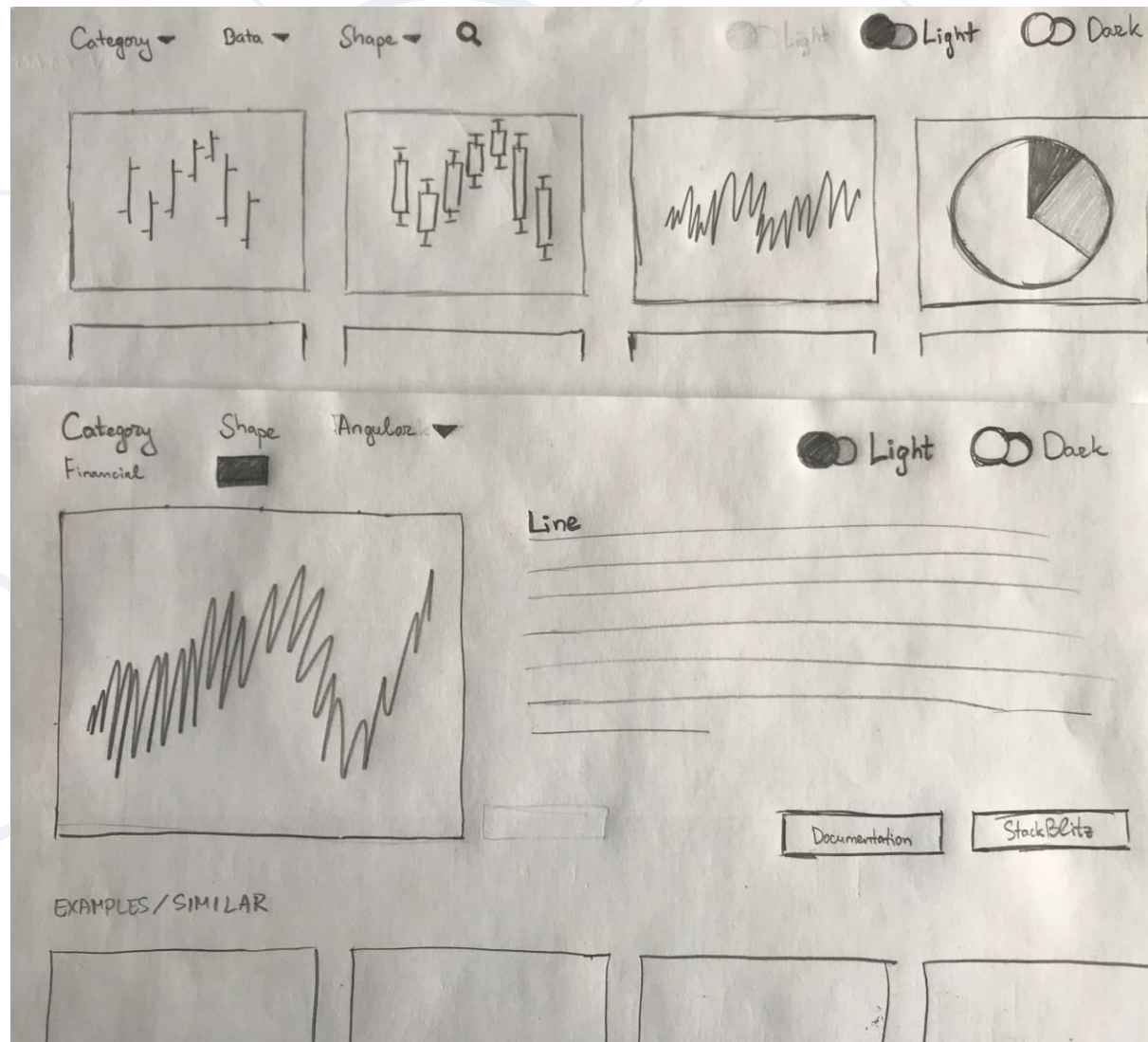
The good:

- Low-detail, allows for concentrating on high-level concepts
- Rapid iteration
- Low budget
- Easy collaboration

The bad:

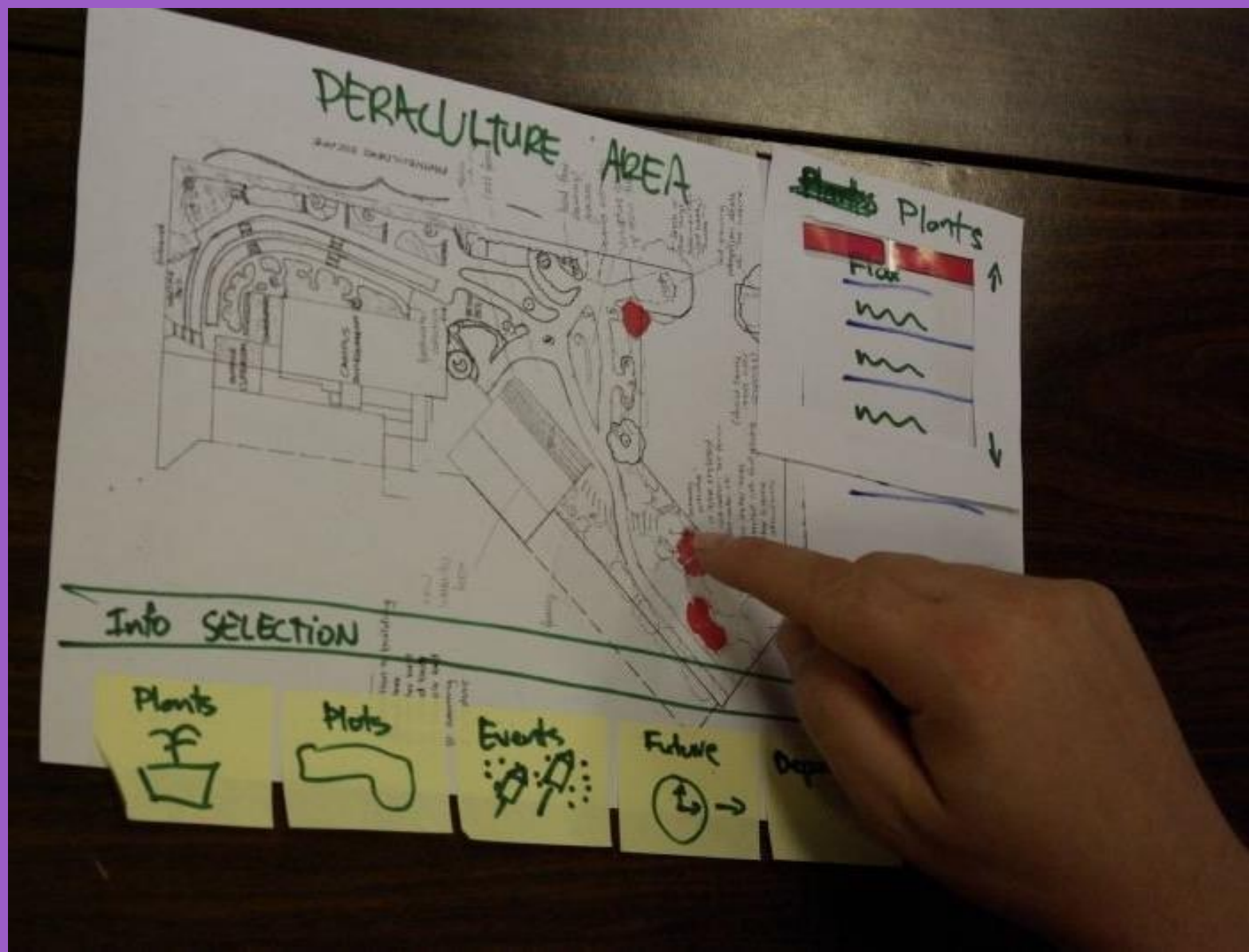
- Hard to maintain
- May be hard to redraw many similar elements
- Interactive only with the help of the designer

Paper prototypes



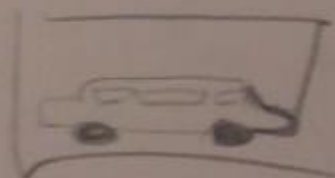
Exercise

Create a paper prototype of an app allowing to search for transportation and purchase of tickets.

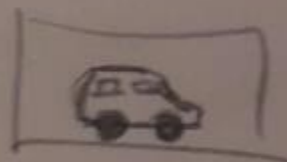




Your tickets to Frankfurt are secured.
Planning to go elsewhere from there?
Check out our exclusive rent-a-car offers!



Limo



Compact



SUV



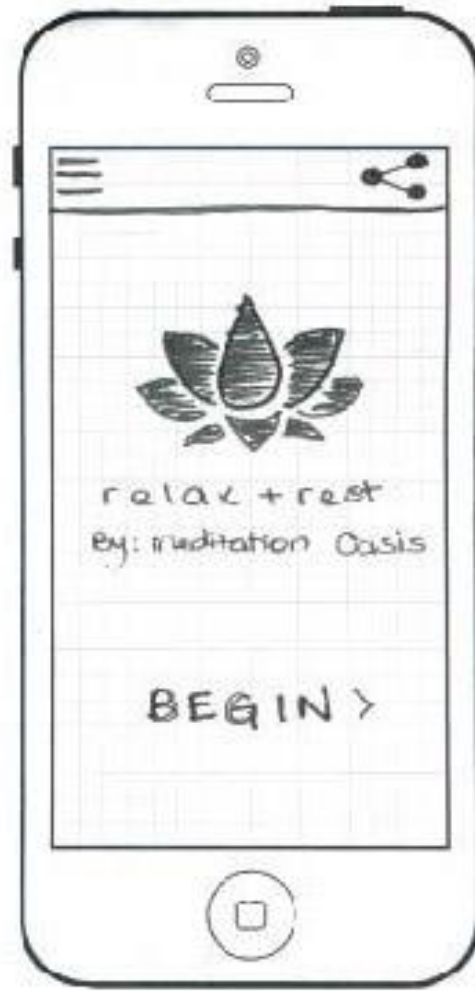
7+1 seats

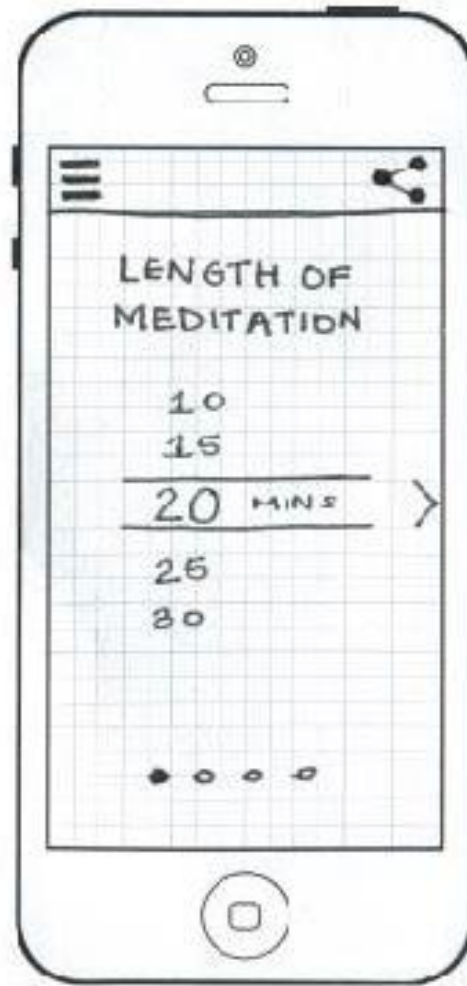
How to make them digital

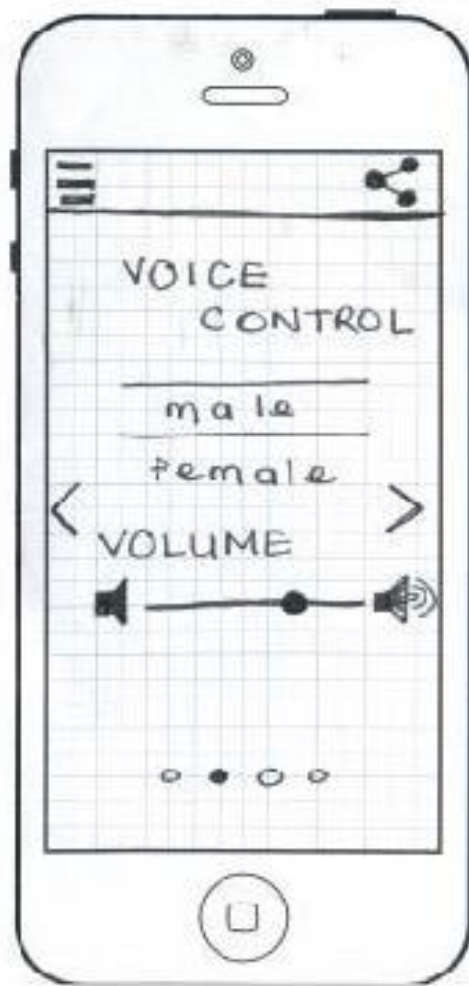
- POP App by Marvel

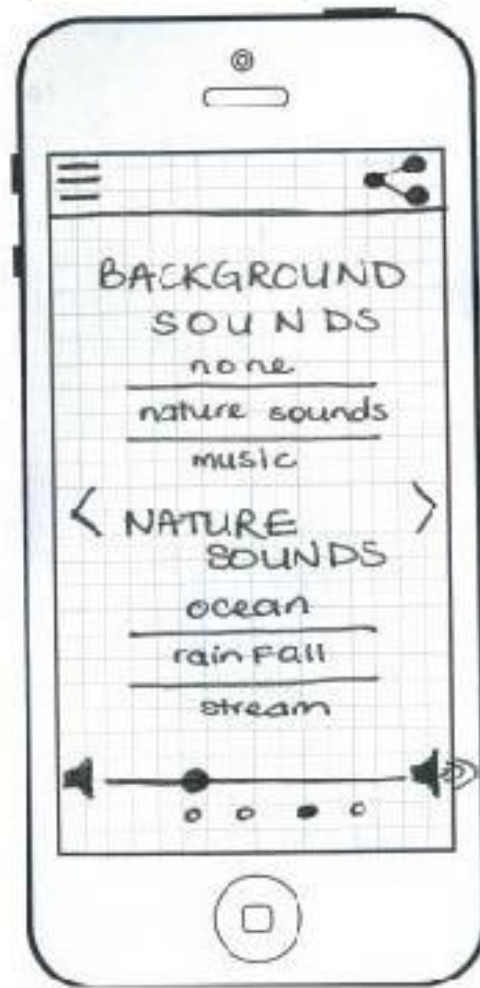




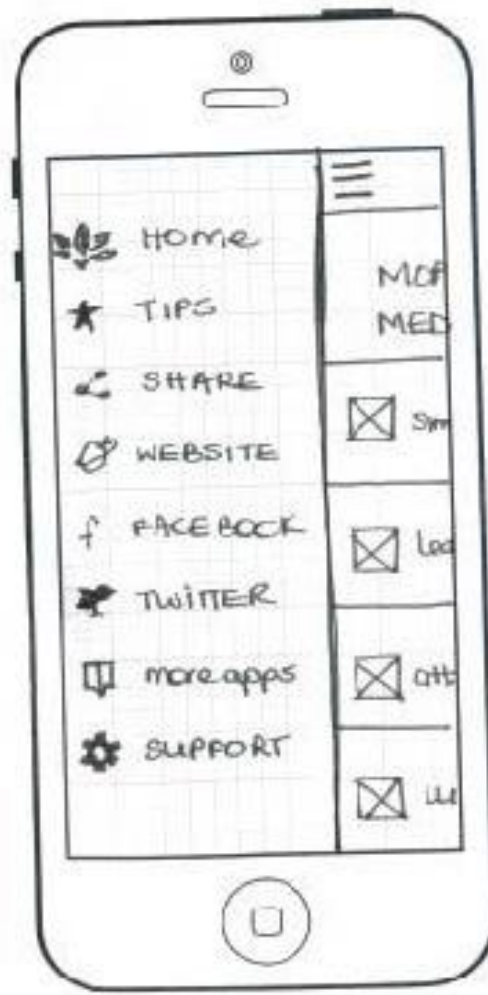




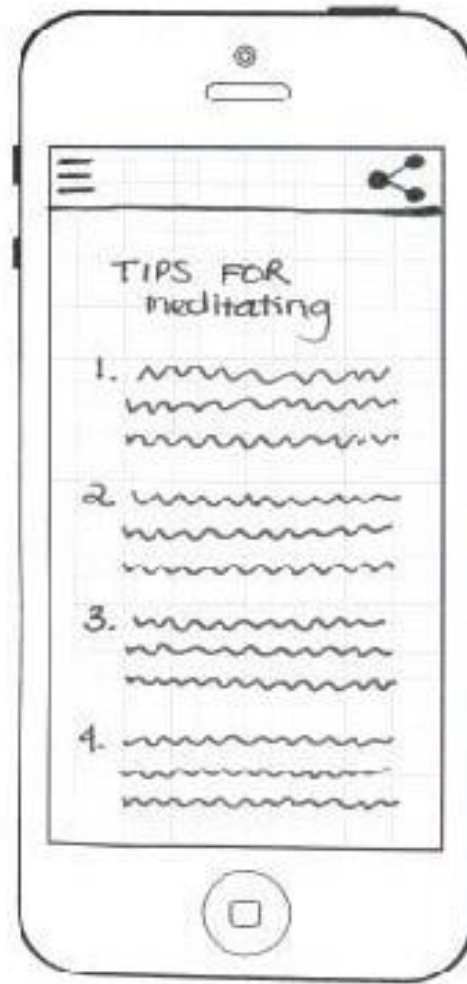


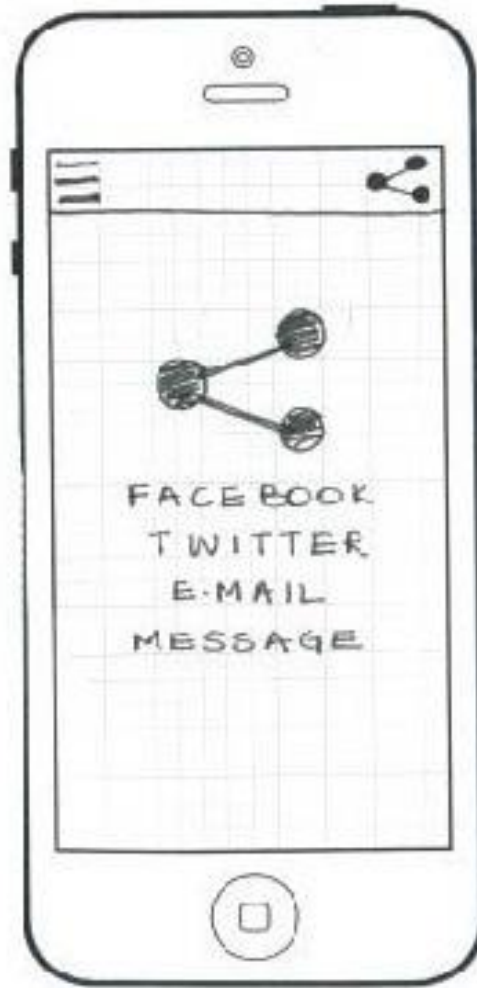












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