



# Prototyping & Interactions

Oct 28th 2021

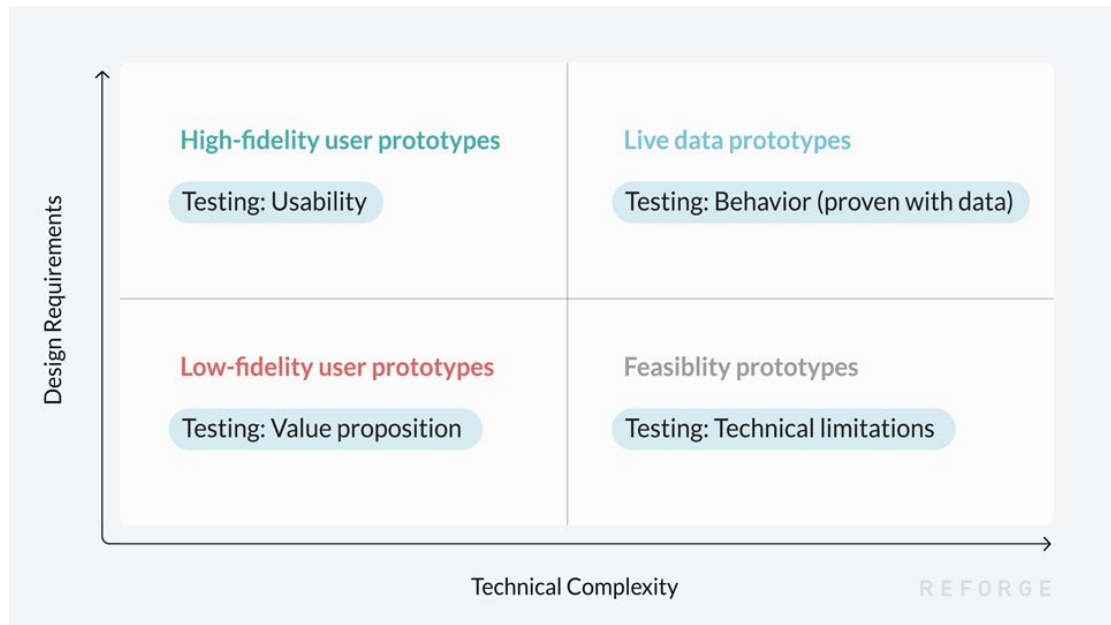
Web & Mobile Design - DMA 331

Something to ask students

## 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



<https://www.reforge.com/brief/the-4-different-types-of-product-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).

<https://www.reforge.com/brief/the-4-different-types-of-product-prototypes>

Pause questions??

*Our focus*

## 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.

We will be focusing on High fidelity prototypes

# 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.

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

**Motion for Feedback**

**Motion Communicating State Change**

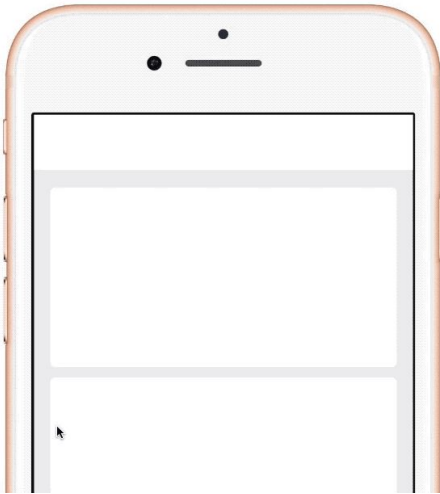
**Motion for Spatial Metaphors & Navigation**

**Motion as a Signifier**

**Motion as an Attention Grabber**

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

## Examples of Motion



<https://codepen.io/naher94/pen/zYKZWmj>

<https://codepen.io/naher94/pen/WNGpxRw>

## Examples of Motion

**The Course Website!**

<http://dma331.rehanbutt.com/> Let's click around and see what is happening on the site... can we recreate any of these in Figma

# Motion

Assignment Coming Saturday

Many of the same techniques from the responsify project will play here, but want to see more... really going to push you to explore and produce a lot of good stuff!

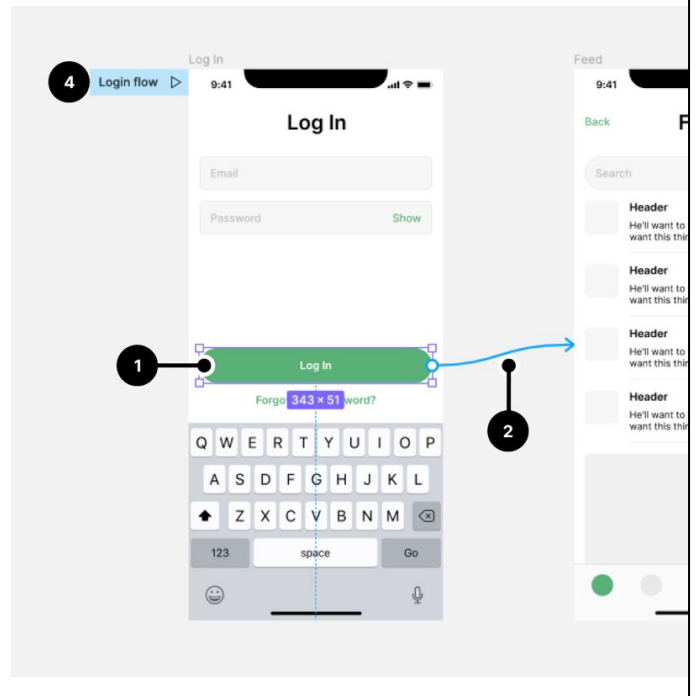
**Break**

# Follow Along Figma Exercise

Clickable Prototypes

Interactive Components

Motion Details



Recreate a couple of the things from the course website