



503108

UI/UX DESIGN

CHAPTER 7: MOCKUP AND PROTOTYPE

LESSON 08 – MOCKUP AND PROTOTYPE

OUTLINE

1. Introduction
2. How much Prototype Do I Need?
3. Paper Prototyping
4. Digital Prototyping
5. Prototype Examples
6. What Happens After Prototyping?

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1. Introduction

- Prototyping is an effective way of testing and validating proposed functionality and designs prior to investing in development.
- Prototyping is also a great way to experiment and ideate with your team and/or your clients
- Prototyping is the act of creating, mimicking, or testing all or part of the functionality of an application or website with users

1. Introduction (cont.)

- Prototypes can be created in an analog state (such as with whiteboards or pencil and paper)
- Or in a digital state (with PowerPoint or Keynote, Acrobat, Visio, omnigraffle, Axure, HTML, or other technology-based tools).
- Prototyping should be an iterative process because prototypes are generally created to identify issues with—or to validate—the user experience.

1. Introduction (cont.)

- The outcome of the prototyping process is actionable internal or external feedback on concepts in order to enhance and improve the design

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2. How much Prototype Do I Need?

- Any user experience design process should include some degree of prototyping—whether it is formal or informal, interactive or inactive
- Prototyping does not have to be performed for an entire website or application.
- Methods that are readily available: whiteboarding, pencil-and-paper sketching, storyboarding, cardboard cut-outs, and so on.
- A growing number of digital tools are available that allow you to create interactive prototypes

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3. Paper Prototyping

- Paper prototyping is flexible
- It's also cheap
- The process is simple: Sketch the portion of the functionality you want to test.
- Used early in the process, paper prototyping can help uncover design related issues before you've become heavily invested.
- Changes at this stage can be made quickly and efficiently, reducing your risk.

3. Paper Prototyping

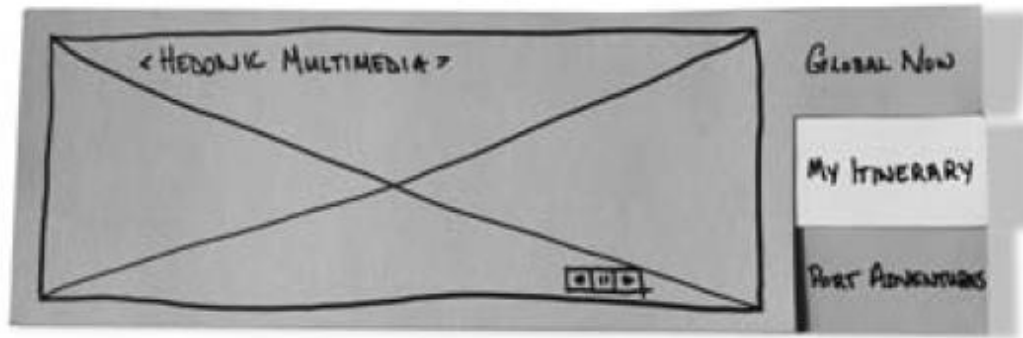


Figure 13.1 Paper prototype of a vertical, tab-based navigation

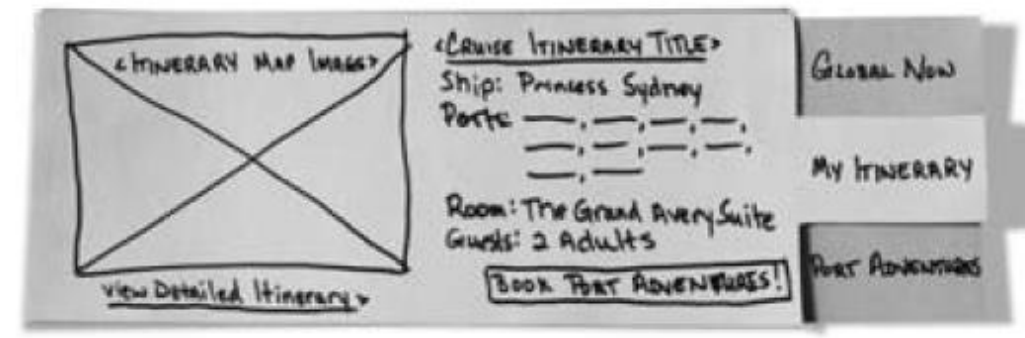


Figure 13.2 Paper prototype of a vertical tab-based navigation with the *My Itinerary* tab activated

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4. Digital Prototyping

- **Wireframe vs. Realistic Prototypes**
 - Who are you building this prototype for, and why?
 - What types of resources, tools, and skills do you have available?
 - What does your timeline look like?

4. Digital Prototyping

- **HTML vs. WYSIWYG Editors**
 - Creating a Prototype with a WYSIWYG Editor

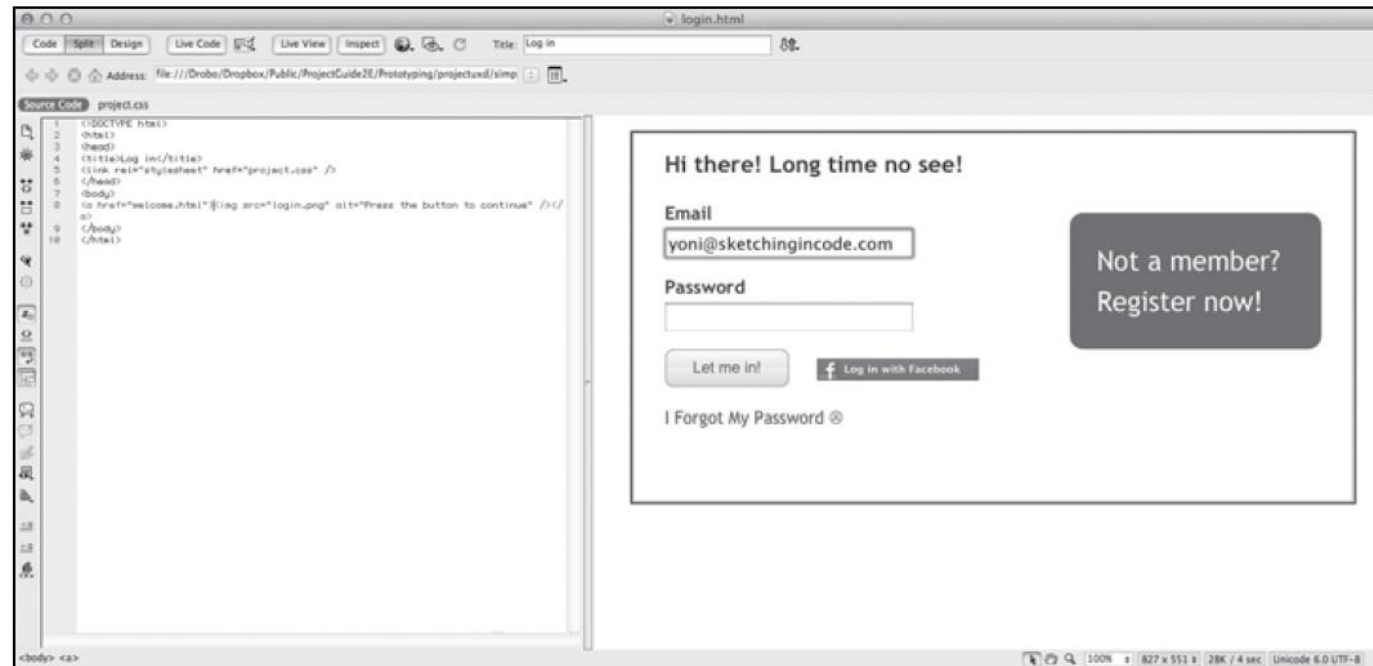


Figure 13.3 A simple example prototype created in Dreamweaver

4. Digital Prototyping

- **HTML vs. WYSIWYG Editors**
 - Creating a Basic HTML Prototype



Hi there! Long time no see!

Email

Password

[I Forgot My Password ☹](#)

[Not a member?
Register now!](#)

Figure 13.4
*The login.html live
and in the browser*

In `welcome.html`, replace this line of code:

```
<a href="welcome.html"></a>
```

with:

```
<a href="login.html"></a>
```

4. Digital Prototyping

- **Additional Tools for Prototyping**

- PowerPoint & Keynote: Presentation software applications
- Keynote KungFu (<http://keynotekungfu.com>): Travis isaacs has a great approach to visual prototyping
- Adobe Acrobat PDFs: Can be used to link pages of content based upon click interactions
- Visio & omnigraffle: Pretty standard PC and Mac wireframing tools
- Axure RP: Wireframing with built-in methods for documentation and prototyping
- Adobe Fireworks: Fireworks has a standard set of Ui elements that make prototyping relatively quick
- Balsamiq Mockups

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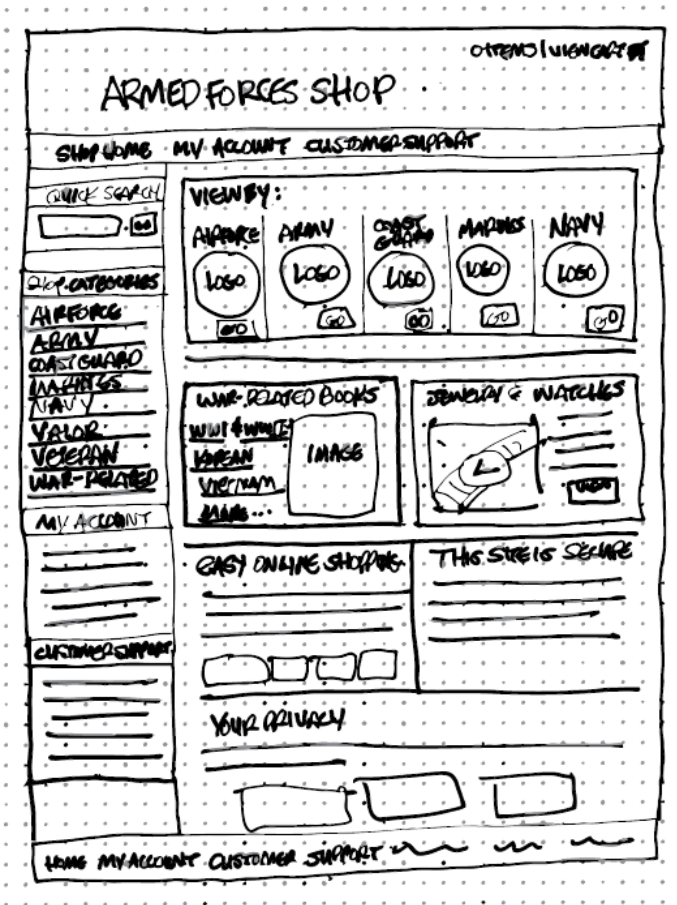


Figure 13.12 Paper prototype used to explain navigation concepts to development team



Figure 13.13 Live website design based on paper prototype

5. Prototype Examples

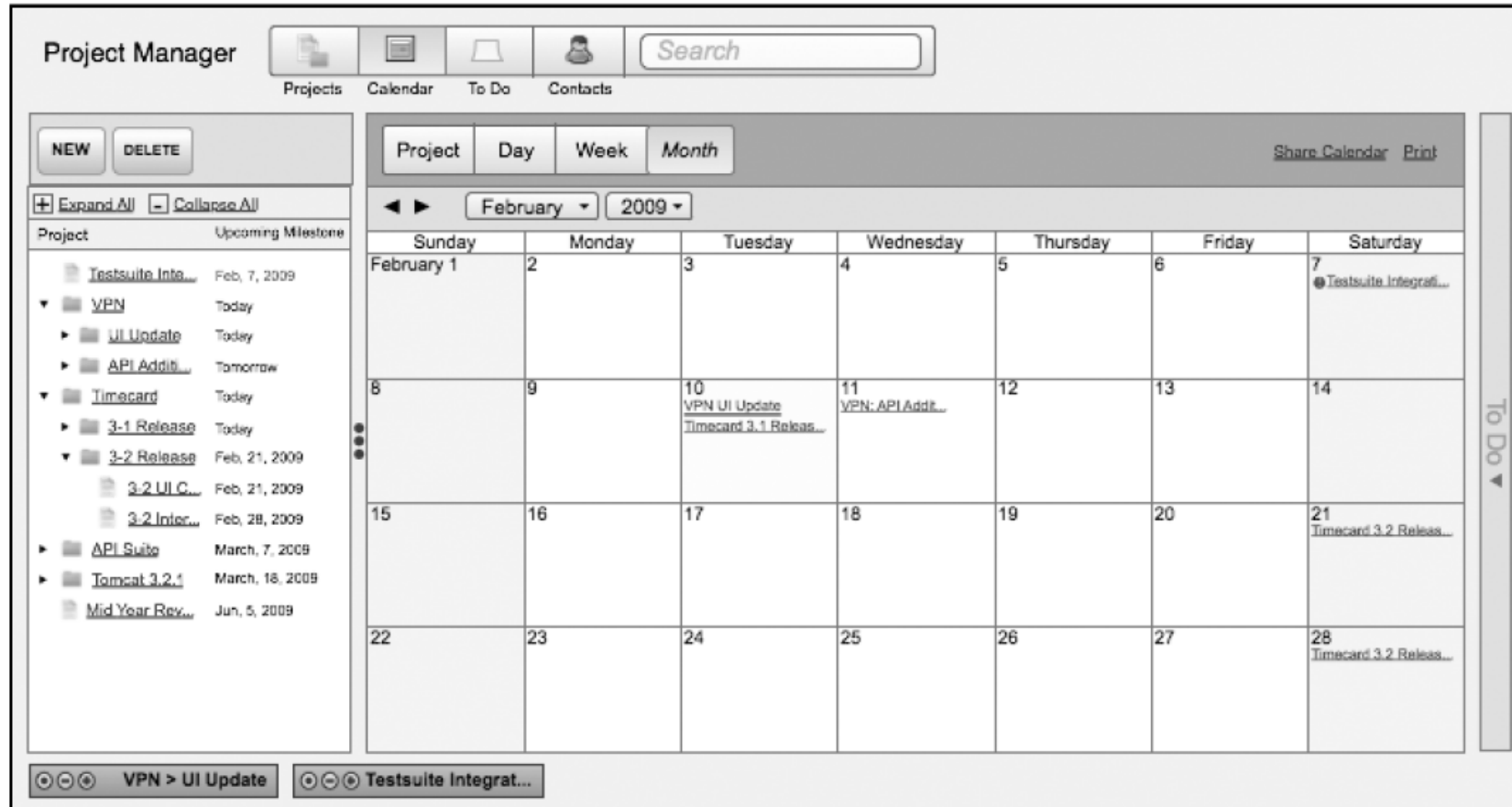


Figure 13.14 Functional prototype of a calendar tool, mocked up using high-fidelity XHTML, CSS, and JavaScript. Courtesy of Jon Hadden.

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4. What Happens After Prototyping

- **Prototypes are a way to achieve one or more of the following goals:**
 - Work your way through a design
 - Create a common communication platform
 - Sell your design ideas internally (e.g., to your boss, other designers, etc.)
 - Test technical feasibility
 - Test design concepts with end users/customers
- Once you have completed your prototyping process, you will need to synthesize your results and turn them into something actionable
- Move on to the next stage of the user experience process.