Create Design Ideas

Static representations of the product

- Sketches
- Wireframes
- Mockups

Visualization
**WIREFRAME**
Structure + Functions + Content

**MOCKUP**
Style + Colours + Right Content

Image: https://brainhub.eu/blog/difference-between-wireframe-mockup-prototype/
Wireframe

Mockup

Matt Sclarandis’s Weather App Wireframe on Behance
Site/App Flows

The path a user follows through an application. Does not have to be linear, can branch out.

Goal - to optimize users ability to accomplish a task with the least amount of steps. Communicates transitions.

What pages/screens are needed

Which pages/screens should link to each other

Help to design a navigation experience

User Flows

Microinteractions and responses to user’s actions and errors

Help to analyze the efficiency of a task

Often attached to personas
Create Design Ideas  

Prototype Design

Information Architecture - structural design of shared information environments  
Richard Saul Wurman

Users flow through your product  
Catalog user’s information  
Presentation of the information  
Decision driving function
Create Design Ideas ➔ Prototype Design

Knowledge Organisation

- Taxonomy
- Folksonomy
- Domain Analytics Approach
Knowledge Organisation

**Taxonomy**
- Practice of classification based on **hierarchical** relationship.
- Parent-child hierarchies

**Folksonomy**
- Practice of classification based on **non-hierarchical** relationship.
- Public tags and their frequencies

**Domain Analytics Approach**
- Practice of classification based on **sociological - epistemological** view.
- Indexing to fulfill a task by specific group

Create Design Ideas ➜ Prototype Design
Closed Card Sort:

1. Participants get a stack of cards
2. Participants sort cards into groups the researchers created

Open Card Sort:

1. Participants get a stack of cards
2. Participants sort cards into groups
3. Participants label groups
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Visualization
Prototype Design

Prototypes
- interactive design model of the product

Testing and Evaluation

Create Design Ideas

Static representations of the product

Sketches | Wireframes | Mockups

Visualization

Low-fidelity | High-fidelity
Prototype Design

Prototypes
- interactive design model of the product

Low-fidelity VS High-fidelity
Prototype Design

Prototypes
- interactive design model of the product

Low-fidelity VS High-fidelity

Breadth - number of covered features
Depth - degree of functionality
Appearance - building means
Input methods - device mediation
Prototype Design

Prototypes
- Interactive design model of the product

Low-fidelity

High-fidelity

Tangible & Testable Artifacts
- Low-tech
  - Partial functionality
  - Simulated interaction
- High-tech
  - "Full" functionality
  - True interaction
Socio-cultural context
Motivation not to use
Motivation to use
Set of beliefs & knowledge
Behavior around the problem
Translating problems

Personas
Speak users language
Exploratory study
Elaborate with your participants
Participatory design
Working around paper prototypes
Prototype Design

Paper Prototypes

- Interactive
- Lo-fi appearance / input
- Hi-fi depth / breadth
- Simulation of a back-end
- Early feedback
- Experiment with alternatives
- Big picture focus