

Wireframing Web 2.0 for Design and Definition

Richard Rutter & James Box



Hello.

Welcome



2

Welcome

Everyone comfortable?

Introduce ourselves

Logistics

Loos

Fires

Talk! Interrupt. Might not have answers but do it anyway...

Air conditioning

Business cards

Ask what people do...

Schedule

10.00 – 11.30	Overview
12.00 – 13.30	The Joy of Paper
14.30 – 16.00	High-fidelity
16.30 – 18.00	Usability testing Agile



3

Start with a story...



4

Cues: bookmarking feature / not refreshing / ajax / not in fs / can't get sign-off

How many people have worked with functional specifications?

How many people still work with functional specifications?

Keep your hand up if you enjoy working with functional specifications

Don't worry we're not here to talk about functional specifications. We ARE here to talk about a better way of designing.

One of the primary goals behind our approach to 'wireframing' is to create something far more effective as a device for communicating and ultimately reaching consensus on projects.

Workshop goals



5

Share with you, our approach to using wireframes for design and definition.

The web 2.0 is in there just to sell tickets!

By the end of the day, we'd like everyone here to:

What are interactive prototypes? When should I use them? When are they appropriate? When are they inappropriate? What are the benefits? Joy of paper prototyping. How it complements interactive prototyping. The anatomy of a prototype. Most importantly we want to you guys to start doing this stuff yourselves.

Tag cloud idea? Wireframing 1.0 vs Wireframing 2.0

We are ALL designers!



6

Who here would class themselves as a designer?

‘Traditional’ approaches tend to pigeonhole design as the domain of graphic or visual designers.

“Stay out! This is where the magic happens”

Probably a relic from ‘print’ design (and perhaps Waterfall methodology).

Information architecture, interaction design, copy-writing, programming: It’s ALL design.

This doesn’t stop us being ‘creative’...it involves all facets of the team...we’ll discuss this later

Wireframes vs Prototypes



7

How many people who use wireframes in the daily roles?

What kind of wireframes do you use? [pick at random]

Come in a multitude of formats: Visio, Powerpoint, Omnigraffle, Sketches, Flash, bespoke tools like Axure

Wireframing is perhaps a misleading term, but prototype isn't as catchy a title!

What we're really talking about are interactive prototypes.

In our case, this is nothing complicated, just HTML, CSS, Javascript and sometimes a little bit of PHP

We will use the term 'wireframes' but think of these as components of a prototype.

LOGO / BANNER IMAGE → 1.0

[Image]

Home → 1.0

Blog → 2.0

Events → 3.0

Resources → 4.0

Members

Account

Log/out

[Introduction and Welcome]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec viverra tellus non orci. Nulla facilisi. Suspendisse orci sem, viverra vitae, adipiscing sed, tincidunt a, tellus. Morbi a leo sed velit nonummy tristique. Etiam vehicula tempus velit. Aenean venenatis dui non magna. [More about MLNZ]

[Image]

[Image]

[Image]

[Image]

[From the blogs]

[Title of latest blog post] by Author on Date.

[Image]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec viverra tellus non orci. Nulla facilisi. Suspendisse orci sem, viverra vitae, adipiscing sed, tincidunt a, tellus. Morbi a leo sed velit nonummy tristique.

Mauris auctor vehicula sapien. Nunc rhoncus justo eu eros. Mauris suscipit lectus ac orci. Suspendisse laoreet dui. Nulla luctus, lorem eu ornare elementum, sapien nisl vehicula turpis, vel feugiat urna dolor. [Read More]

- ▶ [Title of next blog item] by [Author], [Date]
- ▶ [Title of next blog item] by [Author], [Date]
- ▶ [Title of next blog item] by [Author], [Date]

[Upcoming Events/Workshops]

[Title of latest event] (Event Date - End Date)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec viverra tellus non orci. Nulla facilisi. Suspendisse orci sem, viverra vitae, adipiscing sed, tincidunt a, tellus. Morbi a leo sed velit nonummy tristique. [Read More]

[Image]

[Title of latest event] (Event Date - End Date)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus convallis facilisis massa. Quisque tristique nisl nec elit. Ut porttitor lectus sodales mi. Donec quis augue. Nam mauris dolor, lacinia id, molestie ac, bibendum vel, enim. Duis rhoncus lectus eget nunc. Quisque posuere semper lorem. Aliquam adipiscing augue ut augue. [Read More]

- ▶ [Title of other event] (Event Date)
- ▶ [Title of other event] (Event Date)
- ▶ [Title of other event] (Event Date)

[Featured Resources; Services]

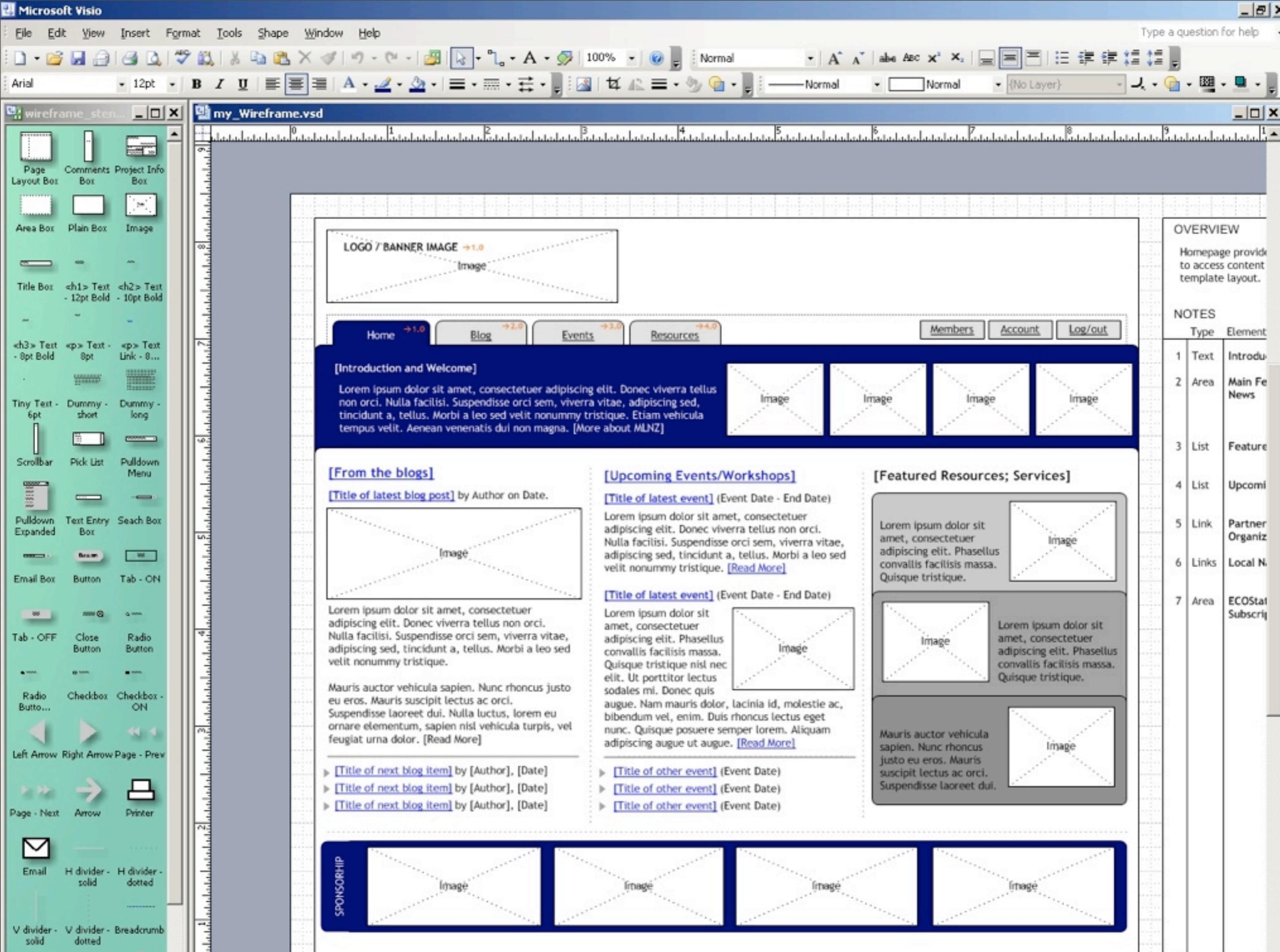
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus convallis facilisis massa. Quisque tristique.

[Image]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus convallis facilisis massa. Quisque tristique.

[Image]

Mauris auctor vehicula sapien. Nunc rhoncus justo eu eros. Mauris suscipit lectus ac orci. Suspendisse laoreet dui.



Looks horrible doesn't it.

Demo



10

Demo

This is the kind of thing we're going to be building later on.

Yes, this addresses layout.

Why should I prototype?



So why should I use high-fidelity prototypes?

Empathy



12

We've picked out a couple of quotes to illustrate why.

“It has to be realised that experience is very badly understood by observation: the designer has to take part. Nothing is easier than believing we understand experiences we’ve never had”

Matt Webb

<http://schulzeandwebb.com/blog/2007/09/09/the-experience-stack-revisited/>



13

Matt's point here is a really simple one...but so often neglected.

When we design experiences, it's essential that we **participate** in them as much as create them.

This is very much part of the technique we're outlining today: One of the main reasons for building a prototype, is so we can start experiencing.

As can all your stakeholders and colleagues.

“You can’t tell how well something will work until it’s sitting there in your sweaty palm”

Tom Hume

http://www.tomhume.org/2006/02/interaction_des.html



14

Another good example from fellow Brightonian Tom Hume

I love the sweaty palm analogy.

It reminds us of what's really involved when we engage with a product. In this case sweat!

But he's so right, if we want to know how well something's going to work, we need to use it

It's exactly this kind of **visceral** feedback that you can't get from documentation.

Although, you could argue, why on earth would you want Tom Hume's sweat?

Complexity



15

More than anything, we find this kind of thing the most appropriate tool to meet the demands of modern web development.

The Flickr homepage features a large, artistic photograph of a transparent umbrella in the rain, viewed from inside. The Flickr logo is in the top left corner. In the top right, there are "Sign In" and "Create Your Account" buttons, with a note below stating "Only takes a moment with your Yahoo! ID". A yellow button labeled "AND VIDEO" is in the top right corner. Below the main image is a search bar with a "SEARCH" button. A banner at the bottom provides statistics: "2,641 uploads in the last minute · 558,832 things tagged with urban · 3.3 million things geotagged this month · Take the tour". On the left, there's a circular contact list with a "Add George as a contact?" button. In the center, there's a "Upload & organize" section. On the right, there are "Crop, fix, edit" tools and a "Explore..." section with a world map and sample images. A green 3D cube icon is in the bottom right.

[Sign In](#)

[Create Your Account](#)

Only takes a moment with your Yahoo! ID

AND VIDEO

Share your photos.
Watch the world.

SEARCH

2,641 uploads in [the last minute](#) · 558,832 things tagged with [urban](#) · 3.3 million things [geotagged](#) this month · [Take the tour](#)

Share & stay in touch

Upload & organize

Crop, fix, edit

Explore...

Web interfaces are inherently more complex today.

A web page can take many different forms depending on whether the user is say....logged in, or whether they need some extra feedback after interacting with a widget.

Here's the Flickr home page – logged out



Góðan daginn boxman!

Now you know how to greet people in Icelandic!

Flickr News

11 Aug 08 - Flickr's great for exploring photos by photographer, tag, time, text and group, and it's also great for exploring photos by ... [read more news](#)

» [Flickr Blog](#) Great content & latest news, daily!

[Find your friends](#) (or, [invite people](#))

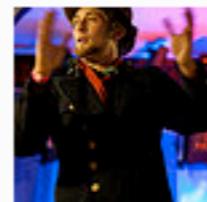
Why? Flickr is so much better when your friends and family are on it. When you log in, their latest stuff is right there, and they automatically see yours. [Send an invitation?](#)

» [Upload Photos or Video](#) (Or, look at our uploading [tools...](#))

» [Your Photostream](#) (**NEW** [comments](#) / [Comments you've made](#))



» [From your Contacts](#)



From [drewm](#)



From [Ms. Jen](#)



From [Ms. Jen](#)



From [Ms. Jen](#)

» [Everyone's Uploads](#) ([Show latest here](#))

» [Your Groups](#)

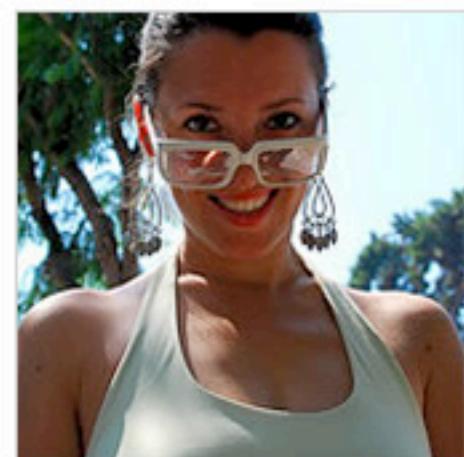
NEW [posts in 4 of your groups](#)



This is the same page but I'm now logged in.

Welcome, Susan

Your carbon footprint is currently **8.06 tonnes/yr**. That's a **reduction** of **0.5 tonnes/yr** since you joined. **Yay!**



It's you →
My brief blog goes in this bit just under my photo purus ipsum, ultricies eget, ves tib ulum nec, adipiscing eu, justo. Donec dui lorem, pharetra vel, dictum vitae.

Your groups

The Hive
Brighton, England

Group Name
Brighton, England

Another group
Brighton, England

▼ All your groups

Here we see edenbee.com.

This is a user's home page or You page.



Welcome, Susan

This is your **you** page, it shows all your goals, carbon footprint timeline, groups, contacts and their activity.

The screenshot shows the 'YOU' page of the edenbee website. At the top, there's a navigation bar with links for HOME, YOU (highlighted in red), GOALS, PEOPLE, and GROUPS. To the right is a search bar and a 'GO' button. The main content area starts with a 'Your photo' section featuring a placeholder image of a bee and a button to 'Add your own photo'. Below that is a 'Your description' section with a placeholder text about lorem ipsum and a 'Add your personal description' button. A large central area contains a 'Your timeline' graph showing monthly CO2 emissions from January to September, with values ranging from -0.66 to -0.48 tonnes. Below the graph is a 'GOALS' timeline with numbered circles (8, 1, 3, 2, 6, 1, 5, 7, 1, 2) corresponding to the months. To the right of the graph is a call-to-action box with a 'Start using your carbon logbook!' button and a 'UPDATE NOW' button with a cursor icon. On the left, under 'Your groups', there's a section for 'The Hive' in Brighton, England, with a 'Find groups' button. In the center, there are sections for 'Your timeline' (with a note about completed goals) and 'Your goals' (with a note about active and recommended goals, and a '+ ADD A NEW GOAL' button). On the right, there's a 'Your current goals' section with a note about setting personal goals and connecting with others, and a 'Latest buzz' section with a note about joining the network. The bottom right corner shows a small 'RSS' icon.

Your photo
[Add your own photo](#)

Your description
[Add your personal description](#)

TONNES OF CO₂

JAN FEB MAR APR MAY JUN JUL AUG SEP

-0.66 -0.65 -0.57 -0.49 -0.51 -0.52 -0.38 -0.61 -0.48

GOALS

8 1 3 2 6 1 5 7 1 2

Your timeline
The graph here will show your carbon footprint over time. It will start updating once you .

Start using your carbon logbook!

UPDATE NOW

Your groups

The Hive
Brighton, England

i Groups are a great way to talk and share ideas. [Discover groups](#) that interest you or why not start your own?

FIND GROUPS

Your timeline
The timeline above will show your completed goals as you mark them off.

Your goals
This space will show a list of your active and any recommended goals.

+ ADD A NEW GOAL

Your current goals

i Make a list of personal goals for reducing your Carbon Footprint and connect with other Edenbees who share the same ambition. [Get inspired](#) by what other Edenbees are doing right now.

Latest buzz

You joined edenbee - yay!
Just now

i Buzz is your way of finding out what's happening in your Edenbee [network](#).

But when you first register, the site looks like this.

The 'newbie' or 'newbee' as we like to call it.

COLLECTION

Category: Shoes

[Clear ▾](#)**TREND**

Flats
Neon
Sherpa
Wedge

PRICE

\$25 - 50
\$50 - 75

COLOR

Black	Pink
Blue	Red
Brown	Silver
Cream	Tan
Green	Wheat
Grey	White
Ivory	Yellow

SIZE

6
6.5
7
7.5
8
8.5
9
10

[Home > Footwear > Shoes](#)[SHOP ROXY DENIM](#)

FREE SHIPPING ON ORDERS OVER \$95

Laguna Script Shoes

457E38

Price: \$59.00

Color:

Size:

Quantity:

[View Full Product Details](#)

[◀ Previous Item](#) [Next Item ▶](#)

Capri Shoes \$65.00

Laguna Script Shoes \$59.00

Piccolo Shoes \$44.00

Modal dialogues...using a 'lightbox' effect.

Analytics Settings | View Reports: www.clearleft.com

My Analytics Accounts: Clearleft

Dashboard

► Saved Reports

Visitors**Traffic Sources****Content****Goals****Settings**

✉ Email

Help Resources

(? About this Report

(? Conversion University

(? Common Questions

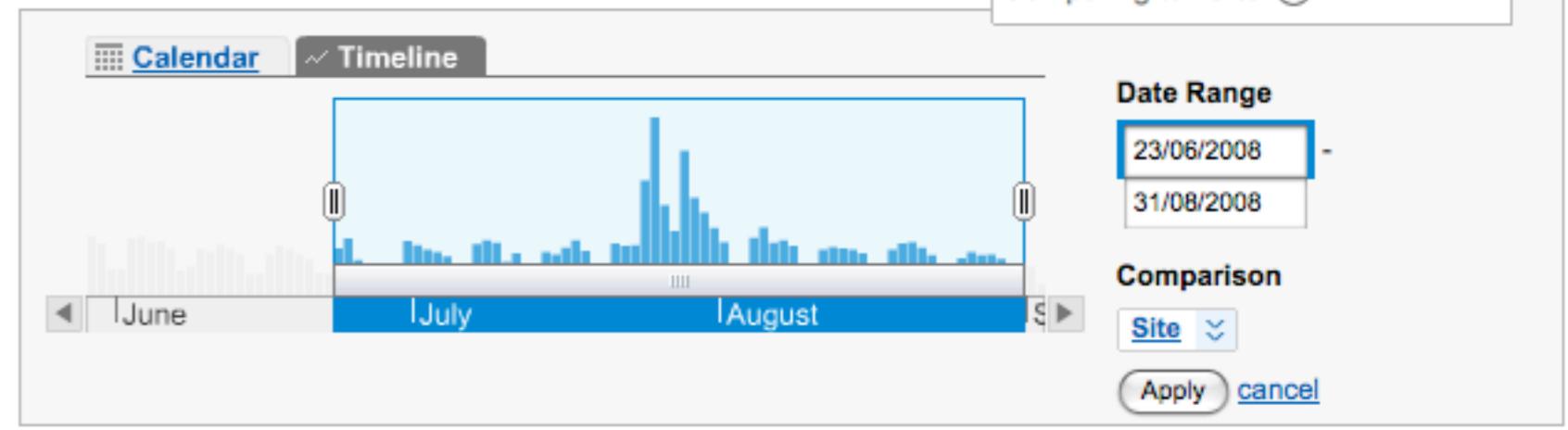
Dashboard

Export

Email

2 Aug 2008 - 1 Sep 2008

Comparing to: Site ?

**Widgets**

Complexity



22

This means that building one representative user path through a website is no longer good enough. We're building a range of experiences here, not just one idealised version.

But capturing this kind of diversity in the form of paper wireframes is kind of hard work.

The number of wireframes (and the effort that would need to go in to that) makes them redundant as a tool for communicating concepts.

Possibility Space

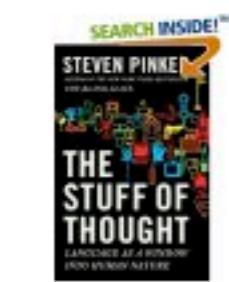


23

As well as complexity, we are seeing richer, more engaging interfaces.

Consider something as pervasive as amazon.

Something that our Mums and Dads use

Customers Who Bought This Item Also Bought

[The Stuff of Thought: Language as a Window into Human Nature](#) by Steven Pinker

\$19.77
[More like this ▾](#)



[Proust and the Squid: The Story and Science of the Reading Brain](#) by Maryanne Wolf

(20) \$10.17

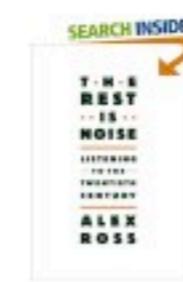
[More like this ▾](#)



[How to Talk About Books You Haven't Read](#) by Pierre Bayard

(25) \$13.57

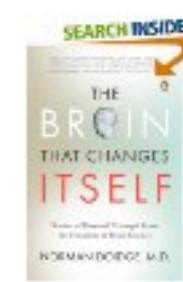
[More like this ▾](#)



[The Rest Is Noise: Listening to the Twentieth Century](#) by Alex Ross

(49) \$19.80

[More like this ▾](#)



[The Brain That Changes Itself: Stories of Personal Triumph and Tragedy](#) by Norman Doidge

(85) \$10.88

[More like this ▾](#)



Amazon provides an entirely different experience for each user

What Do Customers Ultimately Buy After Viewing This Item?



89% buy the item featured on this page:

Proust Was a Neuroscientist ★★★★☆ (26)

\$10.17



5% buy

[Proust and the Squid: The Story and Science of the Reading Brain](#) ★★★★☆ (20)

\$10.17



3% buy

[Musicophilia: Tales of Music and the Brain](#) ★★★★☆ (76)

\$17.16



2% buy

[This Is Your Brain on Music: The Science of a Human Obsession](#) ★★★★☆ (105)

\$10.20

[Compare these items](#)

[Explore similar items](#)



(As long as you're logged in) your experience is shaped by a whole range of tools that capture user behaviour.

Ratings, tags, collaborative filtering.

Sell a Digital Version of This Book in the Kindle Store

If you are a publisher or author and hold the digital rights to a book, you can sell a digital version of it in our Kindle Store. [Learn more](#)

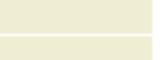
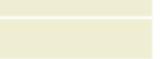
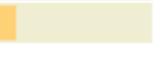
Rate This Item to Improve Your Recommendations

[Sign in](#) to rate this item

 I own it

Customer Reviews

26 Reviews

5 star:		(19)
4 star:		(1)
3 star:		(1)
2 star:		(1)
1 star:		(4)

Average Customer Review

 (26 customer reviews)

Share your thoughts with other customers:

[Create your own review](#)

Most Helpful Customer Reviews

50 of 71 people found the following review helpful:

 **A fine, fine little book....**, November 5, 2007

By [S. Hutton "Scott Hutton"](#) (Hartsdale, NY USA) - [See all my reviews](#)

REAL NAME™

This review is from: [Proust Was a Neuroscientist \(Hardcover\)](#)

Don't buy this book if you're looking for some new definitive something or other regarding Proust. Marcel gets only one chapter, but what a fine chapter that is.

Most Recent Customer Reviews

 **Refreshing**

I loved it. It made me look at arts, science and philosophy through a new window. The style is engaging, clear and dynamic.

[Read more](#)

Published 1 month ago by Bohemian Scientist

 **I LOVED IT!**



And the whole experience is shaped through an underlying algorithmic architecture.

Customer Discussions Beta (What's this?)

New! See recommended Discussions for You

This product's forum (1 discussion)

Discussion	Replies	Latest Post
Art anticipates science	0	September 2007

[See all discussions...](#)[Start a new discussion](#)**Active discussions in related forums**

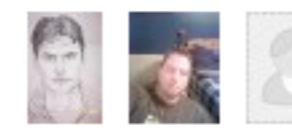
Discussion	Replies	Latest Post
science		
INTELLIGENT DESIGN: Hypothesis+Prediction+Mechanism = SCIENCE	6116	2 minutes ago
science		
My Dog Has No Face and It's a Government Cover Up (and other strange phenomena)!!!	104	15 minutes ago
science		
Will science ultimately lead us back to God?	850	15 minutes ago
science		
A hard question for the Darwinian	260	19 minutes ago
science		
dino feathers.	9	23 minutes ago
science		
My challenge to the various creationists around here	495	31 minutes ago
science		
Gravity is just a theory, Intelligent Falling = Science	23	1 hour ago
science		

The Science communityLatest activity
8 minutes ago

5,633 customers have contributed 5,888 products, 637 discussions and more...

[Explore the community](#)**The Mind community**Latest activity
1 day ago

901 customers have contributed 709 products, 89 lists & guides and more...

[Explore the community](#)**The Neuropsychology community**Latest activity
1 day ago

310 customers have contributed 306 products, 7 lists & guides and more...

[Explore the community](#)**Explore related forums**

mind (1 discussion)



GO!

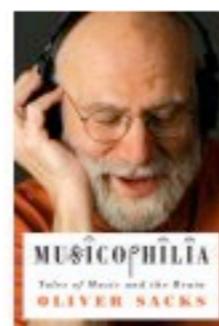


Every time the user visits amazon, the site creates a 'space' for the user to explore.

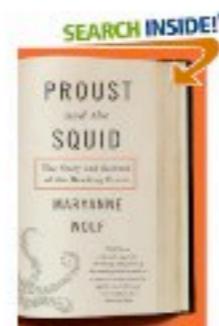
Your Recent History ([What's this?](#))**You have no recently viewed items.**

After viewing product detail pages or search results, look here to find an easy way to navigate back to pages you are interested in.

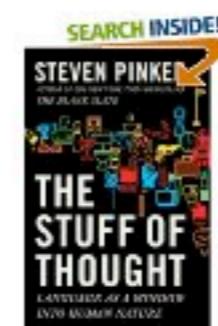
Look to the right column to find helpful suggestions for your shopping session.

Continue shopping Customers Who Bought Items in Your Recent History Also Bought:

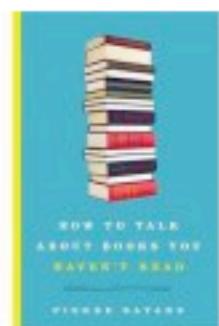
[Musicophilia: Tales of Music and the Brain](#) by Oliver Sacks



[Proust and the Squid](#) by Maryanne Wolf



[The Stuff of Thought: Language as a Window into Human Nature](#) by Steven Pinker



[How to Talk About Books You Haven't Read](#) by Pierre Bayard

Recent Searches

[proust was a neuroscientist](#) (All Products), [proust was a neuroscientis](#) (All Products)

› [View & Edit Your Browsing History](#)



That's different for everyone.

Different navigation and content.

So exactly how many user paths is that?

Wireframe that!

Incidentally, I wanted to show you the entire page, but this is how long it...



Please don't think I'm holding amazon up as a bastion of great information architecture.

As my colleagues will tell you, I'm constantly stunned that this interface is still alive.

(And i use it)

It seems to come from the Ling's Cars school of Information Architecture.

You have seen the Ling's Cars site right?

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes



LINGSCARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE



I prefer email to phone ☺
sales@LINGsCARS.com
T 0191 460 9444
F 0870 486 1130
World HQ, Vance Bus Pk
Gateshead, NE11 9NE

CAR and VAN PRICES - have a look...

INFORMATION - have a think...

ACTION - have a go!

BUSINESS
CAR PAGE

PRIVATE
CAR PAGE

VANS
AND
PICKUPS

GET
P/X
PRICE

Step
by step
guide

HELLO!
I am
Ling

Ling's
tips &
hints!

1011
letters!
Big page!

172
PRESS
Items!

Get unlisted car
QUOTE!

ORDER
a car now!



Click HERE for a QUOTE request



...what you
want?

CREDIT CHECK?
DIY, free, HERE

my BLOG!

RSS/XML
feed-Wah!



JAM AWARDS
2008

ENVIRONMENTALIST

ENVIRONMENTALIST

ENVIRONMENTALIST

Office
CCTV
LIVE



WEAR & TEAR
GUIDE HERE

Play with
my customers!
...interactive map toy
Ling-google Maps



Office hours:
1to1 Ling
live chat:



Click for Live Chat

CHEAP
car Insurance:



Click
HERE

MY BUS
HERE



weekly fuel costs
displayed for EVERY SINGLE CAR



NEW Vauxhall Astra
5-Door Hatch
1.9 CDTi (150bhp) SRi
Hatchback 5dr 1910cc
MORE INFO £194.99/month
(plus VAT)

World Famous CHOP-GEAR TV



CAR-U-LIKE-ATOR
cars by pot-luck!

2008
LINGSCARS.com
RALLYCROSS OPEN CHAMPIONSHIP

PERSONAL CAR
PRICE
LIST

Automatic email updates
KEEP YOUR EYE ON A CAR
click here!
BE THE 1st TO KNOW
knowledge is power - BACON & LING

CALLING ALL VISITORS!
I am human being, not robot!
Office hours: Mon-Fri 9 to 6
...after 6pm I packing noodles!
...online
chat is great!
...who chatting
next, I wonder?

Ling Tube
Broadcast Herself™

FIX YOUR CAR COSTS! ...beat risky car loans!

LING!



Building a
good website



Website
comments

My work
mantra



Sales stats
and figures

5 Easy steps
to new car

Mongol Rally
FULL STORY!
Car
SITES

Missile
Truck

"FAB"- Kim
Jong Il

I have this little tool for taking screen-grabs on my mac.

The screengrab was 15MB.

It was 52000 pixels high.



31

Here it is.

Honestly.

I know I'm digressing now -- apologies -- but what is so funny about this website is this page [click the image]:

<http://www.lingscars.com/feature/website.php>



Possibility Space

32

Back to possibility space.

So what do we mean by this pretentious term?

Well it has nothing to do with Ling's Cars. I don't think.

Going back to today's Amazon experience: we're looking at a space explored by a user, perhaps not infinitely variable, but one that does contain a multitude of possible paths -- too many variations.

Much like a game.

And in fact, this term 'possibility space' is most often associated with a certain game designer.

Spot quiz....anyone know who I'm talking about.



33

Will Wright. Creator of Sim City, The Sims, Black & White and apparently Spore.

I don't think it's any coincidence that people are talking about the parallels between games and modern websites.

Modern interfaces can learn a lot from games and their ability to enable the possibility space.

<http://www.flickr.com/photos/mbiddulph/422341071/sizes/l/>

Possibility Space



34

If we think about it within an Information Architecture context, it could be argued that traditional IA is concerned with **controlling or at least limiting** the possibility space.

Huge generalisation but essentially, we identify a number of user paths/scenarios and then design for them (and them only)

But as the amazon interfaces demonstrates, there are too many variables for this kind of approach.

Think about how many wireframes we'd need.

And we're not just talking about Amazon here. The new Facebook UI -- another site with mass adoption...

facebook[James Box](#) [Friends](#) [Applications](#) [Inbox 1](#)[Home](#) [Settings](#) [Logout](#)

James Box

[Wall](#) [Info](#) [Photos](#) [Boxes](#)

Add a new tab

[Update Status](#)[Share Link](#)[Add Photo](#)

What are you doing right now?

August 28

James is now friends with Aspasia Della

August 24

James is now friends with Matt Harris. 1

August 21

James is now friends with Melanie Roberts. 7:14pm - Comment

James commented on Matt James Ford's photo. 2:31pm

[View Photos of Me \(21\)](#)

Write something about yourself.

Networks:

Brighton and Hove

Relationship Status:

Married to
Sarah BoxBirthday:
April 27, 1975[Friends](#)

“Normal everyday people are becoming information architects, and companies like Facebook are giving them the tools to play with the navigations and structures of their own data. Pretty cool.”

Christopher Fahey

http://www.graphpaper.com/2008/05-22_facebook-businessweek-and-me



36

We're designing experiences not just pages, so we need to use tools and models that can accommodate this kind of emergent behaviour.

This is kinda uncomfortable for some IAs!

And this was another reason which led us towards our approach for prototyping.

Behaviour



37

It's also worth thinking about this from an interaction design perspective as well as information architecture.

Traditional, static wireframes (such as Visio) are less concerned with the **behaviour** of an interface. Especially if they're paper based.

What do we mean by behaviour here?

The best illustration is through Ajax-like interfaces.

I assume everyone knows what I mean by Ajax, but simply put, it allows websites to update without having to reload the page.



38

As soon as you start updating web pages without page refreshes, you lose the native feedback mechanisms of the browser.

So we start to see things like ‘loading animations’ while AJAX handles the communication with the database in the background.

Behaviour is so important that people are selling t-shirts with it on.



hey ! This service is Web 2.0 !

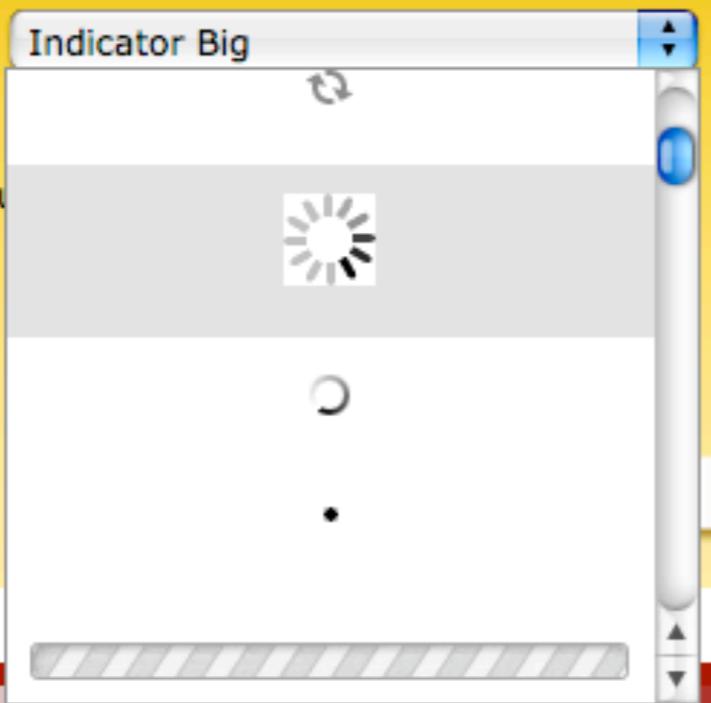


Generator

Indicator type : **Indicator Big**

Background color : #
 Transparent background

Foreground color : #



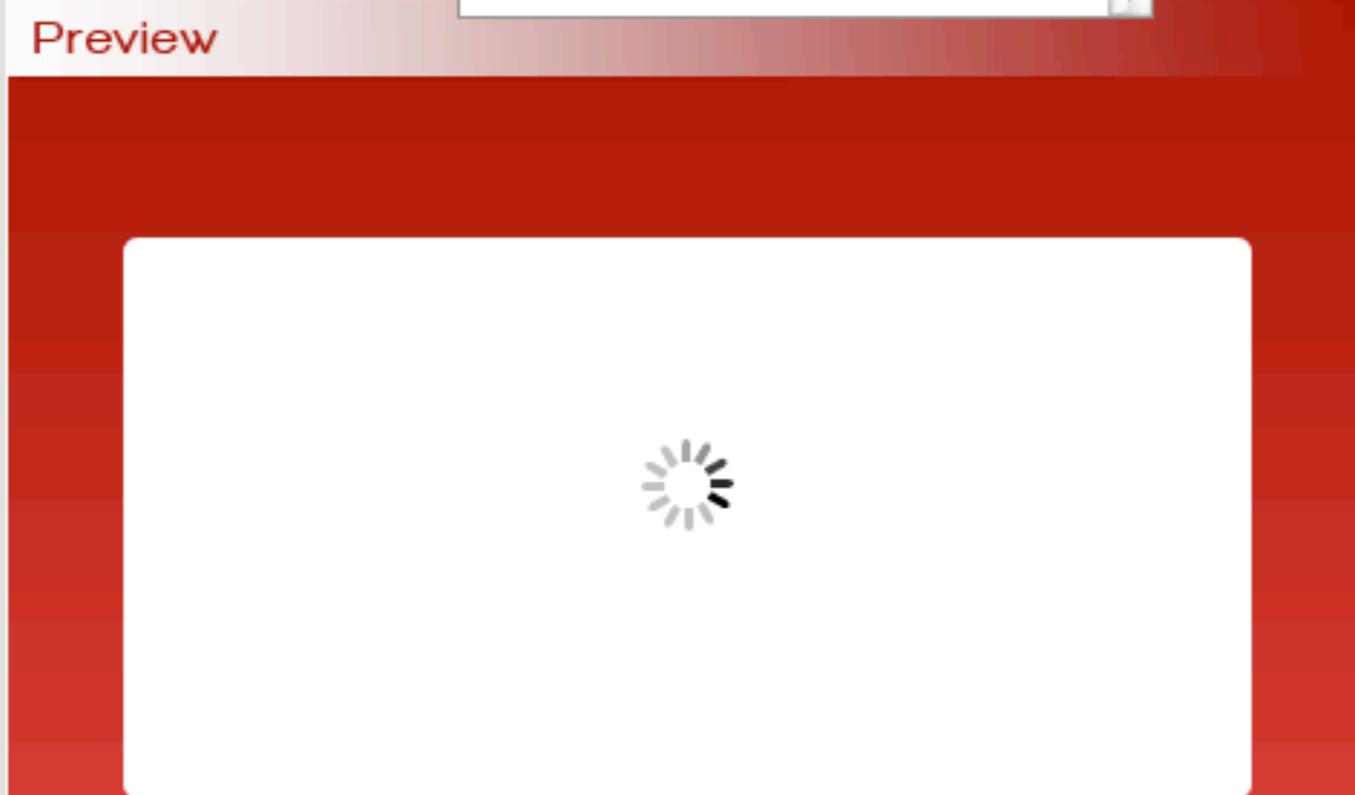
A preview area shows a red rectangular container with a white center containing a small, dark gray "Indicator Big" loading icon.

Advertisement

[Open Source Ajax](#)
The Leading Open Source
Ajax Framework for Enterprise
Java
www.icefaces.org

[A V](#) Ads by Google

Preview



Top 10

There are even tools out there for generating loading animations...

Behaviour



40

We're clearly in a time when micro-interactions are fundamental to a user's experience

We're not just talking about a mouse click, we're talking about ALL the various events on a page

- mouse over (hover)
- blur
- focus
- even OS like interaction like drag and drop.

Traditional tools such as Visio aren't really built to capture this kind of stuff effectively.

There are of course ways of representing this stuff via paper (show video? <http://www.youtube.com/watch?v=GrV2SZuRPv0>)

But this is a long way from how the user will actually experience this within your final product.

And of course, once you're finished with paper...you pretty much throw it in the bin (or recycle it). There's very little if any way of 're-using' it.

But as we hope to demonstrate prototyping this stuff using native browser technologies isn't that hard.

The goal of a project is not to produce documentation



41

This is best exemplified when we think back to the functional specification story we mentioned earlier.

[This is really about using the prototype as a better FS]

“There’s nothing functional about a functional spec”

http://gettingreal.37signals.com/ch11_Theres Nothing Functional about a Functional Spec.php



42

37Signals have nailed this in their Getting Real book.

And at the risk of plagiarising, I think it's worth running over the key points they make:

“Functional specs are fantasies”

http://gettingreal.37signals.com/ch11_Theres Nothing Functional about a Functional Spec.php



43

“They don’t reflect reality. An app is not real until builders are building it, designers are designing it, and people are using it. Functional specs are just words on paper.”

“Functional specs are about appeasement”

http://gettingreal.37signals.com/ch11_Theres Nothing Functional about a Functional Spec.php



“They’re about making everyone feel involved and happy which, while warm and fuzzy, isn’t all that helpful. They’re never about making tough choices and exposing costs, things that need to happen to build a great app.”

“Functional specs only lead to an illusion of agreement”

http://gettingreal.37signals.com/ch11_Theres Nothing Functional about a Functional Spec.php

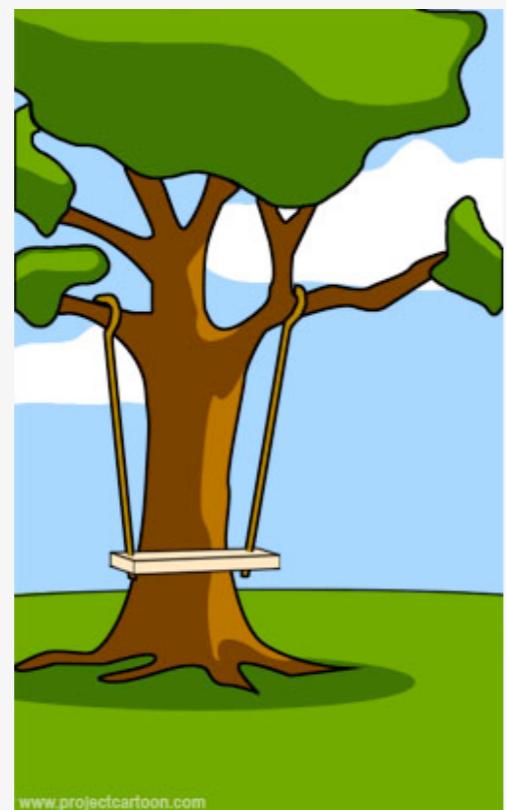


45

“A bunch of people agreeing on paragraphs of text isn’t a true agreement. Everyone may be reading the same thing but they’re thinking something different. This inevitably comes out later on: “Wait, that’s not what I had in mind.” “Huh? That’s not how we described it.” “Yes it was and we all agreed on it — you even signed off on it.” You know the drill.”



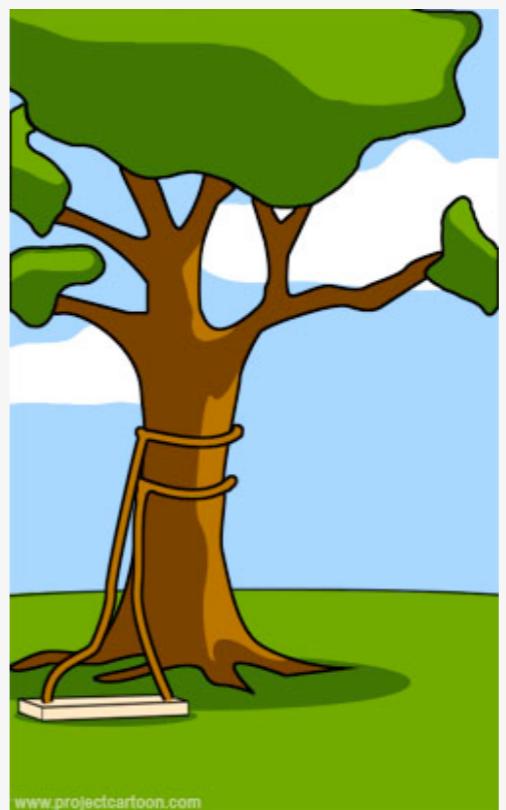
How the customer explained it



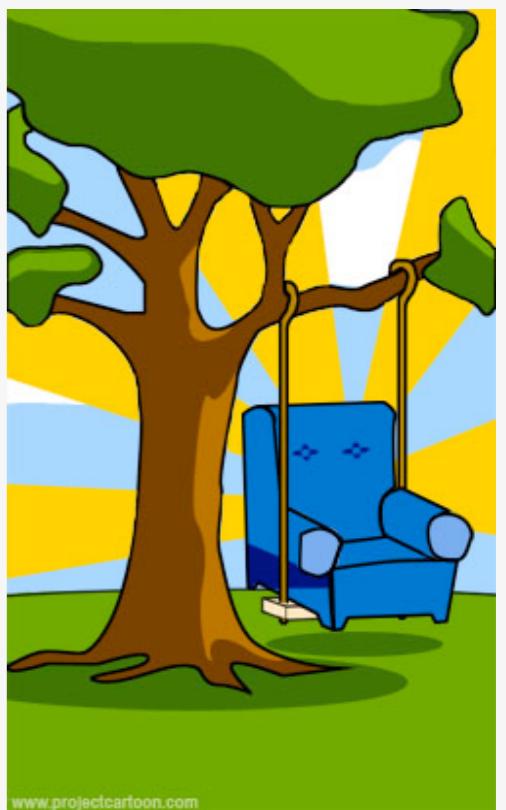
How the project leader understood it



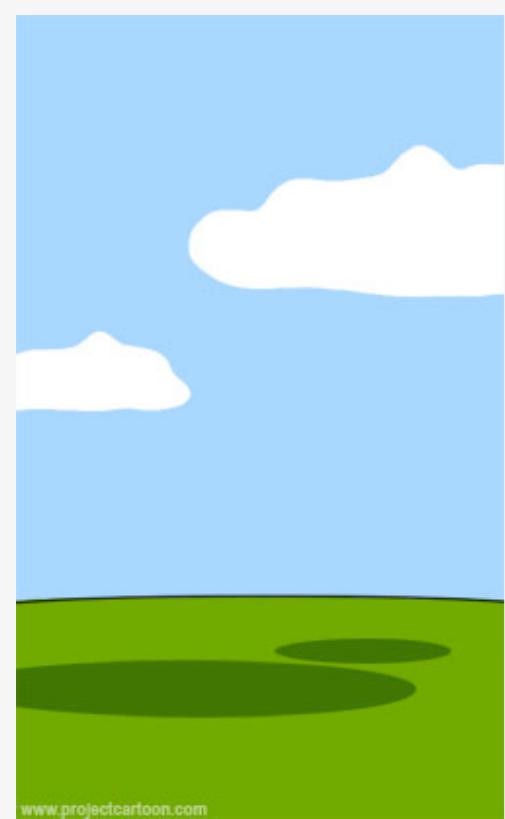
How the analyst designed it



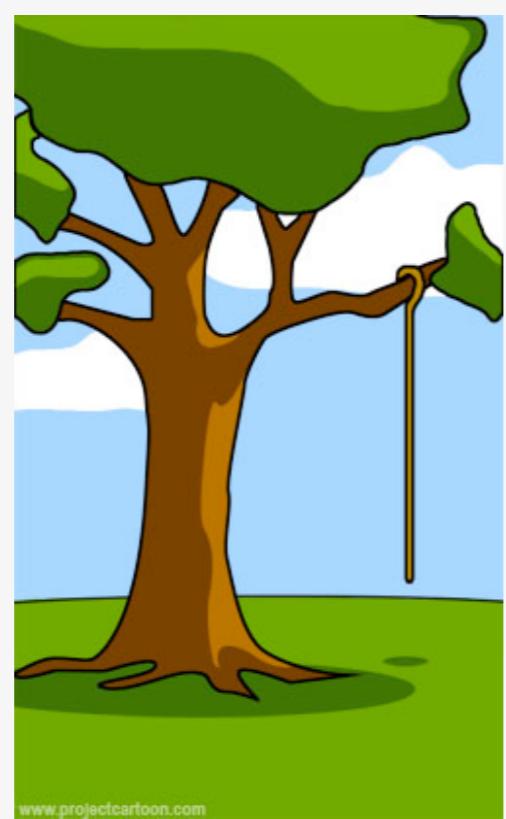
How the programmer wrote it



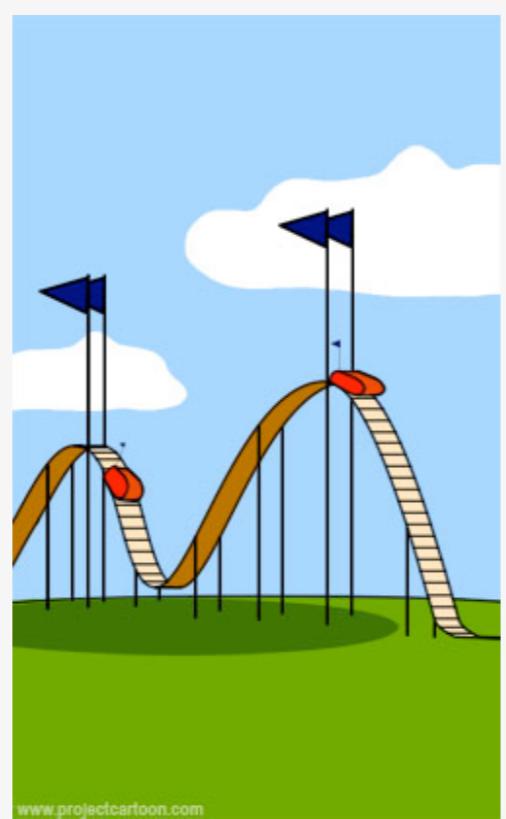
How the business consultant described it



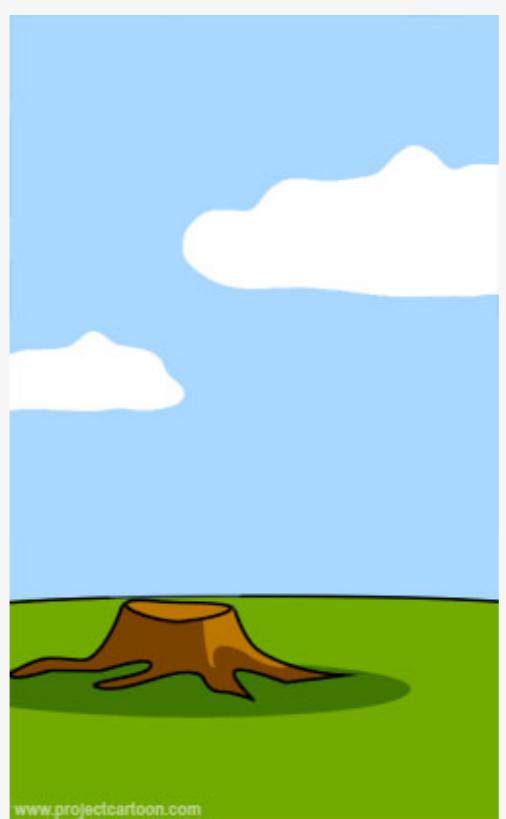
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

I guess you've all seen the 'How Project's Really Work' cartoon which really illustrates this point.

Make your own at <http://www.projectcartoon.com/>

“Functional specs don’t let you evolve, change, and reassess”

http://gettingreal.37signals.com/ch11_Theres Nothing Functional about a Functional Spec.php



47

“A feature is signed off and agreed on. Even if you realise during development that it’s a bad idea, you’re stuck with it. Specs don’t deal with the reality that once you start building something, everything changes.”

Again, this is a **process of design**.

Of course, this is something that the agile manifesto addresses. We’re going to spend some time talking about towards the end of the day.

In conclusion: The great thing about an interactive prototype is that you can still use them as a tool for reaching consensus – they work for everyone on the project team as well as customers – but they are living artefacts that grow and evolve with the changing needs of the project.

It’s so important that they are framed this way.

(Rich’s story about programmers loving wireframes but then not being able to resist but using them as a foundation for a FS)

The goal of a project is not to produce deliverables



48

So as you might have detected, a reoccurring theme of today's workshop is that prototypes should be treated as a **design tool**.

Not as deliverables for your client to 'sign-off'. The metaphor of 'delivering' has the wrong connotations.

**“...the process and act of creating
‘deliverables’ is more important than the
deliverables themselves”**

D. Keith Robinson

http://www.andybudd.com/archives/2008/02/design_artefact/



49

Deliverables should exist **primarily** to document design decisions and not to achieve consensus.

After all, it's not wrong to admit there are things we ‘don’t know (yet)’...

**“As we know,
There are known knowns.
There are things we know we know.**

We also know

**There are known unknowns. That is to say
We know there are some things
We do not know.**

**But there are also unknown unknowns,
The ones we don’t know
We don’t know.”**

Donald Rumsfeld



50

As Donald Rumsfeld so elegantly noted!

We need to avoid falling into the trap in which we pretend we know all the answers (to the unknowns).

“If you team succeeds all the time, then fire them. They’re not trying hard enough and being too conservative. You have to reward mistakes, just not stupidity.”

Bill Buxton

Sketching and Experience Design, BostonCHI, November 2006



51

As this quote demonstrates, we need to embrace mistakes in design.

It's a formative process. But deliverables are generally perceived as summative.

Design is an iterative process. Deliverables suggest we have ‘finished’.

Deliverables can often work contrary to this and instead become project management crutches.



52

Passive approval

The approach we prefer is a much more relaxed attitude to ‘sign-off’ and deliverables.

One of ‘passive approval’.

Sounds a bit NLP doesn’t it?

But it’s one that complements an iterative design process.

In order to make this work, we really need regular, communication with our clients.

As well as a common understanding on how these things work.

Interestingly agile has this attitude baked-in.

Usability testing



53

You may have noticed, we like usability testing at Clearleft!

let's think back to Matt Webb's quote...

“It has to be realised that experience is very badly understood by observation: the designer has to take part. **Nothing is easier than believing we understand experiences we've never had”**



54

“Nothing is easier than believing we understand experiences we've never had”

But this is not just about designers and stakeholders participating, it's about real users.

Usability testing is such a fundamental reason for us adopting this approach.

In fact it I'm sure if Rich and I could pick one reason for taking this approach it would be this one.

[Show testing video]

We think this is so important that we've dedicated some of the talk at the end of the day to ways of incorporating this in to your process.

Beware...the omens of doom



55

So that was the philosophy behind this stuff

That's right this is the design technique to cure all world-ills, the panacea of web design.

Let's consider this quote from our friend Bill Buxton again...

“There is no such thing as a low fidelity or high fidelity prototype – only the right or wrong prototype.”

Bill Buxton

The Design Eco-System or How Can We Design Great Products if we don't First Design our Environment?,
Interaction08



56

It's an incredibly important point Buxton is making.

Simply put, before jumping in to this stuff, ensure it's the **appropriate** tool for the job.

Your ten page content driven blog may not warrant this level of fidelity.

But if the factors we're outlined this morning resonate with the job in hand, it's probably going to work for you.

Build a prototype, not a website



57

Another factor here, is to make sure they're still appropriate throughout the design process.

What do I mean by this?

Well this comes back to a mistake I've found myself making several times with this job.

Make sure you're using these techniques to solve problems.

Prioritise the stuff that warrants this level of fidelity and work on that first [share my prioritisation technique]

Don't spend time on stuff that is already universally understood.

As web designers, I know we've found ourselves guilty of doing this. It's easy to target the simple stuff. Everyone wants something shiny, but this isn't how we get value from this technique

Once you've solved the design challenges, you will start to experience **diminishing returns**.

Dealing with objections



58

So hopefully we're here now...we understand the benefits...we understand what to look our for...now we need to convince our peers.

And more importantly our clients!

Visual design

- “You shouldn't be designing the layout...that's my job...that's where the magic happens”
- “Ok, I get it....so you just want me to paint by numbers.”



59

Involve everyone early. Design collaboratively.

Rate my Area vs Edenbee story

[screengrabs?]

Fit energy saving lightbulbs

An average household spends around 18% of its electricity budget on lighting. Using low energy lighting can reduce the amount of energy used in lighting your home by around 50% if all bulbs are replaced. Best of all they last up to 12 times longer than ordinary bulbs and save you money.

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I bought my first energy saving bulb last week. I stood for ages looking at the bulbs in the supermarket before taking the plunge, as I have little money right now, the 19p light bulb was calling, but in the end I went with my heart and spent nearly £3 on an energy saving one. It something I want to do, and will try to replace others with them as they blow. The one I got cannot be used on dimmer switches, which is fine in the bedroom, but in the living room I have dimmers.

Can I get ones to use in those lights? It was a bit of a shock once I replaced it, as I wasn't aware of the little delay in it coming on and the colour change that occurs. I'm not sure I really like the light it gives off as much as a regular bulb, but I figure the planet is worth it!



by [Username](#) 1 day ago

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Bill's is a unique cafe and produce store created by a team of people who are passionate about food.

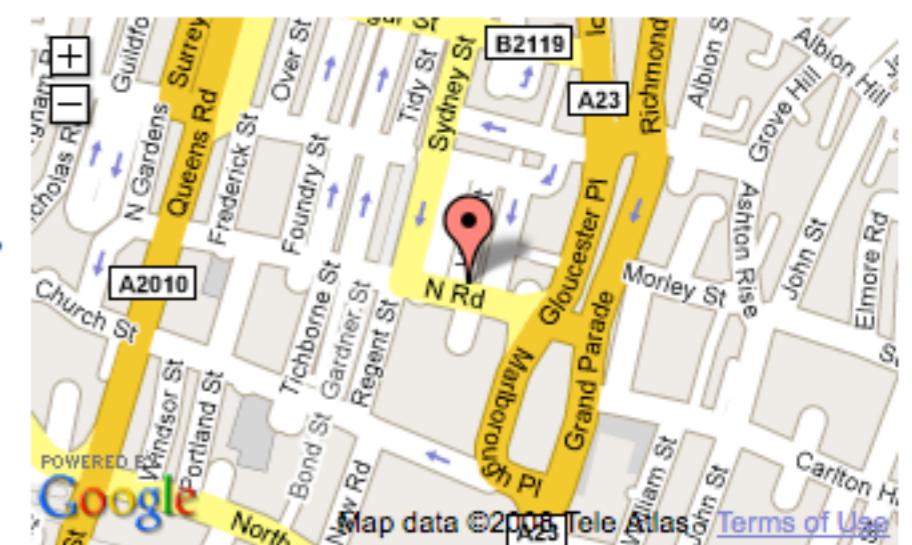
Unlike anything that exists in the U.K, Bill's offers a wonderful shopping and eating environment, incorporating a cafe, fresh and organic fruit and vegetables, herbs, flowers, plants, groceries, hampers, and an outside catering and delivery service all under one roof.

Inside the store you'll find fruit, exotic vegetables and flowers stacked up alongside an array of alluringly colourful homemade cakes, pizzas, quiches, pies and sandwiches.

There is a wide choice of ever changing desserts and salads as well as made to order juices, smoothies, milkshakes, coffees and teas that are all available to eat in or take away.

2 for 1 offer!

Buy any large coffee between 8am and 11am and pick a free pastry. Offer runs from 2 March - 30 April 2007.



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Bill's recommends...

[Dave's cafe](#)[Lloyds Cash Machine](#)



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Promote Your Business

Homepage

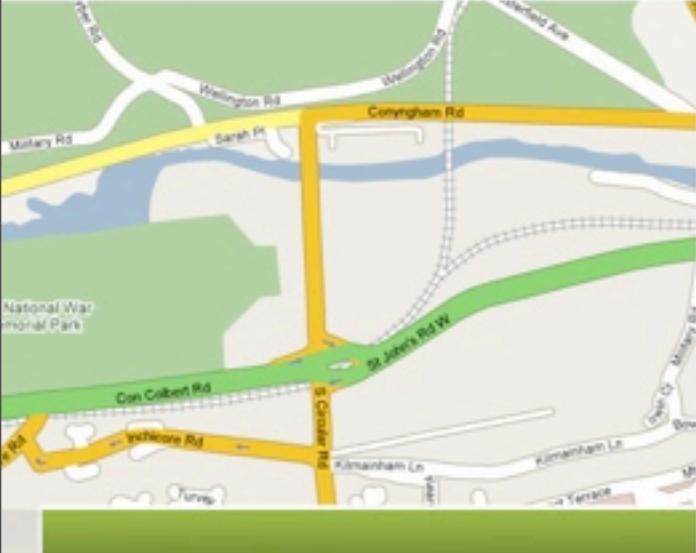
People

Groups

What?

Where?

Search



Bourgeois Pig

109 South Circular Road,
Leonard's Corner, Dublin 8,
Ireland

4.1km from you

Rating ★★★★☆ from
2 reviews

Pubs & Restaurants - Ballsbridge, Dublin

Listing owned by [Frances_B](#)



[Add your own photo](#)

Phone:

01234 567890 [Free Call](#)

Fax:

01234 567890

Parking:

Lorem ipsum dolor sit amet

Website:

www.bourgeoispig.com

Hours:

Day	Opening	Closing
Sun	7am	2am
Mon	7am	2am
Tues	7am	2am
Weds	7am	2am
Thurs	7am	2am
Fri	7am	2am
Sat	7am	2am

Reviewers say we're...

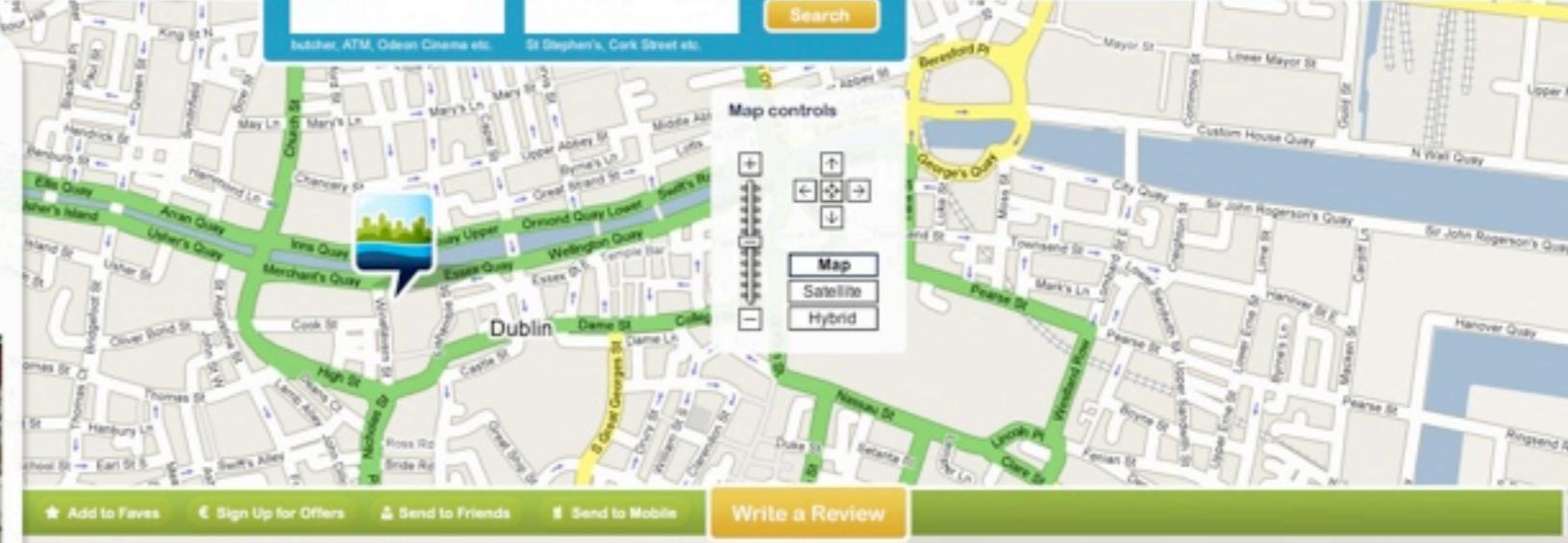
[Friendly, Pretentious, Good service.](#)
[Coffee, Favourite, Small, Non-smoking.](#)
[Friendly, Pretentious, Good service.](#)
[Coffee, Favourite, Small, Non-smoking.](#)

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The Bourgeois Pig - regulars truncate it to "the Pig" - can rightfully claim to have been the first bar/cafe in Lawrence (at least in post-Speak Easy times) to combine the wonders of alcohol, fine coffee and fine atmosphere into one place.

Granted, it's a small environment - on crowded nights you might think you're in Tokyo - but if you're looking for literary works, smooth bartenders, overly smart undergraduates, great drinks and a clientele likely to have made movies or written books or both, this is the place. There's art on the walls - good art usually - and related openings nearly every month. The Pig's first show featured shotgun paintings by William Burroughs.

2 for 1 offer

Buy any large coffee between 8am and 11am and pick a free pastry.

Offer runs from 2 March - 30 April 2007.

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Reviews for Bourgeois Pig

Bourgeois Pig was [first reviewed](#) by [Andy Budd](#) on 2 August 2006.

[One Paston Place reviewed](#)

[Write a Review](#)



Jeremy Keith is writing a review

Your rating

Your review

Tags

Tags are keywords that allow you to describe your review and make it easier to find later.
e.g. fun, cheap, romantic. Separate each tag with a comma.

[Post my Review](#)

Developers

- “Cool. So we build the final site on top of the prototype?”



64

In our experience, developers normally like this stuff.

It gives them the opportunity to begin earlier: database design, identifying patterns (includes)

Rather than objections, we need to make it clear why the prototype code shouldn't become the basis for final templates.

Highlight at this stage, how the prototype acts as a design tool. The focus is not on code, but solving problems. We don't address browser compatibility, accessibility etc so the code will not be production quality.

Clients

- Easier to ‘sell’ interactive wireframes
- Regular involvement
- Ongoing view on the design process
- Feel the website early on



In our case as a design consultancy, if clients have an issue about wireframes, it's about cost. So it's easier to sell interactive wireframes to clients.

Divide in to teams



66

Based on Primary Roles
Get developers to stand together
Get IAs to stand together
Get visual/graphic designers to stand together
Get project managers etc. to stand together
Then go to each group and split up into teams 1–6.

The Joy of Paper



67

Important step before hi-fi wireframes

By paper we don't mean Visio, we mean physical items such as Post-its, pencil sketches

It's about getting your requirements and ideas down and sorting them out

Just as important as the later parts, if not more so, as it will often will allow you to cherry pick or at least prioritise the stuff that does need prototyping.

Benefits



68

- Biggest benefit is that's lo-fi and that means FAST
- Sketches and Post-its are disposable which lends to being ITERATIVE
- Conducive for collaborative working
- But keep a camera nearby. Take pictures of each iteration. Don't be afraid to share these with a client. It will help you in the future when discussing and referring back to earlier thought.

Identify → List → Cluster → Sketch



69

There's a process.

Get the requirements and ideas, sort them out then think about how they would manifest themselves in an interface.

We'll explain each step and then we'll do a group exercise.

Identify



70

- Identify the first-order objects. The primary things the site or application is about.
- Think of these as views rather than pages.
- eg. Flickr: photos, profiles, groups (tags?)
- What views on the system are the most important? This is really important if you're going to charge by time. In the same way Agile stacks user stories, this allows you to concentrate on the hard bits first.
- Share this list with your client/stakeholders. Being transparent about how you work will endear you. Often good as a Writeboard – means you can link them to the wireframed views later down the line.

List



71

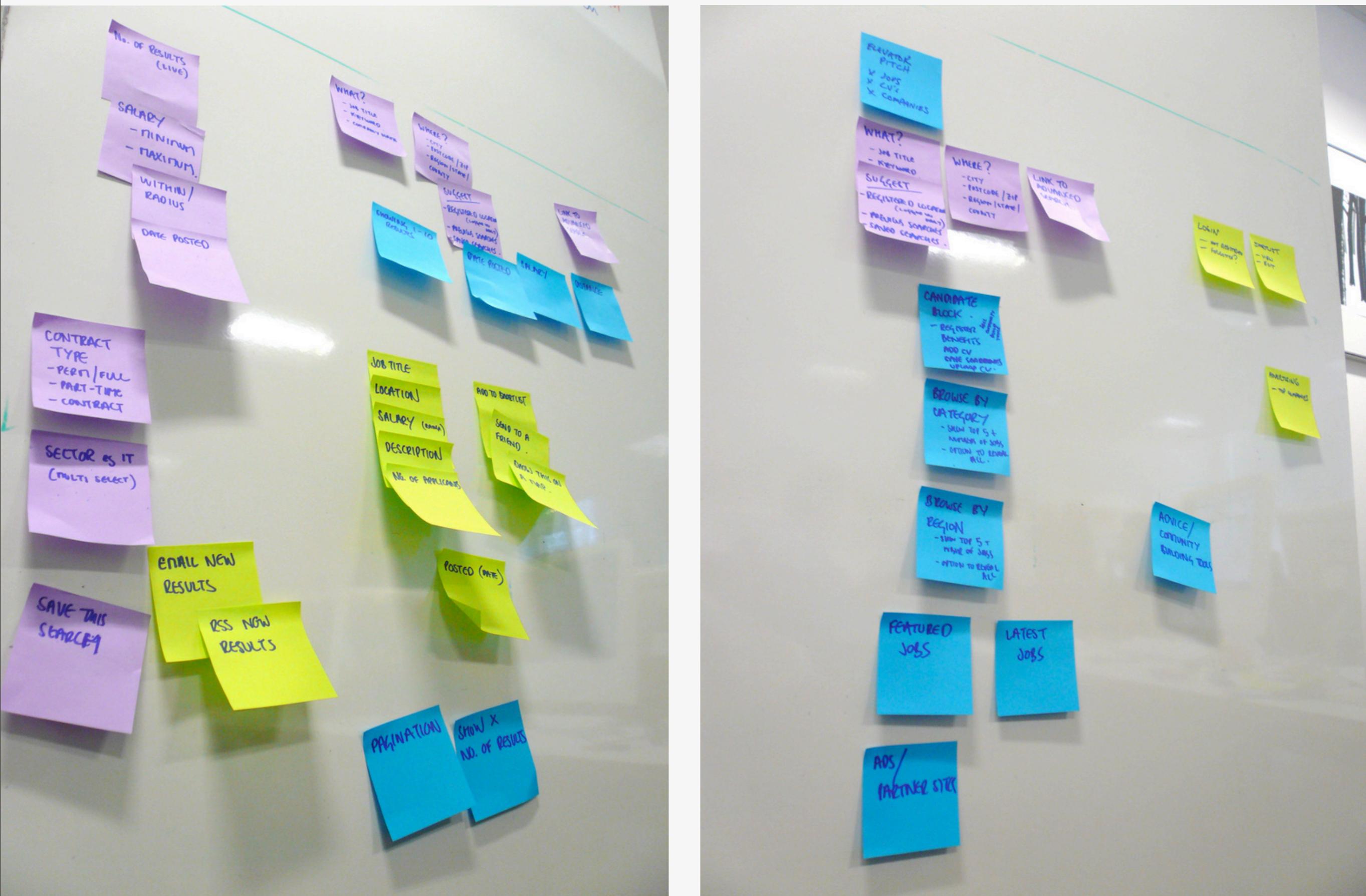
- Take one of the views and list out everything that should or could be on that page.
- Base your list on personas, competitive analysis, research, etc
- Think about user stories and focus on extracting goals.
- Just write it down on Post-its (ONE colour). Get everything down – this is like a mind sweep.
- Forget labels, taxonomies and pattern matching.
- Humans are great pattern matching machines. IAs are even better. In fact, seeing a pattern we delight in discovering it, tracing it and then seeing it reoccur. However tempted you are to start grouping, DON'T. Certainly at this stage. Trust me you don't want these variables at this stage.
- If you surface page furniture, chuck it in there, but don't necessarily separate it.
- This may need several iterations...some times the functionality is rather high-level and needs to be broken down.
- Variations should be encouraged. Don't get wedded to this stuff. We want to encourage exploration.
- Or...try letting different people lead on each go.
- Or...do a 5 minute sprint individually. And then reconvene. You may have some interesting tensions....but the idea is to deal with these now...not when the UI has been fixed.

Cluster



72

- Now's the time to find patterns.
- Group together your items and prioritise, but don't think too much about the layout or interface.
- By all means look for potential includes...header, footer, nav.
- Again, try different approaches.
- Don't necessarily think of it in a browser. Prioritise just be top to bottom. Or left to right if that allows you to separate this from an interface.



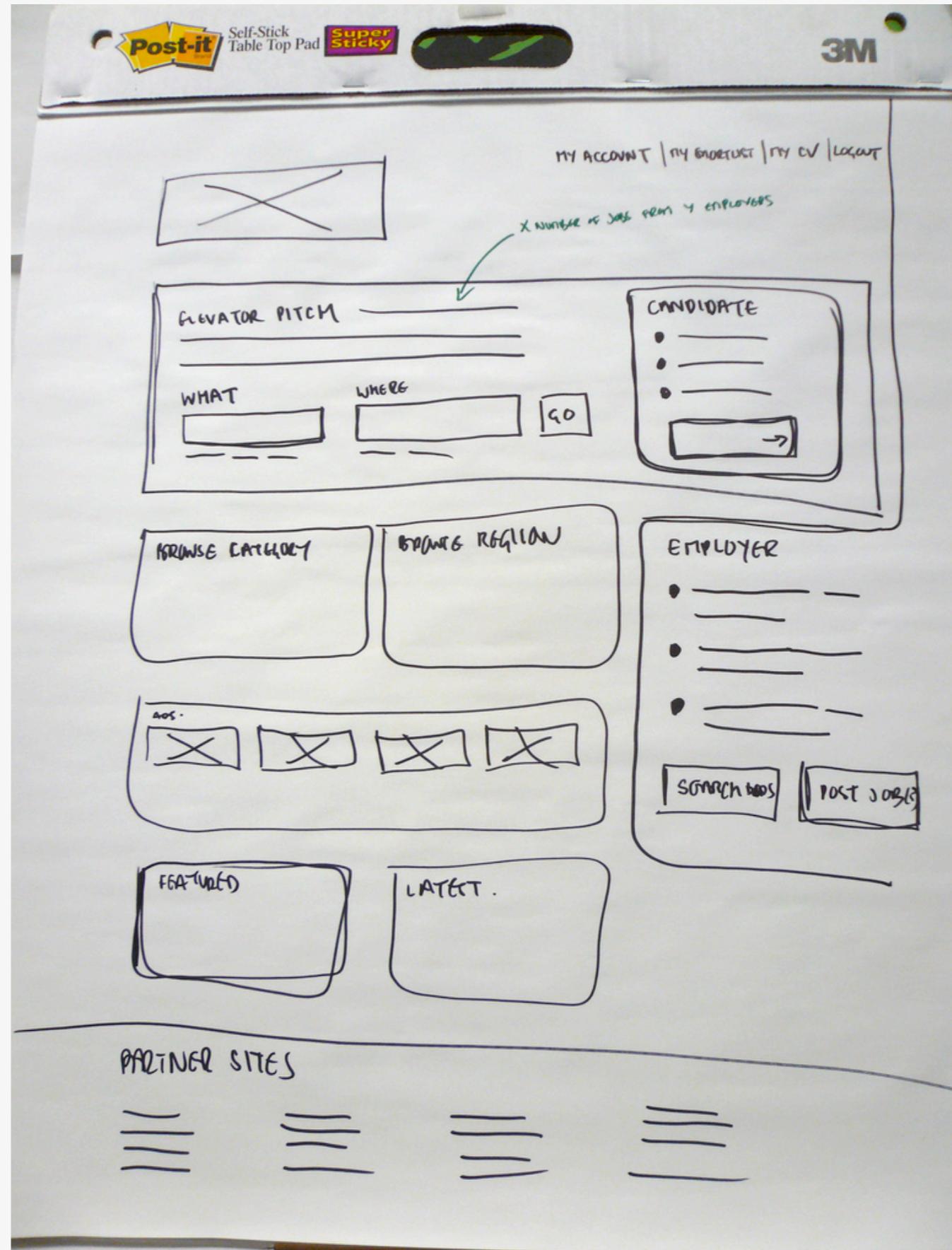
Here we've arranged Post-its. Hinted at layout, and in this case we made the mistake of using different coloured Post-its – not a variable we required at the time.

Sketch

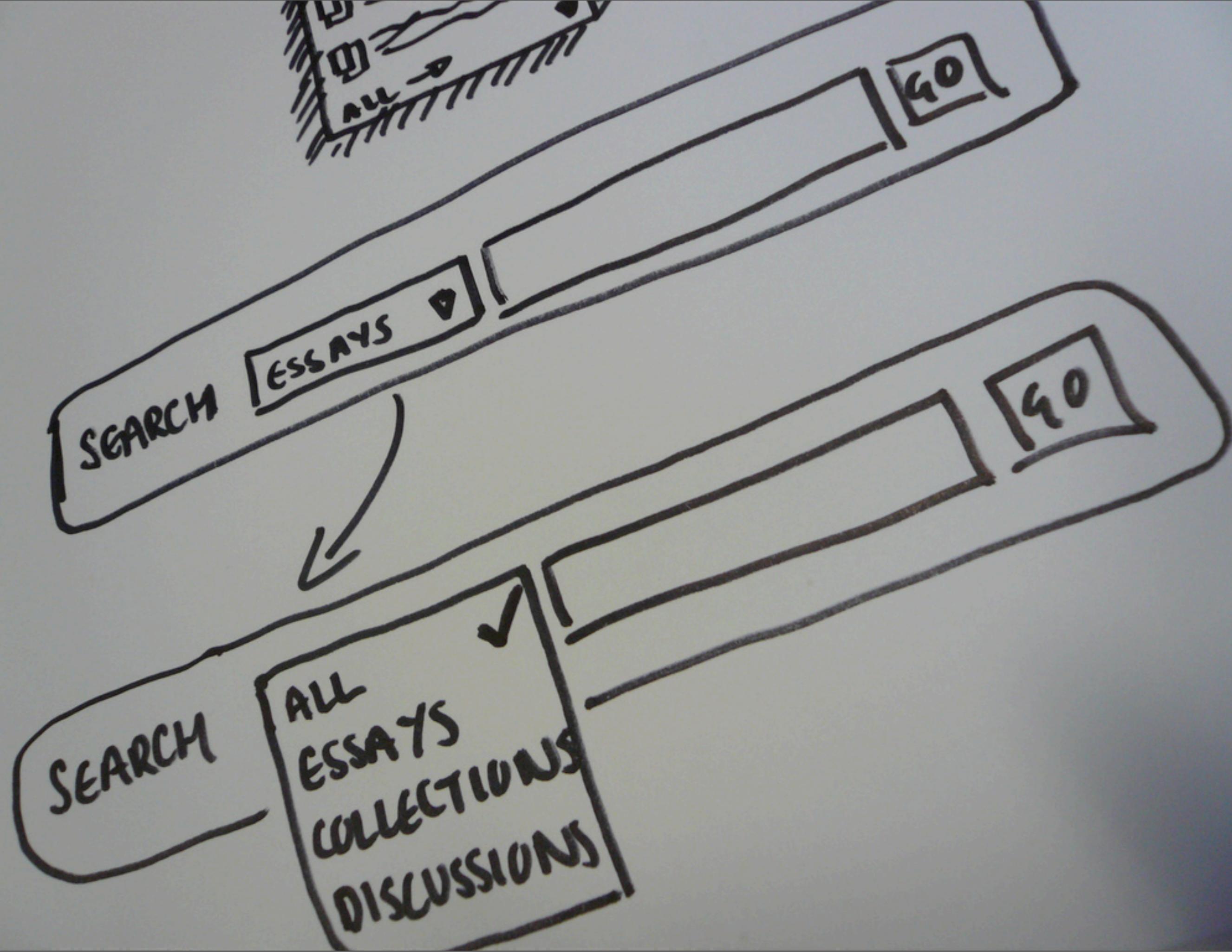


74

- Now it's time to think interface. But not too much.
- Arrange the Post-its as if on a web page. Use this info to sketch out.
- The emphasis here is a formative one. This is a DESIGN tool. Design is a process. This helps reinforce this approach in the client's head.
- I've had my best results using sketching.
- Maybe some of the interface elements aren't standard or obvious – try sketching alternatives.
- The ultimate aim is to have something on which to base the hi-fi wireframes.
- Can also communicate these early ideas to a client.



These are sketches resulting from the previous clustering of Post-its.



Quick sketches of a search box.

Exercise: Design a recipe sharing social network

Client Brief: “*Web 2.0 compliant site leveraging the online gastronome community.*”



77

Now for a bit of fun. A group exercise with the joy of paper. A recipe sharing site.

Identify. 5 minutes of 'identify' to get some first-order objects and views (no research – you'll just have to wing it)

List. 7 mins. Now it's list time. *Assign recipe, profile or group.* Write down everything on Post-its that could or should be on the page. Stick them on the wall in no particular position.

Cluster. 7 mins. Using the Post-its on the wall, organise, group and prioritise the list.

Sketch. 10 mins. Split into 2s and 3s. Start arranging into an interface and sketch out tricky components.

Let's go hi-fi!



78

Hi-fi wireframes. Built in HTML to run in a browser.

Anatomy of an HTML Wireframe



79

Let's look more closely how we put together an HTML wireframe

Foundations Behaviour Notes Views



Foundations



Use includes (sub-templates) to put together page

Foundations



82

Sketches lead to a layout
Include basic content and patterns (using includes where possible for consistency)

Behaviour



Where it gets interesting...

Show/Hide



Simple toggle reveals using jQuery

HTML

```
<h3><a href="#interests" id="ints">Interests</a></h3>
<p id="interests">blah</p>
```

CSS

```
#interests {display:none;}
```

JQuery (jquery.com)

```
$('#ints').click(
  function() {
    $('#interests').toggle('medium');
    return false;
  }
);
```



85

Ouch, code!

How the show/hide example could be coded (essentially 1 line of jQuery).

JQuery is awesome. So quick and simple if your familiar with CSS.

Takes time to learn any new tool, be it software or code. Just a tool, but a very powerful one.

Talk about tools later.

HTML

```
<h3><a href="#interests">Interests</a></h3>
<p class="showmore" id="interests">blah</p>
repeat...
```

CSS

```
.showmore {display:none;}
```

JQuery (jquery.com)

```
$('#primary h3 a').click(
  function() {
    var linkHref = this.href.split('#')[1];
    $('#'+linkHref).toggle('medium');
    return false;
  }
);
```



How the show hide example actually was coded.

“Wireframing AJAX is a bitch”

Jeffrey Zeldman

<http://www.alistapart.com/articles/web3point0>



Simple Ajax



88

Make a fave / remove as fave toggle

Star rating widget – incredibly difficult to describe in words but easy to show. Would have taken a while to build, but lifted from our production library so it's just plug and play.

Complex Ajax



89

Inline tagging process.
Complex, in particular shows a spinner while server connection is happening.
Not all possibilities (error messages) shown – easier to do with notes.



90

Notes & Annotations

Interactive wireframes are great for including notes for team members and/or clients. With a nifty bit of JavaScript you can easily turn them on and off (we'll show it later). Put notes inline or business logic at bottom of the page.

Views



91

One of best things about interactive wireframes is using the same page to show different views. For example logged in/out. Very time consuming doing that in Visio especially if changes are required.

PolyPage <http://code.new-bamboo.co.uk/polypage/>

```
<a href="logout" class="pp_logged_in"> Sign out </a>
```

```
<a href="login" class="pp_not_logged_in"> Login </a>
```



92

PolyPage is a JQuery plugin for showing different views on the page. Just uses class names.

Notes as a PolyPage view

```
<div class="pp_Notes"> notes in here </div>
```



Interactive Goodies



94

Edit inline
Fade-in login form in header
Progressive reveal (of add discussion form)



95

Tools & Environments

We're going to build something so need to talk tools.
Whatever enables you to build web pages the quickest, remembering that they don't have to be production quality.
Dreamweaver, FrontPage, Microsoft Expression if that's your bag.

For us: hand coding (everyone should be able to hand code at least a bit).
This can be speeded up with CSS frameworks; public or internal. Such as Blueprint or Yahoo.
Also JS Frameworks. We love jQuery, but YUI is good too.
We make use of a central library of components which enables cut and pasting of common patterns – care required. Some of which we'll share with you.
Harmonise. Pre-defined templates.

Exercise

<http://localhost/>

Click “Sites” in Finder



96

Let's build your sketched page. Half an hour.

Build up in stages. Already put together some basics. Templates with PHP includes.

Choose or adapt a layout and add the content first. Create new patterns if required.

Already using Harmonise so it should look acceptable.

Then we'll give you a shout to start adding views and then interactive bits if time.

There's TextWrangler, CSSEdit and Firefox on each machine. Some familiar with code should drive.

You won't finish it, but don't worry about it, you can take it home. Just have a bash mushes.

Make a note of who is in which group

“How did you find it?”

“Look at other people’s pages during coffee break”

Welcome back!



Usability testing



98

This isn't a workshop about usability testing so we're not going to go in to too much detail on the mechanics.

But, we do see this as fundamental to the approach we've been outlining today so wanted to spend some time addressing it.

How many of you have worked on or are working on projects which include usability testing?

How many people here conduct usability testing themselves?

...is your friend. Don't betray her.



99

Yet despite all of the obvious benefits...it regularly seems to get pushed out of the design processes.

How many of you have to battle to keep usability testing in scope?

As we mentioned earlier, this is one of the principal reasons for us adopting this approach.

We firmly believe that usability testing is integral to the design process.

Usability testing involves **setting tasks** for people to attempt and **noting problems** they encounter.



Benefits of usability testing for designers

- Help inform the design process
- Uncover unknown or unexpected issues
- Fix problems early in the process when they are easy to fix
- Test assumptions
- Highlight unnecessary features
- Provide objectivity to help and solve opinion battles
- Set baselines and measure improvement
- Get stakeholder buy-in



101

Useful to have an aide-memoir for the top-line benefits...

...firstly for designers (as per our definition earlier, that's ALL of us)

Benefits of usability testing for site owners

- Fix problems early in the process when they are cheaper to fix
- Improve customer satisfaction and retention
- Increase conversion rates
- Reduce maintenance, training and support costs
- Reduce project risk
- Set baselines and measure improvement
- It's so cheap you'd be stupid not to



102

That's easy...you just talk to their wallet!

The Two Golden Rules

- **Test early**
- **Test often**



103

If we can only remember, two things it has to be these.

We have no excuse NOT to do this stuff



104

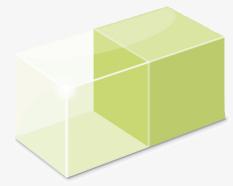
Guerilla usability testing

As you may have guessed we tend towards a particular type of low-cost usability testing.

Some people like to market this as ‘guerilla’ usability testing.

Again, we can’t go in to the mechanics here, but we are offering a one day course on this very subject on 26th November (taught by Andy Budd). I urge you all to attend. Discount code?

But it would be wrong for us to use today as a product pitch...



105

Steve

What is ‘Guerilla’ usability testing?



106

Useful to contrast this with traditional usability testing...



107

Formative vs Summative

Many people equate usability testing with QA.

It's something you do at the end of the project to make sure you've done everything right.

It's often an ass covering exercise just to check the boxes, and there is little desire (or ability) to make changes at this late stage.

Summative testing is essentially evaluating what you've already done to make sure it's been done correctly.

Guerilla usability testing is best thought of as formative usability testing.

This approach sees usability as part of the design process – as we talked about.

You use testing to provide insight and the resulting knowledge helps you ‘form’ the final product.

Iterative design vs. genius design

With formative testing the results are used by the designers and fed back into the design process.

With summative testing a report is written and usually left to gather dust. Useful for baseline comparisons and metrics, but little else.

The number of times I've spoken to clients who did usability testing a year ago, but haven't actually implemented any of the results. I guess at least they are aware of the problem.

Setting up a usability test



108

Setting up usability tests are simple.
Don't ask permission just do it anyway.

Tasks

- 5-6 tasks, 45 minutes max
- Test common tasks and complicated tasks
- Create a believable flow
- Write a script
- Test your test



109

You can't test everything so determine which are the most important tasks to test.
Select around 5-6 tasks that should take approximately 45 min.

Test the most common tasks, the most complicated tasks and tasks you think may have usability issues.

Create a believable flow of tasks. e.g. register > complete profile > upload photo etc.

Start with simpler tasks and slowly increase complexity

Base tasks on your user scenarios/personas.

Run through the tasks to ensure they are achievable. No point setting tasks you know will fail!

Good & bad tasks

- **Bad:** Search for a recipe
- **Good:** You are hosting a Greek-themed dinner party on Saturday night. Use the site to plan what you are going to cook for four guests.



110

Don't load tasks with the solution to the design (this can often be much harder than you think)

Instead create realistic scenarios, that reflect real goals/problems

Participants

- 6 participants
- Client contacts, or via the client website
- Recruitment agency
- Market research agency
- Twitter
- Local notice boards and mailing lists
- Classified ads e.g. Gumtree
- Other offices/departments



111

6 people is one day. Thereafter diminishing returns.

Post up an advert (with tear strips) asking for people to help you test a website for an hour. Offer compensation in the form of wine, chocolates, gift vouchers or money
Send people your screener to fill in.

Can either be a doc sent via email or an online form.

Book your room and schedule in the tests.

Always book slightly more people than you need as some will not show up. Don't be afraid not to use people if you have too many.

In a survey of usability companies only 36% used external recruiters, and even then this was often to supplement their own recruitment.

Location

- An empty meeting room is usually best
- A corridor
- At somebody's desk
- In their home
- In a coffee shop.



112

Anywhere will do, assuming location is not important to the test.

All you need is a computer and preferably some way of recording the session.

Silverback

www.silverbackapp.com



113

Ok, Ok, this is a product pitch.

Mac app used to record usability sessions. Cheap: \$50. Free for 30 days.

Essentially records the screen, your mouse movements, audio and video feed from isight at the same time (people don't always say what they are feeling – faces normally give it away though).

- Organise and manage testing sessions
- Can be controlled by the apple remote.
- Use it to set markers in the video.

We built this to ‘scratch an itch’. It’s actually made with this approach to wireframing in mind. Our goal, is to make usability testing more accessible to more people. No setup and no expense.

There are plenty of alternatives out there. Some people might be using Morae?

Moderating and Observing

- Moderator needs to be impartial but have a good understanding of the project
- Be friendly
- Avoid leading questions and directions
- Listen more than you speak
- Let the participant follow their own path



114

Some people worry that if you choose somebody from the team they may not be objective. And it's true, if you pick somebody who is invested in the current outcome and doesn't want it to change, you'll get biased results.

Sit behind and slightly to one side of the subject so they can't see you.
Start them off simply, maybe by just asking them to explain what they think the site is about.
Set one task at a time. Don't force them to remember details

People will try to help, but don't care about their ideas or what their mum may think

Think Aloud Protocol

- “What are you currently thinking?”
- “Describe the steps you’re going through here”
- “What do you think will happen next?”
- “Is that what you expected to happen?”
- “That was confusing?”
- “And you were expecting...?”



115

As the name suggests, you set a series of tasks and ask the subject to verbalise their thoughts and feelings by ‘thinking aloud’.

The object of this is to gain valuable insight into the thought processes behind the users actions.

If people go quiet, prompt them.

Don’t say “what is your problem?” say “what are you thinking?”

Answer a question with a question

Echo back comments with a question mark

Let statements tail off into an unanswered questions

RITE



116

Particular form of low-cost usability testing called RITE.

RITE

Rapid Iterative Testing and Evaluation



117

Stands for Rapid Iterative Testing and Evaluation method.

From the title you can probably guess RITE fits with the Silverback philosophy.

Be honest, we're only experimenting with this stuff.

For those of you who run usability testing, you all know the pain when those blindingly obvious issues arise during the day, time and time again.

RITE aims to deal with that by allowing you to iterate between test sessions and fix those obvious issues.

Not only does this mean you can get on with testing your product properly, it also means you get to test the fix.

Obviously not all problems can be fixed this way so RITE deals with this by dividing problems in to four categories:

1. Fix now



118

Problems with an obvious cause and solution that can be remedied immediately. Labelling issues being the canonical example here. Obviously, there's a skill in picking these, but these things are normally indisputable (and so they should be).

2. Fix later



119

Similar to Fix-now only the solution cannot be implemented within the timeframe of the current test.

3. Flummoxers



120

You're probably starting to realise that we invented the labels here!

Problems without obvious causes or solutions that need to be argued discussed post-test.

4. Furballs



121

(Sorry... 'Curve balls' doesn't start with an F).

Issues resulting from exterior forces... maybe the test script is screwy... or the participant is an ex-girlfriend and she decides to put a chair through your monitor.

RITE



122

The major objection to RITE used to be the need for an engineer to sit in all the tests to make the fixes.

Hence why the approach we've been talking about today works so nicely...you can make the changes quickly and painlessly.

Review & Implement ASAP



123

While still fresh in your head (can refer to video later).

The most difficult bit. Identifying which are genuine problems requiring fixes and then working out how to fix them. Down to your own expertise and experience. Remember to retest where possible.

Agile?



Cennydd's slides here



Questions



Thank you



127

Thank everyone.

Share slides?

Who's coming to the conference on Friday?

Who's going to the pub?

Fin

