

UX / Prototyping sprint



YOMONI



Roadmap

- 1 - Use case & angle**
- 2 - Core journey**
- 3 - Zoning**
- 4 - Mockup**
- 5 - Prototyping**

Objective

Demo your prototype in 4h



1 - Use case & angle
the key to a great product

Use case = verb + complement



book a flat



write a story



order a cab



manage a project

Find a unique angle.



It's the place of a local, not a hotel



With stories with great design,
everyone feels like a great author



A cab should be ordered in one click



You need nothing more than lists and cards

Same use case, different angles



vs



local's flat

hotel with discount





booking.com

Booking.com

Home → France → Ile de France → Paris → Search results
57,719 properties 5,783 properties 4,253 properties Paris, 1 adult, 1 Night (Oct 15 - Oct 16) Change dates

Search

Destination/Hotel Name:

Work Leisure [?](#)

Check-in

Check-out

1-night stay

Rooms: 1 Adults: 1 Children: 0

Search

Paris is a top choice on our site with travelers for your selected dates (69% reserved).
Tip: Prices might be higher than normal, so try searching with different dates if possible.

69% reserved

Paris: 4,253 properties found

3 reasons to visit: **Eiffel Tower** Sightseeing | **Musee D'orsay** Fine Art Museums | **Notre Dame** Churches [Map View](#)

Our Recommendations First | Lowest Price First | Distance From Downtown | Review Score ▾ | Stars ▾

Deal of the Day Time remaining: 1 day 05:00:36

34% LESS THAN NORMAL

Hotel Devillas ★★★ 5th arr., Paris – Subway Access **Good 7.5** 1326 reviews

Executive Double Room € 161 € 106 [Reserve](#)

Give Us Your Must-Haves

Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

California Champs Elysées ★★★ **Very good 8.1** 1,421 reviews

(3.8 km from center) **In high demand!** € 305

Select your room >

Filter by:

Popular for Business Travelers

Breakfast included 568

Free WiFi 4034

Twin beds 843

Your turn

(15 min)

- Choose a simple app idea
- Summarise it in verb + complement
- Benchmark competitors / find your angle

2 - Core user journey

The one you want to demo

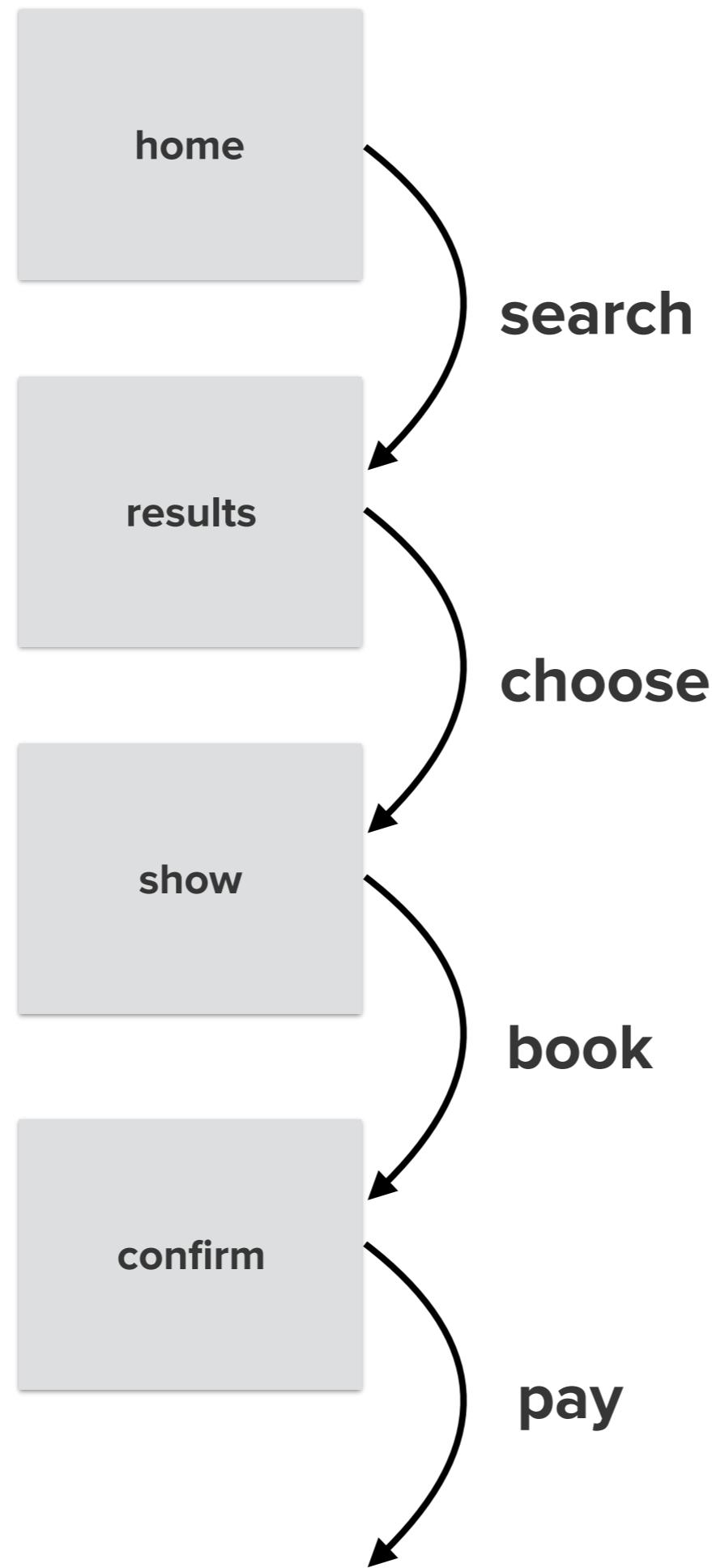
3 views max

Less views, less friction, better design





What's the core user journey?



For each view

| | | | |
|----------------|--|------|---------|
| home | results | show | confirm |
| Action | I want my user to... | | |
| Context | For that he/she needs to know... | | |
| Angle | He/she understands my angle because... | | |

home

index

show

confirm

Action I want my user to **search for a flat.**

Context For that he/she needs to know **how to search (location, checkin, checkout, number of guests).**

Angle He/she understands my angle because **there are travel suggestions with people flats and pictures.**

home

index

show

confirm

Action I want my user to **choose a flat.**

Context For that he/she needs to know **which one is the cheapest, best rated, best located.**

Angle He/she understands my angle because **he sees owner's picture for each result.**

home

index

show

confirm

Action I want my user to **book the flat.**

Context For that he/she needs to know **how much it will cost in total (with a recap).**

Angle He/she understands my angle because **there are detailed reviews of other travellers on the page.**

home

index

show

confirm

Action I want my user to **pay**.

Context For that he/she needs to know **where to enter credit card details**.

Angle He/she understands my angle because **he has to write a custom message to the owner**.

Context

=

What my user needs to see



Action

=

What I want my user to do

One call to action

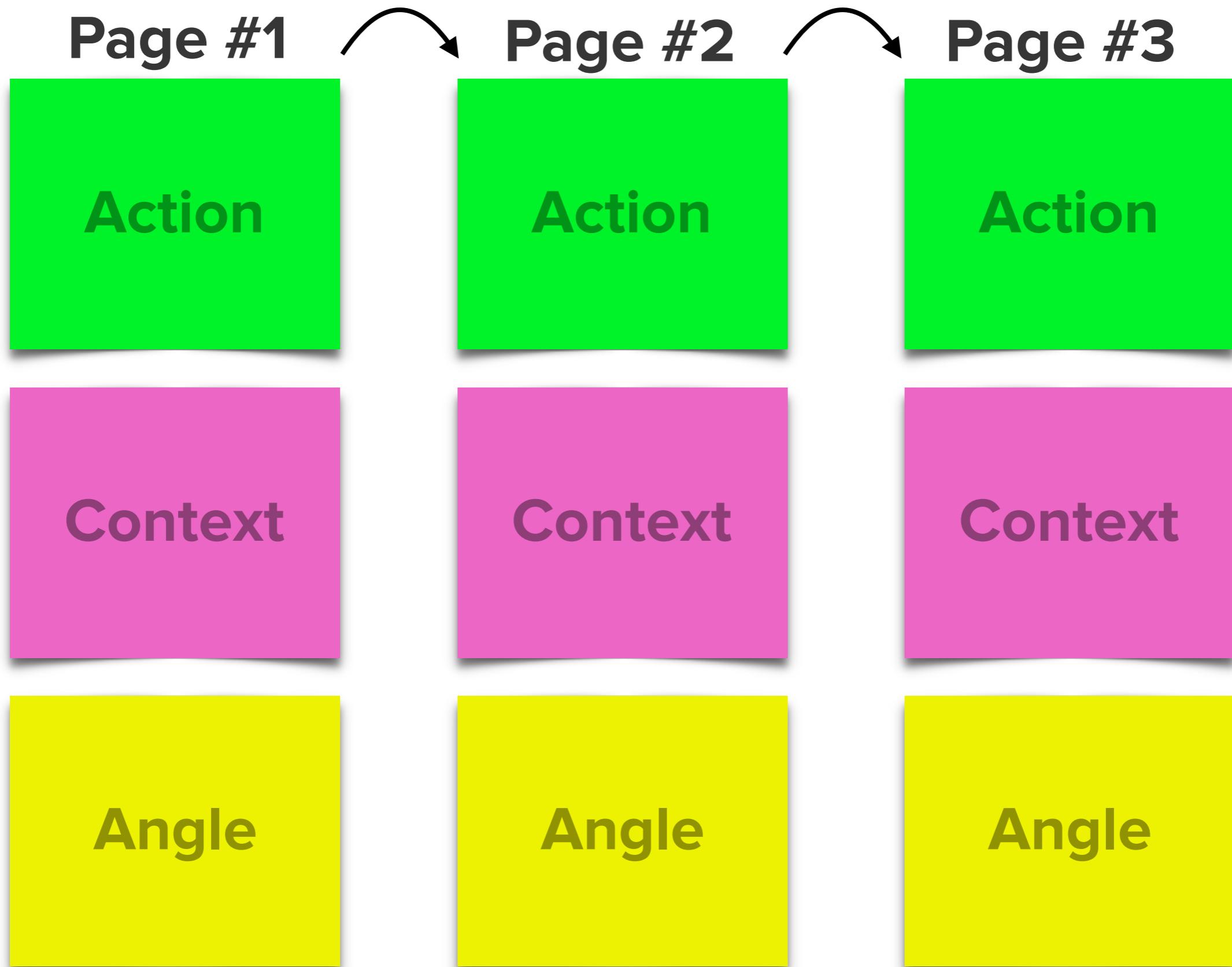
Angle

=

How do my user see I'm different



Use post-its



Your turn

(20 min)

- Identify your core journey
- Describe action / context (angle) using post-its

3 - Zoning

Before we start

Short Sketch Intro (10 min)



Sketch³

zoning = drawing rectangles

use your preferred tool



Sketch³



Ex. Airbnb results zoning

Search filters

flat

flat

flat

flat

Map

Your turn

(20 min)

Zone your pages
on sheets of paper

3 - Wireframe

Fill the zones



Sketch³



Ex. Airbnb Zoning

search filters

flat

flat

flat

flat

flat

flat

Map

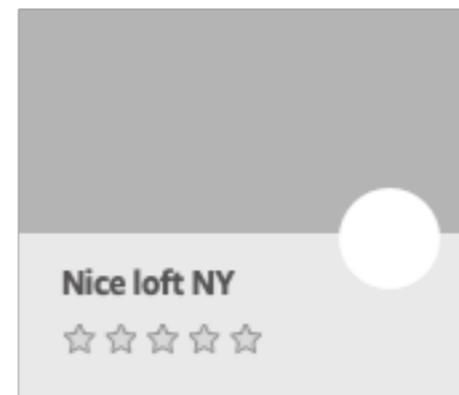
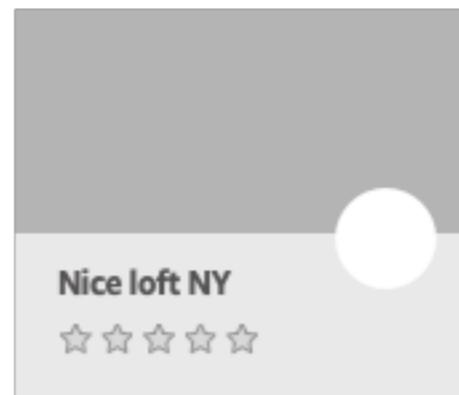
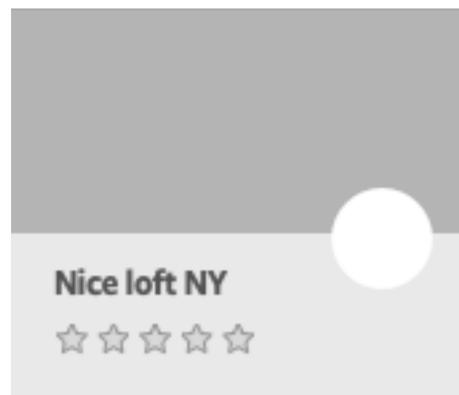
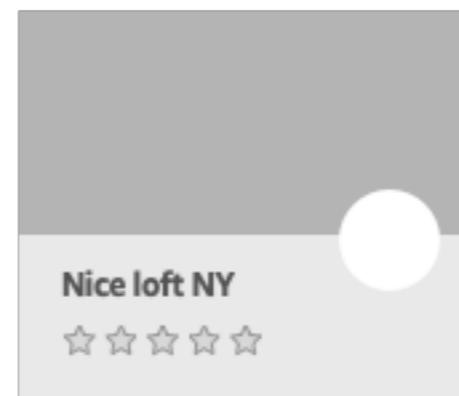
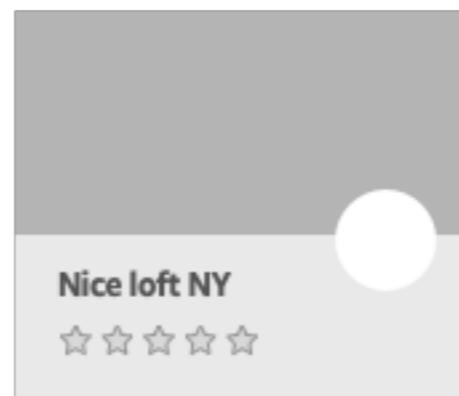
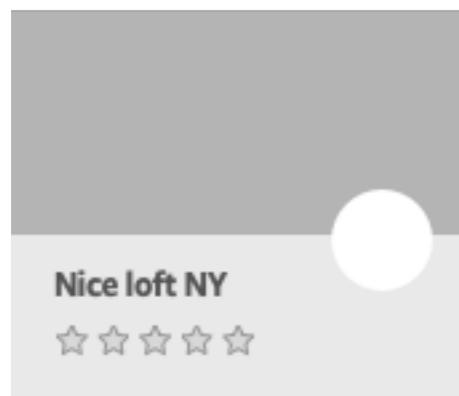
Ex. Airbnb wireframe

Update your search

13/07/2017

16/07/2017

3 guests



dos & don'ts

Focus on usability

No skinning , black & white

Master your **UI components**

**Which UI components
do you know?**

Images



Avatar



Thumbnail

Buttons

Start now

Twitter

SIGN UP

Google

Write a story

Medium

Free trial

treehouse

Forms

Login form (treehouse)

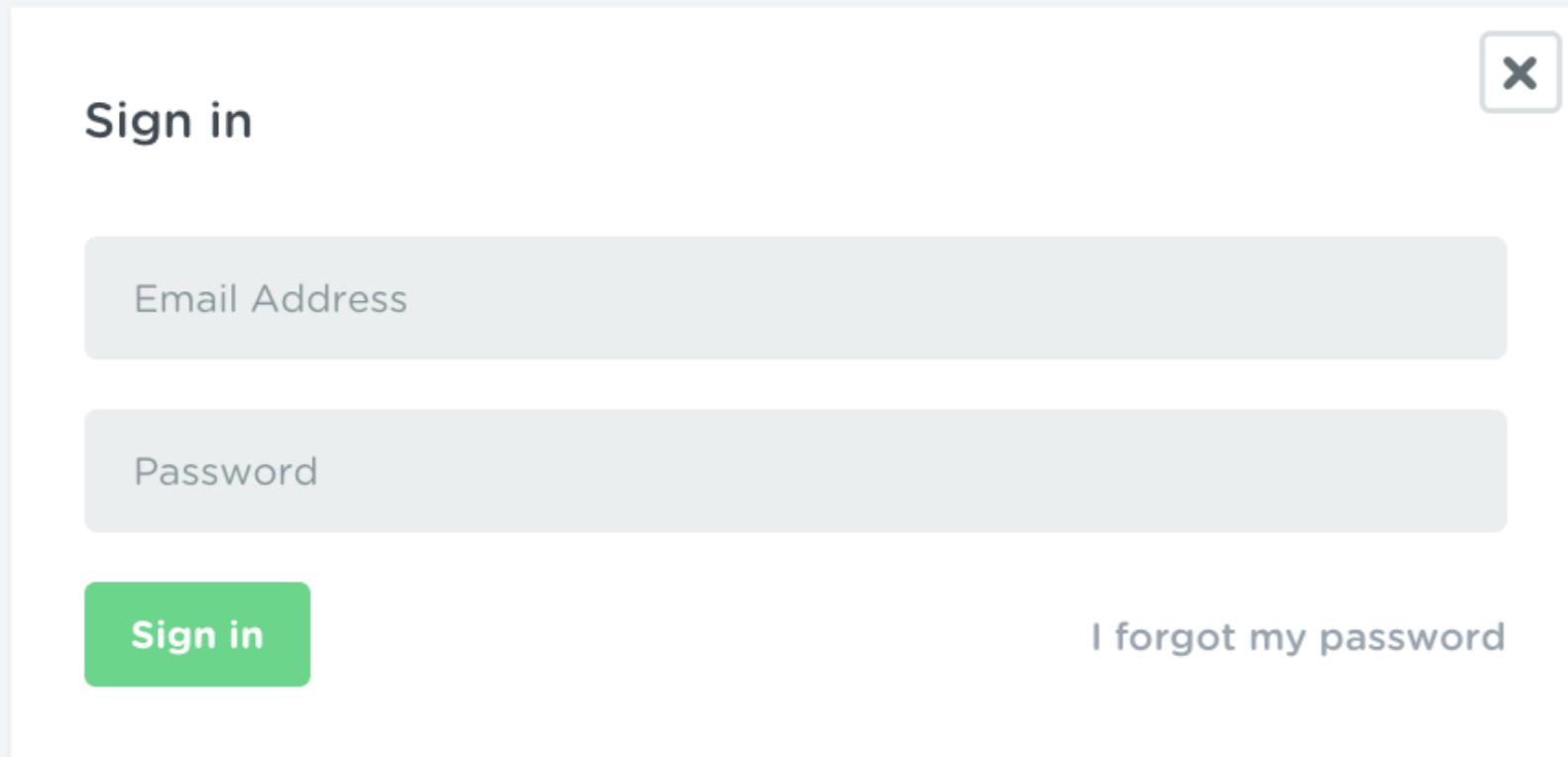
Sign in

Email Address

Password

[I forgot my password](#)

X

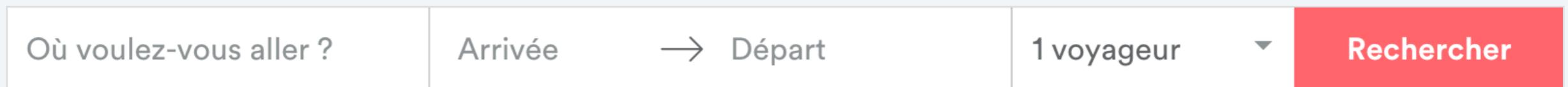


Search form (airbnb)

Où voulez-vous aller ?

Arrivée → Départ

1 voyageur ▾



Forms

Chatbox form (Intercom)

The screenshot shows a user interface for a chatbox. At the top, there are three tabs: "Reply" (highlighted in blue), "Note", and a question mark icon. Below the tabs is a search bar containing the placeholder text "Type # to insert a saved reply". At the bottom left is a toolbar with four icons: a file folder, a smiley face, a photo, and a link. On the right side, there is a large blue "Reply" button.

Reply Note ?

Type # to insert a saved reply

Reply

Tabs / Navs

Medium

STAFF PICKS TOP STORIES BOOKMARKS

ProductHunt

6,418

Upvoted

509

Submitted

35

Made

27

Collections

23,346

Followers

1,413

Following

Twitter

TWEETS

4 021

ABONNEMENTS

1 783

ABONNÉS

3 972

AIMÉS

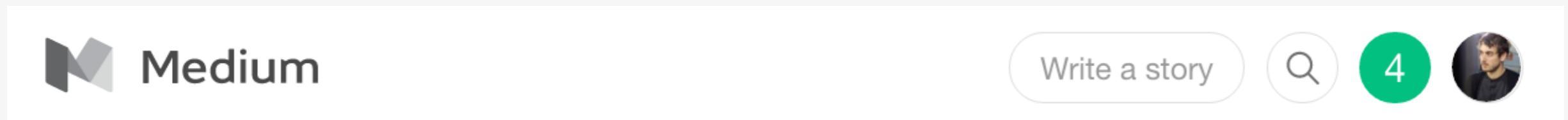
5 218

LISTES

10

Navbars

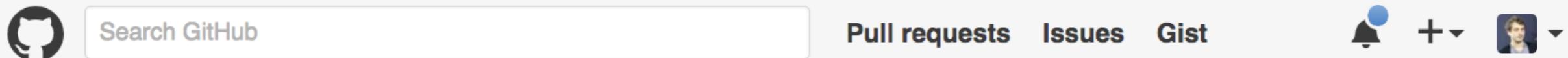
Medium



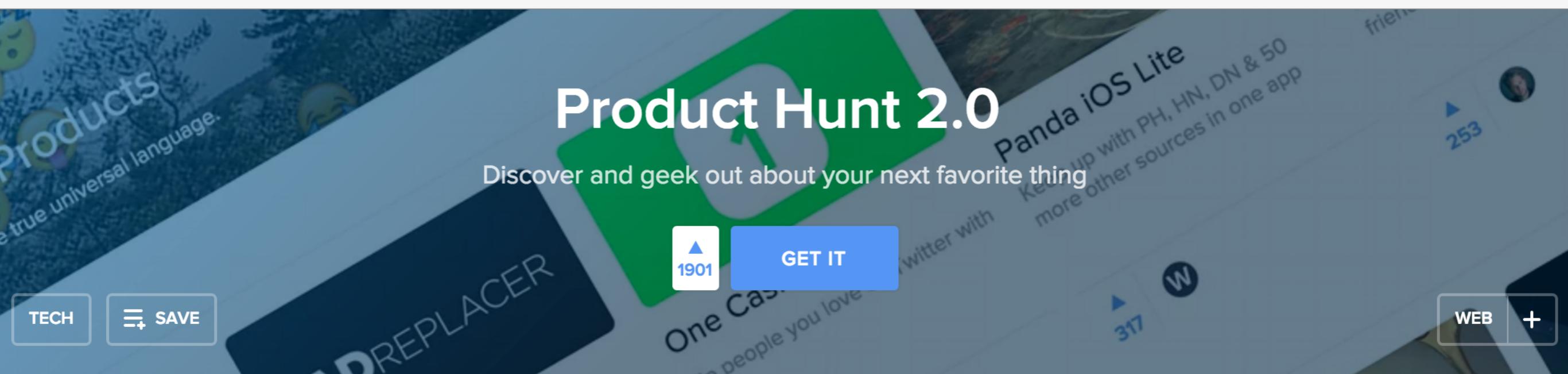
Twitter



Github



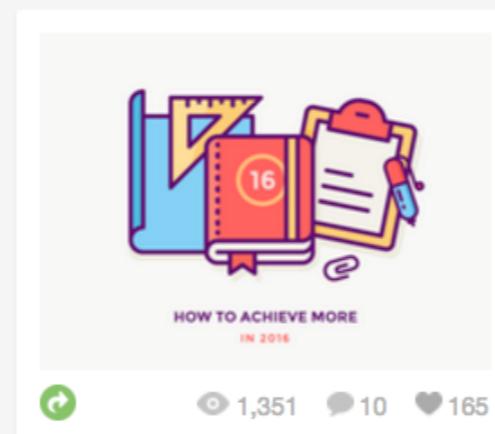
Banners



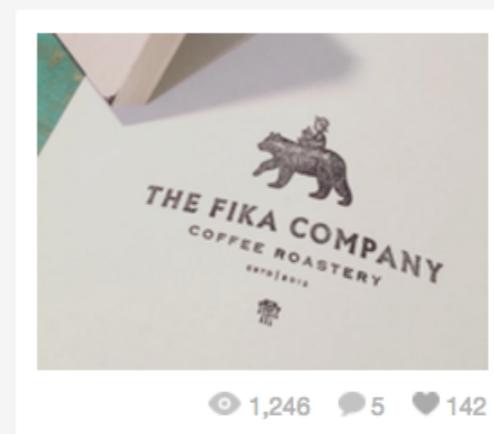
Cards



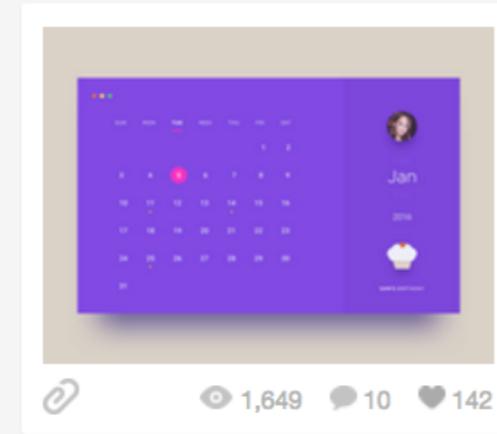
Operator



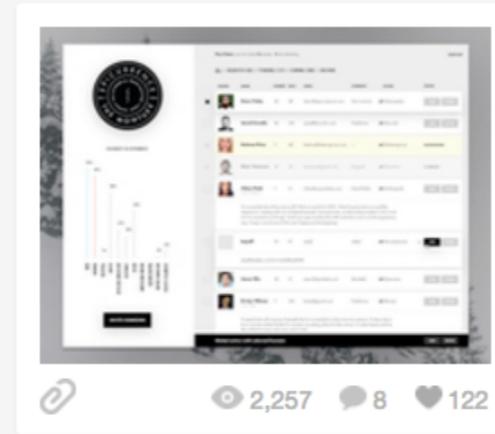
Justas Galaburda



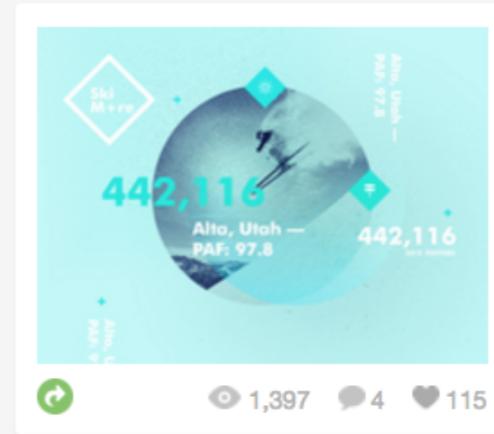
Joe White



Goutham



Dann Petty



Studio-JQ

Cards



Superbe gîte à Rome
Logement entier · ★★★★★ · 213 commentaires



Colosseo, Hidden Gem
Logement entier · ★★★★★ · 105 commentaires



Chic Artist's Loft in Rome Center
Logement entier · ★★★★★ · 112 commentaires



Penthouse Tiburtina Station Center
Logement entier · ★★★★★ · 89 commentaires



Cards



Clash Royale

The next game from Supercell,
makers of Clash of Clan



Follow The Dots

AN ENDLESS FINGERLESS
RUNNER GAME



Ginger Roll

Save the world from evil Iblis in
this cute arcade platform



THE CAT AND THE
COUP

A documentary videogame on 28
Mordad coup

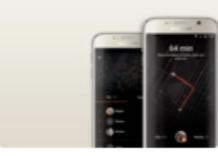


Lists

- 

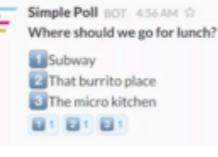
▲ 77

Faraday Future FFZERO1
Groundbreaking all electric race car

- 

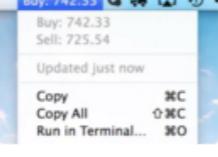
▲ 48

Human for Android
Compare your daily activity to people around you

- 

▲ 61

Simple Poll
The easiest way to create polls in Slack

- 

▲ 38

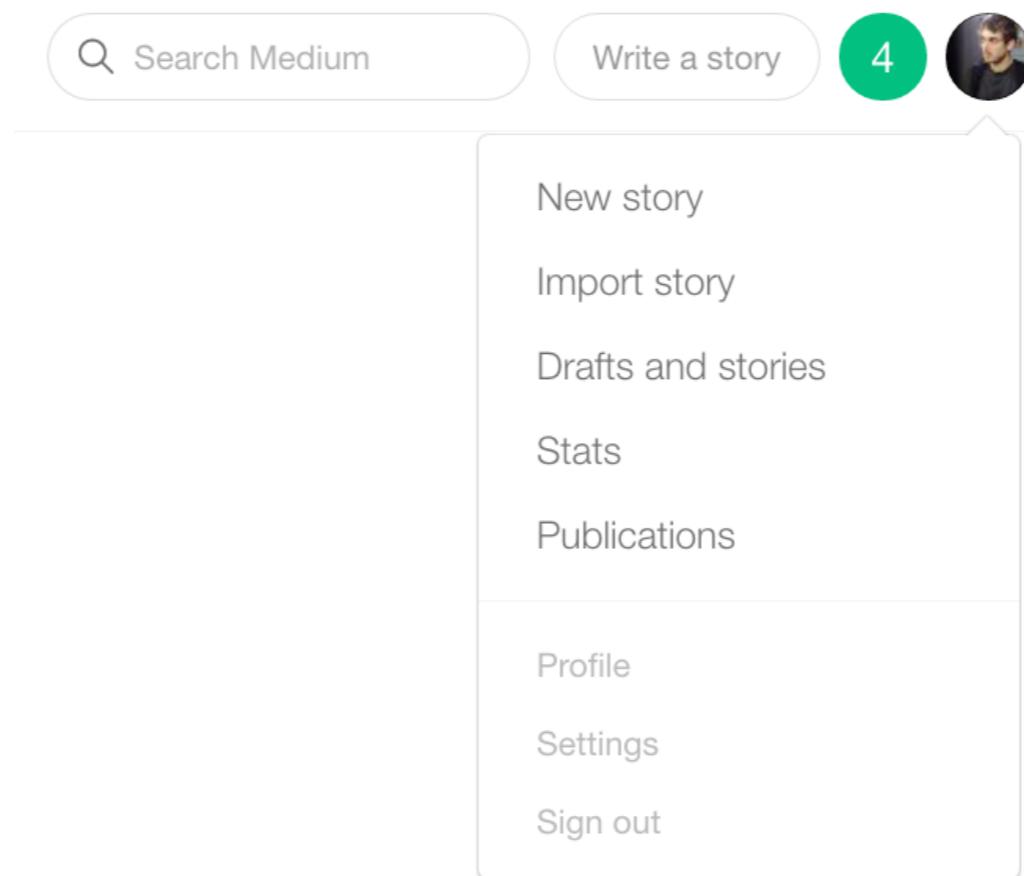
BitBar
Put the output from any script in your Mac OS X Menu Bar

- 

▲ 49

Hu:toma
Emotionally evolved AIs for personal or business use


Dropdown



Demo

then break



Let's check components on classic websites

Let's wireframe our airbnb flat page

4 - Mockup

Skin components



Sketch³



Show view (zoning)

Picture

Owner

Title, rating

Equipment

Reviews

Booking form

Map

Show view (mockup)

airbnb

travels messages



Seb

Charming loft 2 beds
Paris, France

★★★★★

40€ per night

checkin checkout

1 guest

Total: 240€

Book it

About this Seb's flat

Located in the heart of the Saint-Germain-des-Prés district, the accommodation is completed for a person who aspires only to a thing: find the peace

2 beds wifi elevator

15 reviews

Boris

Really appreciated Seb's place, nice clean and relaxing!
Definitely come back there next time in Paris

Join us

Career

FAQ

Become a host

Contact

Team

Press

About

Contact

Team

Press

Join us

Career
FAQ

Become a host

Contact
Team
Press

About

Contact
Team
Press

Let's add some swag



(30 min)

Choose your fonts and color scheme

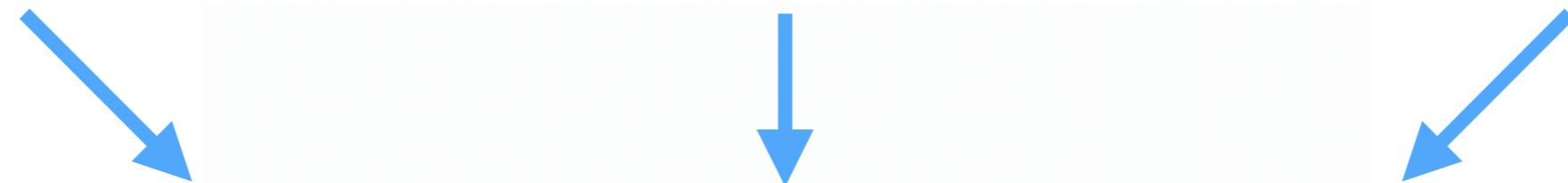
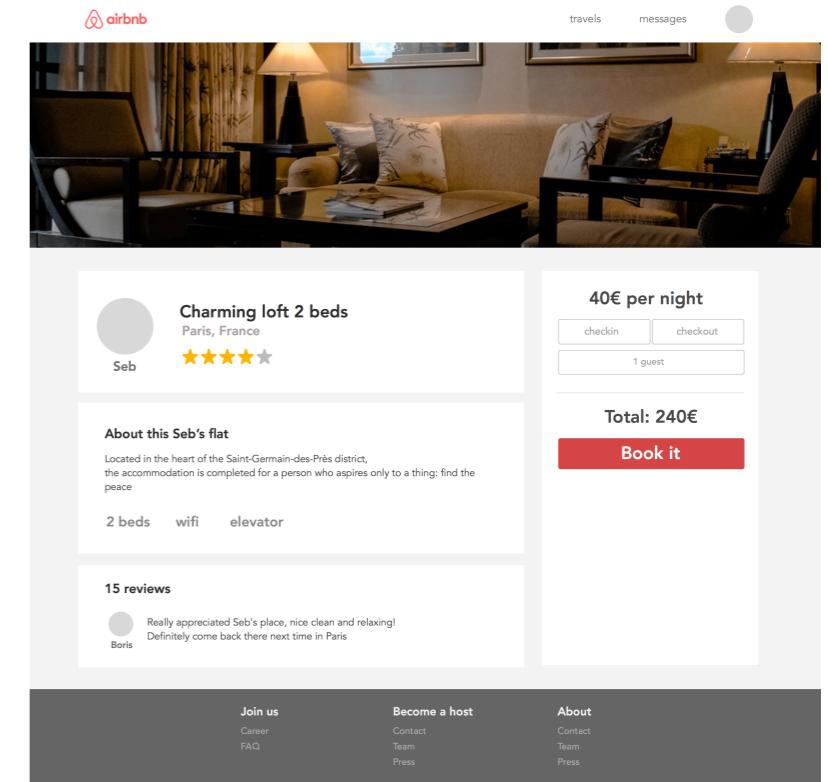
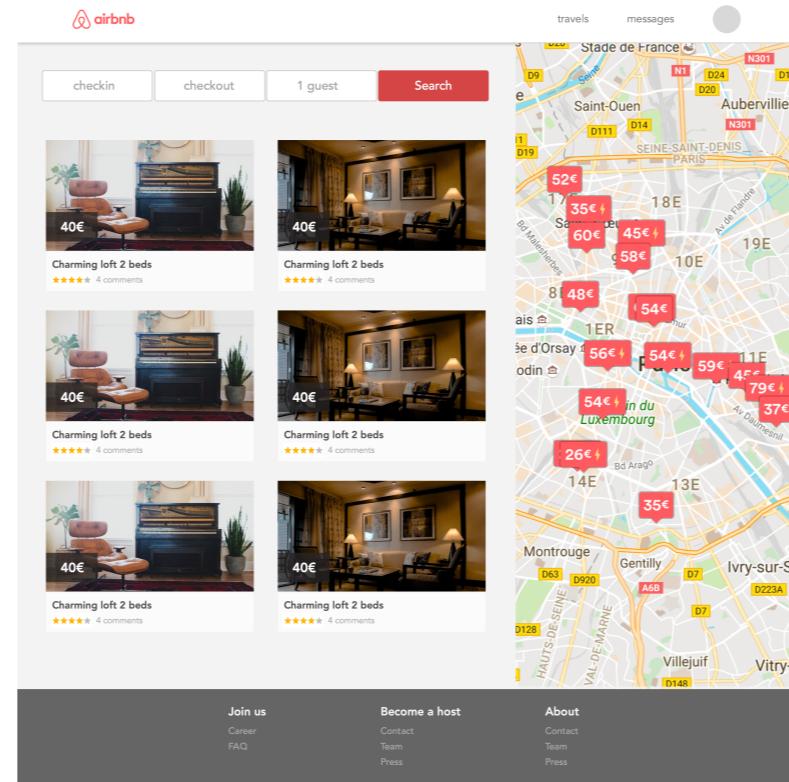
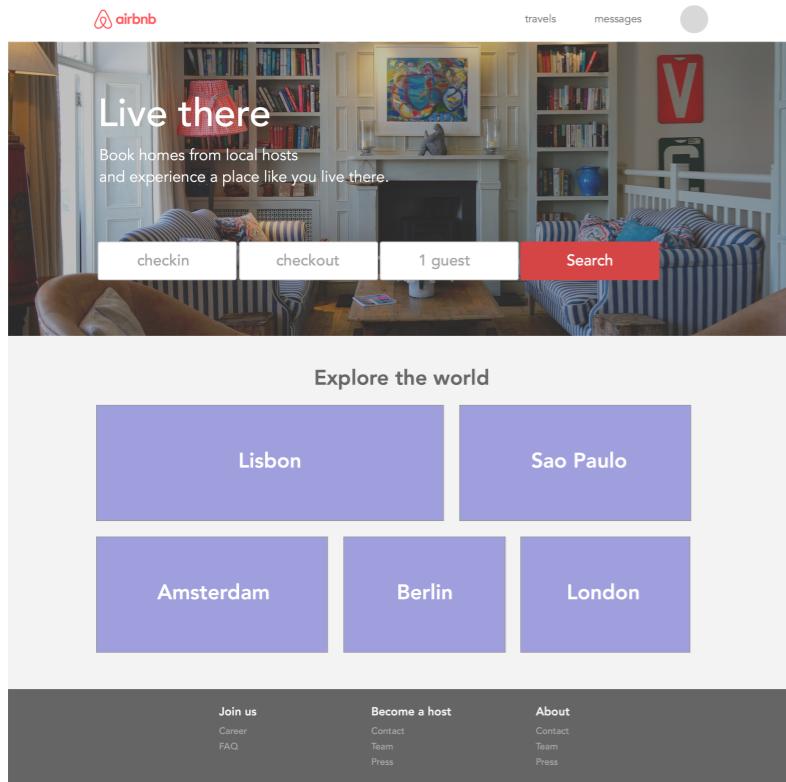
Mockup your pages with Sketch

5 - Prototyping

Connect mockup views



Import PNG in marvelapp



Cherry on the cake



(15 min)

Connect views on Marvelapp

Demo your app to the class

Thank you!