

Developing prototypes

Creating a more detailed design

Once there is a direction to pursue, we can go into more detail:

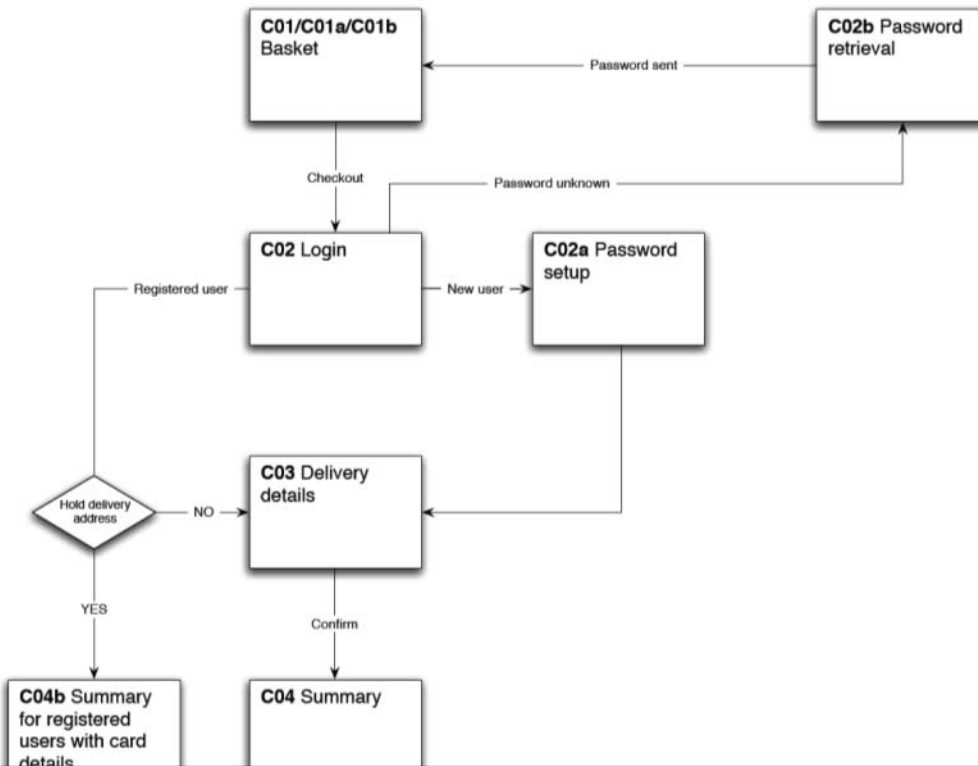
- Create more detailed use scenarios to work out the different pieces of **functionality** and **information** user will require
- Turn them into **flow charts** and **site architecture diagrams** to describe flow and structure
- Finally, we create **prototypes** at varying levels of fidelity

Throughout the process we evaluate and iterate the design

Site architecture diagrams

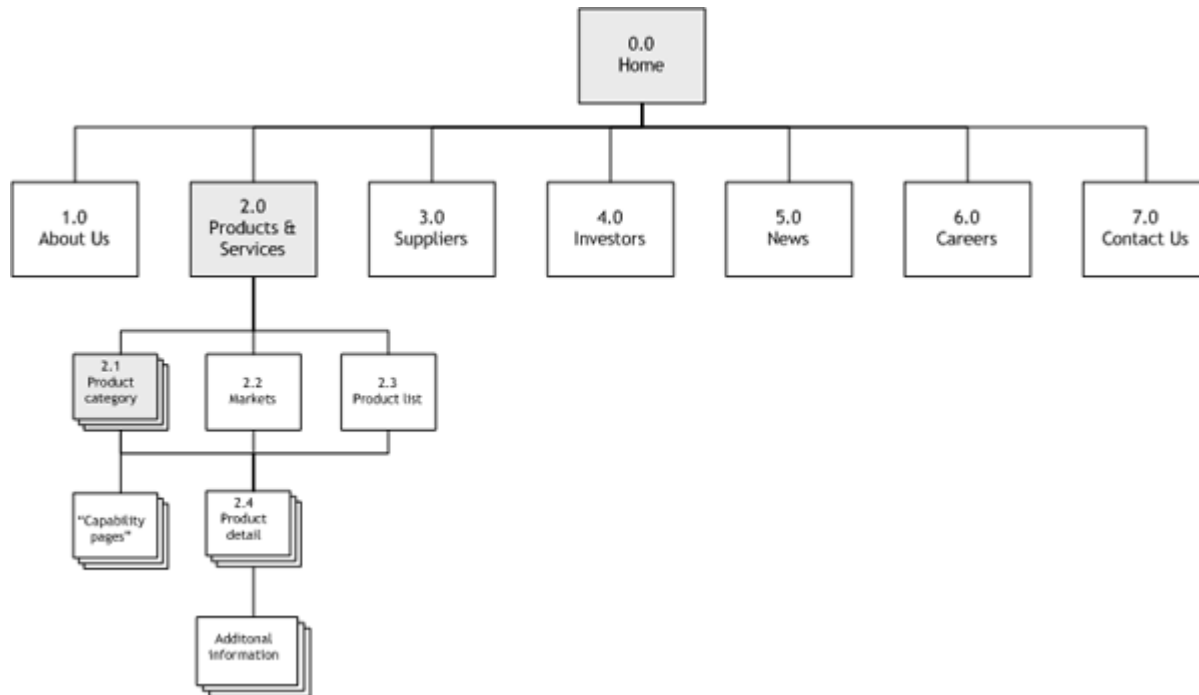
- **Flow charts** are a way to describe how users interact with a system in a **sequential** way
- **Site architecture diagrams** are a way to describe the content structure of a website in a diagrammatic format and a **hierarchical** way
- Each page has a unique number
- Represent each level on its own row

Flow chart



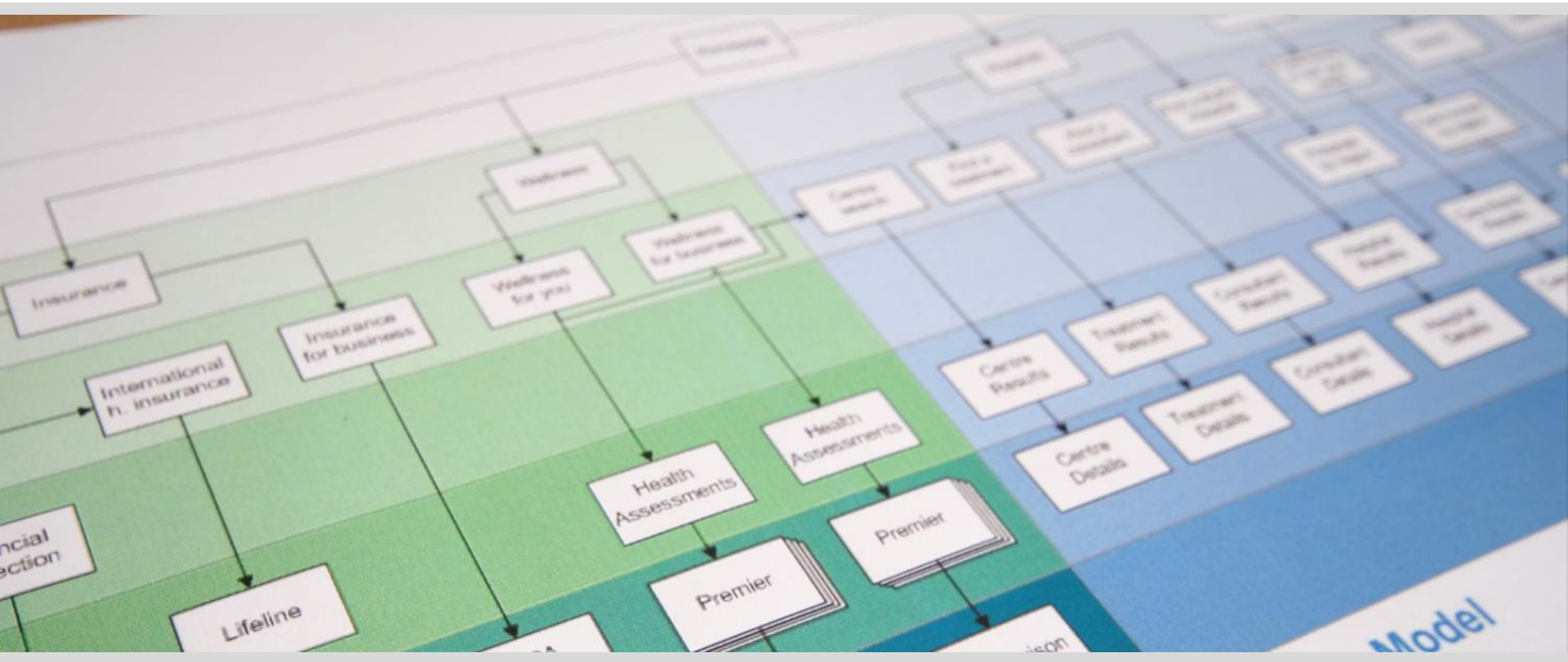
This flow diagram shows part of a e-commerce checkout flow

Site architecture diagrams



The structure of a website is usually shown in a site architecture diagram

Site architecture diagrams



This diagram show clearly how many levels exist in the page hierarchy

Wireframes

Wireframes are low-medium fidelity prototypes on interfaces

- They describe **structure** and **types** of content
- They normally show **navigation** and form part of a **bigger prototypes**
- Normally, before visual design commences, the interaction design or information architect(s) create a wireframe specification outlining **page structures, content, task flows** and **site structure**

Wireframes

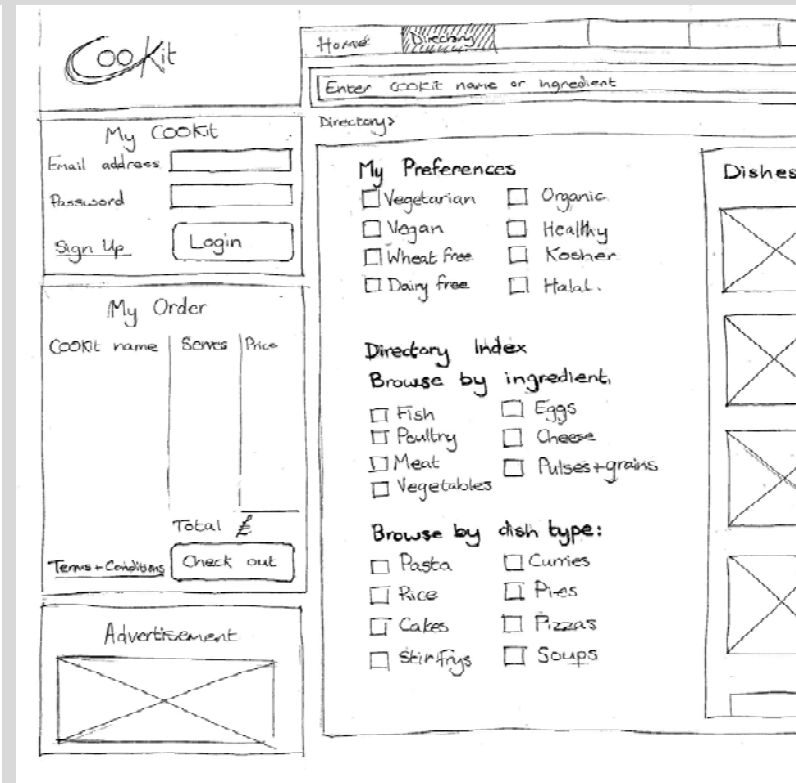
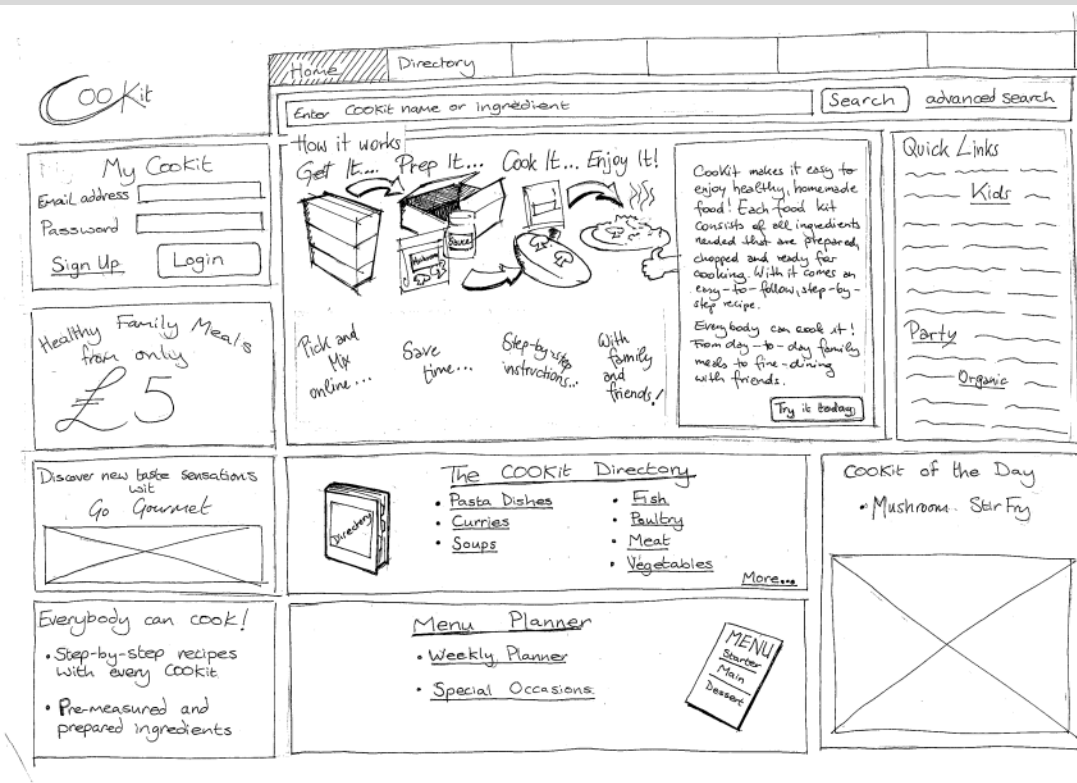
Pros:

- Focuses on **information design**
- **Quicker** than high fidelity mock-ups
- **Easy to change**
- Allows **freedom for graphic design**

Cons:

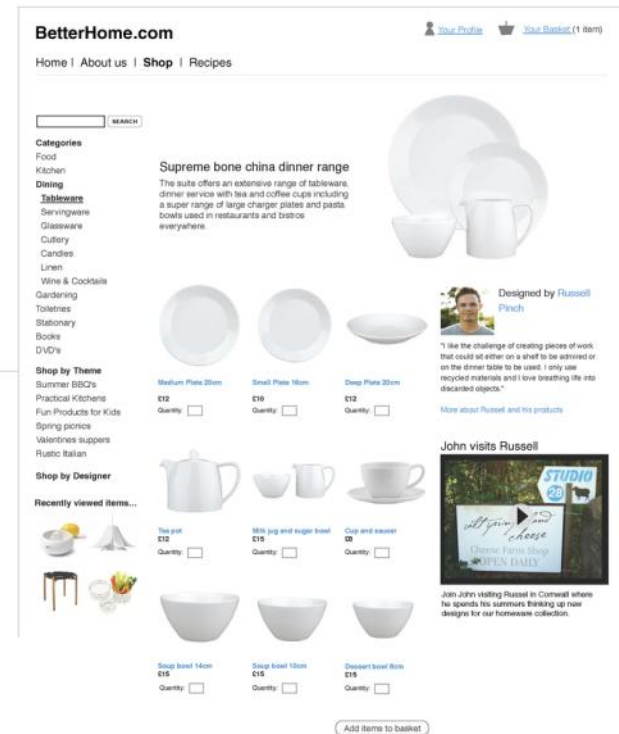
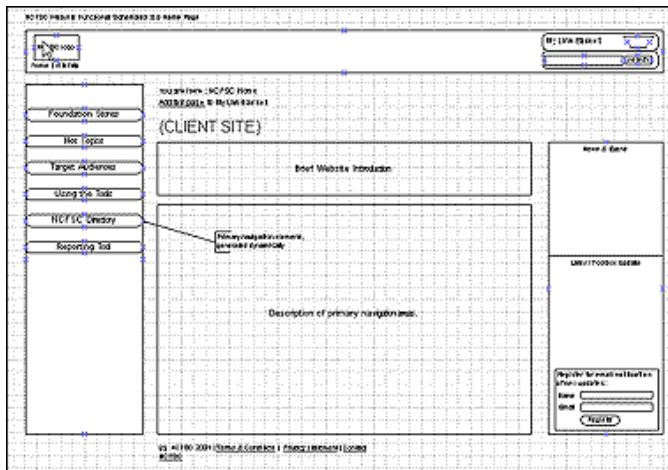
- Clients often expect to have something that "looks nice"
- Not very interactive (although can be made so)
- Requires extra documentation
- Find out more about [using wireframes](#)

Hand-drawn wireframes



These are examples for hand-drawn wireframes

Wireframes



These wireframes have been produced in Visio. The one on the right has been filled with example content to make it more meaningful for user testing.



1hr. Lunch