ELSEWEDY UNIVERSITY OF TECHNOLOGY
- POLYTECHNIC OF EGYPT -

UI / UX Principles

Lecture 6: Concept to Low-Fidelity (Prototyping) (Part 2)

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Prototype Stage

Information Architecture ✅

User flow ✅

Sketches

Paper Prototype

Digital Wireframes

LO-FI Prototype

Visual design / UI

HI-FI Prototype

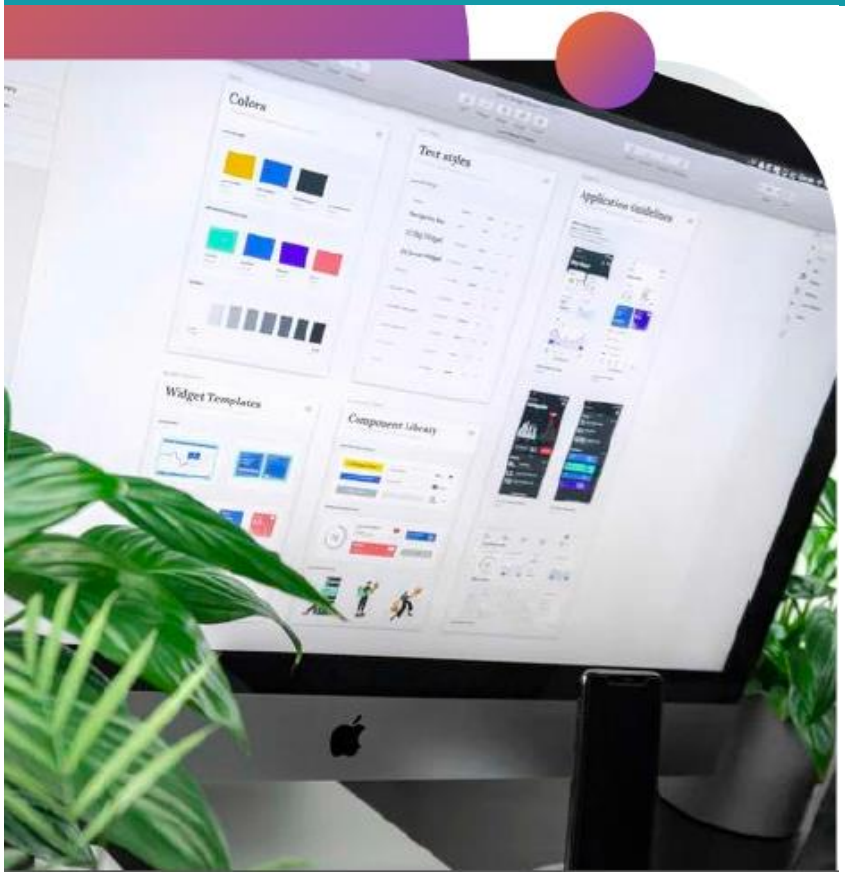
Sketches

Paper Wireframes

What is the meaning of Wireframe?

- A wireframe is a basic outline of a digital experience, like an app or website.
- They're mostly lines and shapes with some text.

What is the meaning of Fidelity?



- In UX, fidelity means how closely a design matches the look-and-feel of the final product.
- **Low fidelity**, that means it has a lower amount of complexity.
- **High fidelity**, that means it closely matches the look-and-feel of the final product.

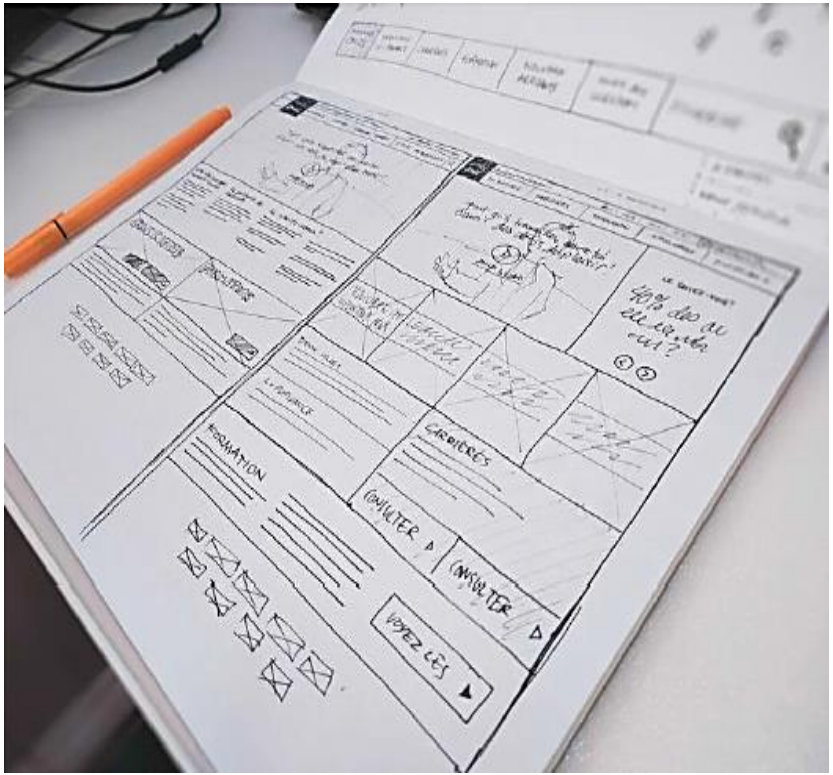
What is the meaning of Prototype?

- A simulation or sample version of a final product, which UX teams use for testing before launch.

Sketches

What?

- Paper wireframes or sketches are **drawings** that represent the **skeleton of a website or an app interface**.
- As the name suggests, it is often done on a **sheet of paper or a whiteboard** using a pencil or a pen for rapid simulation and testing.



Sketches

Why?

- Establish the basic structure of the pages and Visualize ideas.
- Easy to use- Anyone can do paper prototyping.
- Quick iteration.
- Cost-effective- the paper itself is cheap, and it is easy to identify mistakes before the design or product development.

Sketches

How?

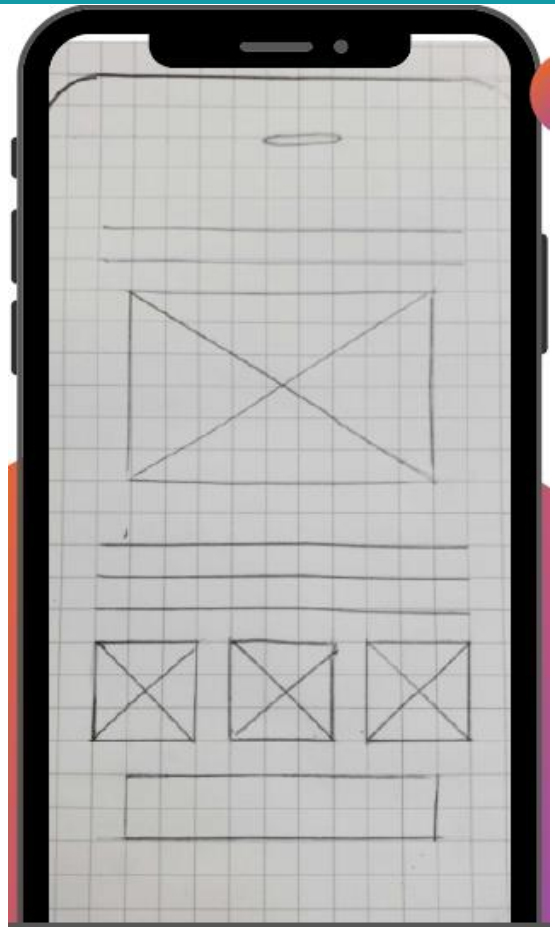
Industrial Standards:

Text is represented by horizontal lines.

Images, **photos**, **illustrations**, and **icons** are represented by a square or rectangle and an X overlapping the square or rectangle.

Calls-to-action is often represented by rectangles or circles. A common example of a call-to-action is a “submit” button on a web form.

No Colors.. Some Text



Sketches

How?

Step 1: Gather your materials.

Step 2: Write a list of the elements you need to include in your wireframe.

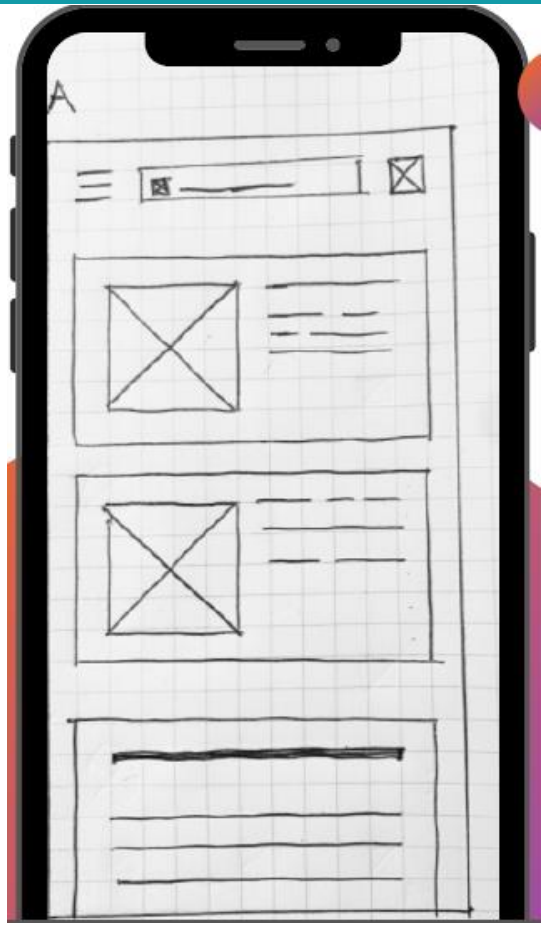
Step 3: Create different versions of how to structure information on the page.

Step 4: Choose which elements to refine

Step 5: Combine elements into a refined wireframe.

Step 6: Repeat the same steps on all the pages.

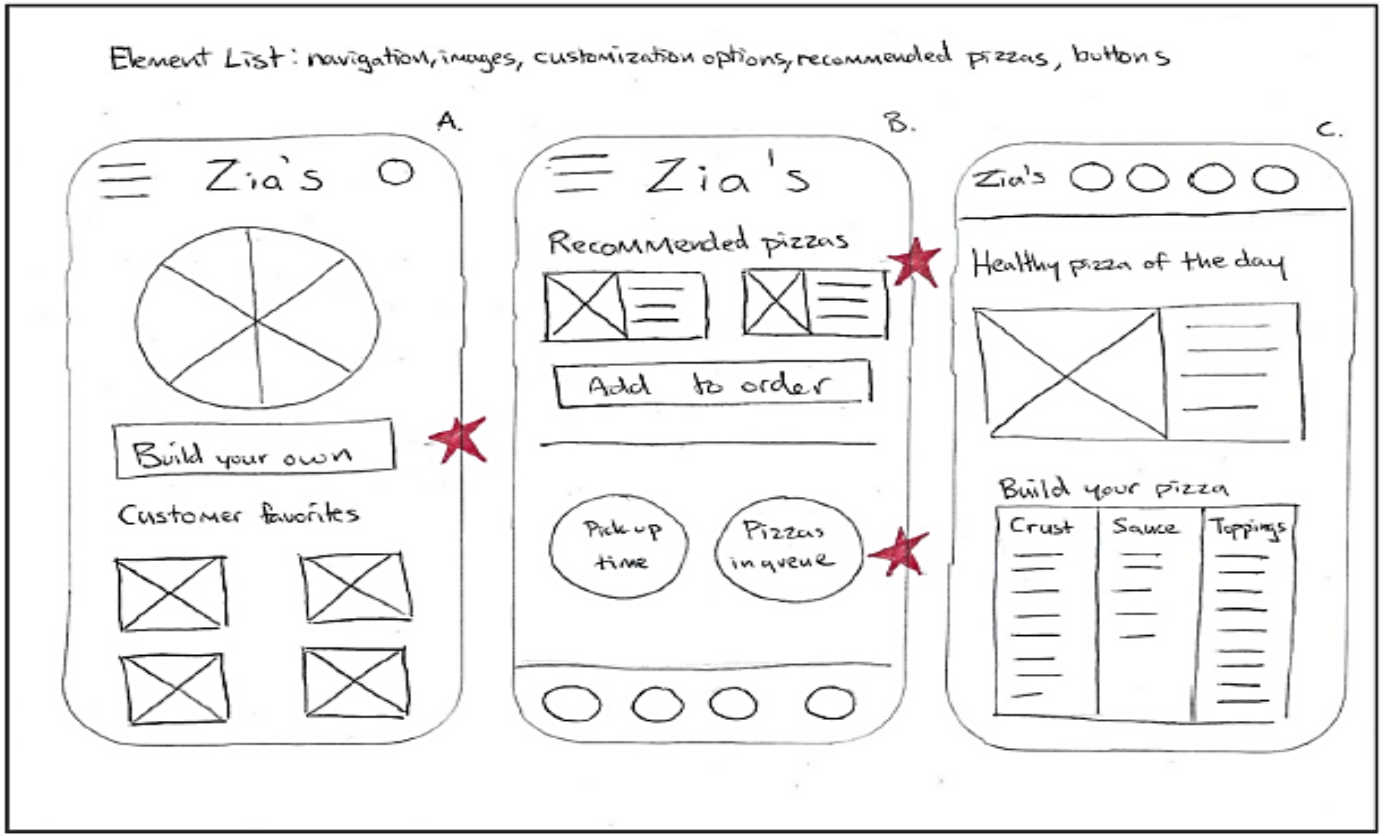
Step 7: Save your work



Sketches

How?

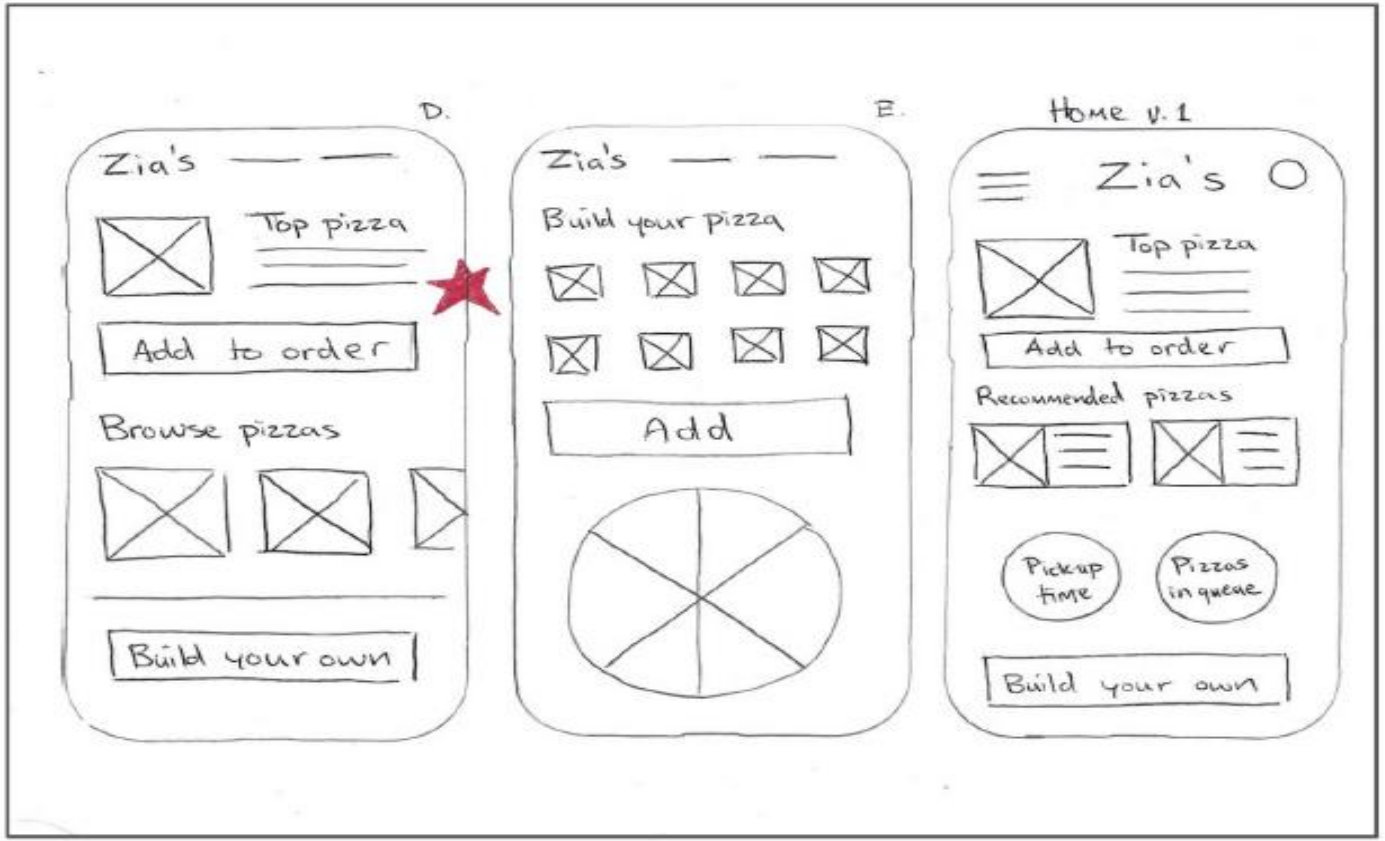
Example:



Sketches

How?

Example:

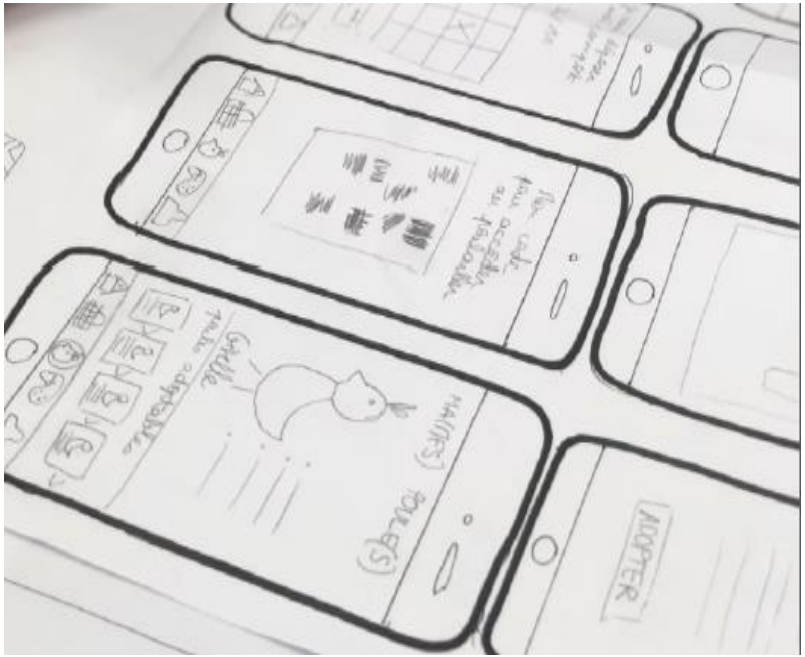


Paper Prototype.

Paper Prototype

What?

- Paper prototyping is a process where design teams create **paper representations** of digital products to help them realize concepts and **test designs.**
- They **draw sketches** or adapt printed materials and use these low-fidelity screenshot samples to cheaply guide their designs and **study users' reactions** from early in projects.



Paper Prototype

Why?

- Inexpensive.
- Rapid iteration.
- Flexible (easy to modify without losses)

Paper Prototype

How?

Step 1: Gather materials and tools.

Step 2: Cut out each screen.

Step 3: Arrange the screens in order.

Step 4: Review your paper prototype’s sequence.

Step 5: Interact with your prototype.

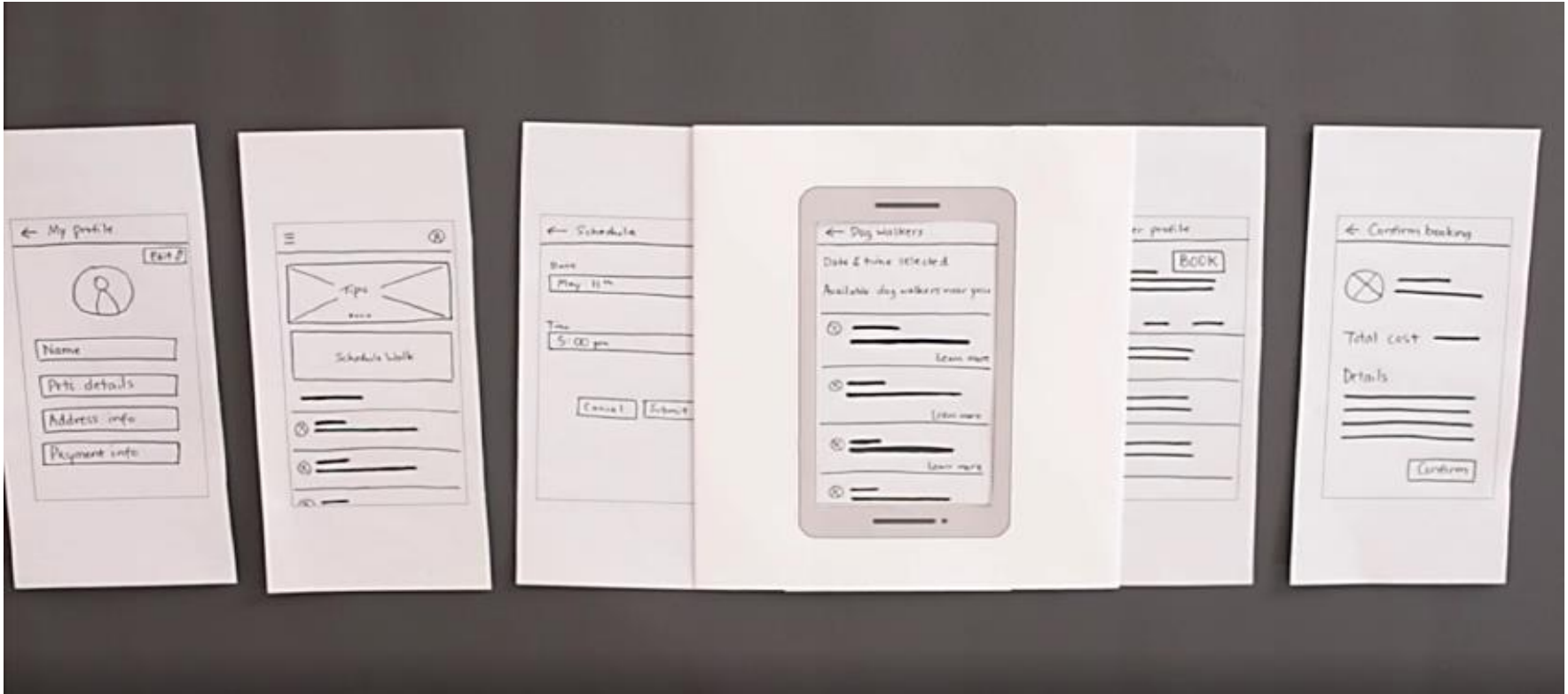
Step 6: Resolve any missing steps.

Paper Prototype

Example

Paper Prototype

Example



Paper Prototype

Disadvantages?

- **Unrealistic** — No matter how skilled the art, paper prototypes will never be more than hand-drawn representations of a digital product.
- **False positives** — Sometimes, paper prototypes don’t validate ideas properly. What seems like a good idea on paper might not work effectively in a digital wireframe.
- **No real reactions** — Paper prototypes rely on the user’s imagination, adding a break between seeing the stimulus and responding to it.

Digital Wireframes.

Digital Wireframes

What?

- The goal of paper wireframes was to **get all of your ideas out on paper**. And it was okay to be messy.
- But now with digital wireframes, it's i**mportant to get the structure right.** And that means **making your design cleaner**.
- Digital wireframes are also **easier to share than paper wireframes.**

Digital Wireframes

Before Starting

Ask yourself:

- Is my paper wireframe complete?
- Have I received feedback on my paper wireframe?
- Am I ready to consider basic visual cues?

If "Yes".. Let's go.

Low-Fidelity Prototype

Low-Fidelity Prototype

What?

- Low-fidelity (lo-fi) prototyping is a **quick and easy way** to translate **design concepts into tangible and testable artifacts**.
- The first and most important role of lo-fi prototypes is **to check and test functionality** rather than the visual appearance of the product.

Low-Fidelity Prototype

The main difference between Low-Fidelity Prototype and Digital Wireframes is:

- Lo-Fi Prototype focuses on interaction and functionality.
- Digital Wireframe focuses on layout and structure without final details.
- Both help you before starting the actual design or coding.

End of Chapter 4