



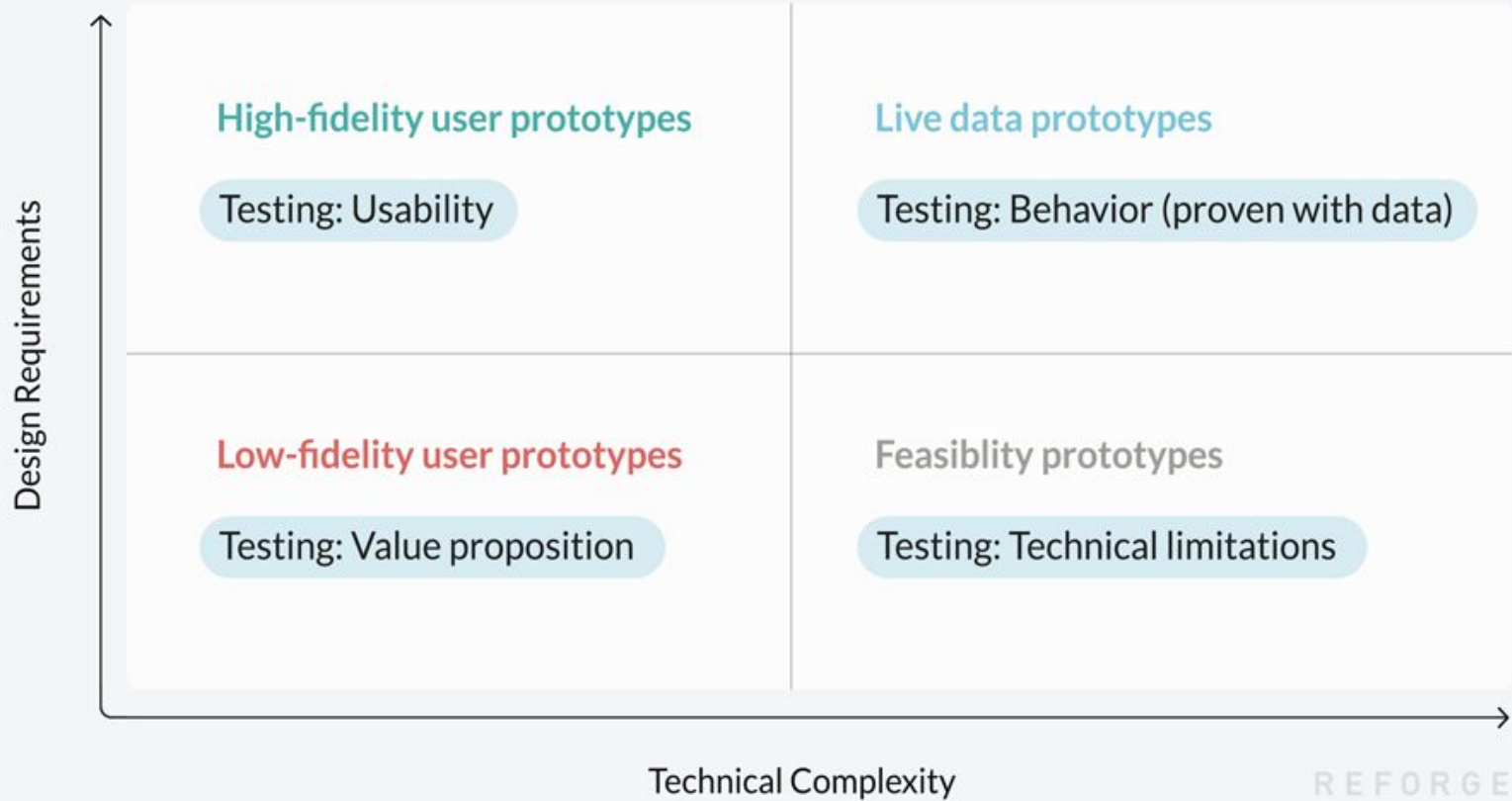
Prototyping & Interactions

Oct 28th 2021

Today's Plan

- Midterm Project (*How do we feel it went?*)
- Prototypes
- Designing in the Browser - Motion in UI (video)
- Motion
- Motion (*Assignment Review*)
- Mid-Class Break
- Follow along Figma Exercise (*Prototyping*)
 - Clickable Prototypes
 - Motion Interactions

Prototypes



Prototypes

FEASIBILITY PROTOTYPES

- For prototyping new technology
- Engineer writes just enough code to see if it's feasible.
- Helps understand technical risk, often related to performance.

LOW-FIDELITY USER PROTOTYPES

- Essentially an interactive wireframe (doesn't look real).
- Created by interactive designers to test the workflow.
- Simulates process to identify usability issues early.

HIGH-FIDELITY USER PROTOTYPES

- Realistic looking, working simulation.
- Good for communicating a proposed product to stakeholders.
- Used in defensive user testing, not to see if they'll like it, but to learn if they won't.

LIVE-DATA PROTOTYPES

- Very limited implementation created by developers to actually prove it works.
- Has access to real data and is sent real live traffic.
- Hasn't been "productized" (no test automation, SEO, localization, etc).

High Fidelity Prototypes

- Realistic looking, working simulation.
- Detail oriented
- Good for communicating a proposed product to stakeholders.
- Can aid in Design Dev collaboration
- Used in defensive user testing, not to see if they'll like it, but to learn if they won't.

Designing in the Browser

Motion Design
in UI



Motion

The role of Motion

In UX, motion and animation can be helpful and communicative, if used with restraint. Motion is most often appropriate as a form of *subtle* feedback for microinteractions

The big advantage (and also drawback) of UI motion is that it attracts user attention.

Motion for Feedback

Motion Communicating State Change

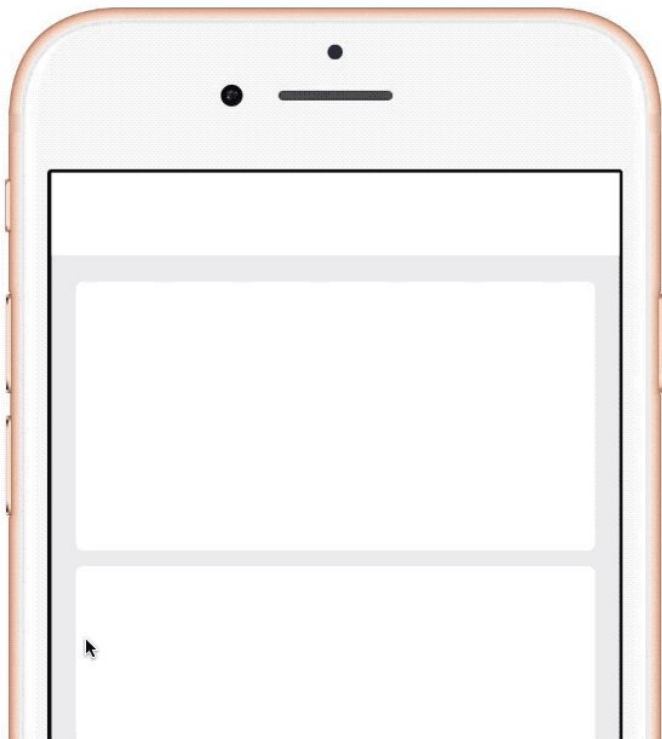
Motion for Spatial Metaphors & Navigation

Motion as a Signifier

Motion as an Attention Grabber

<https://www.nngroup.com/articles/animation-purpose-ux/>

Examples of Motion



Examples of Motion

The Course Website!

Motion

Assignment Coming Saturday

Break

Follow Along Figma Exercise

Clickable Prototypes

Interactive Components

Motion Details

