



A New Approach to
Prototyping & UI Design

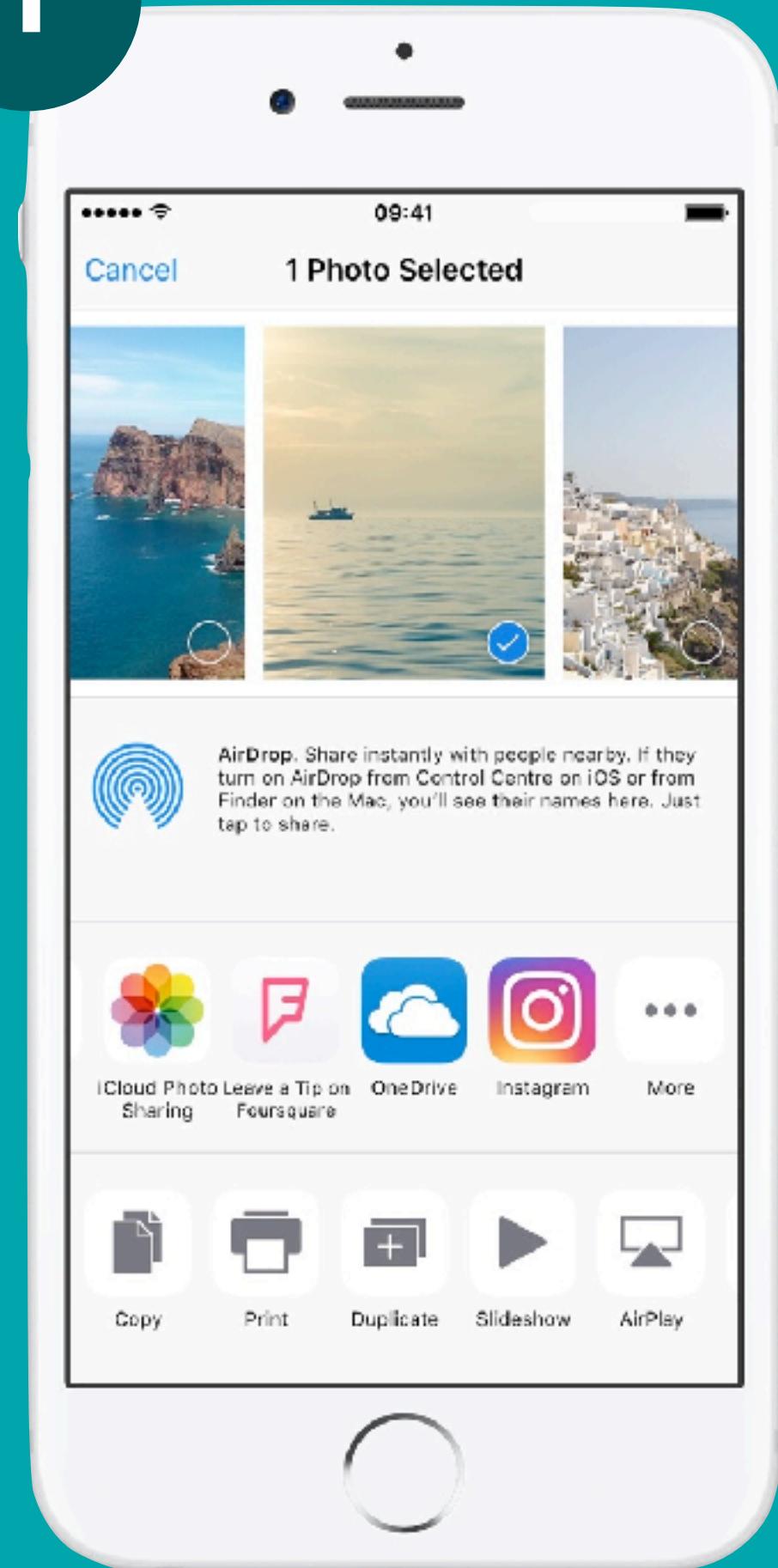
Who am I?

Juan Serra

- UX/UI Designer specialized in mobile interfaces.
- Work as a Freelancer in different projects.
- Love to go to Hackatons
- Born in Argentina, living in NYC.
- Organizer of NYC Fuse Meetup.
- Twitter: @jiserra

What is an interface?

1

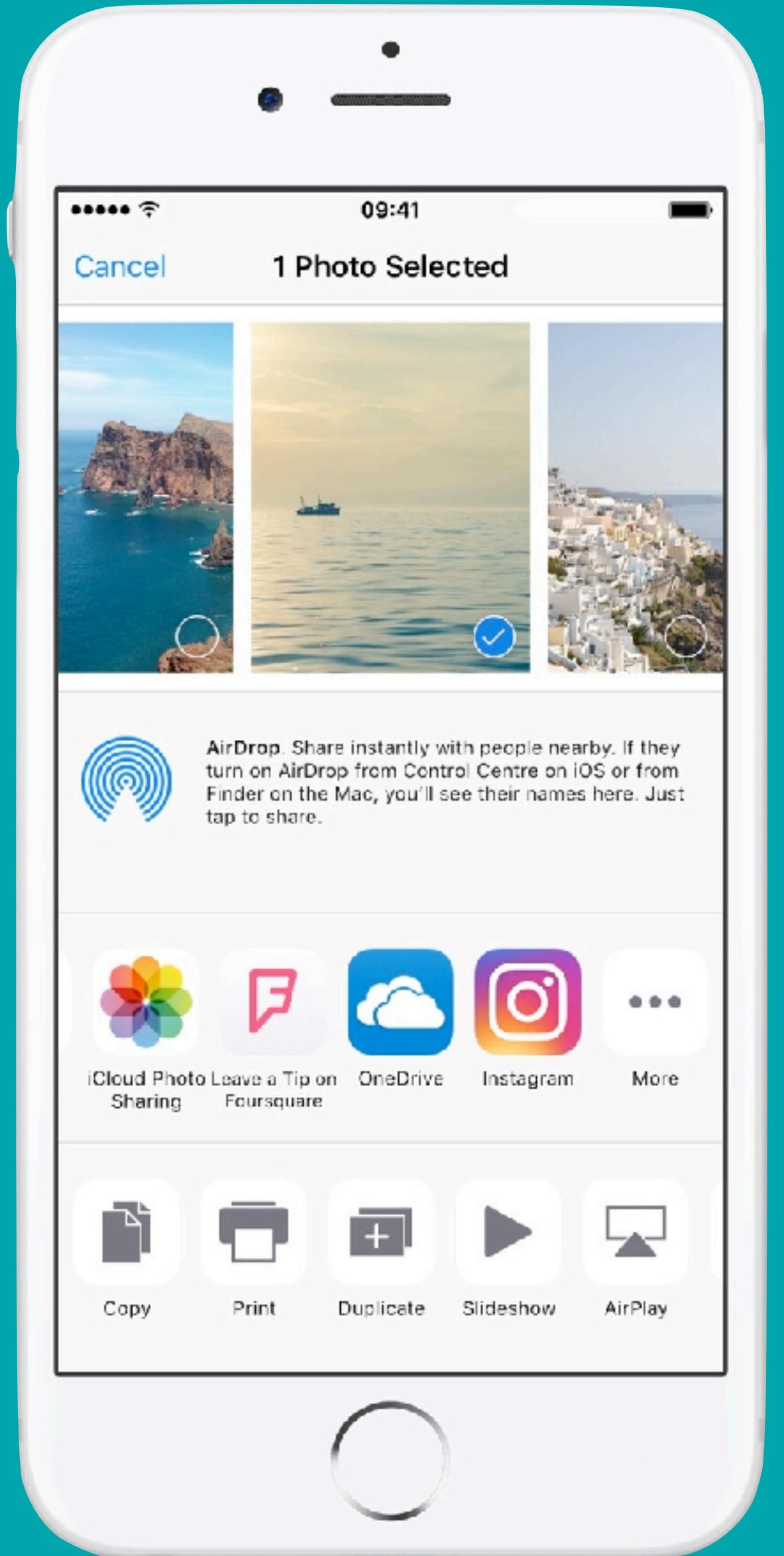


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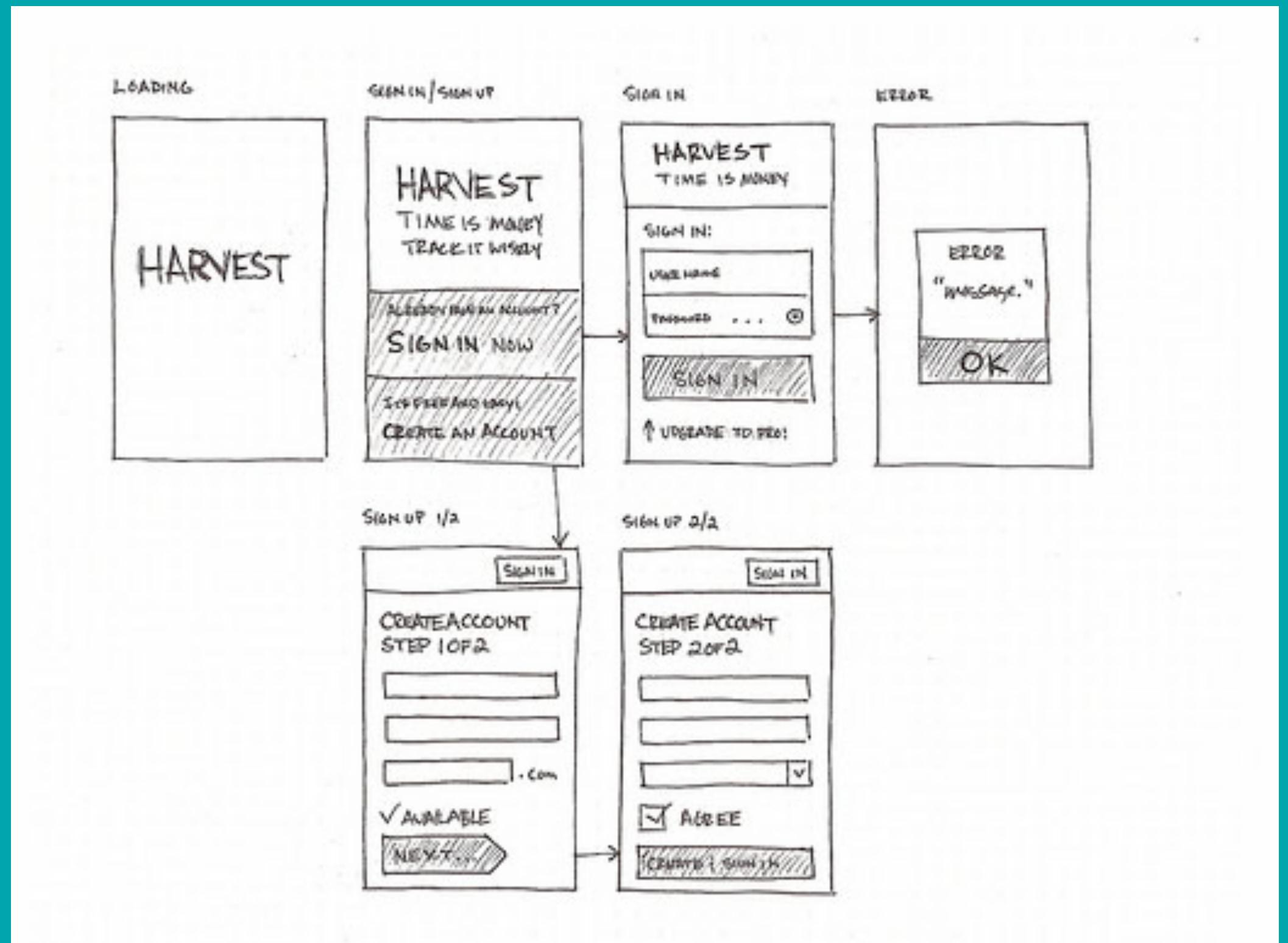
3





Historic role of a designer in creating an app

Sketches

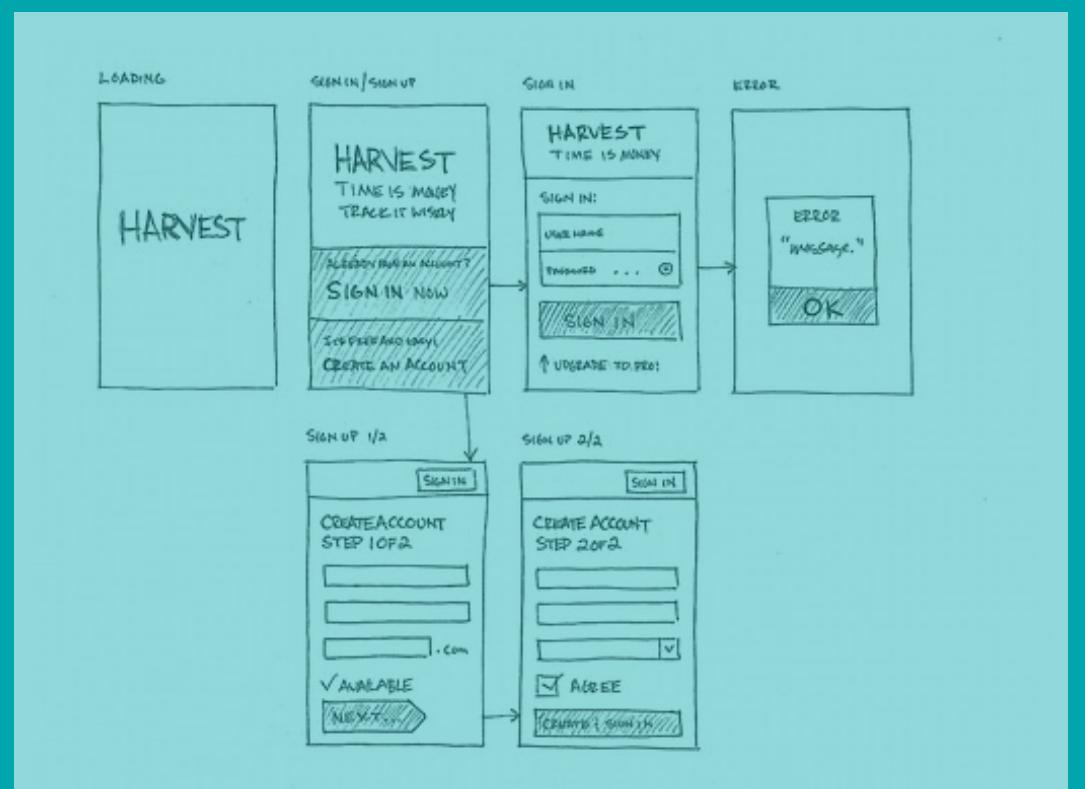


Design

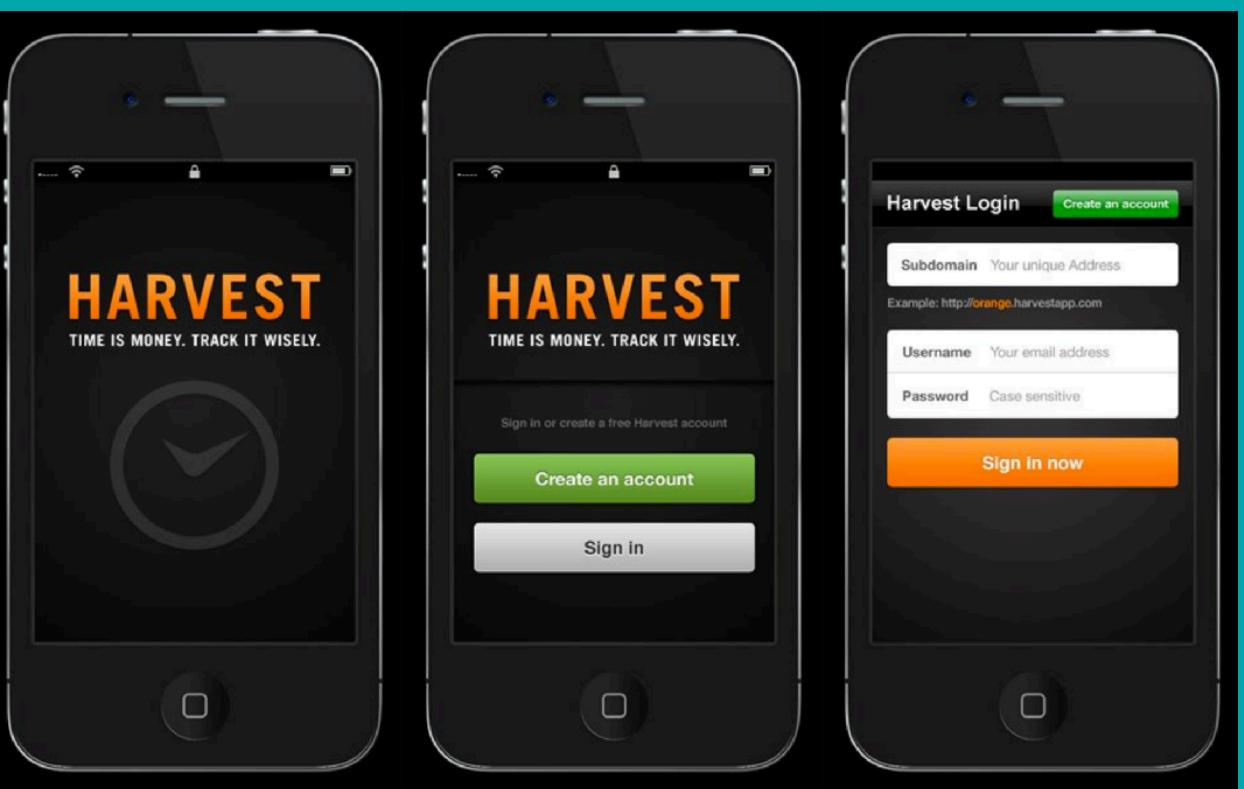
Sketches



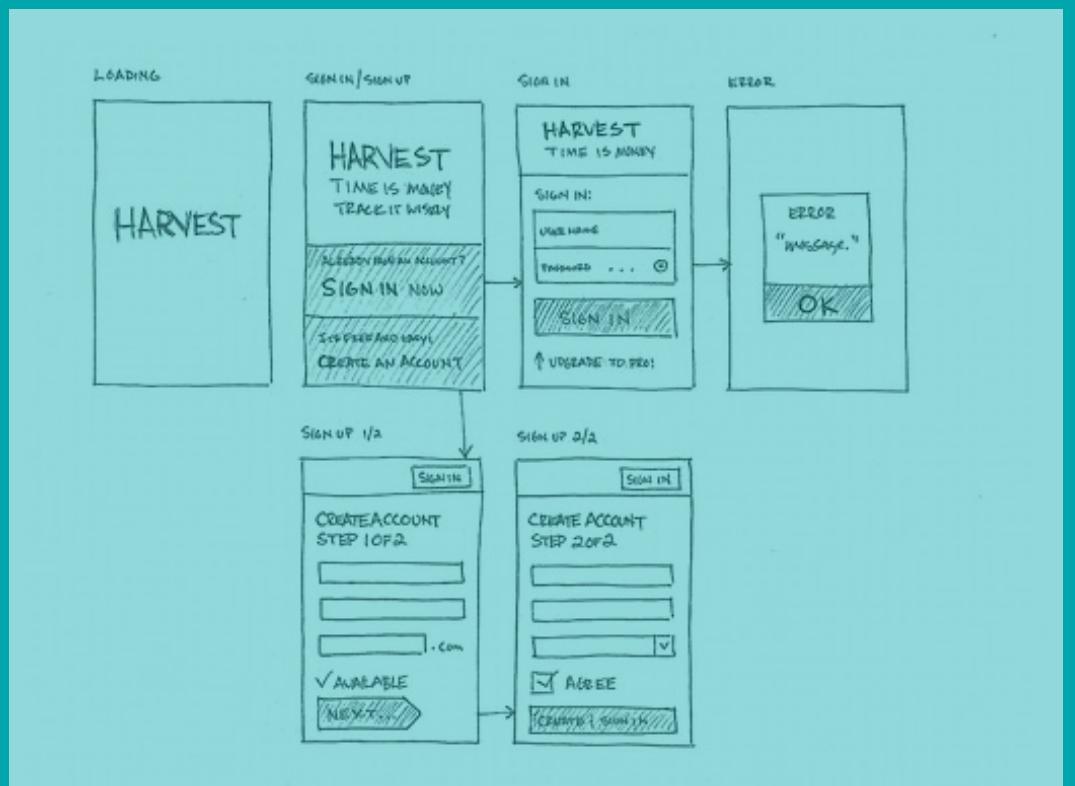
Sketches



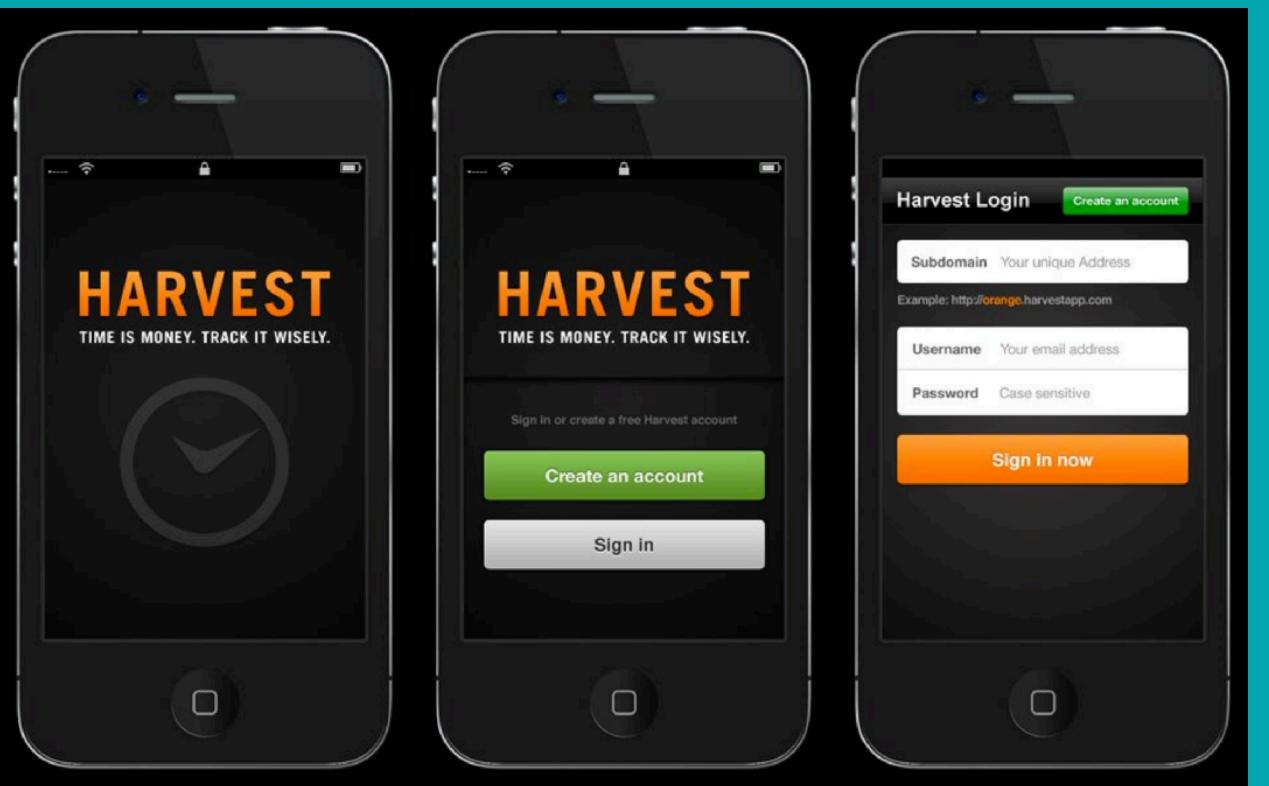
Design



Sketches



Design

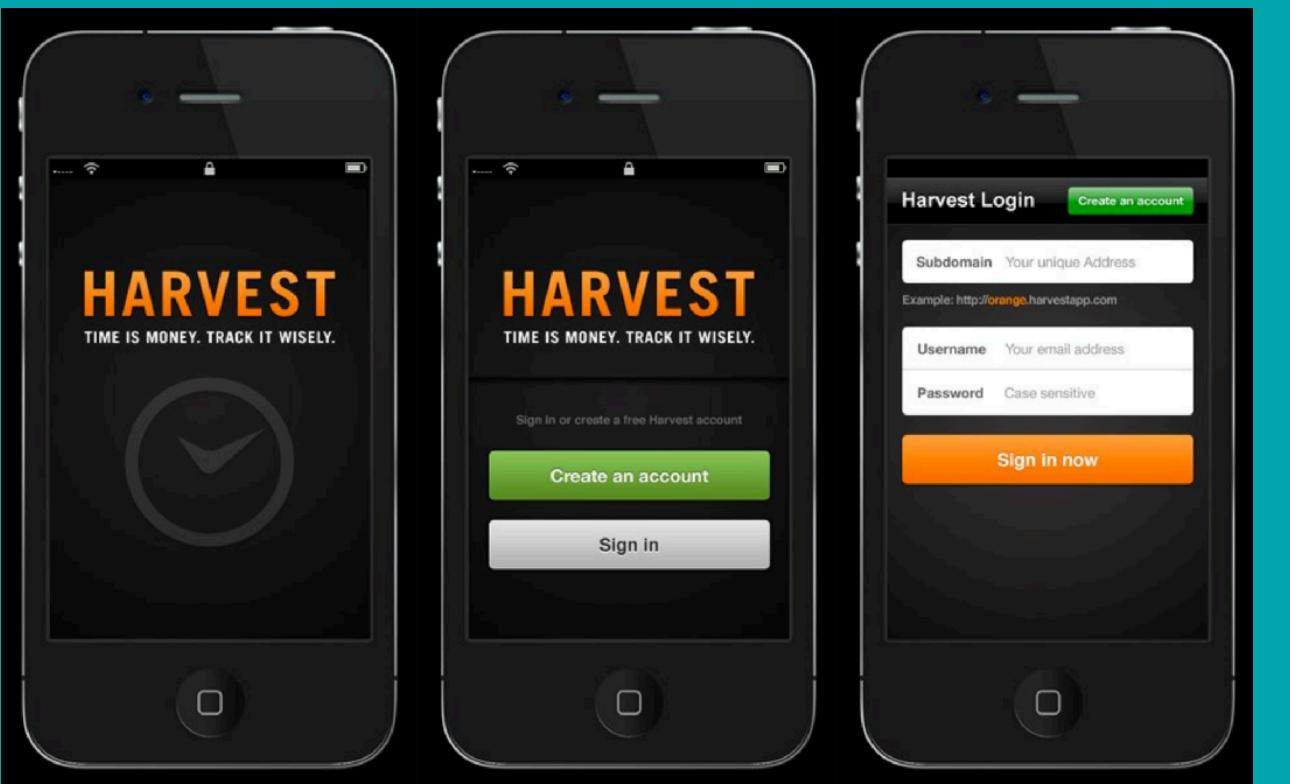
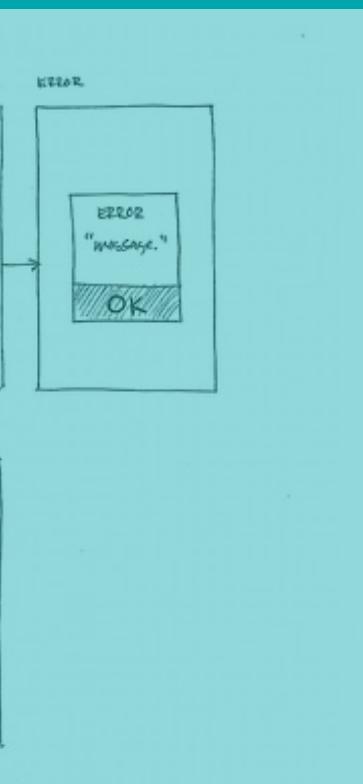


Developer



es

Design



Developer

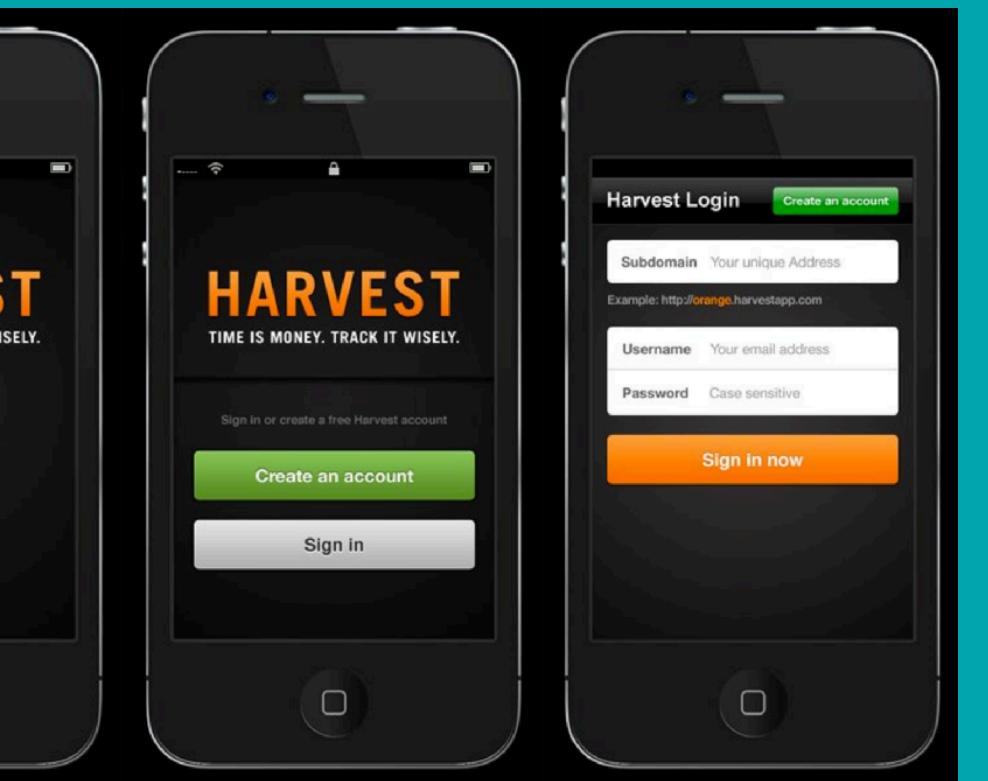


App

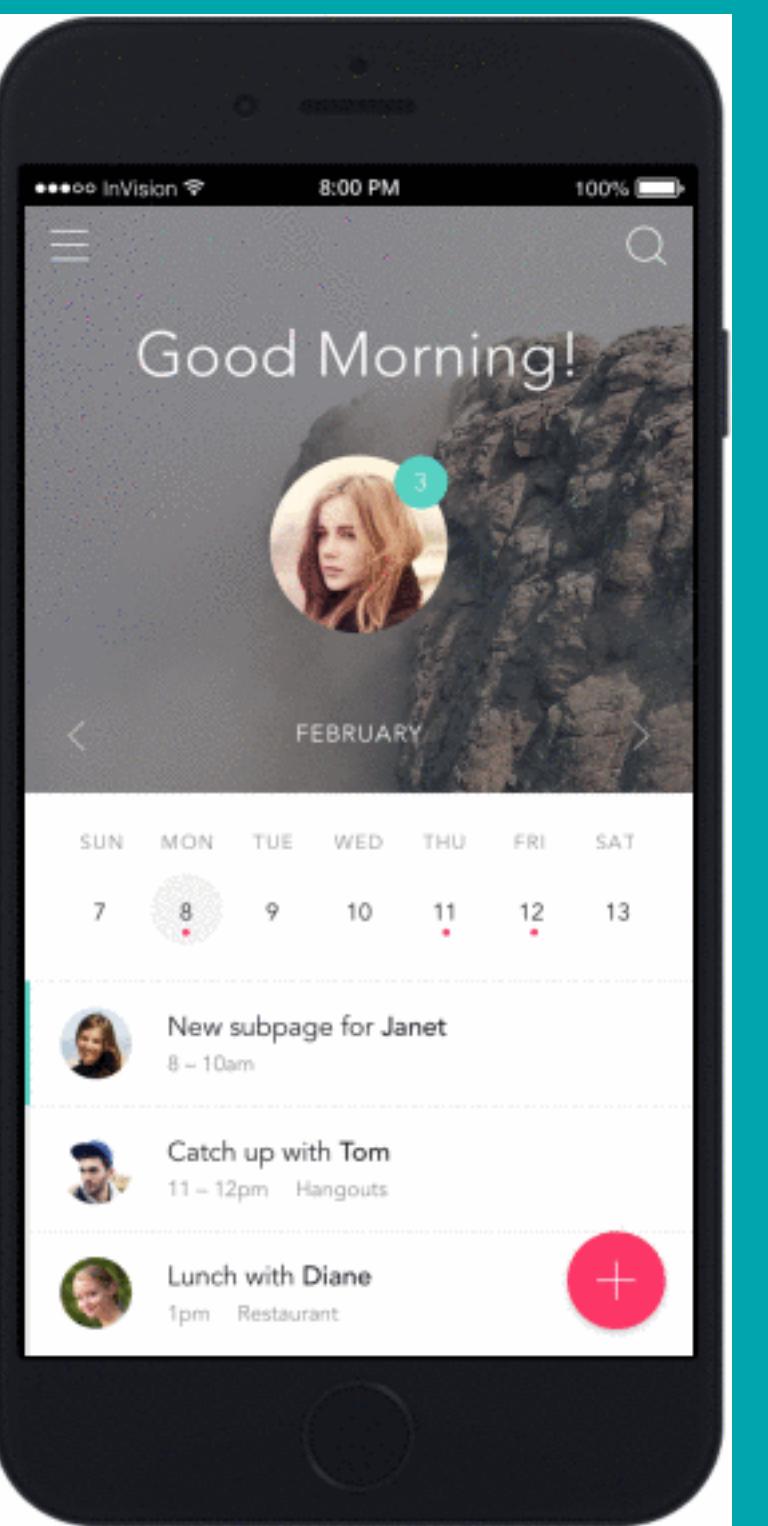


I HAVE NO CONTROL!

Design



Prototype



Developer



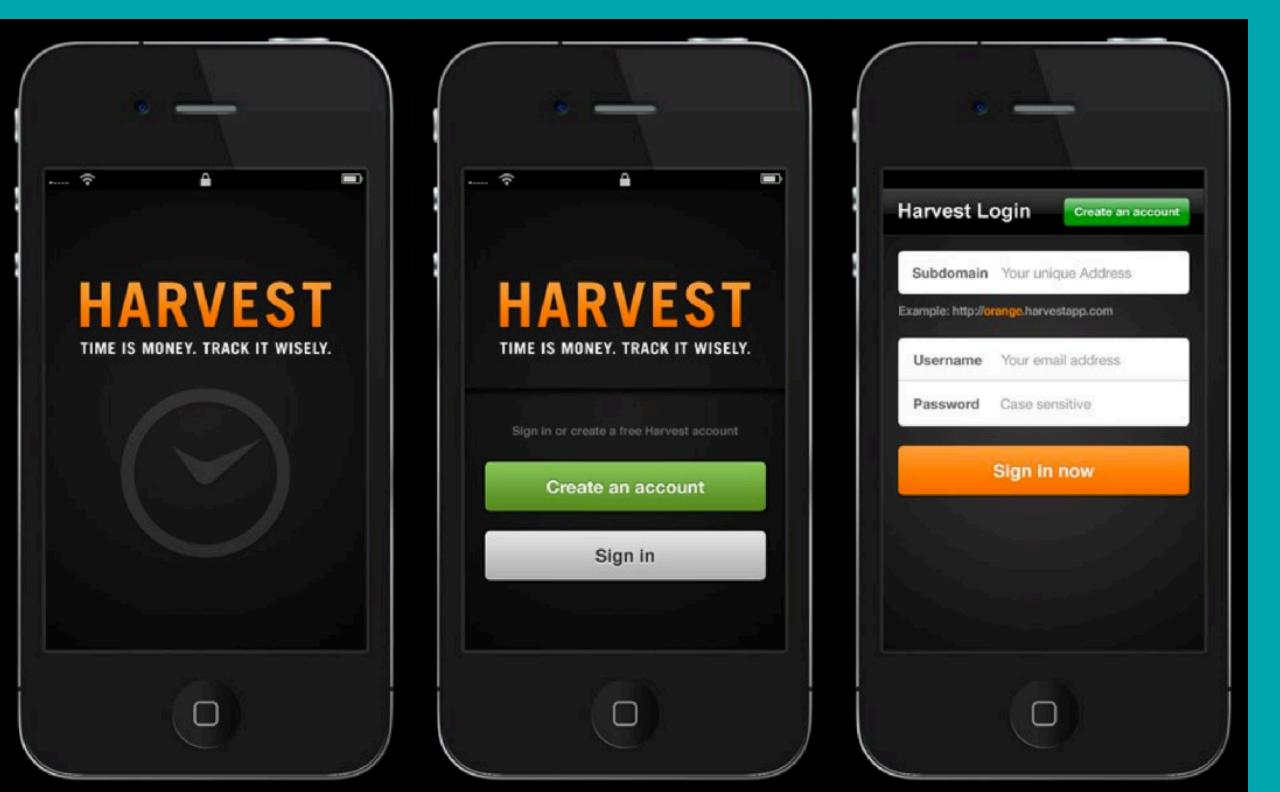
App



Sketches



Design



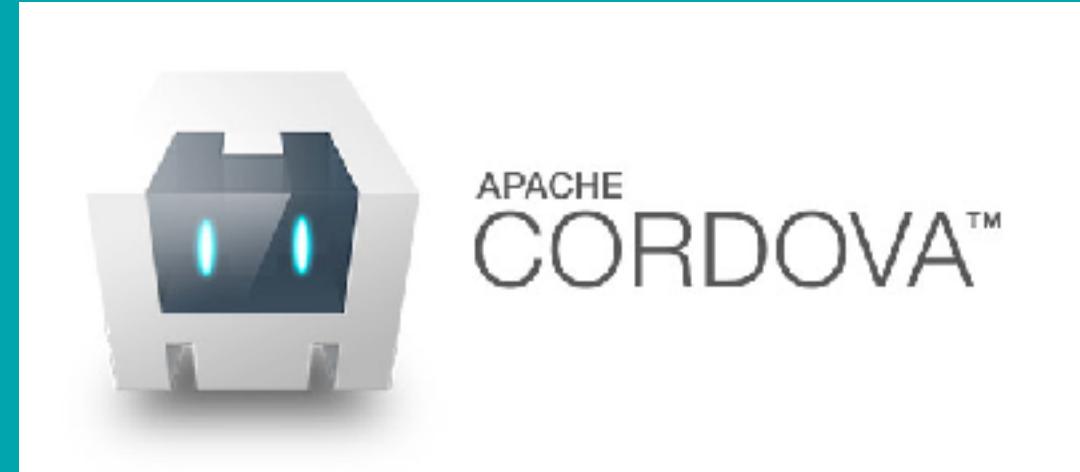
App

fuse 



Other solutions to the problem

HTML5 / WebView



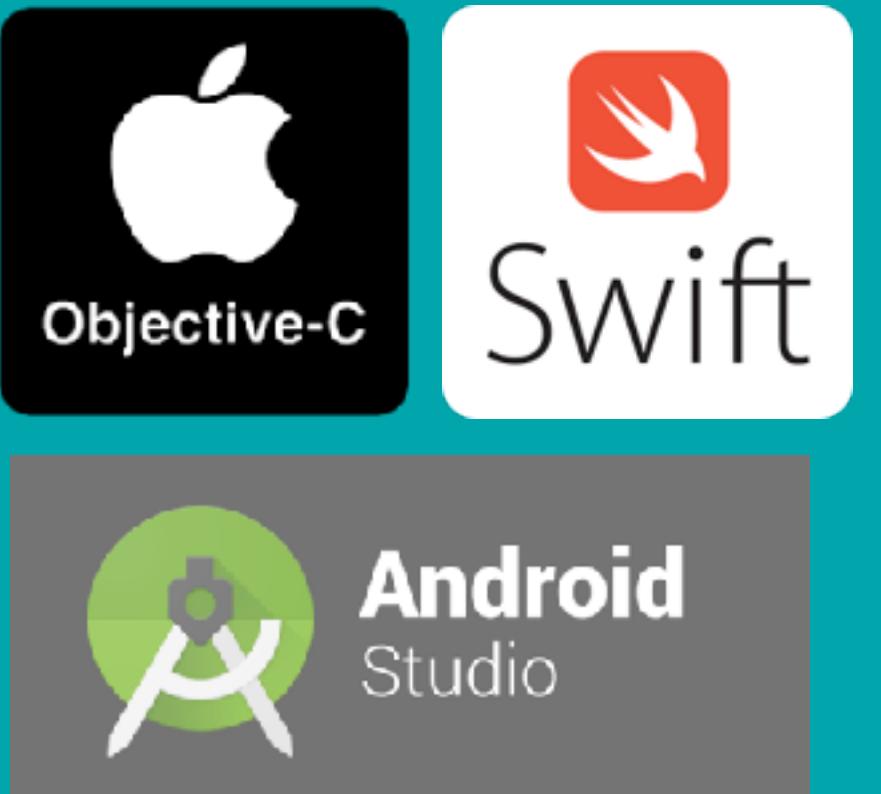
PRO:

- (somewhat) easy to learn

CONS:

- Difficult access to phone features (camera, GPS, etc)
- Non-native = slow interface
- Limited in things we can do.

Native Code



PRO:

- Access to everything
- Native = The real thing
- Limited only by the OS/Phone

CONS:

- Too hard to learn and master!

Other solutions to the problem



PRO:

- Easy to learn
- Native build = faster
- Access to most of phone features
- Fun to develop!

CONS:

- We might need to rely on a developer for hard stuff (like authentication, data on a DB, etc)

What's Fuse?

Tool that allows designers (and developers) to create ready to publish native mobile apps with animations and interactions.

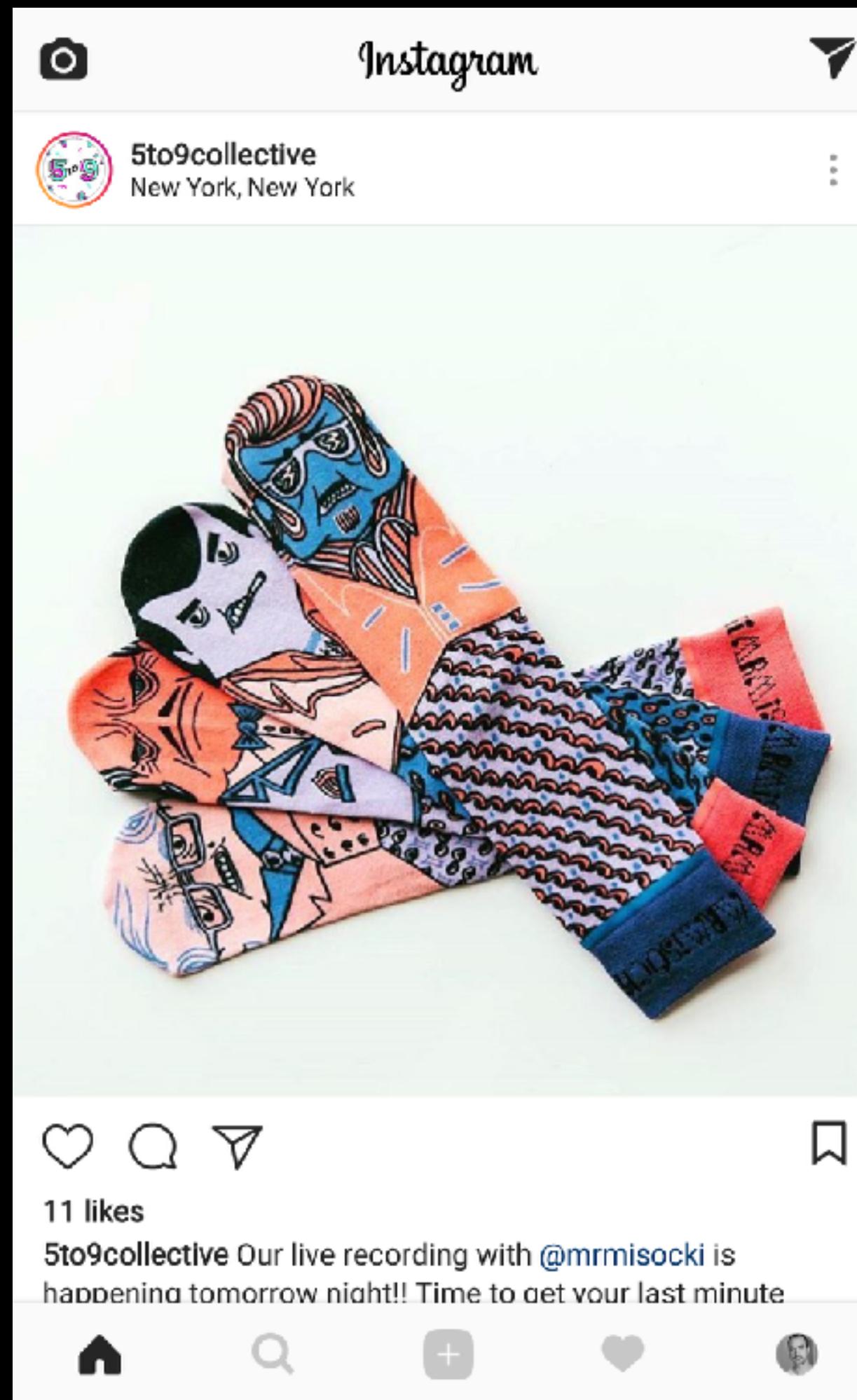
Fuse

- Free
- The core product
- Design and build with code

Fuse Studio

- License cost (with free trial)
- GUI for inspecting and manipulating objects
- Can't work entirely without knowing Fuse

Anatomy of an App



 Instagram 

 **5to9collective**
New York, New York 



11 likes

5to9collective Our live recording with @mrmisocki is happening tomorrow night!! Time to get your last minute

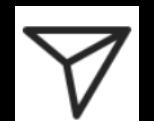
    



Instagram

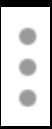


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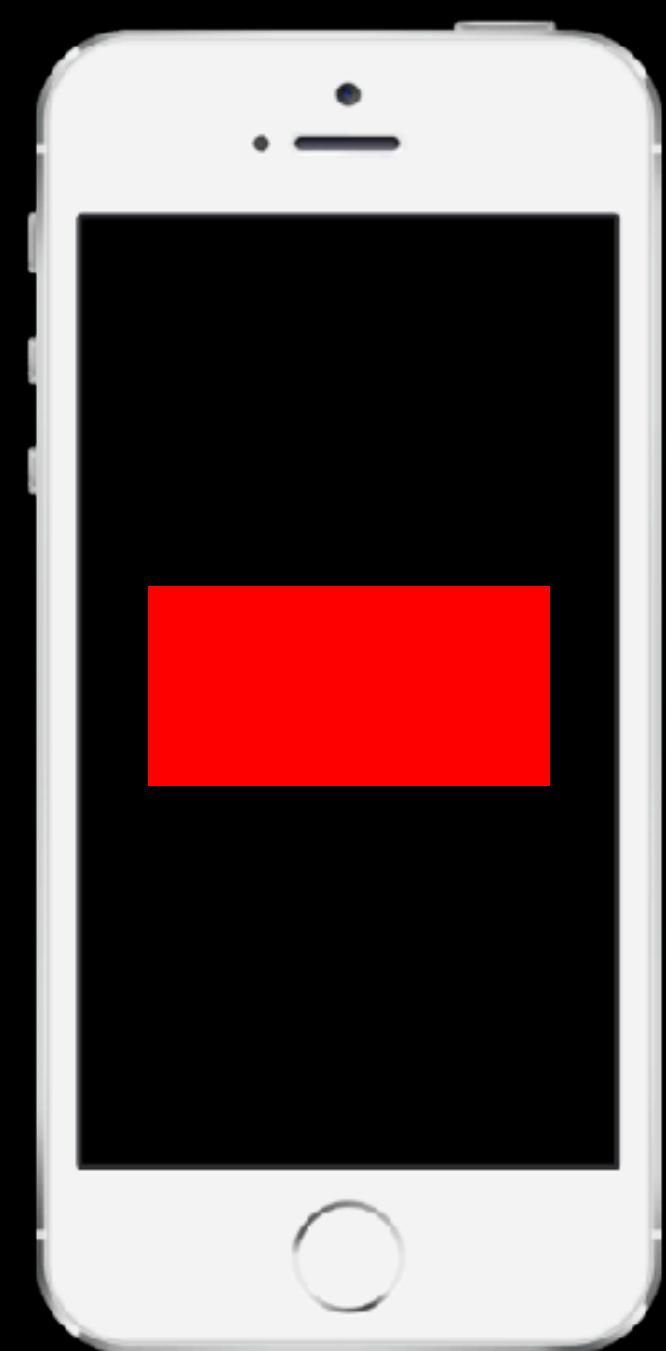
5to9collective Our live recording with @mrmisocki is
happening tomorrow night!! Time to get your last minute



Lose your fear of code!

Example

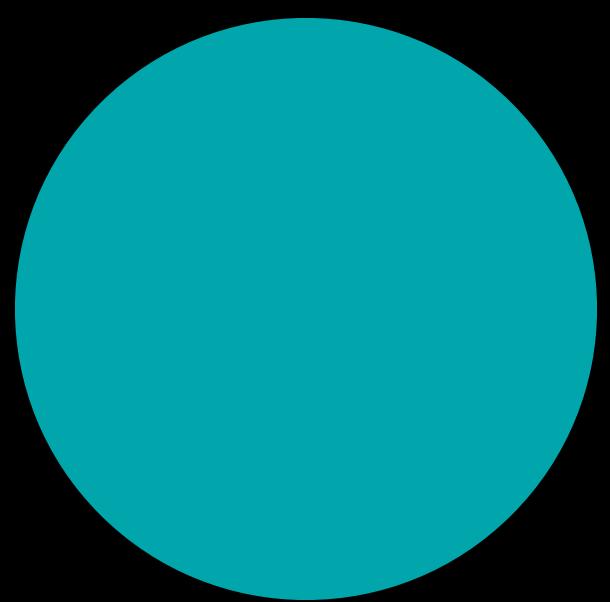
```
1 <App>
2   <Rectangle Width="100" Height="50" Color="Red" />
3 </App>
```



Primitives



```
<Rectangle Width="360" Height="180" Color="Blue" />
```

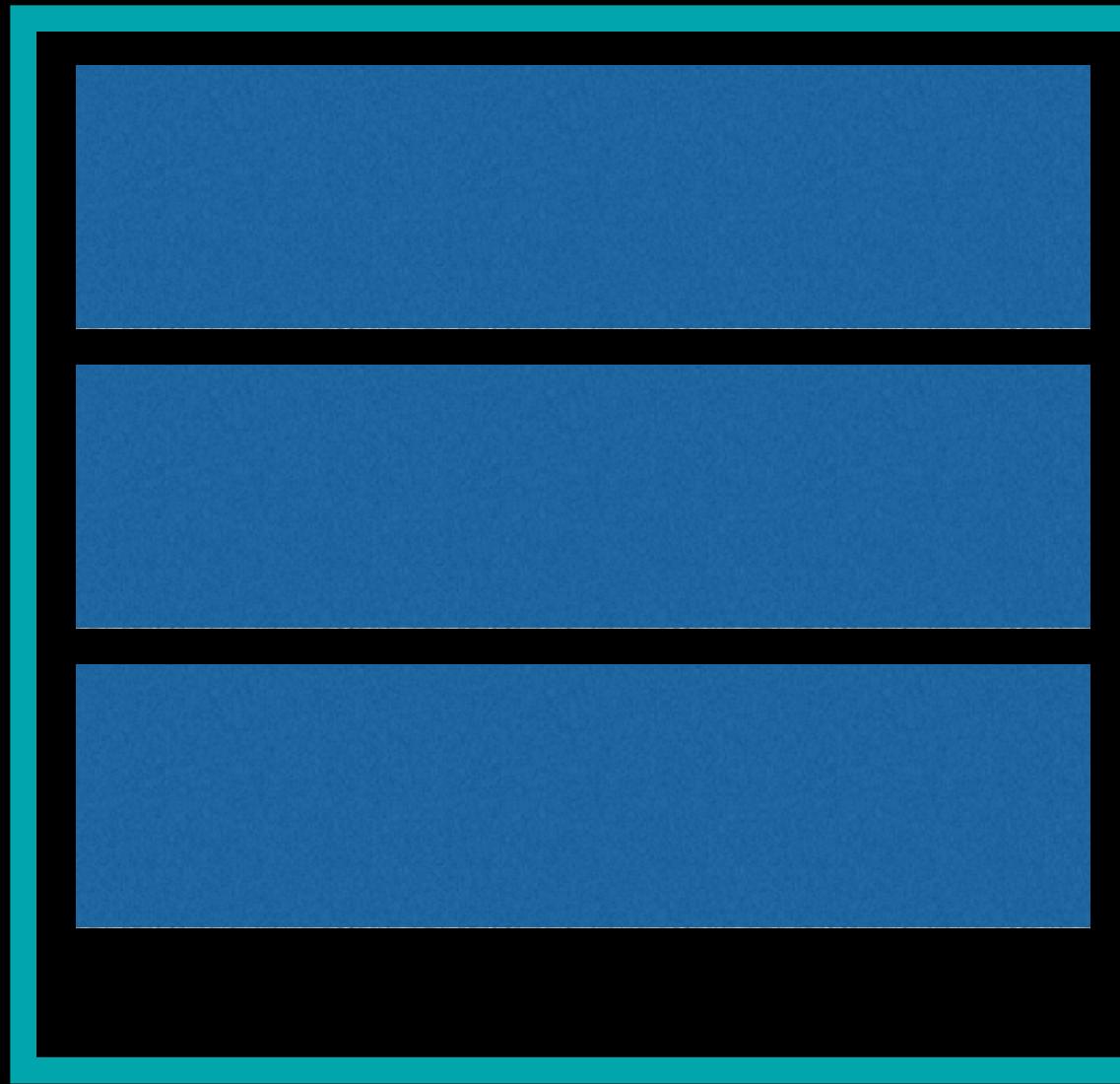


```
<Circle Width="220" Height="220" Color="#00A6AC" />
```



```
<Image File="photo.jpg" />
```

Layout



```
<StackPanel ItemSpacing="10">  
    <Rectangle Height="80" Color="#00A6AC" />  
    <Rectangle Height="80" Color="#00A6AC" />  
    <Rectangle Height="80" Color="#00A6AC" />  
</StackPanel>
```

Let's experiment!

Thank you!

Remember to join the Slack Community: <https://slackcommunity.fusetools.com/>

And also the NYC Fuse Meetup Group!: <https://www.meetup.com/FuseNYC/>