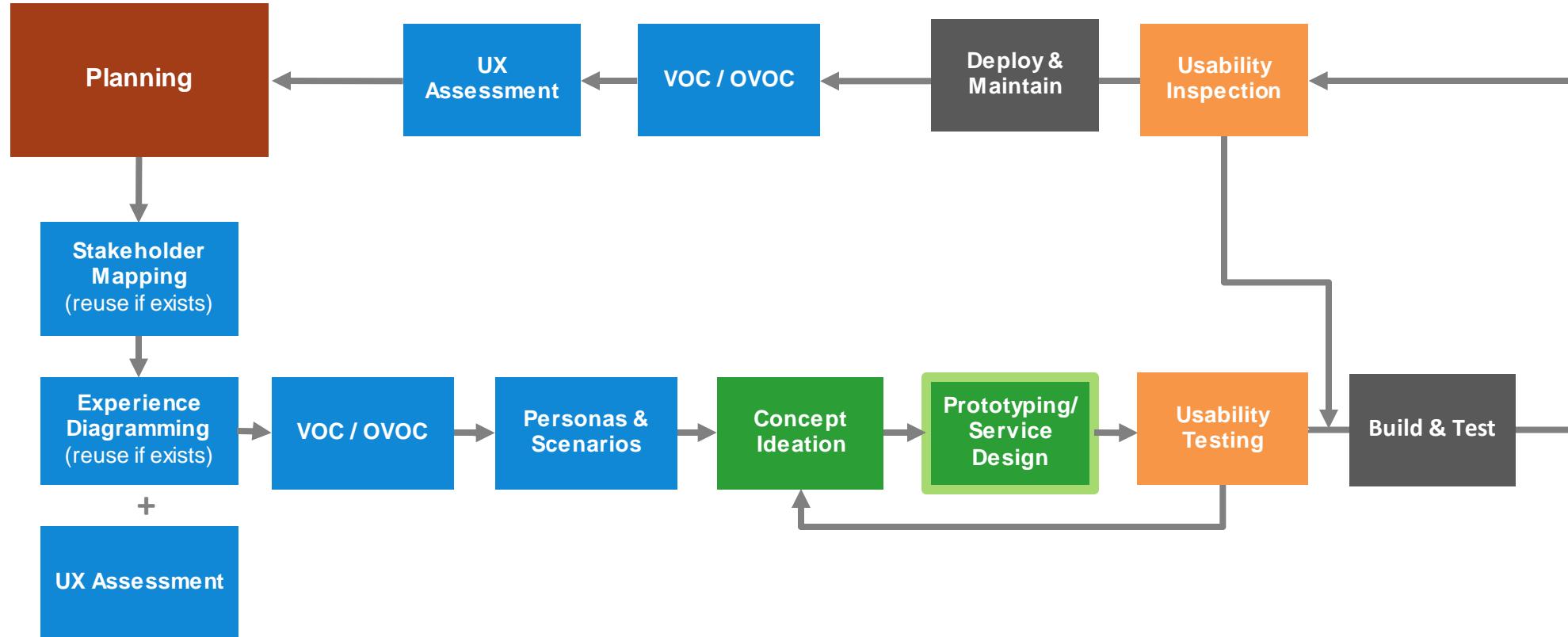
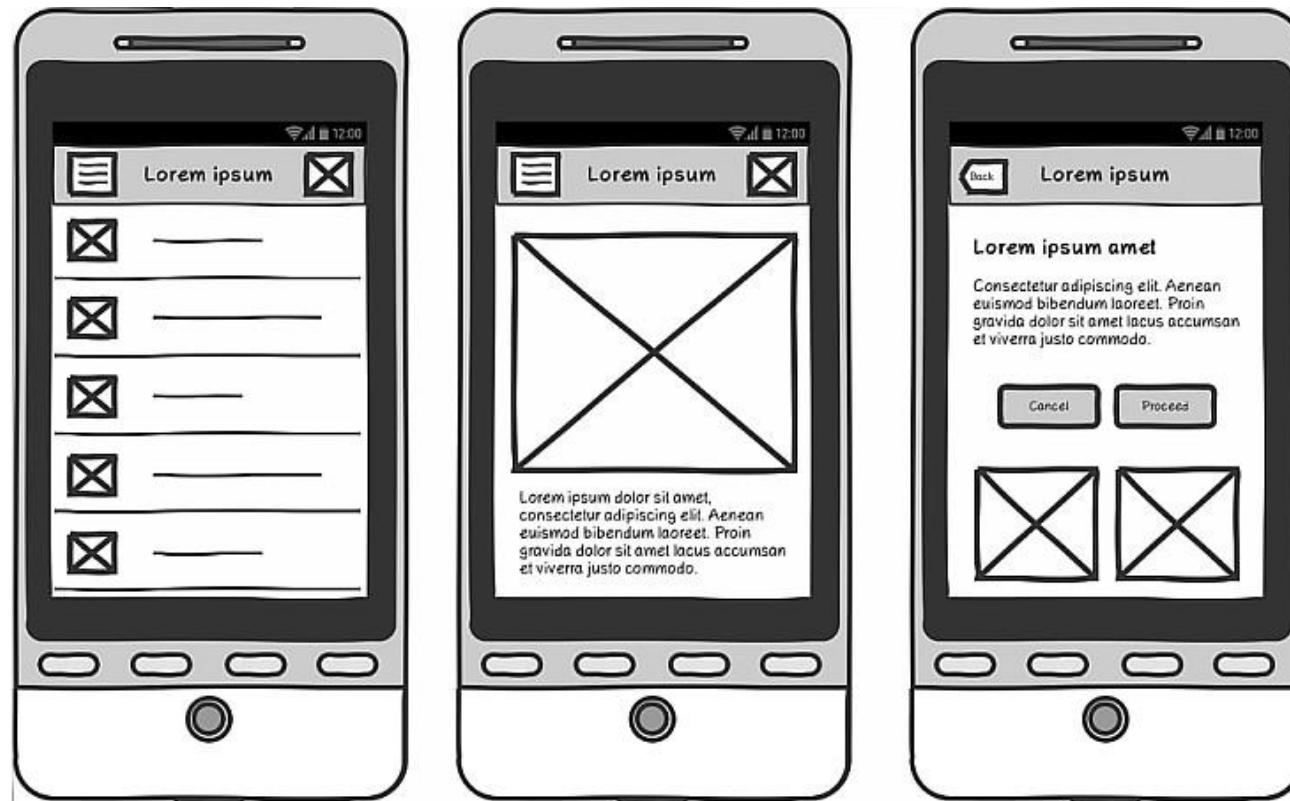


The IT HUE Process



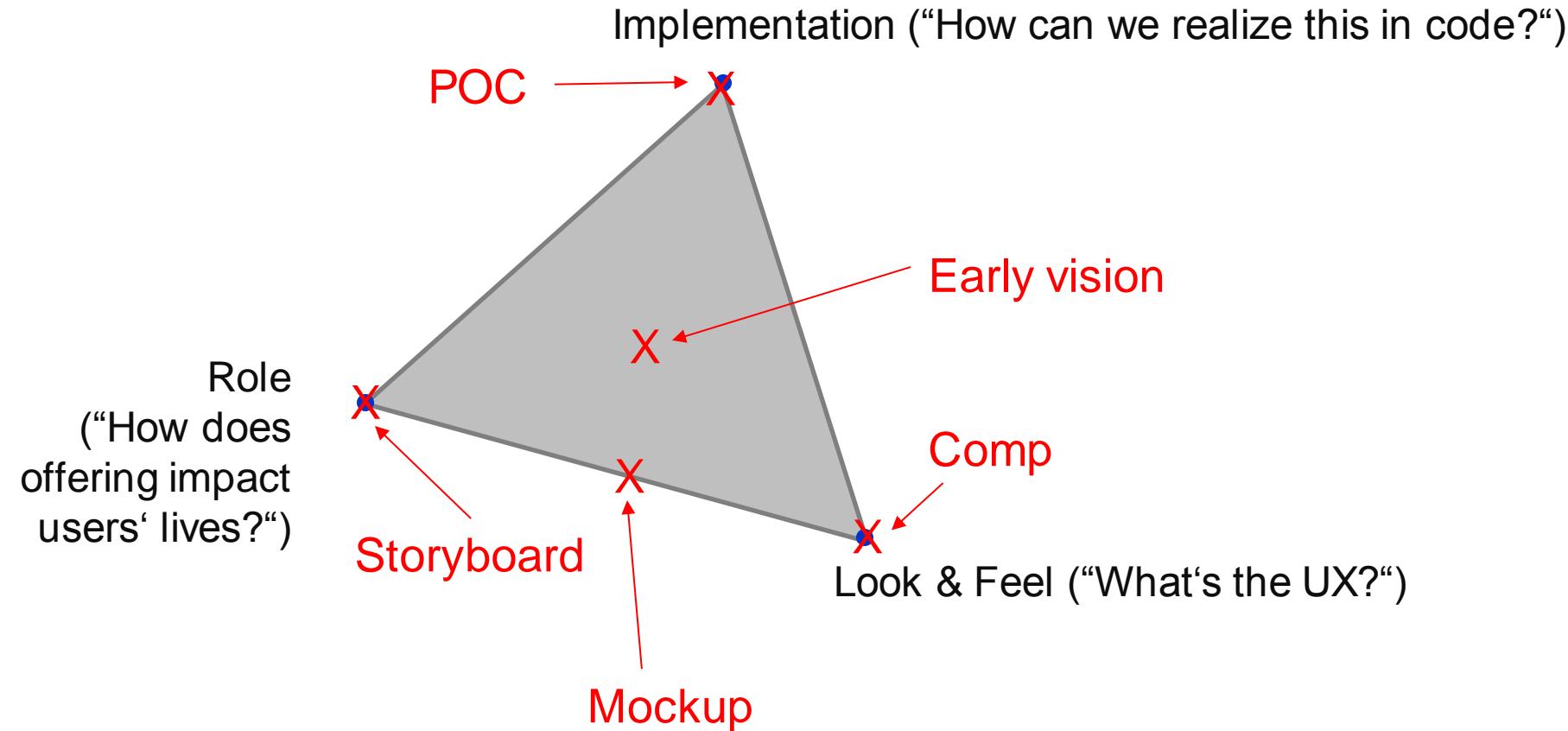
What is a Prototype?

- A working model of a new product or new version of an existing product.
- Made to understand and test.



Scopes of Prototypes

What should it focus on?



Scopes of Prototypes

How much detail should be covered?

Horizontal Prototype

Width first

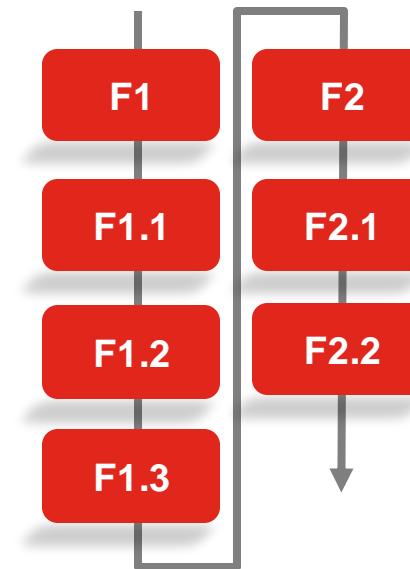
→ Good for overview



Vertical Prototype

Depth first

--> Good for POCs



Scopes of Prototypes

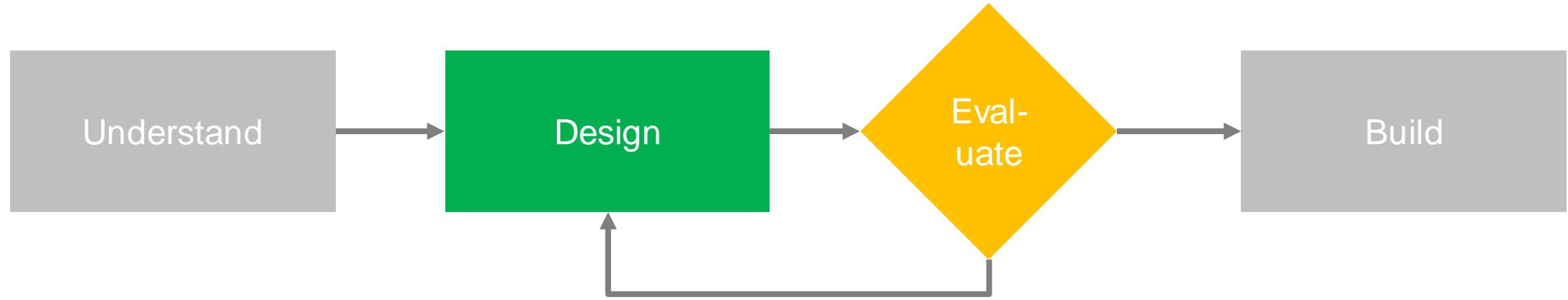
Low-fi

- Paper sketches
- Wireframes
- Clickthrough static screens
- Dynamic and interactive screens with hard-coded behavior
- Functional prototype on target platform

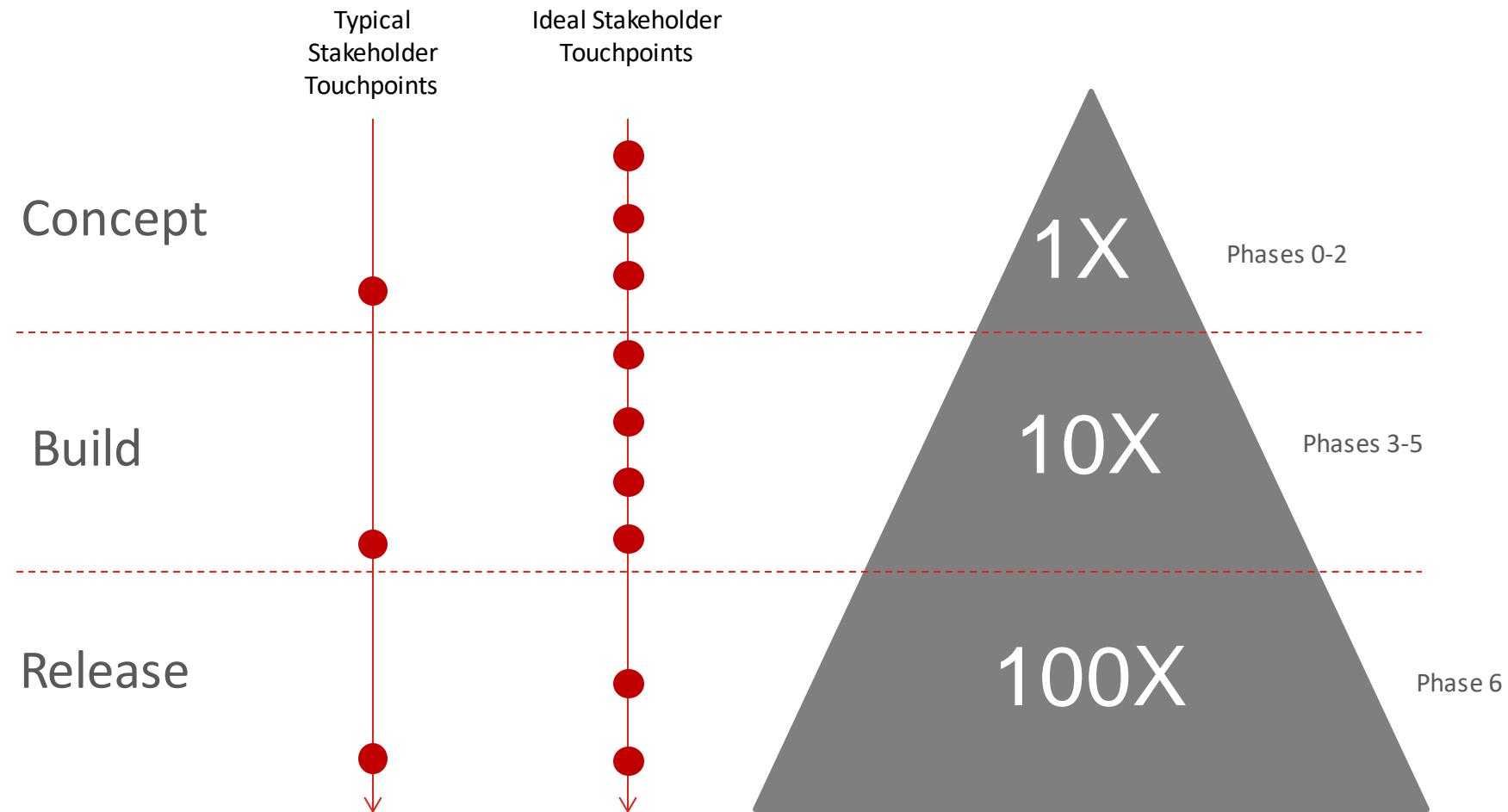
Hi-fi

	Low-fi Prototype	Hi-fi Prototype
Cost and Time	Quick & dirty	Almost the real thing
Detail Richness	Low	High
Clarity for Test Users	Low	High
Closeness to Final Product	Low	High
Flexibility of Redesign	May be low (!)	May be high (!)
Effectiveness	Medium	High
Efficiency	High	Low

Iteration

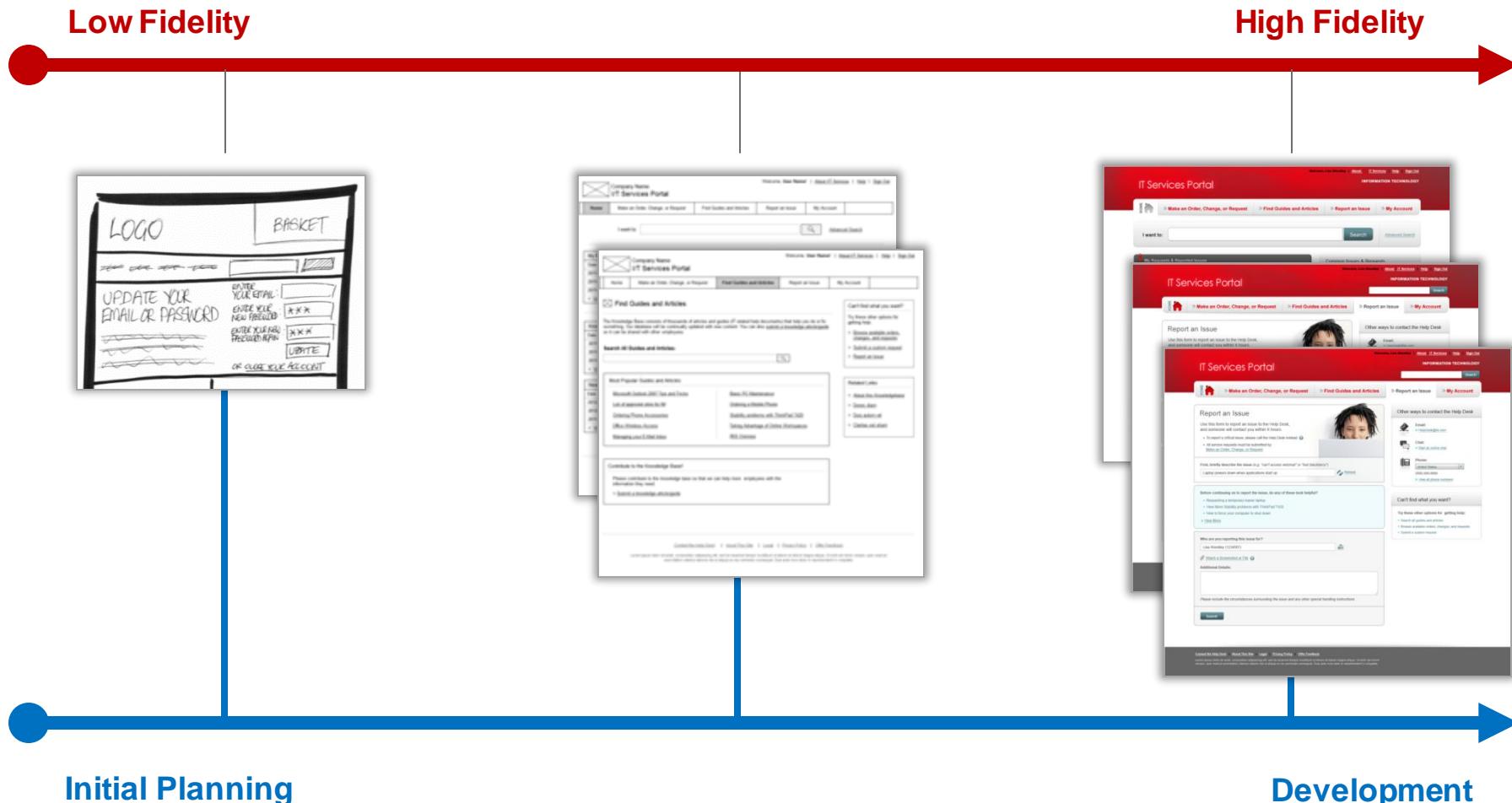


Why iterate?

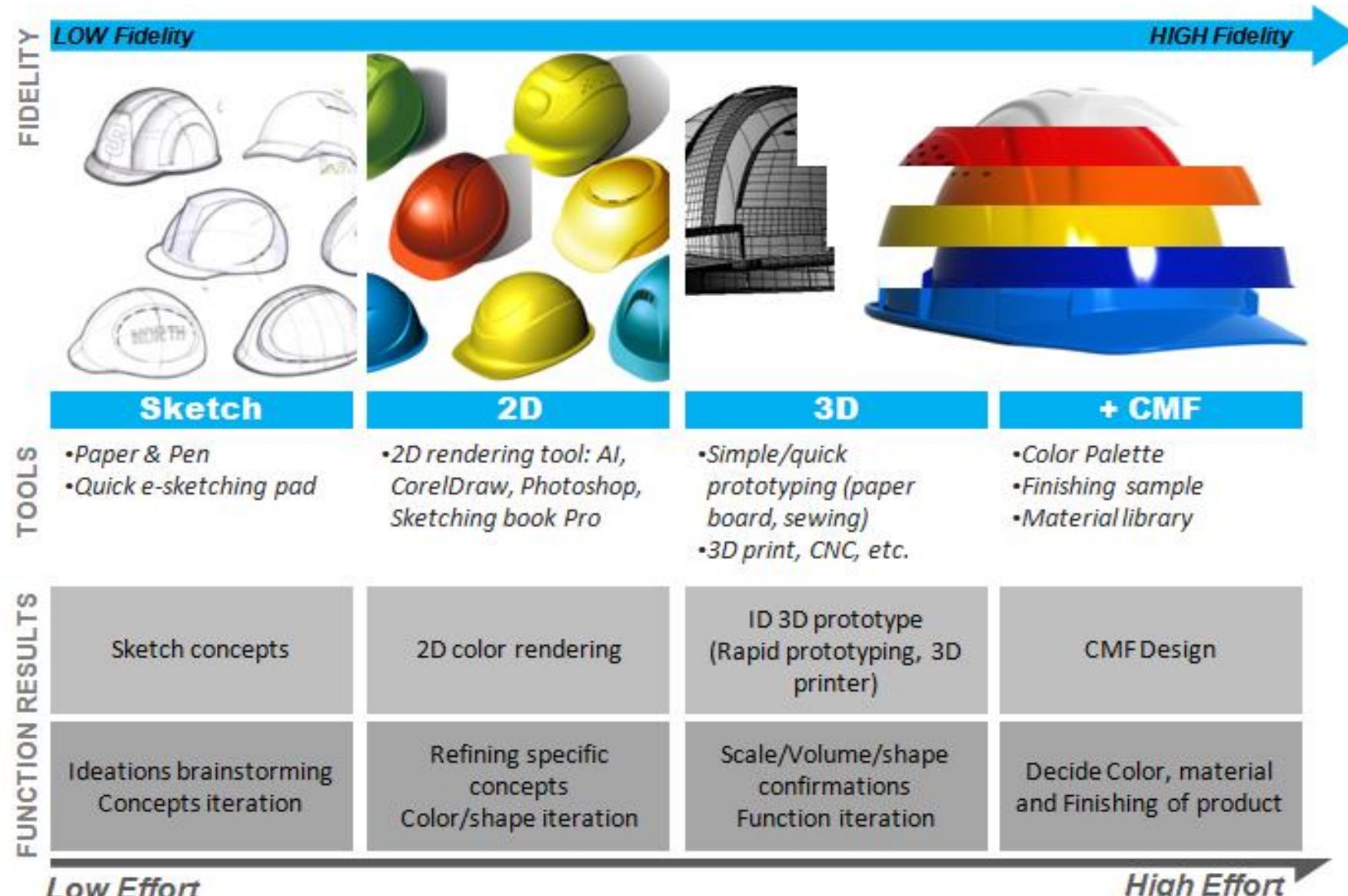


Reduced program risk through early stakeholder engagement

Iterative prototyping examples



Iterative prototyping examples



Paper Prototyping

What is a paper prototype?

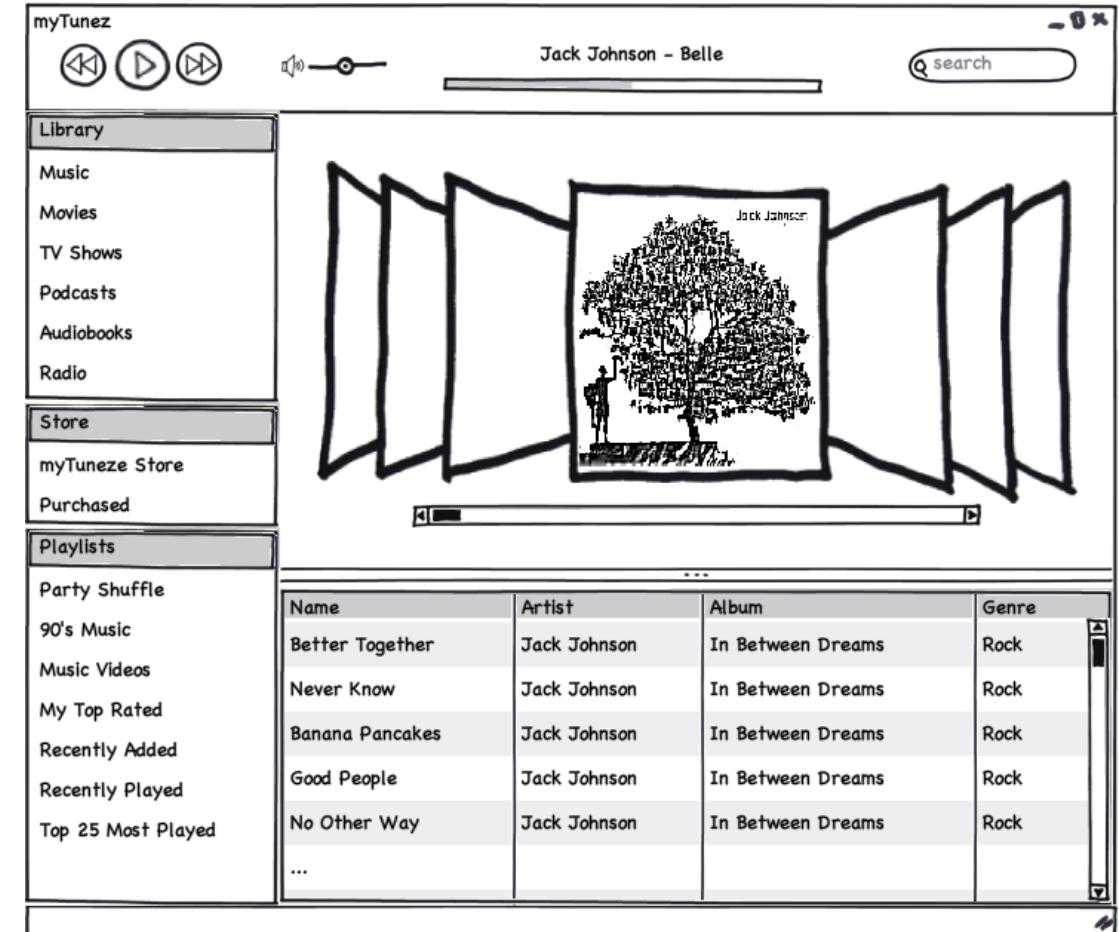
- Low barrier to create, applicable in workshops
- No real interactivity, state changes have to be simulated
- Best suited for low-complex scenarios
→ Helps make ideas tangible without the use of software



Wireframing

What is a wireframe?

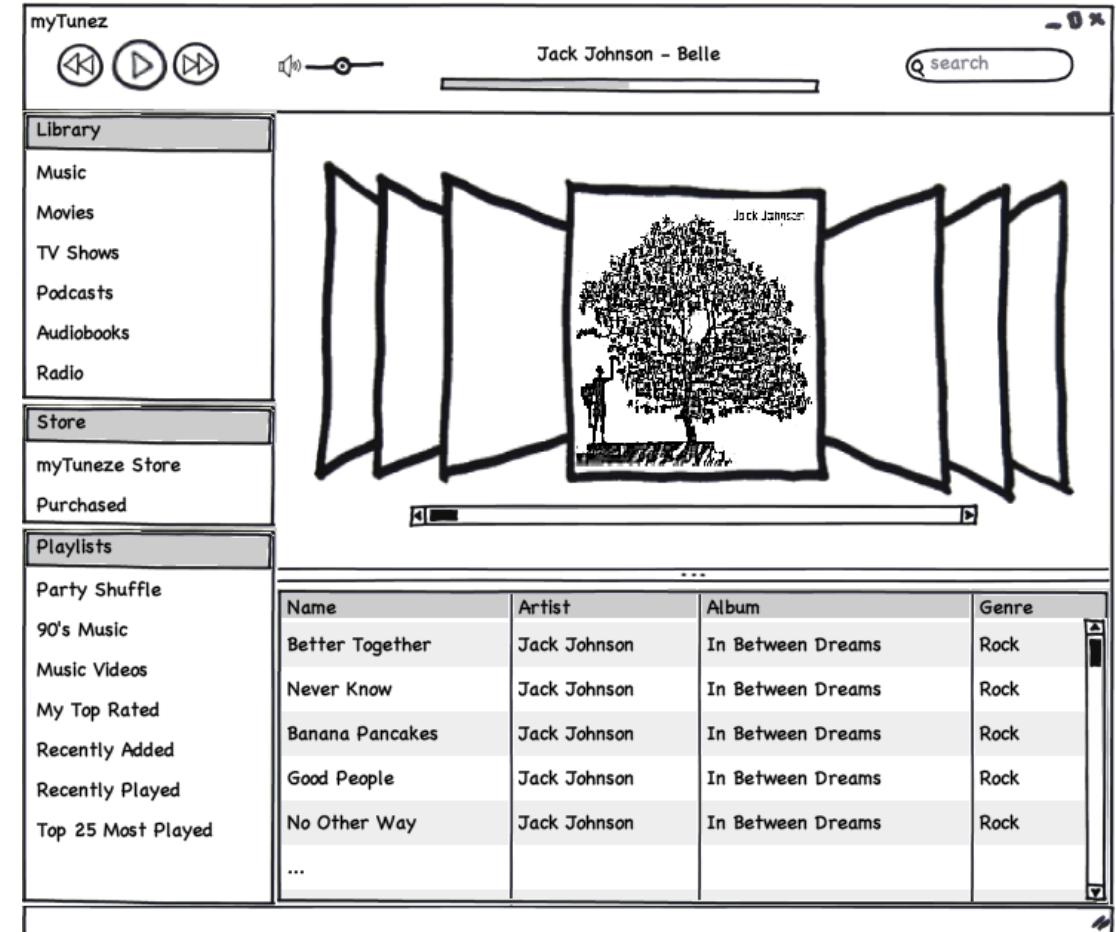
- A grayscale drawing of a UI that represents layout, principal content and functionality
 - Does not contain styling
 - Similar to the way blueprints show a house without interior design
 - Could have minimal clickability, making it a prototype
- Skeleton version of a digital product



Wireframing

Why wireframing?

- More detail than a sketch → helpful for SMEs and users to understand the design intent
- Less detail than running code → cost-efficiency



Annotated Wireframes

- Wireframes plus explanation text
- Good to convey dynamic behaviors/transitions/state changes
- Similar to a specification, but not as detailed

The figure displays three wireframes for a mobile application, likely a meal planner or recipe app, titled "Kohl's Mobile MealMaster".

- Wireframe 1: Recipe of the Day**
This screen shows a navigation bar at the top with icons for Home, Recipe List, Search, Shopping List, and More. Below it is a header "RECIPE OF THE DAY" with a "SELECT" button. A red circle with the number "1" indicates an annotation. The main content area lists five items:
 - Dinner Tonight >
 - Browse Recipes >
 - Simple shortcuts >
 - Snacks & Treats >
 - Most Popular Videos >At the bottom are five small circular icons representing different meal categories.
- Wireframe 2: Recipe Detail**
This screen shows a navigation bar with icons for Home, Recipe List, Search, Shopping List, and More. A red circle with the number "2" indicates an annotation. The main content area displays a single recipe card with the following details:

Prep: 1 hr, 20 mins | Total: 1 hr, 40 mins | Servings: 4 | Difficulty: Easy

+ SHOPPING LIST | + RECIPE CARD

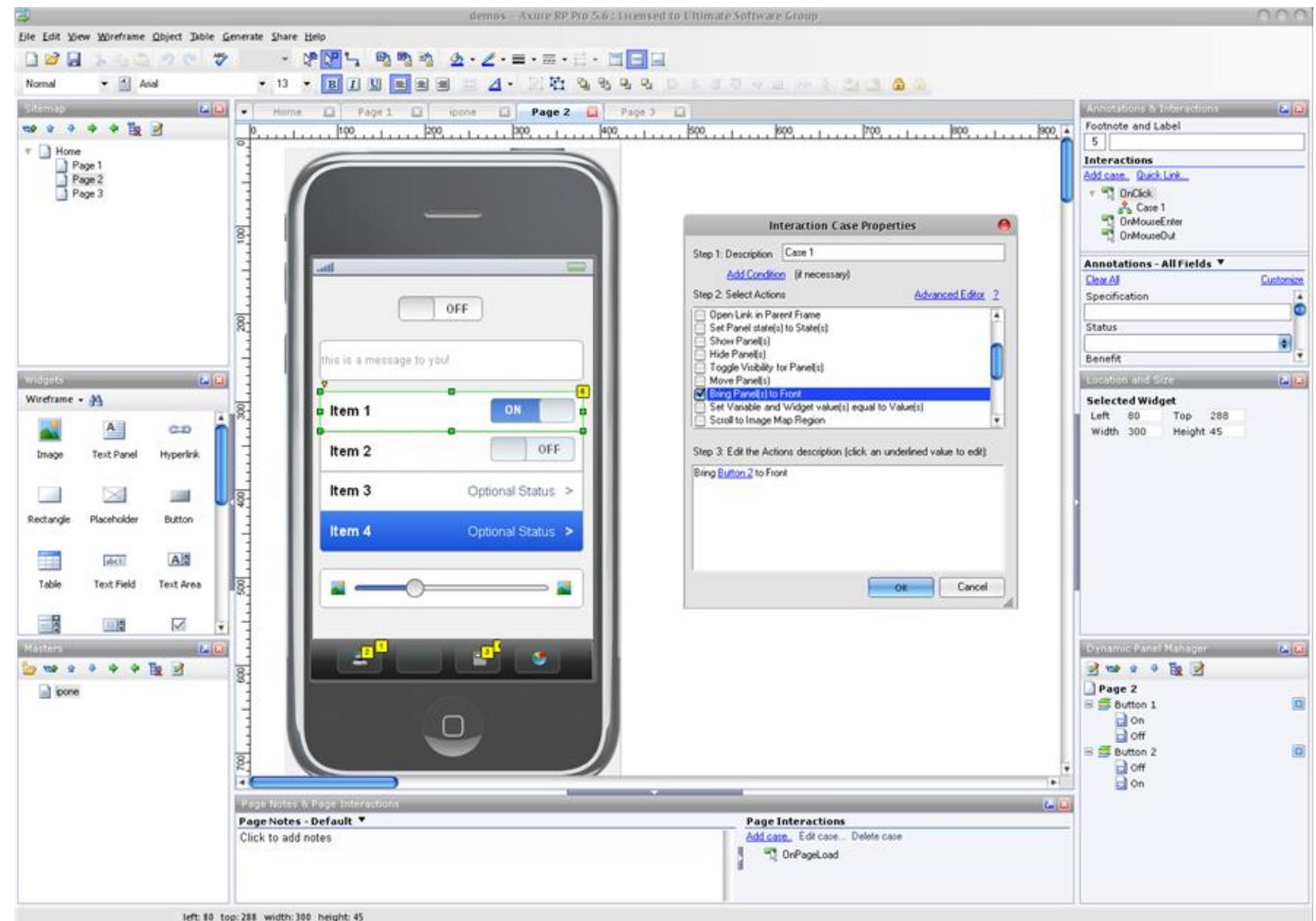
The recipe card includes a title, ingredients, and a "PREP" section with a list of steps.
- Wireframe 3: Previous Days Dinner Tonight Recipe List**
This screen shows a navigation bar with icons for Home, Recipe List, Search, Shopping List, and More. A red circle with the number "3" indicates an annotation. The main content area displays a list of recipes categorized by time:
 - Today: Pork Chops (4 stars)
 - Last Week: Roasted Chicken Breast (4 stars)
 - Two Weeks Ago: All-in-One Potato Bake (4 stars)Each item has a "RECIPE" button. At the bottom are five small circular icons representing different meal categories.

ANNOTATIONS

1. Recipe of the Day on Home Menu
When a user selects a Recipe of the Day from the Home Menu, s/he will go to a Traditional Recipe Detail screen.
2. Recipe of the Day (current day) - traditional format
This example shows a traditional Recipe Detail screen.
The user may select the "more" button in the nav bar to access previous days' recipes.
3. Recipe of the Day (previous days) Recipe List
This example shows how previous days' recipes will be displayed.
Recipes will be grouped by header. Headers are:
 - Today
 - Last Week
 - Two Weeks Ago

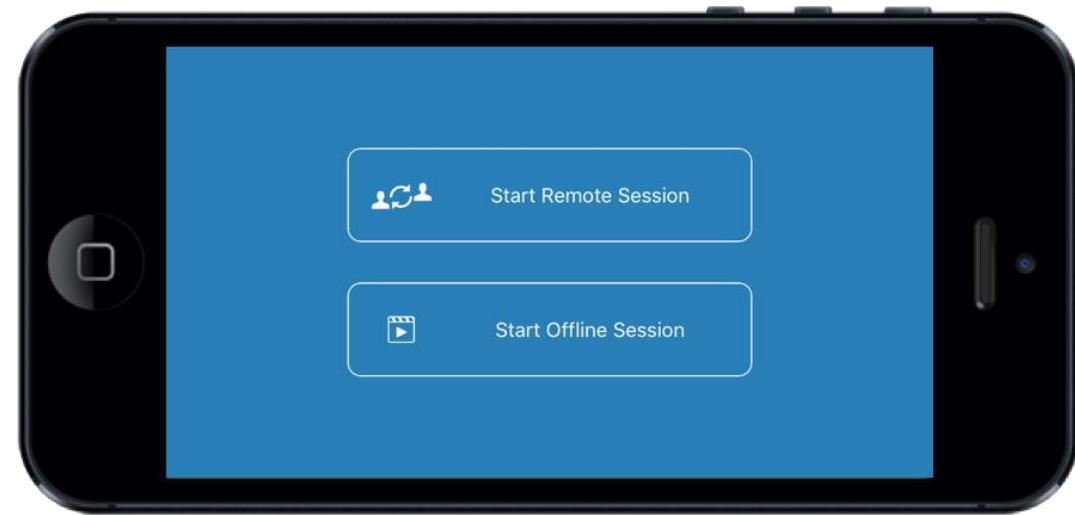
Experience Prototypes

- Simulated actual interactivity and contents, providing almost realistic user experience
- Not complete coverage of all possible navigation paths (→ links to empty pages)
- Done with prototyping tools like Axure, Balsamiq
- May or may not be styled
- Code reusability not a primary concern



Dynamic Functional prototype on target platform

- Can be proof of concept, alpha-version
- Code-reusability



ACTIVITY: Prototyping

Scenario

You are on the project team that has the charter to come up with a smartphone version of our corporate Childcare Viewing site.

Instructions

- Consider what you want to exemplify and what to learn from the prototype
- Based on the knowledge gained from the previous activities, select a task scenario to be covered with the prototype
- Using the Marvel Prototyping application to mock up the concept. (<https://marvelapp.com>)
- Simulate only as much functionality as needed for the scenario
- Include authentic content
- Indicate areas of the prototype that are incomplete

Time: 20 minutes



Marvel

Features Stories Explore Pricing Enterprise Blog Sign In Sign Up

Simple design, prototyping and collaboration

Get started, it's free!

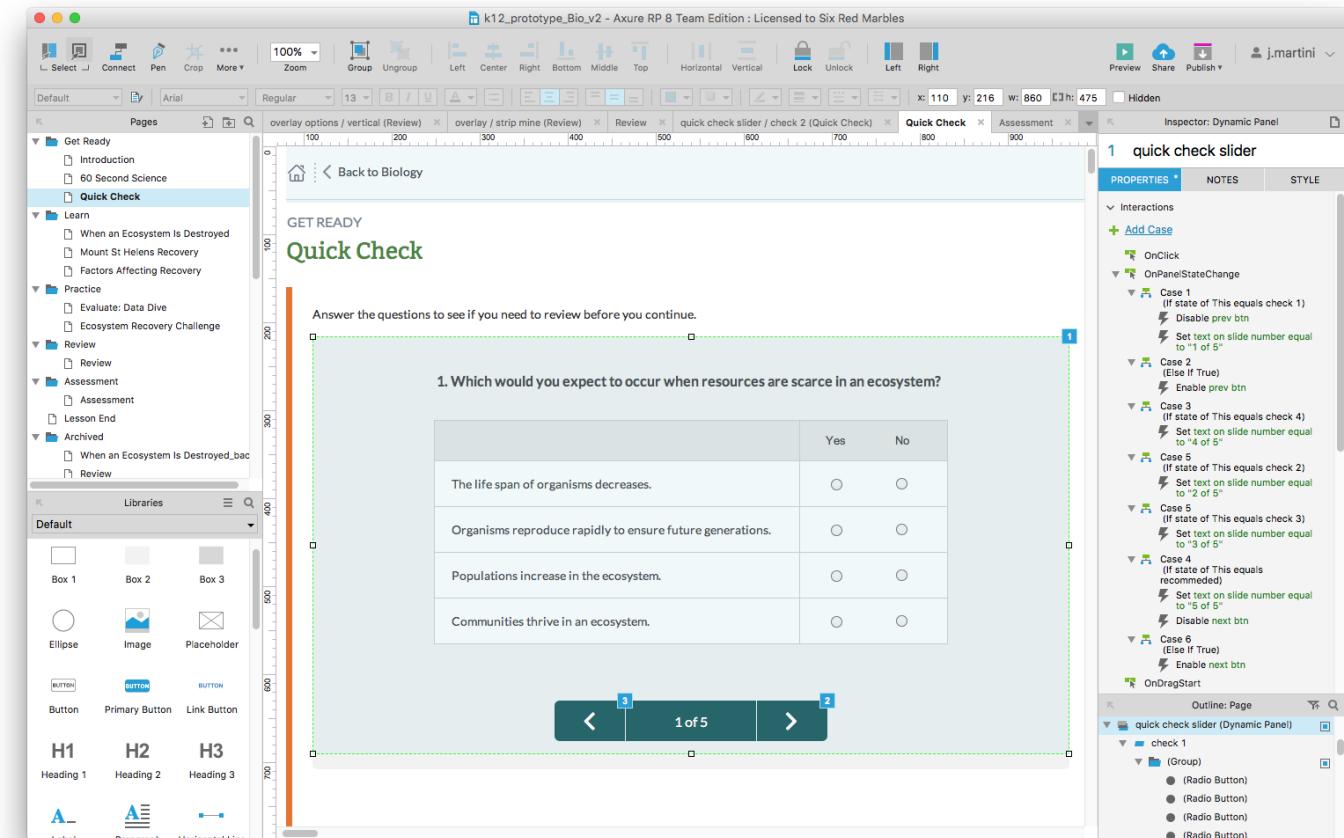
Iterative Prototyping Steps

Iterative Prototyping Steps Overview

Make	1	Create Prototype	Use a prototyping tool like Axure/Marvel to display how different interactive elements will behave on user interaction.
Improve	2	Low Fidelity	Identify key ideas coming out of the idea generating discussion by using a difficulty-important matrix to prioritize ideas.
	3	Finalize DLS compliant ver.	Identify features belonging to target and strategic quadrant and visualize the solutions using rough wireframes.
Share	7	Store & Share	Store report as project artefact on project share drive

Step 1: Create Prototype in a Design Tool

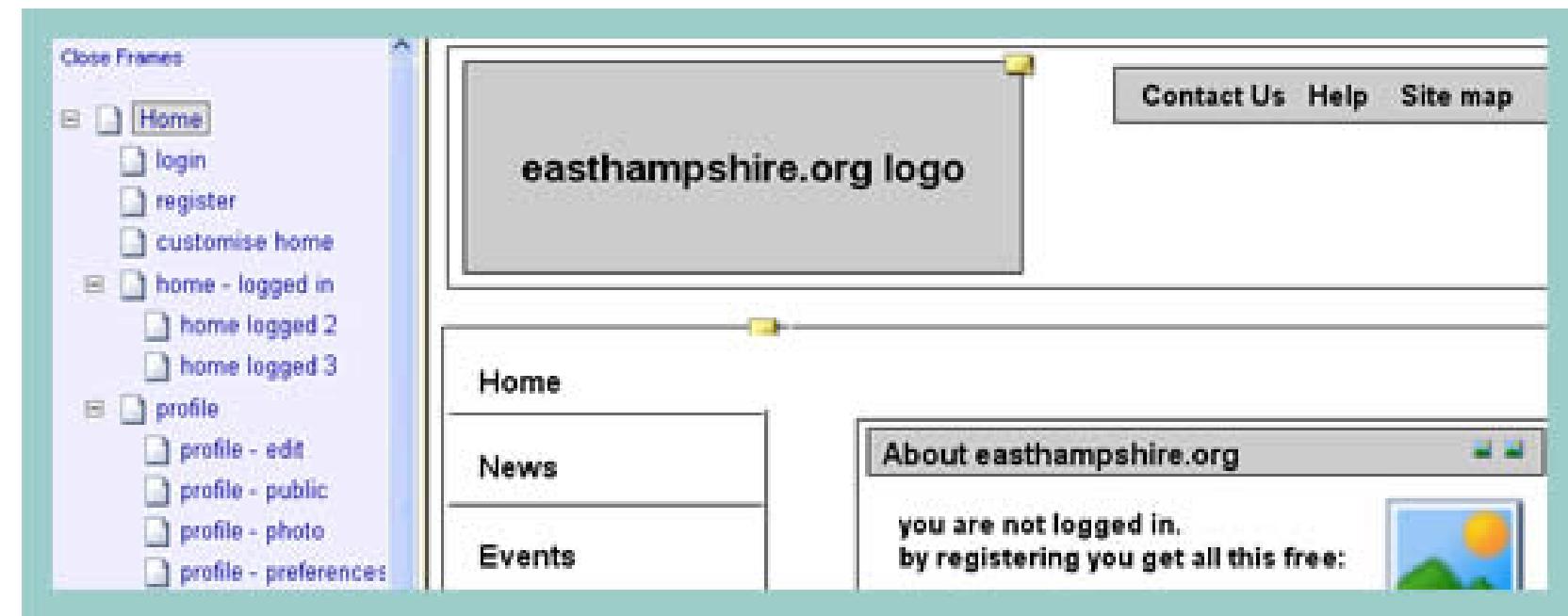
- Based on the already made wireframes, use a prototyping tool like Axure/Marvel to display how different interactive elements will behave on user interaction.
- Prototypes at an early stage can connect wireframes to test with users in usability testing or heuristic evaluation.



Refer to “Concept Ideation” training for wireframing steps.

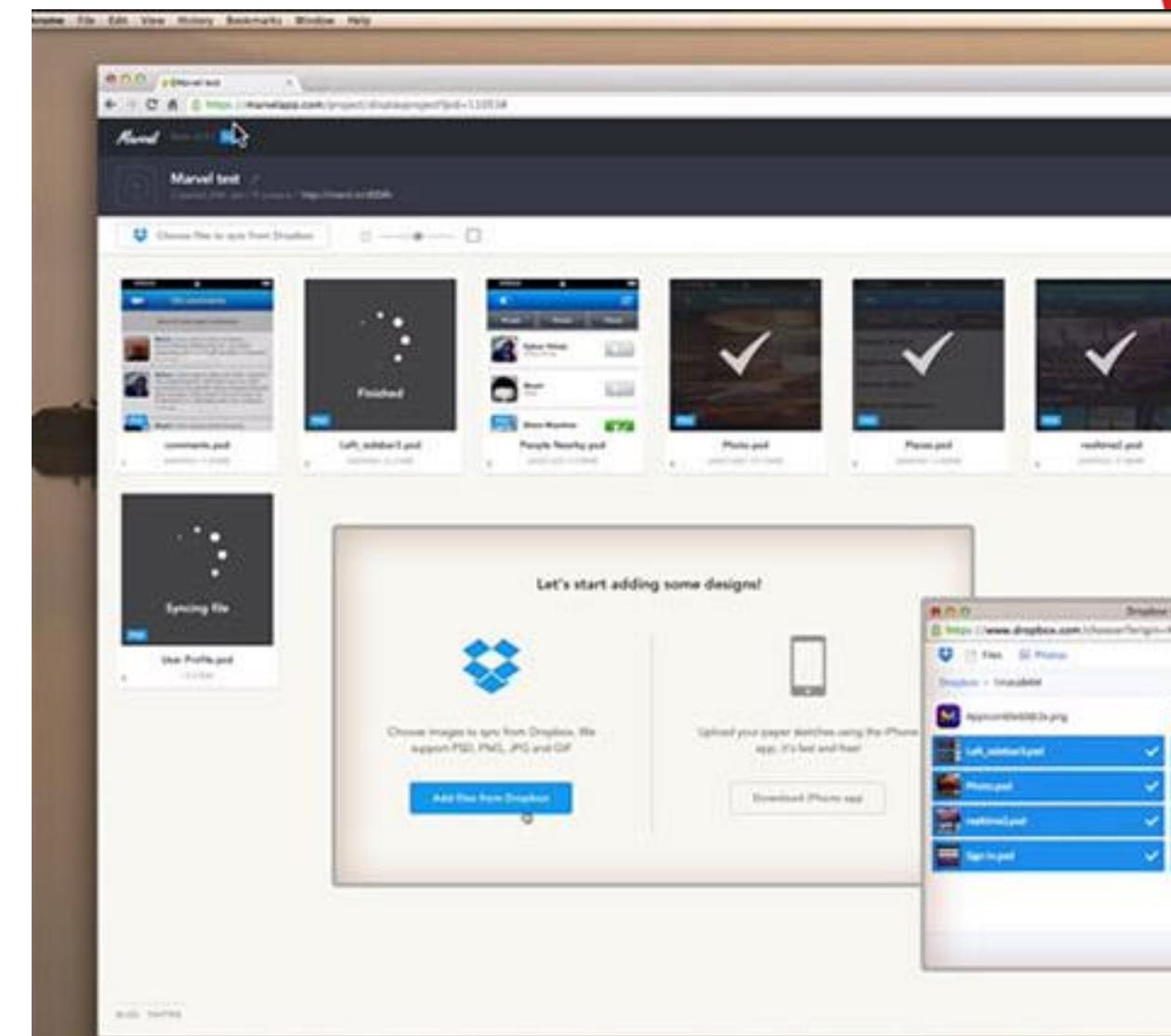
Step 2: Make it a Low-Fidelity Wireframe

A low fidelity prototype helps you to gather feedback from stakeholders and end users early in the design process, make changes quickly, and improve your initial designs.



Step 3: Finalize DLS Compliant Version

- Use finalized designs with DLS (Design Language System) treatment applied visually to create high fidelity prototypes.
- Use this to get final stakeholder approval and end user feedback and communication to developers to convey design thought process



Step 4: Store and Share

- Store prototype as project artifact on a shared location, e.g. AxShare, MarvelShare

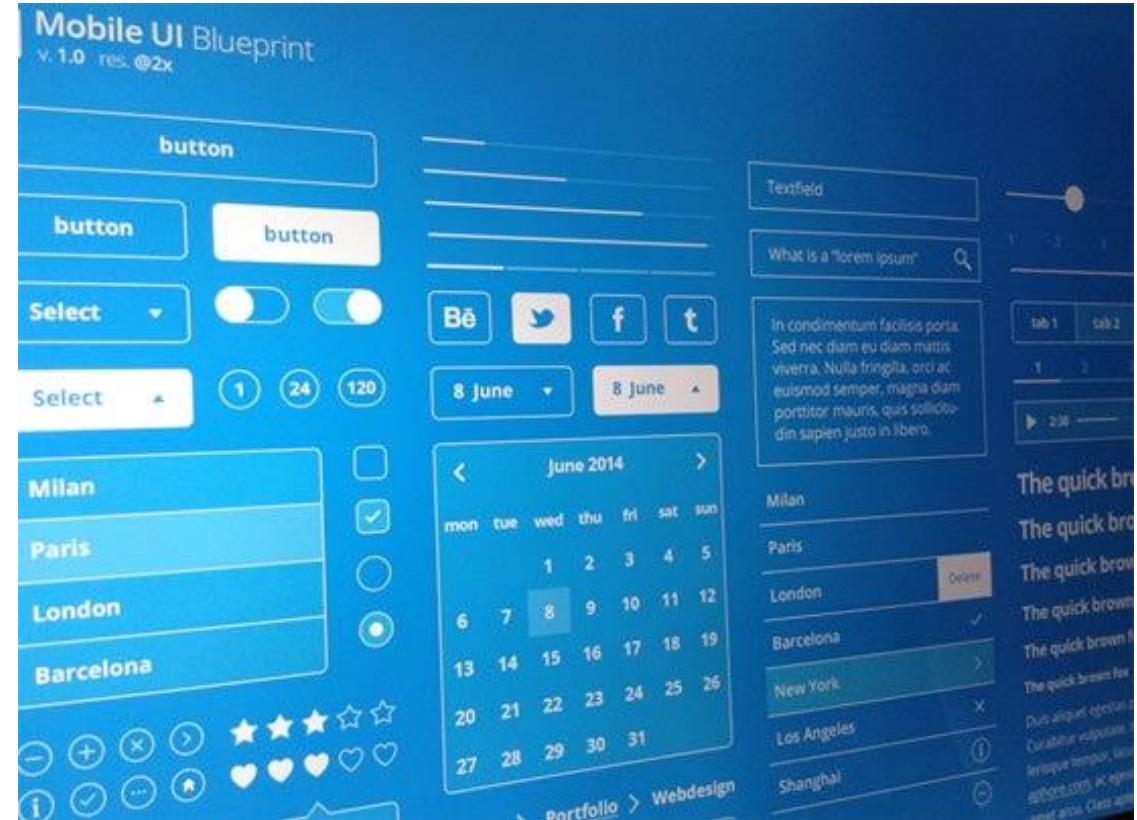
The screenshot shows the OneDrive web interface. At the top, there are navigation links for 'Office 365' and 'OneDrive'. A blue banner at the top right contains the text 'EXPORT CONTROL DATA PROHIBITED', 'RESTRICTED INFORMATION LIMITED', and a link 'Click for Acceptable Use Policies'. The main area displays a file list under the path 'Files > IT HUE Team S... > 2 Projects > Project A'. The columns in the list are 'Name', 'Modified', 'Modified By', 'File Size', and 'Sharing'. There are six files listed:

Name	Modified	Modified By	File Size	Sharing
0 Project Intake	July 21	Callahan, Donald		Shared
1 Project Management	January 5	Komischke, Tobias		Shared
2 Work in progress	January 5	Komischke, Tobias		Shared
3 Results	January 5	Komischke, Tobias		Shared
4 Hero Summary Slides	January 5	Komischke, Tobias		Shared
5 Post Mortem	January 5	Komischke, Tobias		Shared

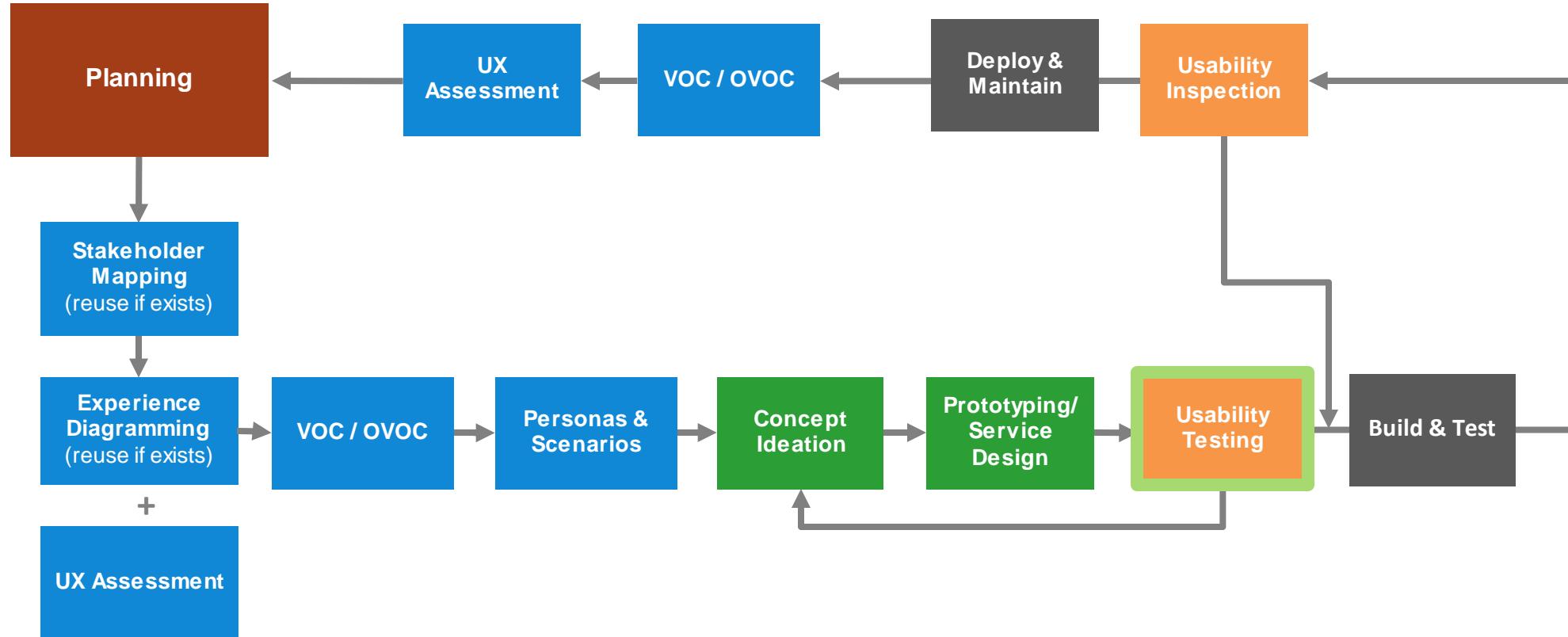
A message 'Drag files here to upload' is visible at the bottom of the list area.

And then what?

- Prototypes are created to make ideas and concepts tangible
- Use them to validate your assumptions on role, implementation, look & feel
 - Show to stakeholders and
 - Do usability testing with target users



Next Steps



Feedback

- Have your expectations been satisfied?
- What did you like?
- What can we do better?



The End