Rainier - Basics

What's in a mockup?
- A good mental model for the long-term stages of early product development might include:
    - mockup
    - prototype
    - minimum viable product
- Difference between *prototype* and *minimum viable product*? MVP has basic functionality, likely ready to sell to consumers, whereas prototype is a few iterations between the mockup and the prototype.
    - https://belitsoft.com/custom-application-development-services/successful-saas-startups-mvp-lean-paying-customers-first
- This mental model leading up to this "minimum viable product" approach is successful on principle since it allows you to get early user feedback and validation before you spend time, if not money, building something that could potentially.
- Mockups will contain screenshots of primary functionality, and can impress judges.

Why Sketch?
- Although it's Mac-only, there are pros to Sketch that led us to determine this would be the best tool to demonstrate mockup building with:
    - Incredibly intuitive, much more intuitive than Photoshop and Illustrator, way simpler to to make vector graphics and generate SVGs, which means that for websites and retina screens, you won't have a pixelly picture when you zoom in.
    - Large community of Sketch users since it's so widely used, so people create these libraries called UI kits where anyone
- With that, let's install the Sketch trial on https://sketchapp.com/
    - You have 30 days of its full functionality, then it's $50 for a student license.
    - Though there are three days till Texas Shark Tank, given how intuitive Sketch is, and all of the productivity techniques Josh is about to tell you, I'm confident you'd be able to produce a mockup for one or two screens in a night.
- With that, I'll pass it off to Josh. You're totally encouraged to follow along

Josh - Sketch Along!

Final product on https://github.com/txconvergent/talks/blob/master/mockup_messages.sketch
Screenshots to be added in the future (probably after TST)

Rainier - Conclusion

To recap, we:
- Learned about making shapes
- Learned about using layers and symbols, and the Symbols page
- Learned a few tips and tricks
- Learned about masks, which are useful if you're trying to crop an image around a different shape

So what else is out there?
- Sketch UI elements - https://www.sketchappsources.com/

- Balsamiq - https://balsamiq.com/
  - This is good for wireframing since it's more lo-fi. This kind of wireframing is good because it drives discussion away from nit-picky aspects of design like button color and placement, and facilitates more discussion about user experience and interaction design.
- Macaw - http://macaw.co/
- Craft by InvisionApp - https://www.invisionapp.com/craft