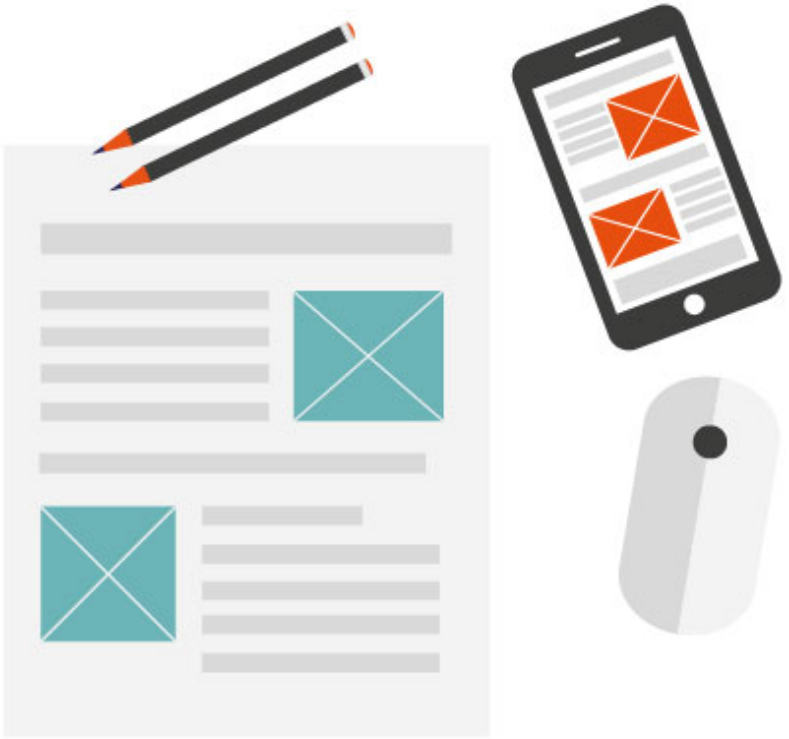
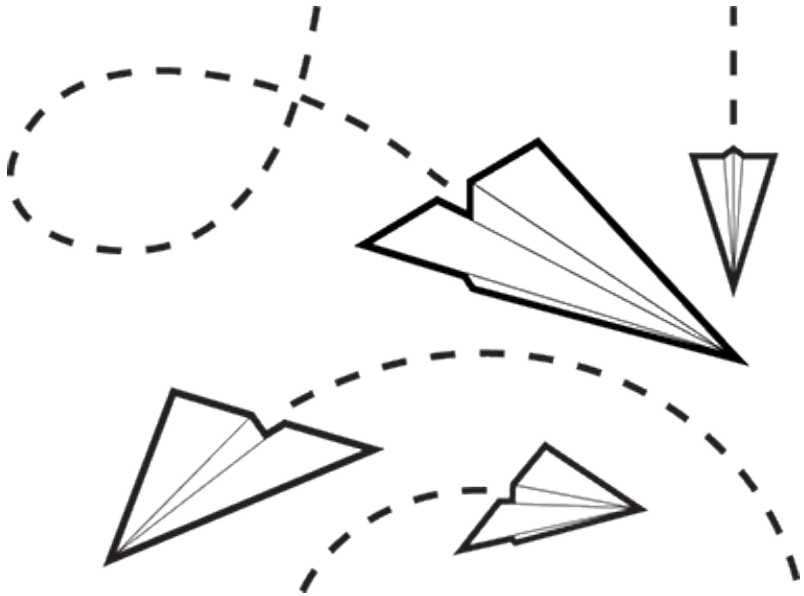
Prototyping Methods and Practices

Xiaojuan Ma
mxj@cse.ust.hk

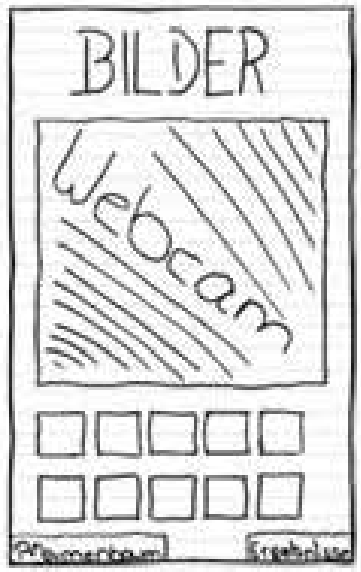


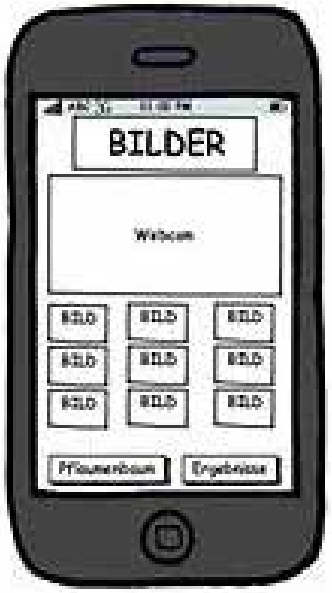
Why Prototyping?

- Prototypes can help you
  - Solve design problems
  - Evaluate designs
  - Communicate design ideas



Spectrum of Prototyping





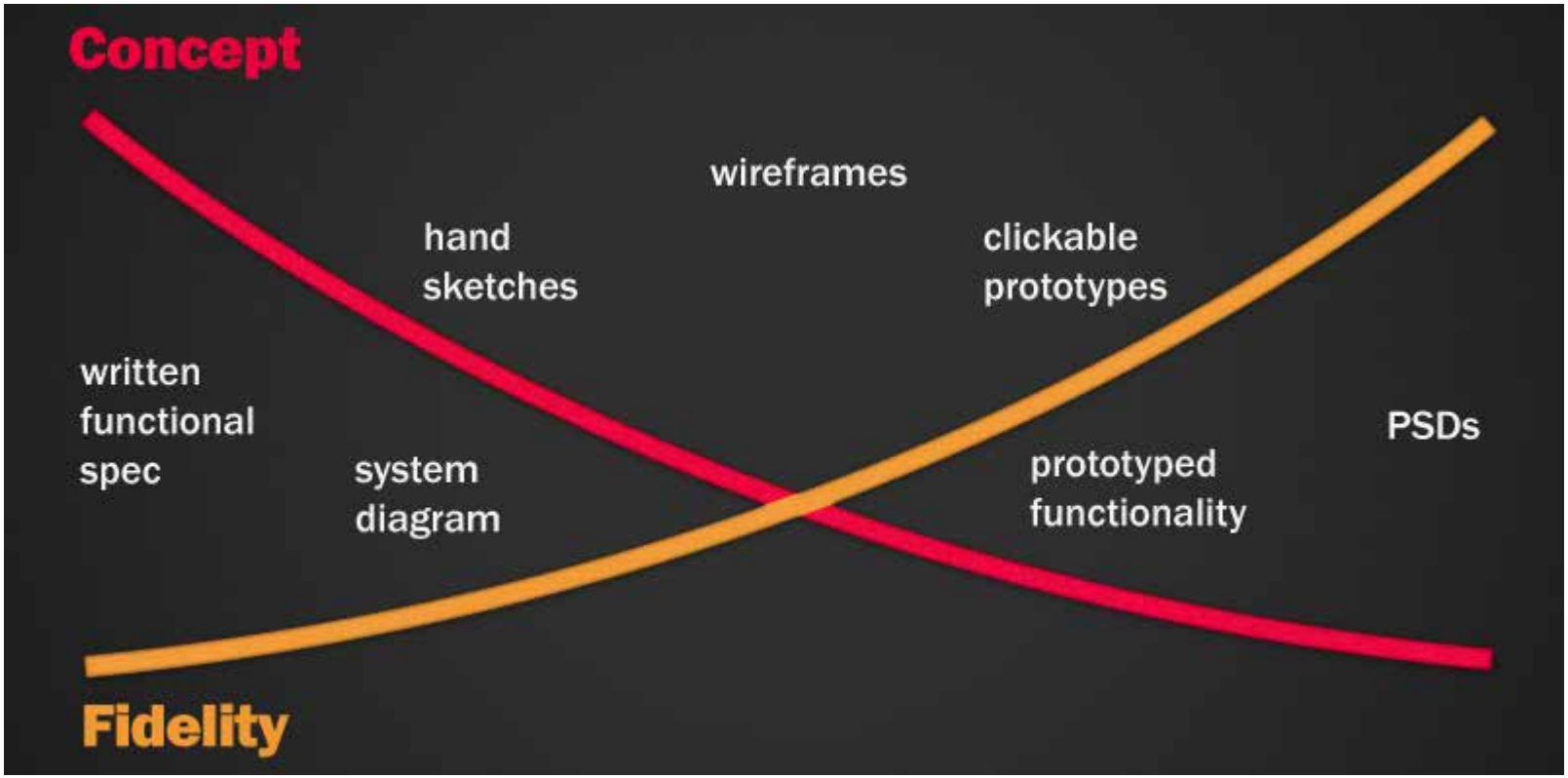
Low-Fidelity
- Sketch & paper

Medium-Fidelity
- Interactive page

High-Fidelity
- Partial functions

Pros and Cons

- Low-Fidelity (Right Design)
  - Fast and cheap
  - Concept and consensus
- High-Fidelity (Design Right)
  - Interactive
  - Evaluation and marketing



http://rosspw.com/the-design-process-and-artifact-fidelity/

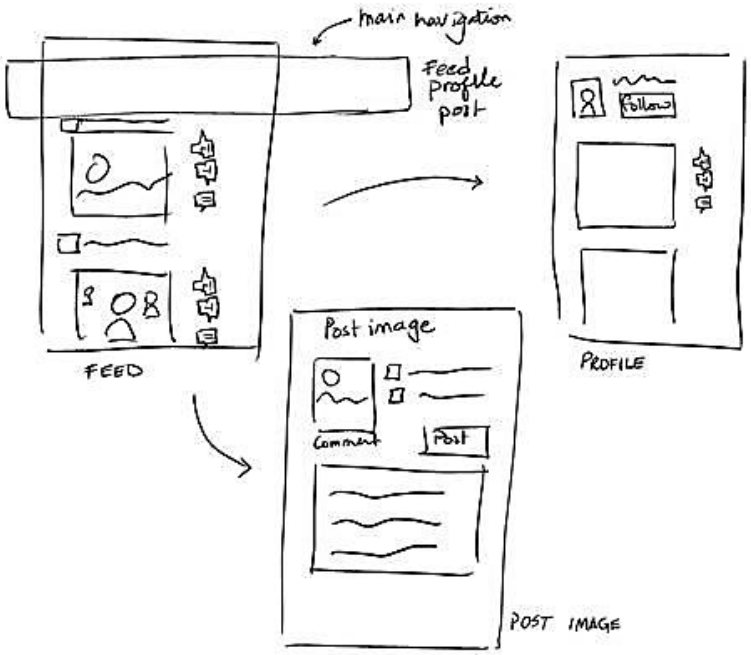
Prototyping Process

(Low) Sketch Prototype

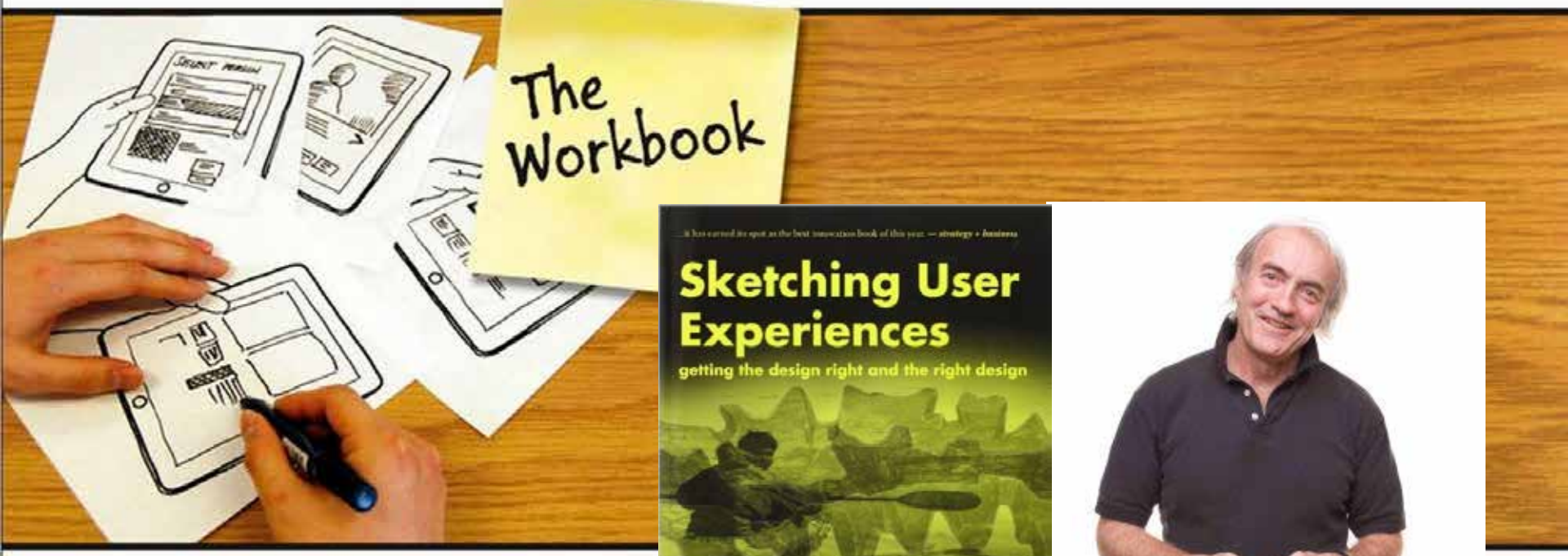
- Quick and Dirty (First Round)
  - Paper and pen only
  - < 3 mins

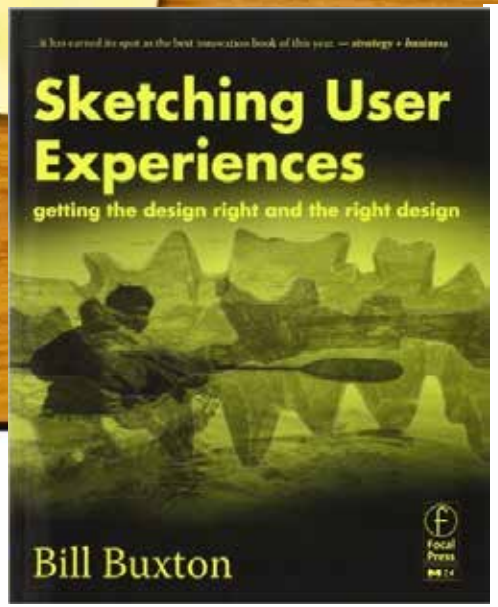
(Low) Sketch Prototype

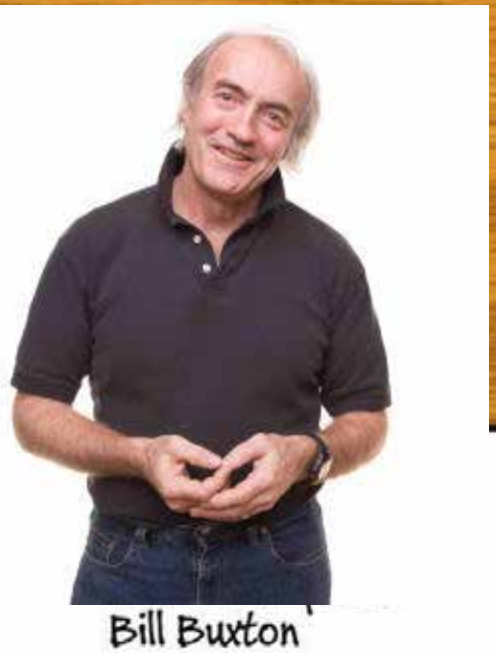
- Content
  - Pages of functionalities
  - Interaction flow via arrows
  - Text labels and descriptions, whenever necessary
  - Usage scenario, if any



Sketching USER EXPERIENCES



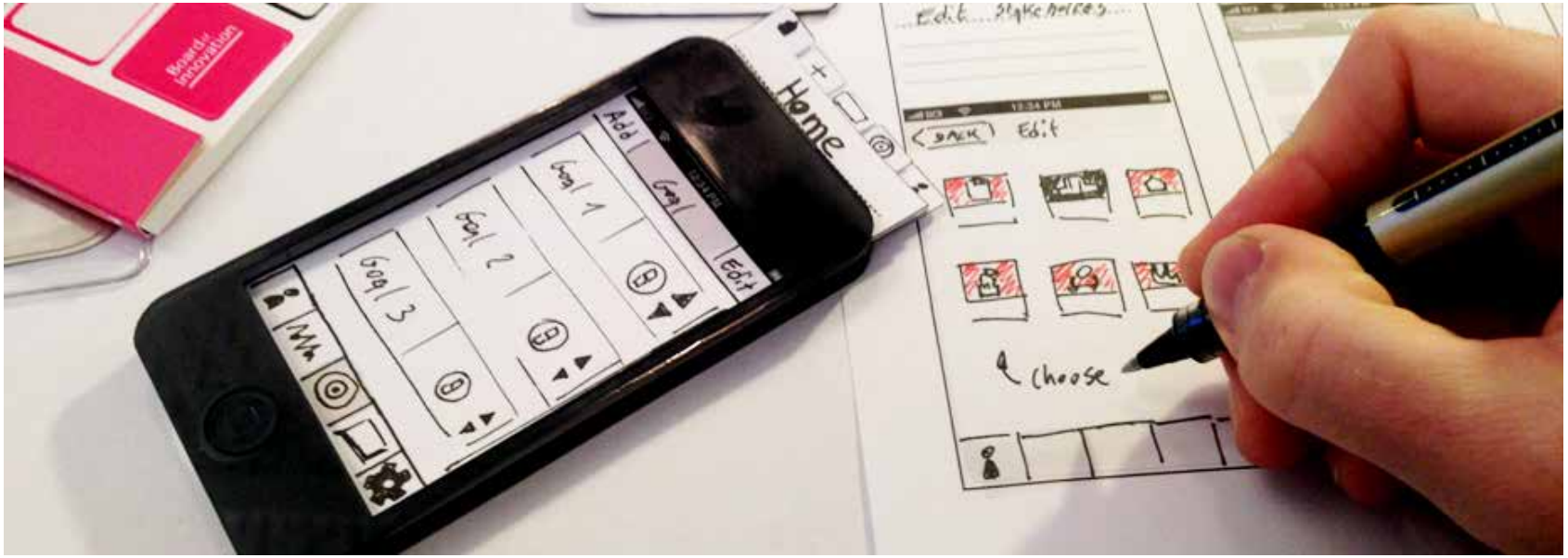




Prototyping Process

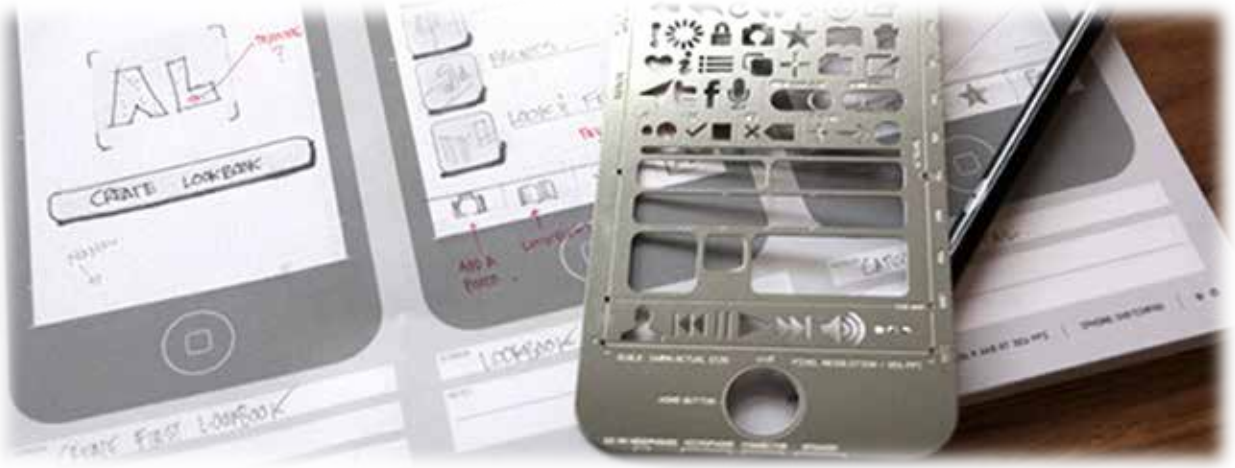
(Low) Paper Prototyping

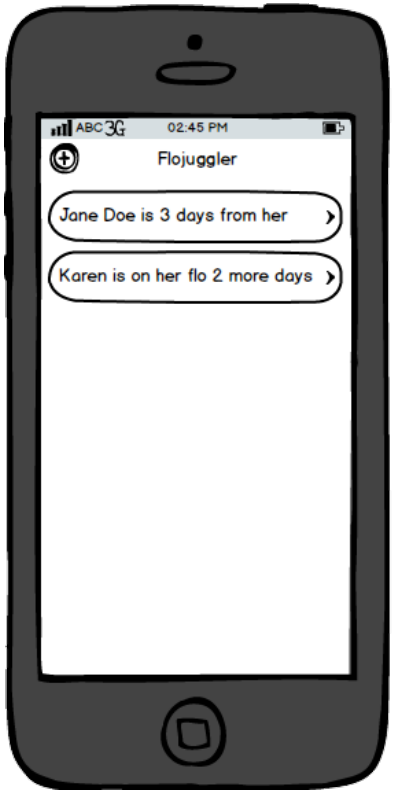
- Some Interactivity
  - Interface evaluation
  - User feedback

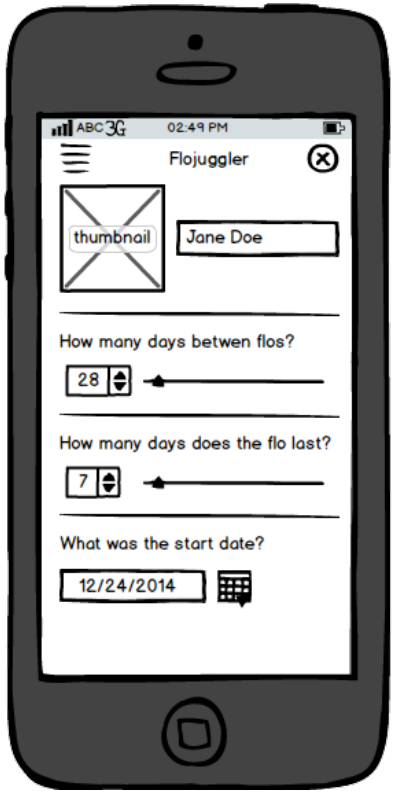


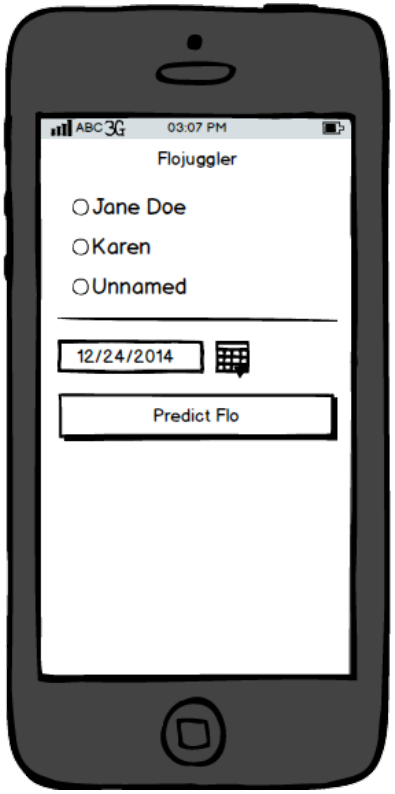
(Low) Paper Prototyping

- Content
  - Form factors
  - UI components
  - Functions
  - Work flow
  - …




ABC 3G
02:45 PM
Flojuggler
Jane Doe is 3 days from her
Karen is on her flo 2 more days


ABC 3G
02:49 PM
Flojuggler
thumbnail
Jane Doe
How many days betwen flos?
28
How many days does the flo last?
7
What was the start date?
12/24/2014


ABC 3G
03:07 PM
Flojuggler
Jane Doe
Karen
Unnamed
12/24/2014
Predict Flo

Prototyping Process

(Medium) On-Screen Interactive Wireframe

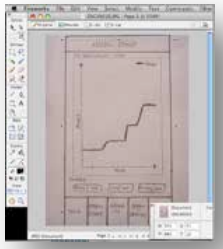
- Simulate “Real” Experiences
  - Look and feel
  - User testing

(Medium) On-Screen Interactive Wireframe

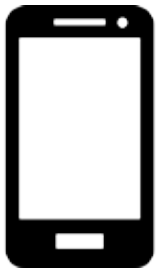
- Content
  - Form factor
  - UI components
  - Functions via hyperlinks
  - Interaction via hyperlinks

https://balsamiq.com/

Create



http://www.photoshop.com/



Edit

https://popapp.in/

Test

Compose

http://pencil.evolus.vn/

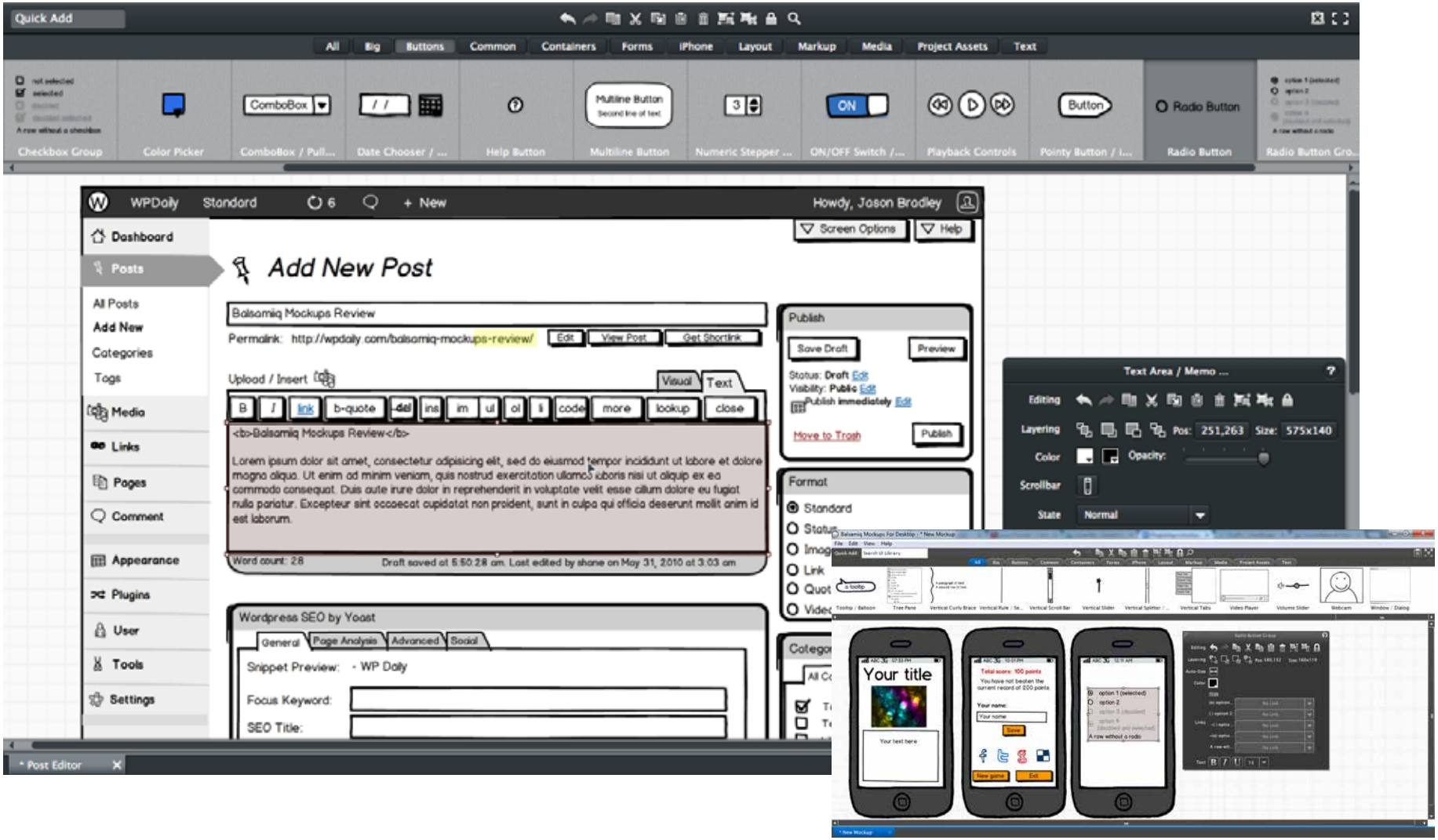
http://www.axure.com/

Sketch

Digitize

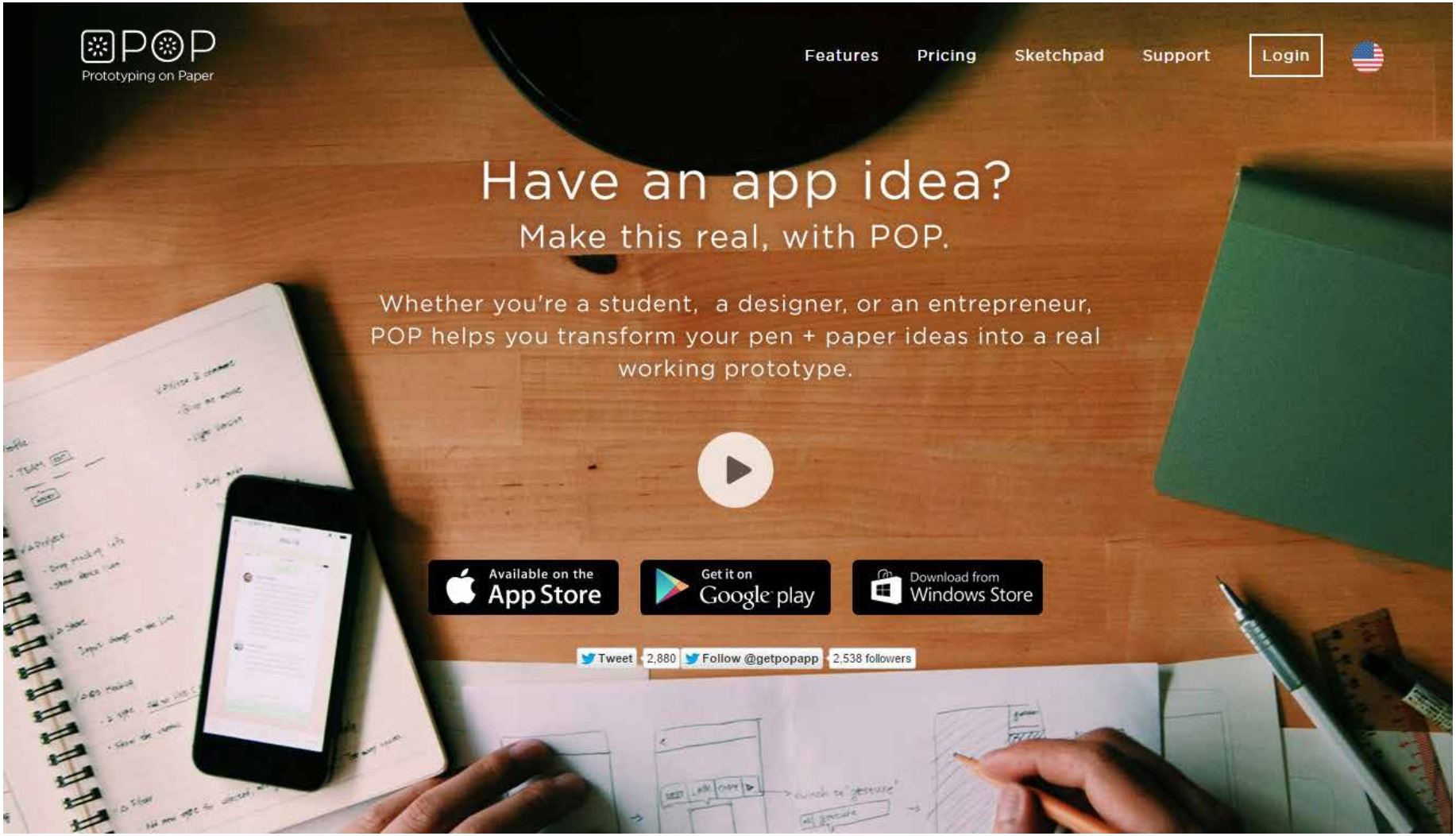
http://uxmag.com/articles/paper-in-screen-prototyping

Digital Mockup / Wireframe Tools (1)



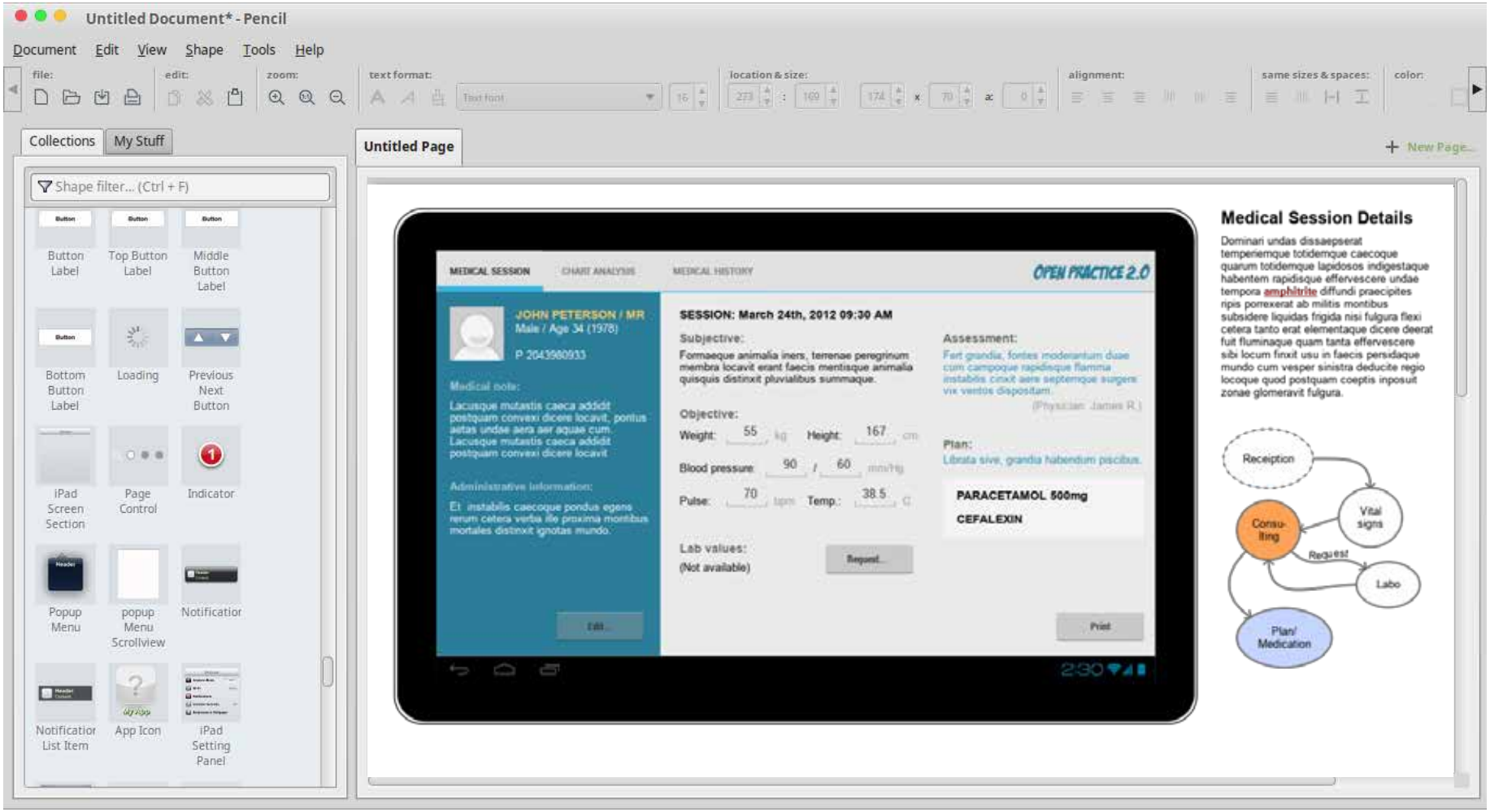
https://balsamiq.com/products/mockups/

Digital Mockup / Wireframe Tools (2)

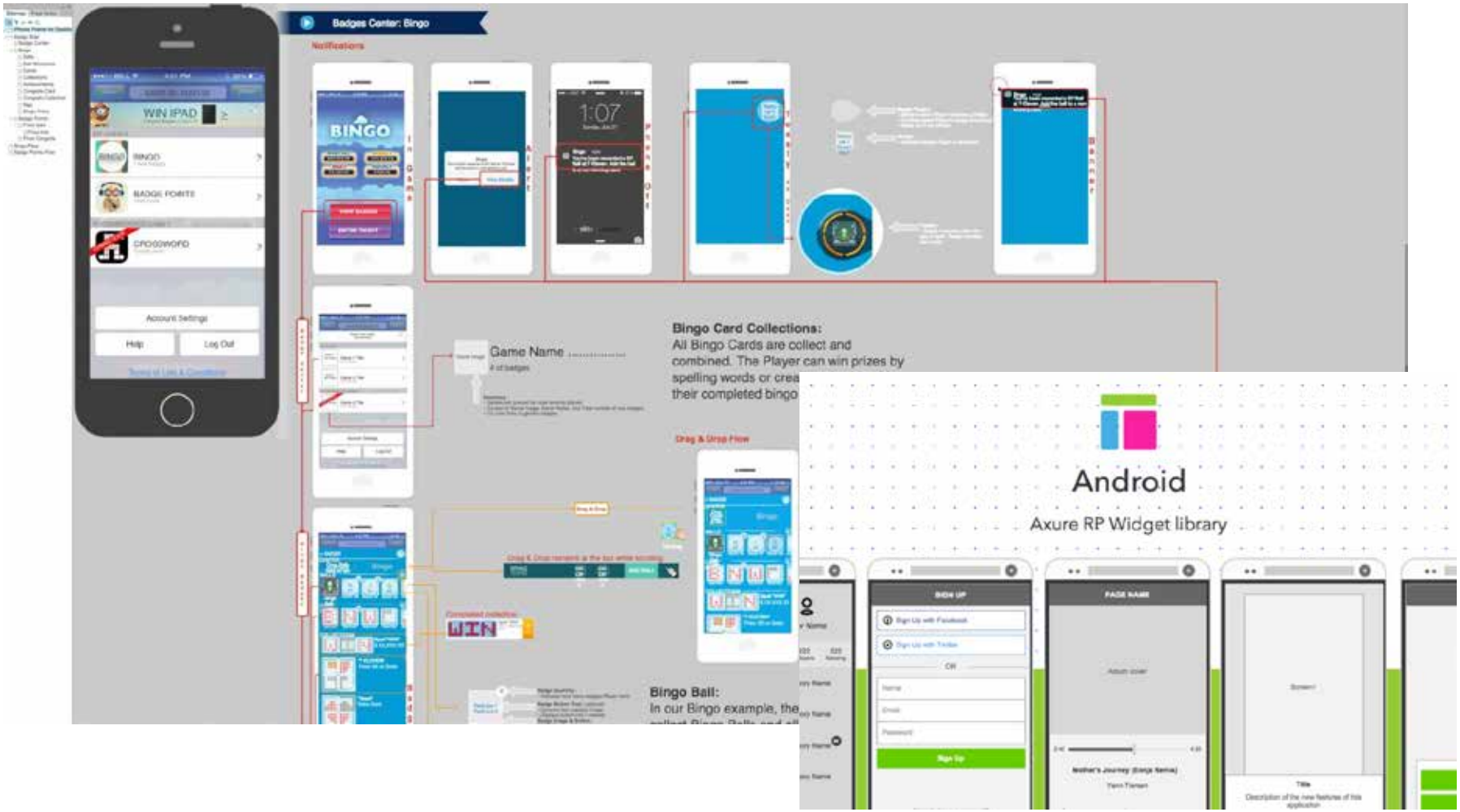


https://popapp.in/

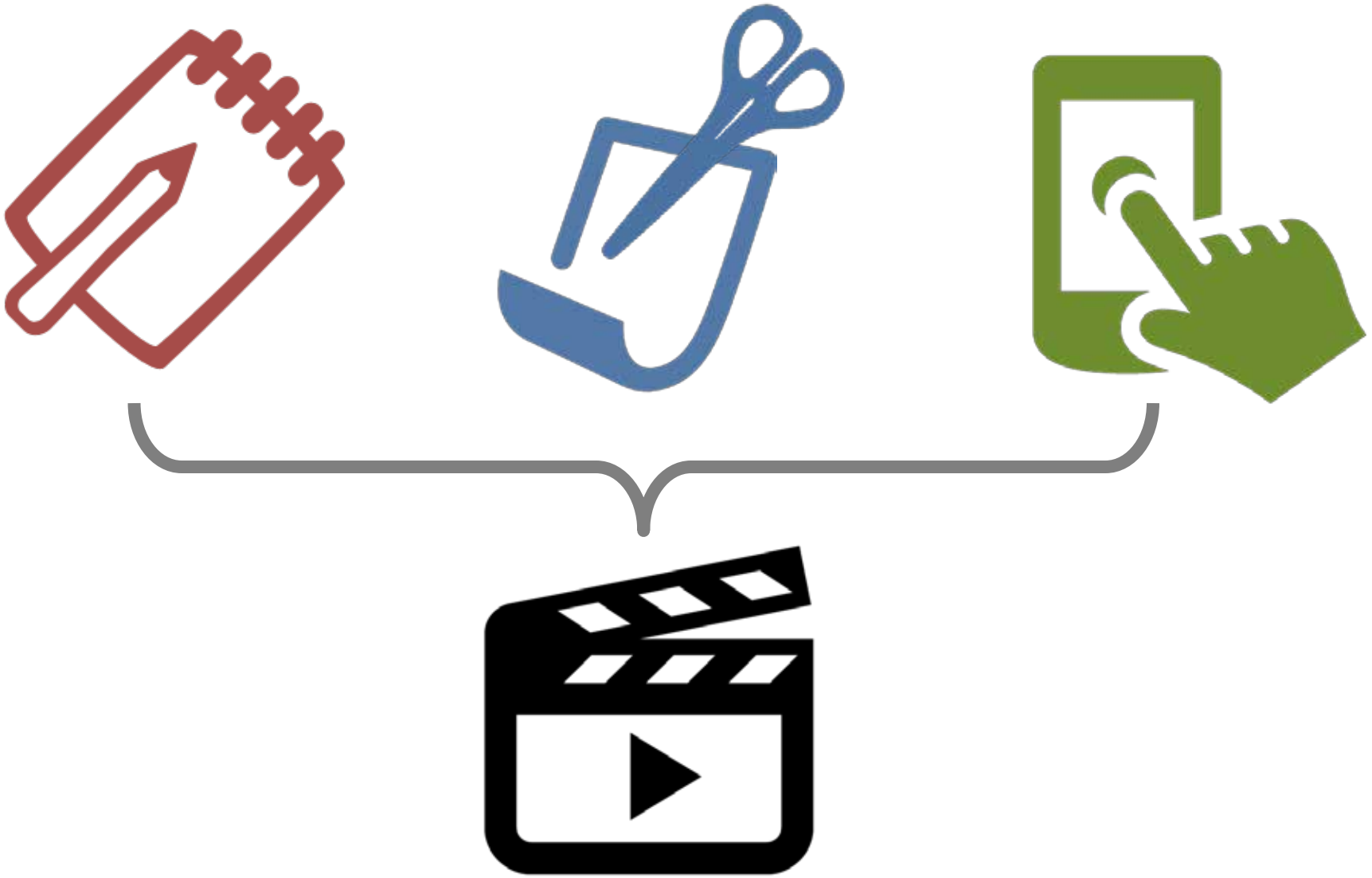
Digital Mockup / Wireframe Tools (3)



Digital Mockup / Wireframe Tools (4)



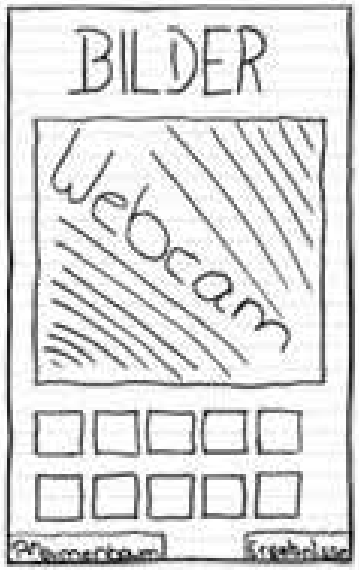
What is Next?

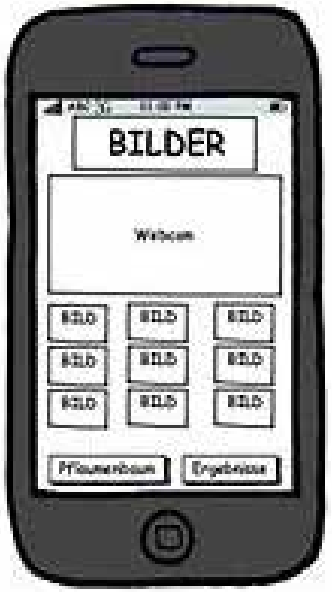


Concept Video…

A Day Made of Glass (Corning)
https://www.youtube.com/watch?v=6Cf7IL_eZ38

Recap

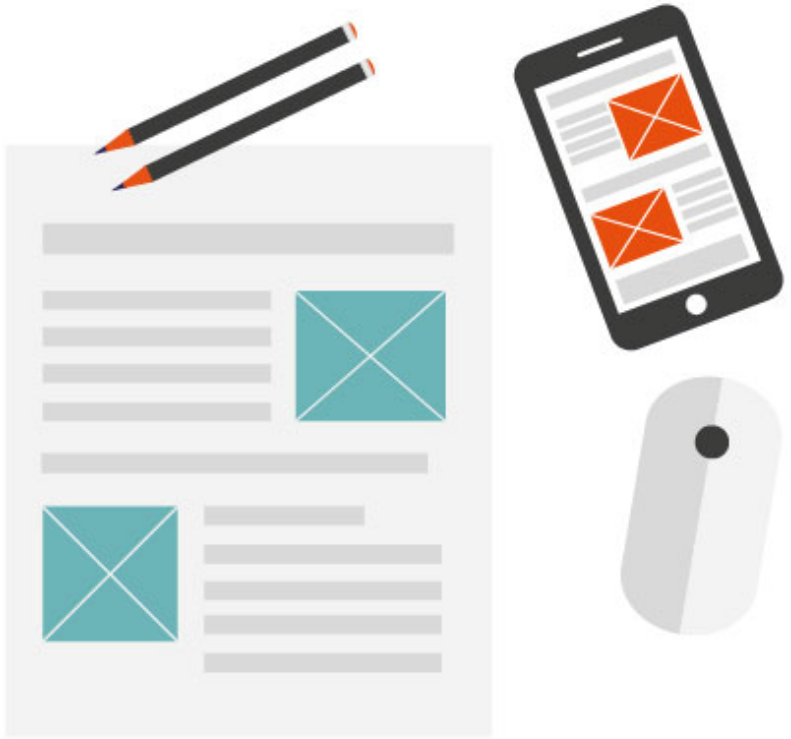




Low-Fidelity
- Sketch & paper

Medium-Fidelity
- Interactive page

High-Fidelity
- Partial functions

Question?

Xiaojuan Ma
mxj@cse.ust.hk