

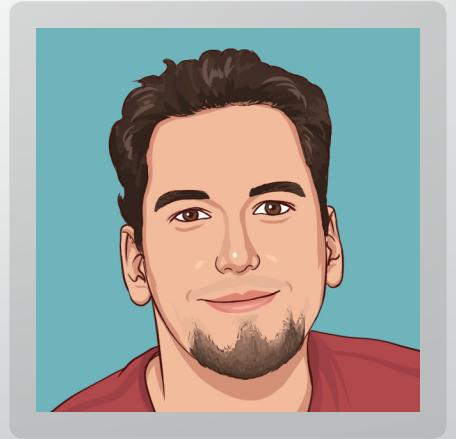


# Wireframes Mockups Prototypes

Tim Franklin

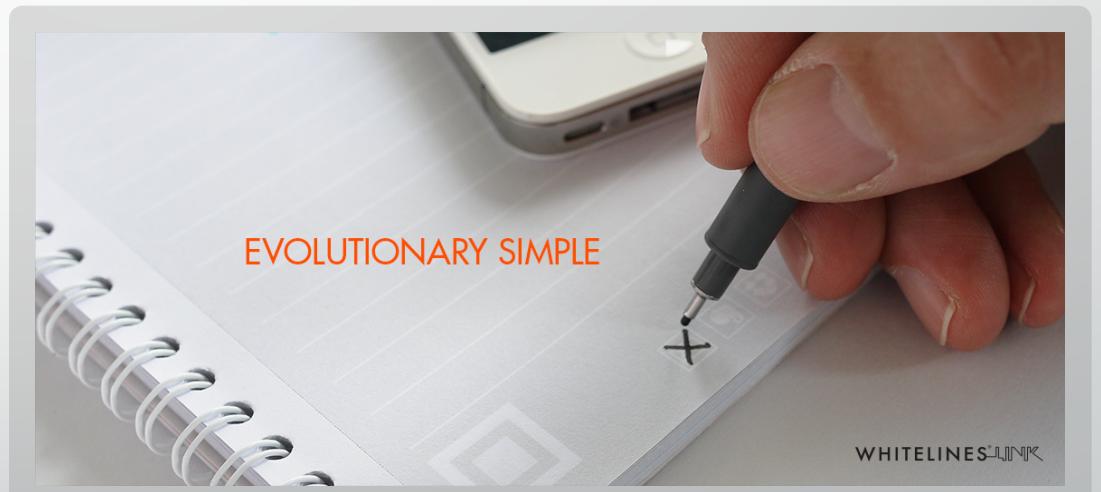
# TIM FRANKLIN

- User Experience Architect, Gravitate Solutions
- BS in CIS, MO State 2005
- 15 years UI-centric development
- DNUG Supreme Chancellor



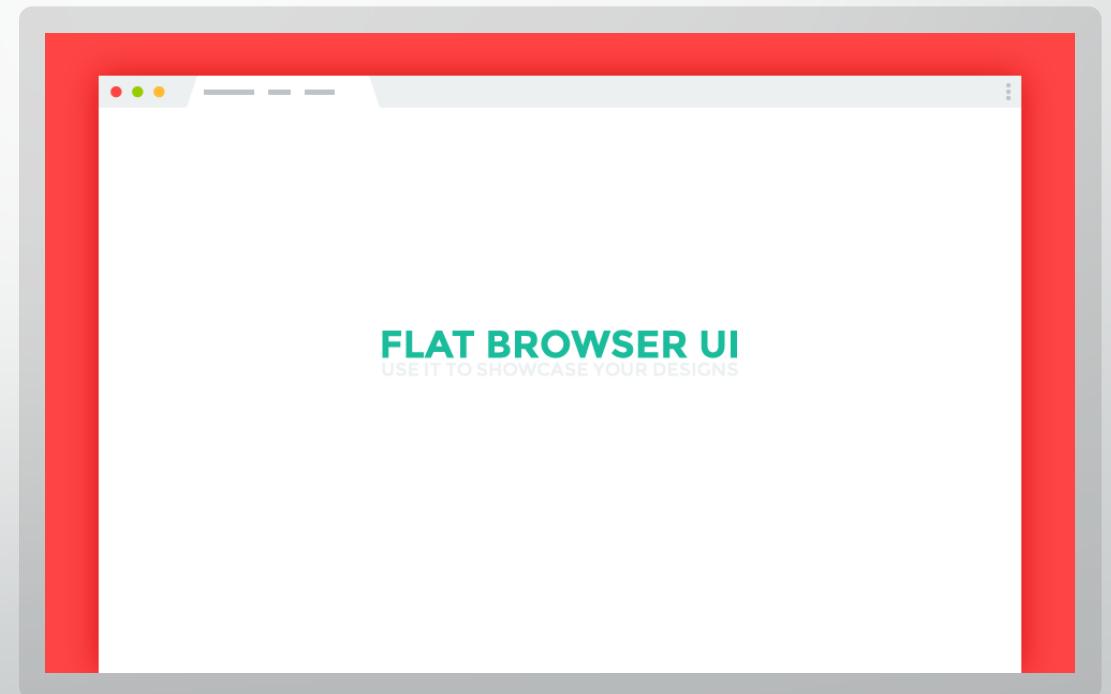
# Wireframes

- Low fidelity
- Quick to create, modify, and crumple
- Emphasizes workflows, high level ideas
- Sketches imply temporal ideas



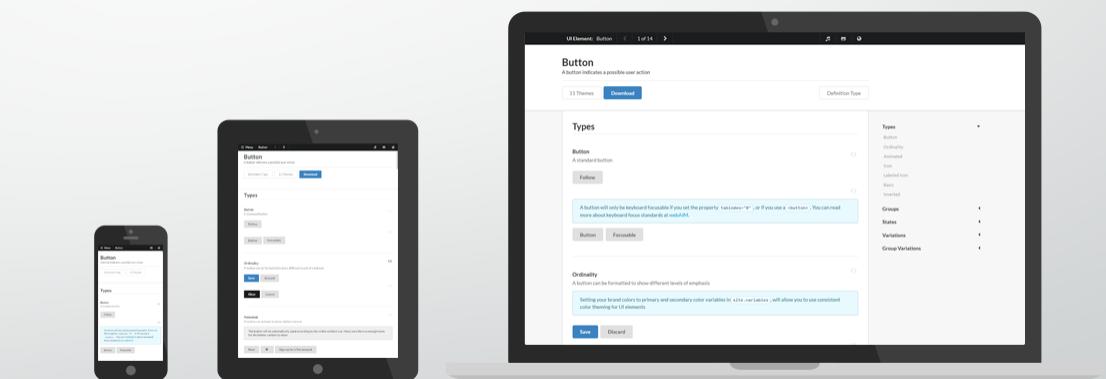
# Mockups

- Middle to high fidelity
- Static, “skinned” (branded)
- Emphasizes visuals, content
- Comps exhibit more true-to-life design

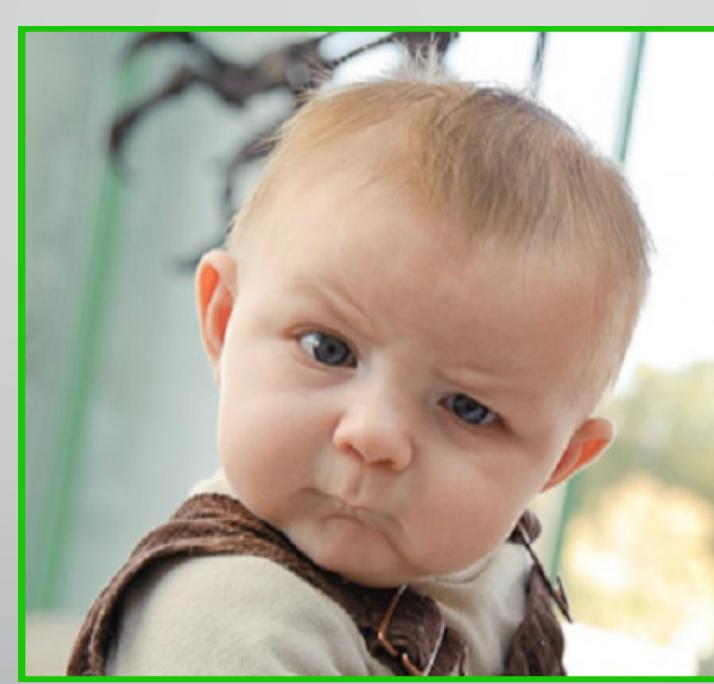


# Prototypes

- Middle to high fidelity
- Interactive, appears functional
- Experience content, functionality
- Pseudo-working code; the closest to actual user experience

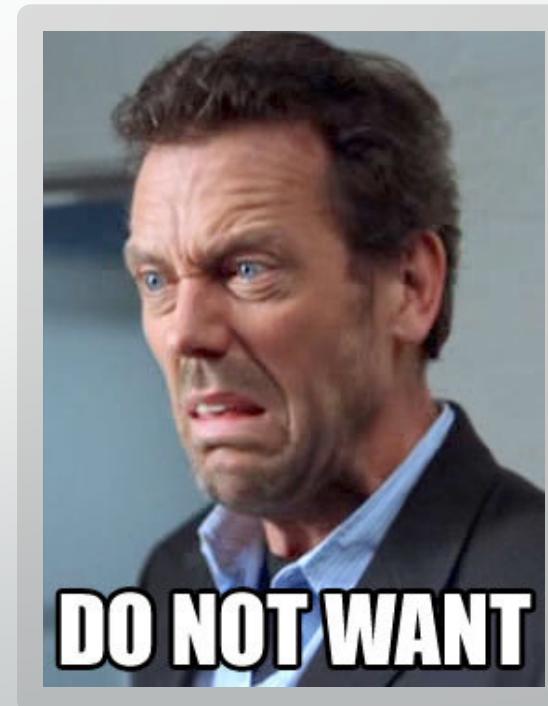


... But I'm a Developer



# What do I do with this?

- Clarify expectations of how closely the design should be translated
- Stakeholder indifference != stakeholder mandate
- Consider branding style guides, UX best practices
- Raise the red flag for concerns
- Build to spec, *sweat the details*



Name:

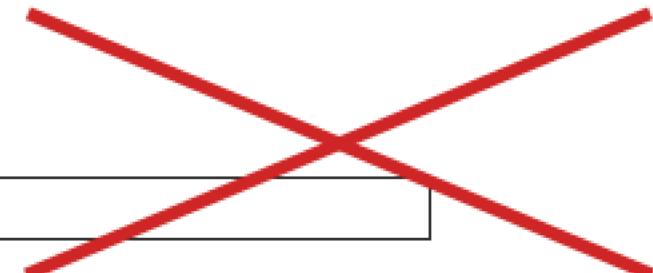
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These are NOT the same!

I'll give it a go...



# Design Tools

- [creativebloq.com/wireframes/top-wireframing-tools-11121302](http://creativebloq.com/wireframes/top-wireframing-tools-11121302)
- Moleskin graphing notebook, Whitelines notebook
- **Balsamiq**, InVision, Atomic, Visio
- Adobe Photoshop, InDesign, **Experience Design**



# Balsamiq Mockups

Desktop (\$89/user) Cloud (\$12/mo) Google Drive (\$5/mo/user)

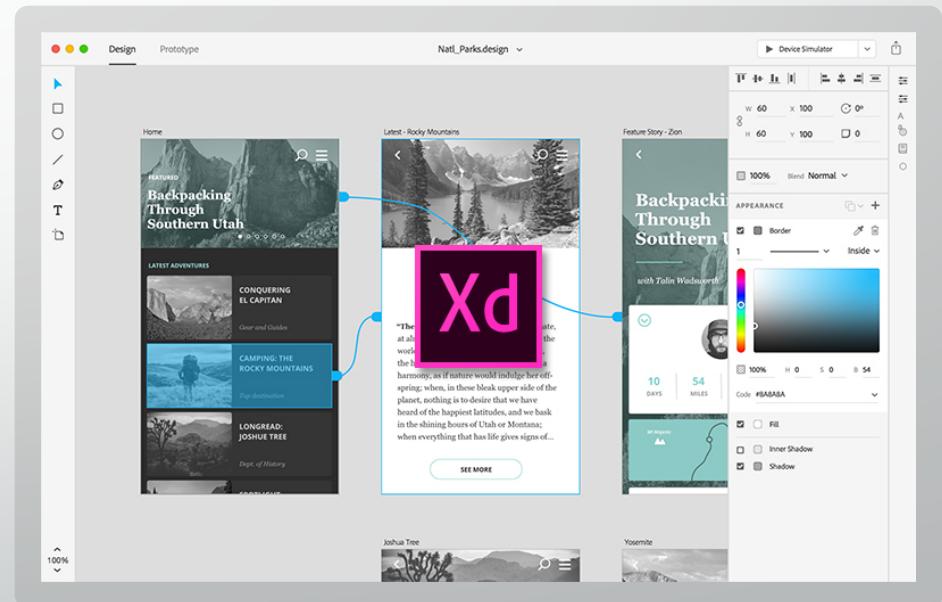
- 77 built-in controls
- Reusable assets, symbols
- Project-based
- Export to PDF
- Collaboration
- [mockupstogo.mybalsamiq.com/projects](http://mockupstogo.mybalsamiq.com/projects)



# Adobe Xd: Experience Design

Single App (\$20/mo) All Apps (\$50/mo) All Apps Ed (\$20/mo)

- Part of Adobe Creative Cloud
- Preview release (Mac OS X only, for now)
- Draw, reuse, remix elements
- UI Kits for iOS, Google Material, Win 10
- Interactions and animations
- CC sharing
- [adobe.com/products/experience-design.html](http://adobe.com/products/experience-design.html)



# Questions?

- [designmodo.com/wireframing-prototyping-mockup/](http://designmodo.com/wireframing-prototyping-mockup/)
- [whitelinks.se](http://whitelinks.se)
- [365webresources.com/20-web-mobile-browser-psd-mockups-showcasing-projects/](http://365webresources.com/20-web-mobile-browser-psd-mockups-showcasing-projects/)
- [semantic-ui.com](http://semantic-ui.com)
- [getbootstrap.com](http://getbootstrap.com)
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