Web Design in-the-small
Protyping issues

Franca Garzotto

What is inside pages?

CONTENT

+

LINKS

+

ORIENTATION INFO

Design in the small

- Defining the data structure for the main content in the pages
- Defining the way links are represented
  - Labels
  - Icons
  - Previews of linked objects
- Defining the data structure for orientation info

Details about:

- PAGE
  - Topic Page
    - Entry Page
  - Transition Page
  - Introductory Page
  - Home Page
- LINK
  - Structural link
  - Transition Link
  - Group Link
  - Landmark
- ORIENTATION INFO

< Topic name > - <Page title/ Dialogue act Name

< Fixed content: logo, payoff, banners… >

< Landmarks >

Structural link 1
Structural link 2
…
Structural link n

< Orientation info >

Dialogue act content structure

< Group links >

Page structure in the small for a Topic page

SINGLE TOPIC: The Resort; Dialogue ACTS: Our area + how to get here

< Fixed content: logo, payoff, banners… >

< Landmarks HOME

Structural link

➢**Sourroundings**

Title: The sorrroundings

Short textual description (100 words) ……

MAP: Image

HOW TO GET HERE
Short textual description (100 words) ……

Our events Our structures Special Offers Rooms Restaurants and Menus

Other Landmarks

< Kind of Topic name > - <Page title/ Dialogue act Name

< Fixed content: logo, payoff, banners… >

< Landmarks >

Structural link 1
Structural link 2
…
Structural link n

Transition link 1
Transition link 2
…
Transition link n

< Orientation info >

Dialogue act content structure

< Group links >

Page structure in the small for a Kind of Topic page

Multiple TOPIC Type: < Service area>; Dialogue ACT: Presentation

Landmarks HOME

Structural links

- **Fotogallery**

Transition lins

- **Events hosted here**

OUR SERVICES

- **Service Name + Thumbnail Image**
- **Service Name + Thumbnail Image**

You are in one of the «Structures» of our Resort

Orientation Info

4-5 Images

Title: max 30 characters

Description: Max 200 words

Group Link

UP to all Structures

Our events Our structures Special Offers Rooms Restaurants and Menus

Other Landmarks

Multiple TOPIC Type: < Painting>; Dialogue Act: Overview
See example in
http://pinacotecabrera.org/en/collezione-online/opere/the-dead-christ-and-three-mourners/

Landmarks

Visit Collection Events Education Calendar Support Us

Structural links

➢ **Provenance**

Large animated image

You are in «Paintings of the Period X

Orientation Info

Title :
Author :
Date:
Object Type and material:
Dimension:
Inventory Num:

Description: Max 200 words

Transition lins

➢ **About the author**

➢ **Location: Room R (see map)**

NEXT / PREVIOUS Painting in Period X
Related Paintings in the same period
Related Paintings of the same author
Related Paintings of the same room

Group Links

(Multiple) group name

< Fixed content: logo, payoff, banners… >

< Other Group links >

< Orientation info >

< Group name>

<Optional Introductory content >

- Destination Page Preview + Group Link
-
-
- Destination Page Preview + Group Link

< Landmarks >

Page structure in the small for a the Introductory Page of a (Multiple) Group

Group "Periods for Painting"
See example in
http://pinacotecabrera.org/en/collezioni/filter-collection/?filterby=periodi

Landmarks

Visit Collection Events Education Calendar Support Us

Orientation Info

Collection Online: Filter collection by Period/Era

Collection Title: The collection by Period
Image

2-3 Images
Period 1
Link to Group «Paintings of Period 1>

.
.
.

2-3 Images
Period N
Link to Group «Paintings of Period N>

.

Group Links

Group "Paintings in Period X"
See example in
http://pinacotecabrera.org/en/collezioni/the-collection-online/?periodo=xv-secolo-d-c-en

Landmarks

Visit Collection Events Education Calendar Support Us

Orientation Info

Collection Online: Explore Paintings of Period X

Collection Title: The collection by Period
Image

Image
Title
Author
Link to Painting

.
.
.

Image
Title
Author
Link to Painting

Group Links

< Relevant Relationship name

< Fixed content: logo, payoff, banners… >

< Landmarks >

Introductory content (optional)

< Orientation info >

- Destination Page Preview + Semantic link (to the target of the relationship, i.e., the pages for the related topics)>

- Destination Page Preview + Semantic link (to the target of the relationship, i.e., the pages for the related topics)>

- Destination Page Preview + Semantic link (to the target of the relationship, i.e., the pages for the related topics)>

- **Semantic link (to the source of the relationship)**

Page structure for a Transition Page

Transition Page "Paintings of Author A"

Landmarks

Brera Pinacoteca

Visit Collection Events Education Calendar Support Us

Orientation Info

You are in paitings of author «A»

Author «A»: works at Brera

Image
Title
Link to Painting
.
.
.
Image
Title
Author
Link to Painting

Return to «A»

Transition Links

Alternative representation of the in-the-small specifications

- Using Tables

TOPIC/KIND OF TOPIC/ (MULTIPLE) GROUP NAME/ PAGE NAME						
LANDMARKS						
Landmark 1/label						Landmark N/Label
…						
Structural/Semantic/Group Links						
Structural/Semantic /Group Link 1/Label	Structural/Semantic /Group Link1/ Destination Preview (if needed)				Structural/Semanti c/Group Link N/Label	Structural/Semantic /Group Link L/Destination Preview (if needed)
Main Content						
Attribute 1						Attribute M
Orientation Info						

TOPIC/KIND OF TOPIC/ (MULTIPLE) GROUP NAME/ PAGE NAME						
LANDMARKS						
Landmark 1/label						Landmark N/Label
…						
Structural/Semantic/Group Links						
Structural/Semantic/Group Link 1/Label	Structural/Semantic/Group Link 1/Destination Preview (if needed)				Structural/Semantic/Group Link N/Label	Structural/Semantic/Group Link L/Destination Preview (if needed)
Main Content						
Attribute 1						Attribute M
Orientation Info						

How to use the in-the-small specifications

- To create page layouts («wireframes»)
- Requirements for Front-End implementation
  - CSS definition – see future lessons
- Requirements for Back-end implementation
  - Design of the back-end Data Base – see future lessons

PROTOTYPING PROCESS

Sketches

Build using Prototyping Tools

Low fidelity **wireframes**

High fidelity **wireframes**

Interactive mockup

Build using implementation tools/sw frameworks

Semi-functional **Prototype**/ Vertical

Semi-functional **Prototype**/ Horizontal

Functional **Prototype**

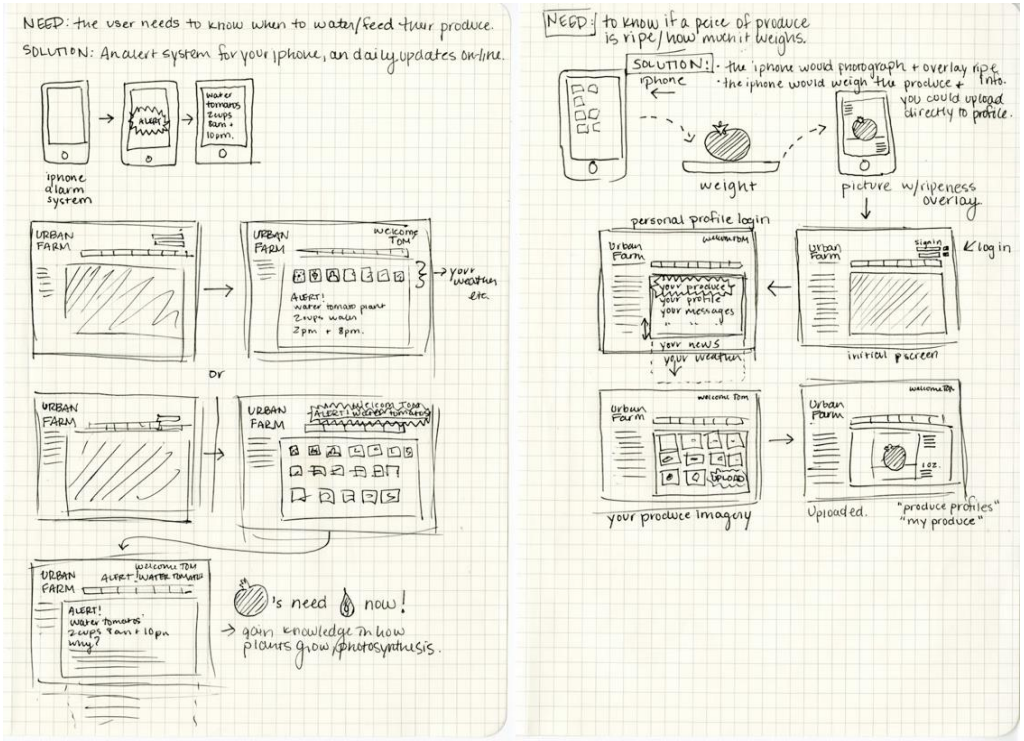
FINAL PRODUCT

Used for requirements/design evaluation; promotion

First step in the implementation process

Different professional profiles involved (designers….engineers)
Different technological tools

Sketches



- Sometimes called "Paper based Prototyping"
- Hand drafted examples of the interface (and possibly the flow of interaction)
- You can use Sketches for your design in the small

Low fidelity / No interaction

Low/High Fidelity Wireframes

Fidelity: Distance from the final product

Low fidelity wireframes

- also known as **digital sketches** or **screen blueprints**
- focus on "**what** a screen **offers**, not what it looks like"
- shows the basic visual **organization** of contents, navigation and interaction elements on the "screen"

High fidelity wireframes

- define the advanced "look-and-feel" of the interface
- show the visual organization of contents, navigation and interaction elements on the "screen" and define **all their visual properties**

Low Fidelity Wireframe

Low Fidelity Wireframe

(Multiple) group name

< Fixed content: logo, payoff, banners… >

< Other Group links >

< Orientation info >

< Group name>

<Optional Introductory content >

- Destination Page Preview + Group Link
-
-
- Destination Page Preview + Group Link

< Landmarks >

High Fidelity Wireframe

Medium Fidelity Wireframe

Interactive mock-up

A set of interactive “screen shots” that:

- Convey the «look and feel» of the interface and its main dynamic features
- Enables to perform (examples of) **interaction** i.e. navigation

a

Prototype

A system that provides part of the functionality of the final system Implemented using (at least in part) the **FINAL technology**

- **Vertical Prototype:** a SUBSET of FULLY implemented features & functions
- **Horizontal protoype** = a COMPLETE SET of PARZIALLY IMPLEMENTED features & functions (e.g., omitting "background aspects such as " DB connection")
- **Functional prototype**: provides **all** the functionality of the final product; needs a further step of engineering before final deployment

The good and the bad

Paper-based prototyping	Low-Fidelity Wireframes	High-Fidelity Wireframes	Interactive Mock-up	Functional prototype
PROS Quick and dirty Easy to do Fast feedback Very inclusive **CONS** Might be confused Hard to share	**PROS** Good for defining content and navigation structures, and evaluating them among design experts **CONS** No interactivity Limited specification of visual layout properties Enabling preliminary user testing only on structural aspects	**PROS** Detailed visual specs Good for defining and explain/validating content structure & LAYOUT **CONS** No interactivity Enabling preliminary user testing on lay-out and content aspects	**PROS** Good to explain BEHAVIORS and lively demonstrate scenarios Good for preliminary testing of navigation features **CONS** Time-consuming Development for a throw-away object	**PROS** Good for UX evaluation and technical testing **VERTICAL:** good for in- depth testing of tech features **HORIZONTAL**: good for full-sized UX evaluation **CONS** Requires software know-how **VERTICAL:** does not provides the full picture for the UX **HORIZONTAL:** technical problems of full-sized vertical functionaly may not

Mockuping-Prototyping Tools

See also https://www.cooper.com/prototyping-tools

NAME	RUNS ON	PROTOTYPE FOR	OUTPUT	GESTURES	TRANSITIONS	DESIGN	TRIAL	PRICING
Antetype	OS X	Android, iOS, Web	HTML, iOS App Player	✗	✗	✓	30 days	$189.99
App Cooker	iPad	iOS	PDF, App Player	✓	✓	✓	No	$19.99
Avocado	OS X	Android, iOS	Desktop	✓	✓	✗	Unlimited	Free
Axure	OS X, Windows	Any	HTML, PDF	✗	✓	✓	30 days	From $289
Briefs	OS X	iOS	App Player	✗	✓	✓	Feature limited	$199
Codiqa Web	Web	Mobile	HTML	✓	✗	✓	Feature limited	From $16/mo.
Codiqa Desktop	OS X, Windows	Mobile	HTML	✓	✗	✓	7 days	From $79
Concept.ly	Web	iPad, iPhone, Web	HTML	✗	✗	✗	No	From $0/mo.
Evolus Pencil	Linux, OS X, Windows	Any	HTML, PDF	✗	✗	✓	Unlimited	Free
Flinto	Web	Android, iOS	HTML	✗	✓	✗	30 days	$20/mo.
Fluid UI	Web	Any	HTML, App Player	✓	✓	✓	Project limited	From $12/mo.
Form	OS X	iOS	App Player	✓	✓	✗	Unlimited	Free
Framer	OS X	Android, iOS	HTML	✓	✓	✗	14 days	$79.99
Framework7	Any (HTML)	iOS	HTML	✓	✓	✓	Unlimited	Free
Hotgloo	Web	Any	PDF	✗	✗	✓	15 days	From €15/mo.
Indigo Studio	OS X, Windows	Any	HTML	✓	✓	✓	30 days	From $1,495
InVision	Web	Android, iOS, Web	HTML	✓	✓	✗	No	From $0/mo.
Justinmind	OS X, Windows	Android, iOS, Web	HTML, App Player	✓	✓	✓	30 days	From $29/mo.
Marvel	Web	Any	HTML	✓	✓	✗	Unlimited	Free
Marvel Apps	Android, iOS	Android, iOS	HTML, App Player	✗	✓	✗	Unlimited	Free
Moqups	Web	Any	HTML, PDF	✗	✗	✓	Project limited	From $9/mo.
Origami	OS X	Android, iOS	Desktop	✓	✓	✗	Unlimited	Free
Pidoco	Web	Any	HTML, PDF	✓	✓	✓	31 days	From $12/mo.
Pixate	Web	Android, iOS	App Player	✓	✗	✗	No	From $0/mo.
POP	Android, iOS, WP	Android, iOS, WP	HTML, App Player	✓	✓	✗	Project limited	From $10/mo.
Proto.io	Web	Any	HTML, PDF, App Player	✓	✓	✓	15 days	From $29/mo.
Protoshare	Web	Any	HTML	✗	✗	✓	30 days	From $29/mo.
Prott	OS X, Web, Windows	Any	HTML	✓	✓	✗	Project limited	From $12/mo.
Prott App	iOS	iOS	HTML, App Player	✓	✓	✗	Unlimited	Free
Ratchet	Any (HTML)	Android, iOS	HTML	✗	✓	✓	Unlimited	Free
Solidify	Web	Any	HTML	✗	✓	✗	30 days	From $19/mo.
UXPin	Web	Any	HTML, PDF	✗	✓	✓	30 days	From $15/mo.
Weld	Web	Any	HTML	✗	✓	✓	No	From $0/mo.

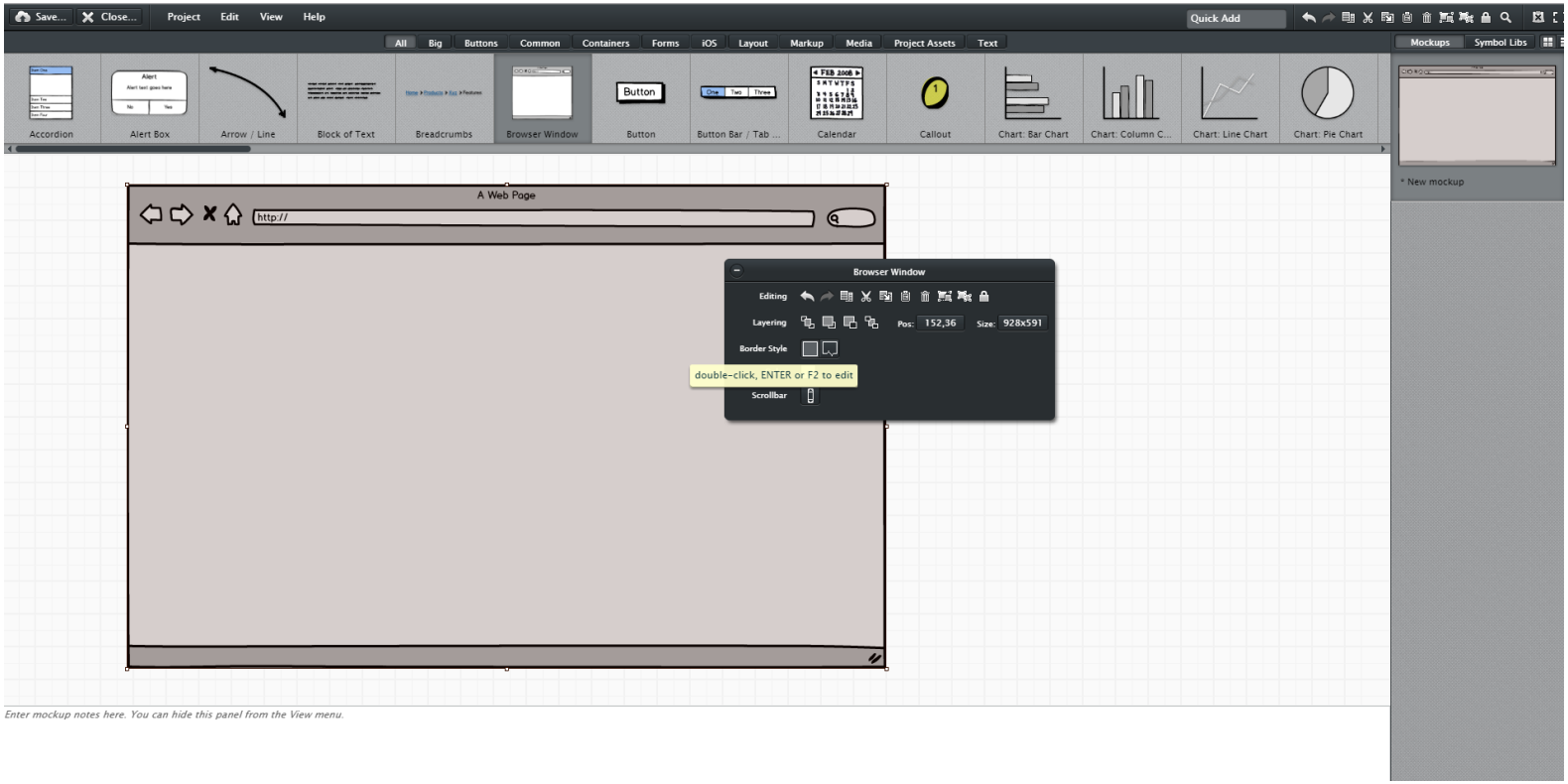
Mockupping/Prototyping Tools: what do they have in common

- Template specific for different devices and platforms
- Drag-and-drop elements to compose pages
- Export project in different formats (Pdf, Png,..)
- Navigate among the project's pages
- Share project with client
- Collect feedback and annotation
- Add tasks for project members

Examples of mock-upping tools

Balsamiq:

(https://balsamiq.com/)



Balsamiq:
(https://balsamiq.com/)

Pro

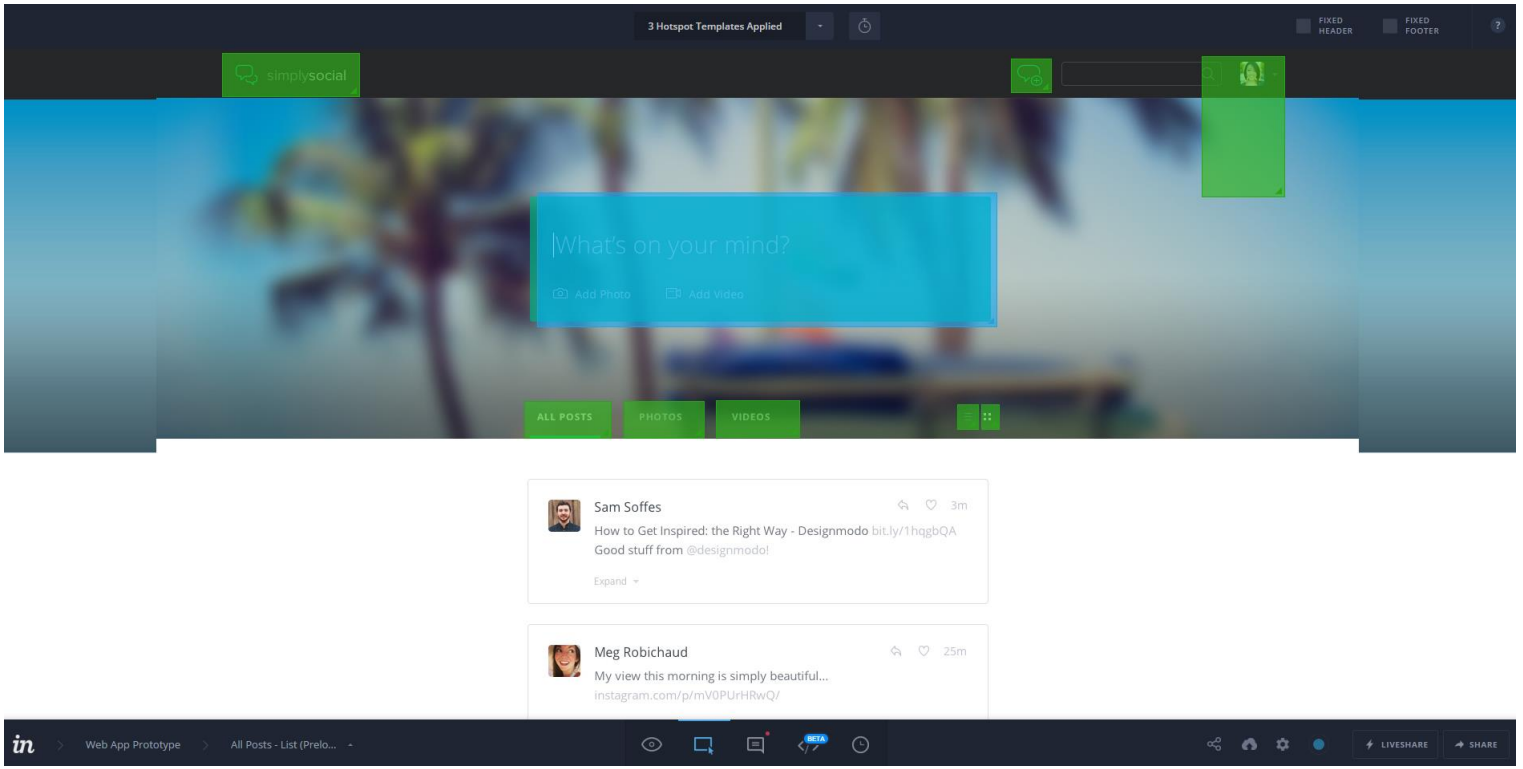
- Easy to use
- A big set of pre-defined elements
- Import/Export functions
- Interactive pdf downloadable
- Collaborative working
- Web editor + Desktop app

Con

- Free-trial: 30 days

InVision:

(https://www.invisionapp.com/)



InVision:

(https://www.invisionapp.com/)

Pro:

- Easy to use (drag and drop to add screens and create hotspot)
- Sharing and commenting system for collecting feedback
- Support for mobile/touch gestures
- Workflow + Map visualization
- Web editor

Con:

- Only good for working with existing mocks; No features for creating or modifying elements in the tool
- Interactivity limited to hotspots or timeouts for moving between screens

What do you have to do in your «Design and Front end» project

Taking into account the general requirements of the projects:

1. Create the **C-IDM** schema, **L-IDM** schema, and **P-IDM schema (**be consistent!)

2. Create **in-the-small design specifications** (as hand-drafted "**sketches**" or **"low-fidelity" wireframes)** CONSISTENT with IDM specifications

3. Create a vertical **prototype** that enables to perform the main navigation steps (be consistent with the IDM schema and in-the-small specifications!)

4. **Evaluate** you protype with a sample of users

INCLUDE REALISTIC CONTENT IN YOU PROTOTYPE!

Project Topic

- The web site for a center devoted to offer assistance and therapeutic intervention to children and/or young adults with cognitive disability

Examples:

http://labilita.org/

http://www.benedettadintino.it/

Find others!