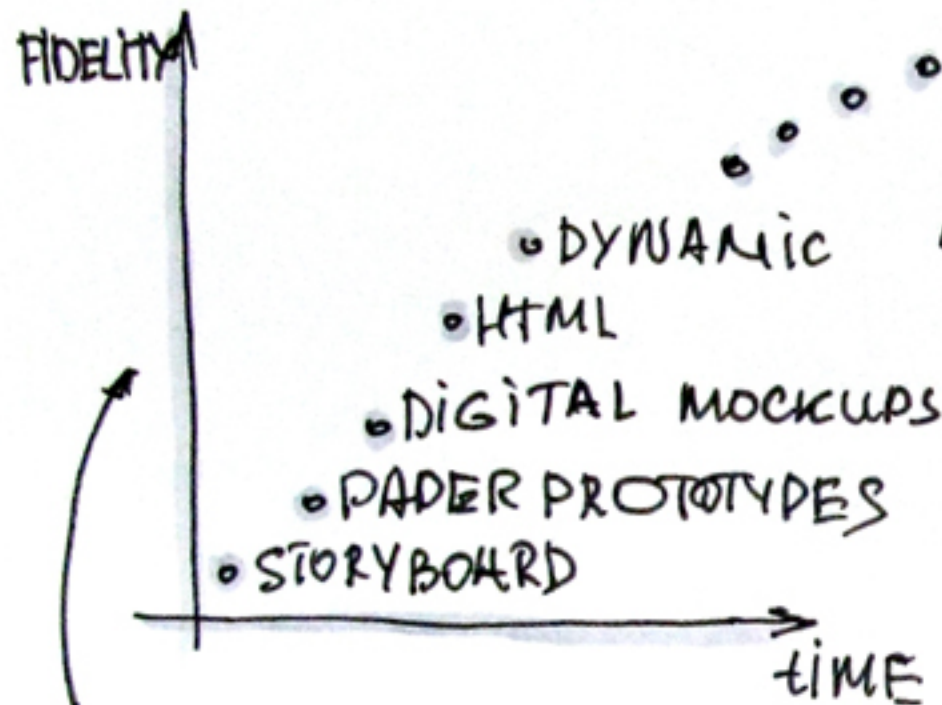


3.1 STORYBOARDS, PAPER PROTOTYPES, MOCKUPS

by Scott Klemmer



over the course of your project fidelity will increase

HELP TO FOCUS ON QUESTIONS YOU HAVE AT PARTICULAR STAGE

STORYBOARDS FOCUS ONLY ON A TASK, NOT ON AN INTERFACE

SETTING

- people involved
- environment
- task being accomplish.

SEQUENCE

- WHAT STEPS?
- WHAT LEADS TO USE THE APP?
- WHAT TASK

STORYBOARD
10 MIN

SATISFACTION

- WHAT'S MOTIVATES TO USE
- WHAT'S ALLOW TO ACCOMPLISH
- WHAT NEED DOES SYSTEM fill?

STORYBOARDING ISNT ABOUT pretty pictures

COMMUNICATING IDEAS



PAPER

PROTOTYPING

- TRY DIFFERENT ALTERNATIVES TO PRESENT YOUR IDEAS

- TEST THE INTERACT. FLOW - quick, cheap, involve users

DIGITAL
MOCK-UPS

- MORE SPECIFIC ABOUT PIXELS
- MORE FORMAL EXPERIMENTAL TECHNIQUES
- STRUCTURED CRITIQUES



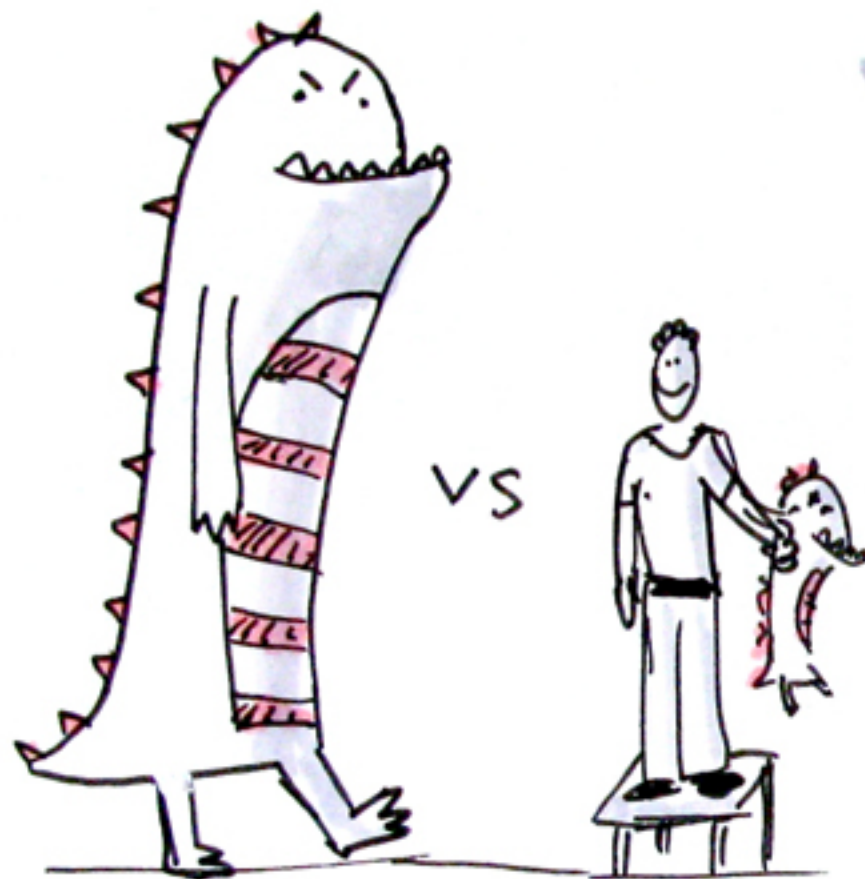
READING - - - -

- BILL BUXTON - sketching UX
- BILL MOGGIDGE - Designing interactions
- CAROLYN SNYDER - Paper protot.
- MICHAEL SCHRAGE - Serious Play
- HOWE & WILL - What do P. Prototype
- TODD ZAKI WARFEL - Prototyping

COURSERA
HUMAN-COMP.
INTERACTIONS

3.2 FAKING IT - by Scott Klemmer

WIZARD OF OZ



SIMULATE INTERACTIVE
BEHAVIOUR AND MACHINE
FUNCTIONALITY



- Risk of simulating technology that is too advanced
- inappropriate
- hard to simulate

1. Interaction without code

- fast
- cheap
- easy

2. Get feedback from users ppl

- hi-fidelity - more critique
- low-fidelity - useful suggestions from user

3. Identify bugs & problems

Every single UI that I or my students have ever built, has had **bugs early on**

You going to **iterate and fail fast**, so that you can succeed sooner

What will be the user interaction if we succeed?

PREPARE

SCENARIOS & APP FLOW
(minimalistic)
SET OF FUNCT.

UI SKELETON

INPUT OPTIONS
• selecting screen
• entering zone

REHEARSE WIZARD ROLE
• figure out effective scenarios, tasks

GO

- Recruit users
- facilitator and wizard (you can learn more)
- User feedback

THING ALOUD

while performing

RETROSPECTIVE

(if think loud distracted)

HEURISTIC EVALUATION

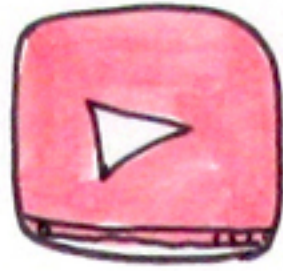
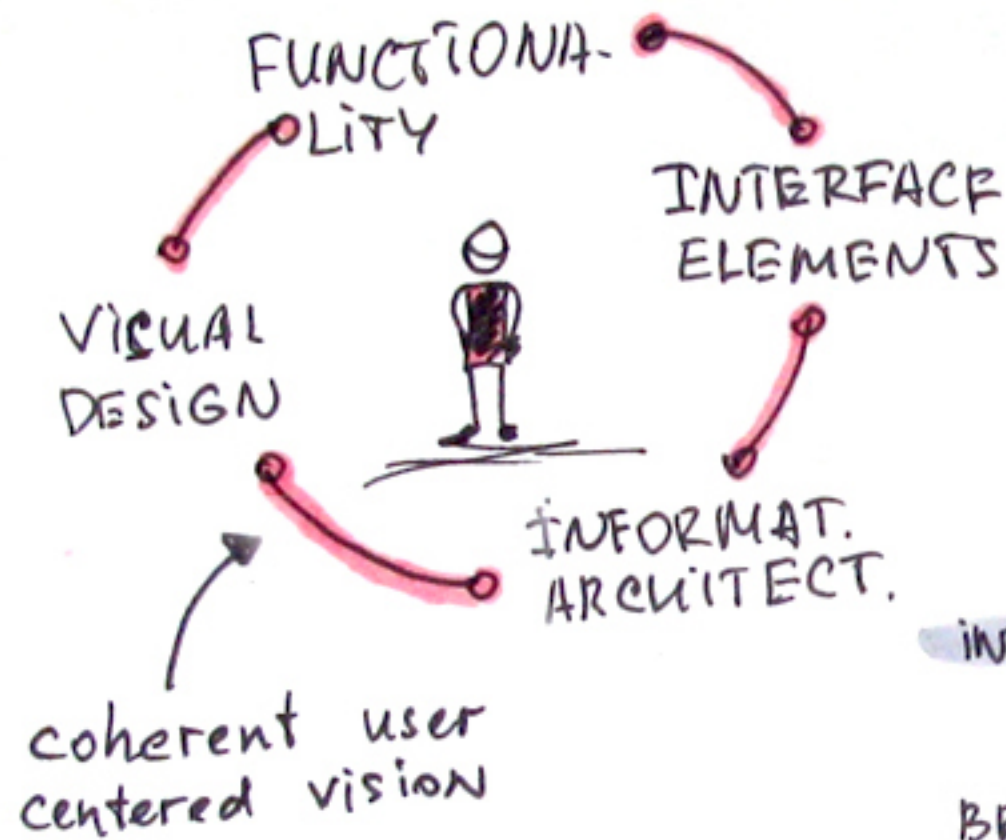
ask some particular questions

- Debrief user (what was behind)

3.3. FAKING IT — by Scott Klemmer

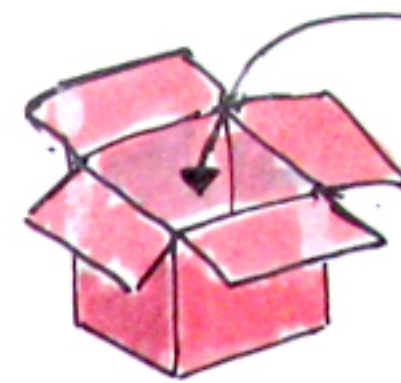
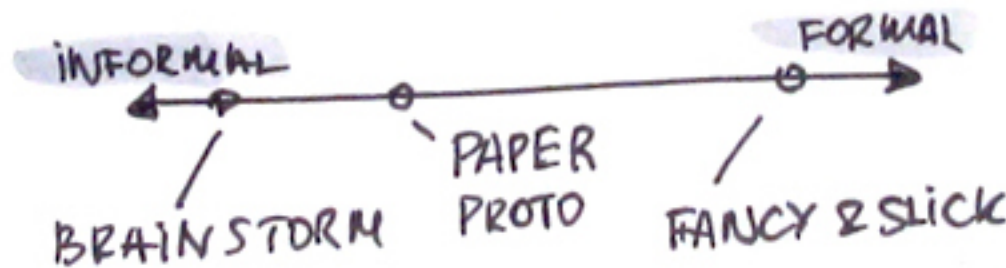
VIDEO PROTOTYPING

WENDY
MACKAY'S
MATERIALS



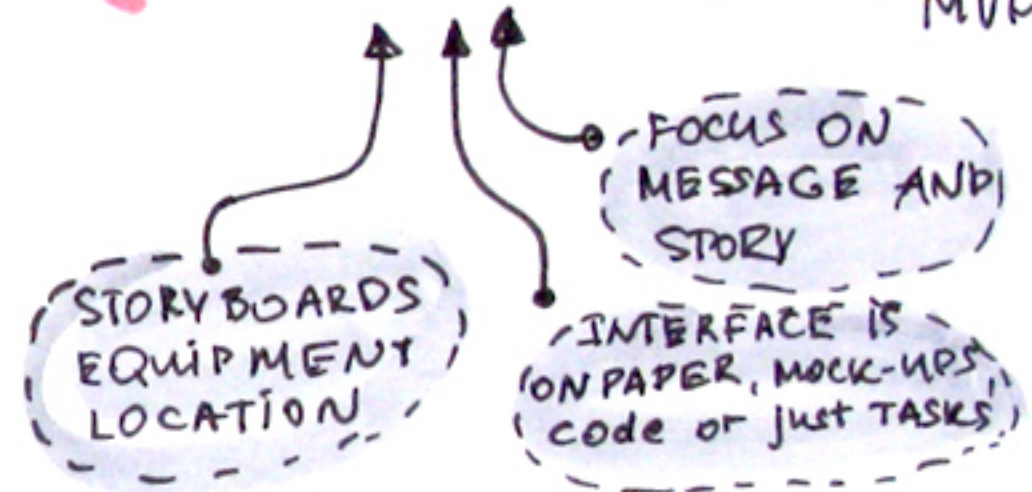
BENEFITS

- CHEAP & FAST
- SELF-EXPLANATORY
- SPEC FOR DEV
- TIES UI WITH TASKS



WHAT IS?
INSIDE?

1. The task ← motivation & success
2. Illustrate important tasks of your system
3. First round of your product MVP



3.4. COMPARING ALTERNATIVES

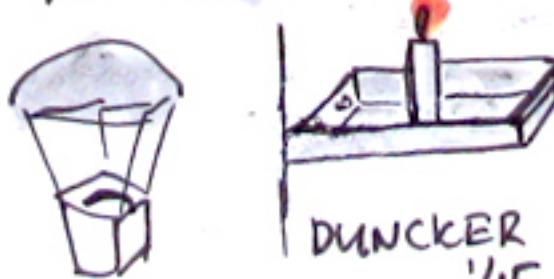


VS



RAPIDLY PRODUCING
MANY ALTERNATIVES
HAS A LOT OF VALUE

ONE IDEA
TO MAKE
IT WORK?



functional
fixation

YOU SHOULD PUSH
YOURSELF TO COME
UP WITH MULTIPLY
ALTERNATIVES

PARALLEL PROTOTYPING

- ITERATE
- GET FEEDBACK
- ADJUST

EGO ARTIF-
ACT

100500 KM

'if I have only
one idea and you critique
it I'm going to treat
it AS A **FEEDBACK ABOUT ME**

SHARING MULTIPLE ALTERNATIVES

- INCREASE IN GROUP RAPPORT
- MORE CONVERSATIONAL TURNS
- MORE INDIVIDUAL EXPLORATION FUNCTION SHAR.