

PROGRESSIVE PROTOTYPING



“Interaction design without prototyping is like cooking without tasting.”

- Craig Villamore cvil.ly

<http://bit.ly/pb5Xec>

I DON'T WIREFRAME



I want to taste the food I'm making.

**PROTOTYPING IS A
DESIGN PROCESS**

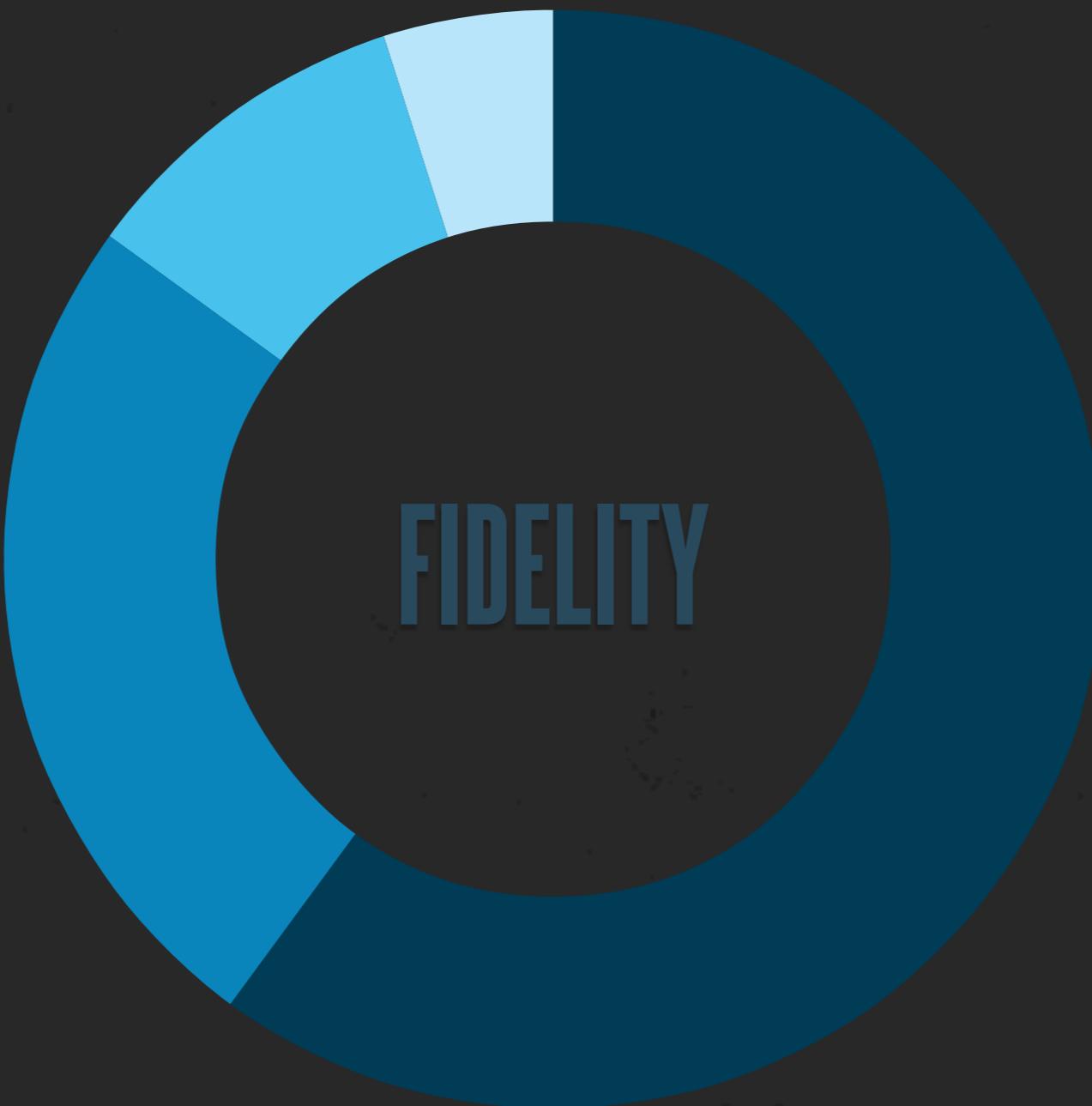
PROTOTYPING OFFERS A BETTER WAY TO
WORK THROUGH AND VALIDATE
YOUR DESIGN

**“You can fix it on the drafting
board with an eraser, or on the
construction site with a
sledgehammer.”**

- Frank Lloyd Wright

PROTOTYPES ALLOW YOU TO
FAIL IN A LOW COST ENVIRONMENT

**IF YOU AREN'T FAILING, YOU'RE
NOT TRYING HARD ENOUGH.**



- Hi Visual/Hi Functional
- Lo Visual/Hi Functional

- Lo Visual/Lo Functional
- Hi Visual/Lo Functional

Midwest Region Sales Event

Sales events for Chicago, Minneapolis and the surrounding area.

DECISION CRITERIA

- Metro 4
- Campaign 6
- Publisher Any
- Time of Day Unspecified

OUTPUT RESULTS

- Vehicle 17
- Headline 20
- Call to Action 4

ACTIVE

10d 2h 8m ago

10,872**Add New Project**

Northeast Region Sales Event

Sales events for Boston and the tri-state area.

DECISION CRITERIA

- Metro 6
- Campaign 2
- Publisher Any
- Time of Day Unspecified

OUTPUT RESULTS

- Vehicle 17
- Headline 20
- Call to Action 4

INACTIVE

23d 16h 41m ago

9600

National Sports Networks

Rules for any sports publisher.

DECISION CRITERIA

- Metro Any
- Campaign 12
- Publisher Any
- Time of Day Unspecified

OUTPUT RESULTS

- Vehicle 17
- Headline 20
- Call to Action 4

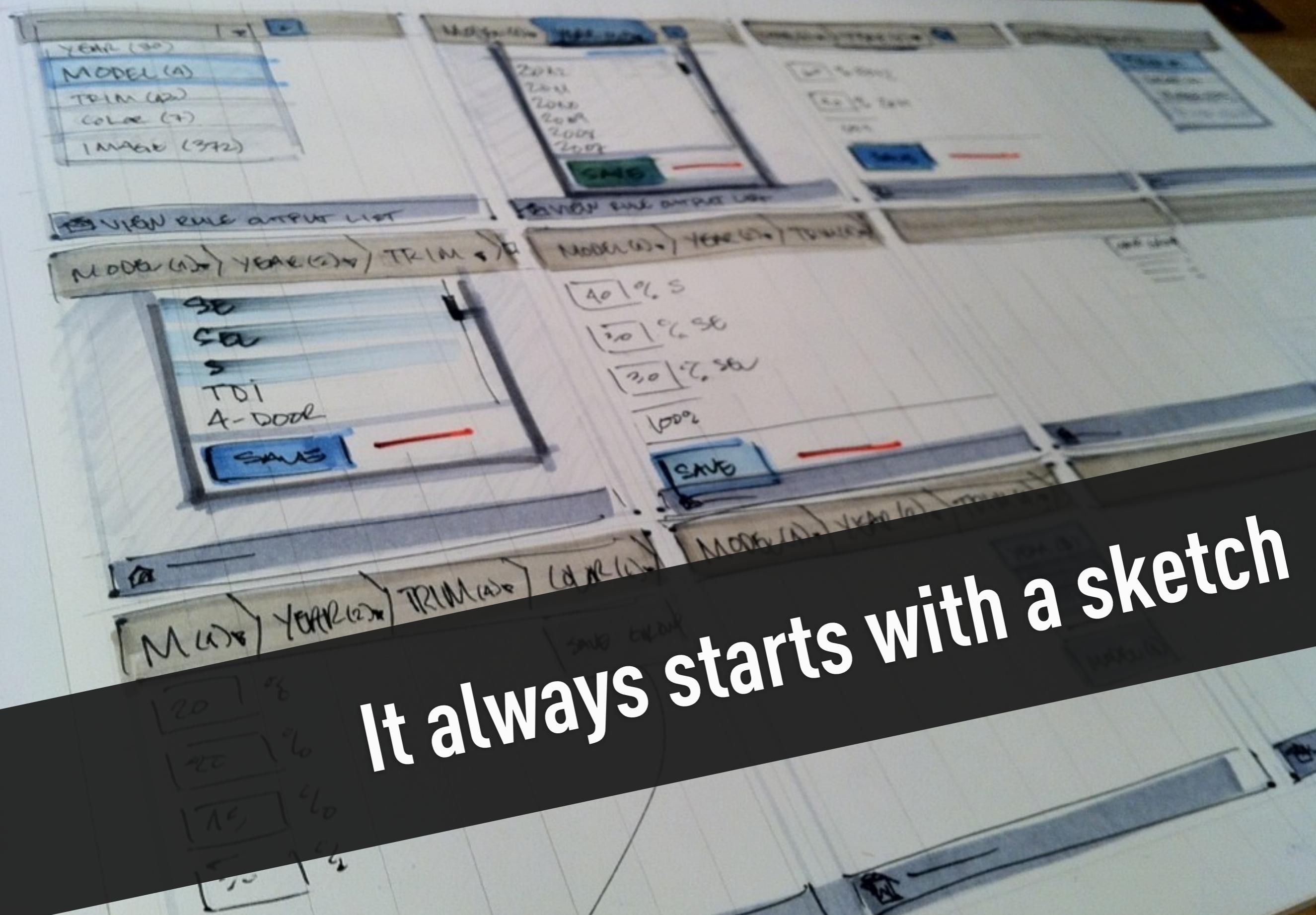
ACTIVE

116d 20h 54m ago

72,300

It might end up like this, but...

It always starts with a sketch



ACTIVE
10A 2h 47m

4862

ACTIVE
24d 16h 38m

log 8

11
4
3

4
7

100
2h
47m

11
4
3

100
2h
47m

Wilco Widgets

[Home](#) [Reports](#) [Files](#)
[People](#) [Settings](#) [More](#) ↓

• [Midwest Region Sales Event](#)

Sales events for Chicago, Minneapolis and the surrounding area.

Decision Criteria

- Metro 4
- Campaign 6
- Publisher Any
- Time of Day Unspecified

Output Results

- Vehicle 17
- Headline 20
- Call to Action 4
- Active
- 10d 2h 8m ago
- 10,872

• [Northeast Region Sales Event](#)

Sales events for Boston and the tri-state area.

Decision Criteria

- Metro 6
- Campaign 2
- Publisher Any
- Time of Day Unspecified

Output Results

- Vehicle 17
- Headline 20
- Call to Action 4
- Inactive

Designing with data first

Midwest Region Sales Event

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ACTIVE

10d 2h 8m ago

DECISION CRITERIA

Metro 4

Campaign 6

Publisher Any

Time of Day Unspecified

OUTPUT RESULTS

Vehicle 17

Headline 20

Call to Action 4

10,872

Northeast Region Sales Event

Sales events for Boston and the tri-state area.

INACTIVE

23d 16h 41m ago

DECISION CRITERIA

Metro 6

Campaign 2

Publisher Any

Time of Day Unspecified

OUTPUT RESULTS

Vehicle 17

Headline 20

Call to Action 4

9600

National Sports Networks

Rules for any sports publisher.

DECISION CRITERIA

Metro Any

Campaign 12

Publisher 4

Time of Day Unspecified

OUTPUT RESULTS

Vehicle 17

Headline 20

Call to Action 4

72,300

Next, a few rounds in grayscale

Midwest Region Sales Event

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ACTIVE

10d 2h 8m ago

10,872**Add New Project****DECISION CRITERIA**

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

Northeast Region Sales Event

Sales events for Boston and the tri-state area.

INACTIVE

23d 16h 41m ago

9600**DECISION CRITERIA**

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

National Sports Networks

Rules for any sports publisher.

DECISION CRITERIA

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

Finish it off with some sex appeal

72,300



HTML DOCTYPES

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml11.dtd">  
  
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">  
  
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">  
  
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Frameset//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-frameset.dtd">  
  
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Strict//EN"  
"http://www.w3.org/TR/html4/strict.dtd">  
  
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">
```

HTML5 DOCTYPE

```
<!DOCTYPE HTML>
```

HTML5 TAGS

<address>	<header>
<audio>	<hgroup>
<article>	<input>
<aside>	<meter>
<canvas>	<nav>
<datalist>	<progress>
<div>	<section>
<p>	<table>, <th>, <tr>, <td>
<dl>, <dt>, <dd>	<time>
, , 	<video>
<fieldset>	
<footer>	

HTML5 TAGS

<address>	<header>
<audio>	<hgroup>
<article>	<input>
<aside>	<meter>
<canvas>	<nav>
<datalist>	<progress>
<div>	<section>
<p>	<table>, <th>, <tr>, <td>
<dl>, <dt>, <dd>	<time>
, , 	<video>
<fieldset>	
<footer>	

HTML5 Meter Demo

 Value=25 min=0 low=50 high=75 max=100

 Value=50 min=0 low=50 high=75 max=100

HTML5 Demo

value=250 max=1000

HTML PAGE STRUCTURE

A typical HTML page will use divs with IDs and Classes to create the structure.



HTML5 PAGE STRUCTURE

HTML5 gives semantic meaning to these structures, which previously required IDs and Classes.



PRO TIP: UPDATE YOUR RESET.CSS

```
article, aside, footer, header, hgroup,  
nav, meter, progress, section  
{display:block; margin:0; padding:0;  
border:0; font-weight:inherit; font-  
style:inherit; font-size:100%; font-  
family:inherit; vertical-align:baseline;  
list-style:none; outline:none}
```

WHAT ABOUT THIS LITTLE BASTARD?

*IE needs a little help from
our friend JavaScript.*

*Modernizer/HTML5shiv to
the rescue.*

<http://modernizr.com>

<http://>

html5shiv.googlecode.com/svn/trunk/html5.js



PRO TIP: SMACK IE INTO SHAPE

```
<!DOCTYPE html>

<html>

<head>

<!--[if lt IE 9]>
<script src="http://
html5shiv.googlecode.com/svn/trunk/
html5.js" type="text/javascript"></script>
<![endif]-->

</head>
```

NEW HTML5 INPUT TYPES

color

time

date

week

datetime

url

datetime-local

email

number

month

range

search

tel

NEW HTML5 INPUT TYPES

color

date

datetime

datetime-local

email

number

month

range

search

tel

time

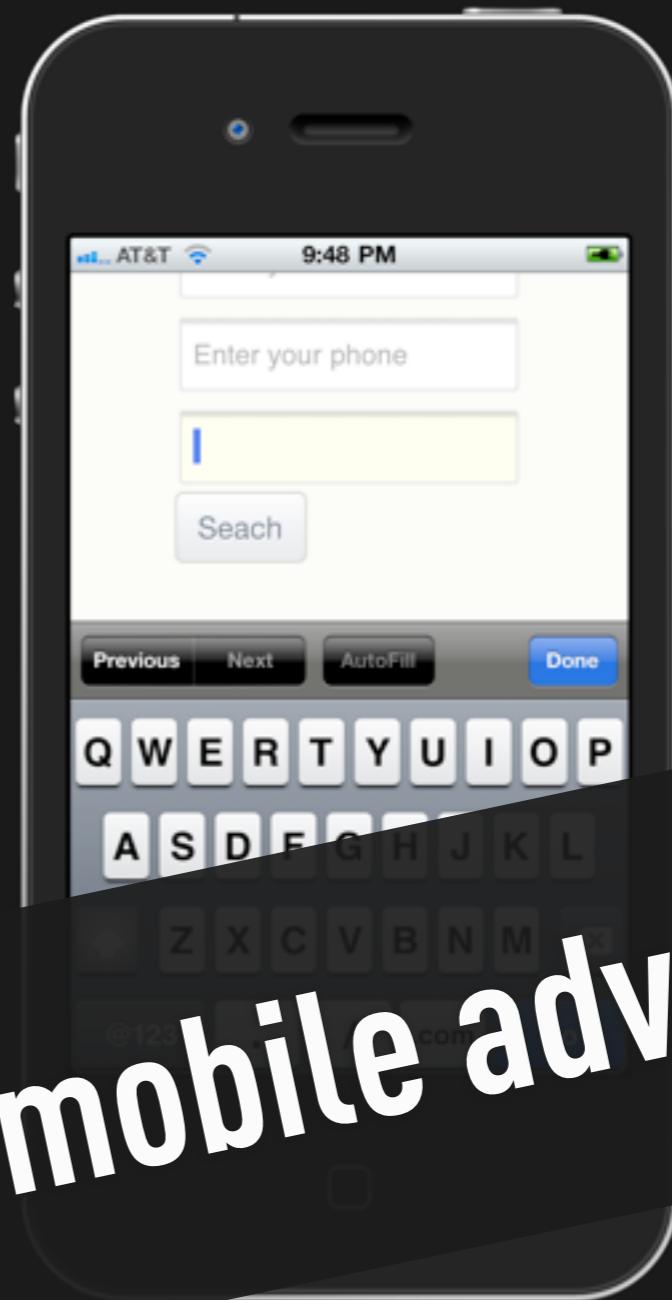
week

url

EMAIL



URL



Instant mobile advantage

Gettin' Sexy with CSS3

IT'S THE NEW PHOTOSHOP, YO!

CSS3 SELECTORS

*	:first-letter	:nth-last-of-type()
E	::first-letter	:empty
.class	:first-line	:not()
#id	::first-line	:target
E F	E[attribute^=value]	:enabled
E > F	E[attribute\$=value]	:disabled
E + F	E[attribute*=value]	:checked
E[attribute]	E ~ F	
E[attribute=value]	:root	
E[attribute~=value]	:last-child	
E[attribute =value]	:only-child	
:first-child	:nth-child()	
:lang()	:nth-last-child()	
:before	:first-of-type	
::before	:last-of-type	
:after	:only-of-type	
::after	:nth-of-type()	

CSS3 SELECTORS

*	:first-letter	:nth-last-of-type()
E	::first-letter	:empty
.class	:first-line	:not()
#id	::first-line	:target
E F	E[attribute^=value]	:enabled
E > F	E[attribute\$=value]	:disabled
E + F	E[attribute*=value]	:checked
E[attribute]	E ~ F	
E[attribute=value]	:root	
E[attribute~=value]	:last-child	
E[attribute =value]	:only-child	
:first-child	:nth-child()	
:lang()	:nth-last-child()	
:before	:first-of-type	
::before	:last-of-type	
:after	:only-of-type	
::after	:nth-of-type()	

WMCurbside.com

[Add Session\(s\)](#)

Observations 929 Judgements 25 Concepts 30

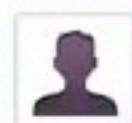
Descriptors

- WM Customer
- Non-Customer
- Services
- Quote
- Online

Themes

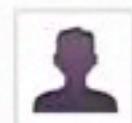
294	Influencer – Price	26
275	Opportunity-Environmental Value	19
115	Research Expectation	0
83		
61		

Recent Activity



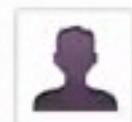
Matthew Ventre added an OBSERVATION 6 months

Would've been good to be able to put in who referred you on the website. She gave a promo code to her neighbors and friends when she signed up, but would've been nice to get recognized w/ a free month for referring people.



Judy Philip added an OBSERVATION 6 months

The second company was super nice but found it annoying that they had specific rules about recycling. I have to buy clear plastic bags to put this in. I have so many things to do that it was not where I wanted to spend my time.



Judy Philip added an OBSERVATION 6 months

Anytime a company offers us a paperless option we go paperless.



Judy Philip added an OBSERVATION 6 months

If you gave me something for the grocery store, yes I would use that.

Sessions

People

Fancy Button

BORDER RADIUS

```
-moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px;
```

Fancy Button

TEXT SHADOW

```
text-shadow: 1px 1px 0 #d2572b; }
```

Fancy Button

BOX SHADOW

```
-moz-box-shadow:rgba(218,218,218,.6) 0 0  
0 3px; -webkit-box-  
shadow:rgba(218,218,218,.6) 0 0 0 3px;  
box-shadow:rgba(218,218,218,.6) 0 0 0  
3px;
```

Fancy Button

BACKGROUND GRADIENT

```
background:-moz-linear-gradient(center  
top, #eb9972, #e67646 55%, #d2572b);  
background:-webkit-gradient(linear, 0%  
0%, 0% 100%, from(#eb9972), color-  
stop(0.55, #e67646), to(#d2572b));
```

Fancy Button

ANATOMY OF A CSS3 BUTTON

```
.btn-primary {padding:.5em .9em; background:#e67646; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b); -moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; -webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; box-shadow:rgba(218,218,218,.6) 0 0 0 3px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:#ddd 0 0 0 2px; -webkit-box-shadow:#ddd 0 0 0 2px; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b;}
```

ANATOMY OF A CSS3 BUTTON

```
.btn-primary {padding:.5em .9em; background:#e67646; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b); -moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; -webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; box-shadow:rgba(218,218,218,.6) 0 0 0 3px; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b;}
```

ANATOMY OF A CSS3 BUTTON

```
.btn-primary {padding:.5em .9em; background:#e67646; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b); -moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; -webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; box-shadow:rgba(218,218,218,.6) 0 0 0 3px; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b;}
```

ANATOMY OF A CSS3 BUTTON

```
.btn-primary {padding:.5em .9em; background:#e67e22; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67e22), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67e22 55%, #d2572b); -moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:0 0 0; -webkit-box-shadow:0 0 0; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b; }
```

Midwest Region Sales Event

Sales events for Chicago, Minneapolis and the surrounding area.

[ACTIVE](#)

10d 2h 8m ago

[Add New Project](#)**DECISION CRITERIA**

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

10,872

Northeast Region Sales Event

Sales events for Boston and the tri-state area.

[INACTIVE](#)

23d 16h 41m ago

DECISION CRITERIA

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

9600

National Sports Networks

Rules for any sports publisher.

DECISION CRITERIA

Metro
Campaign
Publisher
Time of Day

OUTPUT RESULTS

Vehicle
Headline
Call to Action
Any
Unspecified

72,300

Hi-fi color | Hi-fi functional

Create a New Project

Choose from a template ▾

Enter a project name

Enter a description

Albert Einstein

Add people

Choose a person ▾

Add

Create Project

or Close, don't save

Build all the pieces first

```
n.css  x index_gs.html  x create.html  x base.js
// Core global JS functions
$(function() {

// Global initializations
$(document).ready(function() {
    $('.toggle').hide(); // Global hide function. Use this to hide anything on the page when the document loads.

    $('input, textarea').placeholder(); // Sets up placeholder for browsers w/o native support
});

});
```

Add some interaction with jQuery

Congratulations!

Your update was successful.

Midwest Region Sales Event

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DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

10,872

Northeast Region Sales Event

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INACTIVE

23d 16h 41m ago

9600

DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

17
20
4

National Sports Networks

Rules for any sports publisher.

ARCHIVED

116d 7h 54m ago

72,300

DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

17
20
4

Show me some of that sexy self heal

Congratulations!

Your update was successful.

Midwest Region Sales Event

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ACTIVE

10d 2h 8m ago

10,872

Add New Project

DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

Northeast Region Sales Event

Sales events for Boston and the tri-state area.

INACTIVE

23d 16h 41m ago

9600

DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

National Sports Networks

Rules for any sports publisher.

ARCHIVED

116d 7h 54m ago

72,300

DECISION CRITERIA

- Metro
- Campaign
- Publisher
- Time of Day

OUTPUT RESULTS

- Vehicle
- Headline
- Call to Action

RESOURCES

HTML5 SPEC <http://www.w3.org/TR/html5>

CSS3 SPEC <http://www.w3.org/Style/CSS/current-work.en.html>

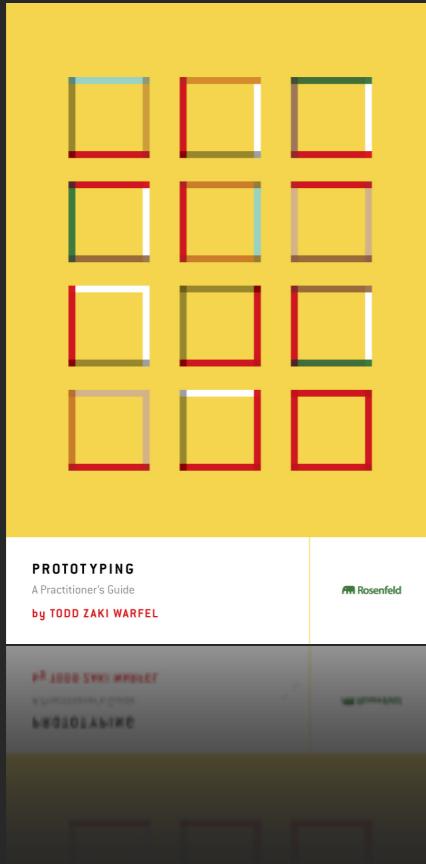
HTML5SHIV <http://html5shiv.googlecode.com/svn/trunk/html5.js>

MODERNIZER <http://modernizr.com>

DIVE INTO HTML5 <http://diveintohtml5.org>

HTML5/CSS3 <http://realworldcss3.com/resources/>

REFRAMER APP <http://getreframer.com>



Prototyping: a Practitioner's Guide

<http://bit.ly/protobk>

Guerrilla UX Research Methods
Fall of 2011

@zakiwarfel

