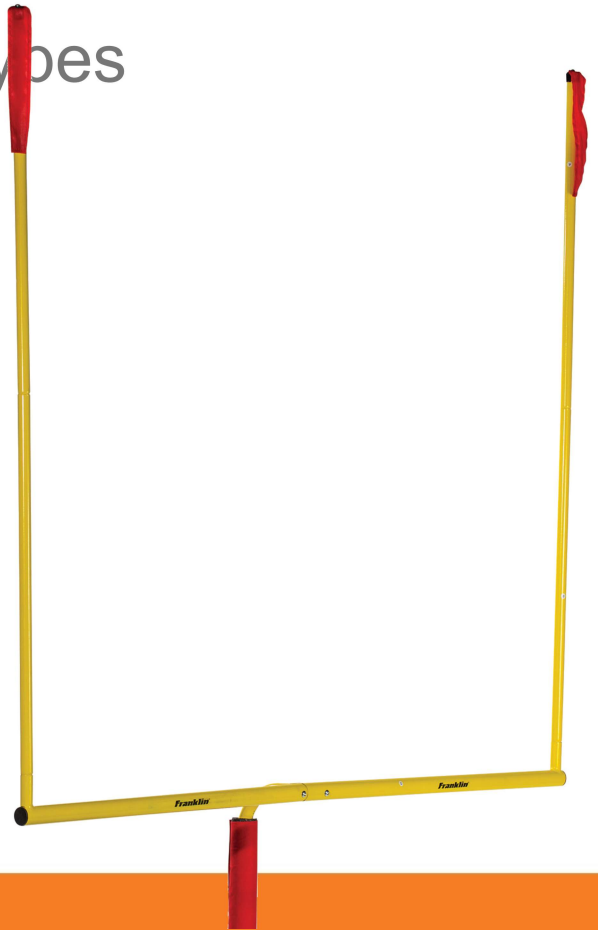
Tools 'n' Artifacts

Develop Intelligence

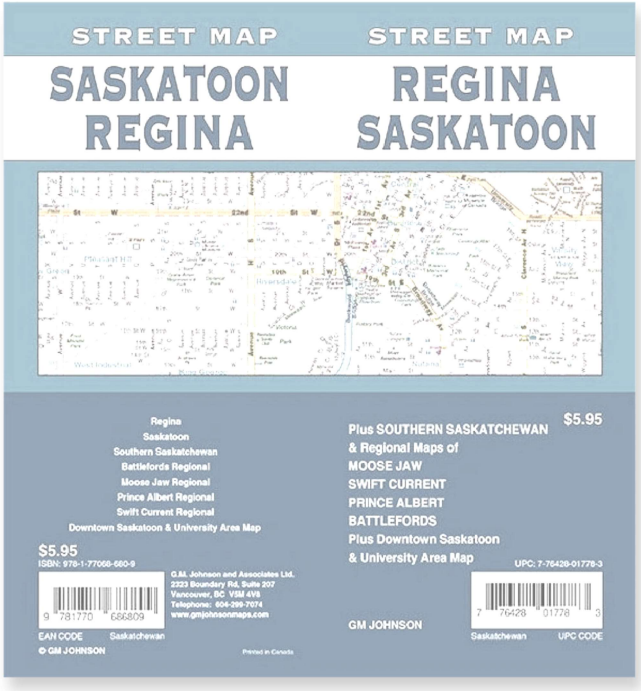
Goals

1. Compare Wireframes, Mockups, and Prototypes
2. Explain the idea of a Journey Map



Roadmap

1. Artifacts
2. Wireframes, Mockups, and Prototypes
3. Tools



Develop
Intelligence

Artifacts

Definition

Develop Intelligence

*An **artifact** is any kind of tangible by-product.*

- Examples
  - User story
  - Product backlog
  - Wireframe

Skepticism

- Artifacts are useful if they are ***used***
- Sometimes artifacts just sit in SharePoint
  - (Common consultant frustration)
- ***You ship software, not design documents***

Perspective

[The UX artifact] is a great servant but a terrible master.

Winston Churchill

Artifact: Journey Map

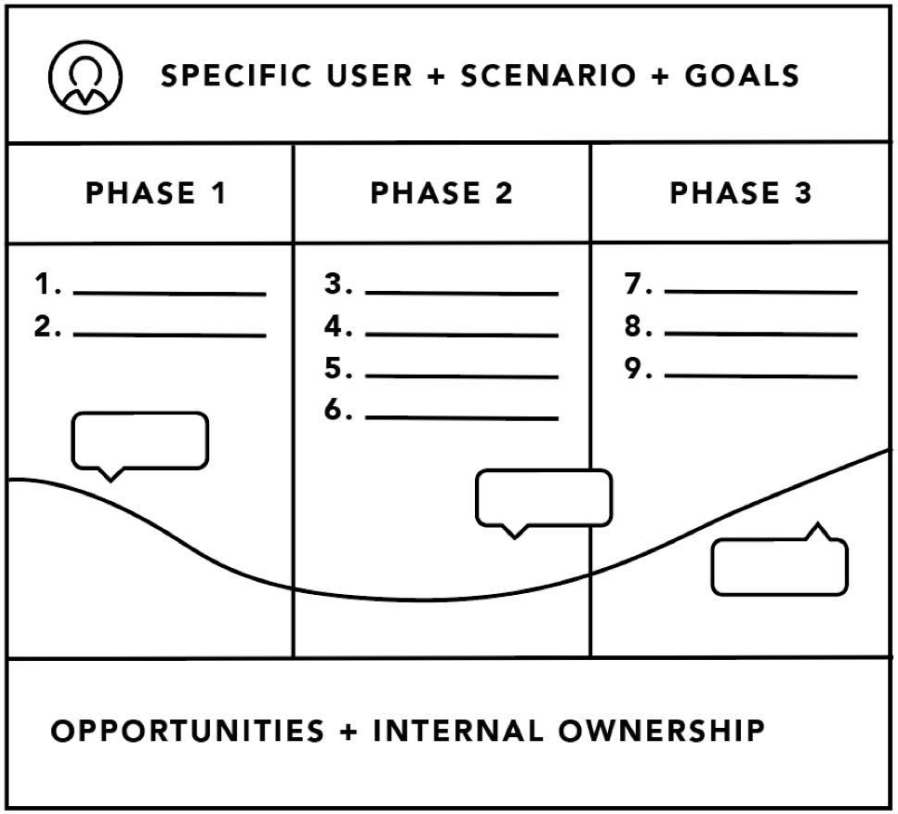
*Customer **journey maps** are used to map the relationship between a customer and an organization over time and across all channels on which they interact with the business.*

- Good for
  - Wholistic perspective
  - Product management

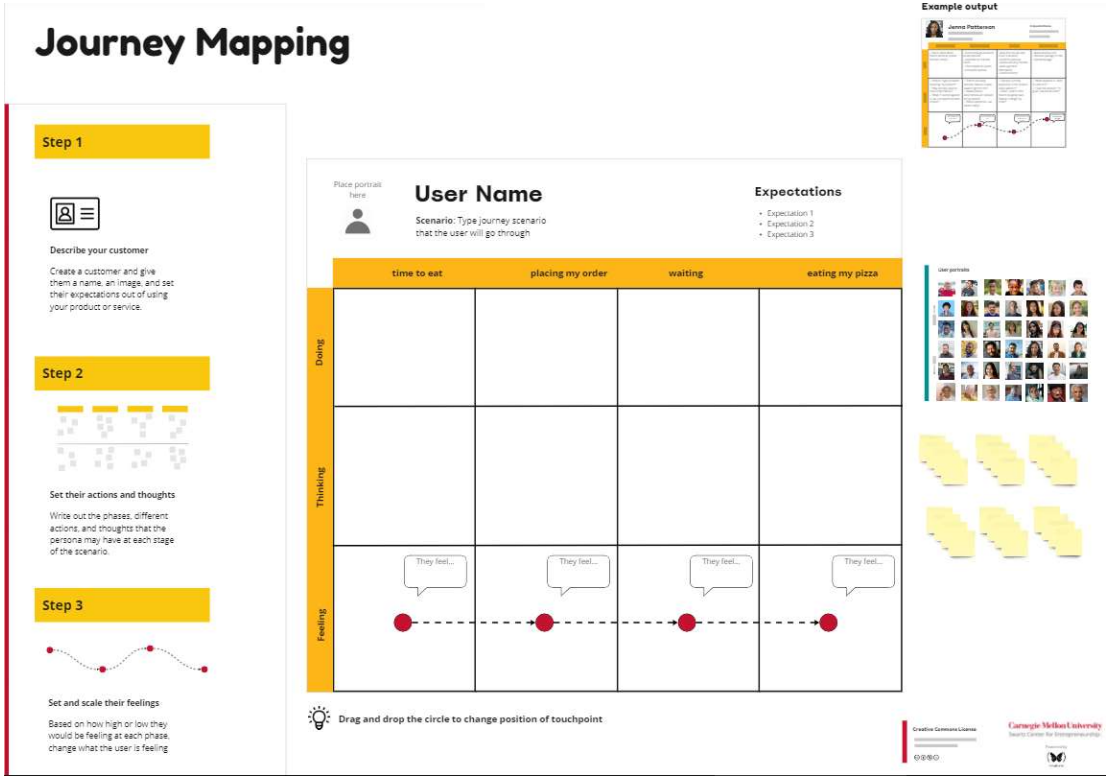
Key Elements

1. **Time frame** of interaction
2. **Scenarios** give context and sequence of events
3. **Touchpoints** are what customers do and how they interact
4. **Channels** are where they interact
5. **Feelings** associated with each touchpoint

Example (I)

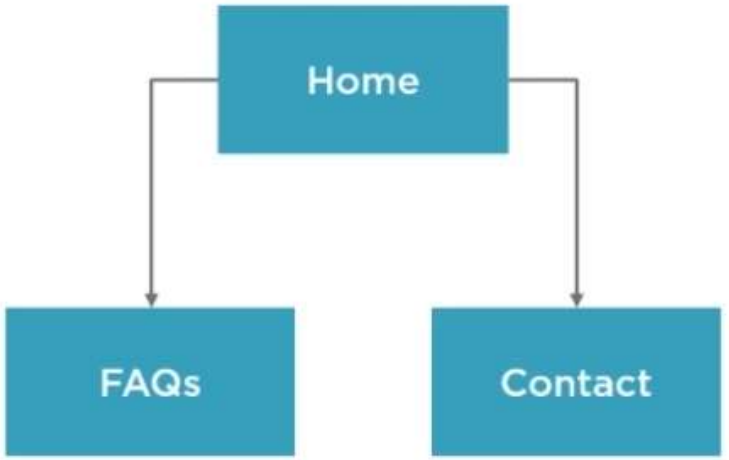

SPECIFIC USER + SCENARIO + GOALS
PHASE 1
PHASE 2
PHASE 3
1.
2.
3.
4.
5.
6.
7.
8.
9.
OPPORTUNITIES + INTERNAL OWNERSHIP

Example (II)


Journey Mapping
Step 1
Describe your customer
Create a customer and give them a name, an image, and set their expectations out of using your product or service.
Step 2
Set their actions and thoughts
Write out the phases, different actions, and thoughts that the persona may have at each stage of the scenario.
Step 3
Set and scale their feelings
Based on how high or low they would be feeling at each phase, change what the user is feeling
Place portrait here
User Name
Scenario: Type journey scenario that the user will go through
Expectations
Expectation 1
Expectation 2
Expectation 3
time to eat
placing my order
waiting
eating my pizza
Doing
Thinking
Feeling
They feel...
Drag and drop the circle to change position of touchpoint
Example output
Carnegie Mellon University

Artifact: Flow Diagram

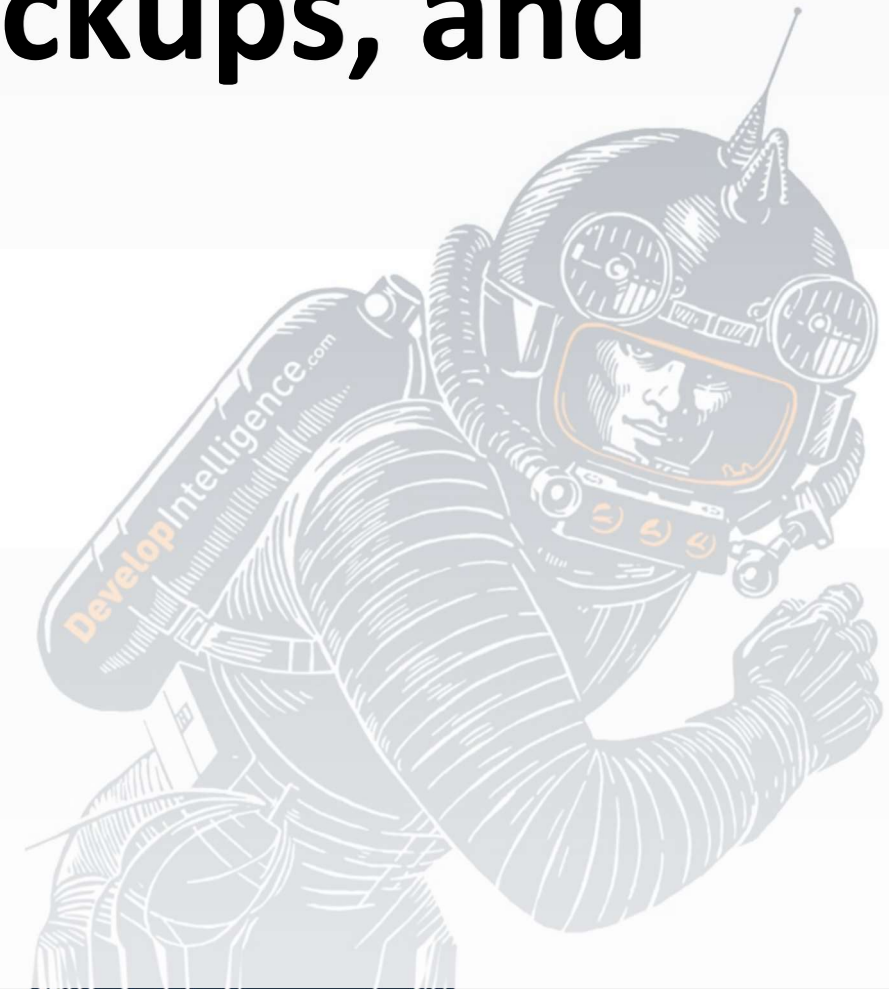
Represents a flow or set of dynamic relationships in a system. The term flow diagram is also used as a synonym for flowchart, and sometimes as a counterpart of the flowchart.



- Good for
  - High-level interaction
  - Dev team handoff

Develop
Intelligence

Wireframes, Mockups, and Prototypes



Artifact: Wireframe

Develop Intelligence

- Hand it over to developers
- Shows controls and spacial relationships
- **Low-fidelity** wireframes are often more useful
  - It's obviously not a representation of the final product

Example

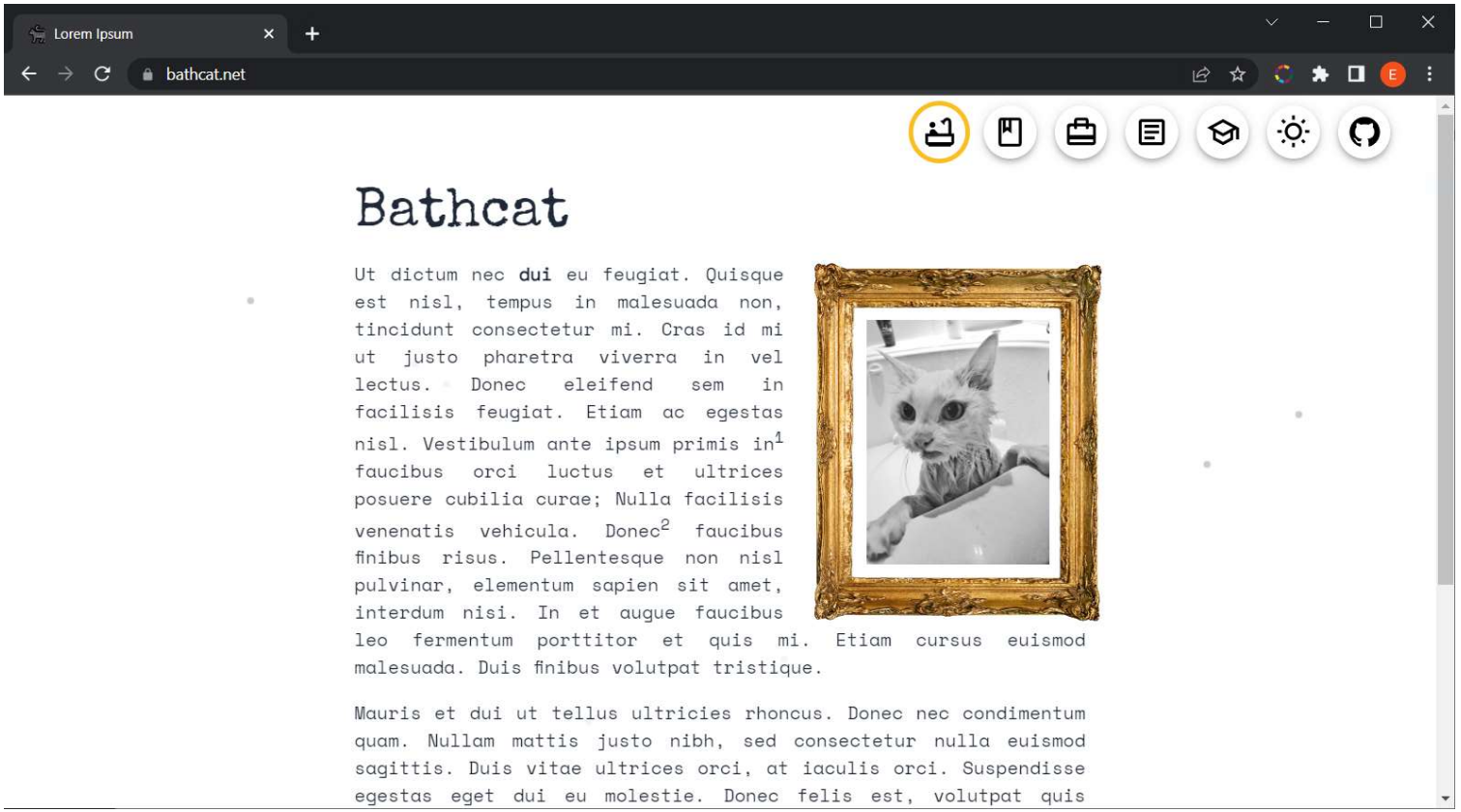
iPad
10:44 AM
Confirmation
Do you really want to begin enfarculation?
No. Go back.
Yes. Enfarculate

Artifact: Mockup

Develop Intelligence

- Represents what the actual interface should look like
- AKA high-fidelity wireframe
- Good for
  - User testing
  - Client handoff
  - Stakeholder buy-in

Example


Lorem Ipsum
bathcat.net
Bathcat
Ut dictum nec dui eu feugiat. Quisque est nisl, tempus in malesuada non, tincidunt consectetur mi. Cras id mi ut justo pharetra viverra in vel lectus. Donec eleifend sem in facilisis feugiat. Etiam ac egestas nisl. Vestibulum ante ipsum primis in[1] faucibus orci luctus et ultrices posuere cubilia curae; Nulla facilisis venenatis vehicula. Donec[2] faucibus finibus risus. Pellentesque non nisl pulvinar, elementum sapien sit amet, interdum nisi. In et augue faucibus leo fermentum porttitor et quis mi. Etiam cursus euismod malesuada. Duis finibus volutpat tristique.
Mauris et dui ut tellus ultricies rhoncus. Donec nec condimentum quam. Nullam mattis justo nibh, sed consectetur nulla euismod sagittis. Duis vitae ultrices orci, at iaculis orci. Suspendisse egestas eget dui eu molestie. Donec felis est, volutpat quis

Prototype

Develop Intelligence

- Looks like the real thing
- ***Interactive***
- Good for
  - User testing
  - Client handoff
  - Stakeholder buy-in

Comparison

- A **wireframe** is like a blueprint
  - Used to build stuff
  - Requires technical understanding
- A **prototype** is like a model
  - Lets stakeholders visualize the end-product
  - Useful to put in front of users

Develop
Intelligence

Tools

Tool: Whiteboard (Physical)

- Benefits
  - Everyone in the conference room
  - Well-known interface
- Best for
  - Wireframes
  - Horse trading

Tool: Whiteboard (Virtual)

- Benefits
  - Virtual meetings
- Best for
  - Wireframes
  - Personas
  - Journey maps
- Examples
  - Miro
  - Figma

Tool: Wireframing

- Benefits:
  - Good-looking wireframes
  - Obvious intention
- Example
  - Balsamiq

Tool: Prototyping

- Benefits:
  - Interactivity
- Example
  - Adobe XD

Lab: Wireframes

- **Goal:** Reverse-engineer a popular application into wireframes
- **Materials:** `$/labs/wireframes`
- **Time frame:** 30 minutes

Develop
Intelligence

Review

1. Compare Wireframes, Mockups, and Prototypes
2. Explain the idea of a Journey Map