

UX / Prototyping sprint



Roadmap

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

Objective

Demo your prototype in 3h



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  
(3.8 km from center) **Very good 8.1** 1,421 reviews

Twin/Double Room In high demand! € 305 [Select your room >](#)

Your turn

(10 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

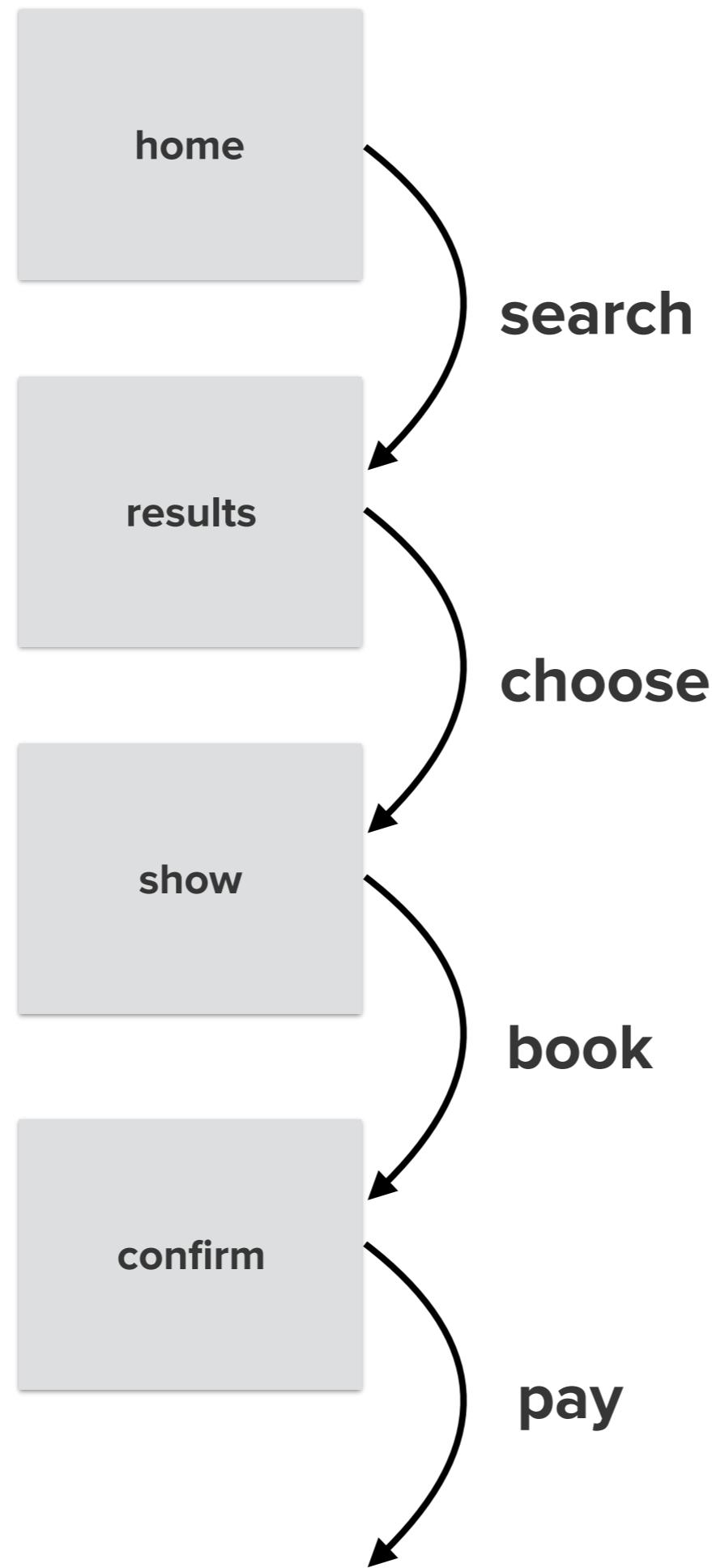
3 views max

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

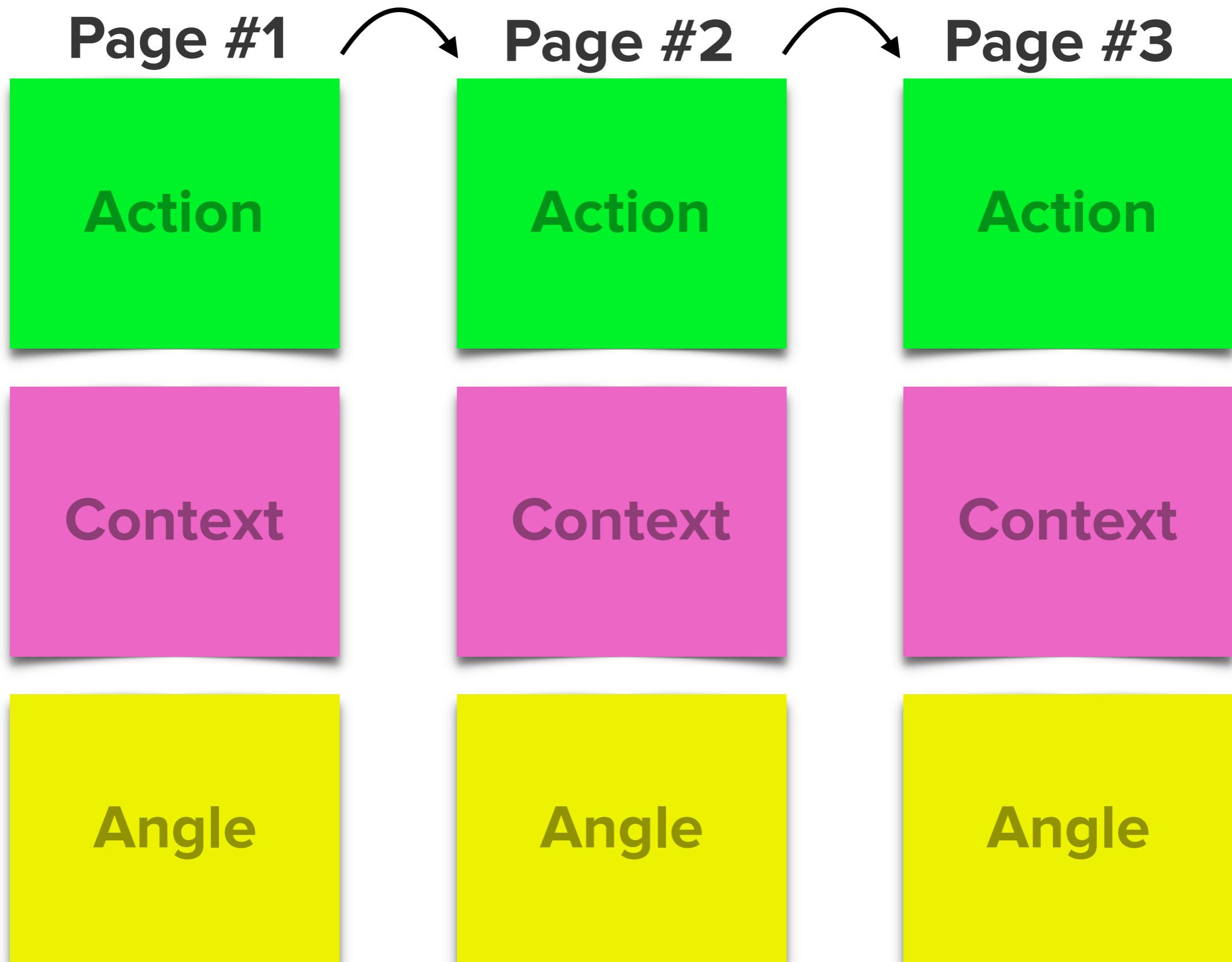
Angle

=

How do my user see I'm different



Use post-its



Your turn

(20 min)

- Identify your core journey
- Describe action / context

3 - Zoning

zoning = drawing rectangles

use your preferred tool



Sketch³



Ex. Airbnb results zoning

Search filters

flat

flat

flat

flat

Map

Before you start

Short Sketch Intro (10 min)



Sketch³

Your turn

(5 min)

Zone your pages
on sheet of paper

3 - Wireframe

Fill the zones



Sketch³



Ex. Airbnb Zoning

search filters

flat

flat

flat

flat

flat

flat

Map

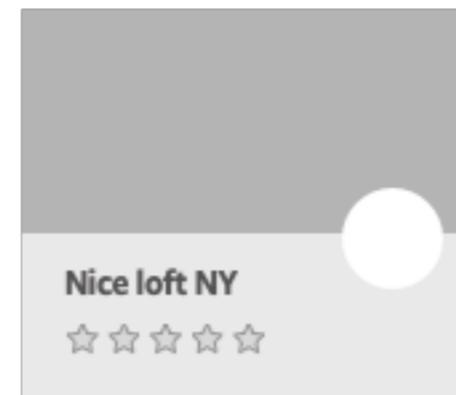
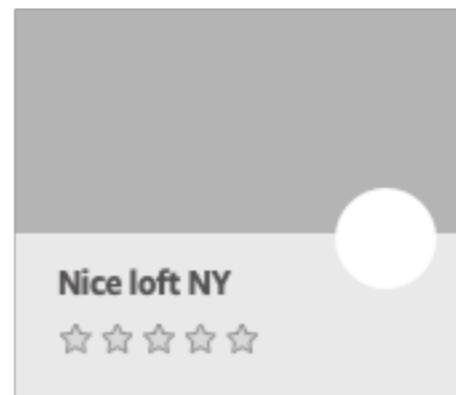
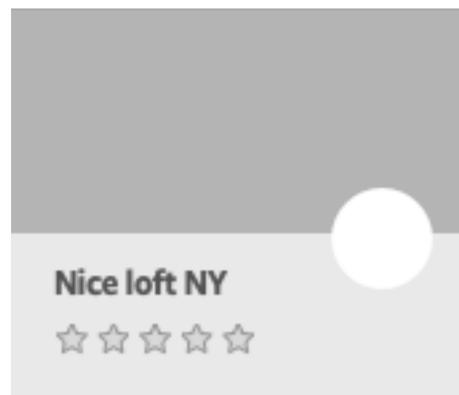
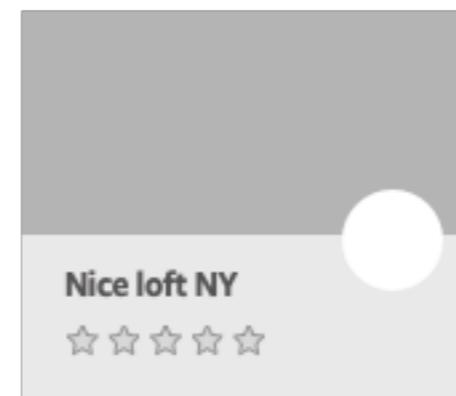
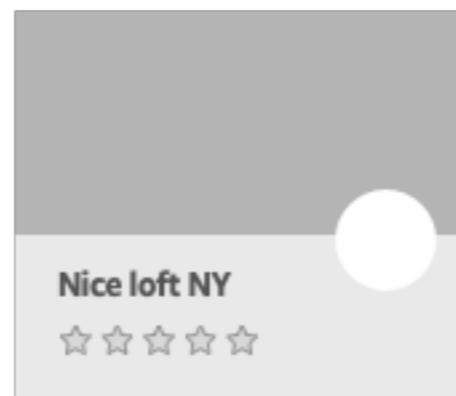
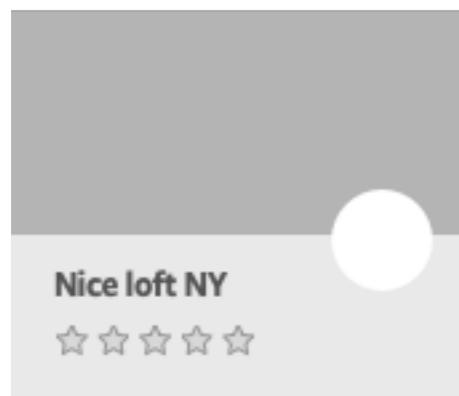
Ex. Airbnb wireframe

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**

4 - Mockup

Skin your components



Sketch³



Show view (zoning)

Picture

Owner

Title, rating

Equipment

Reviews

Booking form

Map

Show view (mockup)

The screenshot shows a detailed view of an Airbnb listing for a "Charming loft 2 beds" in Paris, France. At the top, the Airbnb logo is visible along with navigation links for "travels" and "messages". Below the header is a large, warm-toned photograph of a living room featuring a light-colored sofa, patterned pillows, and two lamps on side tables.

Seb is listed as the host, with a 5-star rating indicated by five yellow stars. The listing title is "Charming loft 2 beds" and the location is "Paris, France".

40€ per night is the price per night, with input fields for "checkin", "checkout", and "1 guest".

Total: 240€ is the total cost for the stay.

A prominent red button labeled "Book it" is located below the total cost.

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 are the key features of the listing.

15 reviews are available for this listing.

Boris left a review: "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

Let's add some swag



(40 min)

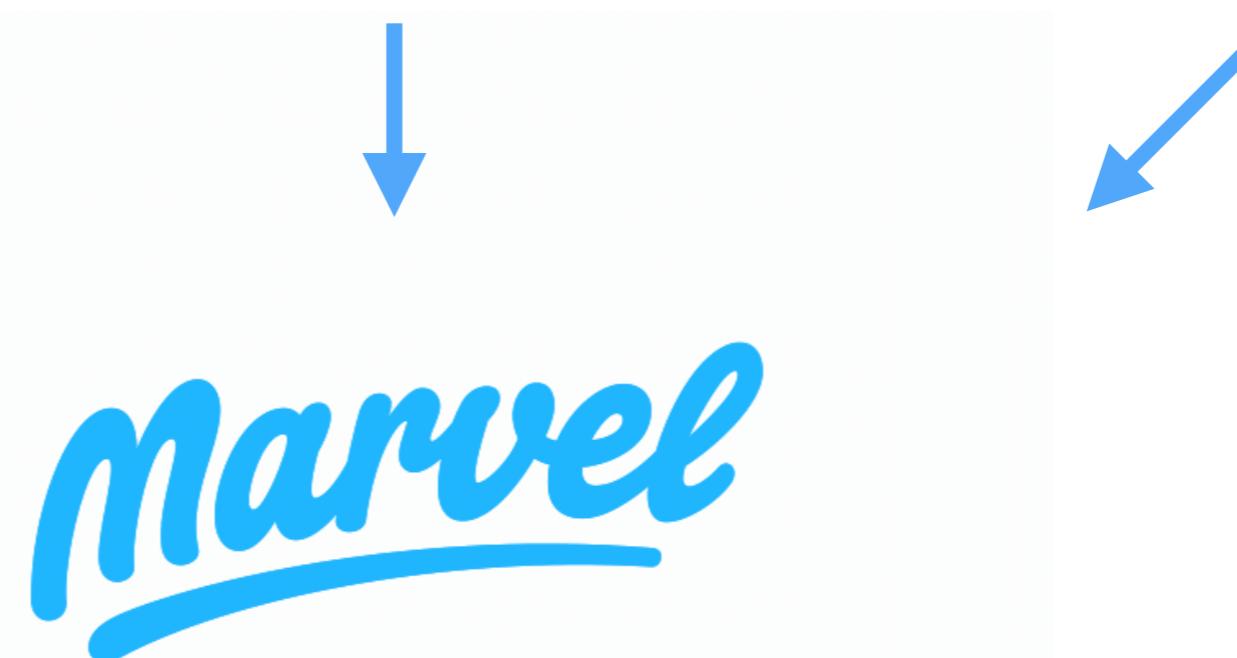
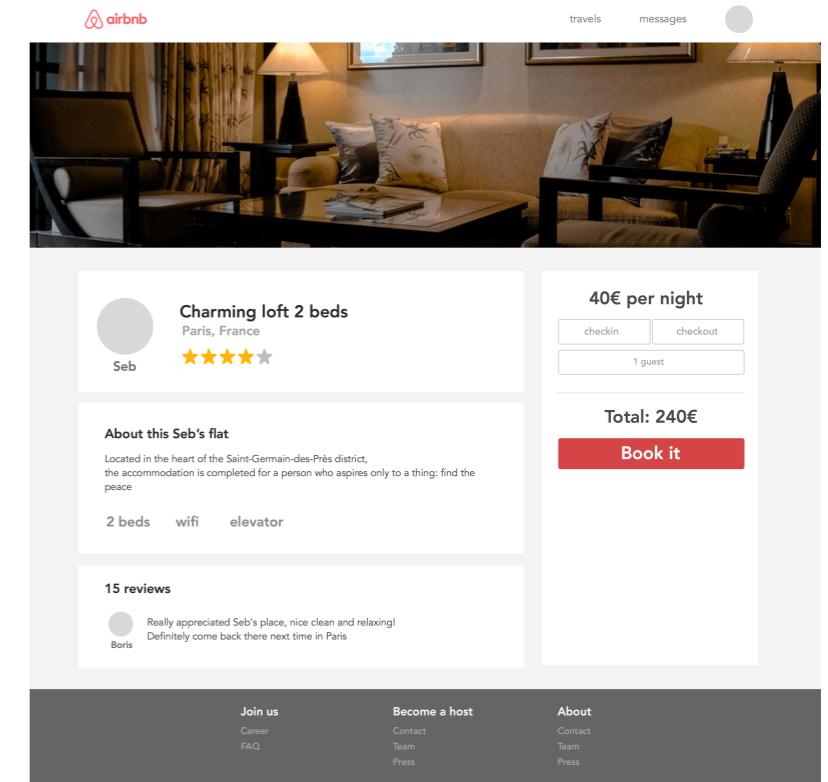
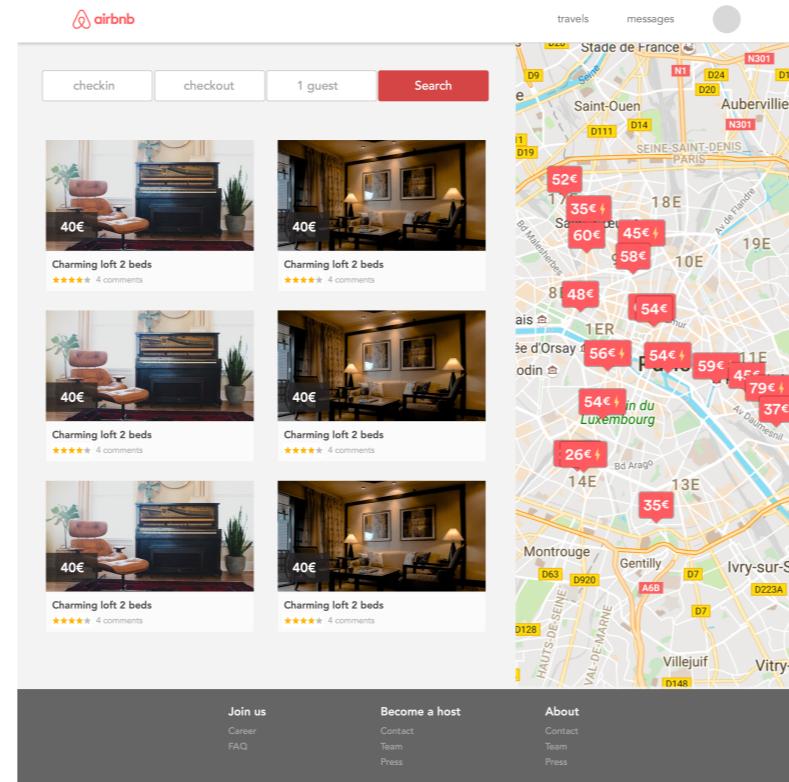
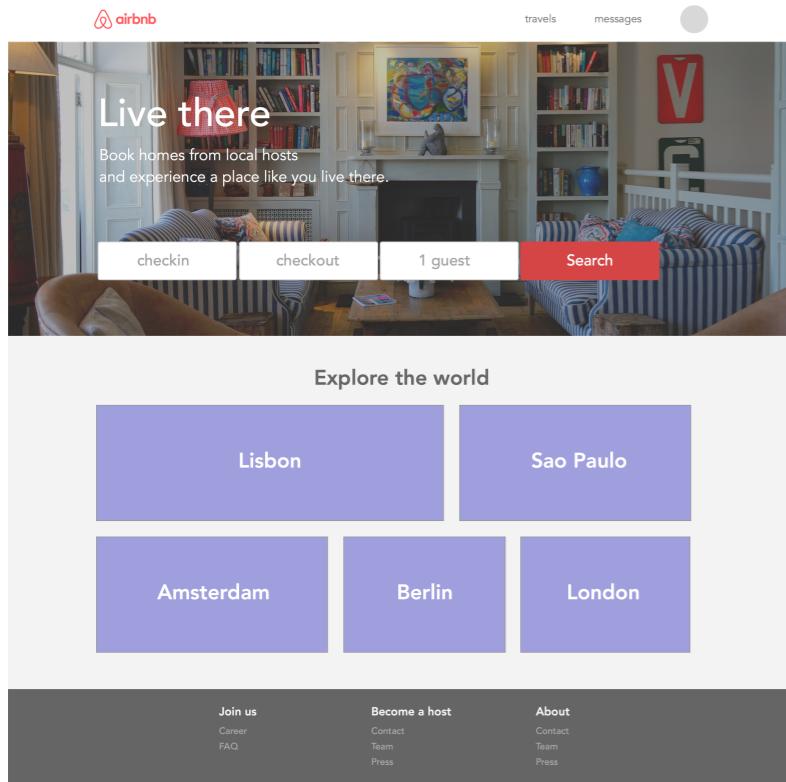
1. Choose fonts on Google fonts
2. Choose color scheme on Colorant
3. Find Assets on Nounproject / Pexels
4. Mockup your pages

5 - Prototyping

Connect mockup views



Import PNG in marvelapp



Cherry on the cake



(10 min)

Connect views on Marvelapp

Demo your app to the class

Thank you!