



Wifreframing and Prototyping

-Thiyagu Vairam

**A warm welcome
to you all**

The topic has



Intro to UX

Wireframing

Prototyping

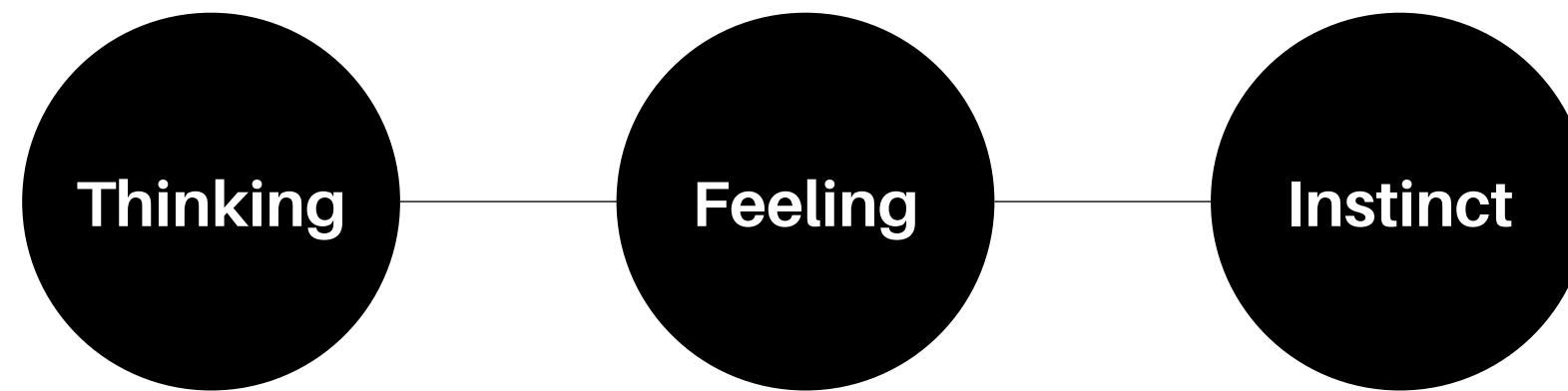
What is User Experience?

“Experience design is the design of anything independent of medium, or across media, with human experience as an explicit outcome and human engagement as an explicit goal.”

-Jesse James Garret

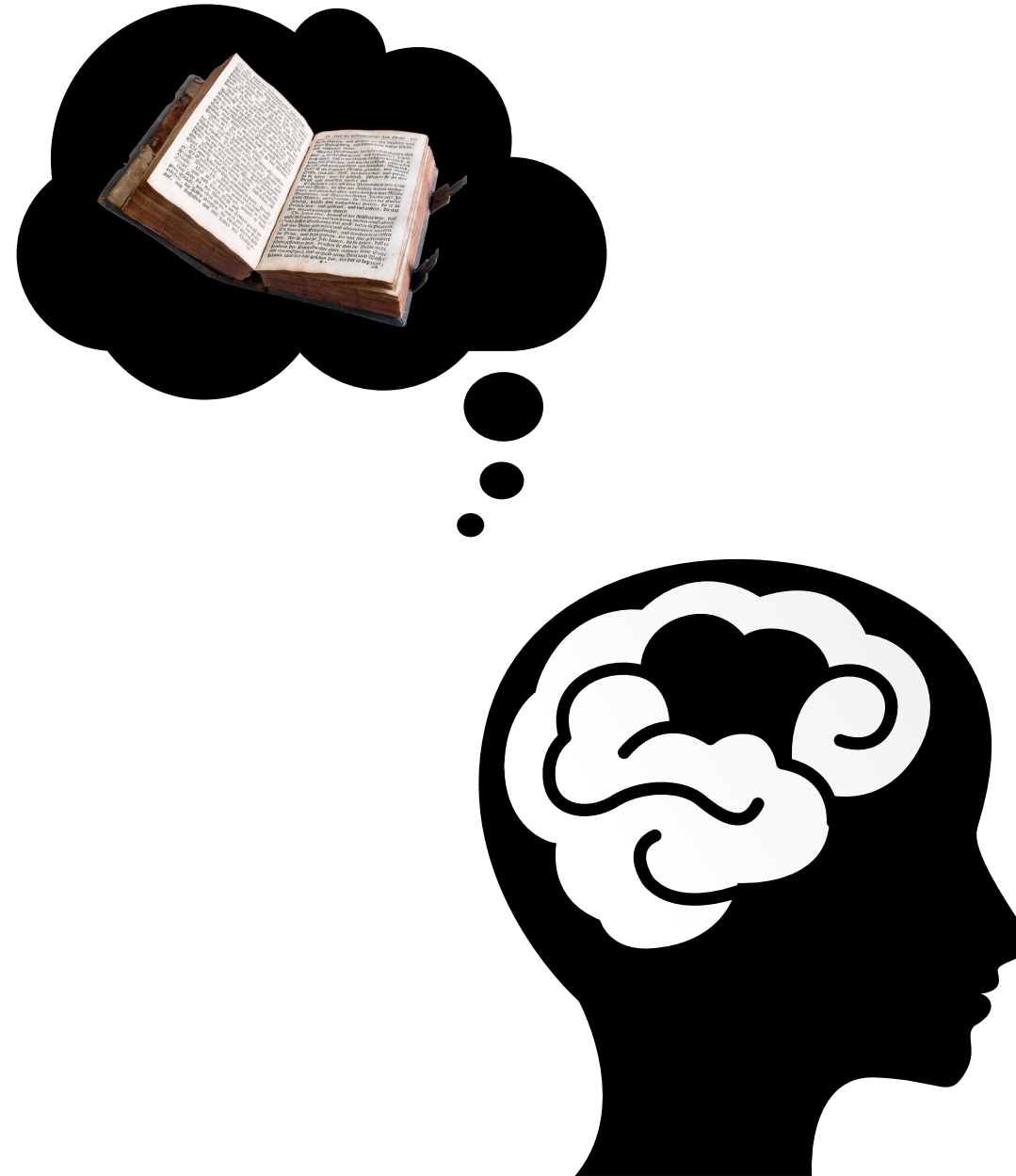
Where does UX comes from?

It comes from psychology



Goal of UX

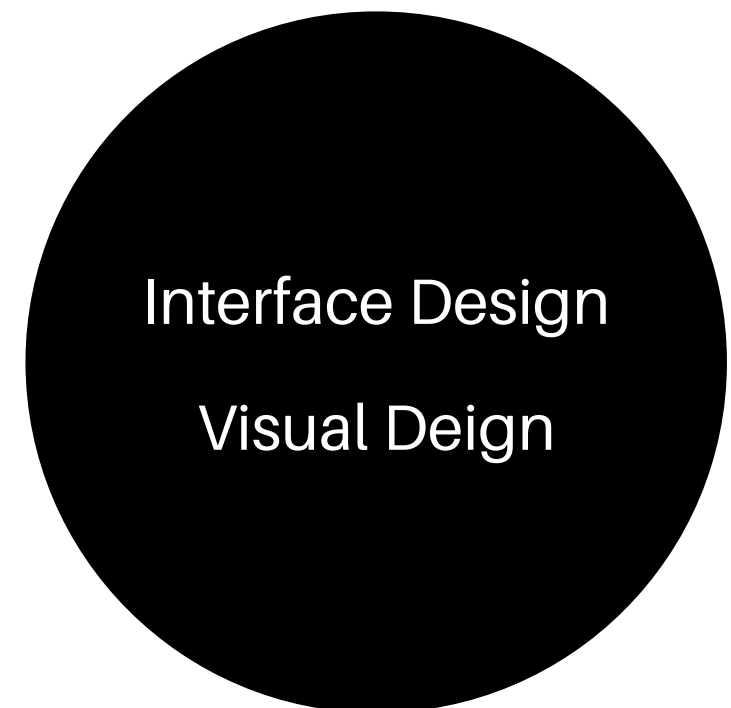
User Experience is concerned with identifying a real-world 'problem' and using design to attempt to solve it



What UX Actually is

- Field Research
- Face to Face interviewing
- Brainstorm coordination
- Gathering, organizing and presenting statistics
- Graphic Arts
- Interaction Design
- Usability
- Prototyping
- Usability
- Interface Design
- Visual Design

What People think is

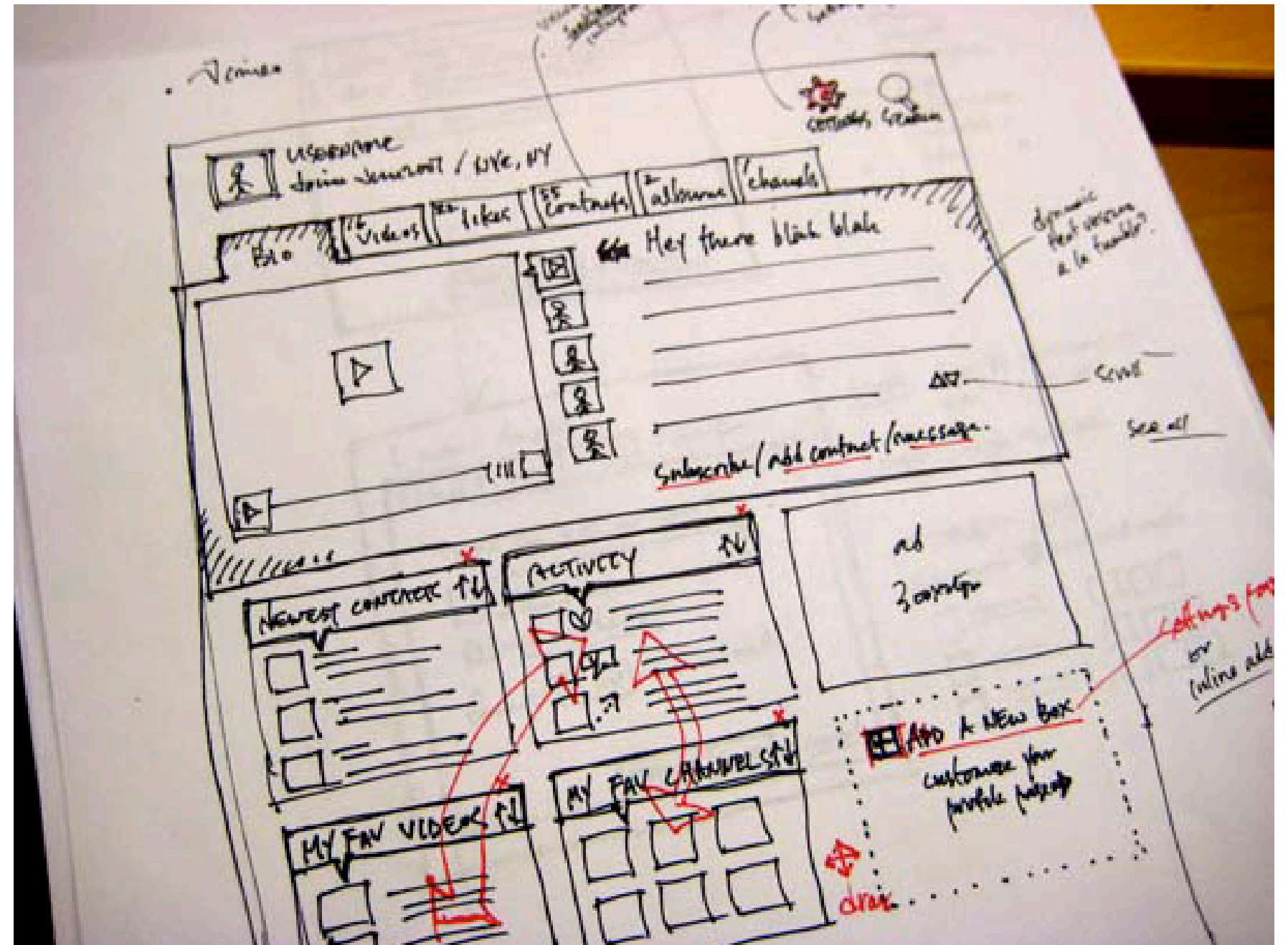


Wireframing

Ideas are cheap, Building thing is Expensive

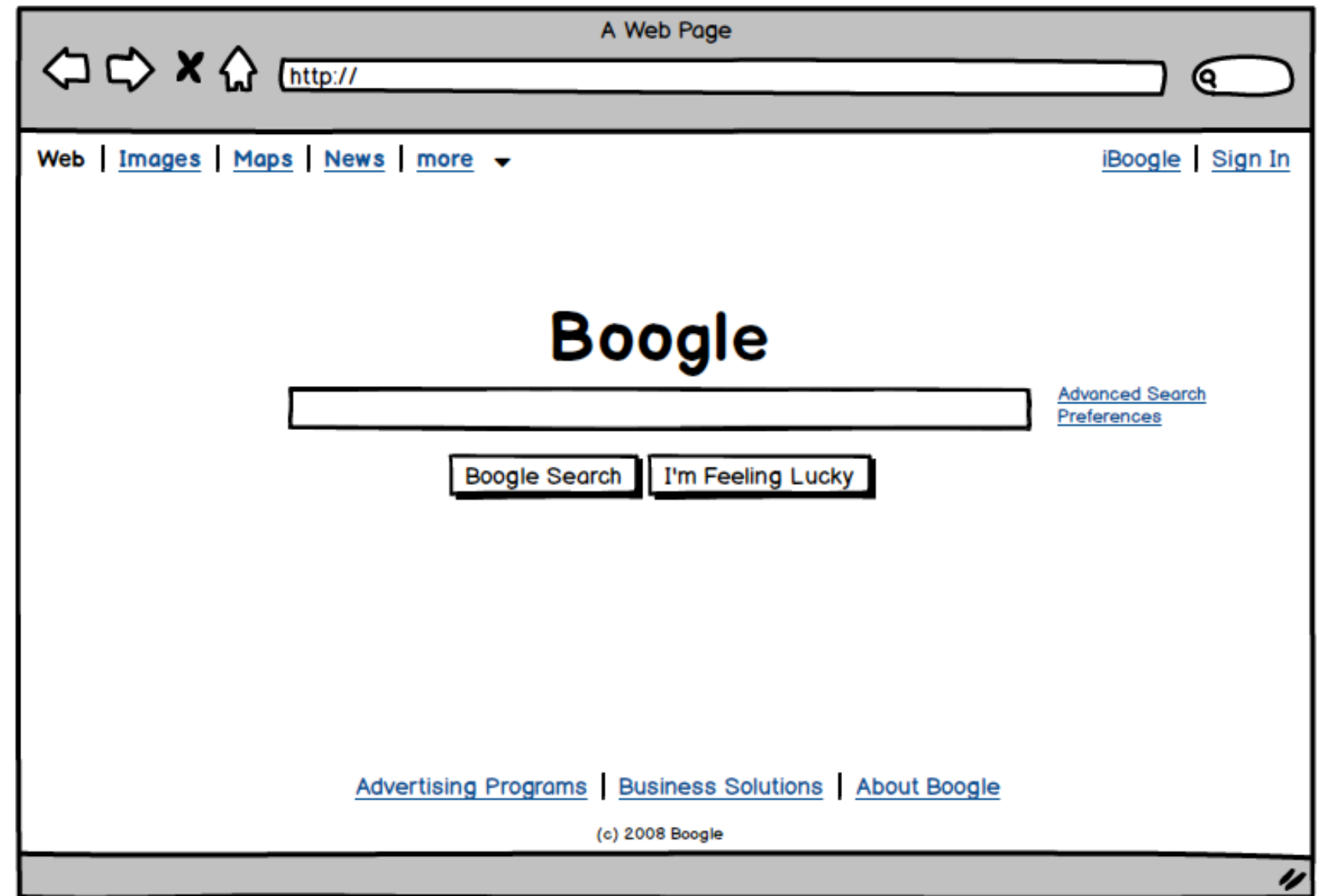
Paper Sketch

- Every idea needs user interface translation
- Sketching helps you brainstorm ideas
- Sketch can be basic but still communicate wonderfully



Up the Fidelity

- Grayscale or Monochrome
- Good to test usability
- More Tangible
- Good to test interactions



Up Up the Fidelity

- This is where you get the visual design and branding in
- Great to Communicate with stakeholders
- Good to get design feedback
- Look and feel



Prototyping

*“If a picture is worth 1,000 words,
A prototype is worth 1,000 meetings.”*

-Tom & David Kelly IDEO

Why is prototyping?

- To Explore and refine
- To communicate (Functionality, Flow, Interaction & Animation)
- To test Usability

Principles of Usability

- Learnability - *How easy is it for users to accomplish basic task for the first time?*
- Efficiency - *Once users have learned the design, how quickly can they perform tasks?*
- Memorability - *When users return to the design after a period of not using it, how easily can they reestablish proficiency?*
- Error Management - *How many errors do user make, how severe are these errors, and how easily can they recover from errors?*
- Satisfaction - *How pleasant is it to use the design?*

Example

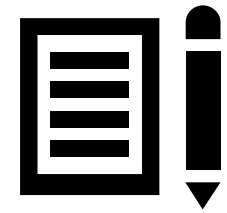
Lets see Yahoo Redesign App for the prototype example



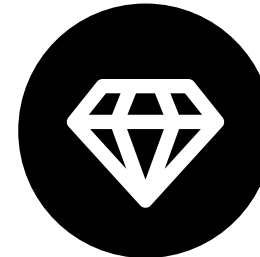
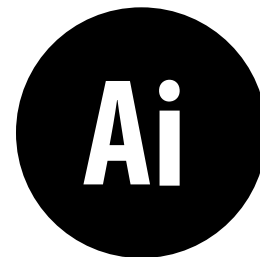
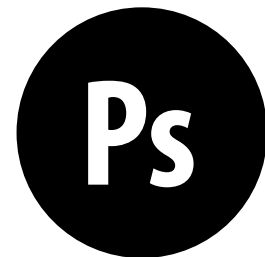
<http://adobe.ly/2bBDabV>

Tools Used

Wireframe



UI Design



Prototype



proto.io

THANK YOU



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