

Delightful & Engaging

Give incentive to move forward and achieve goals

Efficient

Getting results in as little effort as possible

Simple

Using the tool is easier than not using it

Powerful

Make me better at my job

Persona Focused

Complete task the way user expects it



The Norman Project

Build your own prototype in a snapp!

[Give Norman a go!](#)

What is Norman?





Create an account

Your email address:

Your name:

Other users will identify your by this name.

Password:

Minimum of 6 characters.

Repeat password:

Create

Or use social sign-on:

Facebook

LinkedIn

Google

GitHub



Create an account

Uh oh, something happened!

Your email address:

Your name:

Other users will identify your by this name.

Password:

Minimum of 6 characters.

Repeat password:

Create

Or use social sign-on:

Facebook

LinkedIn

Google

GitHub



Don't have an account? [Create one!](#)

Welcome back

Email address:

Password:

[Forgot your password?](#)

Remember me?

Log in

Or use social sign-on:

Facebook

LinkedIn

Google

GitHub



Don't have an account? [Create one!](#)

It's OK, it happens...

Enter the email address associated with your account and we will send you a new password. You can reset it later to your liking in your account.

Email address:

Send new password



You have been invited to collaborate on 2 projects. [View Invitations](#)

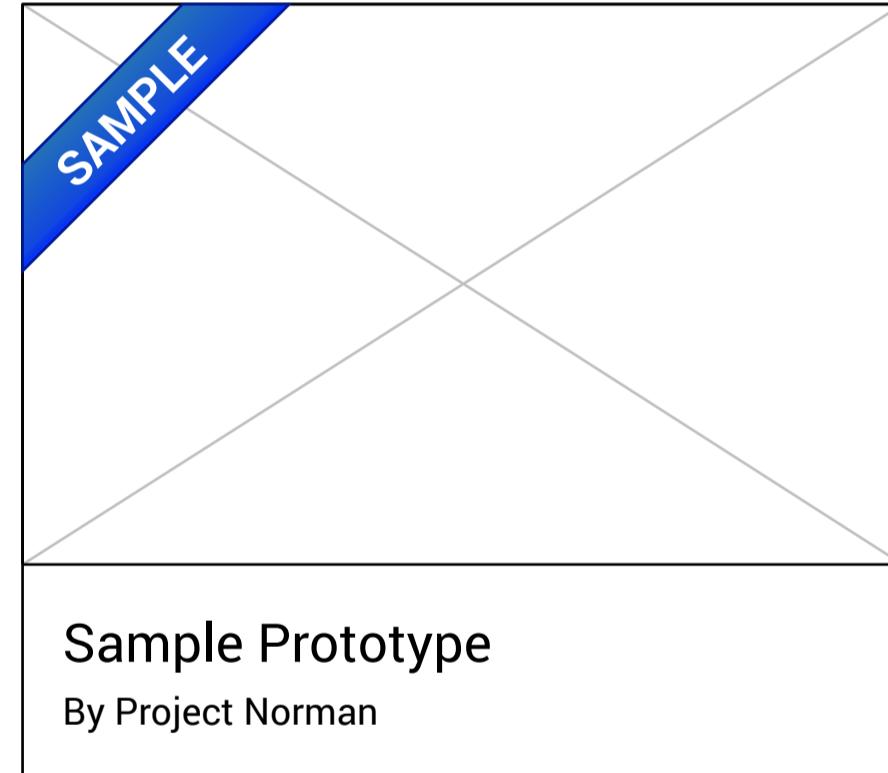
Projects I own

[New Project](#)

There are no projects that you own.
You should [Create](#) one now!

Projects I collaborate on

1 project, 4 screens, 20 assets





Invitations to projects

2 projects

Accept Invitation**High School Hockey Team**

By John Smith

Accept Invitation**High School Football Team**

By Project Norman

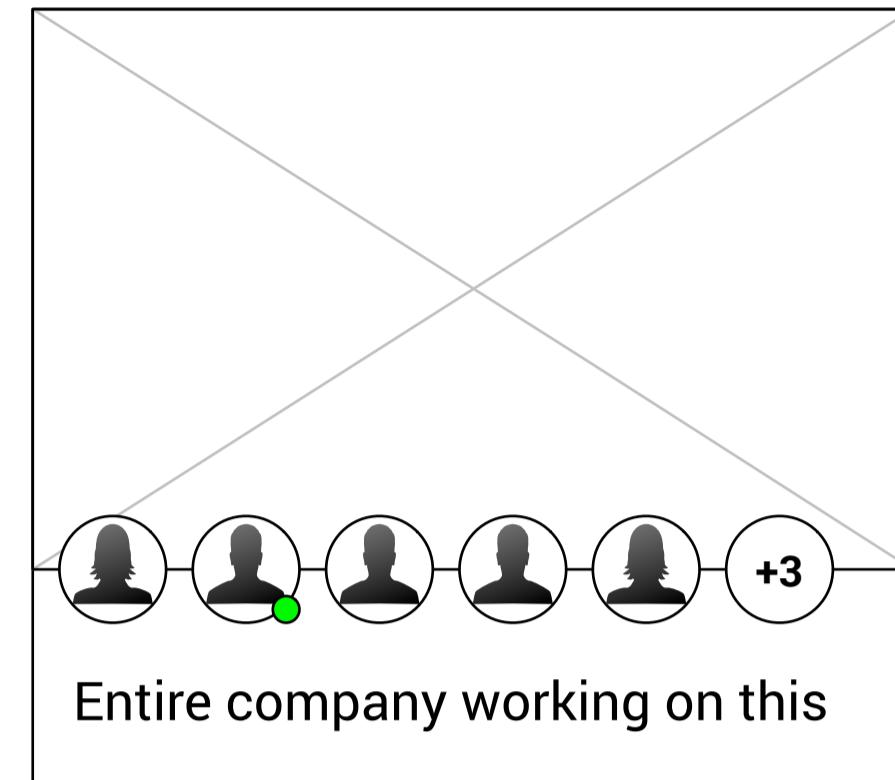
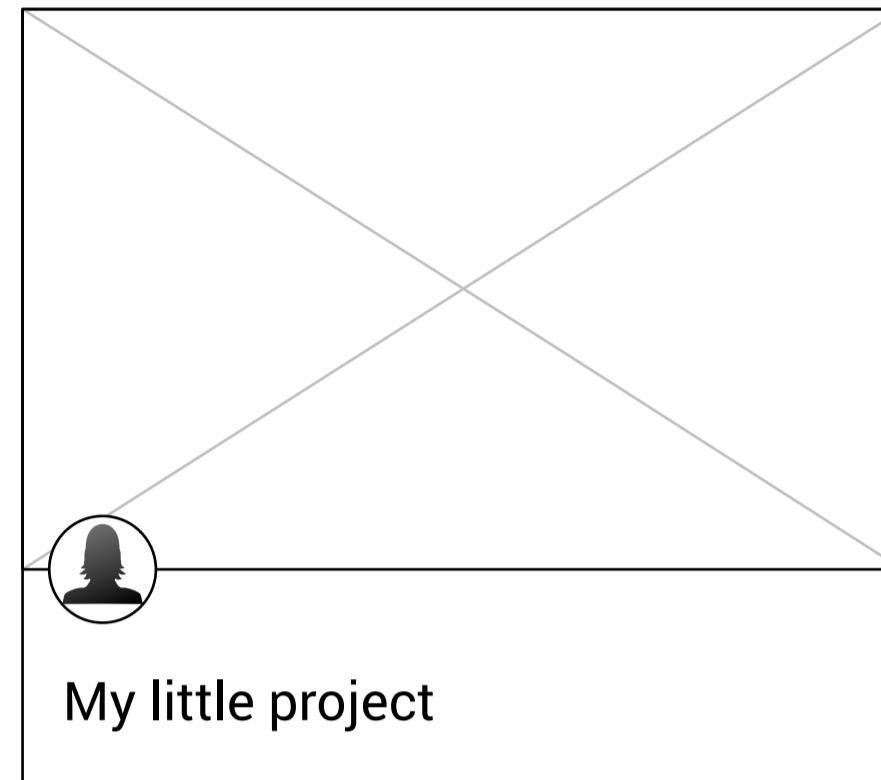
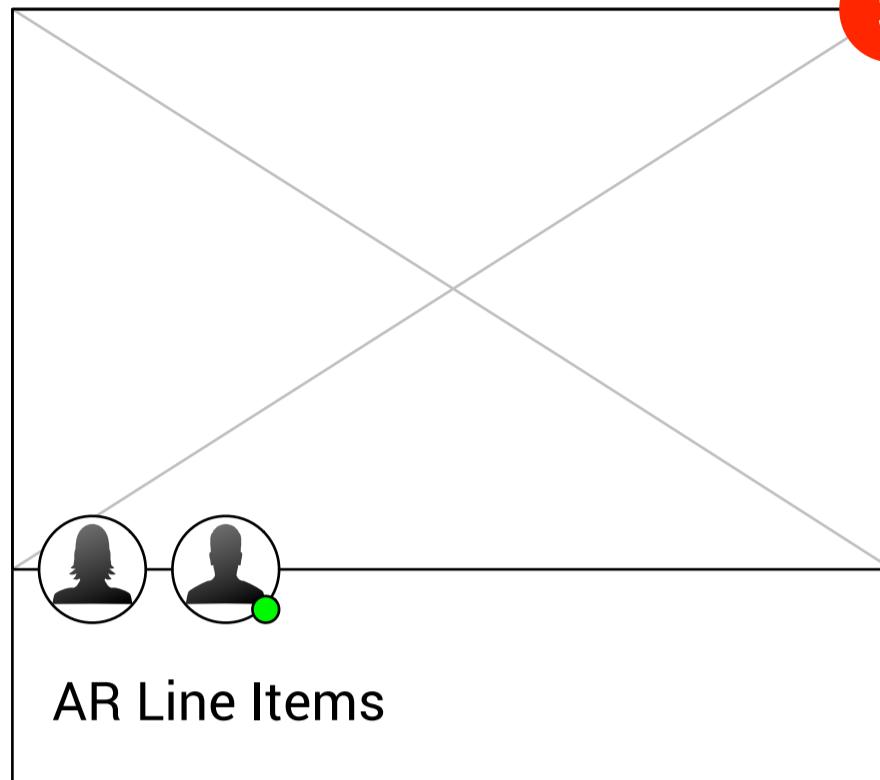




Projects

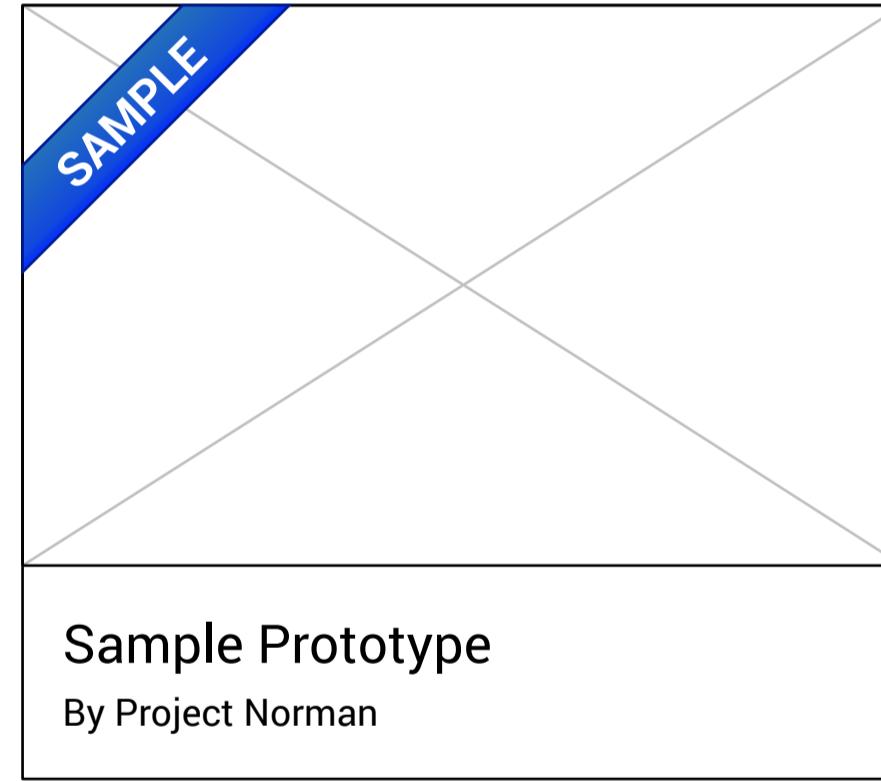
Projects I own

3 projects, 20 screens, 150 assets

[New Project](#)

Projects I collaborate on

1 project, 4 screens, 20 assets

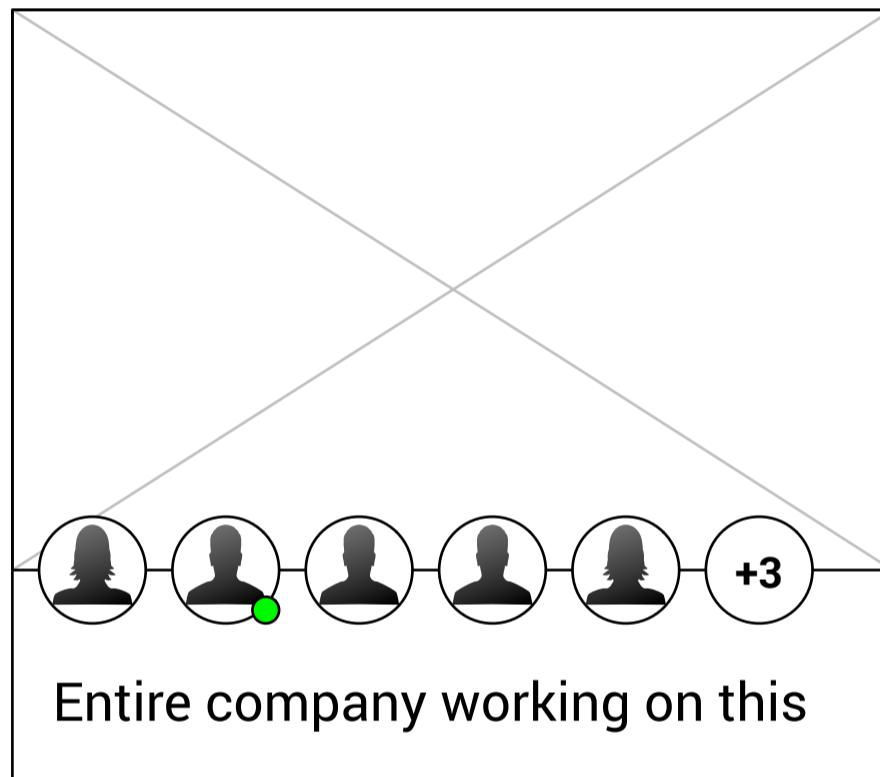
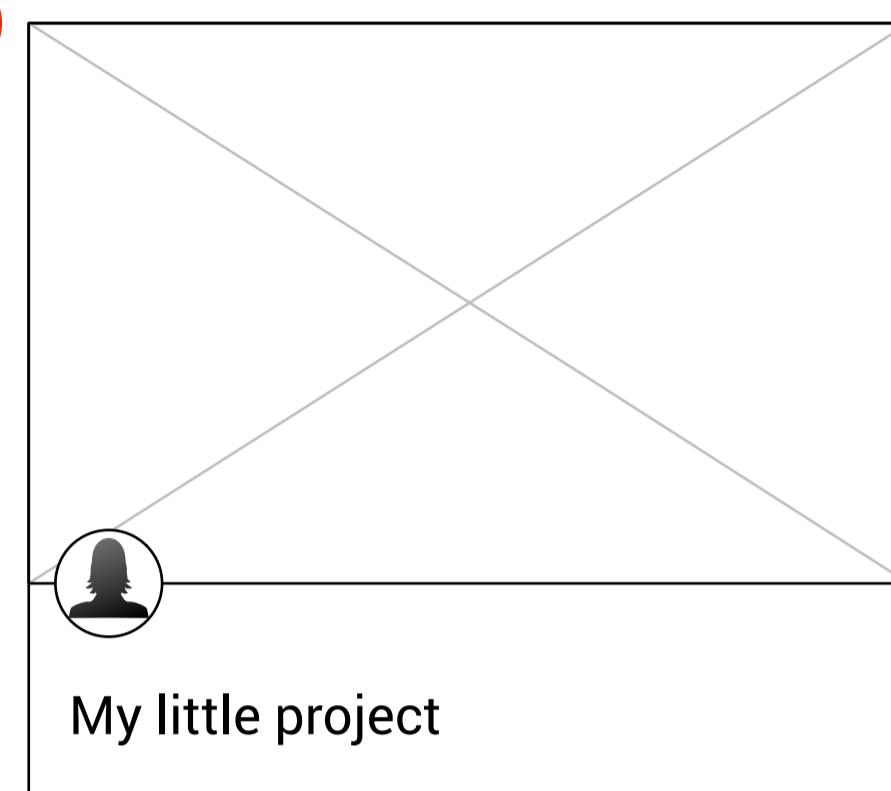
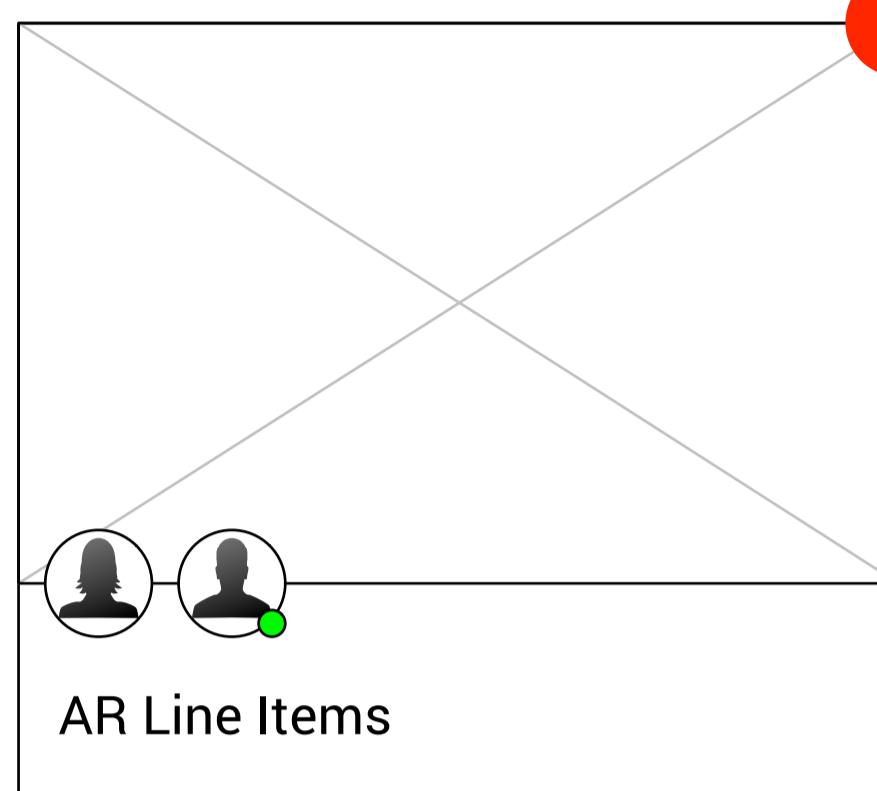
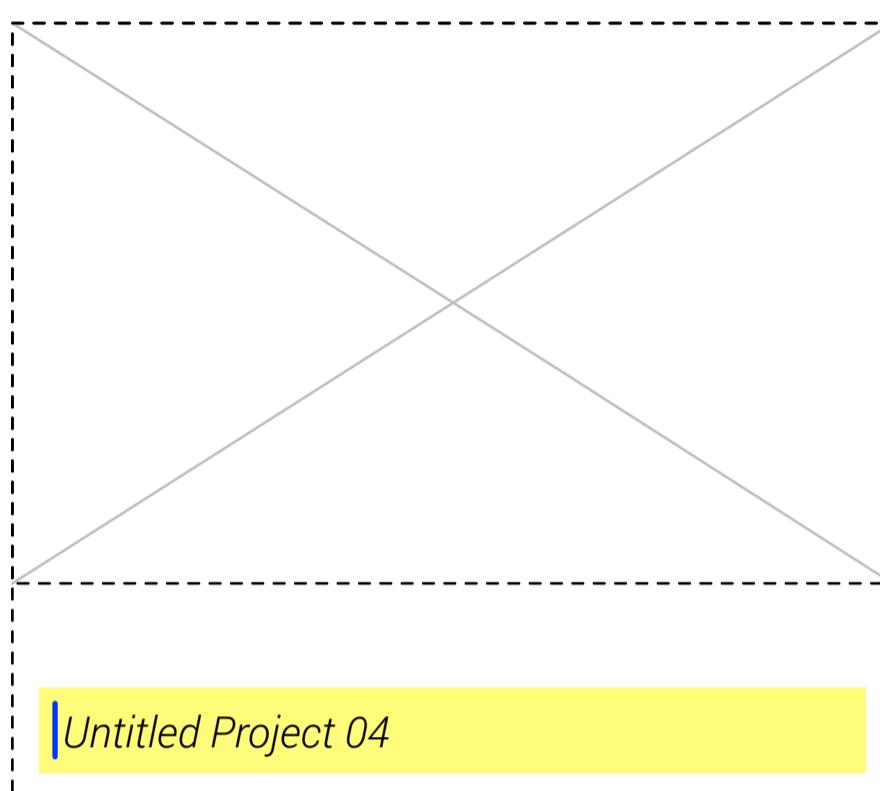


Support



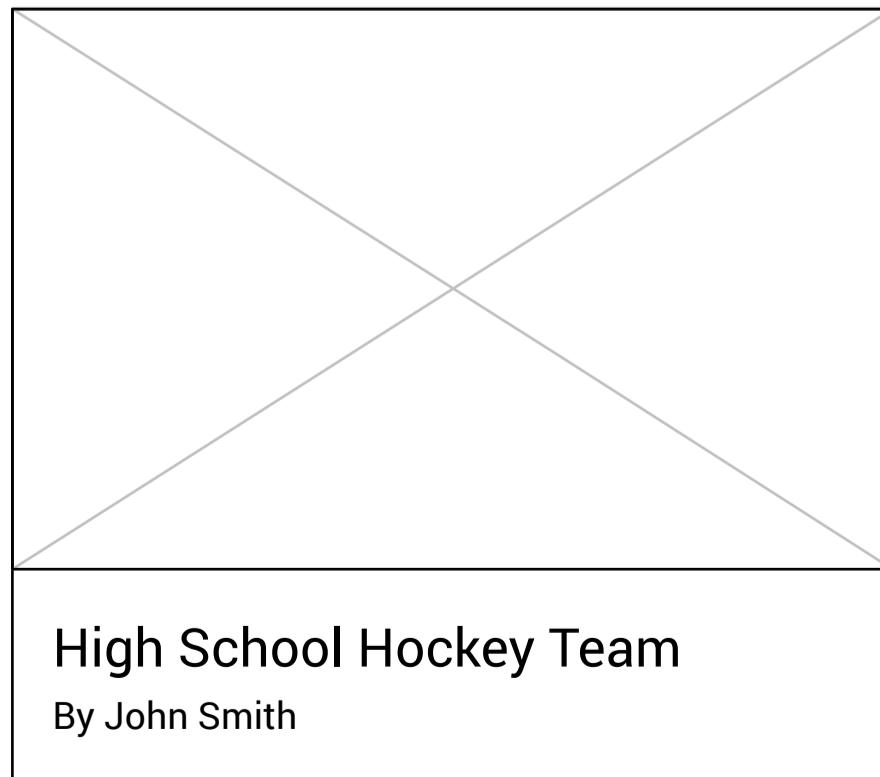
Projects

Projects I own

[New Project](#)

Projects I collaborate on

1 project, 4 screens, 20 assets



Support



Projects

Prototype Screens

New Screen



Prototype



Assets



Conversations



Tasks



People



History



Settings

Personas

DEVELOPER

- As a Developer I want to use tool like Norman to get stuff done quicker!

DEVELOPER

- As a Developer I want to verify that my work is good.

DESIGNER

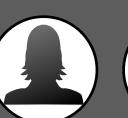
- As a Designer I want to make shiny pixels!

OWNER

- As a Business Owner I want to see how my workers are performing.

[+ Add Persona](#)

Support



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



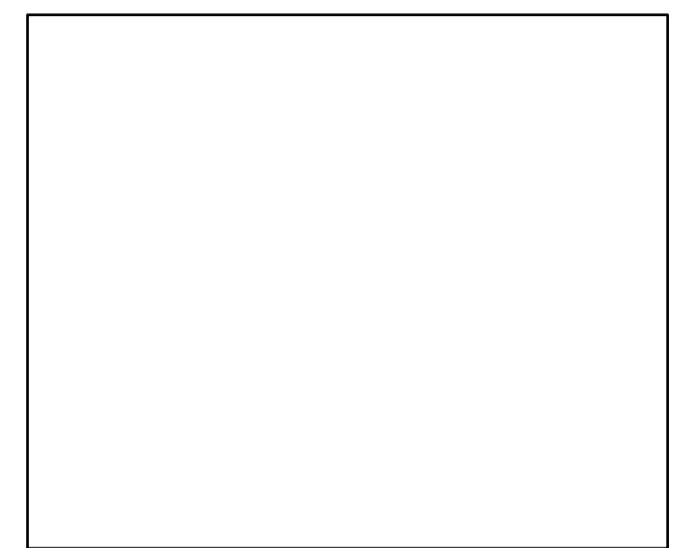
Support

Prototype Screens

2 screens

[New Screen](#)

Homepage



Detail page

Personas

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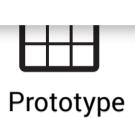
[+ Add Persona](#)



Link to project preview:

<http://norman.com/>

Open Screens

[New Screen](#)

Prototype



Assets



Conversations



Tasks



People



History



Settings



Support



Homepage



Detail page



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[+ Add Persona](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



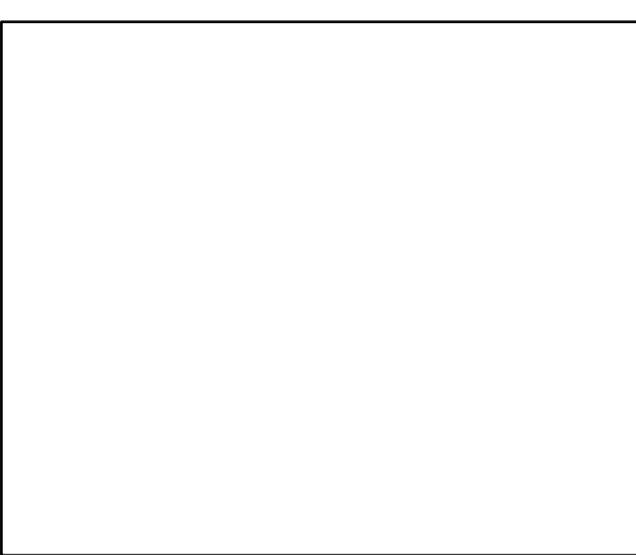
Settings



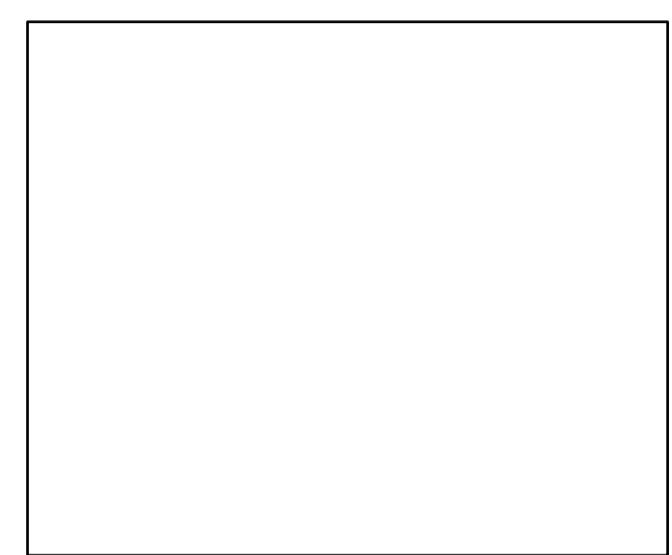
Support

Prototype Screens

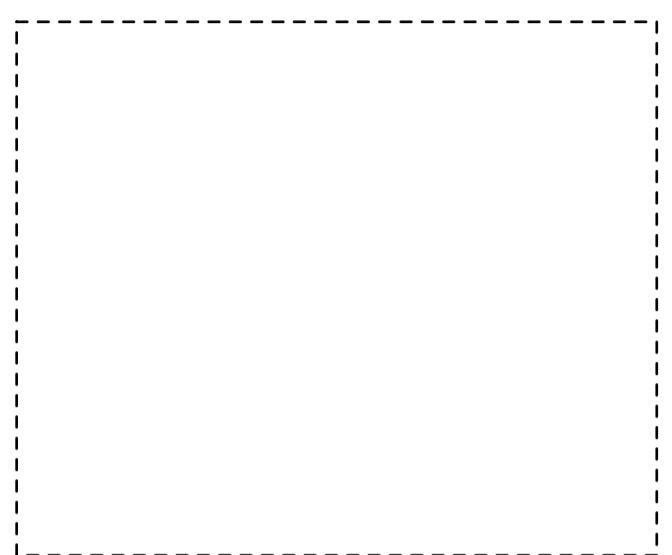
2 screens

[New Screen](#)

Homepage



Detail page



Untitled Screen 03

Personas

DEVELOPER

- As a Developer I want to use tool like Norman to get stuff done quicker!

DEVELOPER

- As a Developer I want to verify that my work is good.

DESIGNER

- As a Designer I want to make shiny pixels!

OWNER

- As a Business Owner I want to see how my workers are performing.

[+ Add Persona](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings

Project Assets

20 images, 34 documents, 2 videos



Sort by:

Type



FILTER

All files and folders



Research Folder

Images



Wireframes

Documents



Client Database

Video



Audio



My image.png

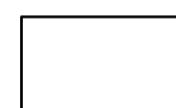
1 Comment

30.05.'14 12:45



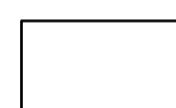
Some document.docx

30.05.'14 12:46



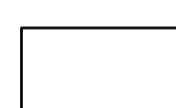
Presentation.pdf

30.05.'14 12:47



Another document.docx

30.05.'14 12:48



Here I am in the zoo.jpg

30.05.'14 12:49



Support



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

Project Assets

20 images, 34 documents, 2 videos



Sort by:

Most recent



FILTER

All files and folders



Untitled Folder 4

Images



Research Folder

Documents



Wireframes

Video



Client Database

Audio



My image.png

3 Comments

30.05.'14 12:45



Some document.docx

30.05.'14 12:46

Presentation.pdf

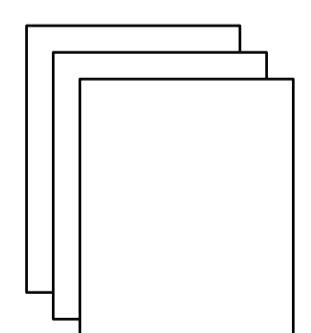
30.05.'14 12:47

Another document.docx

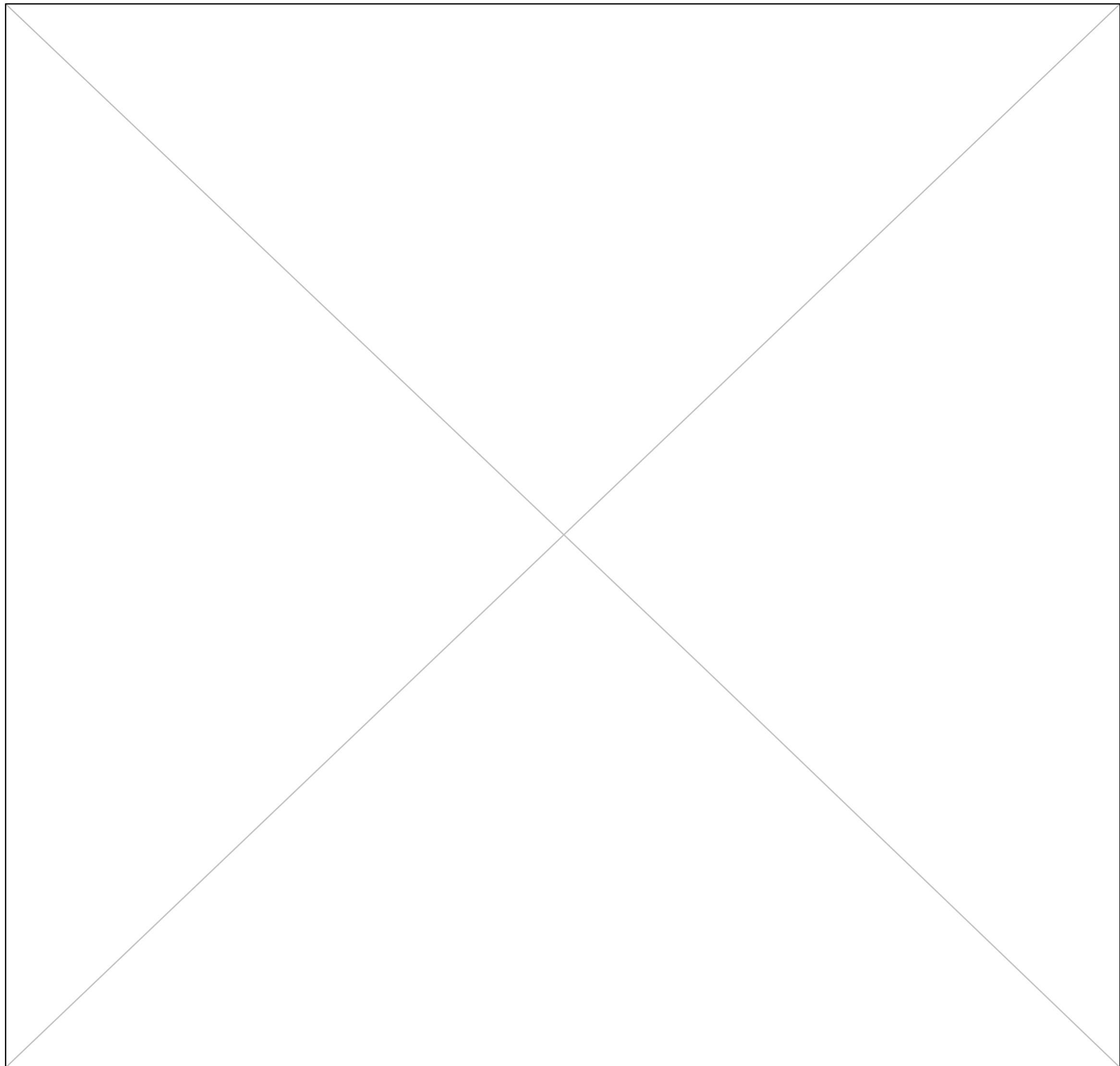
30.05.'14 12:48

Here I am in the zoo.jpg

30.05.'14 12:49



Drag & Drop files to upload



Michael Brown
23.04.'14. 13:45

Attached image.jpg

REFERENCED IN:

[How about this layout?](#) 3 Comments
Michael Brown

[No database?](#) 23 Comments
Goran Peuc

USED IN

[Homepage](#)

[+ Start new conversation on this asset](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings

Conversations

10 threads, 300 posts

FILTER

All conversations

 Goran Peuc
23.04.14. 13:45

Discussions

Asset related

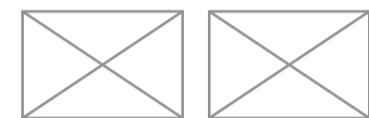
Prototype related

 Michael Brown
23.04.14. 13:45**No database?** 3 Comments 1

Let's discuss what do we do if there is no database. Is there some fallback or what can we do? This text goes in two lines and then at the end is trunc...

My image.png New

Hey guys I really think this image is bad and we should replace it with something much much better. What do you think?

 Caroline Welsh
23.04.14. 13:45**My image.png** 1 Comment

I think the cross in the middle is too much. Are we really going with this?

 Austin Devine
23.04.14. 13:45**Homepage**

Here I am talking about Prototype screen. We can have conversations on app screens as well, obviously.

 Goran Peuc
23.04.14. 13:45**When do we go out for a beer?**

Team "workshop" is important. Let's go.

Previous

Pagination

Next

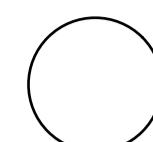
Sort by:

Date

Start New



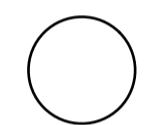
Support

[← All conversations](#)**Goran Peuc**
23.04.14. 13:45

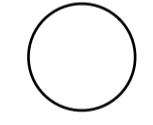
No database?

Let's discuss what do we do if there is no database. Is there some fallback or what can we do? This text goes in two lines and then at the end is truncated.
Nulla nec libero ut risus imperdiet volutpat. Aliquam at tristique metus, eu vulputate nisi.

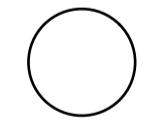
Donec placerat ante tellus, a pulvinar lacus condimentum ut. Quisque ut consequat magna. Nulla arcu ante, fringilla a tellus malesuada, mollis tempus massa. Maecenas placerat dui ac sapien ornare, feugiat hendrerit ipsum mattis.

**Michael Brown**
23.04.14. 13:45

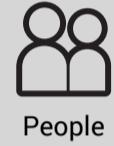
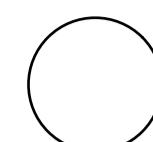
Molestie leo eu sem lobortis, in consectetur turpis auctor. Praesent efficitur nisi sed dolor imperdiet, ac rhoncus turpis lacinia. Aenean a orci a massa convallis suscipit. Morbi eget nisi quis est ultricies egestas. Morbi sollicitudin metus ac porta tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices

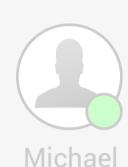
**Ben Ceaser**
23.04.14. 13:45

Molestie leo eu sem lobortis, in consectetur turpis auctor. Praesent efficitur nisi sed dolor imperdiet, ac rhoncus turpis lacinia.

[Edit \(4:59\)](#) [Delete](#)[Add Comment](#)

Support

[← All conversations](#)**Goran Peuc**
23.04.'14. 13:45**Subject:****Your message:****Reference to an Asset:** [Select Asset](#)**Reference to a Screen:** [Select Screen](#)**Notify following people:** Michael Brown, Some Random Dude,[Ben Ceaser](#)[Publish](#)



Michael



Projects



Prototype



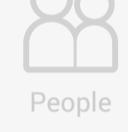
Assets



Conversations



Tasks



People



History

[← All conversations](#)**Goran Peuc**
23.04.'14. 13:45

Subject:

Your message

Upload File

Research Folder



Wireframes



Client Database



My image.png

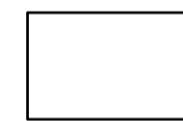
1 Comment

30.05.'14 12:45



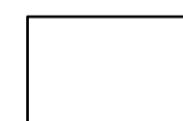
Some document.docx

30.05.'14 12:46



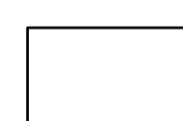
Presentation.pdf

30.05.'14 12:47



Another document.docx

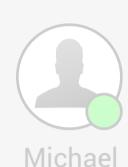
30.05.'14 12:48



Here I am in the zoo.jpg

30.05.'14 12:49

Reference



Michael



Projects



Prototype



Assets



Conversations



Tasks



People



History

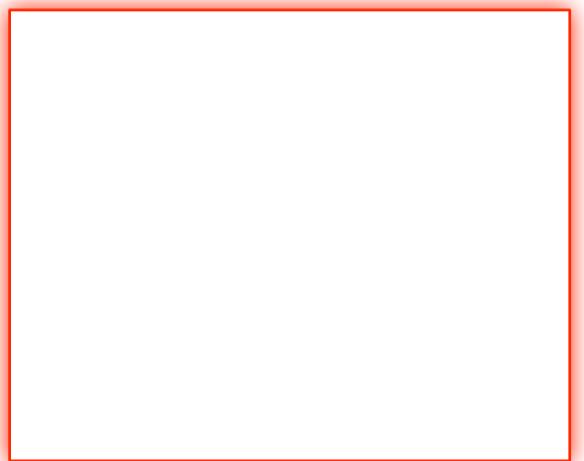
[← All conversations](#)**Goran Peuc**
23.04.14. 13:45

Subject:

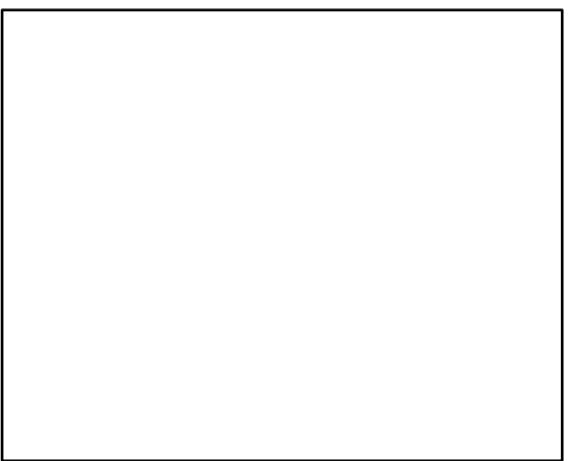
Your message

New Screen

Untitled Screen 03



Homepage



Detail page

Reference to

Reference

Notify following people:

Michael Brown, Some Random Dude, Ben Odeyer

Publish



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

Tasks

10 in progress, 45 finished

- Create project page 1 Comment
Goran
- Upload some stuff
Goran
- Contact UFO Mothership 3 Comments
Michael > Goran, Ben
- Tick this task done
Goran > Karim
- Additional screens
Ben

[+ Add New Task](#)

Completed Tasks

45 completed, 10 by you

- This one is done
Goran > Karim
- So is this one
Goran > Karim



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

Tasks

10 in progress, 45 finished

Sort by:

Date

Add Task

- Create project page 1 Comment
Goran
- Upload some stuff
Goran
- Contact UFO Mothership 3 Comments
Michael > Goran, Ben
- Tick this task done
Goran > Karim
- Additional screens
Ben

Untitled Task 06

Assign to: Michael Brown,

Ben Ceaser

+ Add New Task



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

[← All Tasks](#)

Create project page

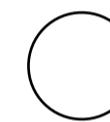
Goran

**Michael Brown**

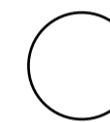
23.04.'14. 13:45

**Ben Ceaser**

23.04.'14. 13:45



Molestie leo eu sem lobortis, in consectetur turpis auctor. Praesent efficitur nisi sed dolor imperdiet, ac rhoncus turpis lacinia. Aenean a orci a massa convallis suscipit. Morbi eget nisi quis est ultricies egestas. Morbi sollicitudin metus ac porta tempus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices



Molestie leo eu sem lobortis, in consectetur turpis auctor. Praesent efficitur nisi sed dolor imperdiet, ac rhoncus turpis lacinia.

[Add Comment](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



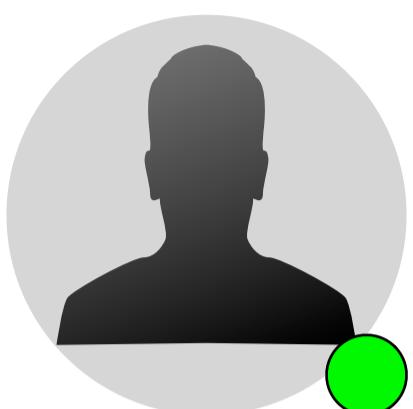
Support

People on the project

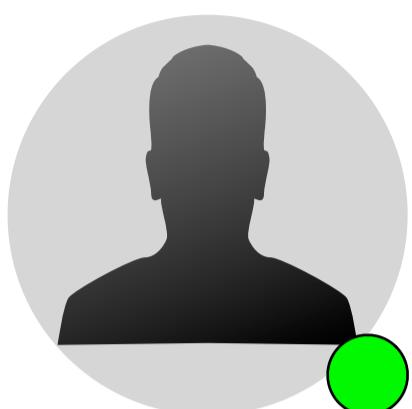
8 people total, 2 online

[Add People](#)

You



Michael Brown



Ben Ceaser



Caroline Welsh



Goran Peuc

Snow White Long
Name Here

Austin Devine



Mark Hill



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



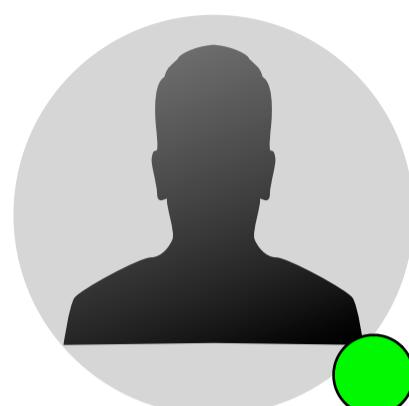
Support

People on the project

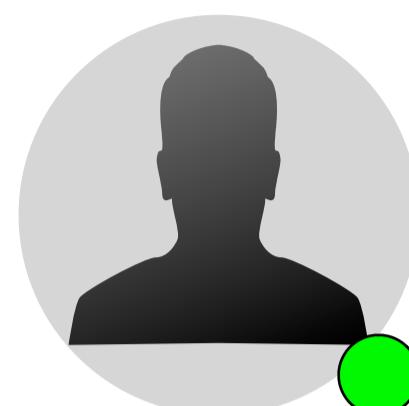
8 people total, 2 online



You



Michael Brown



Ben Ceaser



Caroline Welsh



Austin Devine



Mark Hill



Goran

Add People

Search for name or email:

Goran

Goran Peuc
goran.peuc@sap.com**Goranowski Mihalj**
goranowski.mihalj@gmail.com**Bob Joe**
bob.goran.joe@gmail.com

Name Here



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

People on the project

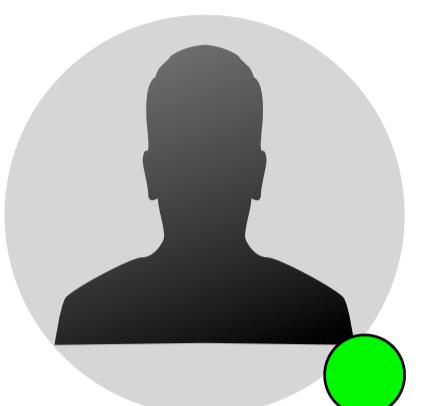
8 people total, 2 online



You



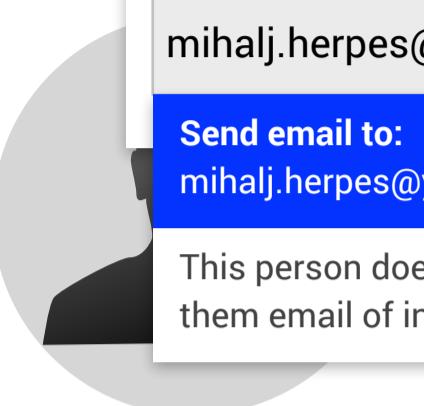
Michael Brown



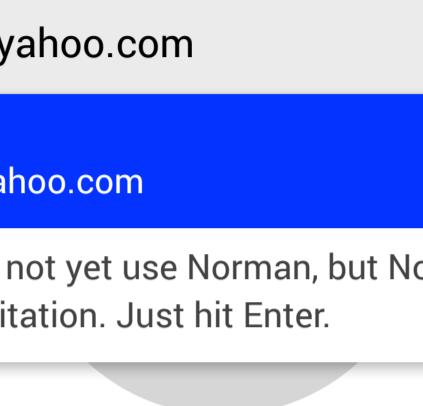
Ben Ceaser



Caroline Welsh



Goran Peuc

Snow White Long
Name Here

Austin Devine



Mark Hill

Add People

Search for name or email:

mihalj.herpes@yahoo.com

Send email to:

mihalj.herpes@yahoo.com



This person does not yet use Norman, but Norman can send them email of invitation. Just hit Enter.



Projects



Prototype



Assets



Conversations



Tasks



People



History



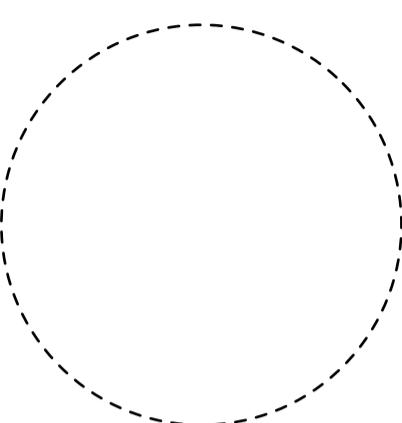
Settings



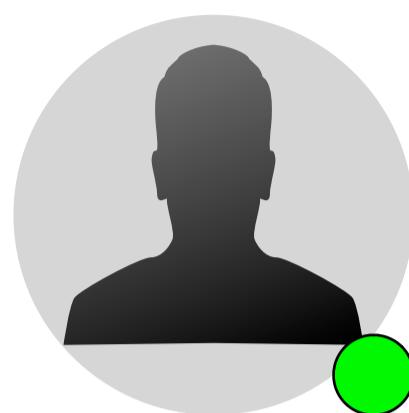
Support

People on the project

8 people total, 2 online

[Add People](#)

You



Michael Brown



Ben Ceaser



Caroline Welsh



Goran Peuc

Snow White Long
Name Here

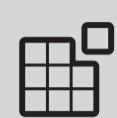
Austin Devine



Mark Hill



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

People on the project

8 people total, 2 online

[✖ Leave this project](#)[Add People](#)

Michael Brown



Ben Ceaser



Caroline Welsh



Goran Peuc

Snow White Long
Name Here

Austin Devine



Mark Hill



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings

Settings

Project name:

AR Line Items

Project Preview Link:

<http://norman.com/project-id/34>[Regenerate Preview Link.](#)[Why would I want to do that?](#)

Download entire project:

You will get all the Prototype source code, all assets, all conversations, and all tasks.

[Download as .zip \(40MB\)](#)

Delete entire project:

 I want to delete the project.[Delete](#)

Support



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Personas

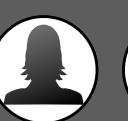


Support

Personas

8 people total, 2 online

[Add Statement](#)**DEVELOPER** As a Developer I want to use tool like Norman to get stuff done quicker!**DEVELOPER** As a Developer I want to verify that my work is good.**DESIGNER** As a Designer I want to make shiny pixels!**OWNER** As a Business Owner I want to see how my workers are performing.



Chat presence:

 Appear Offline[My Settings](#)[Log out](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

User settings for Michael Brown

Joined Norman on 05. April 2015.

Chat presence:

Online



SETTINGS

Name and email

My timezone

My picture

Password

Email notifications

Your name:

Michael Brown

Other users will identify you by this name,
so it is better to use real name.

Your email:

michael.brown@sap.com

Save Changes



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

User settings for Michael Brown

Joined Norman on 05. April 2015.

Chat presence:

Online



SETTINGS

Name and email

My timezone

My picture

Password

Email notifications

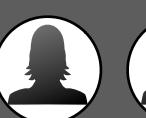
You timezone:

(GMT+00:00) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London



Timezone helps Norman determine when to do certain actions, such as sending you email notifications. It also gives clarity to other team members what time is it at your location.

Save Changes



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

User settings for Michael Brown

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Online



SETTINGS

Name and email

My timezone

My picture

Password

Email notifications

[Upload New Picture](#)[Delete Picture](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

User settings for Michael Brown

Joined Norman on 05. April 2015.

Chat presence:

Online



SETTINGS

Name and email

My timezone

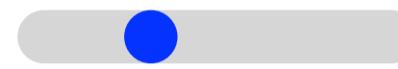
My picture

Password

Email notifications

[Upload New Picture](#)[Delete Picture](#)

Zoom:



Saturation:

[Done Editing](#)



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

User settings for Michael Brown

Joined Norman on 05. April 2015.

Chat presence:

Online



SETTINGS

Name and email

Your current password:

My timezone

My picture

Password

Email notifications

To change the password first enter your current password.

Your New Password:

Repeat Your New Password:

Change Password



Projects



Prototype



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Tasks



People



History



Settings



Support

User settings for Michael Brown

Joined Norman on 05. April 2015.

Chat presence:

Online



SETTINGS

Name and email

Daily email digest:

My timezone

 Send me daily email digest

My picture

Email should come at my: Morning time Lunch time Afternoon

Password

Email notifications

Include in daily digest: People joining or leaving this project New asset is uploaded New conversation is started Tasks are created or completed**Save Changes**



Projects



Prototype



Assets



Conversations



Tasks



People



History



Settings



Support

Prototype Screens

2 screens



Homepage



Detail page

New Sc

Mark Hill

Working on Assets

Chat with Mark

10:45 AM



Projects



Prototype



Assets



Conversations



Tasks



People



History



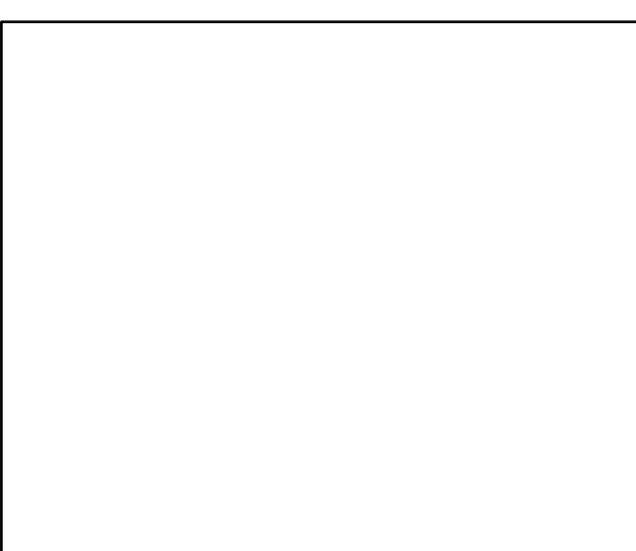
Settings



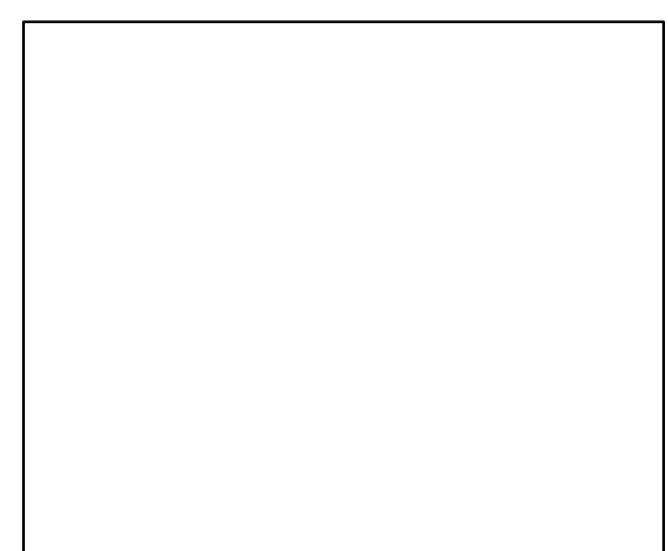
Support

Prototype Screens

2 screens



Homepage



Detail page

New Screen



Close

Mark Hill

Working on Assets

10:45 AM

You—

Hey Mark, I need some help with one of the screens, do you have a minute?

Mark—

Yeah, sure, what do you need?

You—

I am not sure should we design it like this or like that?

Mark—

We should defo go like this.

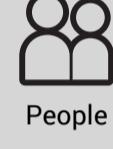
+

Caroline—

Hey, got a sec?

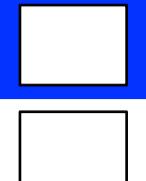


Support



ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations



Hey guys, look at this title!

...and this is now blue part of the text...



Blue in the title.

And then the text is just beginning of post

TASKS



Paint that thing blue



This blue thing is completed

PEOPLE



Mister Blue

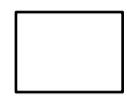
Search for "blue"





ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations

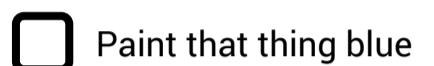
**Hey guys, look at this title!**

...and this is now blue part of the text...

**Blue in the title.**

And then the text is just beginning of post

TASKS



Paint that thing blue



This blue thing is completed

PEOPLE

**Mister Blue**

Search for "blue"



ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations



Hey guys, look at this title!

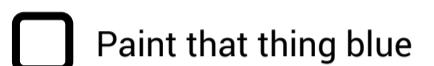
...and this is now blue part of the text...



Blue in the title.

And then the text is just beginning of post

TASKS



Paint that thing blue



This blue thing is completed

PEOPLE



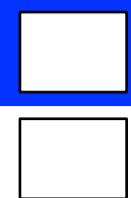
Mister Blue

Search for "blue"



ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations



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And then the text is just beginning of post

TASKS

 Paint that thing blue This blue thing is completed

PEOPLE



Mister Blue

Search for "blue"



ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations



Hey guys, look at this title!

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TASKS



Paint that thing blue



This blue thing is completed

PEOPLE



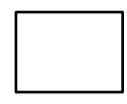
Mister Blue

Search for "blue"



ASSETS

5 assets



Blue_image.jpg



my_blue_document.doc

CONVERSATIONS

10 conversations



Hey guys, look at this title!

...and this is now blue part of the text...



Blue in the title.

And then the text is just beginning of post

TASKS



Paint that thing blue



This blue thing is completed

PEOPLE



Mister Blue

Search for "blue"



Search results for "blue"

2450 total results

LOCATIONS

Assets	3		Blue_image.jpg	3 Comments	30.05.'14 12:45	
Conversations	2		Blue_document.docx		30.05.'14 12:46	
Tasks	12		Blue_presentation.pdf		30.05.'14 12:47	
People	1					