

# DESIGN

Building a design

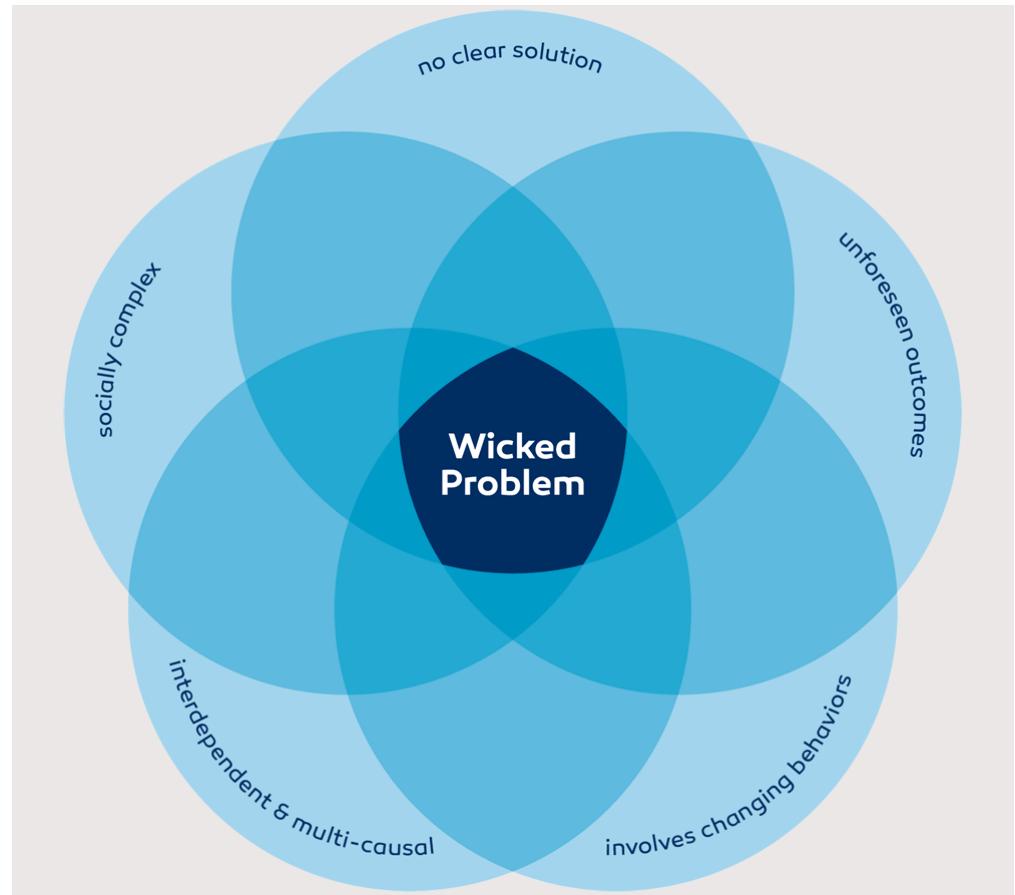
26.02.16

Time	Subject
8.30	Agenda and recap from last week
8.45	Donald Normans Principles for Design
9.35	Creating life (feedback and mapping = animations)
09.40	Website # 1
<b>09.55</b>	<b>Break</b>
10.25	Design process tools: Wireframes
10.45	Build a wireframe in Axure
11.35	Design process tools: Mock-up and Prototype
<b>11.50</b>	<b>Mandatory assignment Hand out</b>
<b>12.00</b>	<b>Lunch</b>
12.30	Website # 2
12.45	Work on the mandatory
<b>13.50</b>	<b>Finally Friday Free!</b>

## Todays Schedule

# Wicked problems

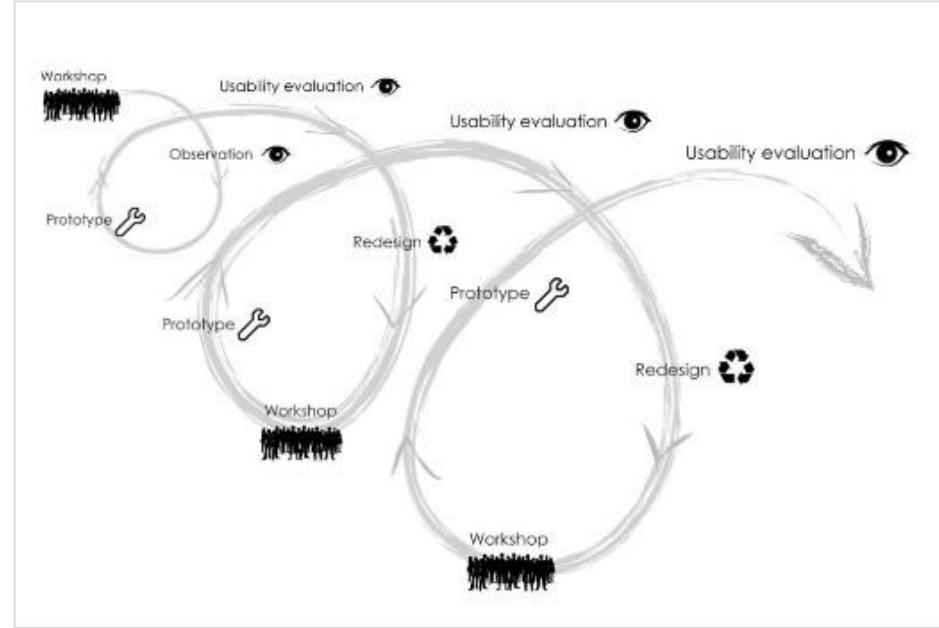
- Hard to define with no final solution.
- No room for trial and error but high responsibility.
- Involves people and social relations with different goals.
- Solve them by doing research to inform choices and focus on users.



What happened last time?

# The design process.

- Agile development processes fit wicked problems.
- Waterfall development process fit tame problems.
- Think in iterations of continued learning, not names.
- It is going to be a “mess” of discovering new knowledge and applying it continuously.



## What happened last time?

# Personas and scenarios.

- Both are build on research to ensure they provide relevant knowledge for design decisions.
- They are active tools for the design process ensuring a teams shared focus on users.
- They always uncovers hidden truths and makes them operational in a way that improves design.
- How did you do?



## What happened last time?

# This time:

Topic: Building a design on a base of knowledge about users.

## Read, watch and do:

Get to know this tool at [axure.com/](http://axure.com/)

[Plural sight] Introduction to Axure by Antonia Anni 2 hours. [Here](#)

[Norman] p 1 – 36. The best a most basic introduction to a fundamental understanding of designing everything.

[Idler] Very interesting article on metaphors in design! [Here](#)

[Cooper] p. 299 – 322. Secondary literature on the above.

## Homework and preparation

**Professor Donald Arthur Norman**  
of computer science and  
cognitive psychology.

Watch the TED-talk to get  
an idea of who he is! ([link](#))

Partner in the NN-Group.

Defends the user (person) and  
attacks the design and designers.



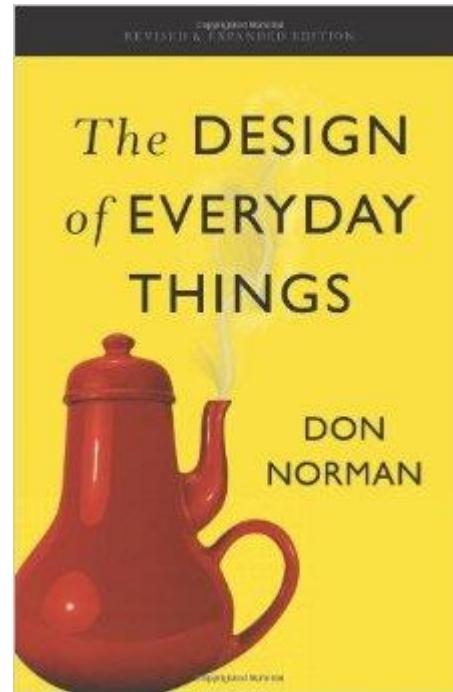
"You are thinking logically - You are designing for people the way you would like them to be, not the way they really are"

Donald Arthur Norman

Properly the most influential book on design in the last 40 years. Published in 1988.

Coined several basic design terms moving the entire field from abstract theory towards concrete methods, tools and **ways of thinking**.

Provided us with a shared and common language for design. A shared idea of how to think design and use.



## Why Norman?

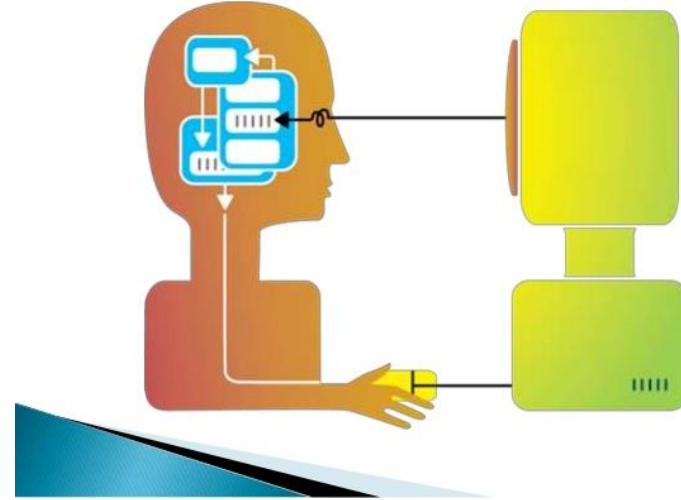
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The interface is a link between:

Humans – Computers

Users – System

**Psychology – Comp. Science**



Origins

## Work together two and two

- Identify: *Affordances*  
*Signifiers*  
*Feedback*  
*Mapping*
- What elements support  
imitate *Understanding*?
- What elements support  
*Discoverability*.



Norman analysis

## Work together two and two

- Identify: *Affordances*  
*Signifiers*  
*Feedback*  
*Mapping*

- What elements support  
imitate *Understanding*?

- What elements support  
*Discoverability*.



## Norman analysis

# The Cooling plant app

An engineer at plant needs a way of inspecting and managing the 4 tanks (tank A, B, C, D).

A mobile app is the best solution. You are the team chosen to design the interface. **Make a sketch and use Normans principles to describe your choices.**

Four features are necessary:

1. *View current temperature.*
2. *View capacity.*
3. *Initiate a change in temperature.*
4. *Initiate a transfer of material between tanks.*

Note: The engineer is always outside and on the move, walking around the tanks, moving to the top of the tanks, and even leaving the area to work elsewhere.



## Exercise – Cooling plant App

# Cooling plant paradox

**Share your ideas and pick the best solutions.**

Criteria to help you decide:

How many pages did you end up with?

How did you work with Normans concepts?

Did you think like a user?



Sketch Cooling plant App

## **Important characteristics of good design:**

- Discoverability:

Can you find your way through the webpage without having to look through the menus or help tab? Can you discover the correct way, without too much trial and error.

- Understanding:

What is all this? Why does this page even exist? What does this button do, and why is it here? “Am I done or do I need to do more?”

The Design of Everyday Things

## Affordances

- Points to restrictions.
- Interactive opportunities.
- Properties of an object.
- Often inherits physical aspects.

## Mapping

- Mimics real life
- A “natural” occurrence of order
- Structure for overview
- Aims to please intuition

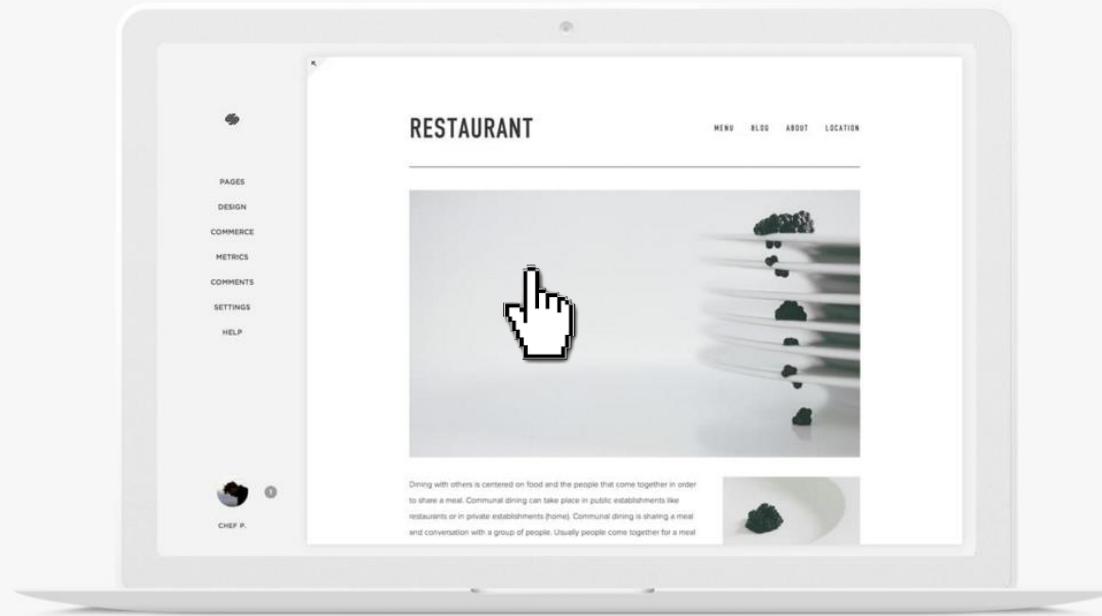
## Signifiers

- Common signs and indicators.
- Signals and metaphors.
- Descriptive of relationships.
- Can be “abstract” to evoke memory

## Feedback

- An answer to a request or order
- Buttons and their animations.
- Provides understanding.
- Supports discoverability

# The Design of Everyday Things



## The Squarespace 7 interface.

Our new interface is a cleaner, smarter platform that helps anyone build their own beautiful website from idea to execution.

# Design Principles on web

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**W U N D E R H U N D**  
CREATIVE STUDIO



Design Principles on web

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AARHUS





## EXHILARATION FROM THE ASPHALT UP

Millions of miles behind the wheel. Thousands of hours spent testing on tracks, both real and virtual. An exclusive group of engineers. And only one goal: a driving experience designed to ignite your passion for performance. Twenty-five years of Lexus engineering, all distilled into one vehicle. This is it: the Lexus RC F.

Prototype shown with options.

SCROLL  
▼

# Design Principles on web

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## Welcome to the Flying Blue program!



Your Flying Blue account has been created.

Your username and password will be sent to the following e-mail address:  
Madsvj3@gmail.com

Your Flying Blue number:  
1107136821

You can start earning Miles today by traveling with AIR FRANCE, KLM, SkyTeam member airlines and Flying Blue partner airlines.

If you are a less frequent traveler, you can still earn Miles with the Flying Blue non-airline partners.



Your Flying Blue membership card will be sent by postal mail following your 1st flight.  
Please print your temporary Flying Blue card, which you can use immediately.

[Print your card](#)

[Back to site](#)

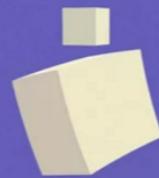
E-mail address \*  ✓

Confirm your e-mail address \*  ✓

Password \*

Please enter a 4-digit PIN code

# Design Principles on web



02:46

HD

## The illusion of life

from cento lodigiani PRO 2 years ago | more



Follow

▶ 1.1M ❤ 22K 💬 1,285

Download

Share

The 12 basic principles of animation were developed by the 'old men' of Walt Disney Studios, amongst them Frank Thomas and Ollie Johnston, during the 1930s. Of course they weren't old men at the time, but young men who were at the forefront of exciting discoveries that were contributing to the development of a new art form. These principles came as a result of reflection about their practice and through Disney's desire to use animation to express character and personality.

This movie is my personal take on these principles, applied to simple shapes. Like a cube.

### More from cento lodigiani

 Autoplay on

The illusion of life  
from cento lodigiani



SUNSET  
from cento lodigiani

# Cento Lodigiani: *The illusion of life*

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Sign in ▾

## Dropbox Business User Guide

Learn how to sync, share, and manage your files with Dropbox Business.

Get started

## Dropbox Business Admin Guide

Take control of your Dropbox Business account and learn how to manage your team.

Get started

Website

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AARHUS



## 1. Find examples of:

- Affordances
- Signifiers
- Mapping
- Feedback
- Animations

## 3. Discoverability:

- Can I find your way through the webpage? Can you discover the correct way, without too much trial and error?

## Dropbox Business User Guide

### 4. Understanding:

- What is this site's mission and goal? Why does this page exist?  
What does this button do, why is it there, I am done or do I need to do more?

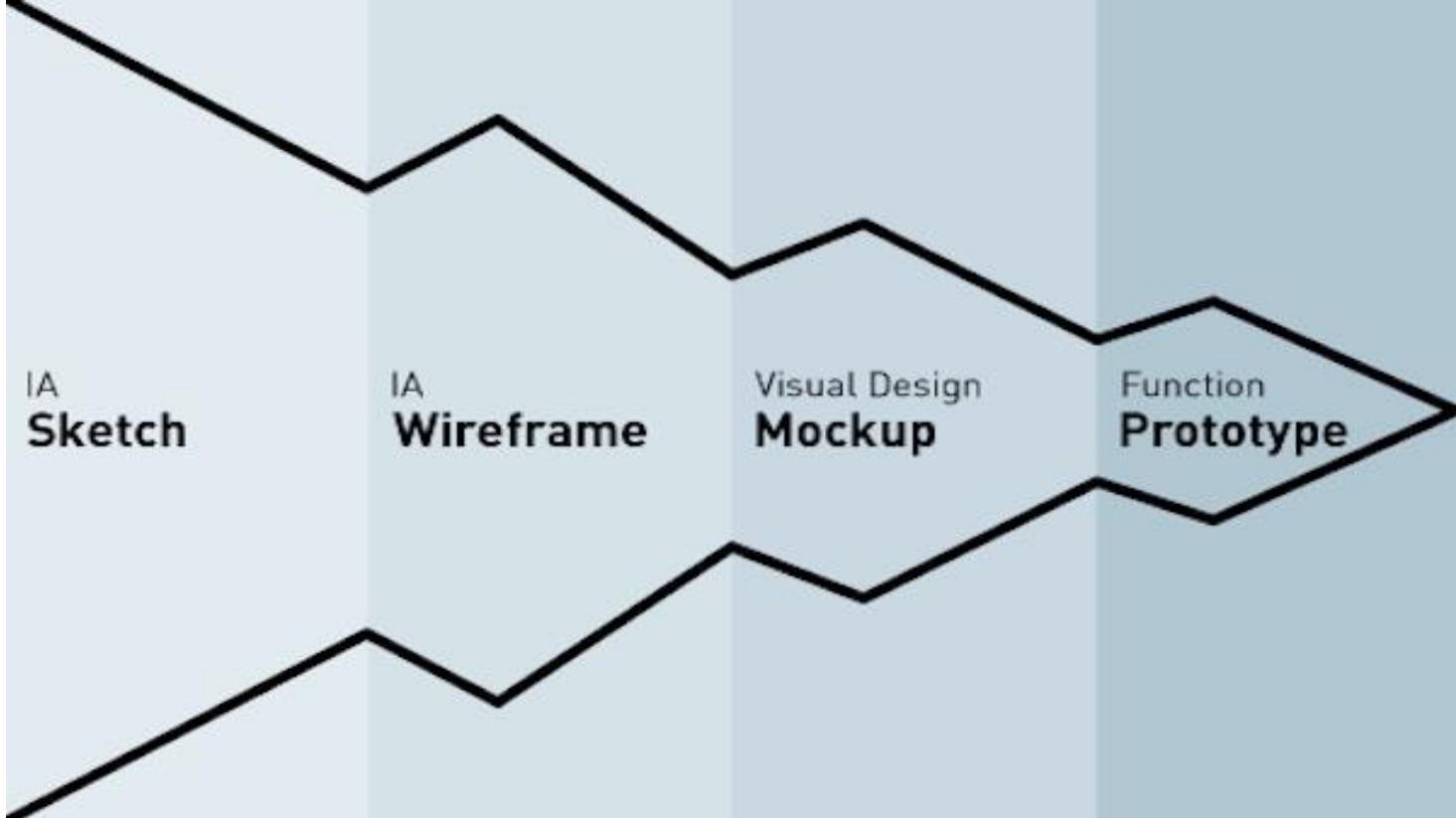
## 5. Who are they targeting, what user segment and where?

- How can you tell if you did not know dropbox?

Website

Break 30 min





Cooper's chapter 5: Designing the product: Framework and Refinement. Very strict and nice, but unrealistic. Trying to mimic it will lead to frustration.

## Wireframe

## Wireframe:

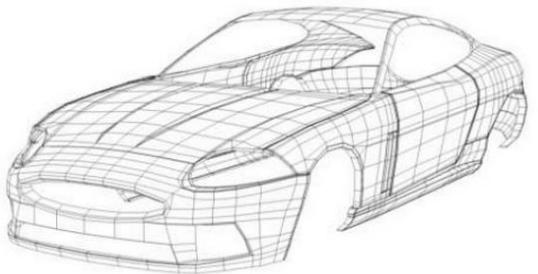
Structure  
Content  
Specification  
Behaviour

## Mock-up:

Layout  
Colour  
Tactility  
Feel

## Prototype:

Behaviour  
Feel  
Experience  
User gains



Wireframe, Mock-up, Prototypes and more?

Just like research methods.

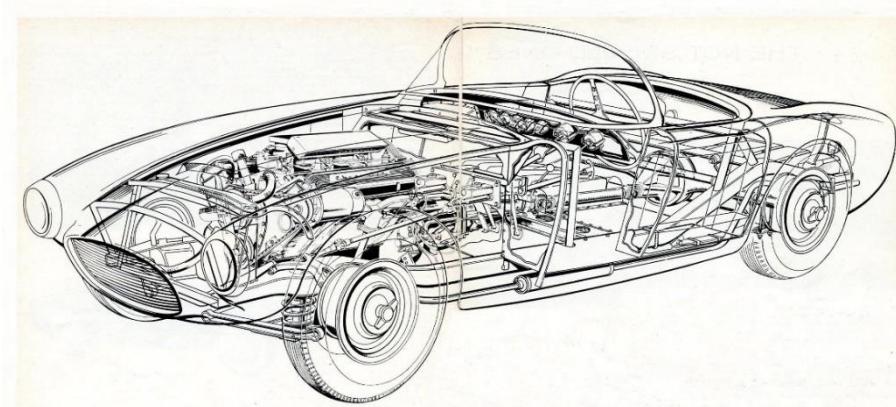
Each tool delivers a different set of results.

# Prototype vs. mock-up vs. wireframe

They allow you to explore **content**, **navigation**, and **interactions** separately from visual design elements such as colours and fonts. They let you focus on the skeleton.

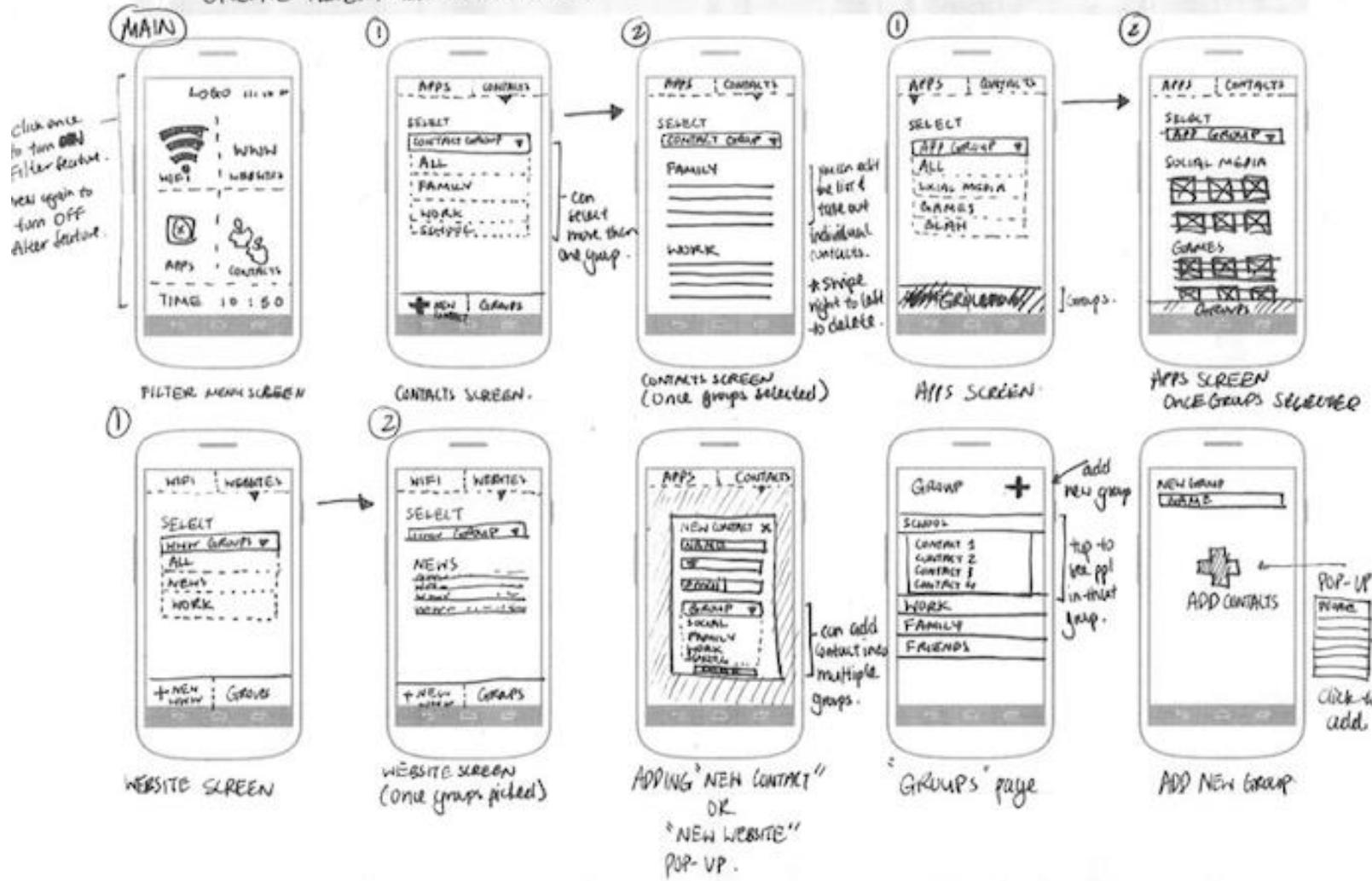
Wireframes are diagrams that represent the framework of a website or application.

They are a step on the way between information architecture and the finished product.

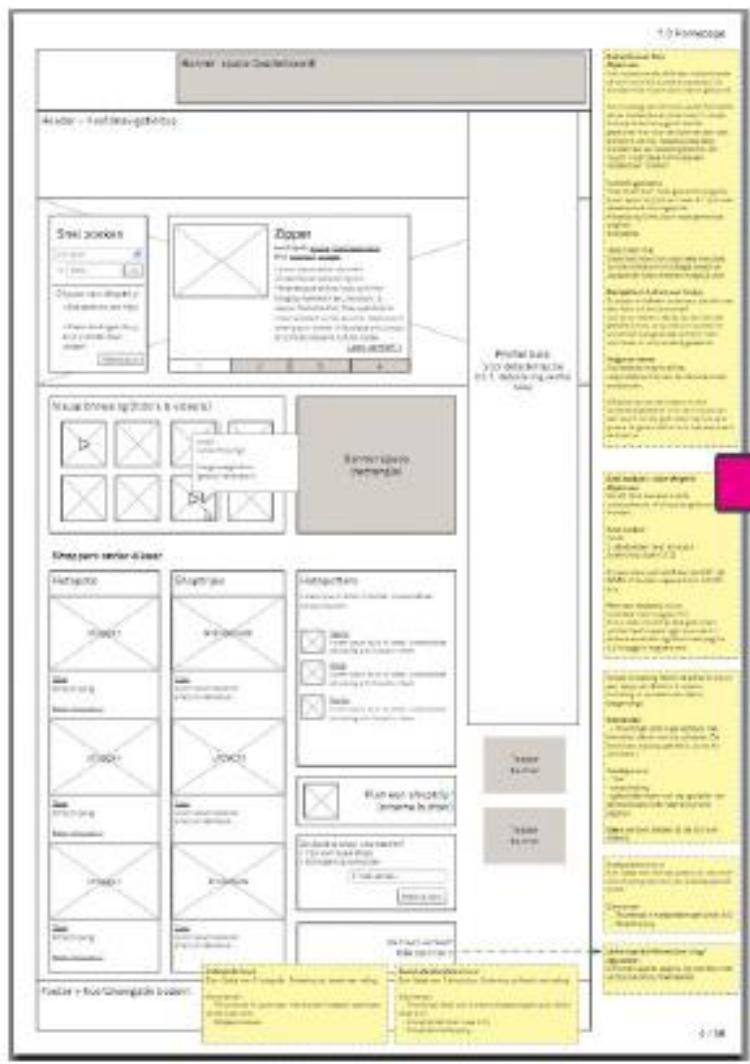


## Why Wireframes

## CREATE FILTER / EDIT FILTER PAGES.

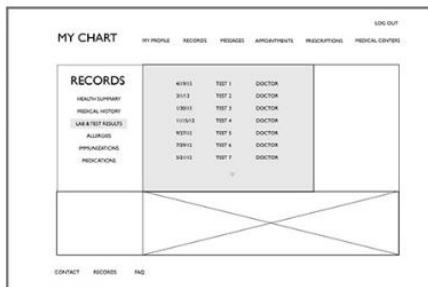
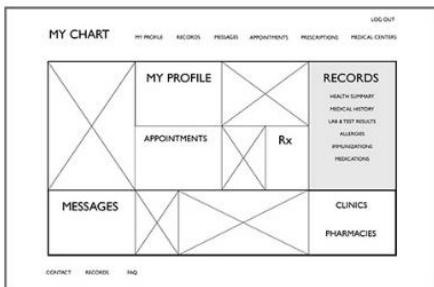
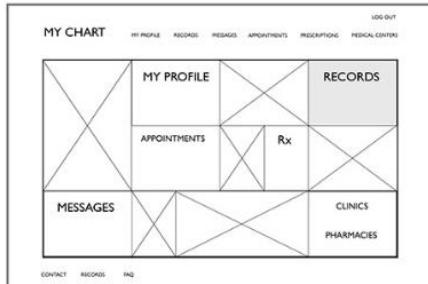
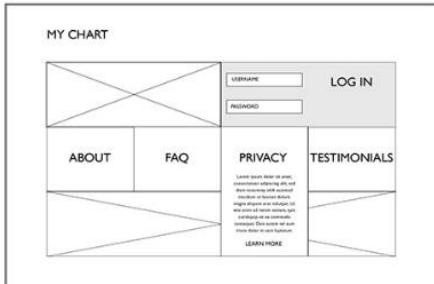


# Wireframe in sketch (navigation and interaction)

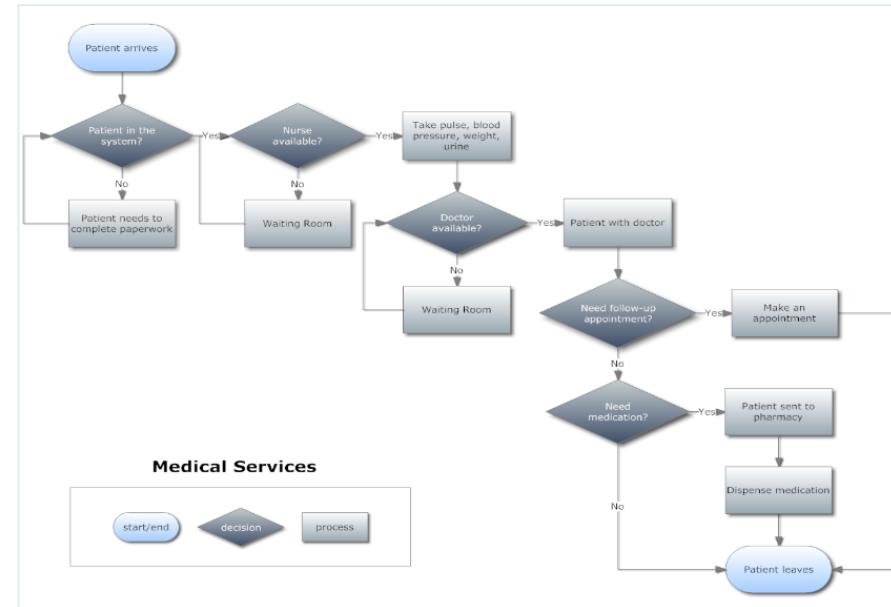


## Wireframe annotation

**Wireframe has a  
Focus on interface**



**Flowchart has a  
Focus on system**



Wireframes are not Flowcharts

## Wireframes lets you explore:

### Wireframes include:

- Prioritized information
- Live functions
- Active content
- Push based messages
- Navigation
- Interaction

**Structure** – How will the pieces of this site be put together? Also known as composition.

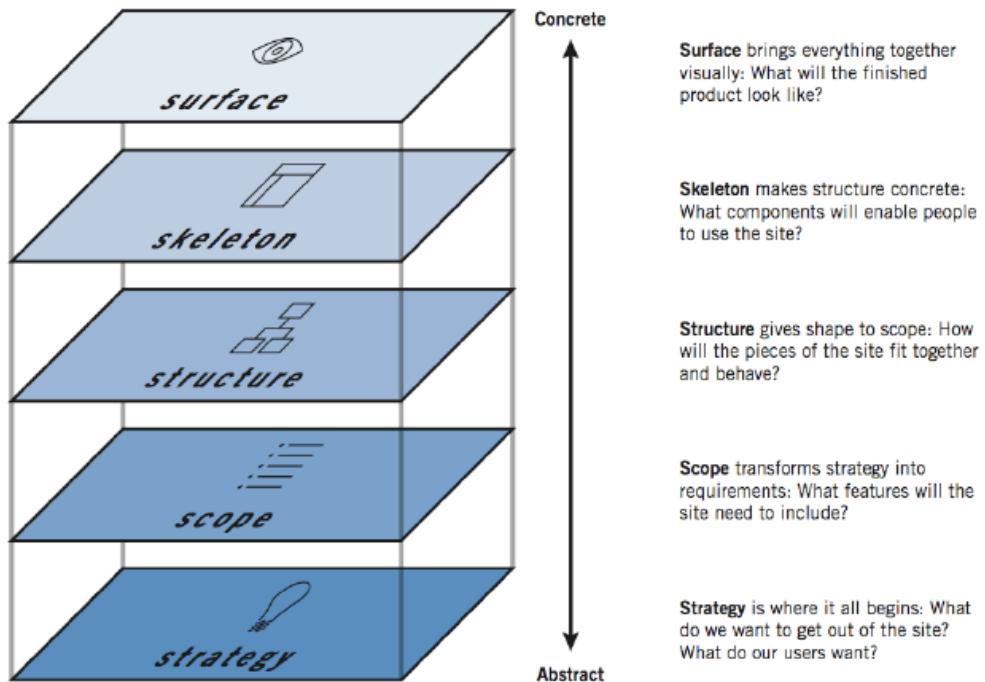
**Content** – What will be displayed on the site? (User research informs you. Don't use Lipsum)

**Informational hierarchy** – How and where is information organized and displayed? Why?

**Functionality** – What can this interface do? What happens when I push this button?

**Behavior** – How does it interact with the user? How does it behave? What will the UX be.

Wireframes include ↑



## When to do wireframes

Let your **need** determine the tool, not time or procedure.

Do you need to know if information is prioritized correctly, if you have enough room for every function and if the program behaves the right way? Do a wireframe!

Need to test ideas? Do sketch!

# Before you begin a wireframe,

- Gather information about users to inform your choices.
- Work with a clear picture of your product's users and their goals (persona, scenario, task models, user journeys).
- Work with a clear understanding of the business goals for the project (stakeholder interviews, requirements workshops).
- Have a content strategy, including priorities and information architecture.
- Have early ideas (from ideation workshops or sketching sessions)
- Find a wireframe/prototype tool that fits you!

Tips for wireframing

- Images → grey rectangles
- Navigation → accurate text
- Headings → real (or representative)
- Context text → real or dummy (lipsum debate...)
- Forms and buttons → rectangles and other shapes



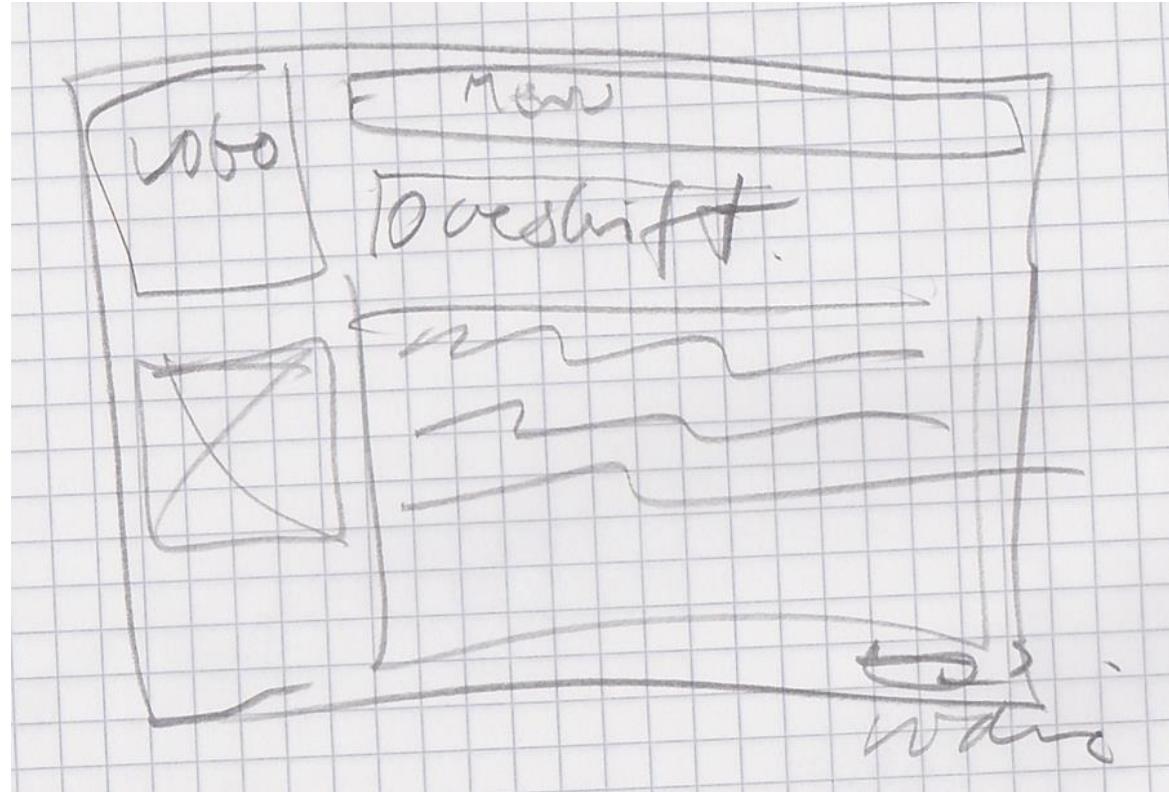
Be consistent – and use what ever you like(or find possible)



## Wireframe legend



Good or bad wireframe?



# Good or bad wireframe?

( logo)	Vandret menu		
Lodret menu  5-10 menu punkter	Tekst  Og formular på formular sidern	Billeder  (knapper for tilmelding, reklamer o.l.)	
Afsender info			

# Good or bad wireframe?

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### Final Homepage Design (intervening iteration not shown)

Wellstone Action!

[News](#) [Store](#) [Our Partners](#) [Alumni Hub](#)

Section 6: Resources

10



# Good or bad wireframe?

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AARHUS

## Rotating Banner Feature

search 

### Secondary Feature or Video Embed

FIND Programs: i.e. Sheila Wellstone 

FIND a toolkit: i.e. Coalition Building 

FIND a group: i.e. Campaign Workers 

#### donate now promo

(other promos can be added on either left or right side. For instance, a Wellstone Legacy link to the archive?)

#### newsletter sign-up

#### from the blog

##### Blogpost Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est ac leo.

##### Blogpost Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est ac leo.

#### the latest

##### thumbnail for highlight

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Maecenas commodo est ac leo. Sed nisi tortor, luctus sit amet, mollis nec, hendrerit quis, lorem. Aliquam neque mauris, vestibulum sed, vehicula a, gravida vel, leo.

##### thumbnail for highlight

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##### thumbnail for highlight

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#### upcoming events

##### date | event title

Lorum ipsum dolor sit amet, consectetur

##### date | event title

Lorum ipsum dolor sit amet, consectetur

##### date | event title

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##### date | event title

Lorum ipsum dolor sit amet, consectetur

#### recent news

##### Title

Lorum ipsum dolor sit amet, consectetur

##### Title

Lorum ipsum dolor sit amet, consectetur

[contact us](#) // [privacy policy](#)

# Wireframe examples

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AARHUS

## 2 - PANORAMIC IMAGE

Component	Description	Priority
General	This layout is comprised of a header (images and configuration box) and a 3-column grid. On scroll, the configuration box becomes sticky.	1
1 Configuration Strip	Always displayed. See section 2.1 - Configuration Strip.	1
2 Images	By default, displays the main product image in large. If there are more product images, thumbnails are displayed, with the first one as the main image, which is selected. If there are more than 9 images, left/right arrows appear to navigate through the thumbnail gallery. An arrow is disabled if the buyer reaches the end of the list in that direction. At first, only images can be uploaded.  On the image, the merchant can display a label (one line), add-to-wishlist button, and navigation between other product pages in the list.  When clicking on a thumbnail the main image replace (animation: fadein & fadeout).  arrows only appears if needed.	1
3 Description	Contains title and text. If the text exceeds 6 rows, it will be cut off with "..." and a "more" link that expands the rest of the text and pushes down the content below.	1
4 Highlights	The merchant can create up to 4 highlights. Each highlight can contain a title, image/video, and text.	1
5 Additional Image	Contains title and image. The image scales to the width of the column.	2
6 Promises	The section contains a title and up to 4 promises. Each promise contains an icon and text.	2
7 Related Products	Contains title and 3 products with option to show more (arrows). In the product page editor, the merchant defines the section title and whether to display products from the same collection, best sellers, products bought by others who bought the product, or specific products. If the merchant chooses to display specific products, they are defined in the add/edit product page.  Each product item displays the product image, label, name, price, and rating.	1
8 More Styles	Displays title and product selected by merchant, including name, price, compared to price and discount, description, variants in dropdown lists, and add to cart button. Behaves as described in configuration box.	2
9 Bundle	If the product is part of a bundle discount (defined by merchant in "My	2

BONYPOWER

Computers & Tablets | Televisions | Home Theater | Digital Cameras | Video Cameras | Cart 0

Recently viewed

3 4 page | Refresh | Print version

SmartWatch 2 Watchband brown and white  
\$ 23.99 \$32.99 ( 30% off discount)

Size: Large Quantity: 1 Color: Red and Blue ADD TO CART

2 of 10 >

3 30% OFF DISCOUNT

3 DESCRIPTION

Make your Smartwatch 2 an even more brilliant accent with a fun watchband that adds an instant injection of style to any look. It features a buckle with 9 adjustable lengths and comes in a spectrum of colors. This is the ultimate faded blue skinny jeans that your closet's been begging for. It has a classic five-pocket design, front button/closure, and distress detail. They have just the perfect amount of stretch so they'll contour to your body without sagging around your knees by.

4 TECHNOLOGY

Wireless active speaker with built-in Digital Signal Processing and Digital Amplification, implements Bluetooth pairing.

Technology

Wireless active speaker with built-in Digital Signal Processing and Digital Amplification, implements Bluetooth pairing.

5 LEARN HOW TO MAKE YOUR LIFE BETTER

Handmade in Italy's softest leather, this closure band in new mid-cut waistband silver hardware.

Learn how to make your life better

Handmade in Italy's softest leather, this closure band in new mid-cut waistband silver hardware.

6 IMAGE TITLE

7 OUR PROMISE

8 9 10 11 12

RETURNS

SHIPPING

IN THE BOX

DELIVERY TIME

TAX

STORE LOCATIONS

PRODUCT DETAILS

SIZES

NEED ASSISTANCE?

24h Phone (00 0000)

Site tech support email

Customer support email

Live Chat (ONLINE now)

1-877-865-7669

tsupport@bony.com

csupport@bony.com

Open live chat

# Wireframe examples

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AARHUS

AIRFRANCE

BANGKOK

4398,- RTN FROM

DEPARTING FROM  
COPENHAGEN

FIND DEALS

FARES INCL. TAXES  
SEE CONDITIONS

WIREFRAMES | FEATURE

# > The 20 best wireframing tools

Mar 2, 2015 15:26 pm

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603

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246

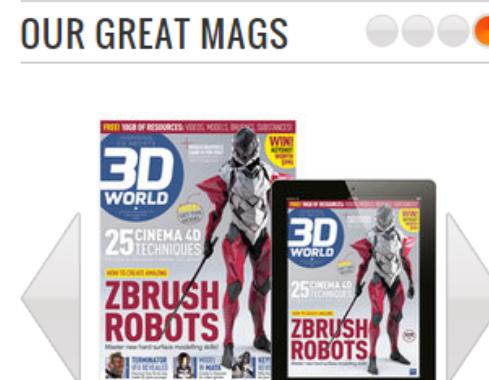
Share

Wireframing tools make creating an app or website easier. But with more to choose from than ever, we find you the pick of the bunch.

Wireframing tools make the process of creating an app or website fundamentally easier, by visually stripping the product down to its core. All involved to focus purely on functions and user interaction.

Clients need to understand how your website will work. But simply explaining to them verbally leaves the vast majority of functions down to their imagination. Wireframing tools can be extremely helpful in squaring that circle.

OUR GREAT MAGS



Save 54% with a bundle deal!

Buy in print or digital



Til investorer, der ønsker en behagelig pensionstilværelse

InDesign File Edit Layout Type Object Table View Window Help

Advanced

X: 219.182 pt W: 246.661 pt Y: 328.278 pt H: 291.465 pt

100% 0° 100% 0° 100% 0° 100% 12 pt 100% Auto-Fit

\*brochure.indd @ 97% [Converted]

16 144 72 0 72 144 216 288 360 432 504 576 648 720 792 864 936

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96

At Roux we provide a challenging educational experience. We offer a supportive studio culture in which to explore and experiment, challenge and create, discover and debate, and make mistakes! Our students are encouraged to demonstrate initiative and curiosity in the world around them. They are visual thinkers and creative problem solvers. We support individual perspectives and the ability to draw on experiences. The Graphic Design program helps students to develop skills in listening, negotiating, research, thinking creatively, idea generation, and manipulating visual languages and techniques. Students are encouraged to cultivate and share ideas as well as develop their own philosophy and unique ways of working.

The ROUX ACADEMY OF ART, MEDIA & DESIGN

In year one and year two, students are equipped with the core ideas and skills necessary for a career in graphic design, and choose an elective module where they can employ, extend, and challenge those ideas and skills. Students study alongside working artists and designers on thesis-based projects. Elective modules include studies on:

- the figure in art and advertising
- creative branding strategies
- drawing and visual studies
- advanced material investigation
- the physical vs. the virtual narrative in design

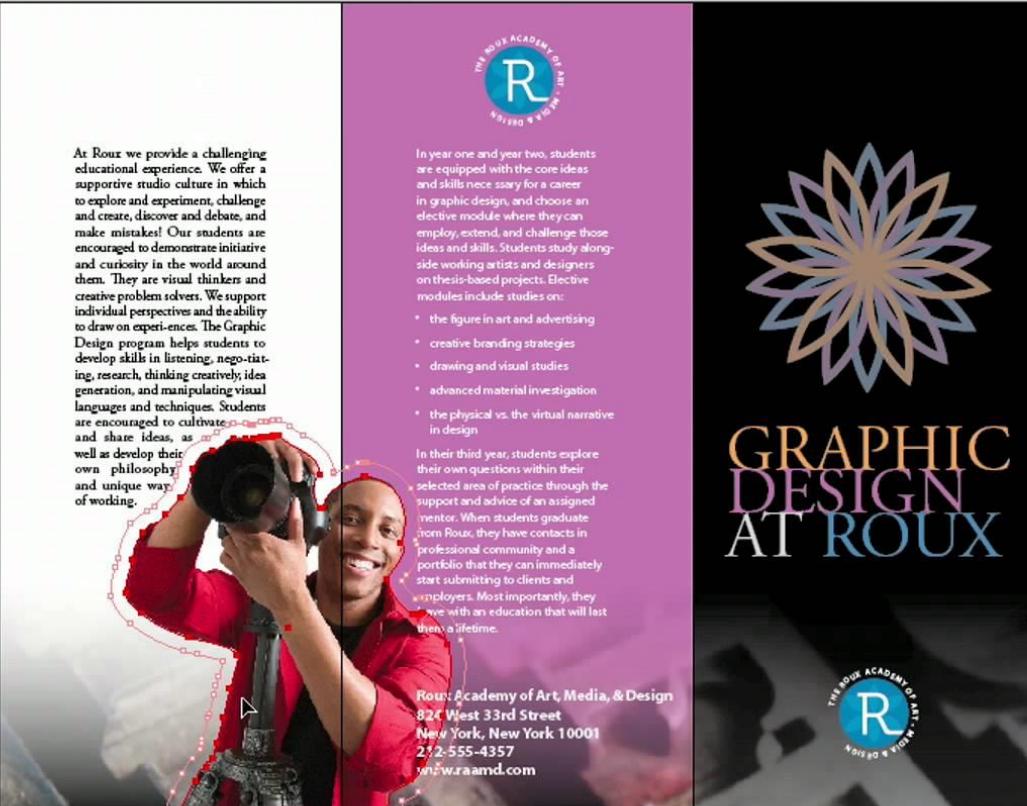
In their third year, students explore their own questions within their selected area of practice through the support and advice of an assigned mentor. When students graduate from Roux, they have contacts in professional community and a portfolio that they can immediately start submitting to clients and employers. Most importantly, they leave with an education that will last them a lifetime.

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THE ROUX ACADEMY OF ART, MEDIA & DESIGN

GRAPHIC DESIGN AT ROUX

lynda.com



Creative suite

BUSINESS ACADEMY  
AARHUS



# Slice your work in half

CREATE & SHARE WIREFRAME DESIGNS FOR

iOS

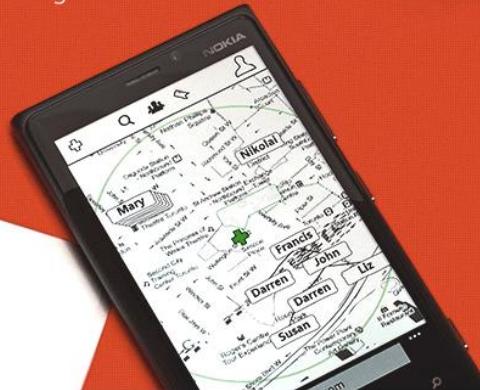
Windows Phone

Android

Web design

START DESIGNING NOW!

FREE!



## Complete toolbox

NinjaMock delivers all of the typical controls used in mobile apps and web designs. iOS, Android, Windows Phone, Surface: we have all you need to start prototyping apps for your mobile device projects.

The screenshot shows the NinjaMock interface's design tool. On the left, a sidebar titled 'Basic' contains icons for 'Text' (with a red '8' badge), 'Label', and 'Link'. To the right is a main workspace with a placeholder text 'Lorem ipsum dolor sit amet...'. Above the workspace are tabs for 'Icons' and 'IconFinder', and a search bar with the placeholder 'Search...'. Below the search bar are several small preview icons for different icons.

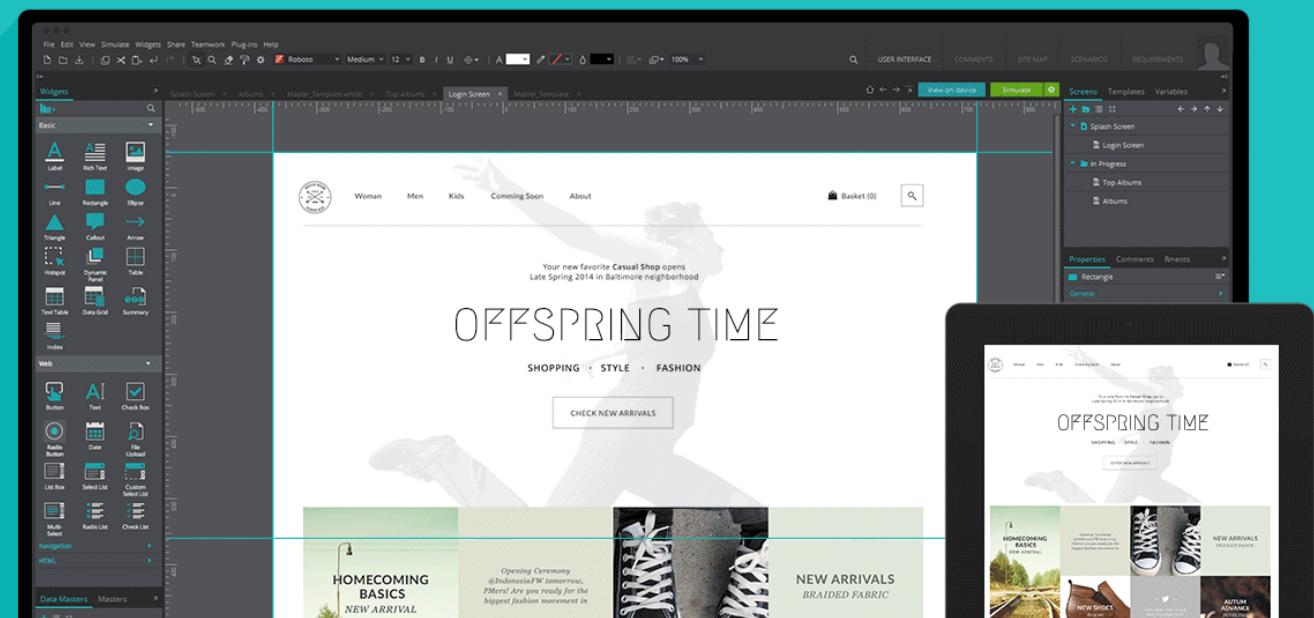
# Ninja Mock

BUSINESS ACADEMY  
AARHUS

# PROTOTYPE FASTER COMMUNICATE BETTER

For Web and Mobile Apps

DOWNLOAD FREE



Just in Mind

BUSINESS ACADEMY  
AARHUS



The image shows the Axure RP 7 landing page. At the top, there's a navigation bar with links for Features, Learn, Community, Company, Download, and Buy. A search bar and a language selection for Japanese are also present. The main headline reads "Axure RP 7" and "Create Prototypes of Websites & Apps Without Coding". Below this is a cartoon illustration of a man and a woman. The man looks worried, while the woman holds a clipboard and says, "DON'T WORRY. WE MADE SOMETHING FOR YOU." To the left, there's a "DOWNLOAD FREE TRIAL" button with fields for "YOUR EMAIL ADDRESS" and checkboxes for "Send me 'Getting Started' emails" (with options for PC or MAC). Below the illustration is a screenshot of the Axure software interface showing a wireframe of a webpage. A "PLAY" button is overlaid on the screenshot.

Over 60% of the Fortune 100 Use Axure RP

[uxninja.co/collections/axure-widgets/products/ebay-wireframes?variant=7106022085](http://uxninja.co/collections/axure-widgets/products/ebay-wireframes?variant=7106022085)

[www.humbleux.com/](http://www.humbleux.com/)

[wearebridge.co/ux-tools/Axure-UI-Kits/](http://wearebridge.co/ux-tools/Axure-UI-Kits/)

## Tools for wireframes

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Pedal

MOUSE OVER THE MENU  
ITEMS UNDER "WHAT'S  
YOUR PASSION?" TO  
TOGGLE THE IMAGES

WHAT'S YOUR PASSION?

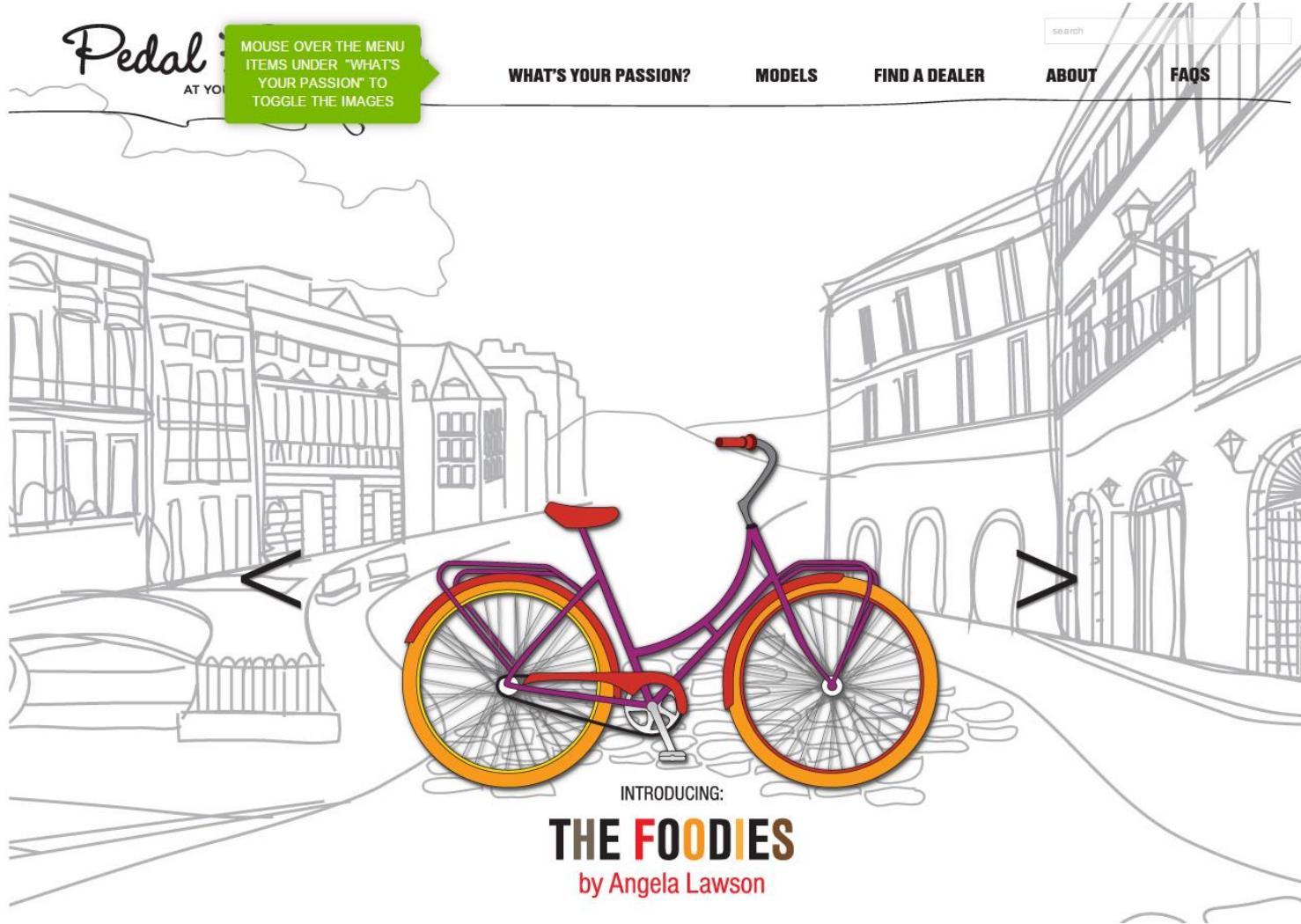
MODELS

FIND A DEALER

ABOUT

FAQS

search



INTRODUCING:

**THE FOODIES**  
by Angela Lawson

Example of Axure site

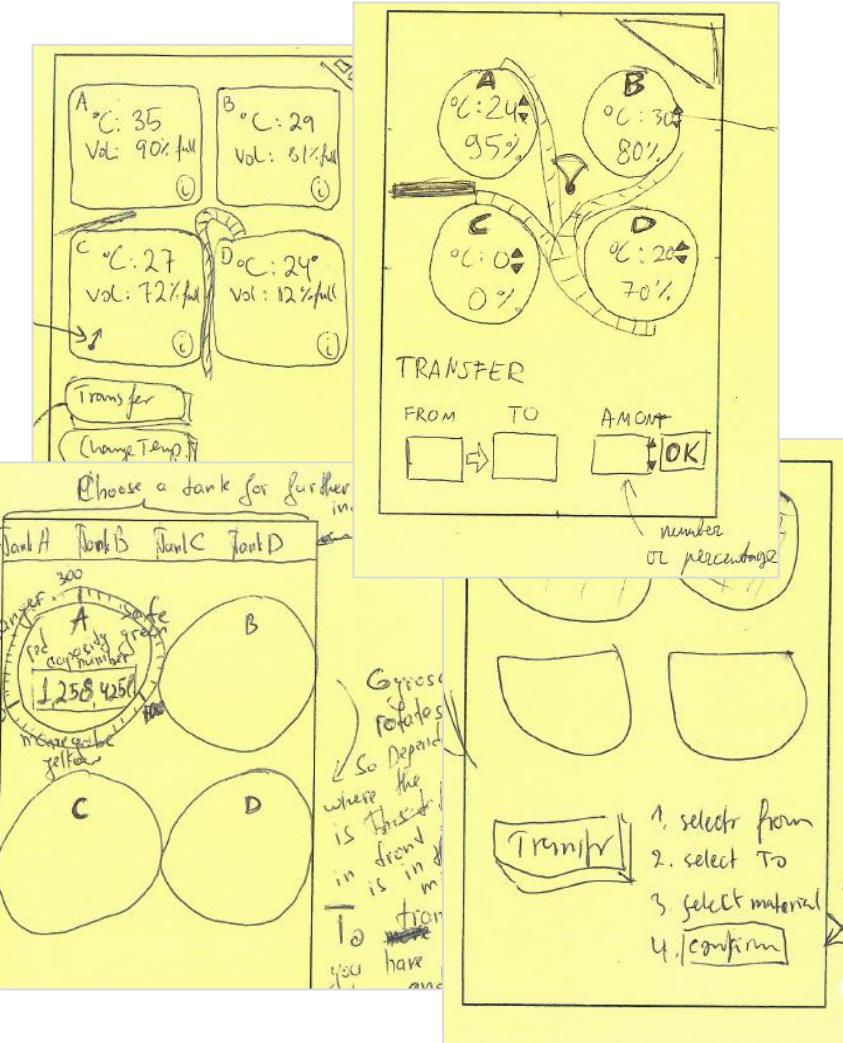
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Take your sketch of the Cooling Plant App and rework it into a functional wireframe in Axure.

Work individually, but share and ideas and smart solutions or fixes for Axure!

Mobile templates for Axure are online in the Fronter-folder for this lecture.

Build the wireframe to explore and evaluate your apps content priority, navigation, interactions and behaviour.



From idea to wireframe

## Wireframe:

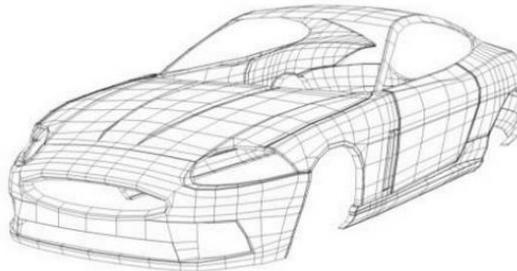
Structure  
Content  
Specification  
Behaviour

## Mock-up:

Layout  
Colour  
Tactility  
Feel

## Prototype:

Behaviour  
Feel  
Experience  
User gains



Wireframe, Mock-up, Prototypes and more?

Just like research methods.  
Each tool delivers a different set of results.

Prototype vs. mock-up vs. wireframe

## What:

A scale or full-size model of a design or device demonstrating, promoting and showing off the product.

## Who:

Usually made by a graphic designer in cooperation with brand and communications managers.

## How:

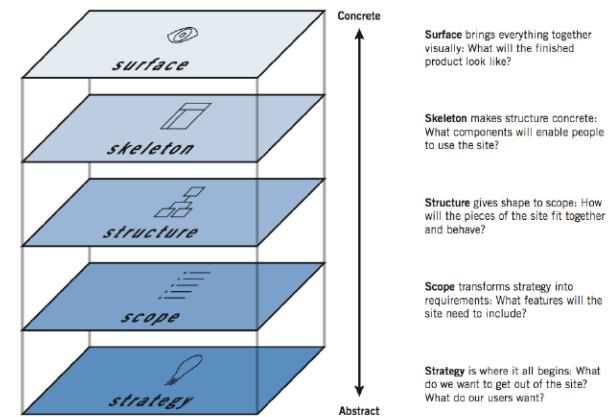
Any program that can work visually with color and images. Photoshop and the rest of adobe, Axure and so on – maybe pen + paper.

## When:

In the middle and towards the end of the process. When the basic decisions are made and fundamental parts (properly) will not change.

## Why:

Used for testing, gaining user feedback, teaching, design evaluation and benchmarking before final production phase.



# Mock-ups

# Two mock-ups from Venture IT

This mock-up shows a website for a clothing store. At the top is a large, stylized logo featuring a cartoon eagle with its wings spread wide, perched on a globe. Below the logo, the word "T-SHIRT" is written in a bold, outlined font. The main menu includes links for "HOME PAGE", "NEW PRODUCTS", "SPECIALS", "MY ACCOUNT", and "CONTACT US". A shopping cart icon indicates "Now in your cart 0 items". On the left, there's a sidebar with "Categories" (Animals, Art/Symbols, Cartoons, Food/Drink, Funny, Holidays, Lifestyle, Movies/Tv, Music, Nature, People, Pets/Animals, Political, Religious) and "Manufacturers" (Please Select). The main content area features a "WELCOME to our store" banner with placeholder Latin text. It also displays two t-shirt products: one orange t-shirt with a green leaf logo and one green t-shirt with a white star logo. A "SUMMER SALE 20%" banner is visible at the bottom. The footer contains payment method icons for PayPal, Visa, and MasterCard, along with links for "T-shirt © 2007", "Log In", and "Checkout".

This mock-up shows a website for a clothing store. The header reads "Clothes Store" and includes links for "Home Page", "New Products", "Specials", "My Account", and "Contact Us". The main banner features a male model wearing a white button-down shirt and jeans, with the text "Cool T-shirts for guys and girls Cotton 100%". Below the banner, a message says "Funny T-Shirts and Vintage style Funny T-Shirts for men and women. Funny sexist and hilarious tees and T-Shirts for all your dirty minded individuals. >". The navigation bar includes "Now in your cart 0 items", "Manufacturers", "PLEASE SELECT", "Currencies: US DOLLARS", and language options (UK, DE, ES). The left sidebar has "CATEGORIES" (Sunglasses & Towels, Tees & Polos, New Series Jewelry, Comics & Tanks, Shirts) and "FEATURED PRODUCTS" (a white t-shirt labeled "Girl Gamer Team Style v2 Women's Cap Sleeve T-Shirt"). The right sidebar has "SPECIALS" (a pair of sunglasses labeled "Silver Frame, Mirror Lens \$17.00 - \$13.00") and another product (a white t-shirt labeled "Girl Gamer Team Style v2 Women's Cap Sleeve T-Shirt \$17.00"). The footer includes payment method icons for PayPal, Visa, and MasterCard, and links for "Copyright © 2007 YourStore | Privacy Notice | Terms of Use | Powered by osCommerce".

## Example

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- Represents the structure of information and visualizes the content.
- Uses real content and images to demonstrates the basic functionalities in a static way.
- Encourages people to actually review the visual side of the project.
- Is accompanied by an explanation of Typography, color theme and compositions, including correct codes, links and more.



The good mock-up

## COLOUR PALETTE

### TYPOGRAPHY AND ELEMENTS

#787878  
C: 54 M: 46 Y: 45 K: 11

This shade of grey is used for the typography and content throughout the app, in addition to various icons and clickable elements.

### HIGHLIGHT AND SELECTED OBJECT

#FF5E3E  
C: 0 M: 78 Y: 79 K: 0

This accent colour is used within the app to highlight selected objects. It is most commonly seen within the navigation system as it highlights the icon that informs which page you are currently on.

### BACKGROUND AND UNSELECTED OBJECT

#EOEOEO  
C: 11 M: 8 Y: 9 K: 0

This colour is selected for the background colour of the app. The grey shade is softer on the eyes in darker settings yet is bright enough to for accurate visibility in sunny settings.

### BUTTON AND CLICKABLE OBJECTS

#FFFFFF  
C: 0 M: 0 Y: 0 K: 0

White is often used in the app for various clickable buttons. Most commonly seen in the hexagonal buttons for individual filters.

# Good Color Palette

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Prototyping

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# What is missing after wireframe and mock-up?

- Final structure (interaction and prioritized content).
- Final graphic design (Buttons, Colors, images).
- Testing interactive behaviour.
- Testing the flow of a use situation (case study).
- User experience.
- Testing content.



Prototypes of a coffee pot

You get that in a Prototype

Prototyping

Prototypes have a long history. They have always been important in digital and physical product design - and they still are!

A Prototype allows for:

- Experience content and interactions with the interface.
- Test the main interactions and flow in a way similar to the final product.
- Bring your ideas to life.

One possible definition:

“A scenario-based simulation that allows a person to experience chosen aspects of a potential product”

# Prototyping

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## **What:**

A finished version of a design or device allowing full test of all or a specific part of the product.

## **Who:**

Programmers. The entire team provides material.

## **How:**

Coding – you know best. Axure or similar. Adobe can be used for paper prototypes.

## **When:**

Through out the process, but mostly in the end. When all decisions have been made and only small changes are likely to occur.

## The design scope moves from:

Distinct aspect to entire product/service

## The form moves from:

Abstract to Tangible

## The Fidelity moves from:

Rough representation to exact representation

# Prototyping

Pros	Cons
Easy	Complex
Fail early and fail often = fail cheap	Some things might only show up on very specific hidden actions
Essential for evaluating <i>interaction</i> design	Might lead to misunderstanding of how finished the product is
A tangible deliverable	Can be time consuming to build
Encourages useful feedback	Can be time consuming to amend and add too many design iterations

# Prototyping



Paper example

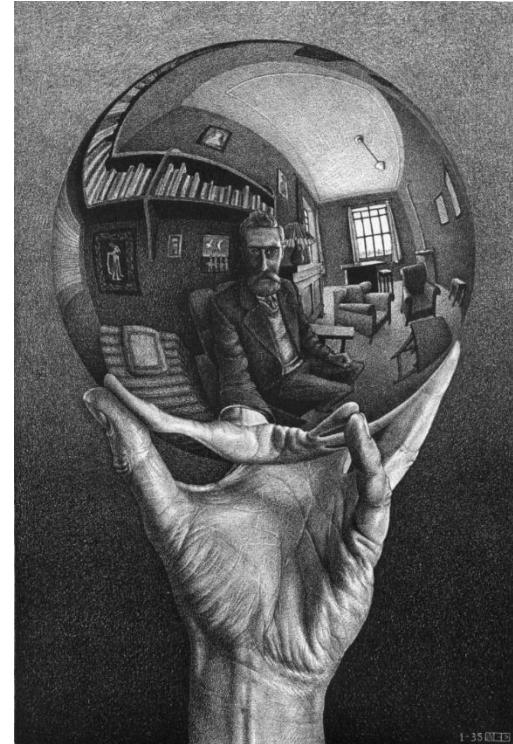
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# Normans Design Principles

- Human meet computer in HCI
- Discoverability and understanding
- Affordances, Signifiers
- Mapping and Feedback

## Wireframe, Prototypes and more

- Axure is a good tool.
- Wireframe for structure, content and behaviour.
- Flowchart for technical specifications.
- Mock up for layout, tactility and feel.
- Prototype for user experience and user gains.
- Alternative prototyping.



What happened today?

# Next time:

Topic: Show off and Feedback -  
Mandatory Assignment  
+ Metaphors in design

## Do:

Finish the mandatory assignment.  
Include all the specified tasks!

Homework and preparation

# Mandatory assignment Interface design

A new technique for constructing houses has been invented. With this technique environment neutral, cheap, strong and light walls and elements for “type”-houses can be produced and sold in **Scandinavia**.

The academy has been contact by the construction firm and ask to launch this new product by creating:

**A new company brand that can compete with existing competitors and sell houses.**



## First Mandatory assignment

# Mandatory assignment Interface design

An important part of this brand is the online presence of the company, including its website where the first customer contact is likely to be made. Your assignment consists of **three iterations**:

## 1. Iteration (this week):

Research and gather inspiration.

## 2. Iteration (next week):

Interpret data and build understanding.

## 3. Iteration (in two weeks):

Make a proof-of-concept brand website.



## First Mandatory assignment

# Mandatory assignment part 3: Early production

**Iteration 3.** We will work on the third iteration today. The third iteration must consist of rapid prototyping and written recommendations.

- Create four versions of the site. One per person. Everyone must make their own design choices. Made in Axure or other.
- Recommendation: A shared description of highlights and best functions from the four versions (approx. 2 pages).



## First Mandatory assignment

**REMEMBER  
HAPPINESS IS  
MANDATORY**

Work that mandatory

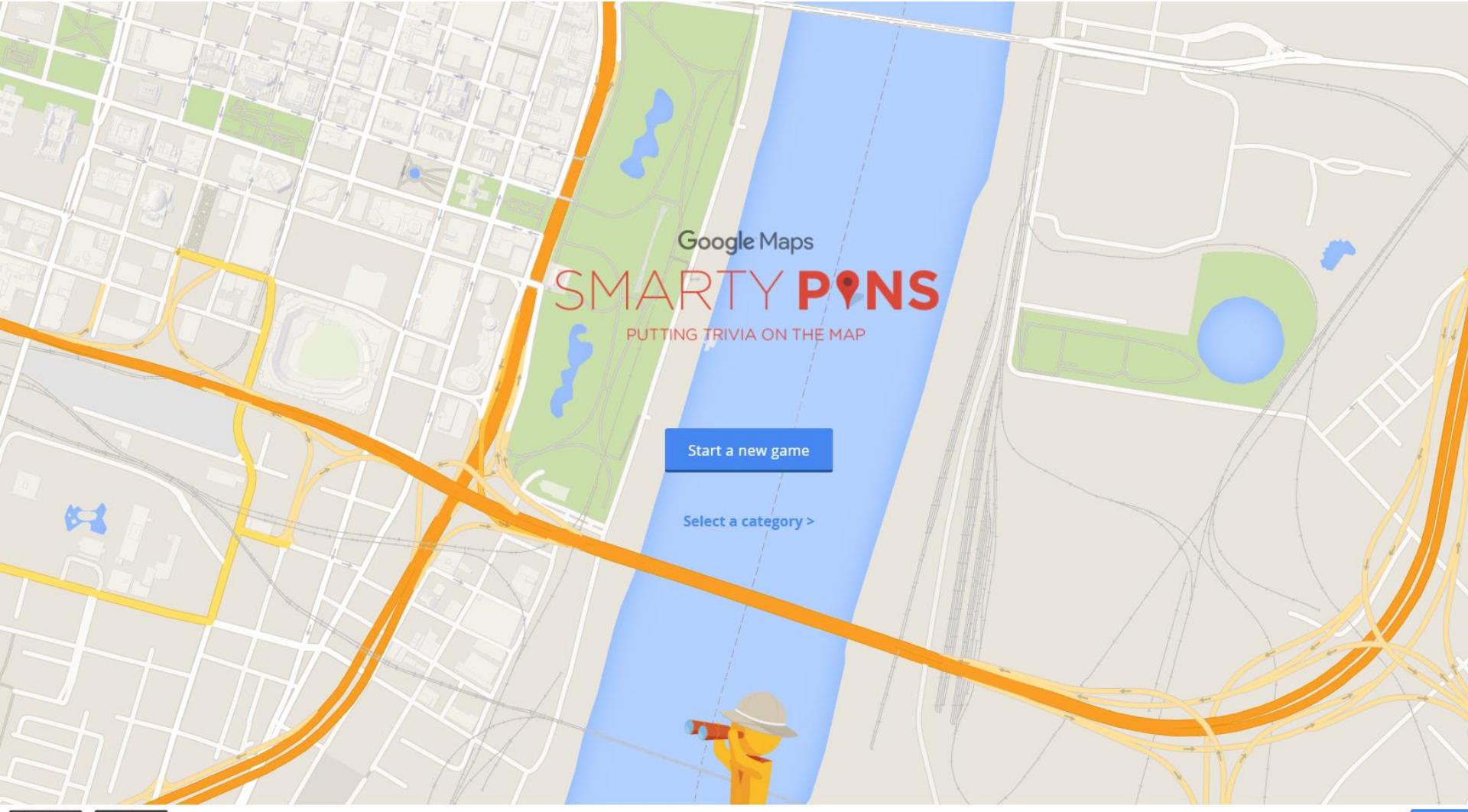
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Lunch 30 min

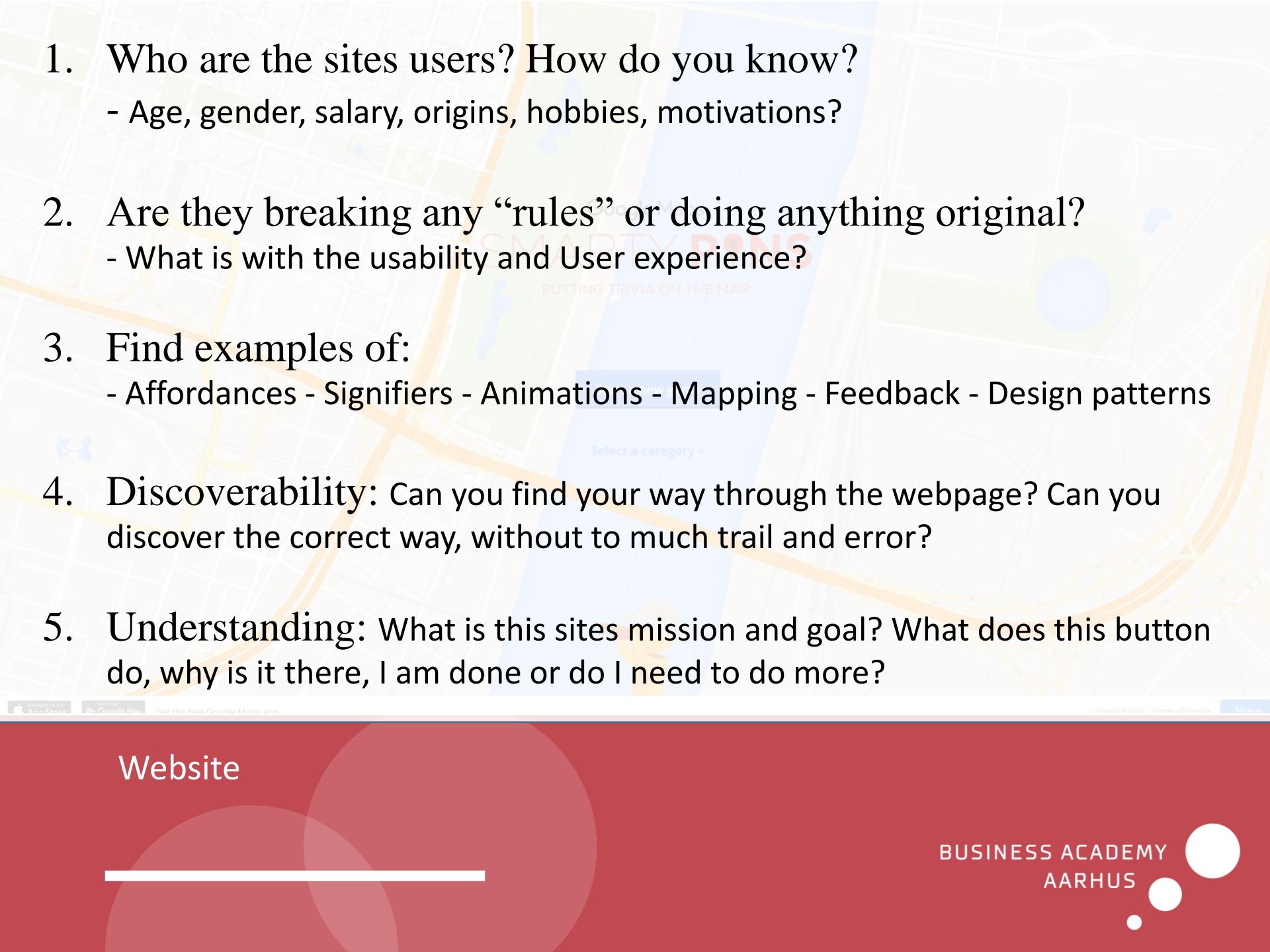
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Website

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1. Who are the sites users? How do you know?

- Age, gender, salary, origins, hobbies, motivations?

2. Are they breaking any “rules” or doing anything original?

- What is with the usability and User experience?

3. Find examples of:

- Affordances - Signifiers - Animations - Mapping - Feedback - Design patterns

4. Discoverability: Can you find your way through the webpage? Can you discover the correct way, without too much trial and error?

5. Understanding: What is this site's mission and goal? What does this button do, why is it there, I am done or do I need to do more?

Website

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**REMEMBER  
HAPPINESS IS  
MANDATORY**

Work that mandatory

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"Fallon and NBC have embraced the way many consumers experience late-night television today by watching clips of a show's best moments online." [appealdemocrat.com](http://appealdemocrat.com)

## VIDEO OVERVIEW



Website

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Website