

Advanced Application Development:
Design Essentials

Week 3: Decide on your final solution

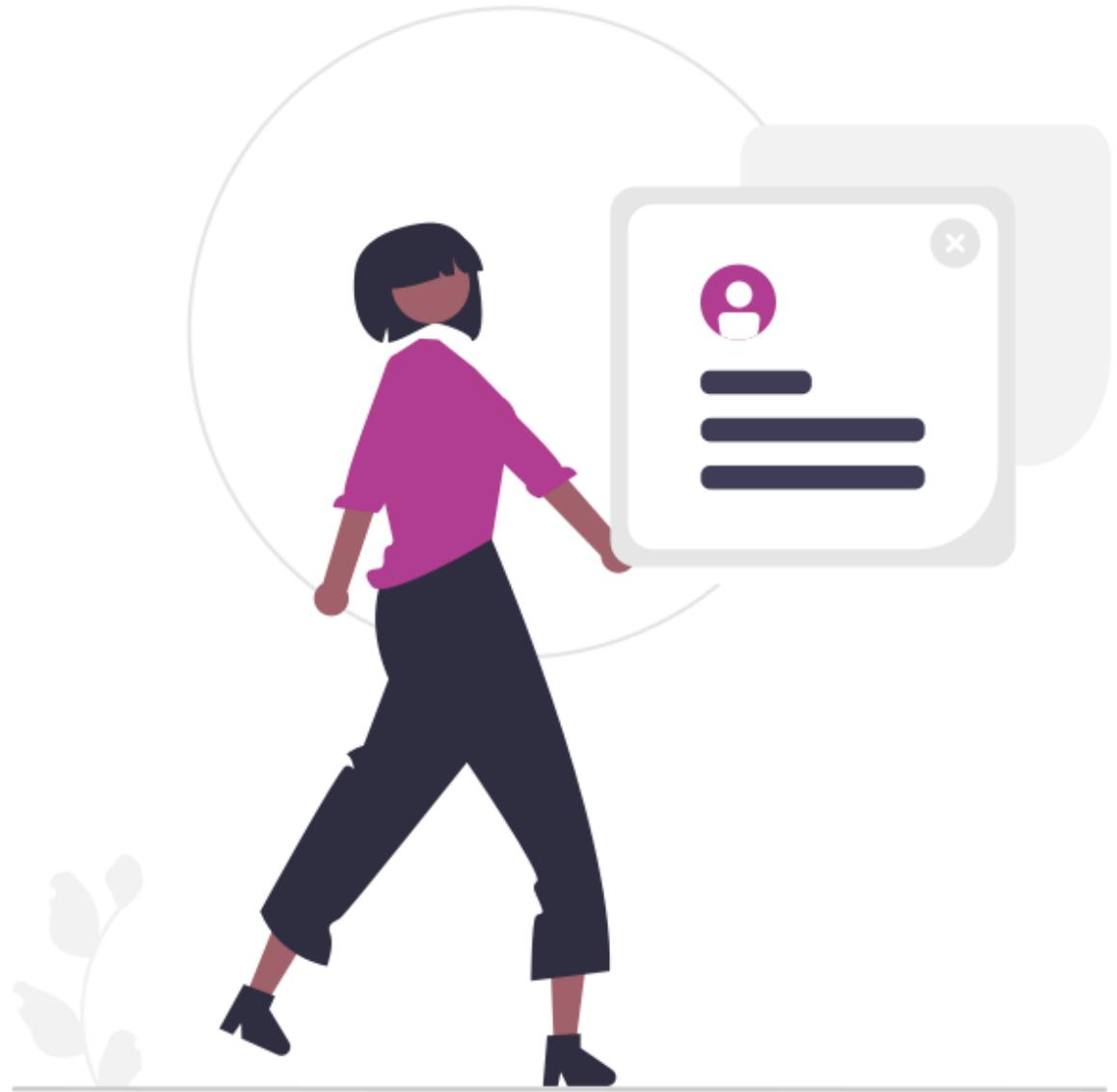
Fleur Oudenampsen



Today's topics



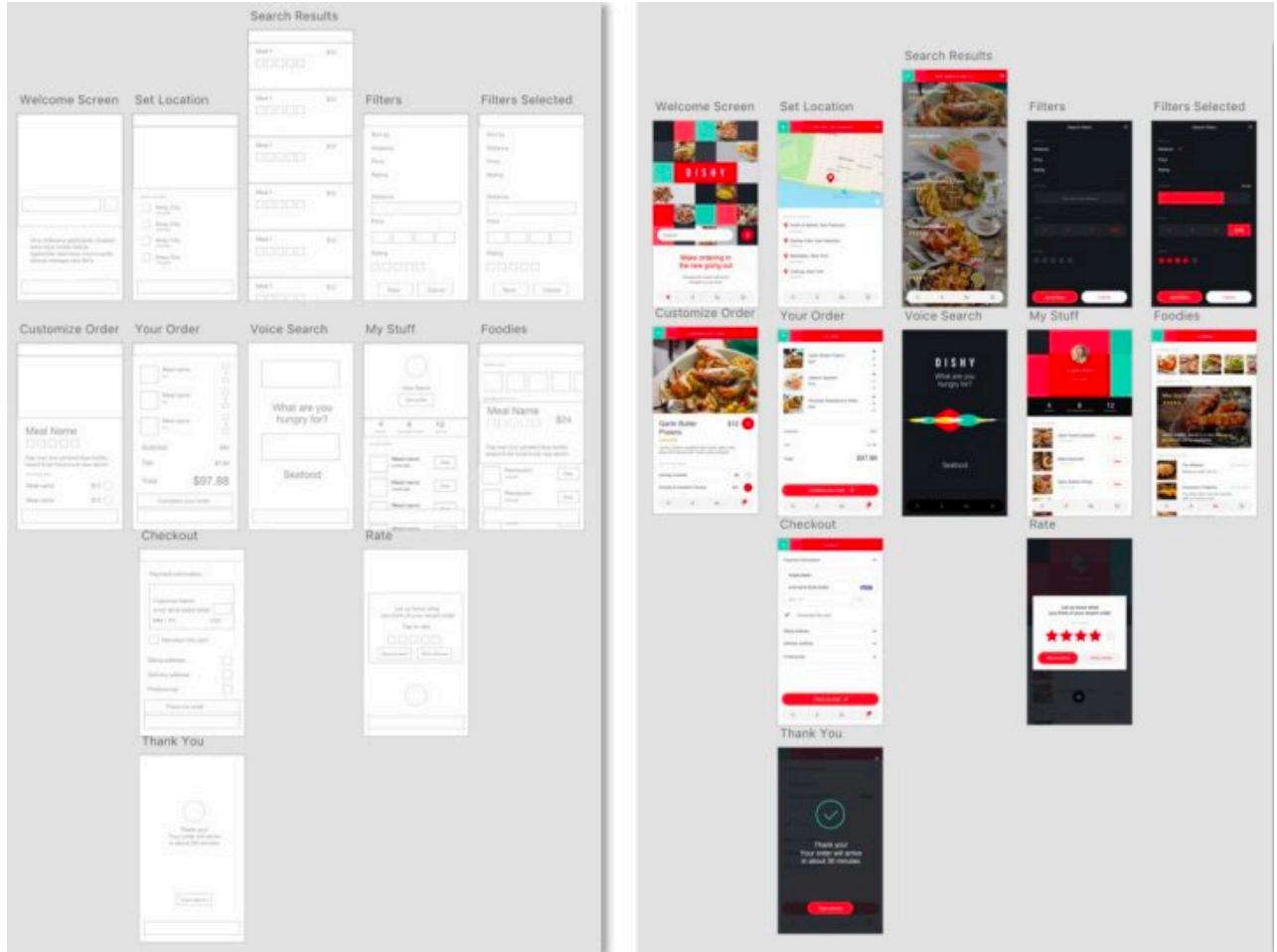
- Wireframes
- Time to work on your pitch and research report



Part 1: Wireframes

Low-fidelity en high-fidelity prototyping

- *Low-fidelity (UX)*
 - Functionality
 - Structure
 - Content
- *High-fidelity (UI)*
 - Branding
 - Color and fonts
 - Aesthetics



Low fidelity

High fidelity

The low-fidelity wireframes need to communicate

Structure

- How are elements communicating?

Content

- Which information needs to be where?

Information architecture

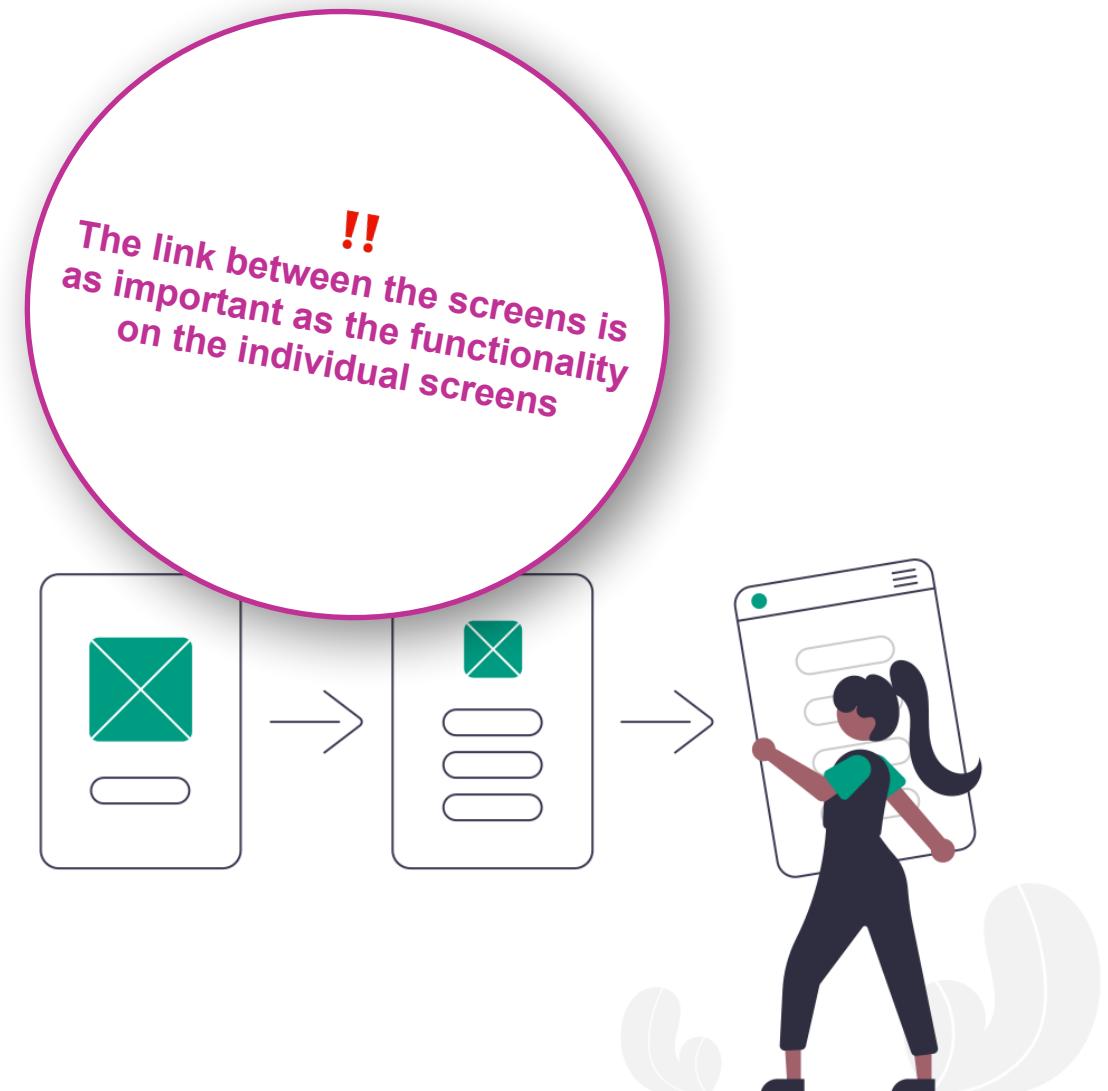
- How is the information structured?

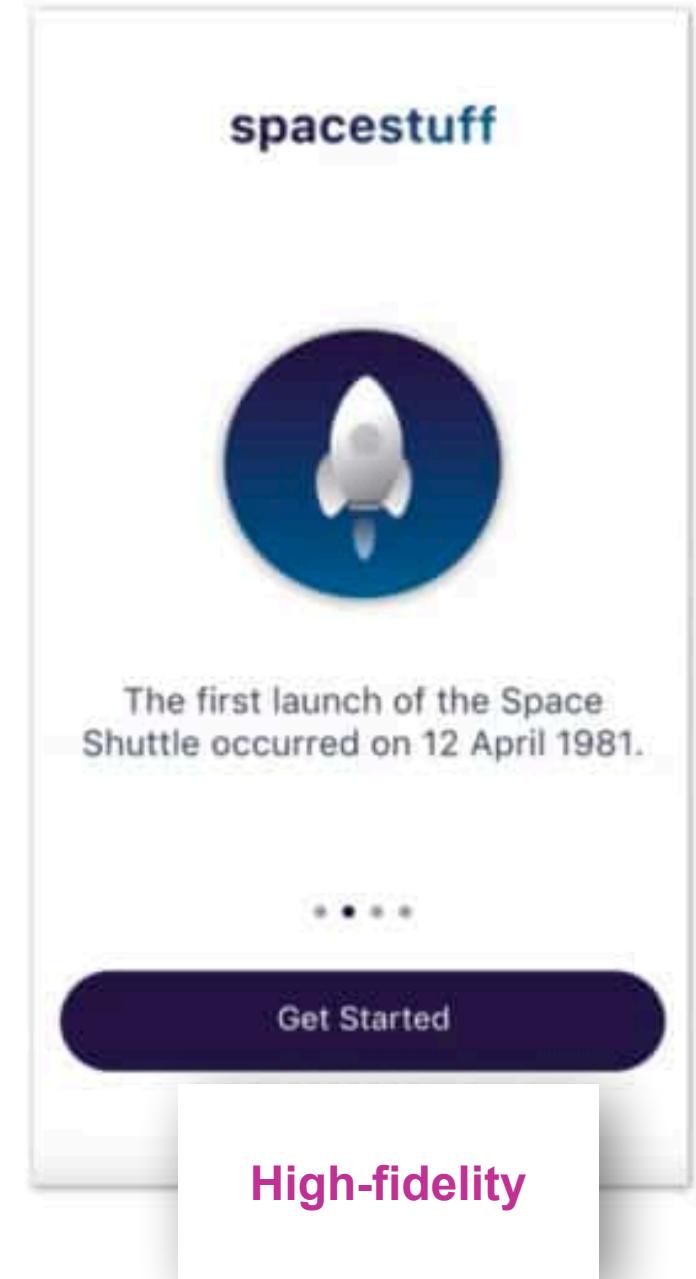
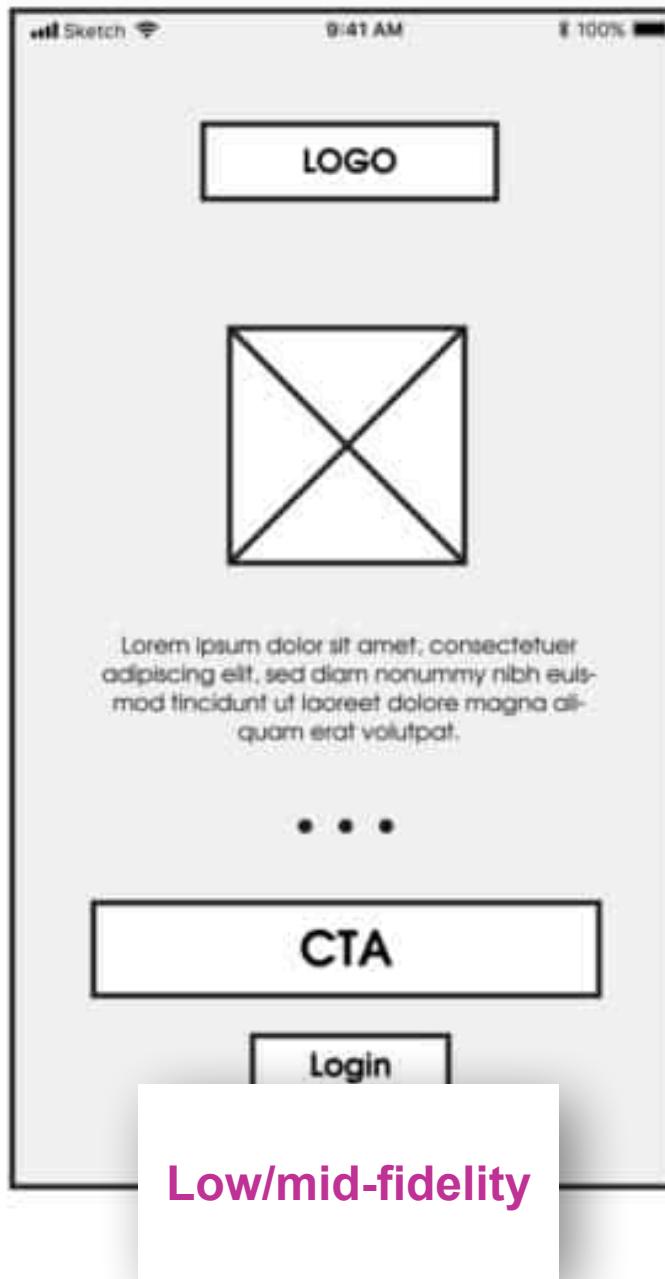
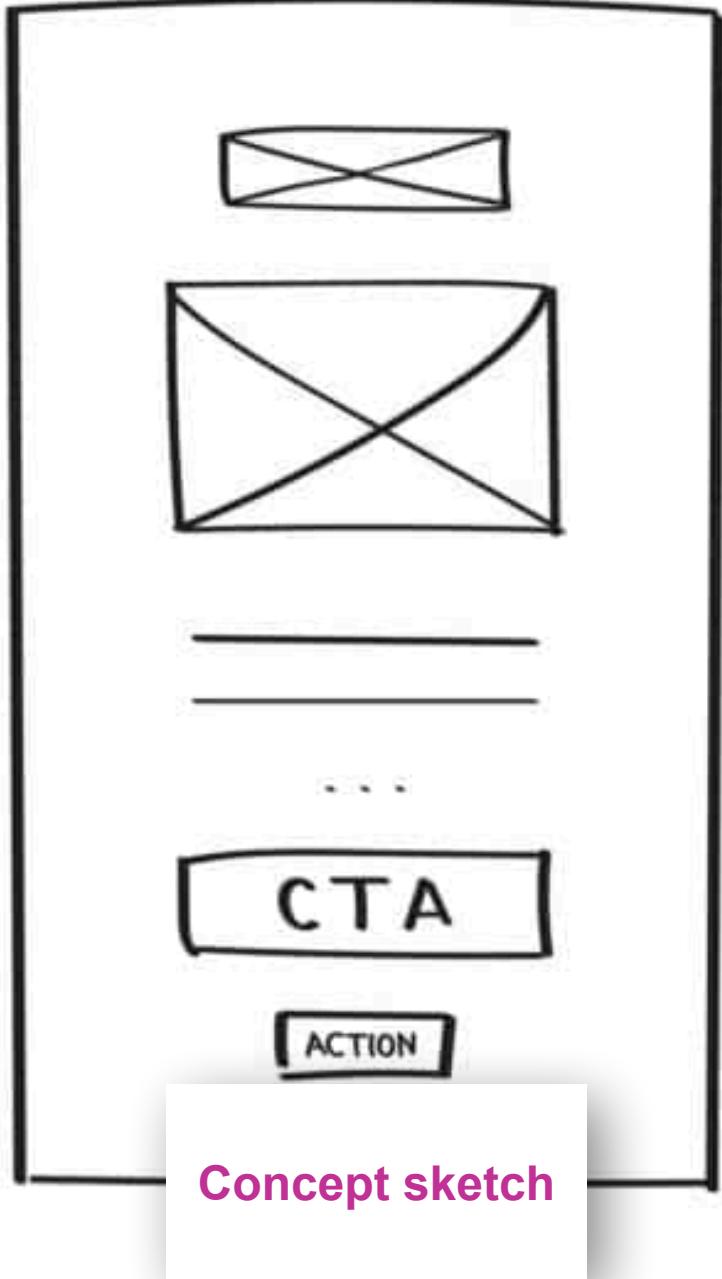
Functionality

- How do elements collaborate?

Behavior of elements

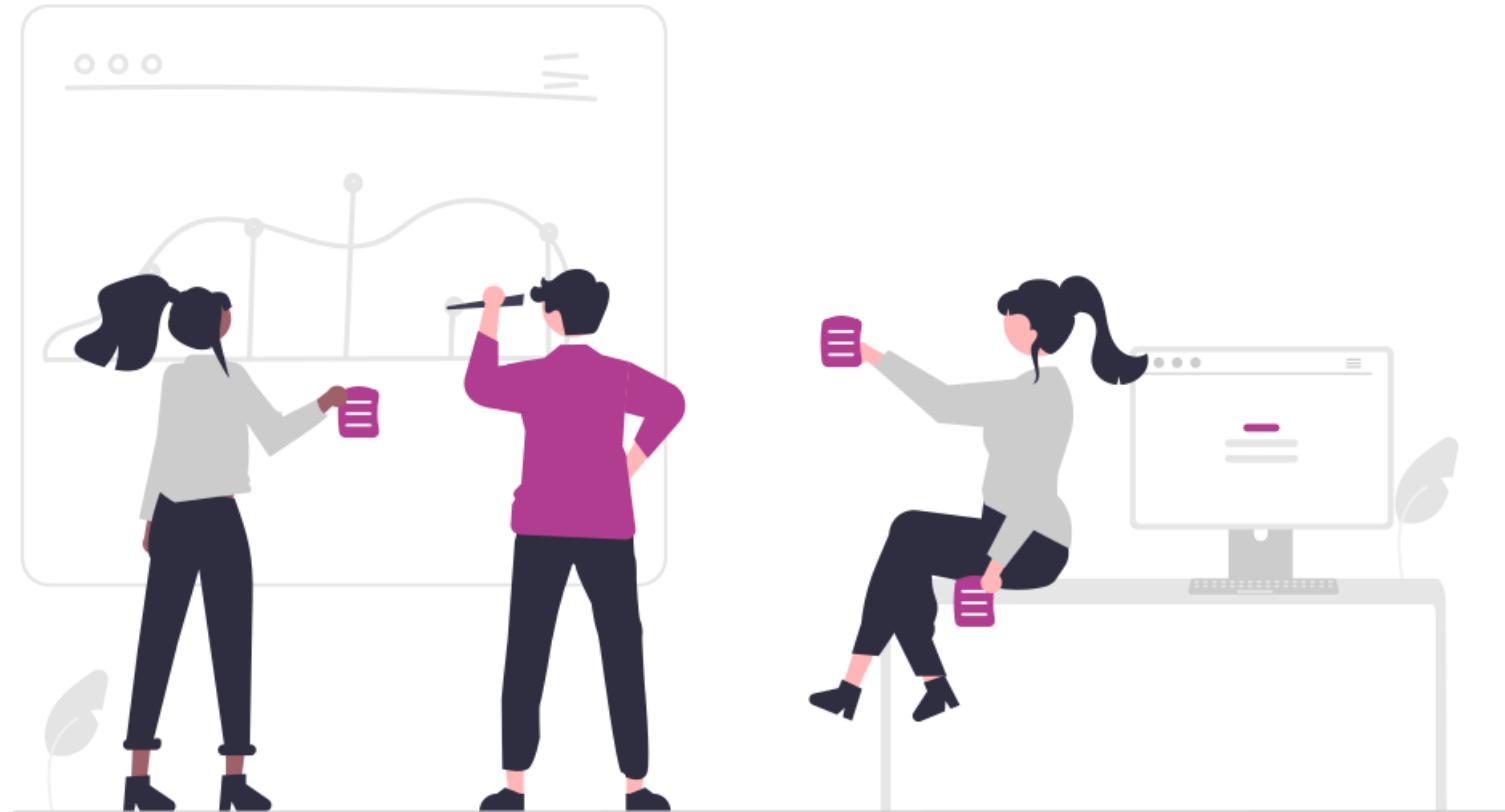
- How will the user use your product?





Why is it a useful tool?

- Everyone can do it
- Improves team work
- Improves communication and understanding of your product
- Engages your stakeholders



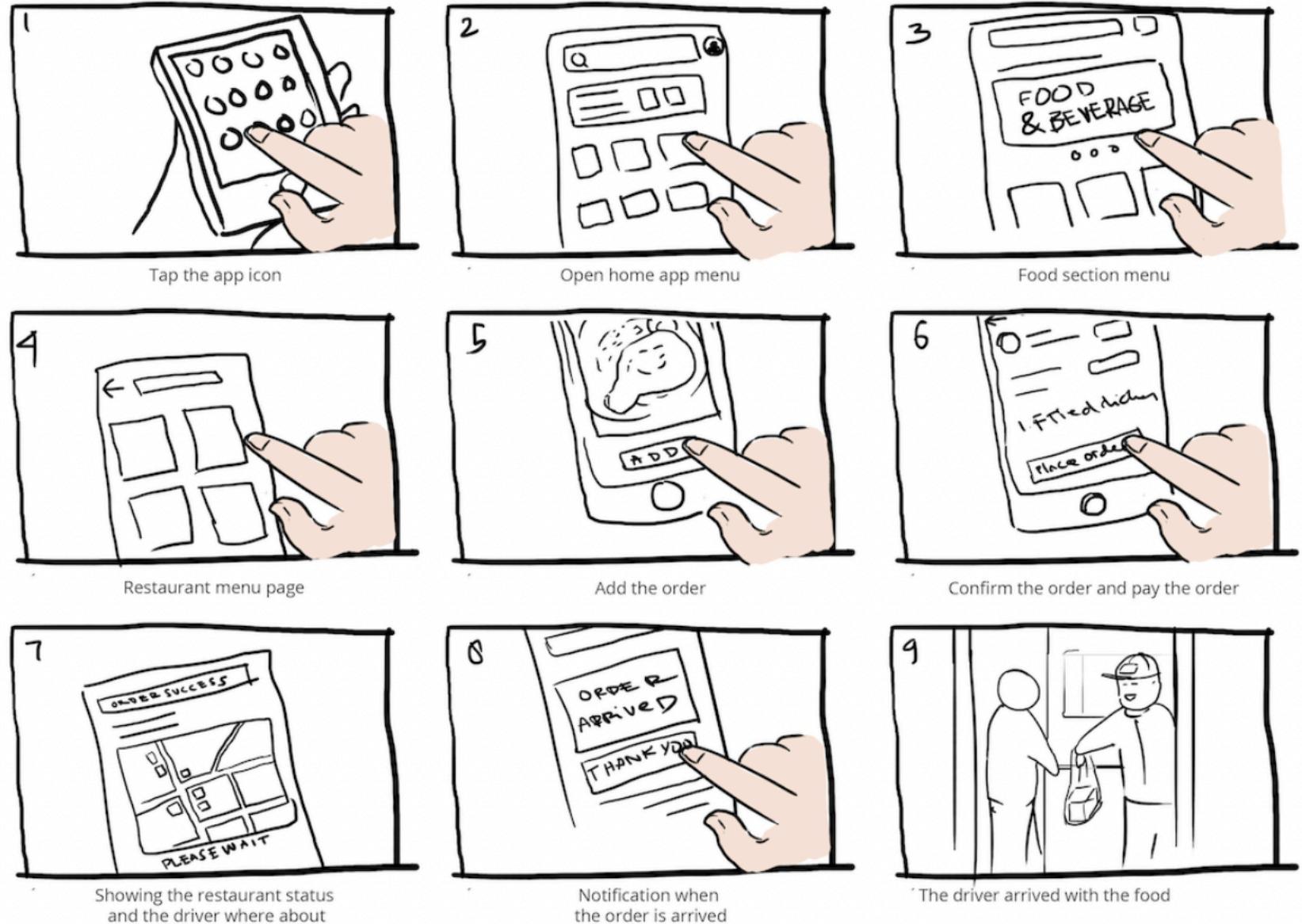
But how do you start?

Three levels

I have a pretty clear idea.

Storyboarding

(Tip: research method)



Taken from:<https://careerfoundry.com/en/blog/ui-design/best-storyboard-examples/>

I'm not clear about my goal yet. Book jacket (*Tip: research method*)

FRONT

What are the main messages you need to communicate?

SPINE

What do you want users to take away at a glance

BACK

What are the secondary messages you wish to communicate?

INSIDE FLAP

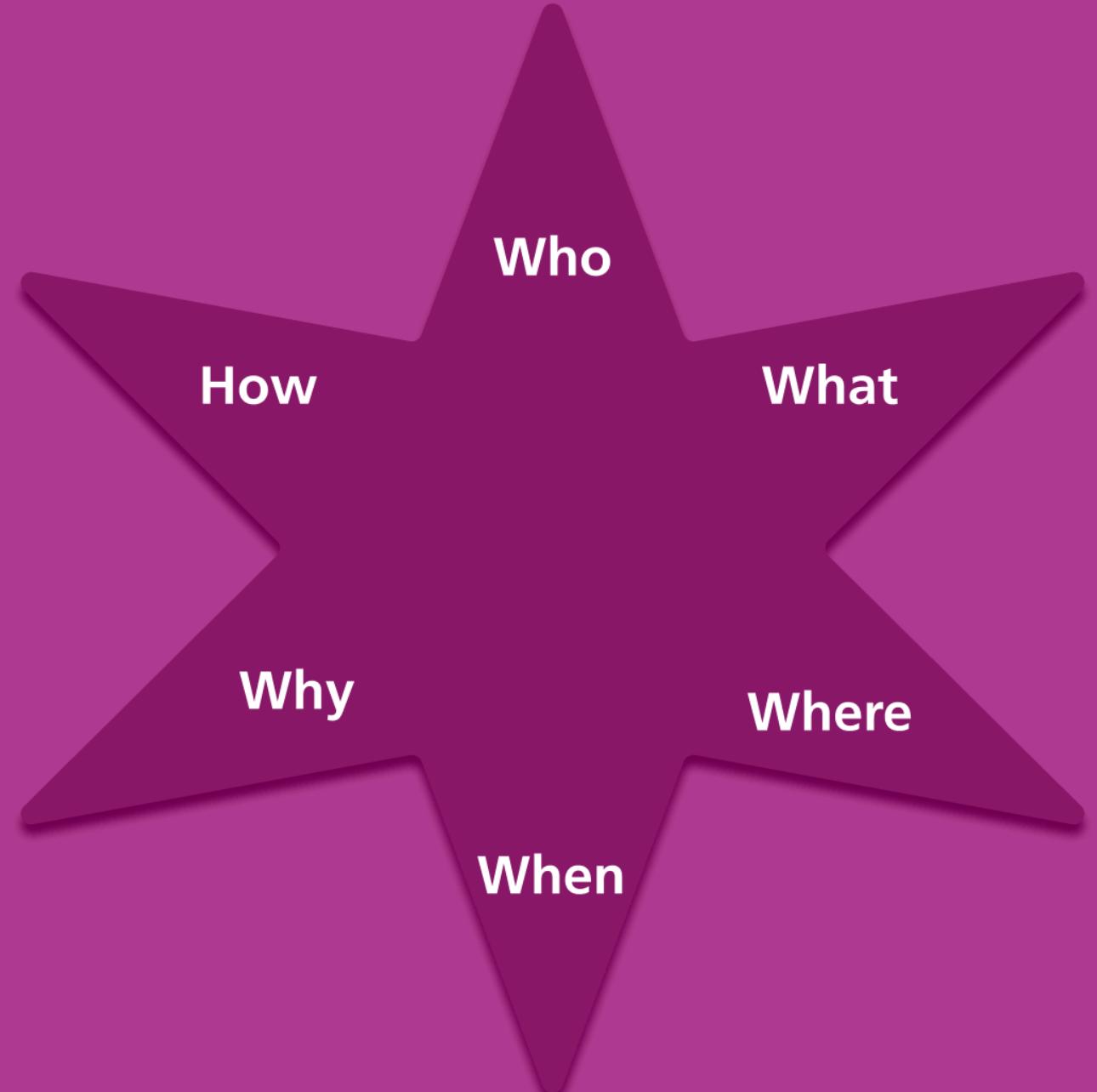
What do you want to explain to those interested in more detail.



I'm still unsure

Starbursting

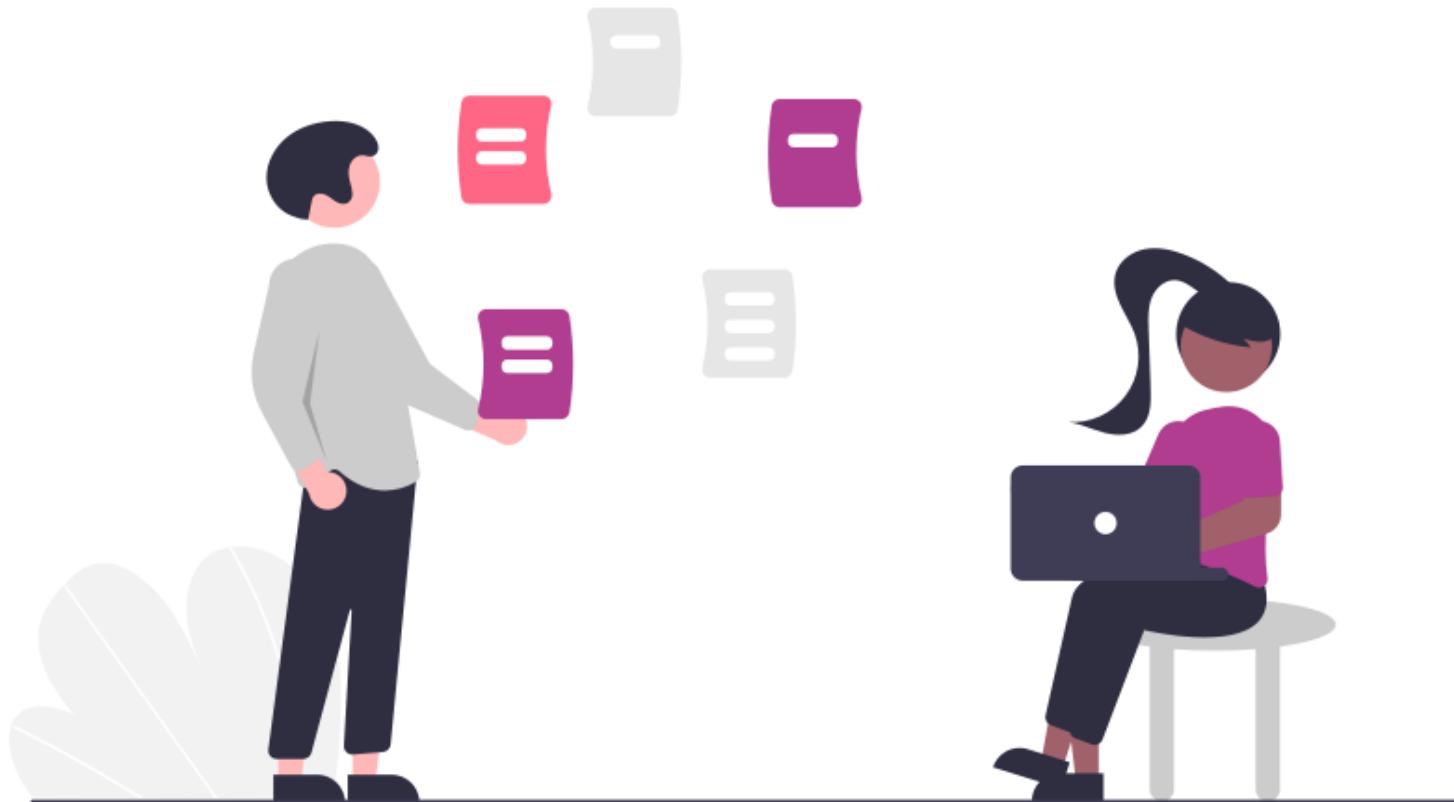
(Tip: research method)



Get to work

Pick a method and research your idea

1. *Storyboarding*
2. *Book jacket*
3. *Starbursting*



When the goal is clear...

1. Write down all the steps which a user can do in your app
2. Which data needs to be shown? Information architecture
3. Keep it simple, stupid
4. Take a look at your requirements. Is it complete?



The whole purpose of wireframing is to build on the design and functionality as the project progresses

- not to fixate on how close to the wireframe the actual UI design is.**



The average person
has an attention span
of 8 seconds

That is less than a
goldfish

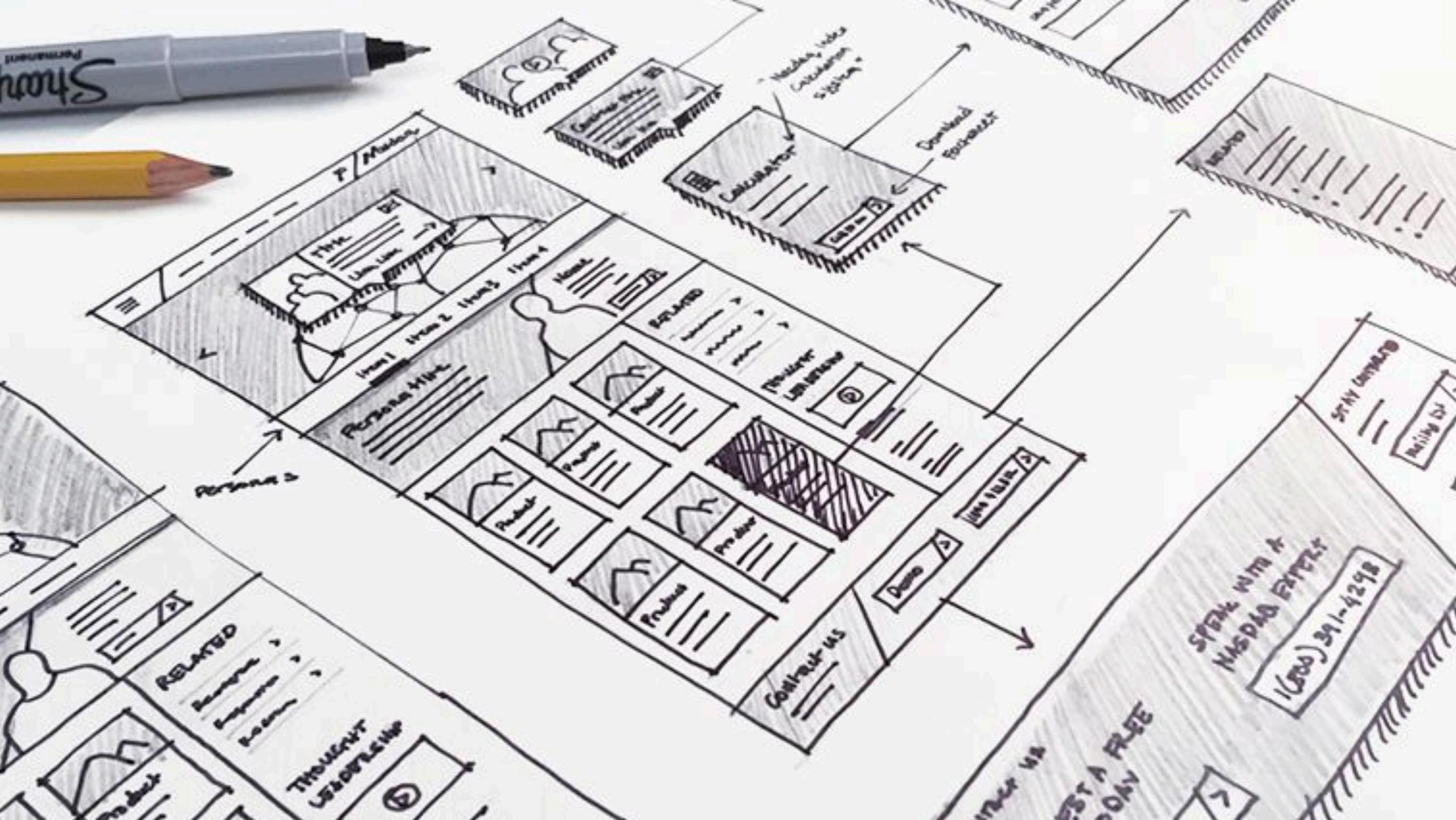
And you will read this last

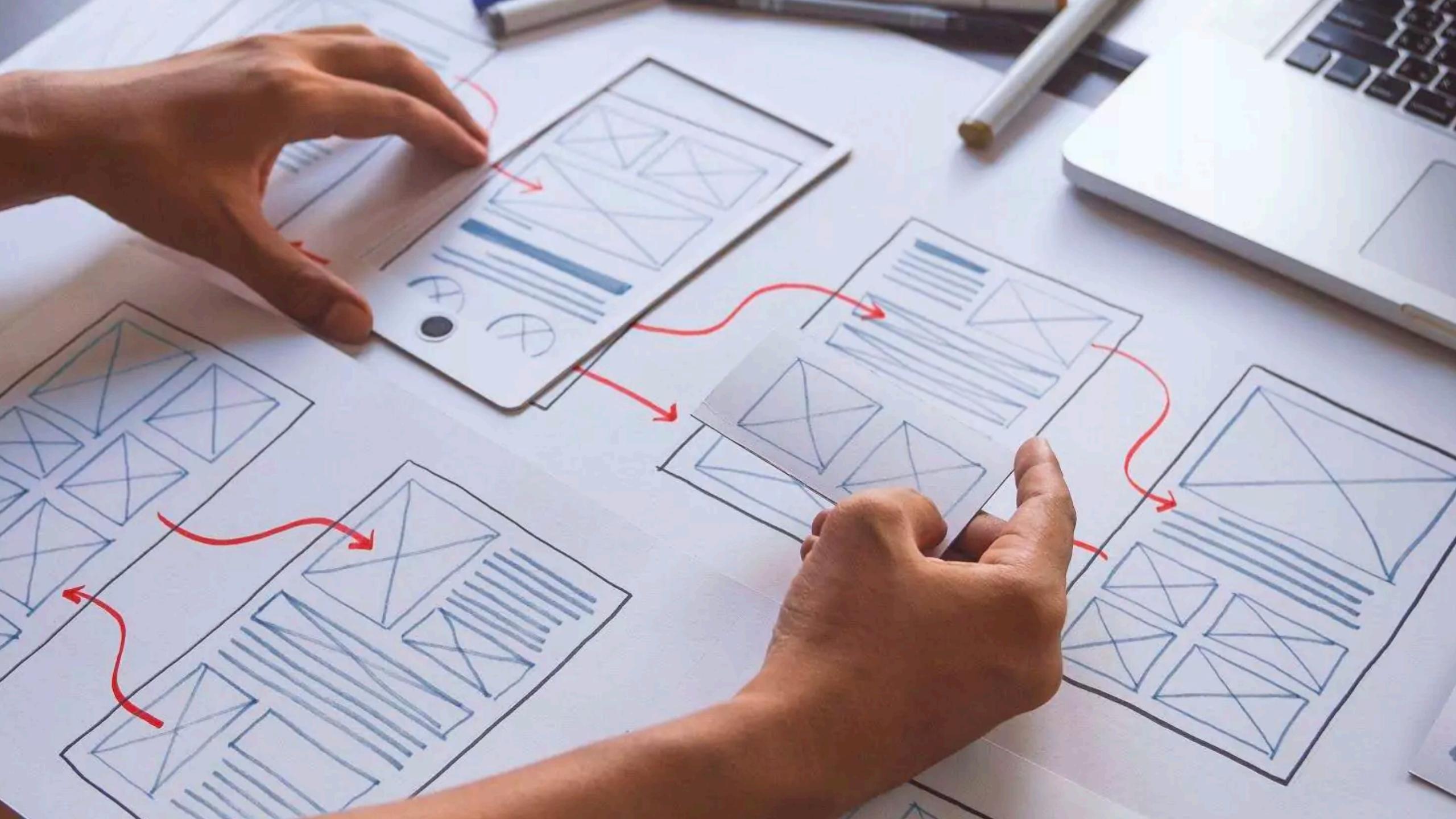
**You will read
this first**

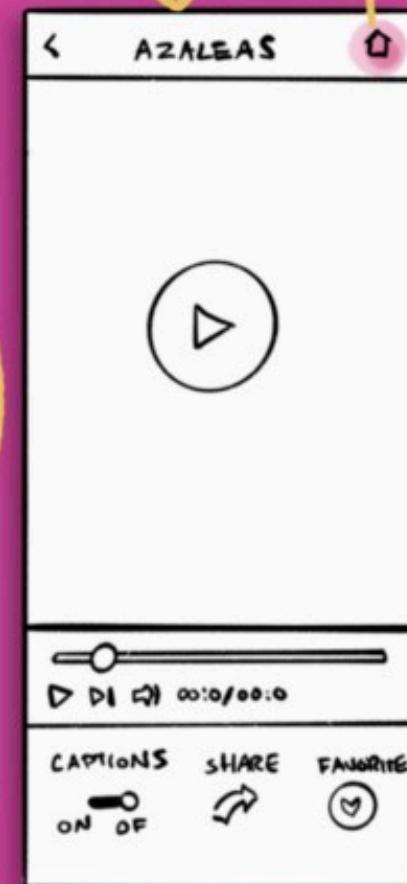
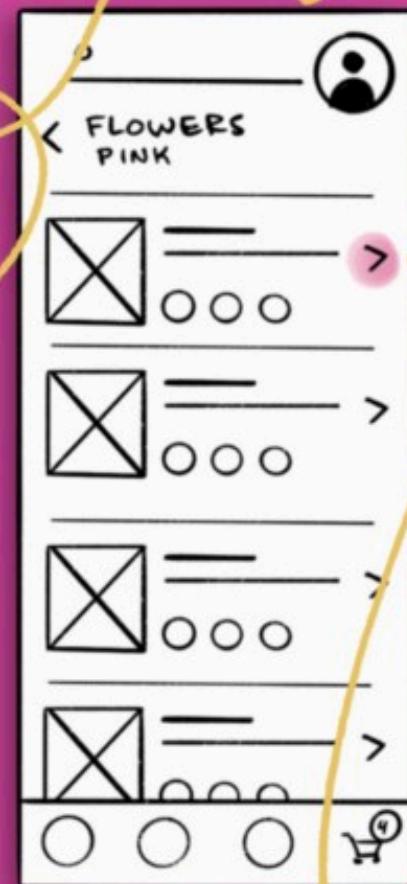
And then you will read this

Then this one

Examples low-fidelity wireframes







Library

Android + iOS mobile wireframe

Do you want to
use Figma without
spending hours drawing
rectangles?

Use a ‘wireframe UI kit’
as a starting point.

Virginia Organ... ^

+

Test

ic Seeds wirefram...

: Zinnia Candy Stripe

nia - Candy Stripe

page User Card

e 13

e 12

e 11

3

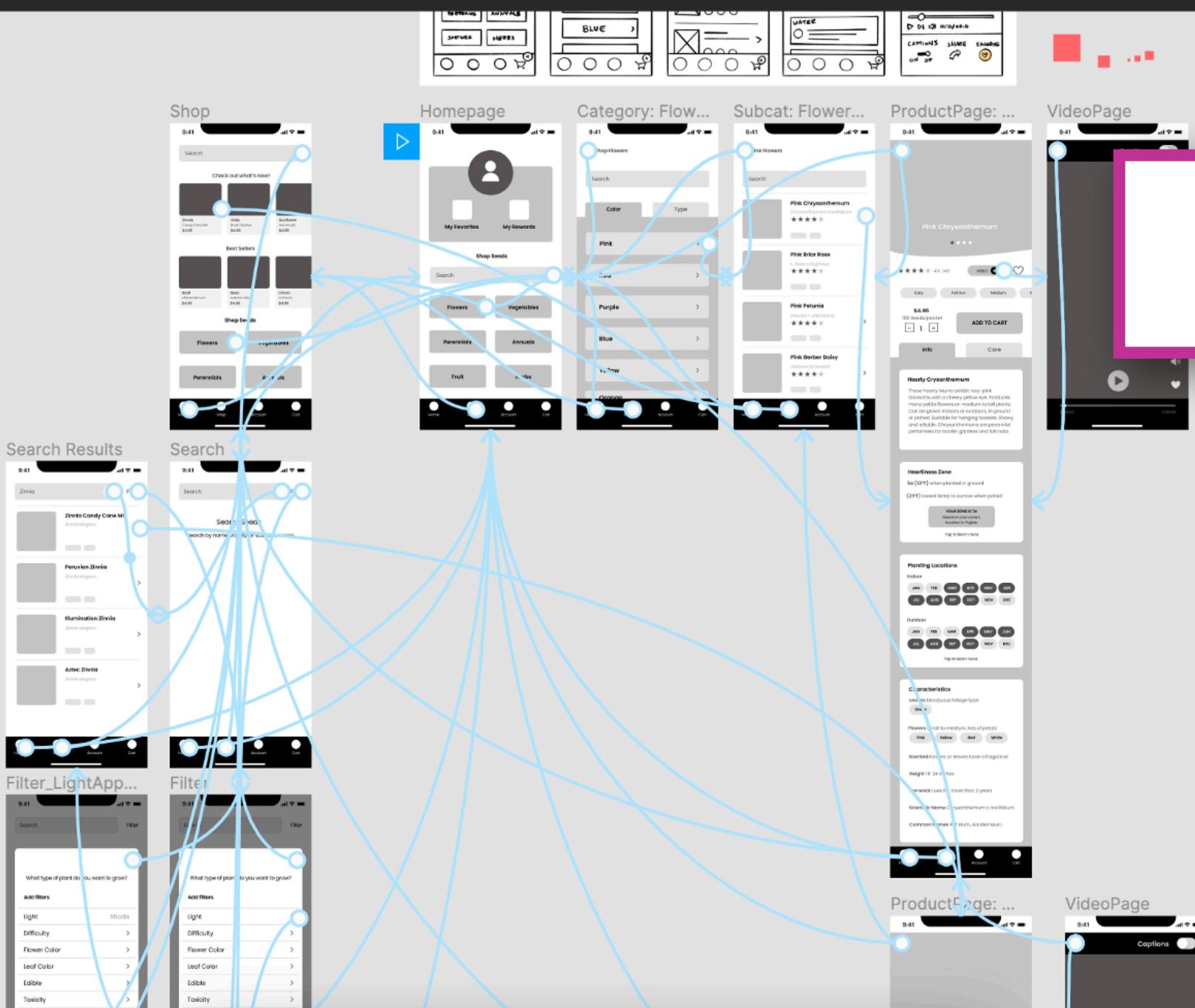
or

4

on 8

Medium

Homepage User Card



Design Prototype Inspect

Device

Have you already discovered the 'inspect' tool?

Background

#000000

Starting frame

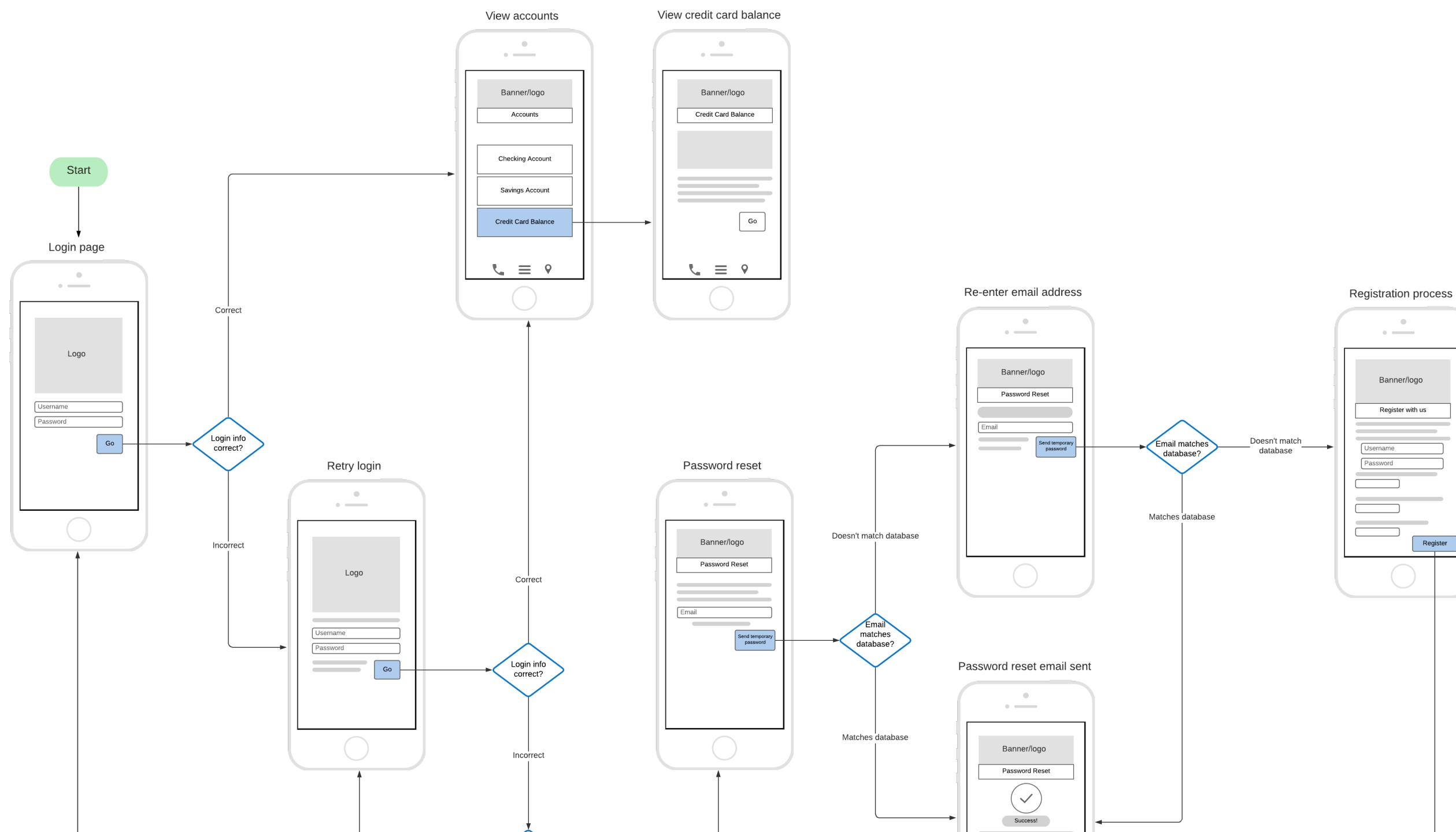
Homepage

Removing a connection

To delete a connection, click and drag on either end.

Running your prototype

Use the play button in the



Rounding up the wireframes

What?

*What happened?
What did you observe?*

So What?

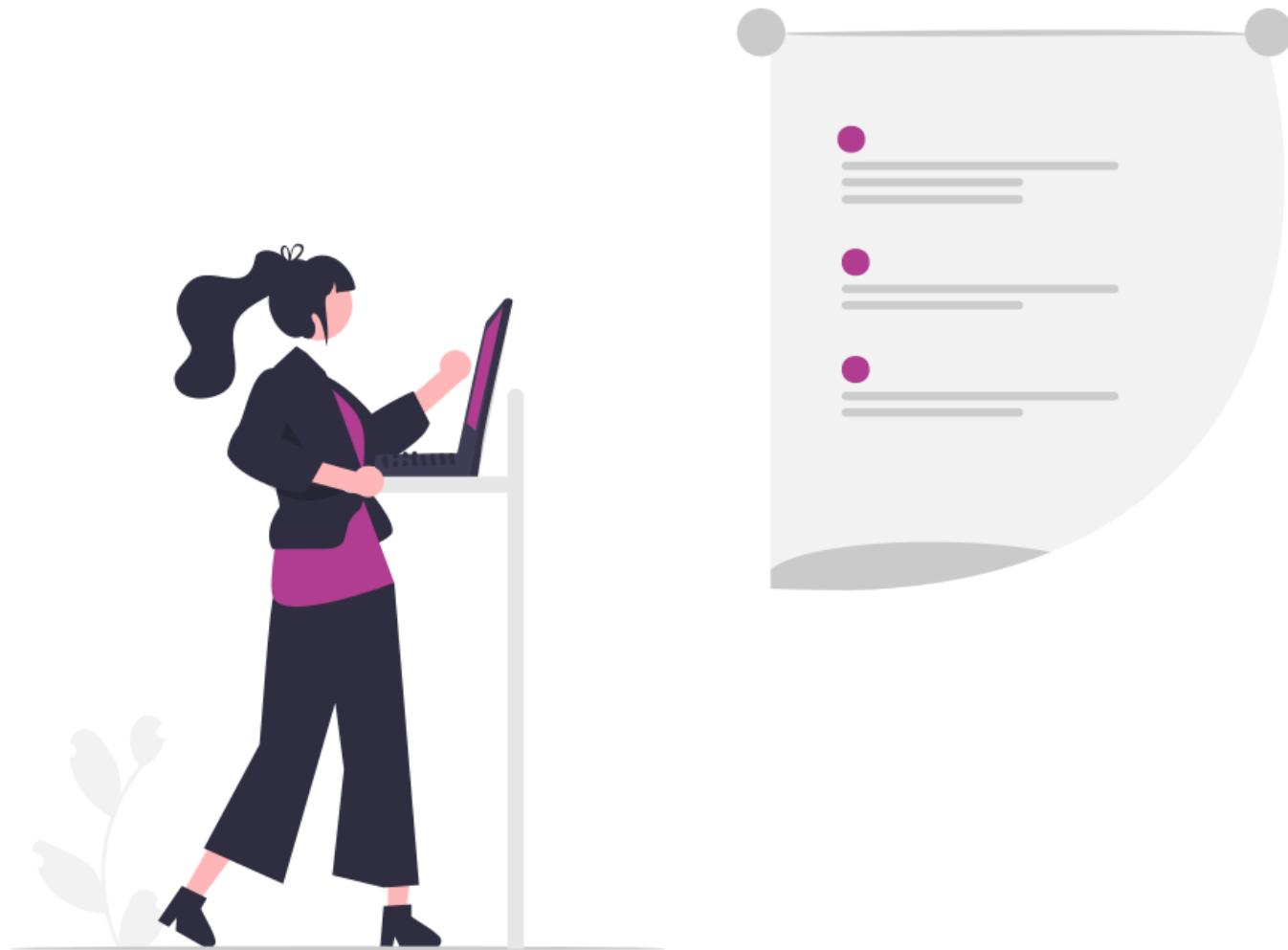
*What was significant?
What matters?*

Now What?

*What changes now?
What are next steps?*

Part 2: The pitch

What makes a good pitch?





The secret to
successfully
pitching
an idea

TED

How to pitch: FOMO

1. Know your audience
2. The hero's journey
 1. Status quo
 2. How will you swoop in and save the day
3. Shore up your weakest point

Let's identify your story (10 min)

1. Know your audience
2. The hero's journey
 1. Status quo
 2. How will you swoop in and save the day
3. Shore up your weakest point

Don't just present. Pitch.

Pitch is the fastest way for your team to create and share beautiful presentations that get results.

Enter a prompt, for example: A product launch plan for a mobile car-sharing app called "JuicyCars"

★ Start with AI

Part 3: Deliverables

Suggested deadline for assignment 1: 10 March 23:59

Assignment 1 (40%)

- **Pitch** in week 4
- **Research report** (with maximum of 5 pages)

Check the rubrics!

Your deliverables for assignment 1

Pitch in week 4 (minimum of 10 slides)

Research report (restricted to 5 pages)

Your pitch and research report should give a full overview of the process you went through in week 1-4, how you divide the information in your pitch/research report is up to you.

Problem statement

Persona

Requirements list

Three concepts

Low-fidelity wireframes

What to do for the next session?

- Are you enrolled in a Design Essentials group?
- Finish up assignment 1
- Hand it in (*even if it's not finished yet*)
- Prepare your pitch!

