Design Funcional e Paper sketching

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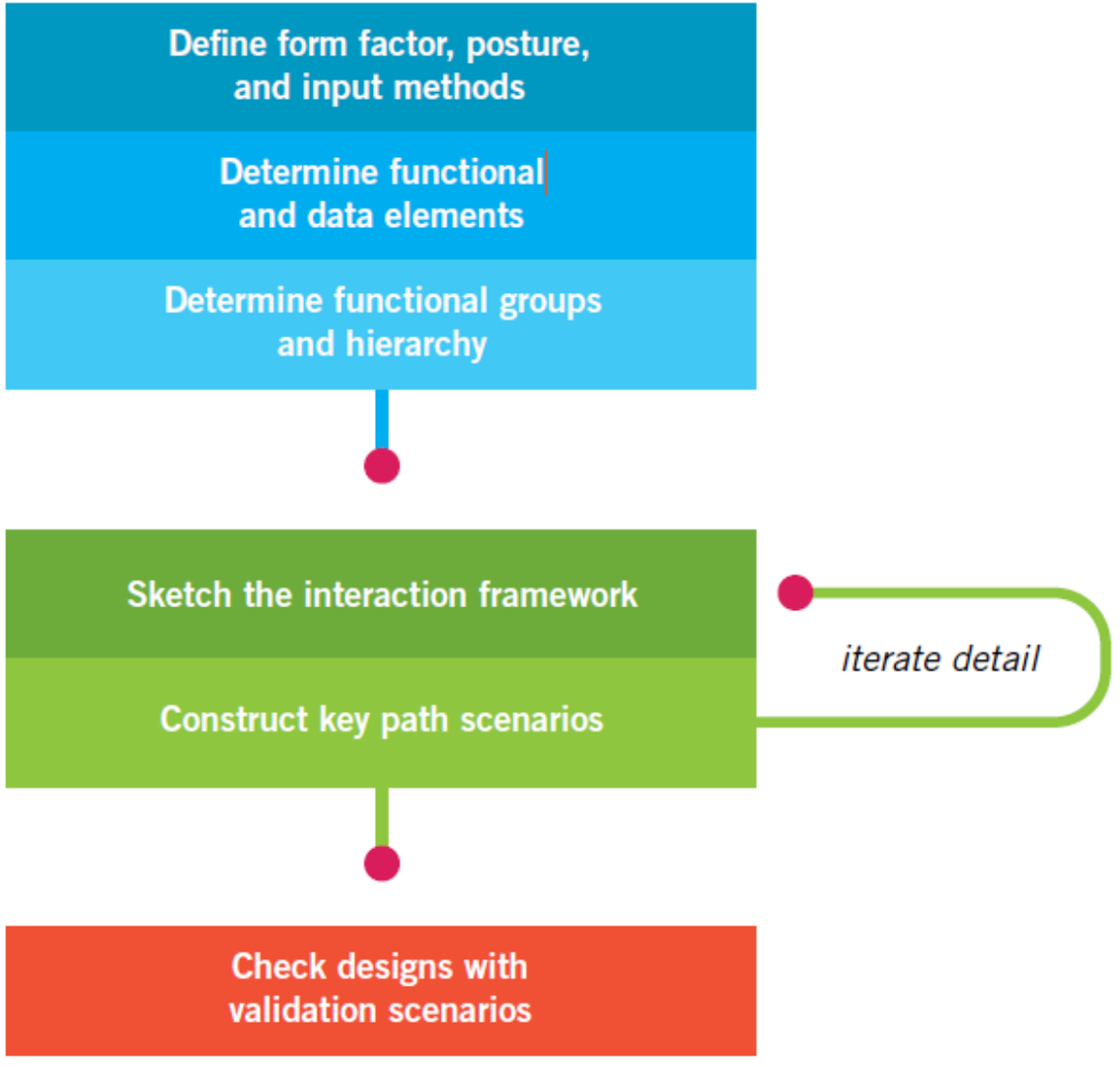
Bibliografia
Alan Cooper, About Face 4th, CH3, CH4,CH5

Etapas Design Funcional

após cenário de contexto e identificação de lista de requisitos

The Framework Definition process



Paper sketching

Como representação de baixa-fidelidade

Como prototipagem de baixa-fidelidade

Fonte:

- cooper et al, ch5
- paperSketching_Bence Vass
- http://gohunters.com/blog/10-reasons-writing-web-design-paper-will-help/

Sketching, Wireframe, from low to high fidelity

Sketching Techniques: From Idea to Final Design

Sketching on paper is a good way to quickly lay out multiple possibilities, whereas high-fidelity wireframes are better for modelling the final design.

When to use one and when the other? When do we apply exact measurements and **colors**, and when do we not?

Fonte: paperSketching_Bence Vass

Sketching On Paper

The reason for using hand-drawn sketches is to find a better way to **quickly** lay out multiple **possibilities**. In this phase, we can try radically different ideas and unusual concepts as well. Most commonly, these sketches are intended to bring focus to the introduction of an idea and hence they are made up from lines and contain only rough text.

What's in it:

visual hierarchy (which elements are more emphasized?)
layout
main processes
Ratios

What's not in it:

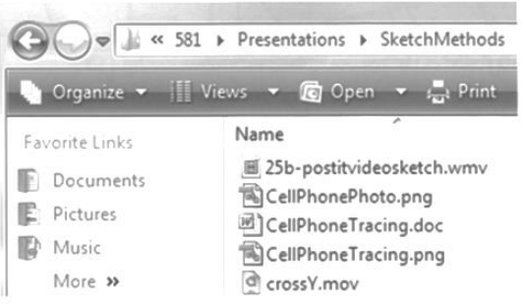
exact ratios, measurements
branding
colors
colored surfaces (only lines)
intervals
exact text

Fonte: GENERAL ASSEMBLY Newsletter: Be in demand with Ux skills / 27/09/2018

What details are included?

Highlight the primary concept being captured

- The structure of the pane;
- A few key buttons and fields in a stylized form.

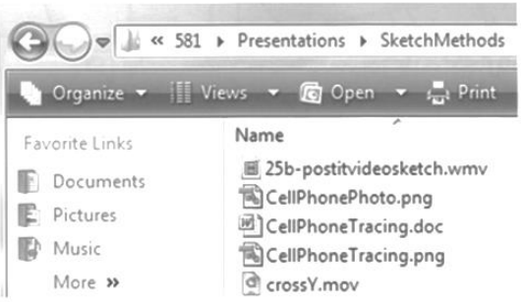


Fonte: Greenberg, S., Carpendale, S., Marquardt, N., & Buxton, B. (2012). *Sketching User Expereinces* (First). Morgan Kaufman.

What is abstracted as a caricature?

Less important aspects are muted;

- The icons and labels (which represents files, folders and commands) are shown throughout as a box with scribble text.

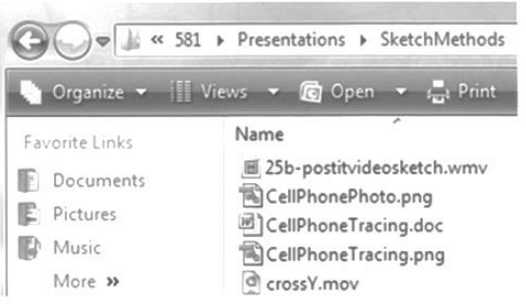


Fonte: Greenberg, S., Carpendale, S., Marquardt, N., & Buxton, B. (2012). *Sketching User Expereinces* (First). Morgan Kaufman.

What is left out?

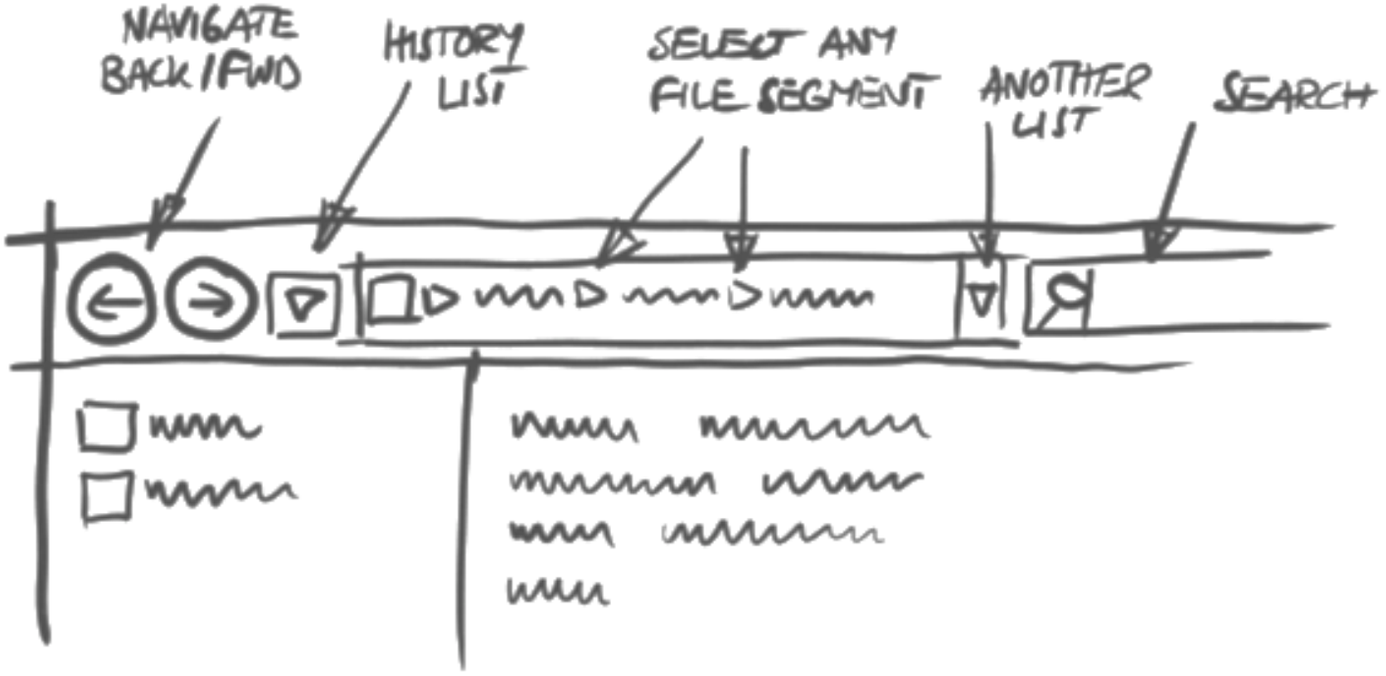
Non-important details are omitted entirely;

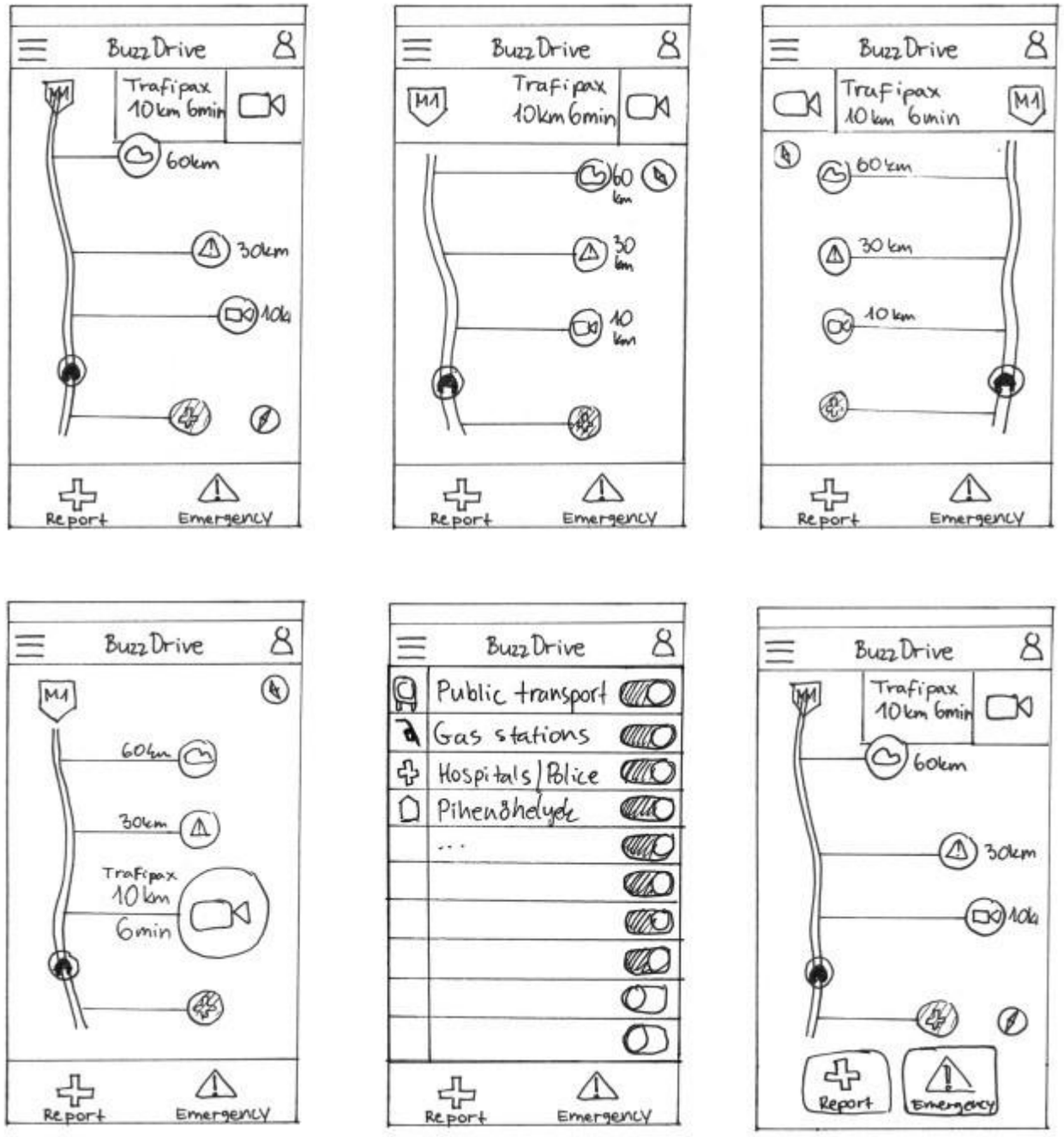
- All the **decorations**, **actual text and** lesser interface controls are excluded;
- Decorations that make this look good are not included, as are the actual text of the various components.



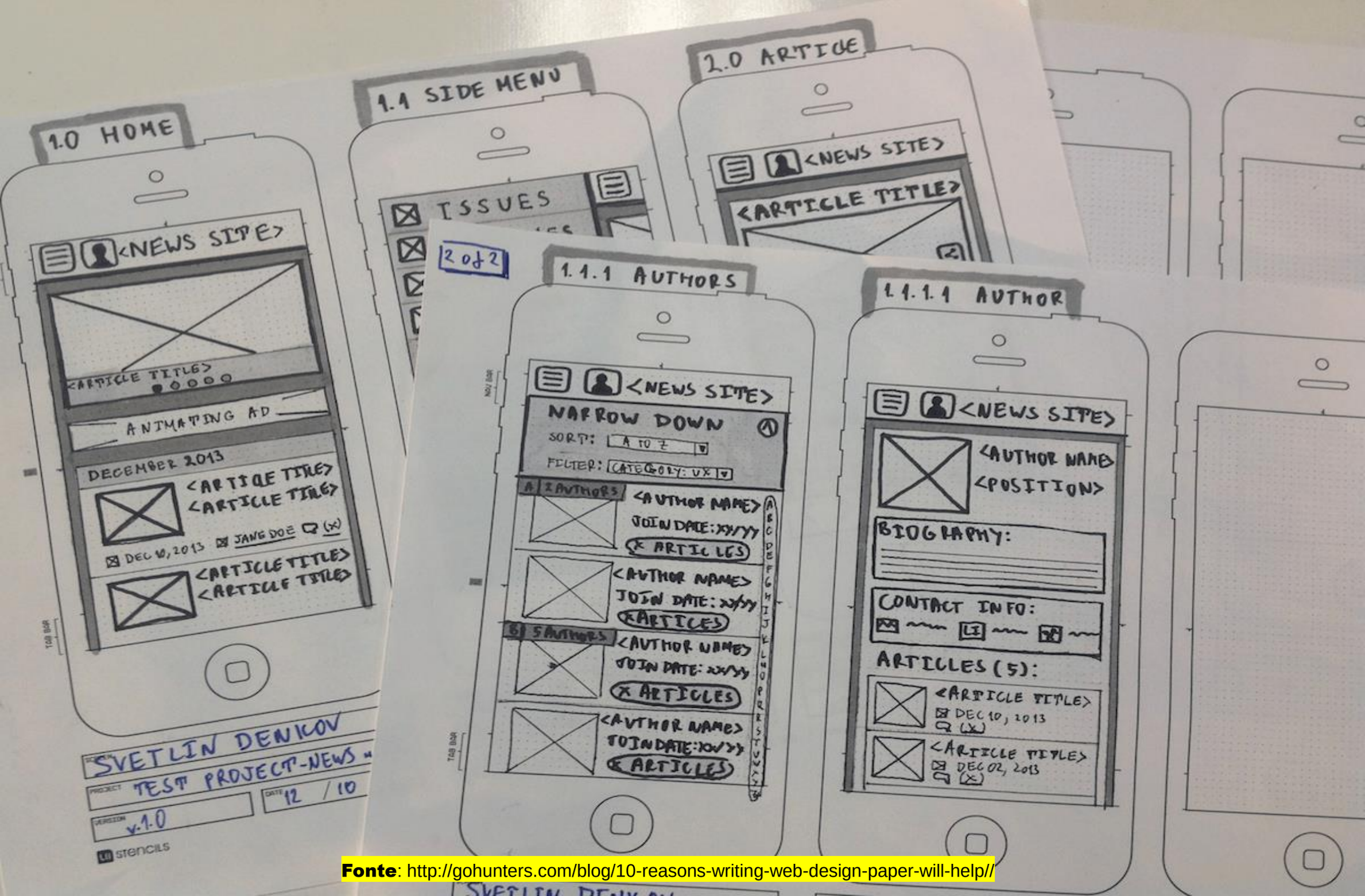
Fonte: Greenberg, S., Carpendale, S., Marquardt, N., & Buxton, B. (2012). *Sketching User Expereinces* (First). Morgan Kaufman.

The **scribble sketch** you create depends totally on what you want to emphasize.
Here the sketch captures a different idea, in this case the various interaction methods used in the title bar to rapidly navigate to other folders.
Also includes few annotations to explain the scribbles.





Fonte: https://uxstudioteam.com/ux-blog/sketching-techniques-from-idea-to-final-design/



Fonte: http://gohunters.com/blog/10-reasons-writing-web-design-paper-will-help//

It Saves a Lot of Energy

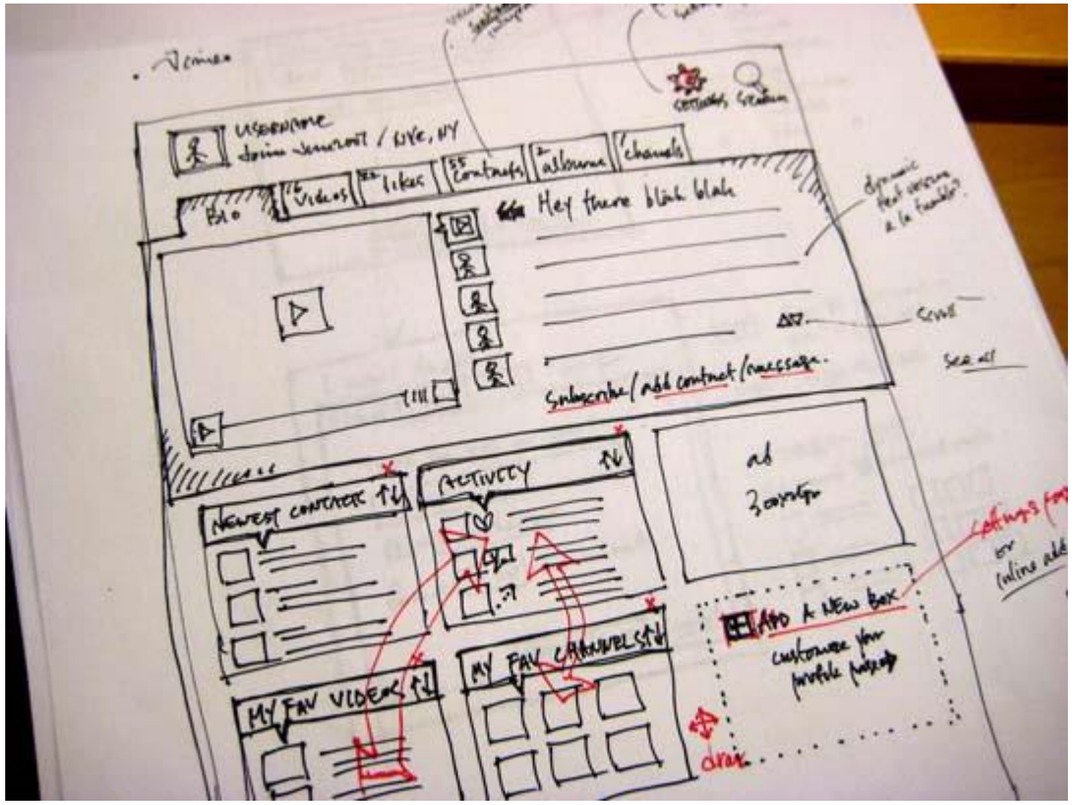
Photoshop and similar programs may be useless here until you have a detailed plan of the whole thing.

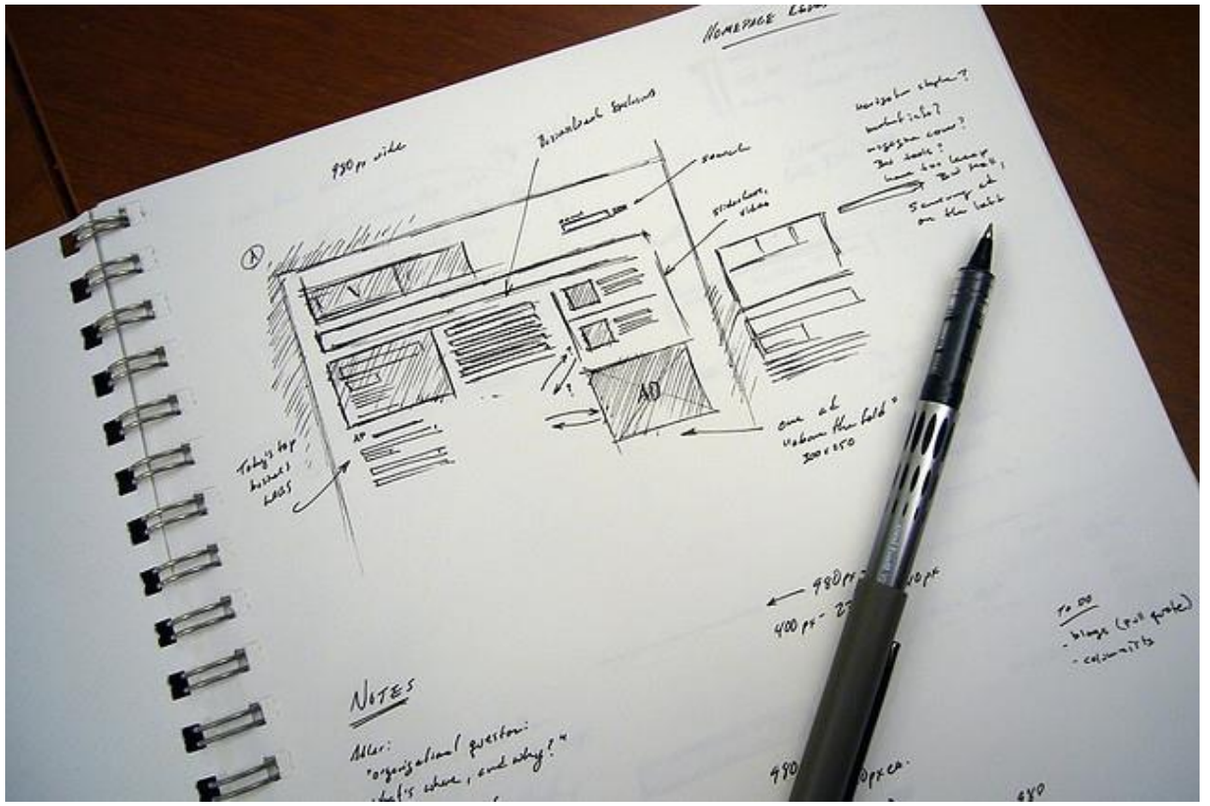
Using computer software **will take much more time and energy** as you will most likely have to redo the whole thing.

First drafts are very seldom good to go; you usually have to make alterations and add different features along working on it. It is much better to do everything right from the first time, isn’t it?

Lisa Orto

Fonte: http://gohunters.com/blog/10-reasons-writing-web-design-paper-will-help//





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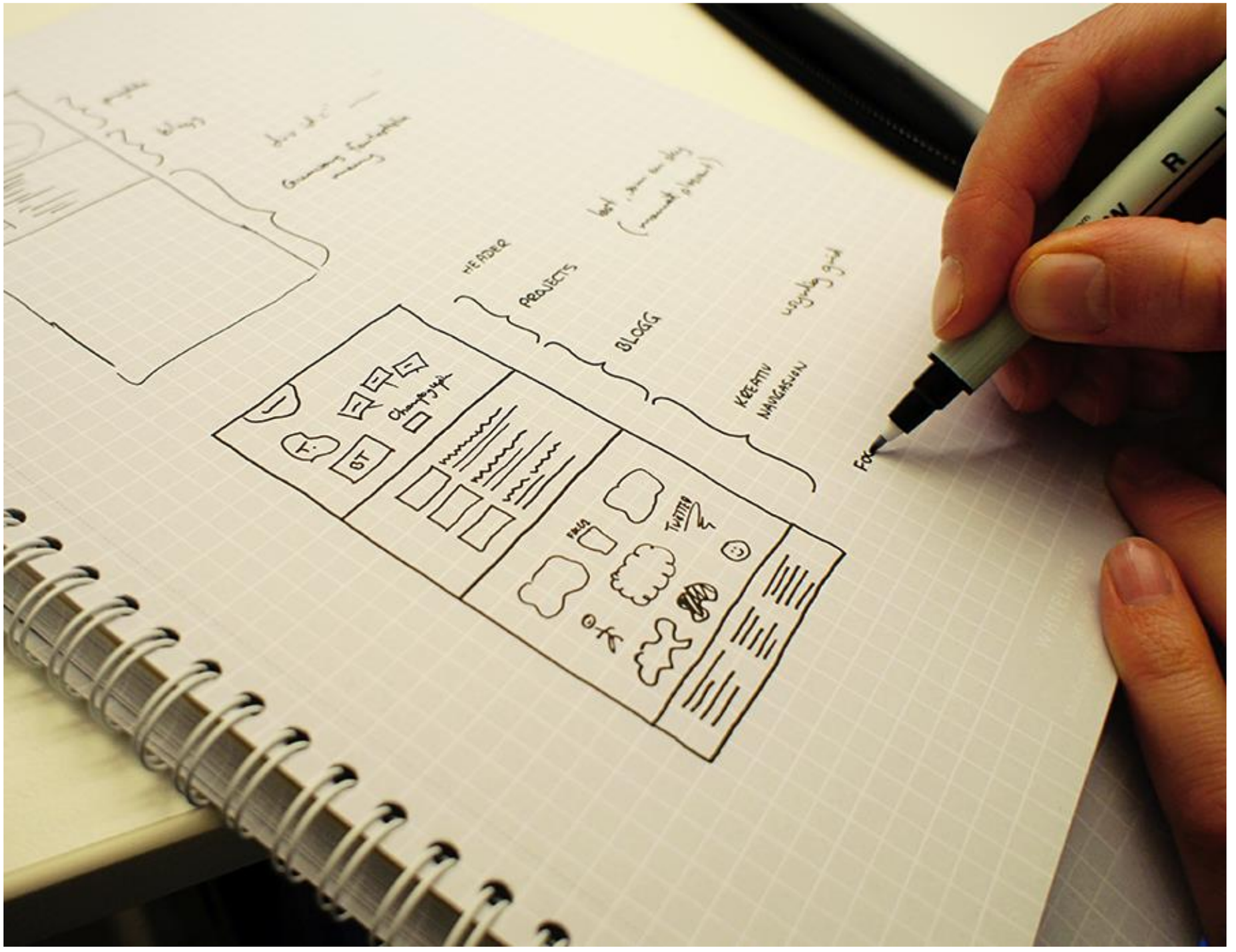

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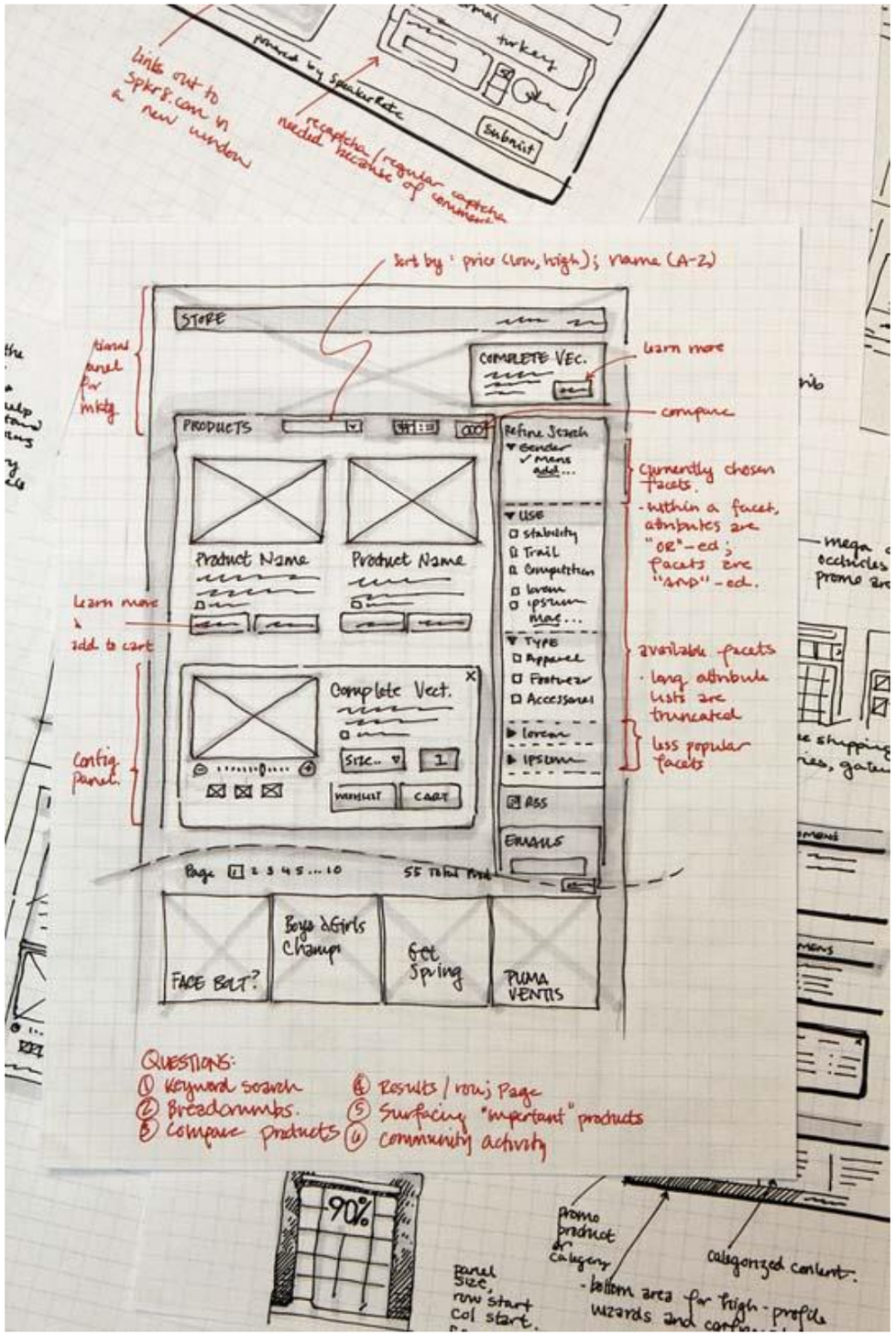
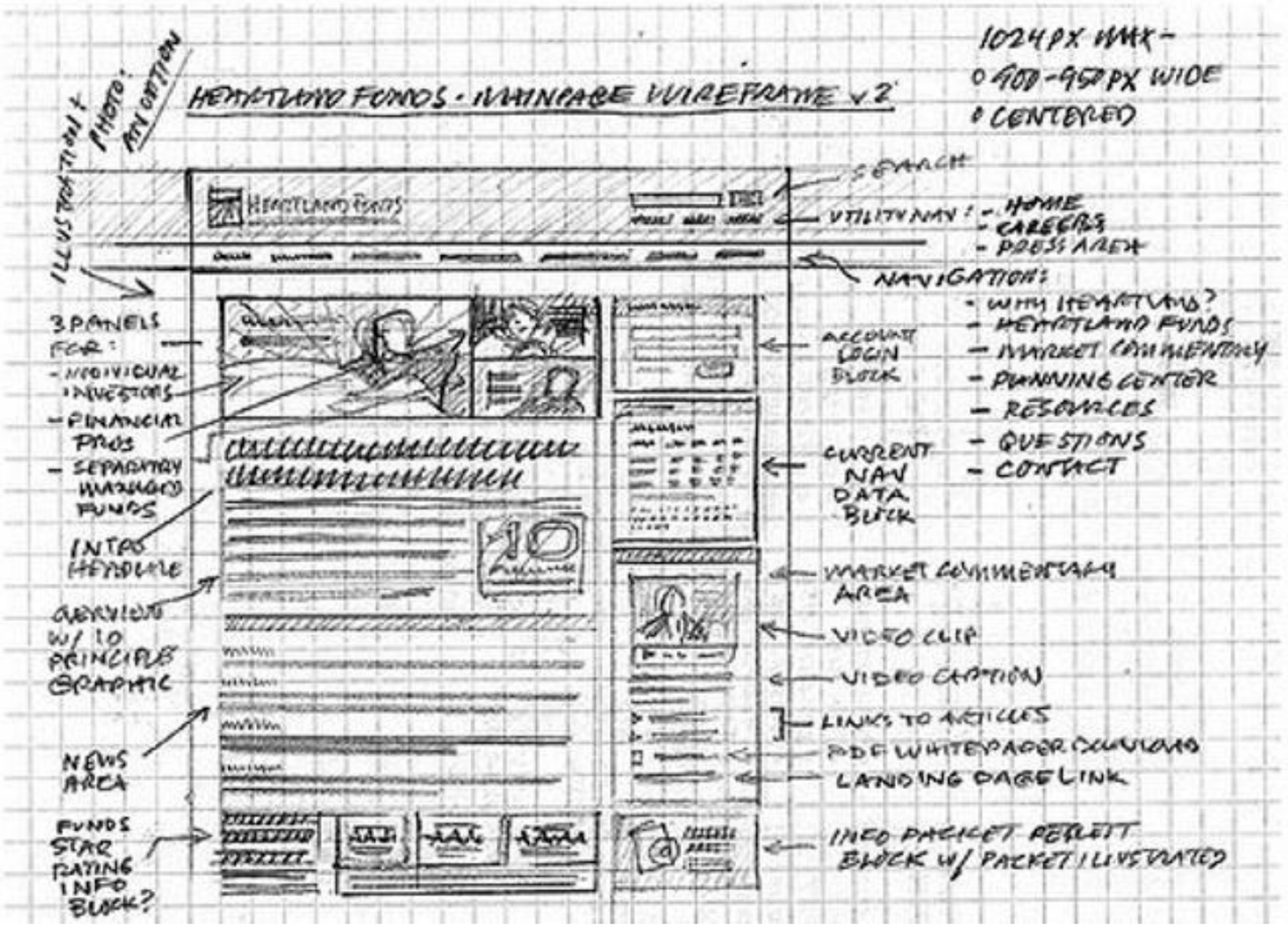
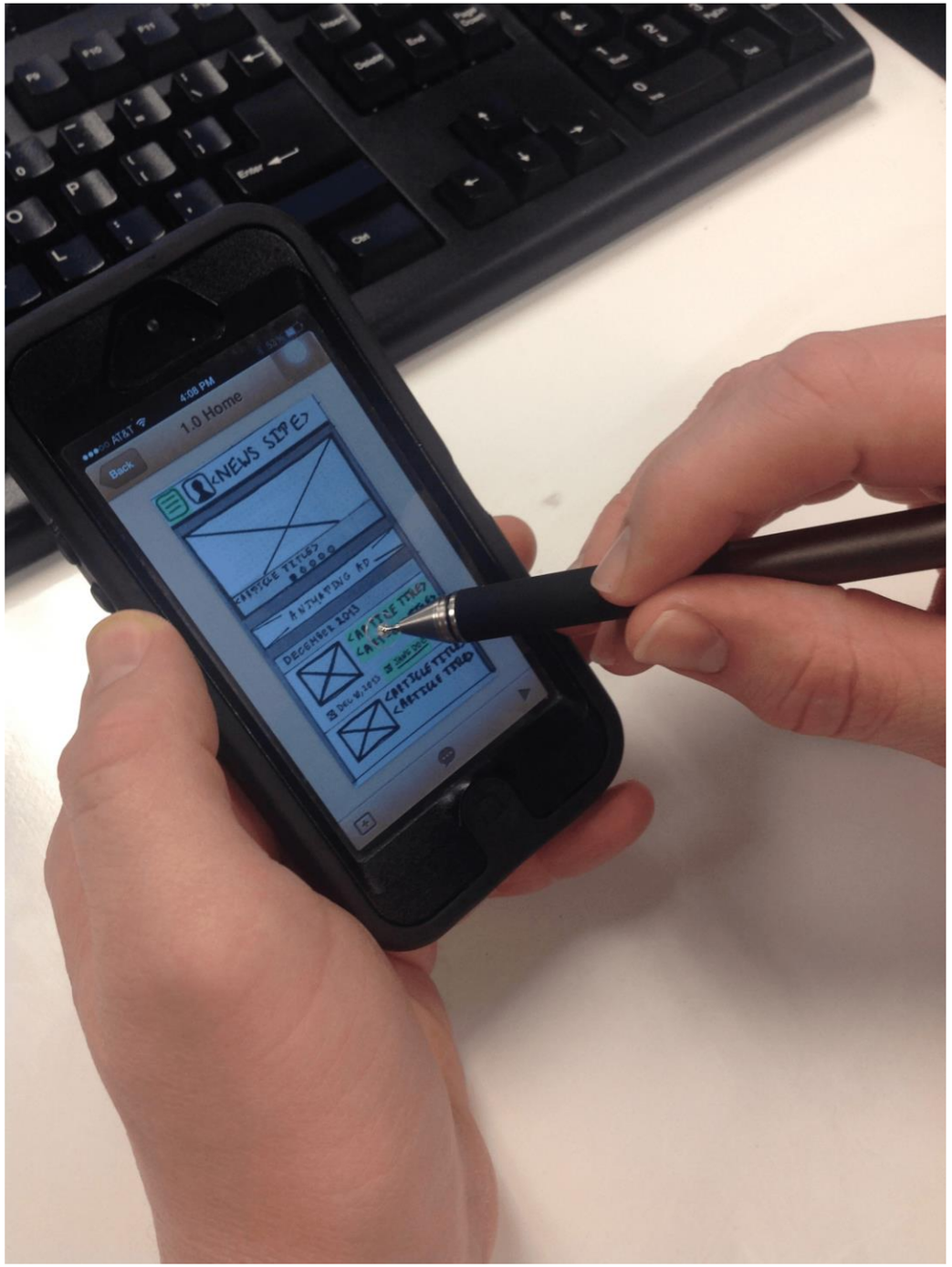
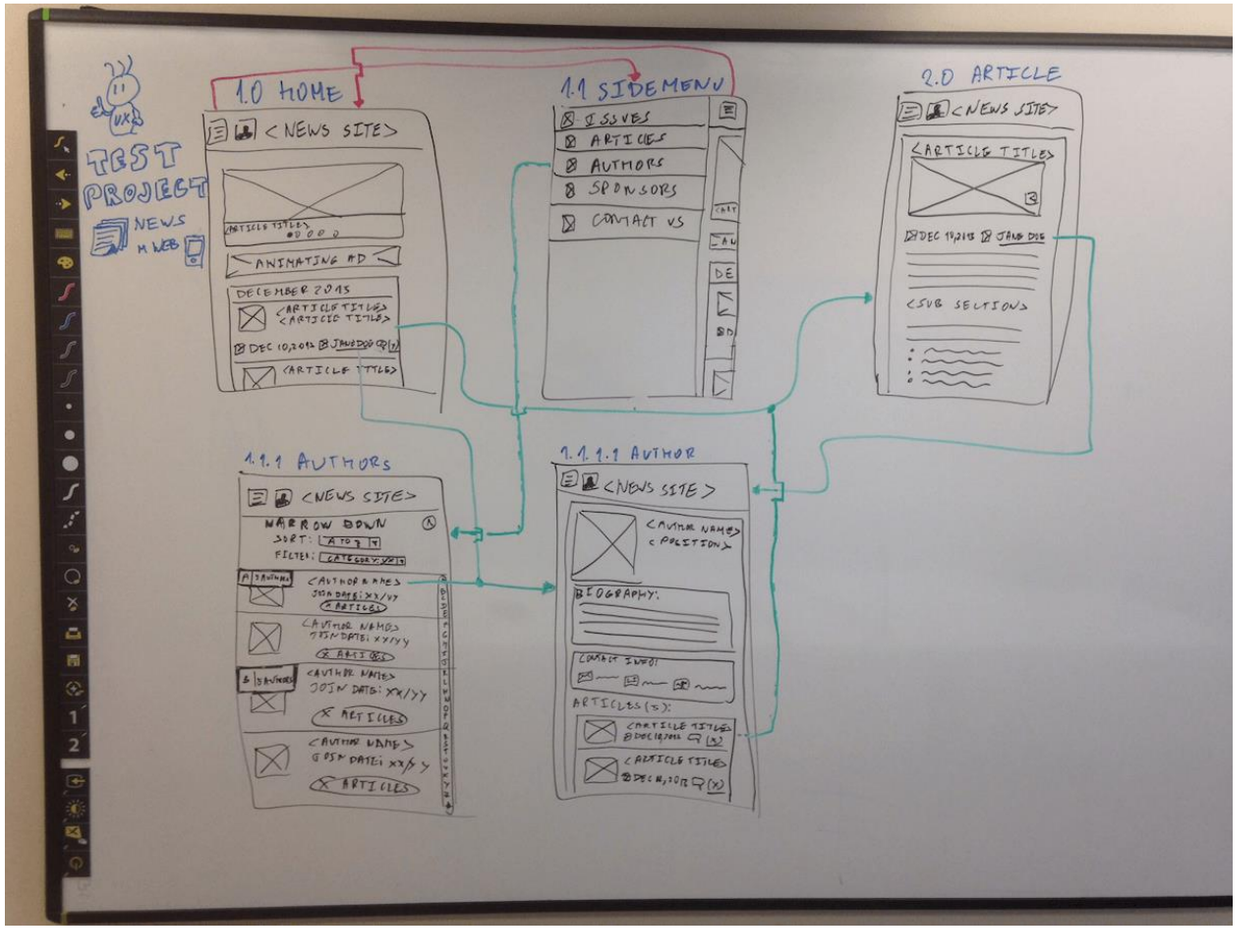


Fonte: http://cdn.designbeep.com/wp-content/uploads/2012/05/27.website-sketches.jpg



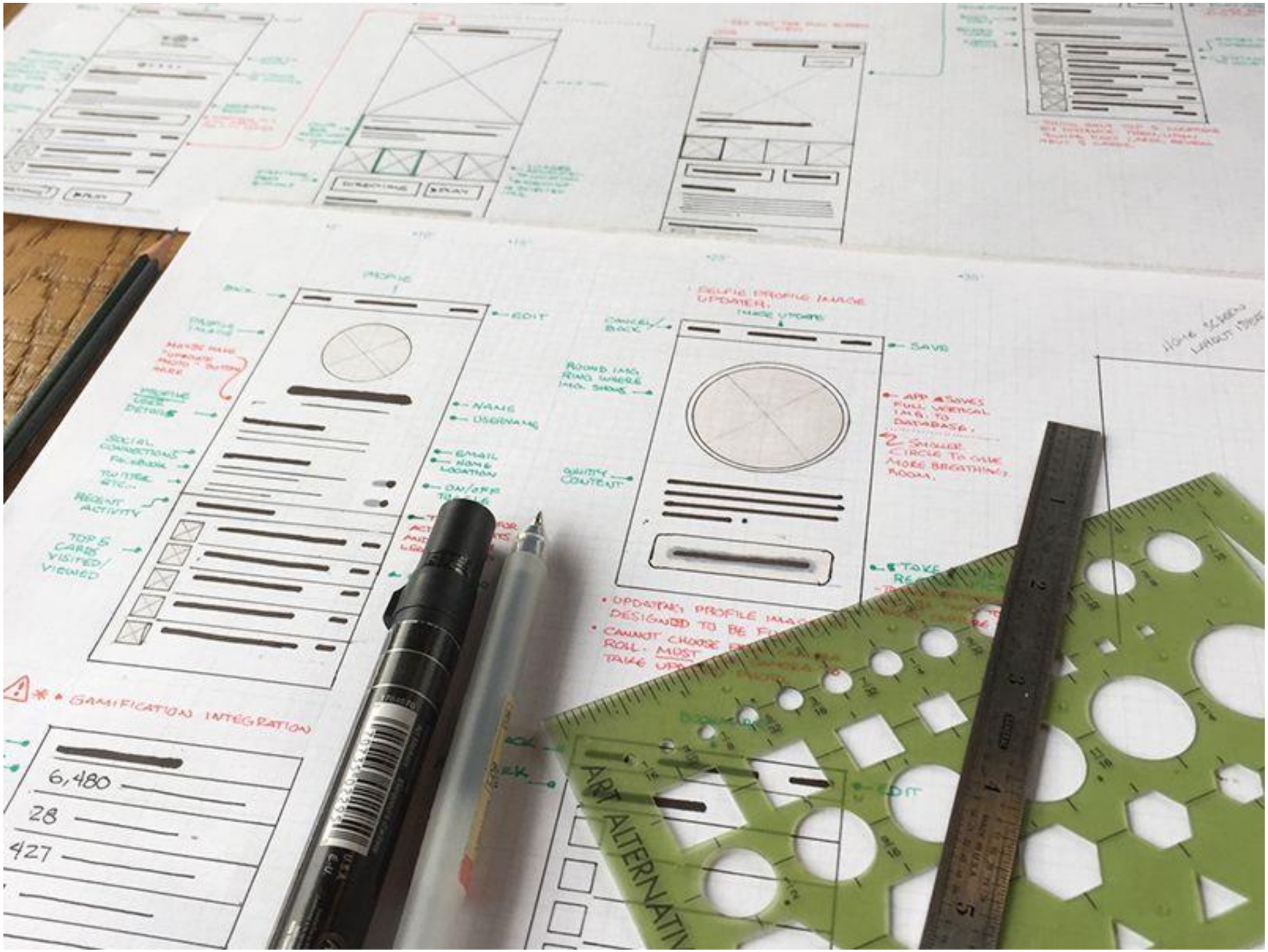
Fonte: https://speckyboy.com/wp-content/uploads/2011/05/wireframe-sketch-03.jpg



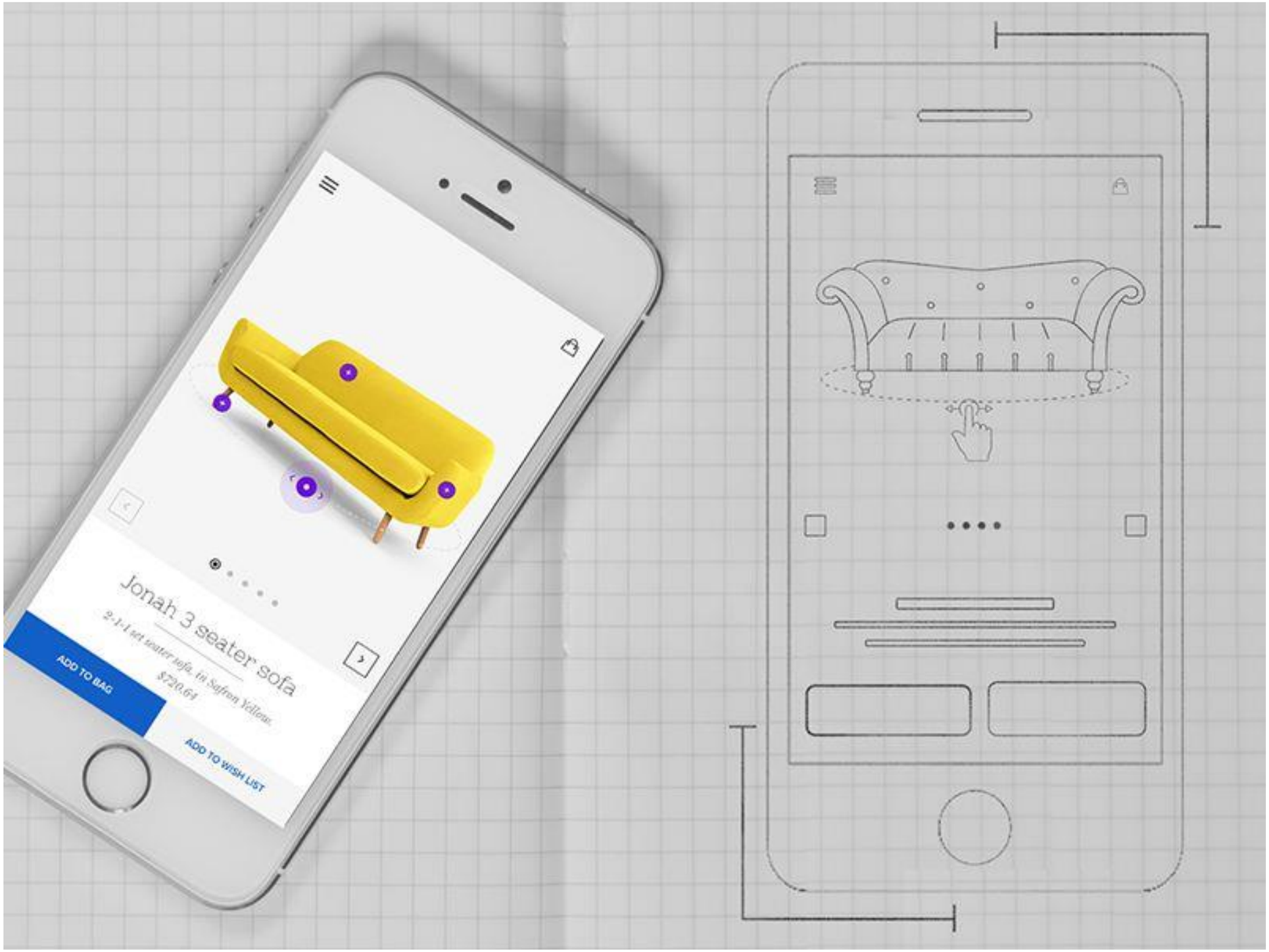


Fonte: https://www.smashingmagazine.com/2014/03/building-clickthrough-prototypes-to-support-participatory-design/

Fonte: https://uxdesign.cc/designchallenge-cd7bdb589855/



Fonte: https://1stwebdesigner.com/mobile-app-wireframe-sketching//



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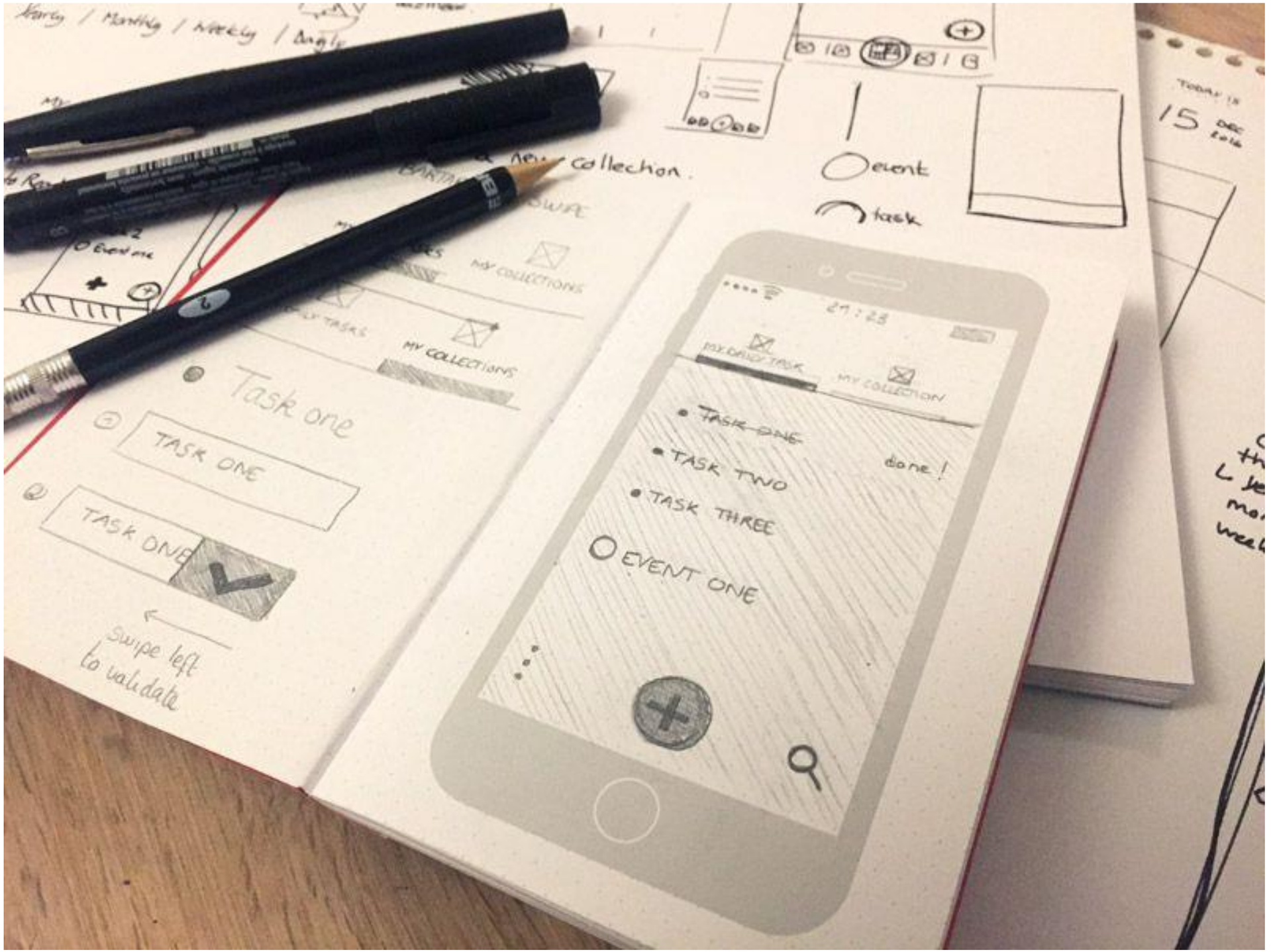

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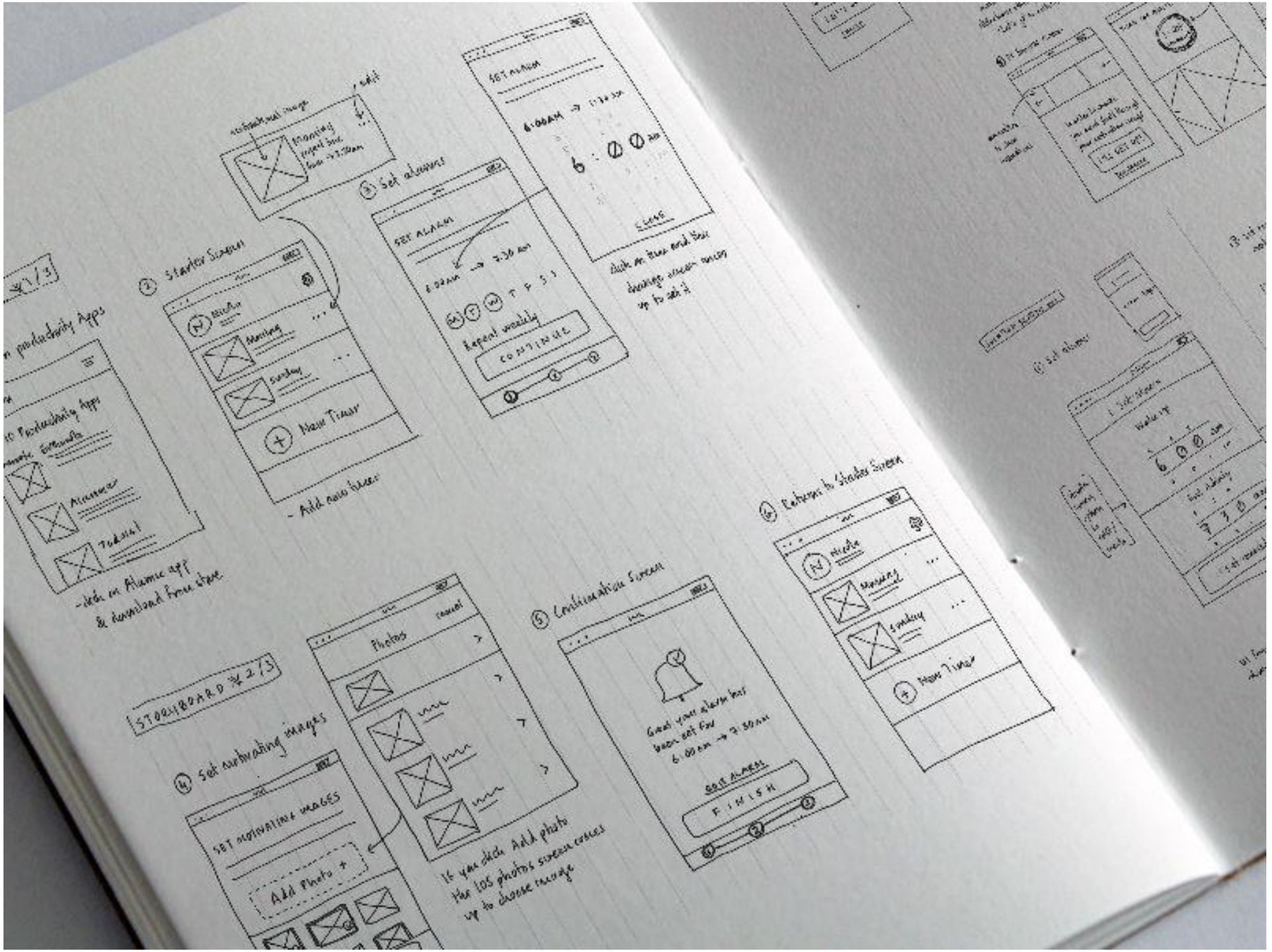


Fonte: https://1stwebdesigner.com/mobile-app-wireframe-sketching//

PAPER SKECTCH PROTOTYPING

- Instrumento valioso numa fase inicial do design functional.
- Permite tomar decisões sobre a organização visual aplicação.
- Avaliar decisões ao nível da navegação e layout numa fase inicial.

Mobile Usability Testing: Paper Prototyping

https://www.youtube.com/watch?v=GkFJ9ZJJmF0

UX Paper Prototyping

https://www.youtube.com/watch?v=GrV2SZuRPv0

LOW-FIDELITY WIREFRAME

This kind of sketching technique is **digital**, made with a wireframing tool. Its primary purpose is to make the **concept testable**, even functioning as a clickable prototype. On this level, it is useful to come up with some alternative sketches: by testing, we can decide how viable our ideas are.

What’s in it:

exact ratios (but not exact measurements)
maximum 2-3 shades of grey (still, the best is to only use lines)
copywriting
basic functions are clickable

What’s not in it:

exact intervals, pixel accuracy
profile, branding colors
grid

HALLOWEEN 2012

http://halloweenparty.com

HALL0W33N 2012 Logo

October 31st, 9pm-6am // 123 Spooky Lane // $10 Tickets GET A TICKET

Philly's Hottest Halloween Bash

Halloween's never been hotter. HALL0W33N 2012 is Philly's biggest, most poppin' Halloween extravaganza. Featuring 6 DJ sets, free jello shots at midnight and a costume contest with $2000 in prizes, HALL0W33N 2012 is an event you're not going to want to miss.

Only **11** Days until Halloween!

BUY YOUR TICKET NOW FOR $10

DATE

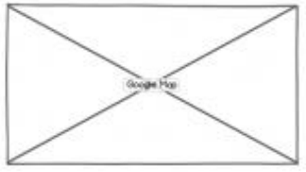
Friday, October 31st

Party kicks off at 9am and goes until sunrise the next day!

LOCATION

Witch Hazel Nightclub

123 Spooky Lane
Philly, PA
Get Directions



SCHEDULE

Time	Event	Music
9pm	DJ Black Cat	Halloween Classics
10pm	Greyvz	Hip Hop + R&B
11pm	MC GH0ST	Rap
12pm	Spooky jello shot toast	Spooky Sounds
1am	Costume contest	Spooky Sounds
2am	Costume content winners announced	Halloween Classics
3am	DJ sp00k	Electronica
4am	DJ w1tch3s	Drum & Bass
5am	The Fantastic Fangs	Halloween Remixes

Tweets

RT @halloweenchick OMG I am SUPER excited for #hall0w33n2012.

RT @8ek2parteh I just heard @djsp00k is playing at #hall0w33n2012 ! It's going to be a

@hall0w33n Tickets are selling out fast, register asap: bit.ly/h@ll0w

See all tweets >

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HIGH-FIDELITY WIREFRAME

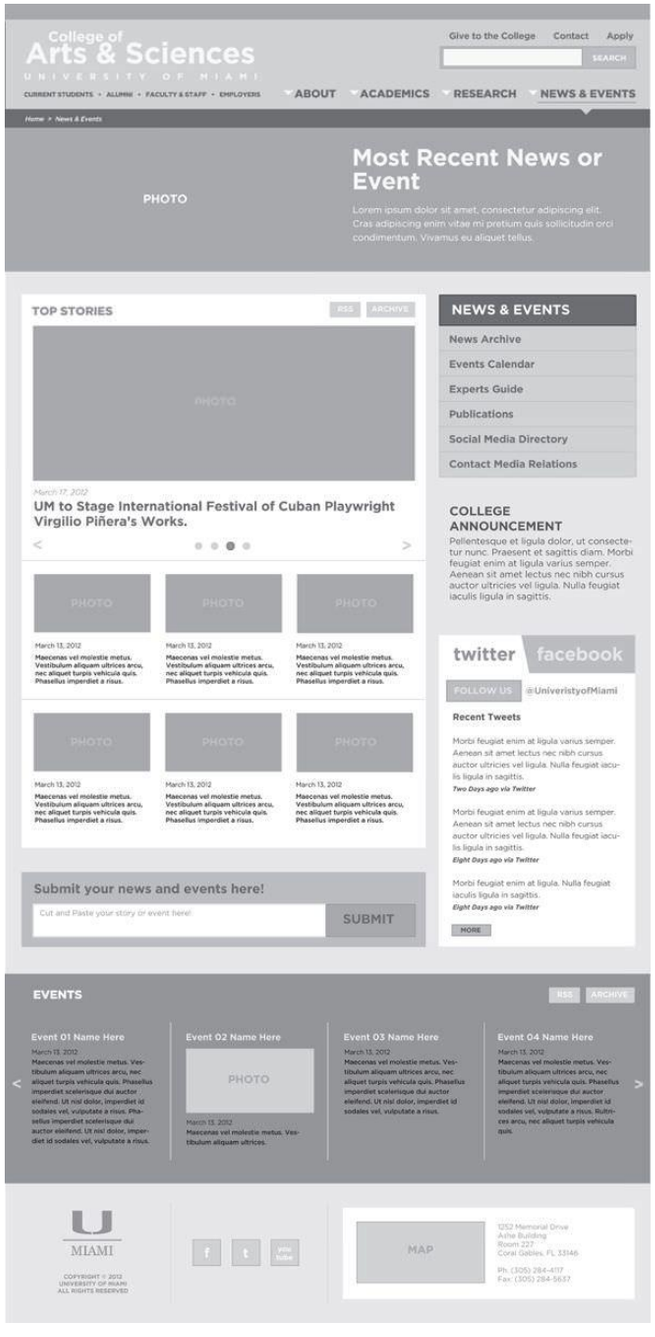
A more elaborated version of the previous technique, both in function and layout. **This is usually a clickable prototype**, in which most of the screens are fully developed. It aims at showing closer resemblance to the **final design**, yet still not showing complete resemblance. Measurements are accurate, and more shades of grey are allowed. We should only use other colors if it is really necessary, because unfounded use of extra colors can mislead the testers during testing. Greater refinement leads to a more vivid imagination regarding future layout; besides, we can receive a more reliable feedback

What’s in it:

grid
exact measurements
shades of grey
basic color concept

What’s not in it:

pixel accuracy
fonts
final icons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UM to Stage International Festival of Cuban Playwright Virgilio Piñera's Works.
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Morbi feugiat enim at ligula varius semper. Aenean sit amet lectus nec nibh cursus auctor ultricies vel ligula. Nulla feugiat iaculis ligula in sagittis.
Two Days ago via Twitter
Morbi feugiat enim at ligula varius semper. Aenean sit amet lectus nec nibh cursus auctor ultricies vel ligula. Nulla feugiat iaculis ligula in sagittis.
Eight Days ago via Twitter
Morbi feugiat enim at ligula. Nulla feugiat iaculis ligula in sagittis.
Eight Days ago via Twitter
MORE
Submit your news and events here!
Cut and Paste your story or event here!
SUBMIT
EVENTS
RSS
ARCHIVE
Event 01 Name Here
March 13, 2012
Maecenas vel molestie metus. Vestibulum aliquam ultrices arcu, nec aliquet turpis vehicula quis. Phasellus imperdiet scelerisque dui auctor eleifend. Ut nisl dolor, imperdiet id sodales vel, vulputate a risus. Phasellus imperdiet scelerisque dui auctor eleifend. Ut nisl dolor, imperdiet id sodales vel, vulputate a risus.
Event 02 Name Here
PHOTO
March 13, 2012
Maecenas vel molestie metus. Vestibulum aliquam ultrices.
Event 03 Name Here
March 13, 2012
Maecenas vel molestie metus. Vestibulum aliquam ultrices arcu, nec aliquet turpis vehicula quis. Phasellus imperdiet scelerisque dui auctor eleifend. Ut nisl dolor, imperdiet id sodales vel, vulputate a risus.
Event 04 Name Here
March 13, 2012
Maecenas vel molestie metus. Vestibulum aliquam ultrices arcu, nec aliquet turpis vehicula quis. Phasellus imperdiet scelerisque dui auctor eleifend. Ut nisl dolor, imperdiet id sodales vel, vulputate a risus. Rutrices arcu, nec aliquet turpis vehicula quis.
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March 17, 2012

UM to Stage International Festival of Cuban Playwright Virgilio Piñera's Works.

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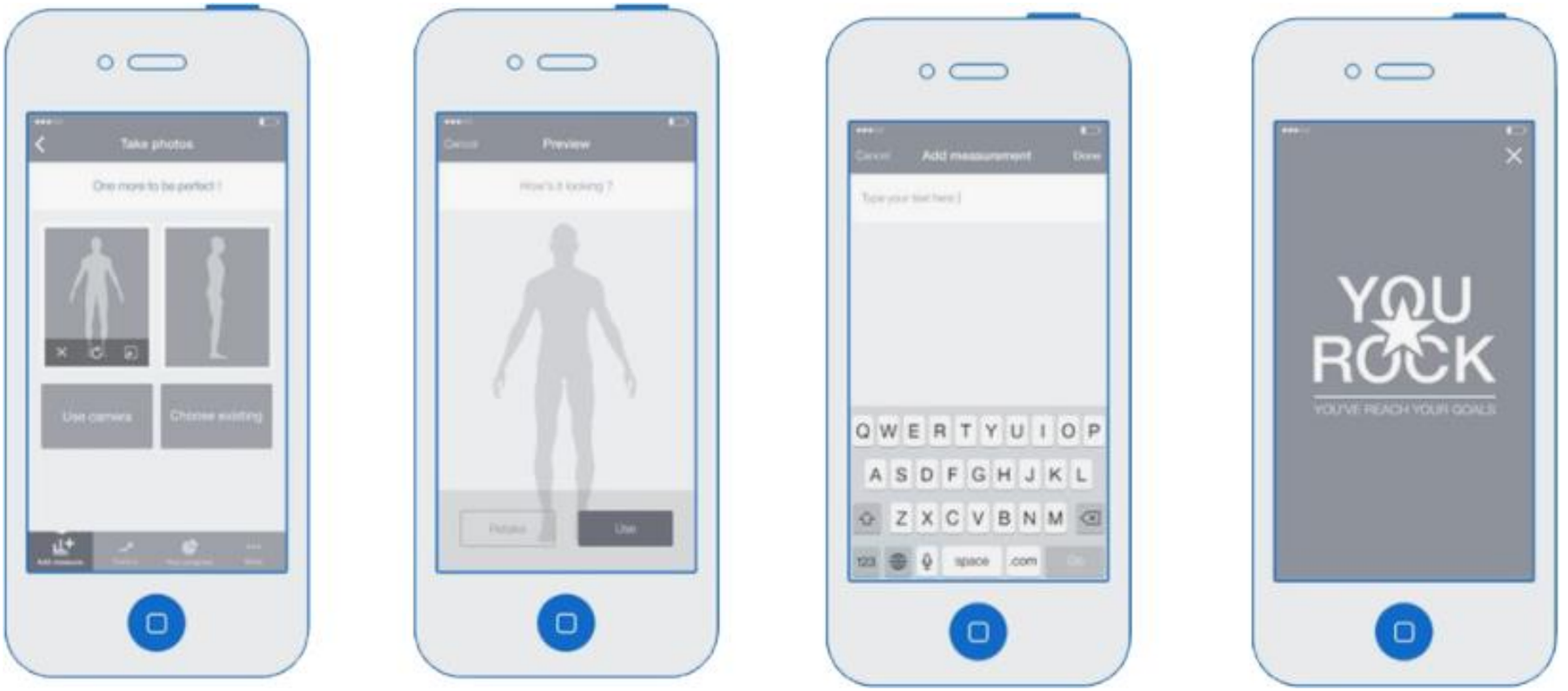
Pellentesque et ligula dolor, ut consectetur nunc. Praesent et sagittis diam. Morbi



Fonte: https://www.pinterest.pt/pin/156289049542774879/

HIGH-FIDELITY WIREFRAME

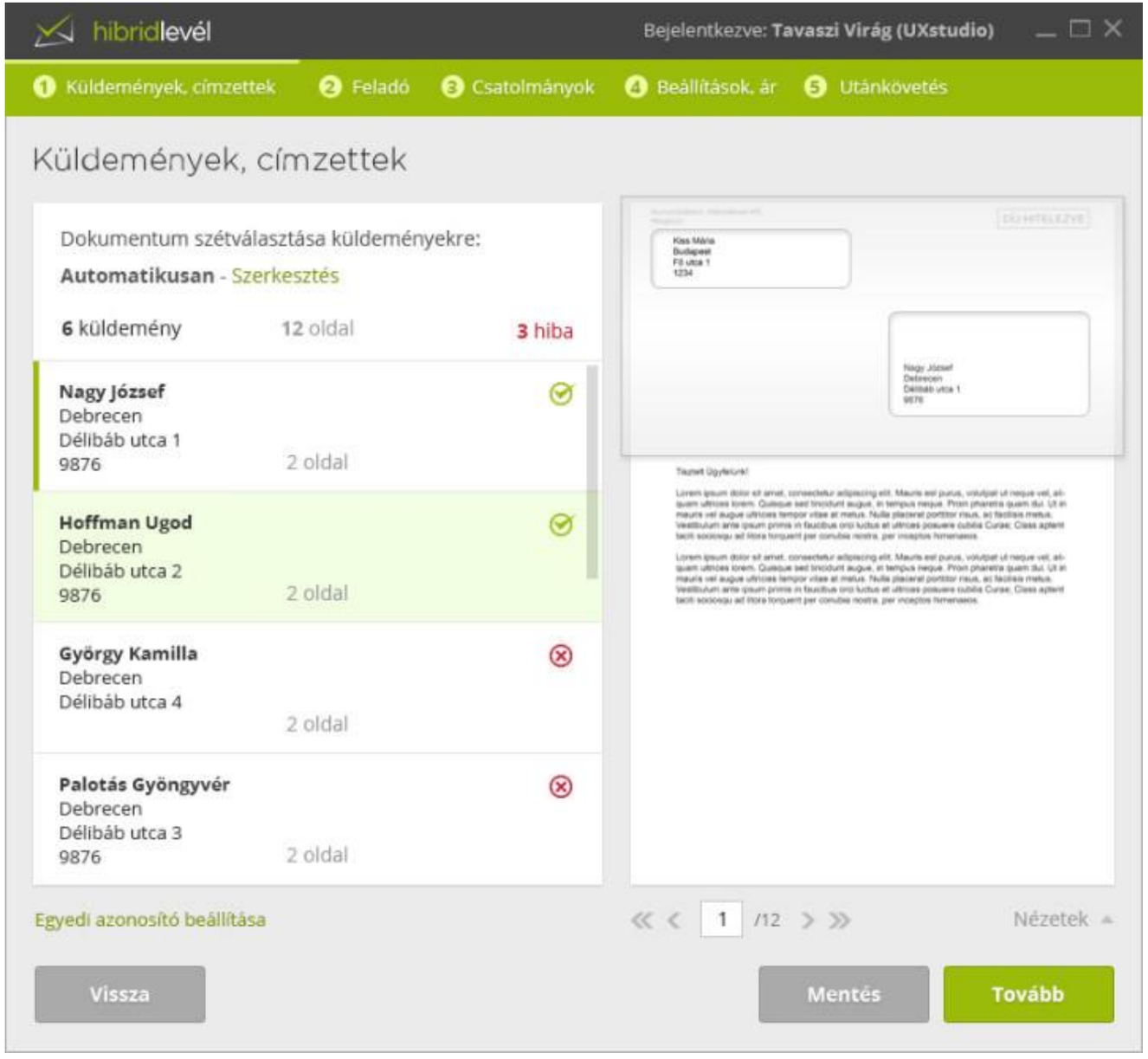
- Better for documentation because of their increased level of detail.
- Often include information about each particular item on the page, including dimensions, behavior, and/ or actions related to any interactive element.

LOW-FIDELITY WIREFRAME

- Help facilitate project team communication and are relatively quick to develop.
- Tend to be more abstract because they often use simple images to block off space and implement mock content, or Latin (lorem ipsum) text as filler for content and labels.

Fonte: https://www.usability.gov/how-to-and-tools/methods/wireframing.html

DETAILED DESIGN

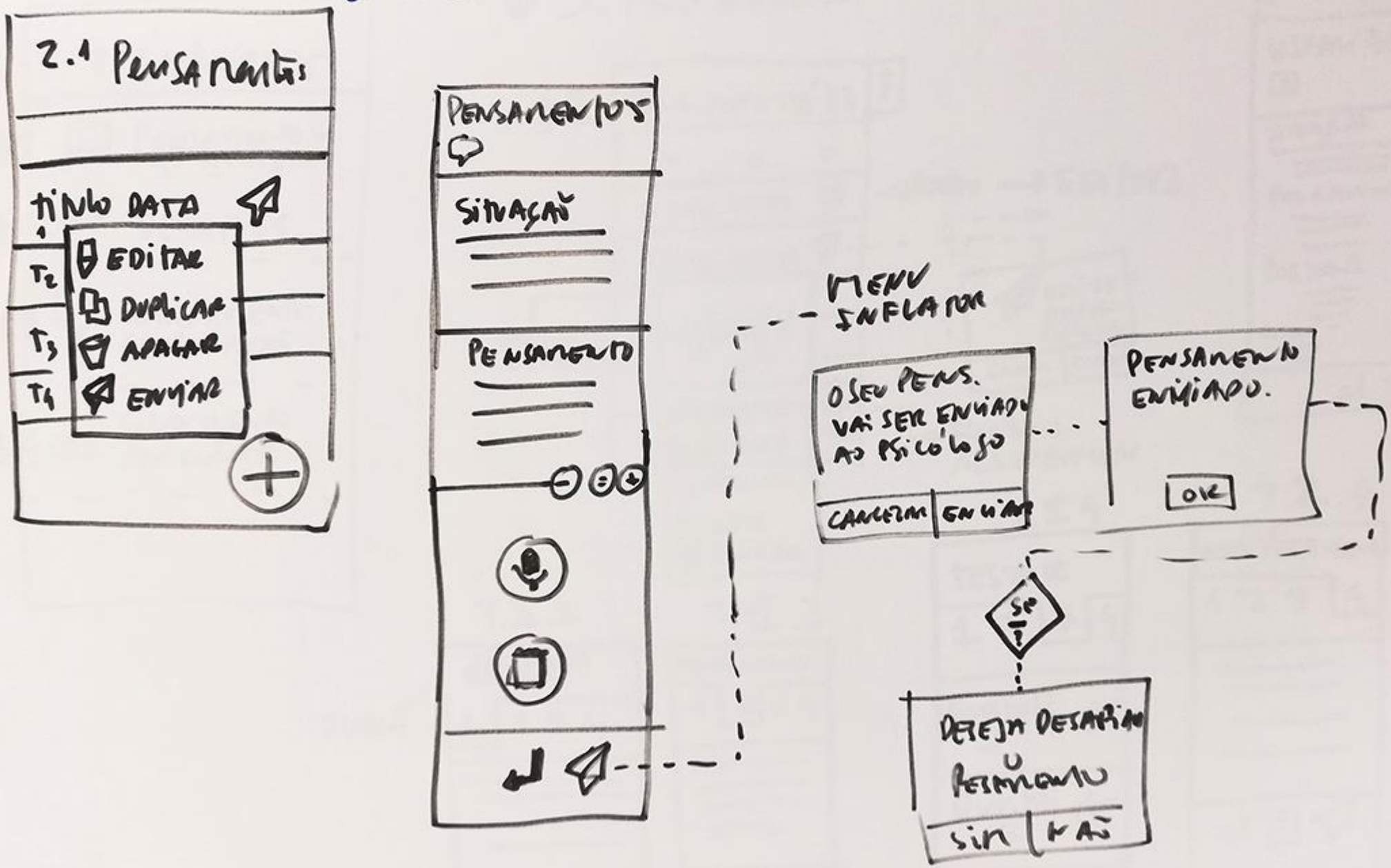


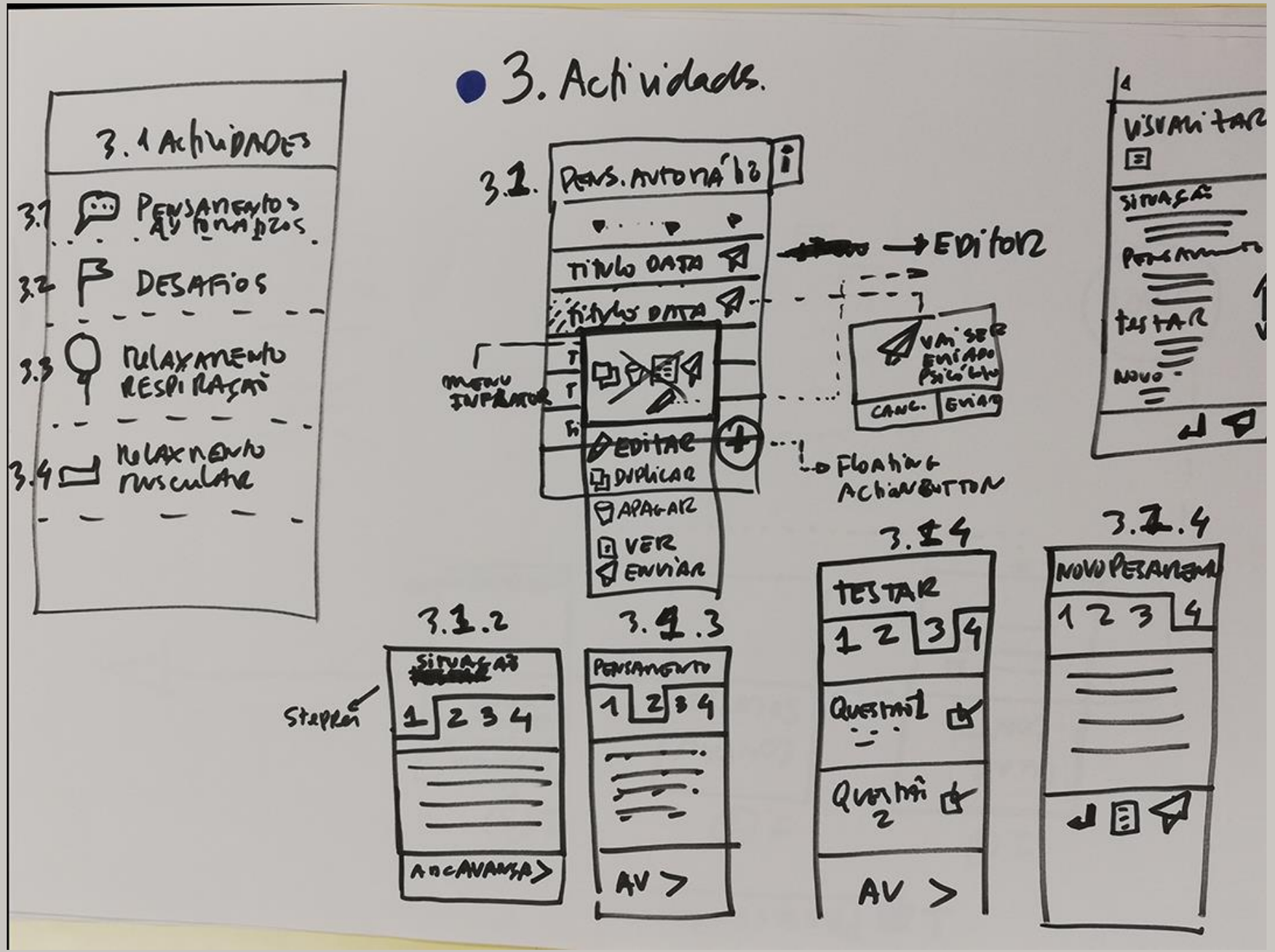
Fonte: https://uxstudioteam.com/ux-blog/sketching-techniques-from-idea-to-final-design/

ETAPAS

EXEMPLO APLICAÇÃO SPICA

2. Pensamentos




3. Actividades.
3.1 ACTIVIDADES
3.1 PENSAMENTOS AUTOMÁTICOS
3.2 DESAFIOS
3.3 RELAXAMENTO RESPIRAÇÃO
3.4 RELAXAMENTO MUSCULAR
3.1. PENS. AUTOMÁTICOS
TÍTULO DATA
EDITAR
DUPLICAR
APAGAR
VER
ENVIAR
MENU INFERIOR
EDITOR
CANC.
ENVIAR
Floating Action Button
VISUALIZAR
SITUAÇÃO
PENSAMENTO
TESTAR
NOVO
3.1.2
SITUAÇÃO
1 2 3 4
Stepper
AVANÇAR >
3.1.3
PENSAMENTO
1 2 3 4
AV >
3.1.4
TESTAR
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Questão 1
Questão 2
AV >
3.1.4
NOVO PENSAMENTO
1 2 3 4

File Edit Image Layer Type Select Filter 3D View Window Help
Resize Windows to Fit
Zoom All Windows
Scrubby Zoom
100%
Fit Screen
spica_v14.psd @ 33.3% (ABOUT, RGB/8#) *
GRAVADOR
FOTO
PENSAMENTO NÃO ENVIADO
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EDITADO EM: 12.4.2019 | 18:12
ENVIAR PENSAMENTO
VOLTAR SEM ENVIAR
33.33%

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TIMELINE
2 novos eventos

PENSAMENTOS
4 desafios novos

ATIVIDADES
4 desafios novos

TUTORIAIS
3 tutoriais por ler

AJUDA
3 tutoriais por ler

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TIMELINE

16.05.2019
15:30

APRESENTAÇÃO GRUPO
Adicionado novo
Pensamento

16.05.2019
15:30

APRESENTAÇÃO GRUPO
Removido
Pensamento

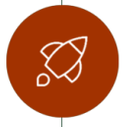
16.05.2019
15:30

APRESENTAÇÃO GRUPO
Editado
Pensamento

16.05.2019
15:30

APRESENTAÇÃO GRUPO
Submetido
Pensamento

16.05.2019
15:30



JANTAR DE CURSO
Adicionado novo
Desafio

16.05.2019
15:30

APRESENTAÇÃO GRUPO
Submetido
Desafio

SPICA

ATIVIDADES

2 novas mensagens nos Desafios
1 nova mensagem nos Pensamentos

PENSAMENTOS
AUTOMÁTICOS

DESAFIOS

RELAXAMENTO
RESPIRAÇÃO

RELAXAMENTO
MUSCULAR

SPICA

PENSAMENTO

SITUAÇÃO

Janelas do meu quarto,
Do meu quarto de um dos milhões do
mundo que ninguém sabe quem é
(E se soubessem quem é, o que saberiam?),

PENSAMENTO

Janelas do meu quarto,
Do meu quarto de um dos milhões do
mundo que ninguém sabe quem é
(E se soubessem quem é, o que saberiam?),

negativo neutro positivo

GRAVADOR

FOTO

PENSAMENTO NÃO ENVIADO
CRIADO EM: 11.4.2019 | 14:34
EDITADO EM: 12.4.2019 | 18:12

ENVIAR PENSAMENTO

VOLTAR SEM ENVIAR