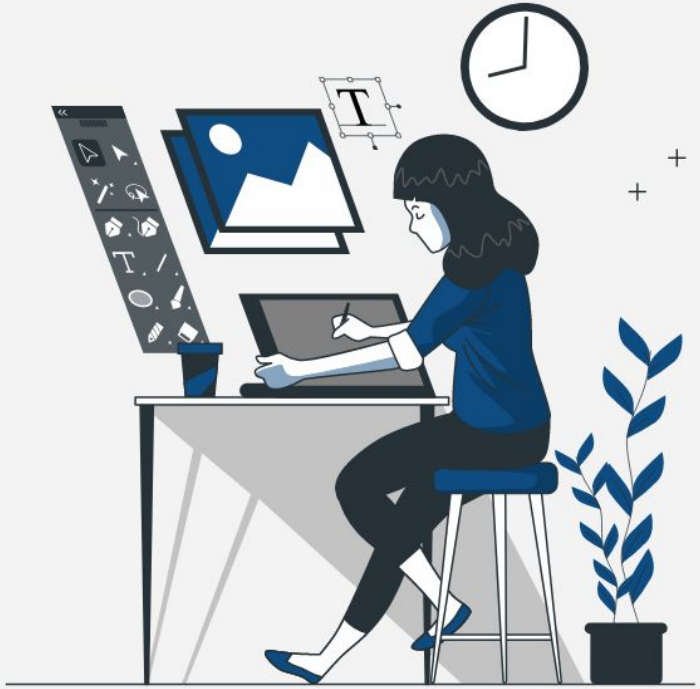
Maquettage Or Mockup?

What is it and how to do it!



01. What the heck is “Maquettage”

What could it be?

02. UI / UX

User Interface & User Experience

03. Zoning & Wireframing

Making the basic structure of your design

04. “Maquette” or Mock-up

Bring colors to your Black and white design

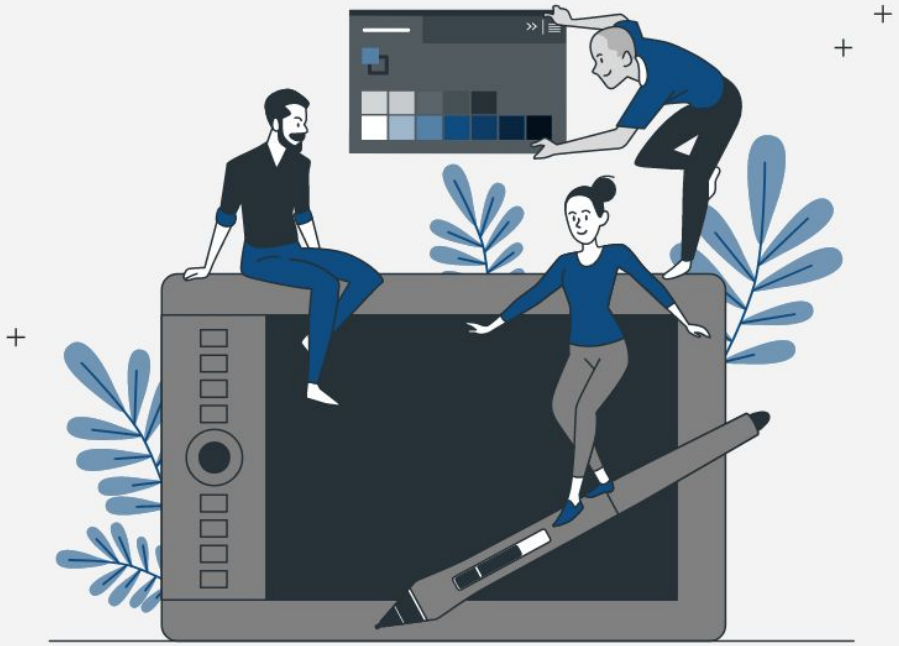
05. Prototype

It’s Alive! It’s Aliiiiive!!!!

06. Solutions

The task is easier with the right tools.

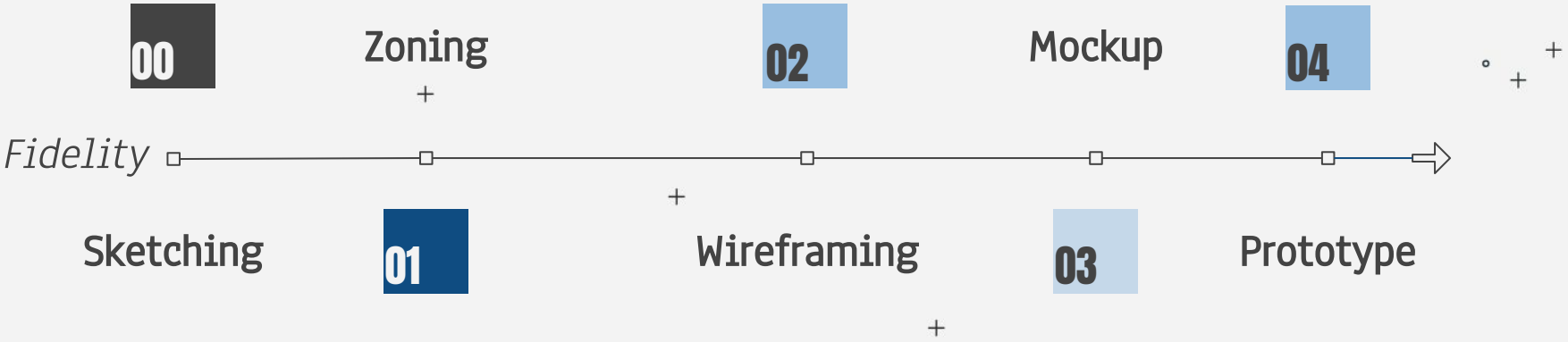
“Maquettage”



“Maquettage” or Mock-up is a process of graphically concretizing the interface of a digital product (website, software, application, etc.).

It encompasses three very distinct but often confused phases: the **wireframe**, the **mock-up** and the **prototype**. These three phases each have a different role but just as important to achieve a graphically pleasant and technically feasible result.

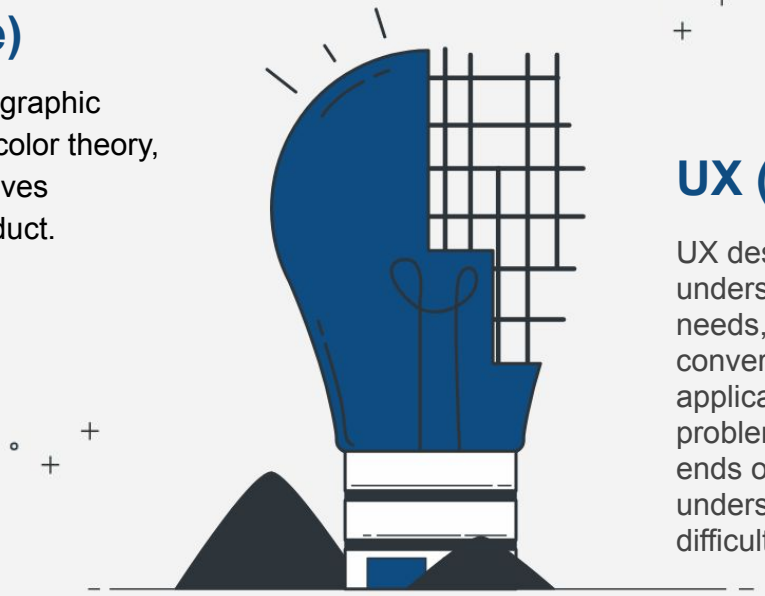
Mockup Stages



What is difference between UI and UX design ?

UI (User interface)

It includes web app layout, graphic elements, images, videos, color theory, typography, etc. It mainly gives attractive looks to your product.



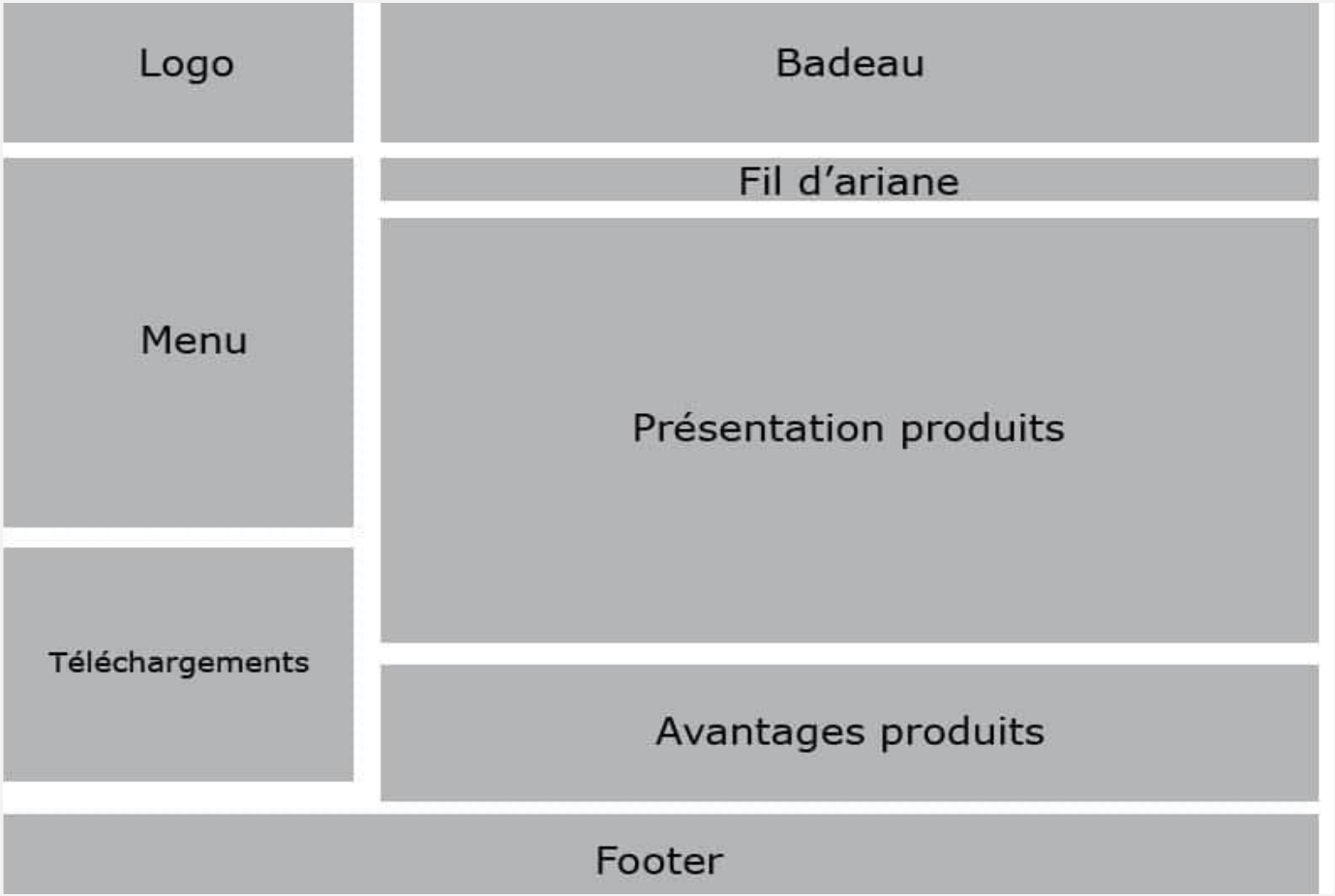
UX (User experience)

UX design services are for understanding the user's journey, their needs, and requirements and converting it into a website or application. It starts with what problems are coming for the user and ends on a prototype. This is for understating a target audience and for difficulties of present users' flows.

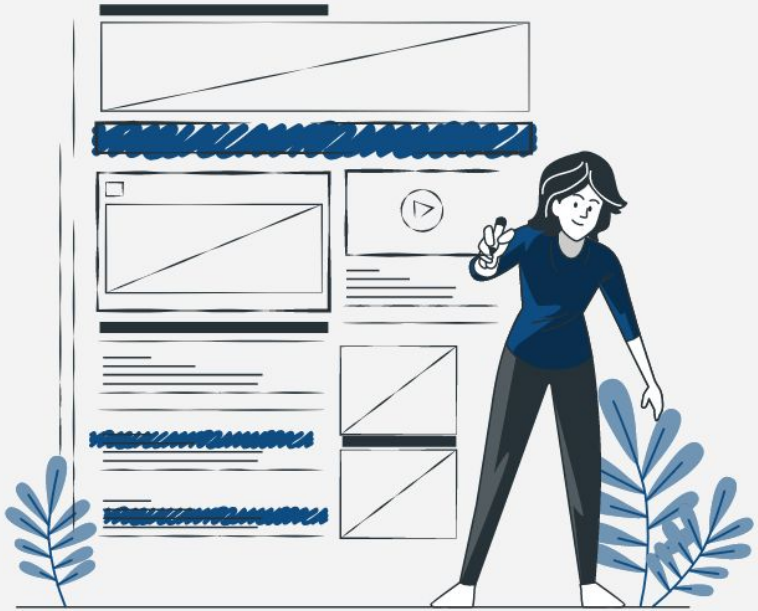
ZONING DEFINITION

Zoning is a rough plan of what the future web page will be like. Blocks are used to determine where the content and functionality will be located.

Example :


Logo
Badeau
Fil d’ariane
Menu
Présentation produits
Téléchargements
Avantages produits
Footer

Wireframe

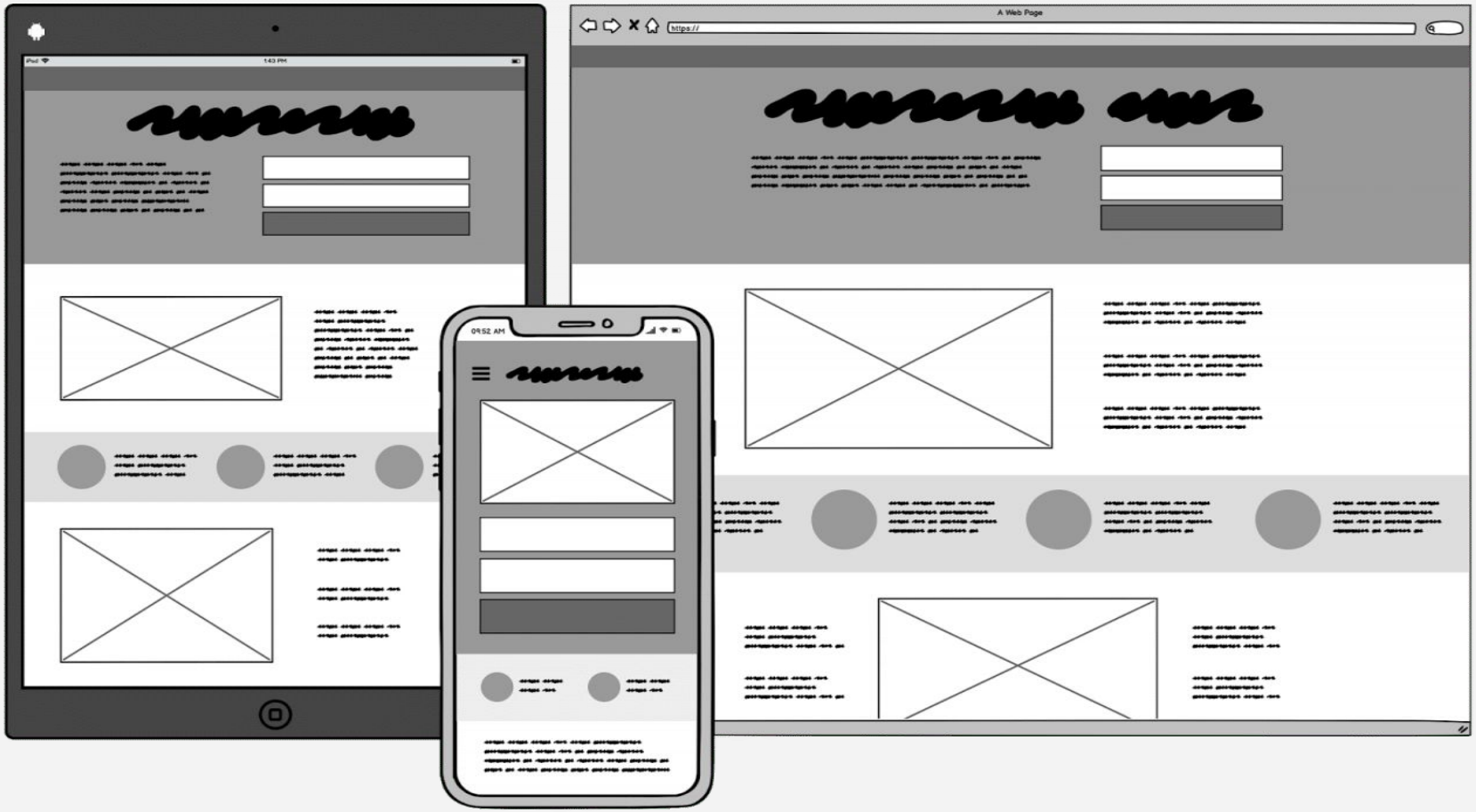


What is wireframe?

Why use wireframe?

“A wireframe is a schematic or blueprint that is useful for helping you, your programmers and designers think and communicate about the structure of the software or website you're building.”

WIREFRAME DEFINITION


A Web Page
https://
09:52 AM

Reasons for using wireframe

1.Wireframe help get your message across

2.Wireframe help you nail down the interface

3.Wireframe result in easy to use software and websites

4.Wireframe save you time and adjustment work later

Mock-up

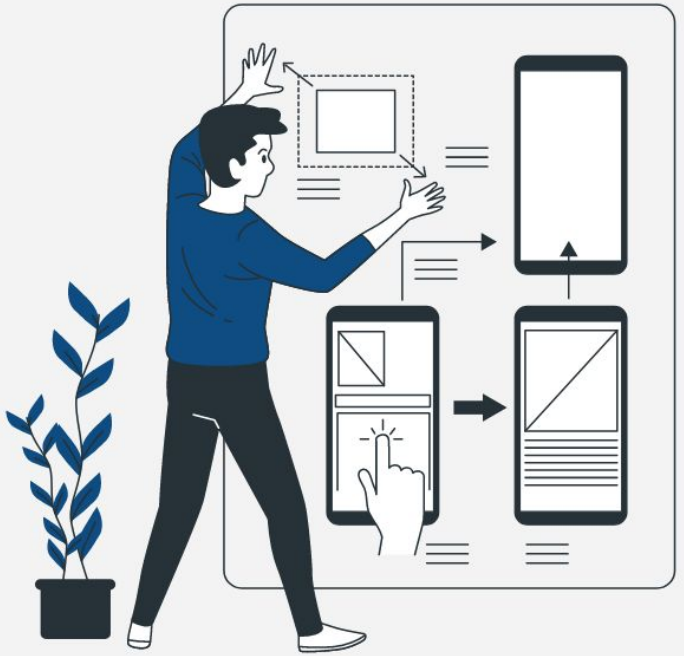
This is the second step for designers. A mockup is a more refined version of the wireframe. Here a mockup may include colors, images, and typography.

The mockup shows precisely how your application will look. The mockup is an animated model of an app, but it doesn’t perform any real functions.

Prototyping

Prototypes are a close replica of what the end result of a product will look like, usually without code. They incorporate most of the final UI design and interaction that the finished product will have.

Also, it allows you to explore your ideas and show the intention behind a feature or the overall design concept to users before investing time and money into development.



Solutions

	Figma	Adobe XD	Sketch
Pricing	FREEMIUM	$9.99/month	$9/Editor/month
Devices	WEB/DESKTOP	DESKTOP	WEB/DESKTOP
Community	Epic	Great	Good

OUR TEAM

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THANKS!

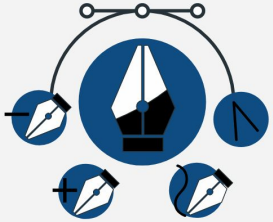
Do you have any questions?

Google it or ask Hala...

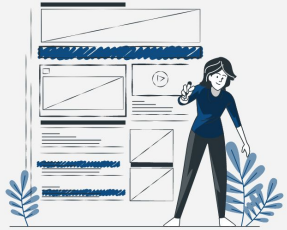
Especially You!

ALTERNATIVE RESOURCES

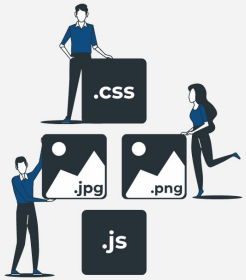
Find more illustrations like these on **Stories by Freepik**



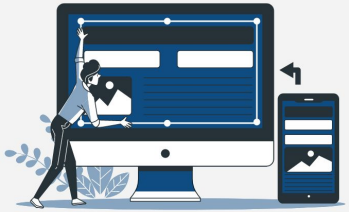
Sketching



Wireframing



Creating Mockup



Responsive

Image folder

Sharing Ideas