

User Needs

Medium Fidelity

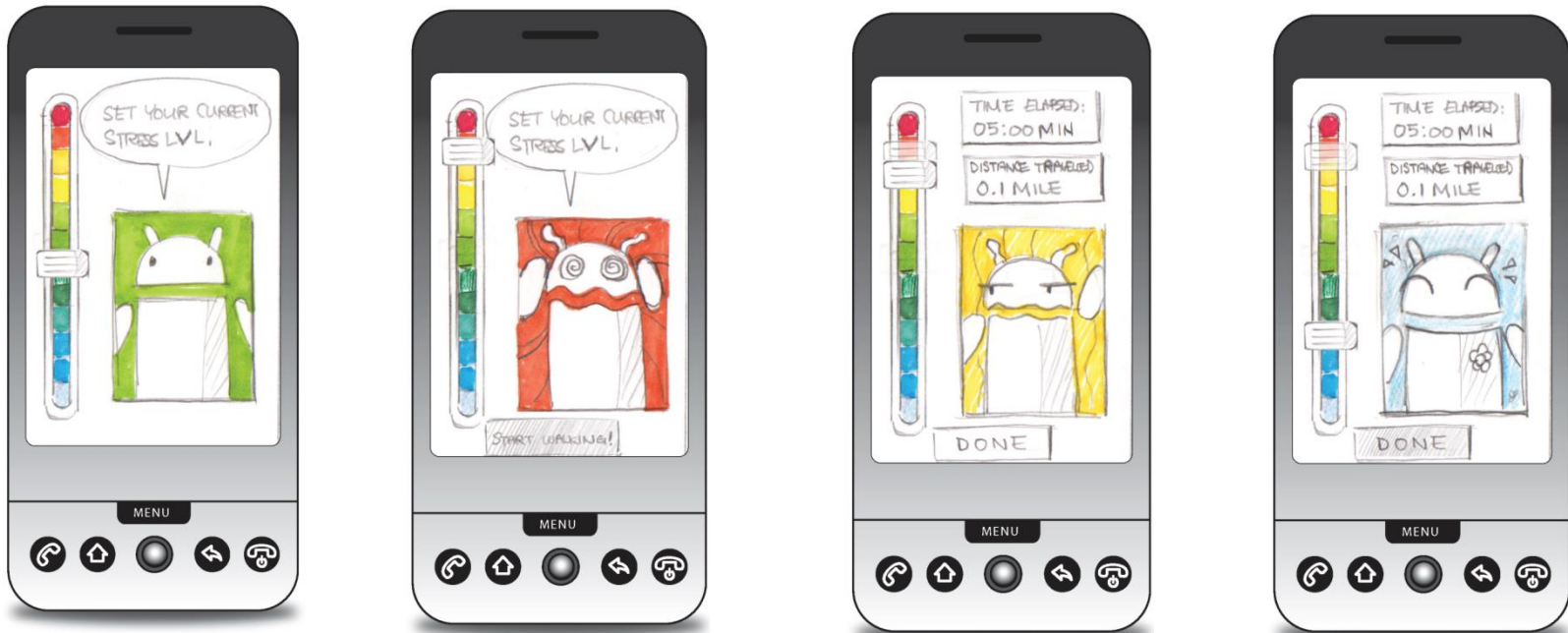
Design Scenarios

User Centered Design

Wrap up



Low fidelity prototypes



These early design hypotheses lead us to medium fidelity



What exactly is medium fidelity?

Medium fidelity prototypes consist of limited functionality, with basic interactions and simple tasks. These are more advanced than low fidelity, but not as professionally polished and robust as high fidelity.

These are often created through strong iteration in design and the use of design scenarios (more on this soon).

Medium fidelity provides:

“A solution to the classical trade-off between the ease of production associated with low-fidelity approaches and the realism associated with high-fidelity techniques (2002)”

Engelberg D., Seffah A. (2002) A Framework for Rapid Mid-Fidelity Prototyping of Web Sites. In: Hammond J., Gross T., Wesson J. (eds) Usability. IFIP WCC TC13 2002. IFIP — The International Federation for Information Processing, vol 99. Springer, Boston, MA



What to focus on?

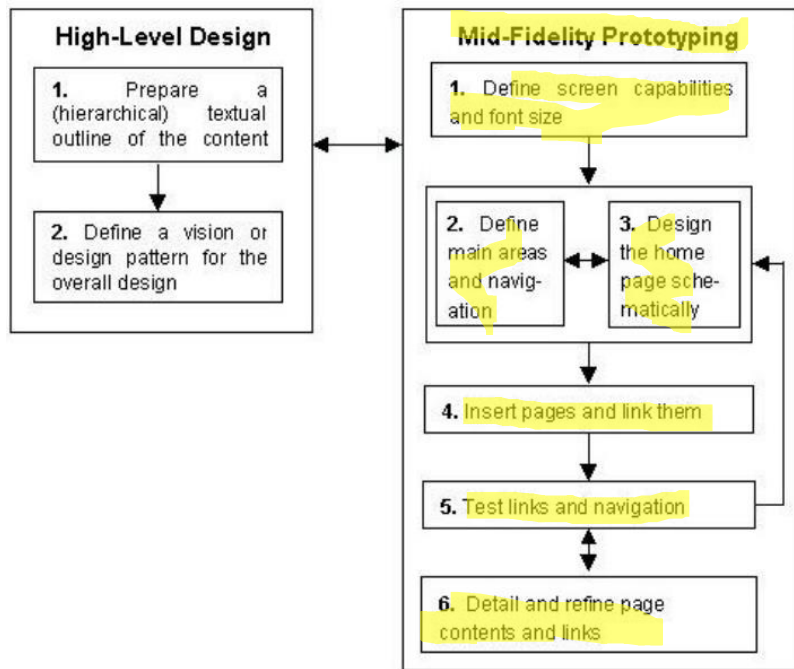


Image Source: Engelberg D., Seffah A. (2002)

Functionality

User flow

Complete interactions

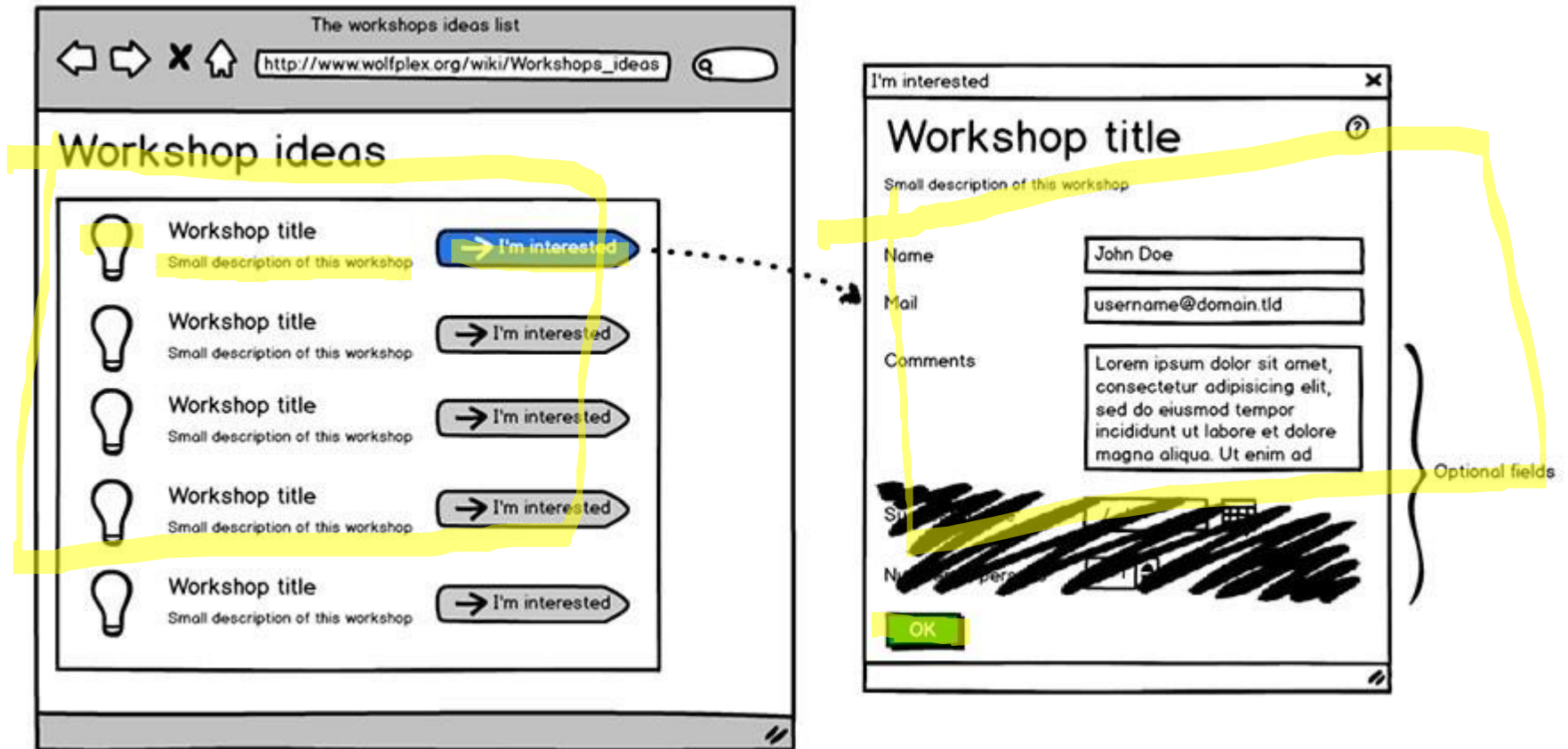
Clear application hierarchy

In our case, we are looking at our first **digital drafts**

Always keep in mind your **prototype** is simply an instantiation of a design hypothesis.



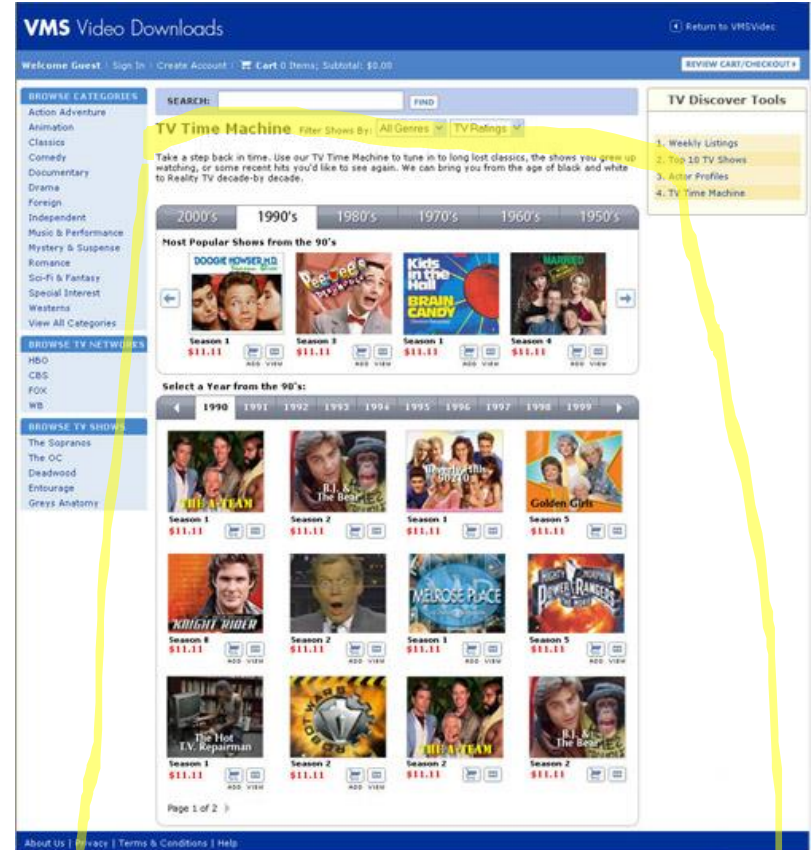
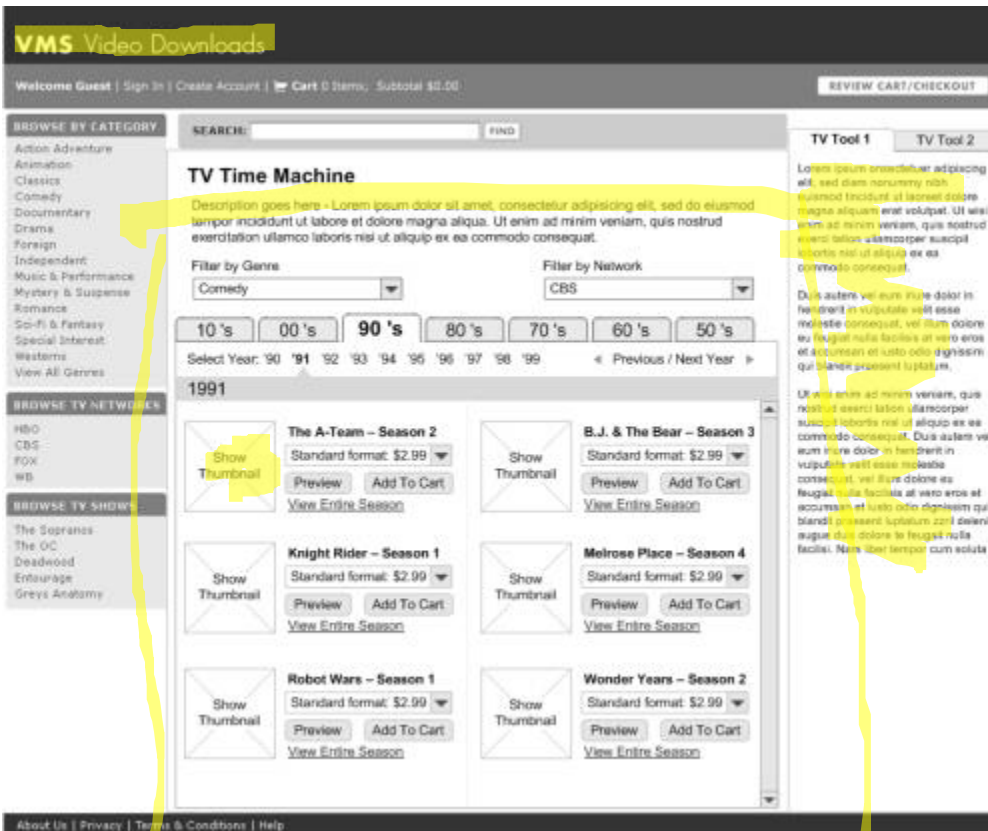
Medium fidelity



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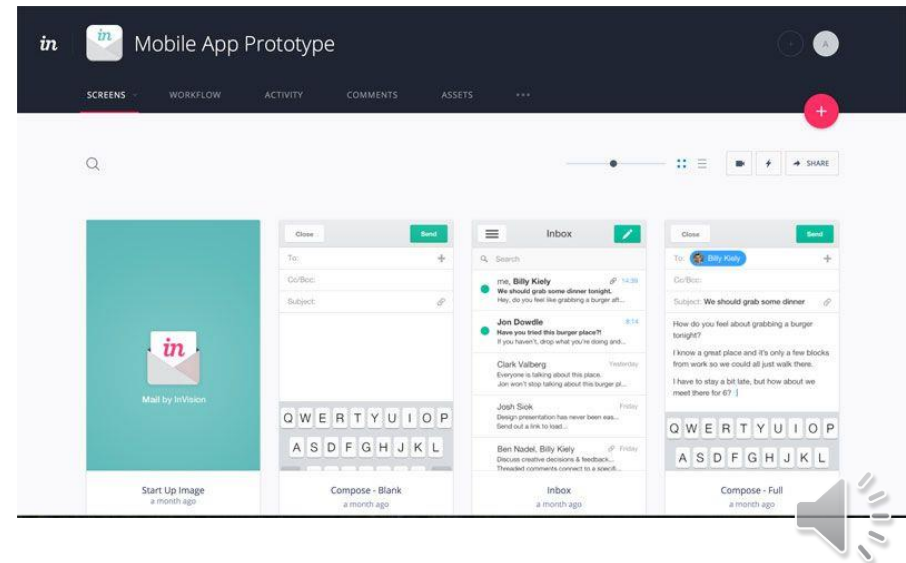
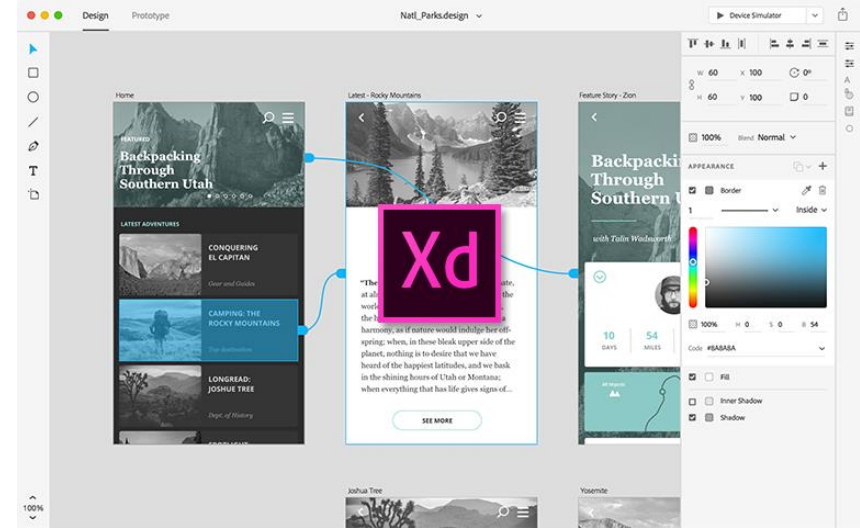
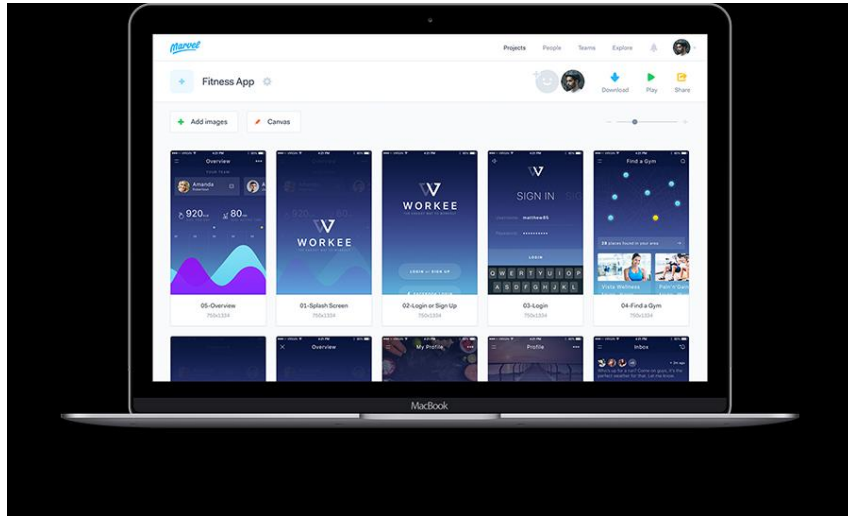


Leads to High Fidelity



Some tools
we will look at ...

MarvelApp
InvisionApp
Adobe UX
Proto IO
Mockplus



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Design Scenarios

What are they?

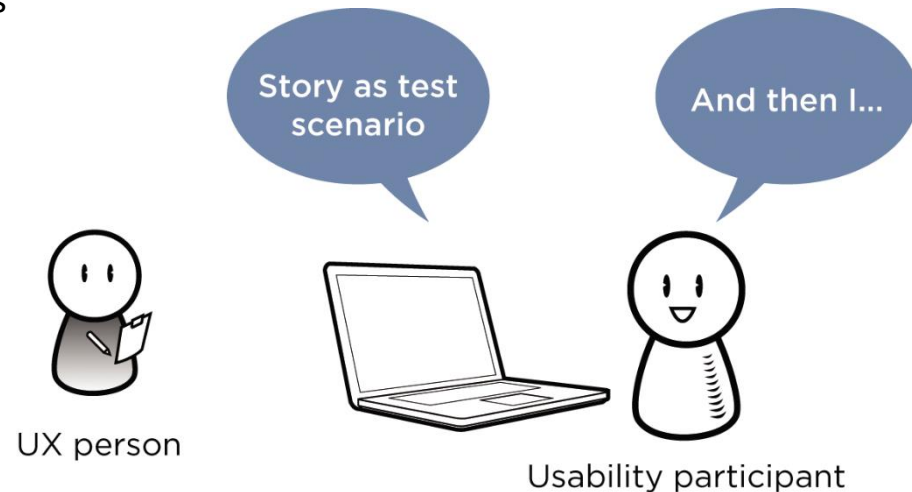
Design scenarios are simple, informative stories we can use to better understand **user choices and tasks**. This is very similar to storyboarding in process, but not in method.

Why are they important?

These allow us to:

- **Capture key interactions**
- **Let us as designers understand how users will accomplish specific tasks**
- **Give realistic, contextually appropriate narratives for user behaviour and system use**
- **Understand pitfalls and system flow errors**

Design scenarios are often represented using Unified Modelling Language (more on that from week 8 onwards)....



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Design Scenario Example



Example from Nokia CC

Despite similarity to storyboarding, we would like to see design scenarios used
In explaining your applications. This will demonstrate
your application using real tasks by your use demographic.



Design Scenarios in your Design Challenge Presentation

We want to avoid a lengthy tech demo

Give us real tasks, guided by your application, which illustrate clearly how people use your app

Use multiple “users”

