

Prototyping with Principle

Marcelo Paiva - [@muqueca](https://twitter.com/@muqueca)

A photograph of a person lying on the ground after a fall. The person is wearing a white t-shirt with blue stripes on the sleeves and dark shorts. They are lying on their back, looking up at the camera with a slightly distressed expression. A bicycle is lying nearby, suggesting a recent fall. The background shows a grassy area and some trees.

lessons learned from
my failures

HOW MANY DESIGNERS?



HOW MANY DESIGNERS?



INTERACTION DESIGNERS?



PROTOTYPERS?



IMPATIENT BOSS WHO **WANTS MOCKUPS?**



IMPATIENT BOSS WHO **WANTS MOCKUPS?**



DON'T LET THEM!

Follow the proper steps and
produce better results.

YOUR WORK

Is the only way to educate your
bosses about the true value
of user experience



ProcessMAP

Embracing the Value of User Experience



Process**MAP**

Internally and Externally



ProcessMAP

Internally: Lean UX and Agile



ProcessMAP

Internally: 6,000sf Creative Design Lab



ProcessMAP

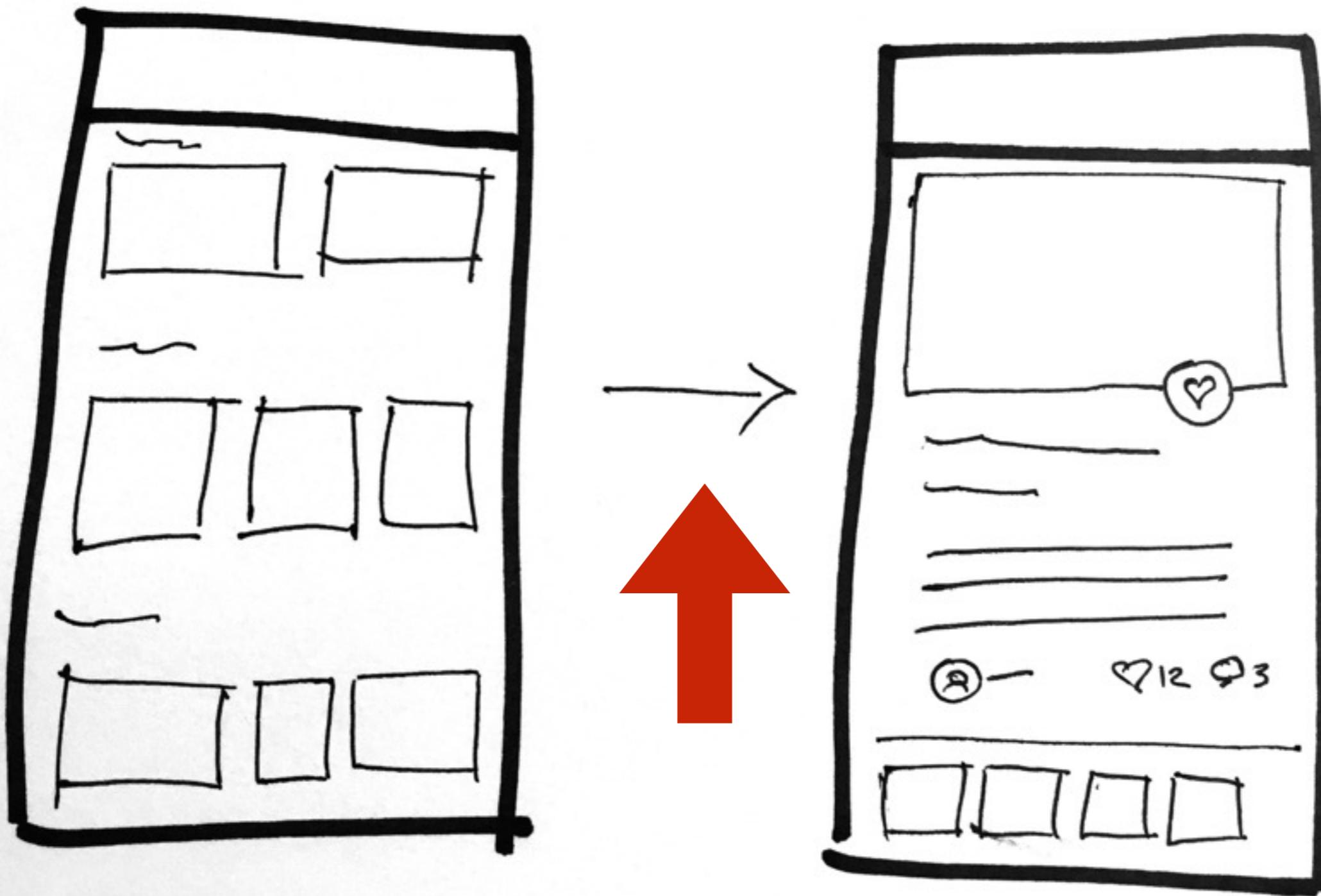
Externally: Reaching Out & Supporting the
South Florida UX Community



ProcessMAP

Making the planet greener, healthier & safer

Interaction Design Means:



Which one communicates better?



"WTF"
option

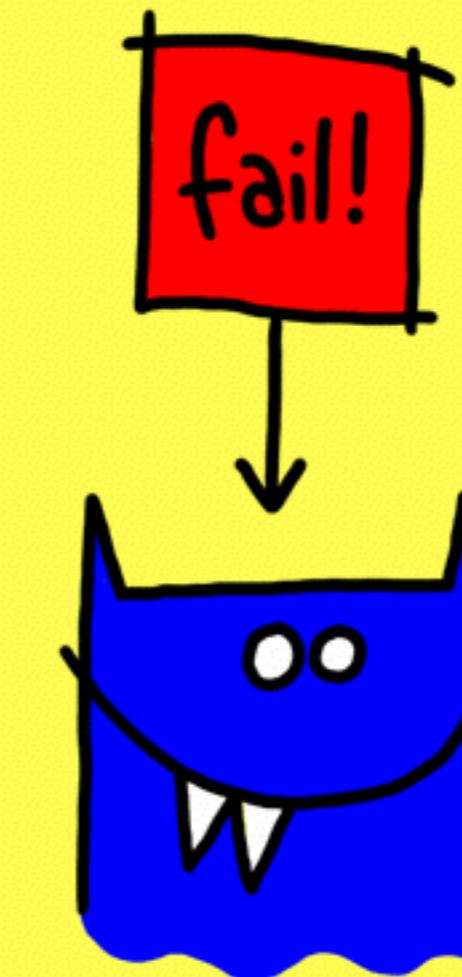


"I have an audience"
option



**lessons learned from
my failures**

fail cheap.
fail quick.
fail often.
fail. fail. fail. fail.
fail. fail. fail. fail.
exactly.



FAIL
[F] FIRST
[A] ATTEMPT
[I] IN
[L] LEARNING

Prototyping is Key for



Prototyping Tools

as of Today

Sort By	Speed	Fidelity	Sharing	User Testing	Support	Mobile & Touch	Dynamic Elements
 Origami Free tool that works with Quartz Composer for prototyping mobile and desktop apps. Last updated: Jun 18.	>80 mins	High	Low	Average	High	High	High
 Framer Prototyping tool built on Framer.js for prototyping mobile and desktop apps. Last updated: Jul 14.	>80 mins	High	Average	Average	High	High	High
 Principle Motion design prototyping tool for mobile and web applications. Last updated: Sep 15.	15 mins	High	Low	Average	High	High	High
 Form Native prototyping tool for iOS apps. Last updated: Feb 24.	>80 mins	High	Low	Average	High	High	High
 Webflow Website builder for designing professional looking web sites from scratch. Last updated: Jun 18.	40-80 mins	High	Low	Average	High	High	High
 Axure Live prototyping tool for iOS apps. Last updated: Feb 24.	>80 mins	Good	Low	Average	High	High	High
 ProtoShare Collaborative prototyping tool for web and mobile apps. Last updated: Feb 24.	40-80 mins	Good	Low	Average	High	High	High
 #Note Simple prototyping tool for iOS apps. Last updated: Feb 24.	5-10 mins	Good	Low	Average	High	High	High
 Indigo Studio Robust prototyping tool for web, desktop and mobile apps. Last updated: Feb 24.	40-80 mins	Good	Low	Average	High	High	High
 Flock Live prototyping tool for iOS and Android apps. Last updated: Jul 21.	40-80 mins	Good	Low	Average	High	High	High
 Invision Collaborative click-through prototyping tool for web and mobile. Last updated: Mar 2.	5-10 mins	Good	Low	Average	High	High	High
 Solidity Click-through prototyping tool for user testing. Last updated: Feb 24.	15-30 mins	Good	Low	Average	High	High	High
 Marvel Simple click-through prototyping tool for web and mobile apps. Last updated: Jun 18.	5-10 mins	Good	Low	Average	High	High	High
 Justinmind Prototyping tool for web and mobile apps. Last updated: Jul 14.	40-80 mins	Good	Low	Average	High	High	High
 Fluid Prototyping tool for mobile apps. Last updated: Feb 24.	40-80 mins	Good	Low	Average	High	High	High
 UXPin Collaborative prototyping tool for web and mobile. Last updated: Jul 24.	>80 mins	Average	Low	Average	High	High	High
 proto.io Prototyping tool for mobile devices. Last updated: Feb 24.	>80 mins	Average	Low	Average	High	High	High
 Axure Robust prototyping tool for websites and apps. Last updated: Feb 24.	40-80 mins	Average	Average	Average	High	High	High
Mithril Prototyping tool for interactive and responsive wireframes. Last updated: Feb 24.	40-80 mins	Low	Average	Low	Average	None	Average

Sort By	Speed	Fidelity	Sharing	User Testing	Support	Mobile & Touch	Dynamic Elements
 Principle Motion design prototyping tool for mobile and web applications. Last updated: Sep 15.	15 mins	High	Good	Good	Good	High	High
 InVision Collaborative click-through prototyping tool for web and mobile. Last updated: Mar 2.	5-10 mins	Good	High	Good	Good	High	Average
 Solidify Click-through prototyping tool for user testing. Last updated: Feb 24.	15-30 mins	Good	High	High	Good	Average	Average
 Marvel Simple click-through prototyping tool for web and mobile apps. Last updated: Jun 18.	5-10 mins	Good	High	Good	Good	High	Average
 JustInmind Prototyping tool for web and mobile apps. Last updated: Jul 14.	40-80 mins	Good	Good	Good	High	High	Good
 proto.io Prototyping tool for mobile devices. Last updated: Feb 24.	>80 mins	Average	High	Average	Good	High	Average

<http://www.cooper.com/prototyping-tools>

Meet Principle



It's a baby, only 2 months old...



PROS

- Motion design explorations
- Extremely polished prototypes
- Demonstrating complex interactive elements
- Create complex and motion explorations very quickly
- Easy to share prototypes via the iOS app or movie exports

CONS

- Interface feels a little unpolished
- For Mac only
- No Android app, primarily iOS
- No web view of prototypes
- Not optimized for web design
- Primarily focused on mobile design

Getting Started



Principle for Mac Download and Tutorials
<http://principleformac.com/>

Free 14 days Trial -
\$99 for 1 license, \$89/each for 5, \$79/each for 10

Unofficial Starter Templates for Principle
<http://principletemplates.com/>

Christophe Kerebel, Paris

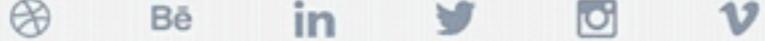
En Fr X

Hello WORLD.

I'm Christophe Kerebel, the guy who created the photo and video gallery you like to visit and share my love for lights. I dedicated a full year to chase the marvellous lights of America, armed with nothing more than my beloved Canon camera.

Sorry, I stopped selling those pictures and devote myself today to my new job as a UX/UI designer. If you want to check out my portfolio, it's at christophekerebel.com

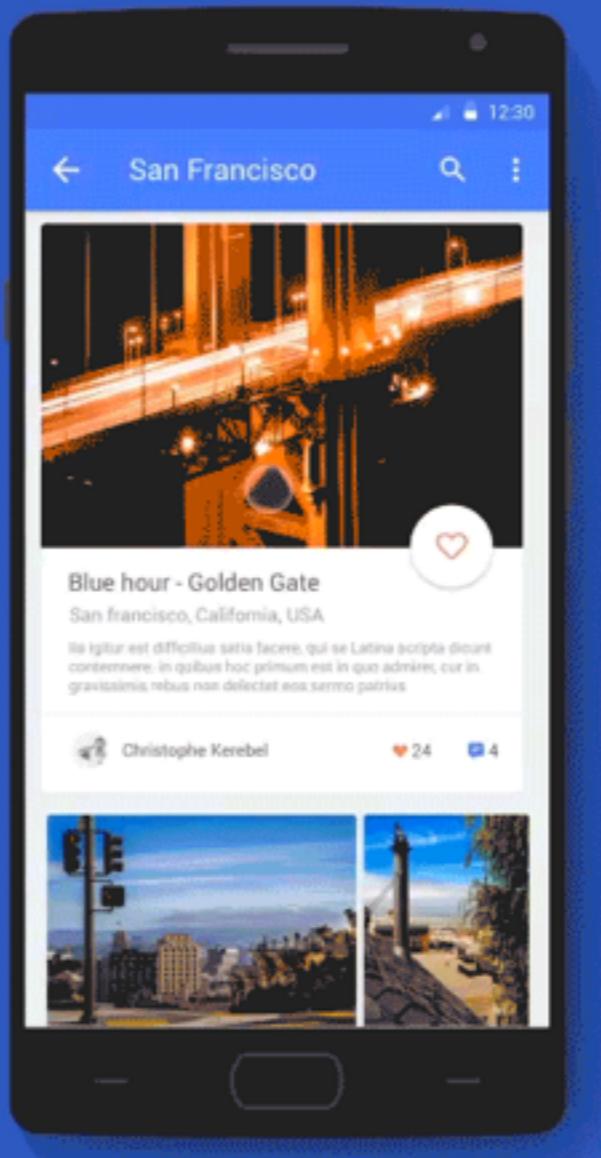
Still, catching the light is my passion. You are welcome to visit my new gallery at kreapx.com



Contact me on kere.chris@gmail.com



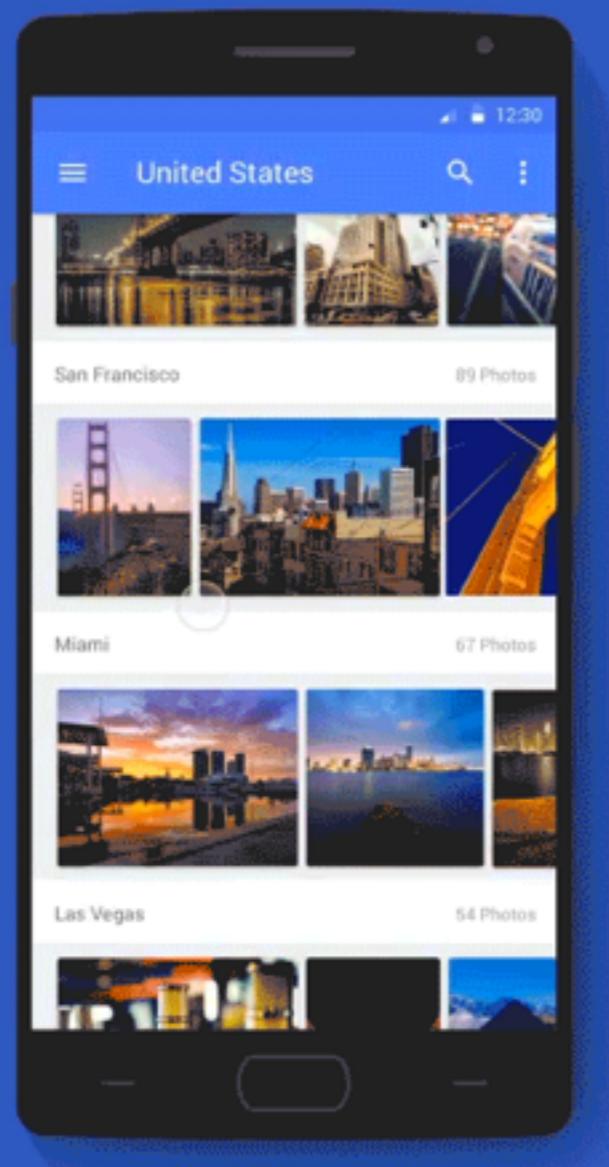
Material Photo Gallery



by Christophe Kerebel, Paris

<http://www.materialup.com/posts/material-photo-gallery-principle>

What are we NOT doing tonight?

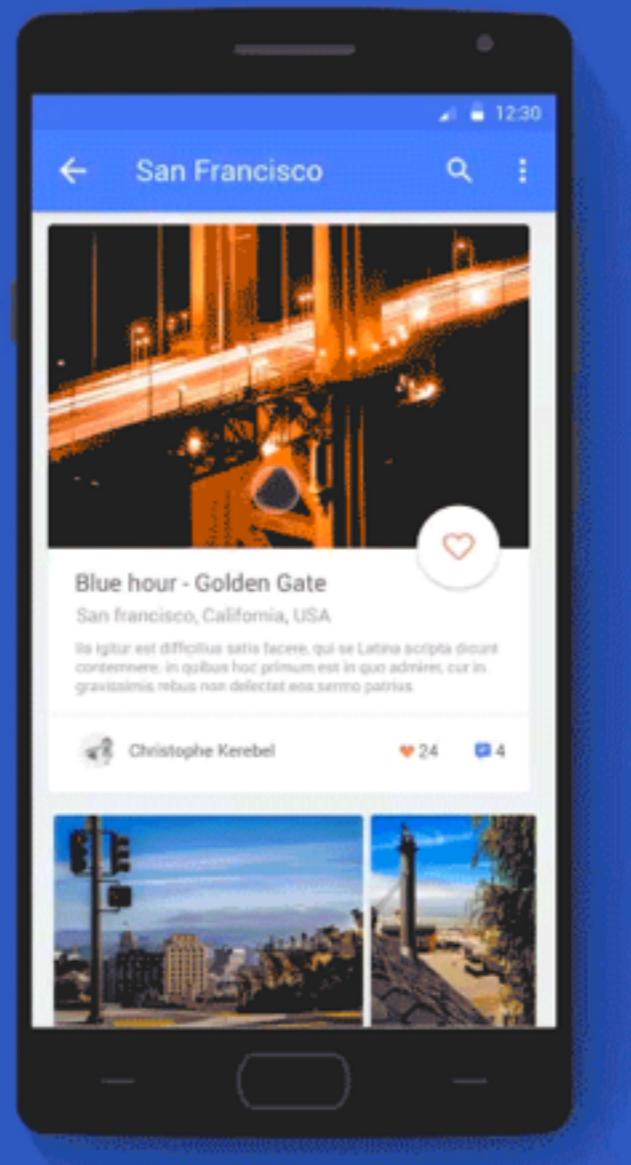


The WTF option

Jump to visuals

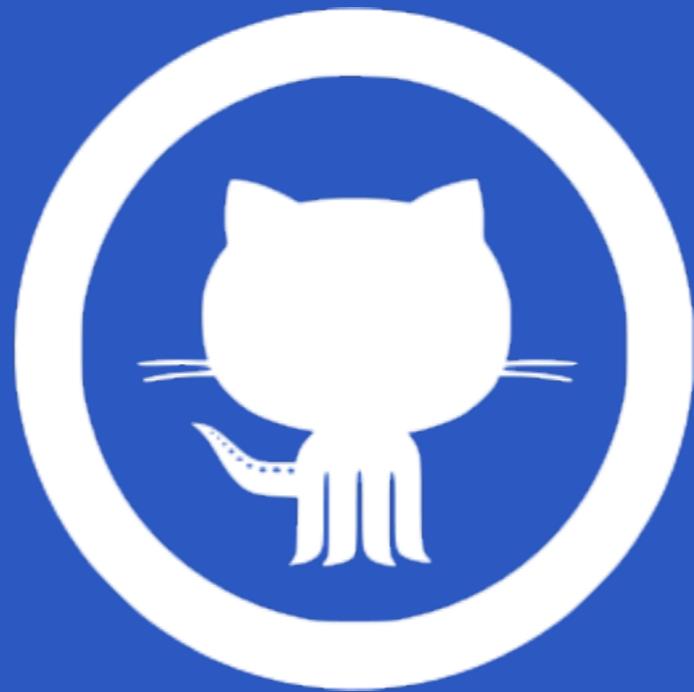
Deep Interactions

Material Photo Gallery



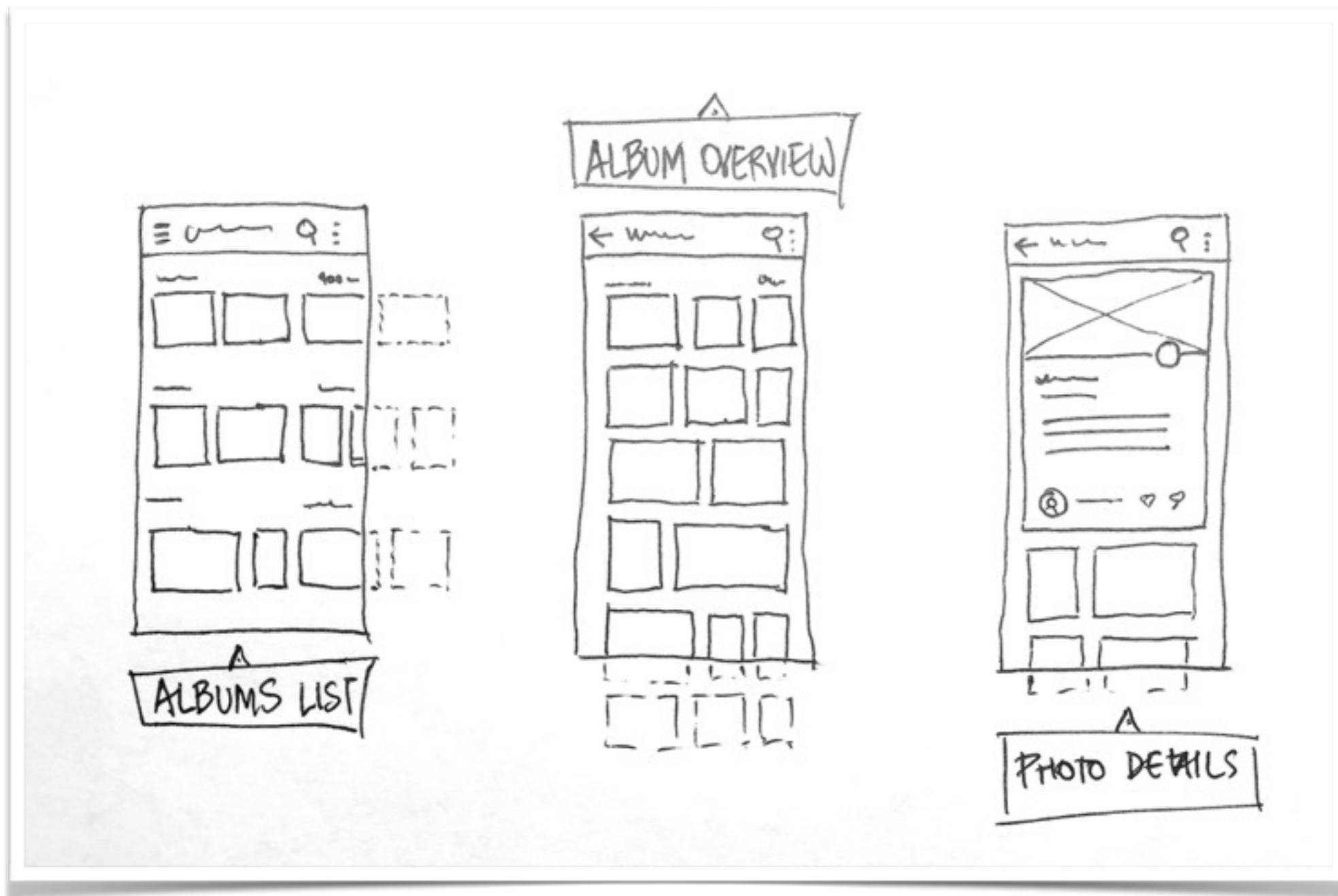
1. sketch
2. analyze
3. build

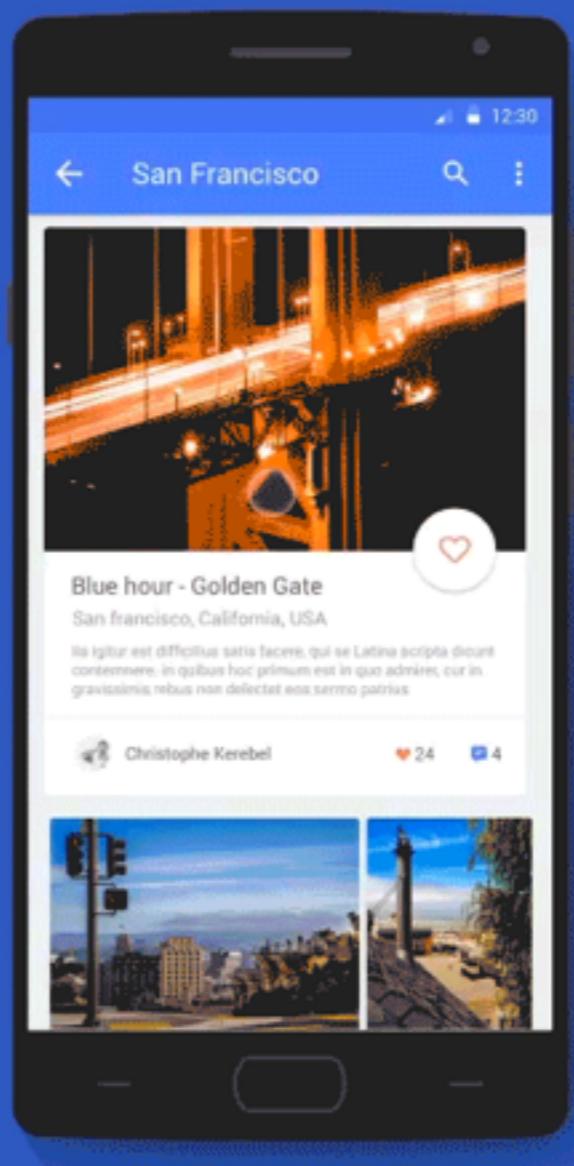
*if we have time import
Sketch App Assets*



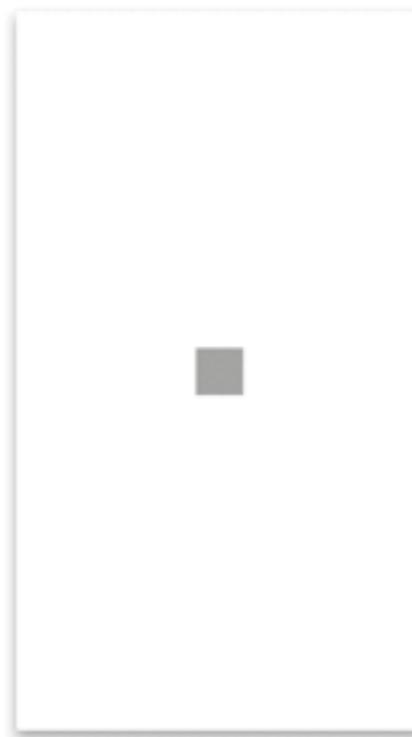
github.com/mpaiva/ixda-miami

Sketch & Analyze

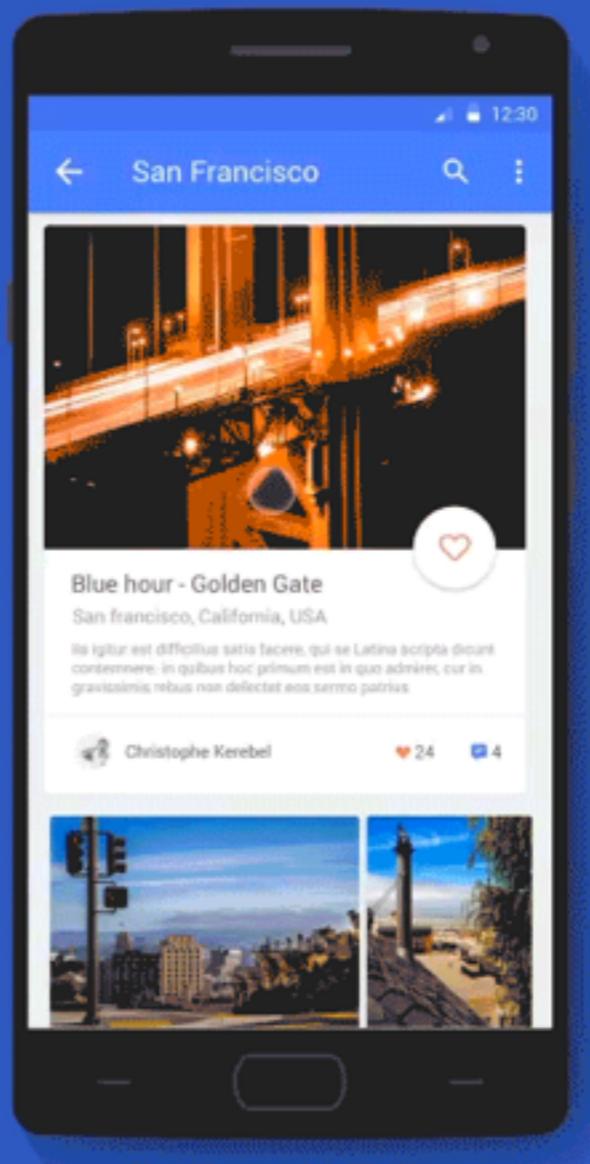




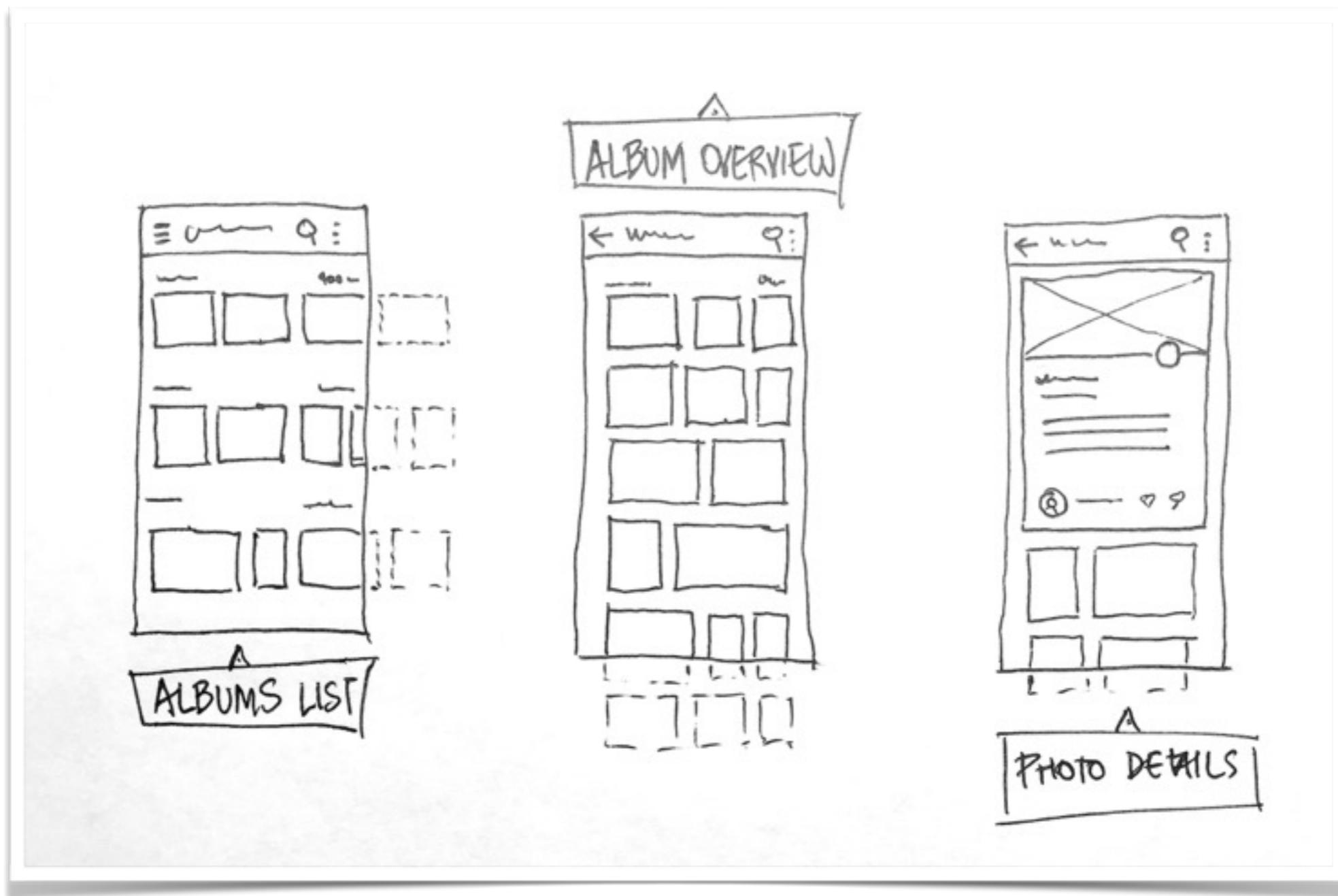
Step 1 - Analyze your transitions



step 01



Sketch & Analyze



marcelo paiva
mpaiva@gmail.com
@muqueca

questions



marcelo paiva
mpaiva@gmail.com
@muqueca

thank you





github.com/mpaiva/ixda-miami