

Wireframing & Prototyping

Camp Polyhacks, Winter 2020



Cal Poly
student group
for design

Who am I?

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My name is Isabela Presedo-Floyd



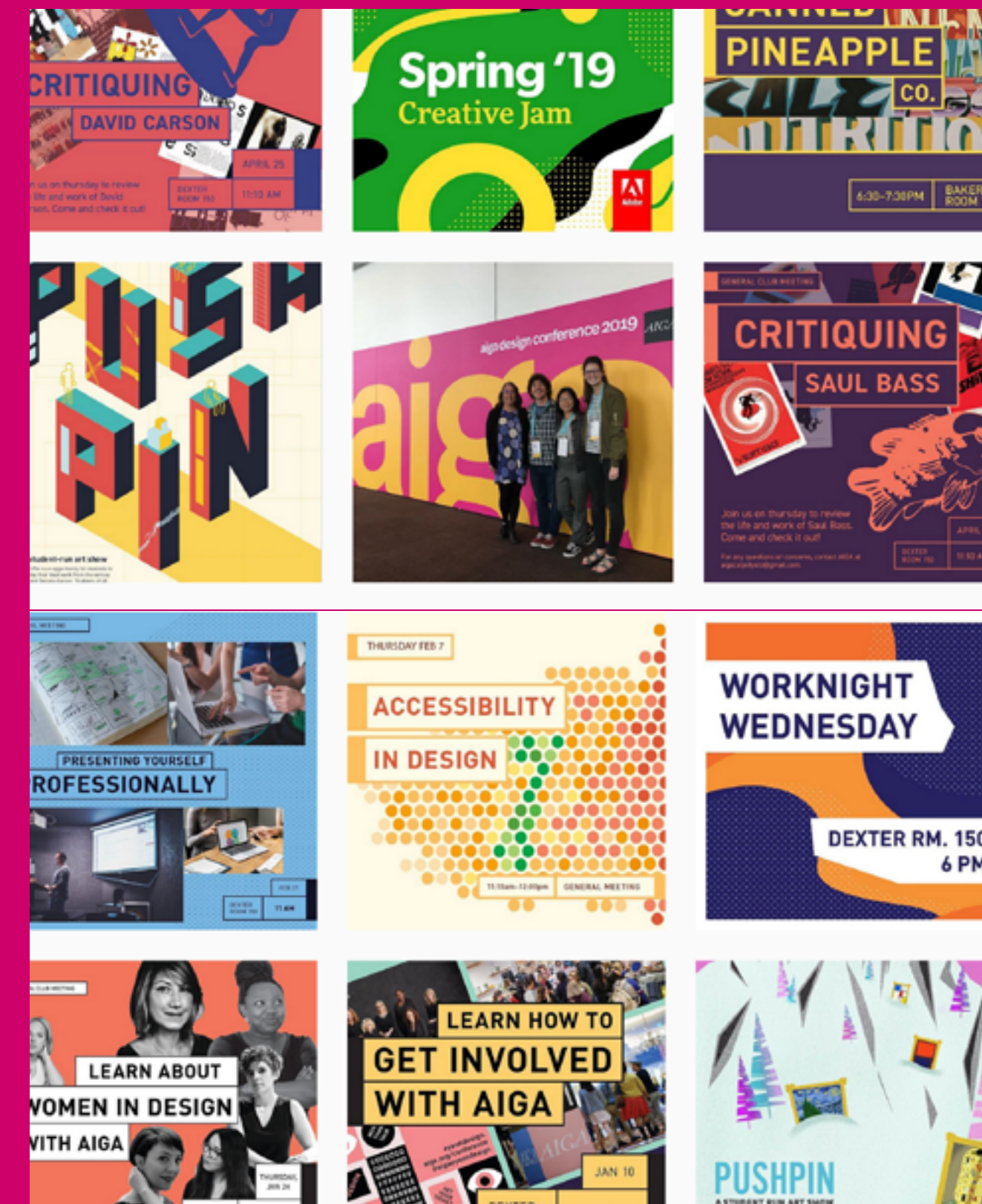
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Renowned Goldfish AfFISHionado



What's AIGA?

A national professional organization for design

Our local student chapter, AIGA Cal Poly,
hosts events like this:

- Professional speakers
- Studio tours
- Skill-based workshops
- On campus job tours
- Portfolio prep
- Community worknights

What are we doing?

- Getting to know you
- Definitions
- Why should I do this?
- How do I do this?
- What's worth my time?
- Demo + work time

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Tag yourself:

What experience do you have with wireframing and prototyping?

asdjkjasjk



- never leaves adobe illustrator
- new to this; take it from the top

trying their best



- can't afford sketch, so they use xd
- knows a little, wants to learn more

over 9000



- says they're a product designer, but can't explain what that means
- level 99 skills, just here to brush up.

Just one more thing!



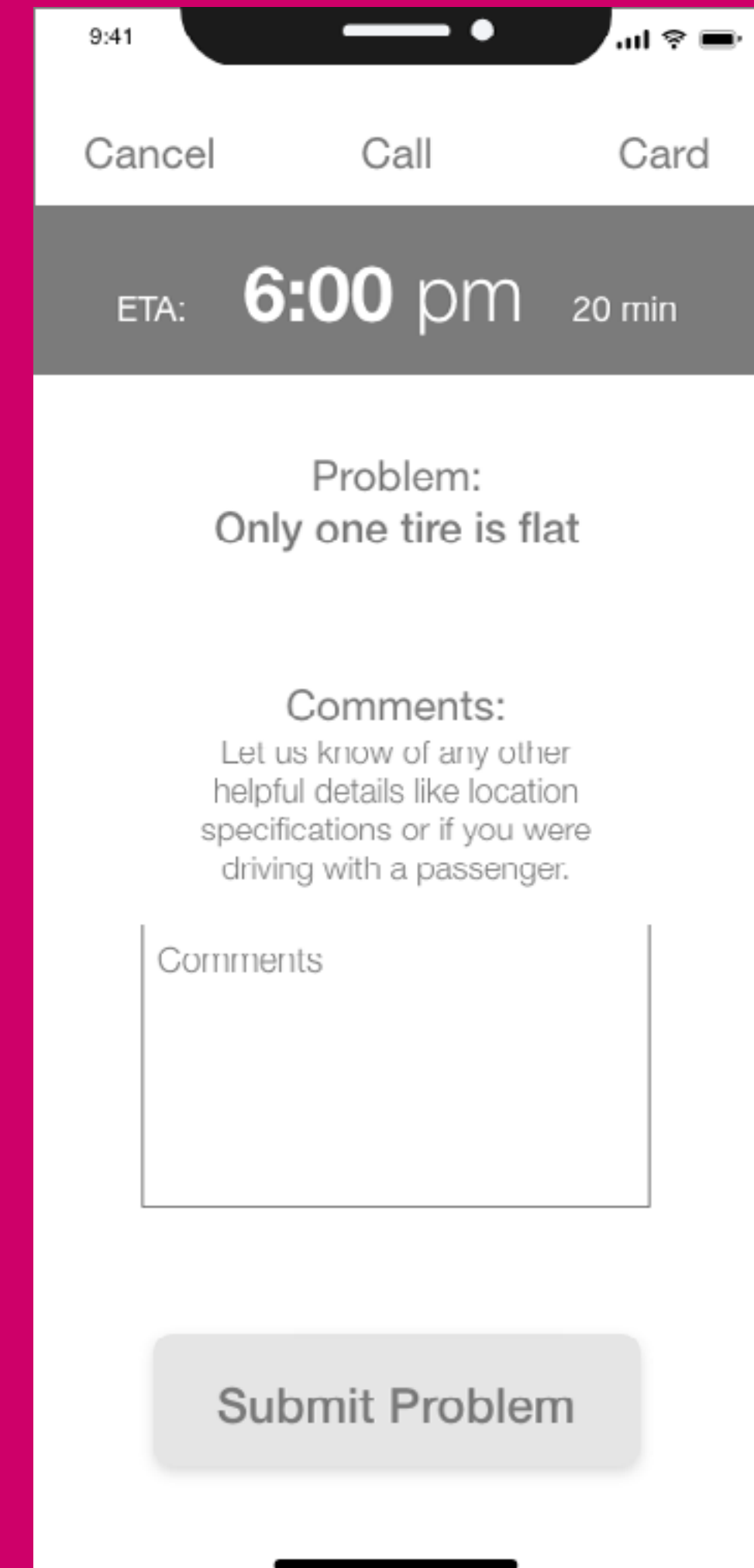
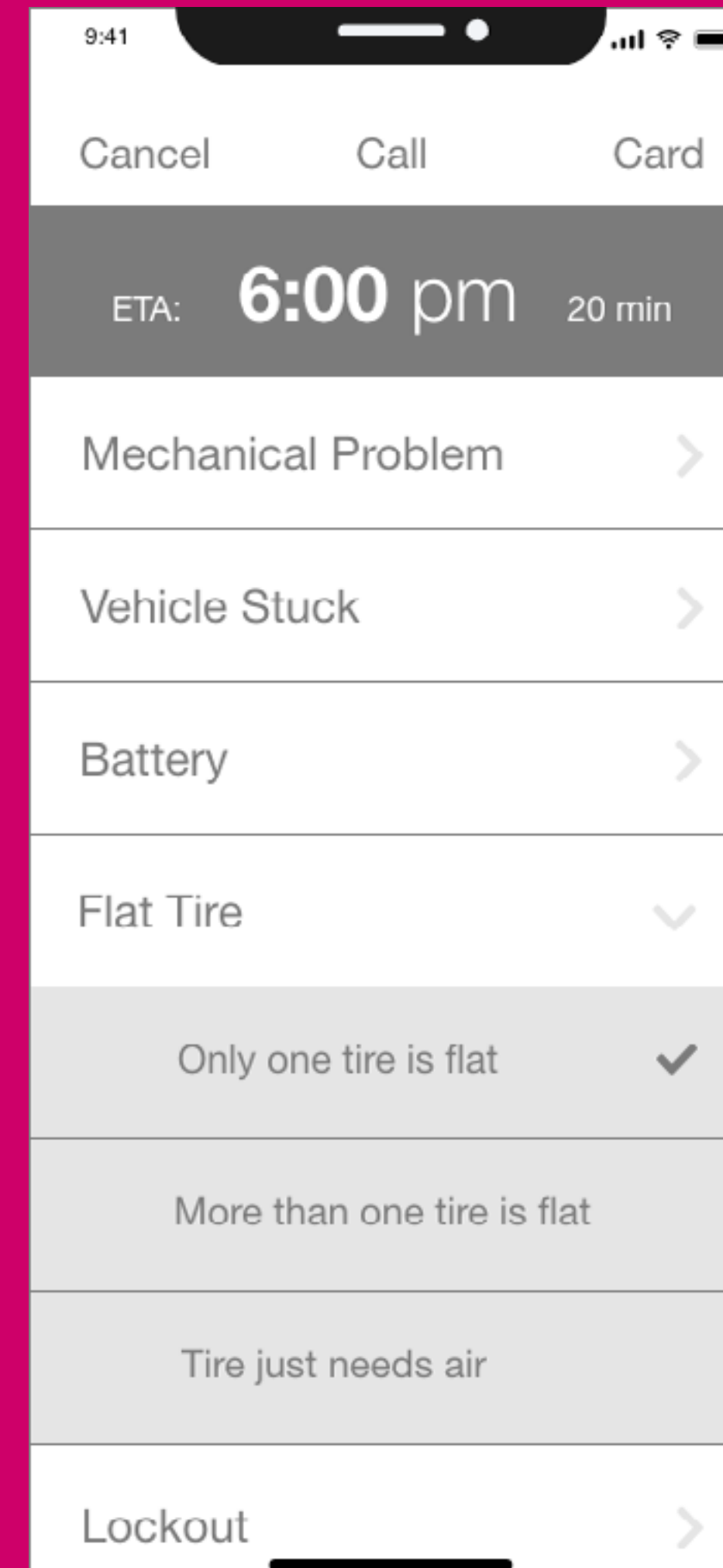
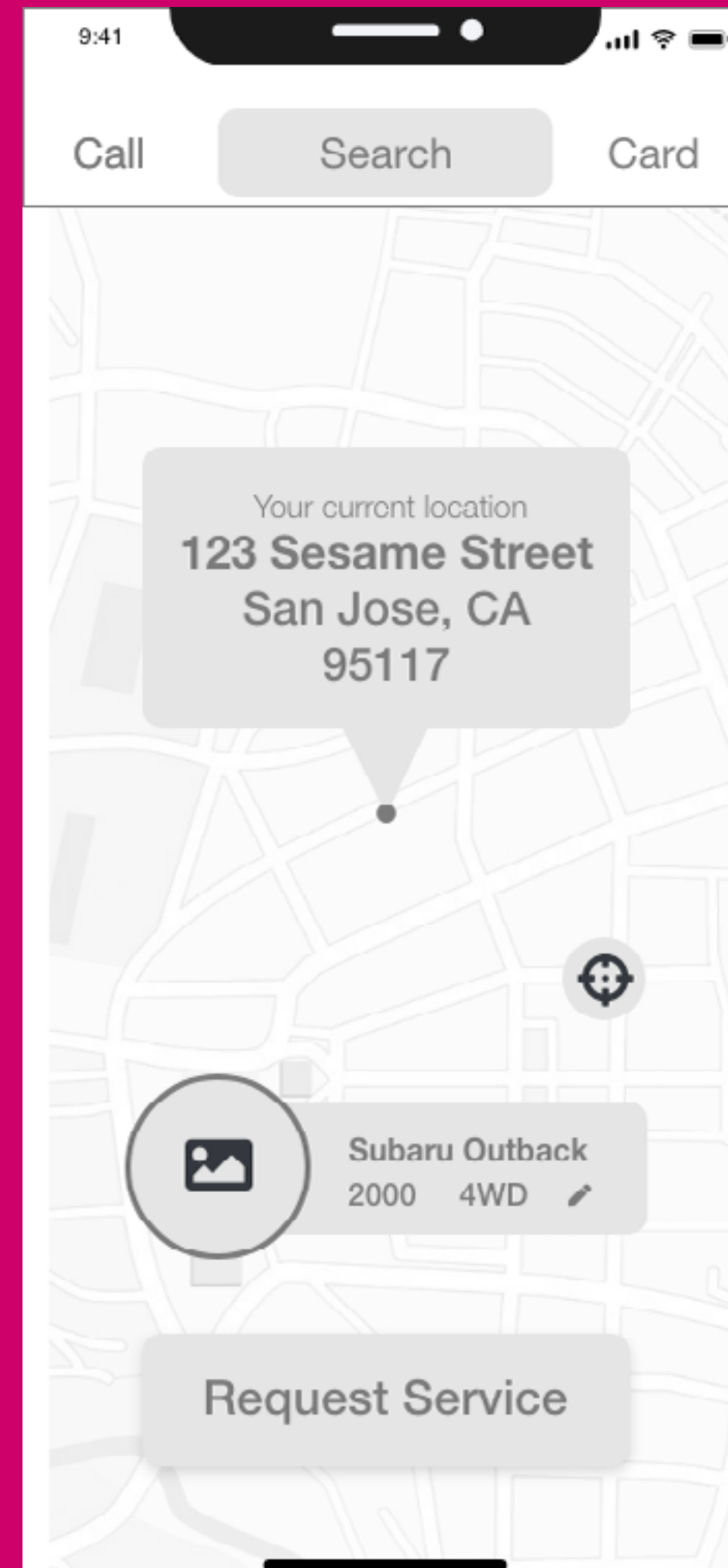
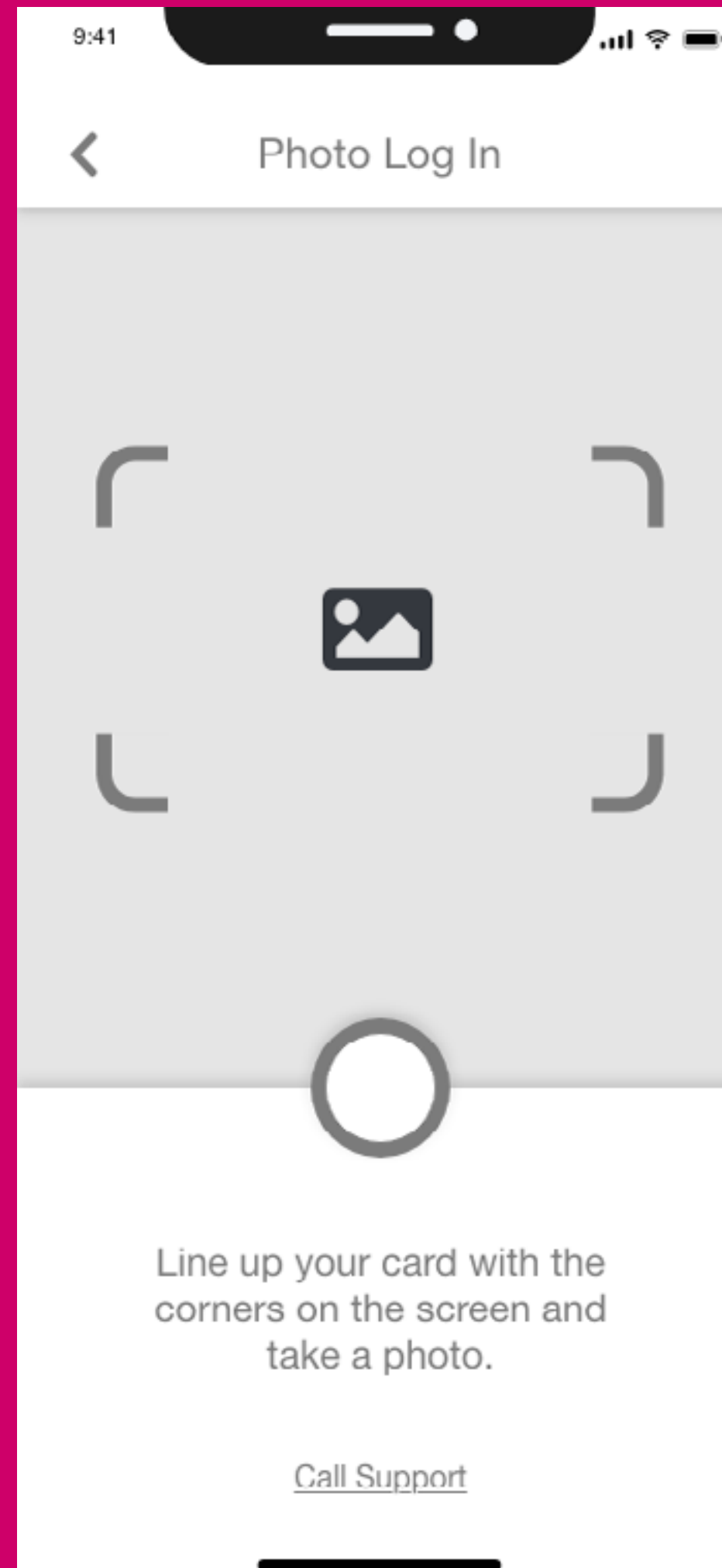
or



What's a wireframe?

What's a wireframe?

- A visualization of the underlying structure in an interface, usually without UI elements applied.
- It should show all interface components and content types (even if it is only filler at first).



What's a prototype?

What's a prototype?

- In interaction design, it's an example of how the final product could or should work.
- Often refers to interactive digital mockups.

What's a prototype?

AAA Example

Kale Example

Why should I do this?

Hint: not just because I said so.

Do this for designers.

- Allows for time to focus on layout and experience
- Can be good for user testing throughout the process
- Provides a good time for experimentation while changes are easier to make
- Makes it easier to collaborate with other designers

Do this for your team.

- Helps them better understand the product and your design
- Helps whoever is building the product (like developers) better understand what you are asking them to build
- Gives them an opportunity to provide feedback while changes are still easier to make

Do this for other stakeholders.

- Helps them better understand the product and your design
- Helps financial stakeholders better understand what they are/could be investing in
- Provides an opportunity to get people excited about what your team is doing

How do I do this?

Recommended Process

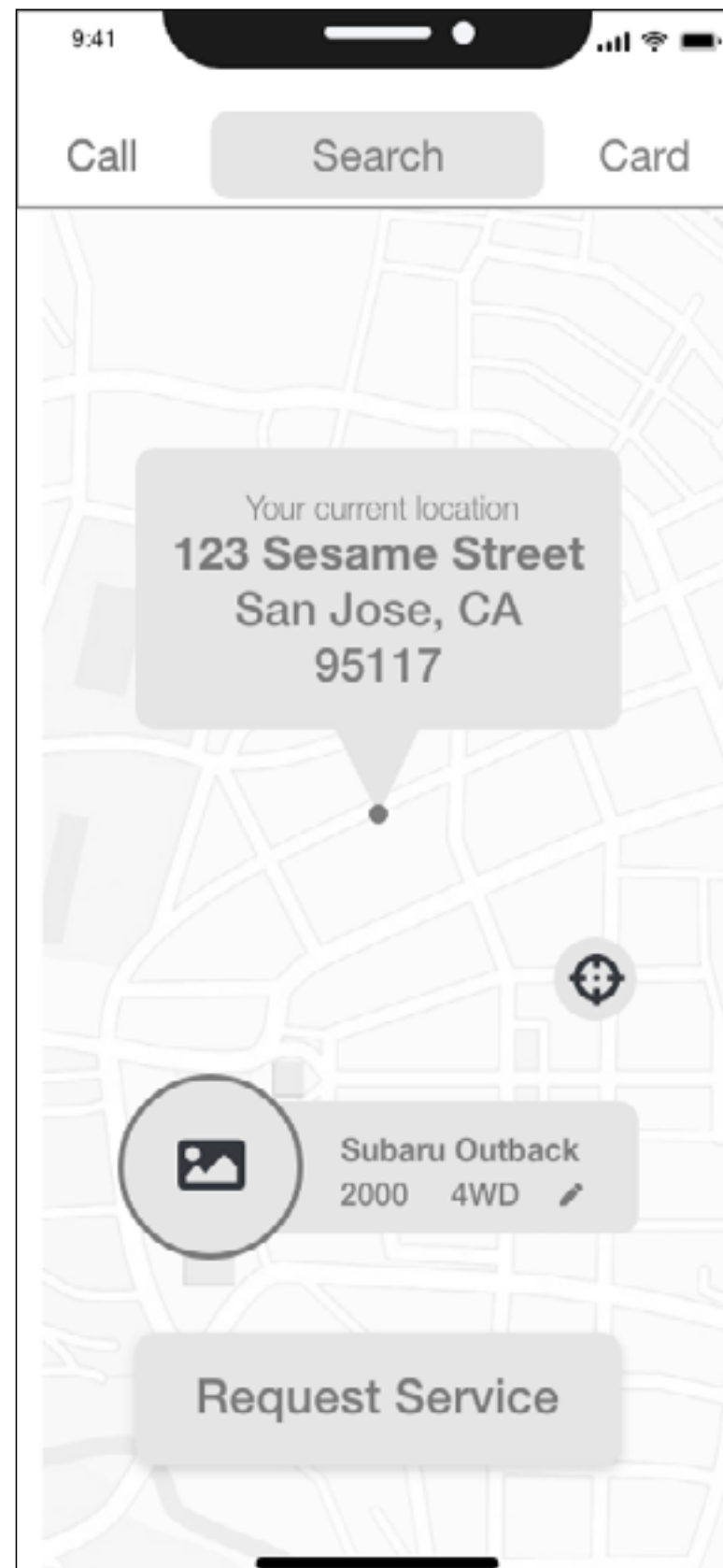
1. Define goals.

With yourself or with group, decide on goals you have for the product.

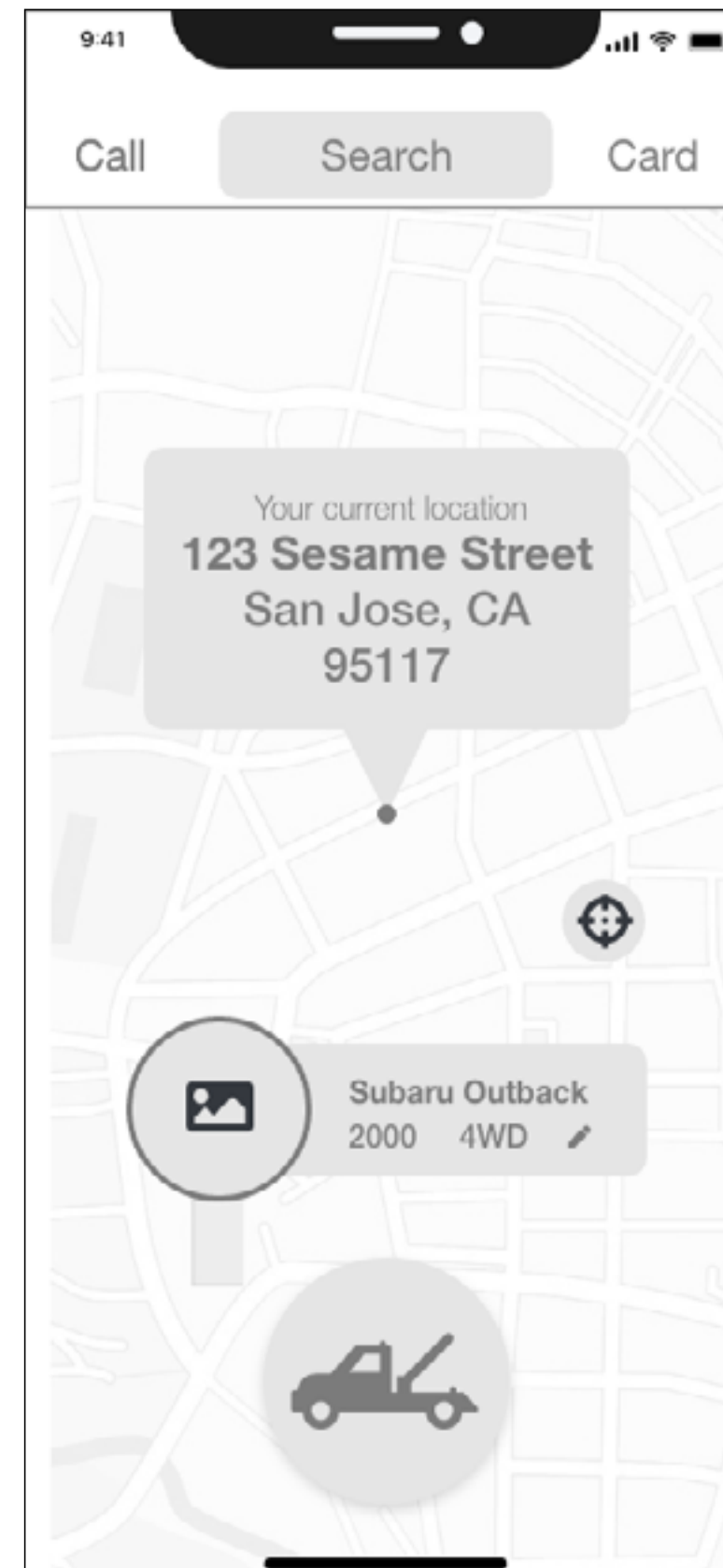
Whenever you make a decision, consider how each choice influences reaching those goals.

Example: This product needs to be easy to use for an people ages 16–75.

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or



Icon made by Freepik

2. Do a little planning.

Choose what you want to explore in this prototype based on use cases, user flows, research, or other work you've done.

3. Sketch and iterate.

Keep it quick. Try different layouts. Get your ideas somewhere you can see them.

4. Nail down the end goal details.

For example, do the developers on your team prefer to work with certain deliverables?
Do you need a set number of screens?

5. Start building.

This is the time to make stuff. Stay focused, but don't be afraid to experiment still.

5.1. Have some building blocks.

Recommended resources for wireframing:

- Free stock photo sites like Unsplash or Pexels
- Font Awesome or Google Material Design Icons
- Look for premade UI kits

6. Choose a direction and flow to prototype.

Think about choosing one flow or use case to start prototyping with.

This can also be a chance to clean up your file (don't delete; version!).

7. Connect the pieces.

Preferably only start linking when you are sure what you are working with to avoid confusion.

What's worth my time?

Things that will make your
work look more polished.

Accessibility

Accessibility should be considered from the start to end of process.

Better UX for everyone comes from designing for a range of needs and abilities.

Accessibility

- Visual
- Auditory
- Motor
- Cognitive
- Temporary

Accessibility

- Have enough contrast
- Use simple and direct language
- Label components (and make them consistent and persistent)
- Take the time to think about what else might be needed for your specific project

Accessibility

Don't

Phone Number

Do

Accessibility

Don't

(###) ###-####

- ✗ • can you even read that?
- ✗ • all helpful info disappears when you start inputting numbers
- ✗ • makes you go ???
- ✗ • do people know what a pound sign is anymore?

Accessibility

Phone Number

Do

- ★ • readable!
- ★ • always can tell what you are supposed to be inputting!

- ★ • makes you go :)
- ★ • clear language!

File set up

- Use styles/libraries
- Name your file, artboards, and assets, all consistently (use versioning!)
- Set up the document to be the correct size

Pixel perfect

It'll help you actually see your design happen,
make your work look crisp, and probably
make your team love you.

Screen transitions

Simple and built in to much of the software,
but looks a lot more polished if you use it.

We take cues from motions, so it can be a
crucial part of UX.

Privacy and security

Don't forget to ask questions like this:

- What info is you user giving to use the product?
What will you do to keep that info safe?
- Does the user have the option to make choices about this themselves? Why or why not?

Let's get back to work!

Demo + Work time