Prototypes - interactive design model of the product

Static representations of the product
- Sketches
- Wireframes
- Mockups

Prototypes
- Low-fidelity
- High-fidelity
Prototype Design

Create Design Ideas

Static representations of the product
- Sketches
- Wireframes
- Mockups

Visualization

Prototype Design

Prototypes
- interactive design model of the product

Testing and Evaluation

Low-fidelity
High-fidelity
Understanding how to use a remote is made easier by a friend.  
*Photo Nicolas Zurcher*
IDEO: An early prototype for the Gyrus ENT Diego, a surgical tool

Image by Victor Schade, source: Creative Edge Products
Prototype Design

Paper Prototyping Tips

- Make it large
- Add ideas as they come
- Make it monochrome
- Work fast!
- Preprint widgets
- Use audio description
- One sketch per screen
Prototype Design

Paper Prototyping Evaluation

1. Identify testing goals
2. Identify items to test
3. Choose testers
4. Prepare materials
5. Assign team roles
6. Run evaluation
1. Identify testing goals
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- What do you want to know?
- What aspects of UX are you evaluating?
- What aspects are the most risky?
1. Identify testing goals
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- What do you want to know?
- What aspects of UX are you evaluating?
- What aspects are the most risky?

- Which components/features are you testing?
- How “deep” do you test each feature?
- Which tasks you are evaluating?
2. Identify testing goals

3. Choose testers

4. Prepare materials

5. Assign team roles

6. Run evaluation

1. Identify items to test

- What do you want to know?
- What aspects of UX are you evaluating?
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2. Identify items to test

- Which components / features are you testing?
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3. Choose testers

- Identify users group
- Identify user’s level (novice, experienced, expert)
- ~5 testers is usually enough
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   - What do you want to know?
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2. Identify items to test
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3. Prepare materials
   - Which components / features are you testing?
   - How “deep” do you test each feature?
   - Which tasks you are evaluating?

4. Prepare materials
   - Main prototype with all screens, elements and input methods
   - Additional materials to make changes on the fly
   - Recording setup

5. Assign team roles

6. Run evaluation
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   - “Computer”
   - Interviewer
   - Note-taker / observer

6. Run evaluation
Prototype Design

Low-fidelity prototype → The Wizard of Oz technique - a human simulates the responses of the system → High-fidelity prototype

John F. (“Jeff”) Kelley

OZ = Offline Zero

You need:

- Detailed test plan with test scenarios
- Script of instructions for the facilitator, wizard, participants
- Procedure for the wizard to properly respond to input from a participant
- The “wizard”

2. Identify items to test
   - What do you want to know?
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6. Run evaluation
1. Identify testing goals

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### Identify testing goals
- What do you want to know?
- What aspects of UX are you evaluating?
- What aspects are the most risky?

### Identify items to test
- Identify users group
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### Choose testers
- Which components/ features are you testing?
- How “deep” do you test each feature?
- Which tasks you are evaluating?

### Prepare materials
- Main prototype with all screens, elements and input methods
- Additional materials to make changes on a fly
- Recording setup

### Assign team roles
- “Computer”
- Interviewer
- Note-taker / observer

### Run evaluation
- Present a task script to your participant
- Give goals, not directions/instructions
- Ask about reasons, opinions, suggestions. Ask to think aloud
Week 5 take-away

- Differences between static visualization tools and prototypes
- Information architecture: what is it about and why UX is concerned with it
- Knowledge organisation classification approaches:
  - taxonomy
  - folksonomy
  - domain analytics
- Dimensions of fidelity: breadth, depth, appearance and input
- Low-fidelity (paper) prototypes:
  - Characteristics and purposes
  - How to make
  - How to evaluate (6 steps)
- Wizard of Oz technique