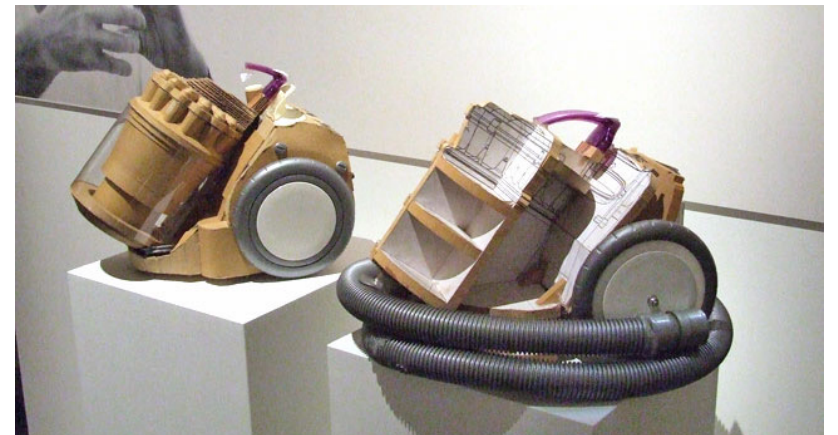
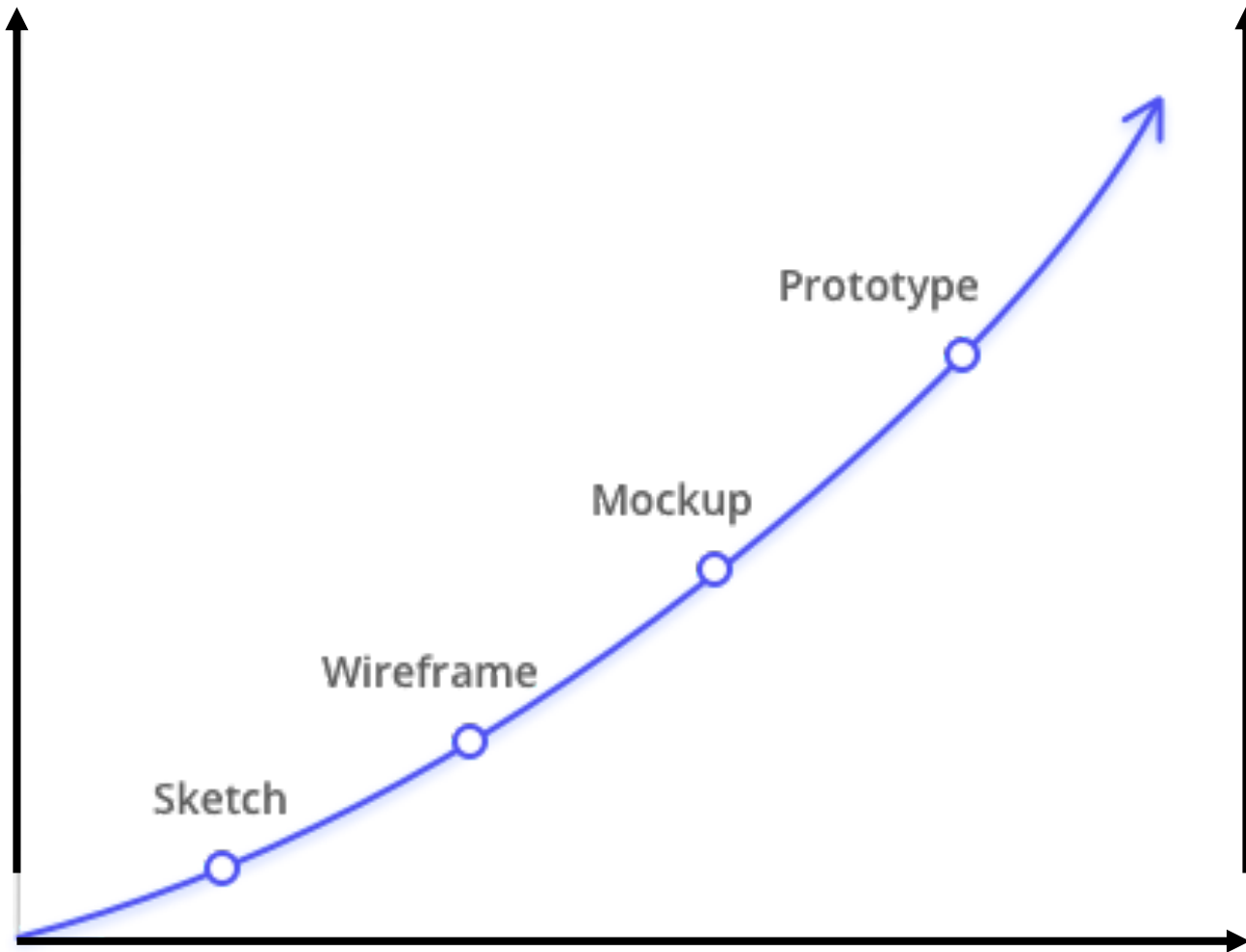


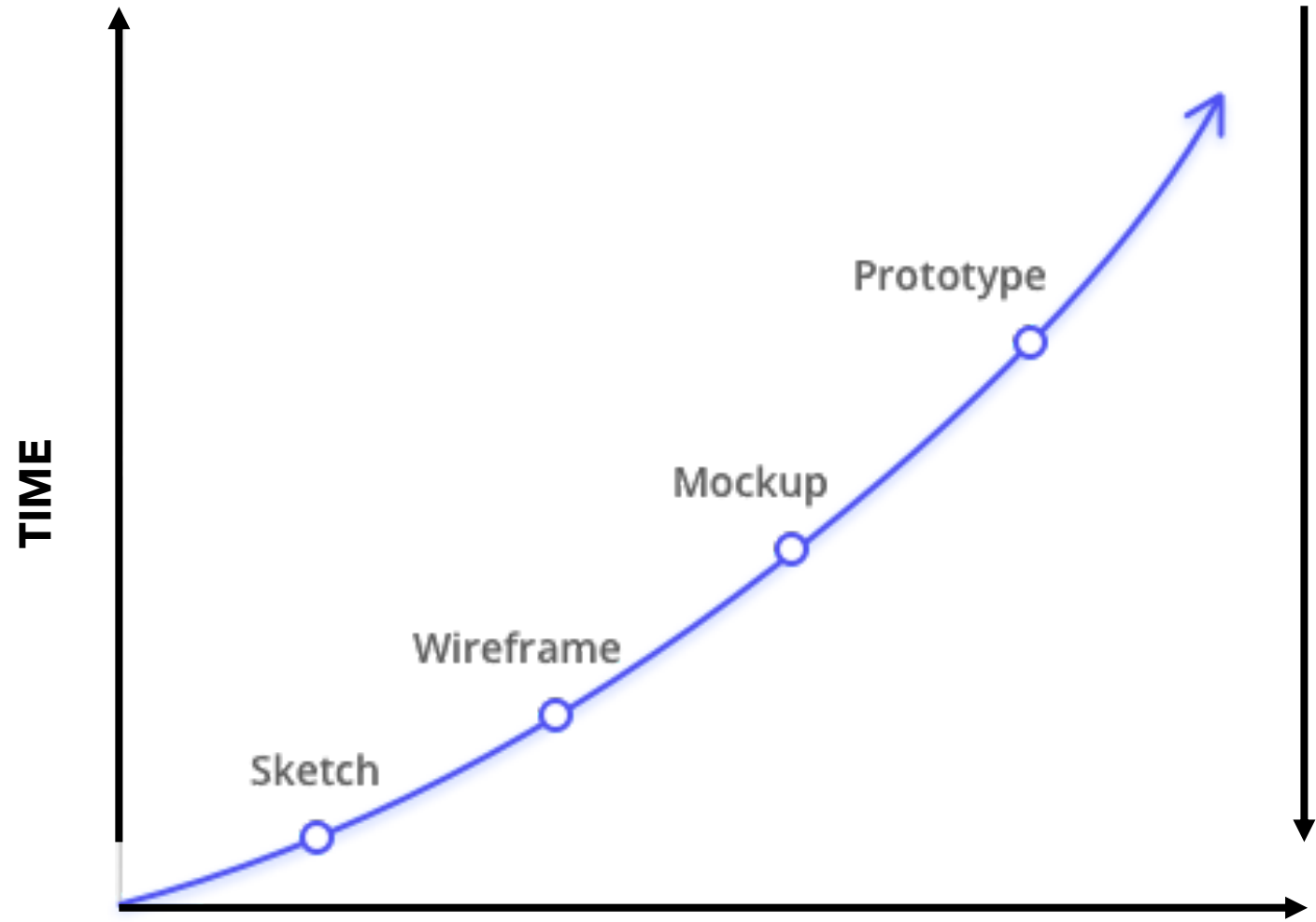


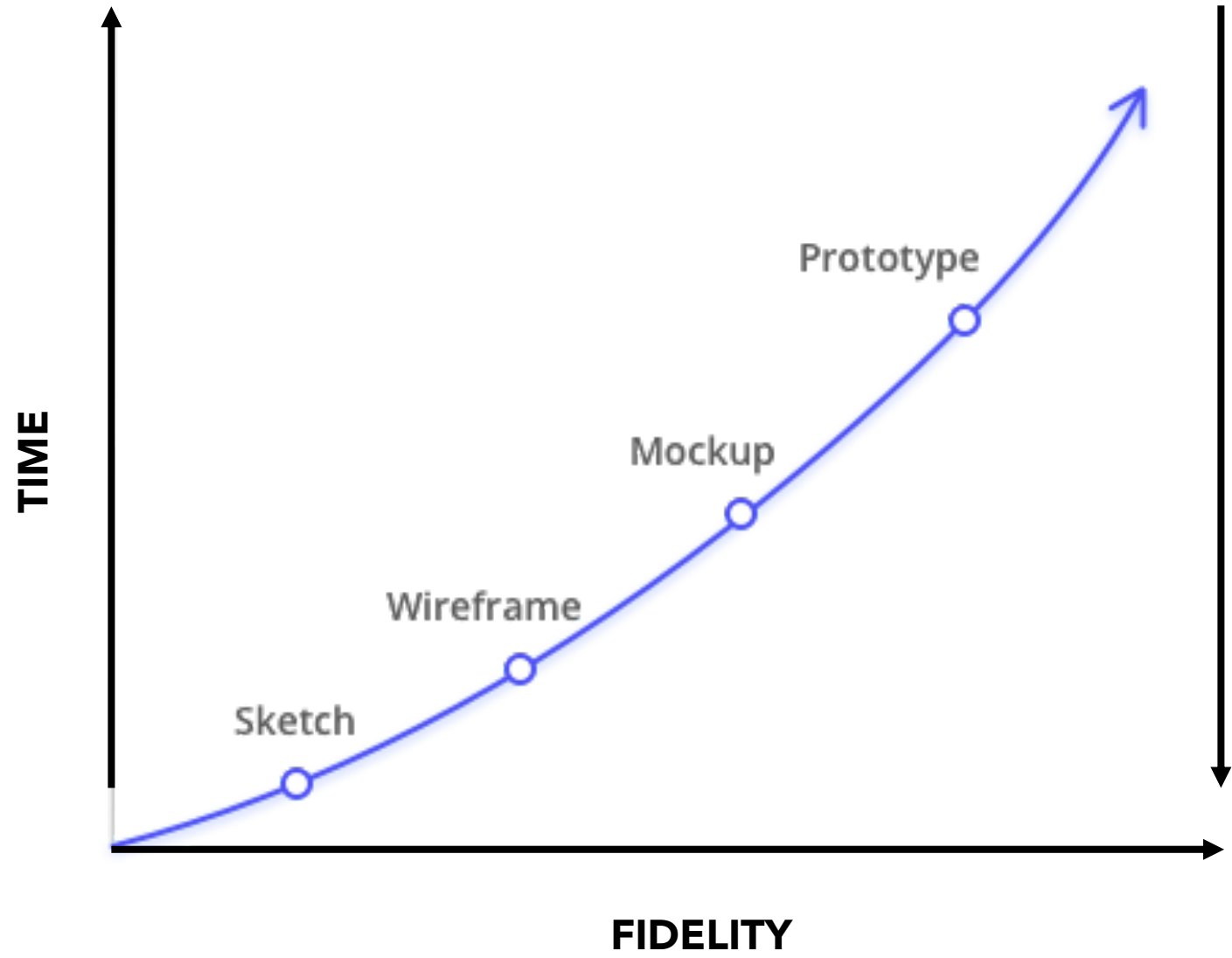
Sketches, Wireframes, Mockups and Prototypes

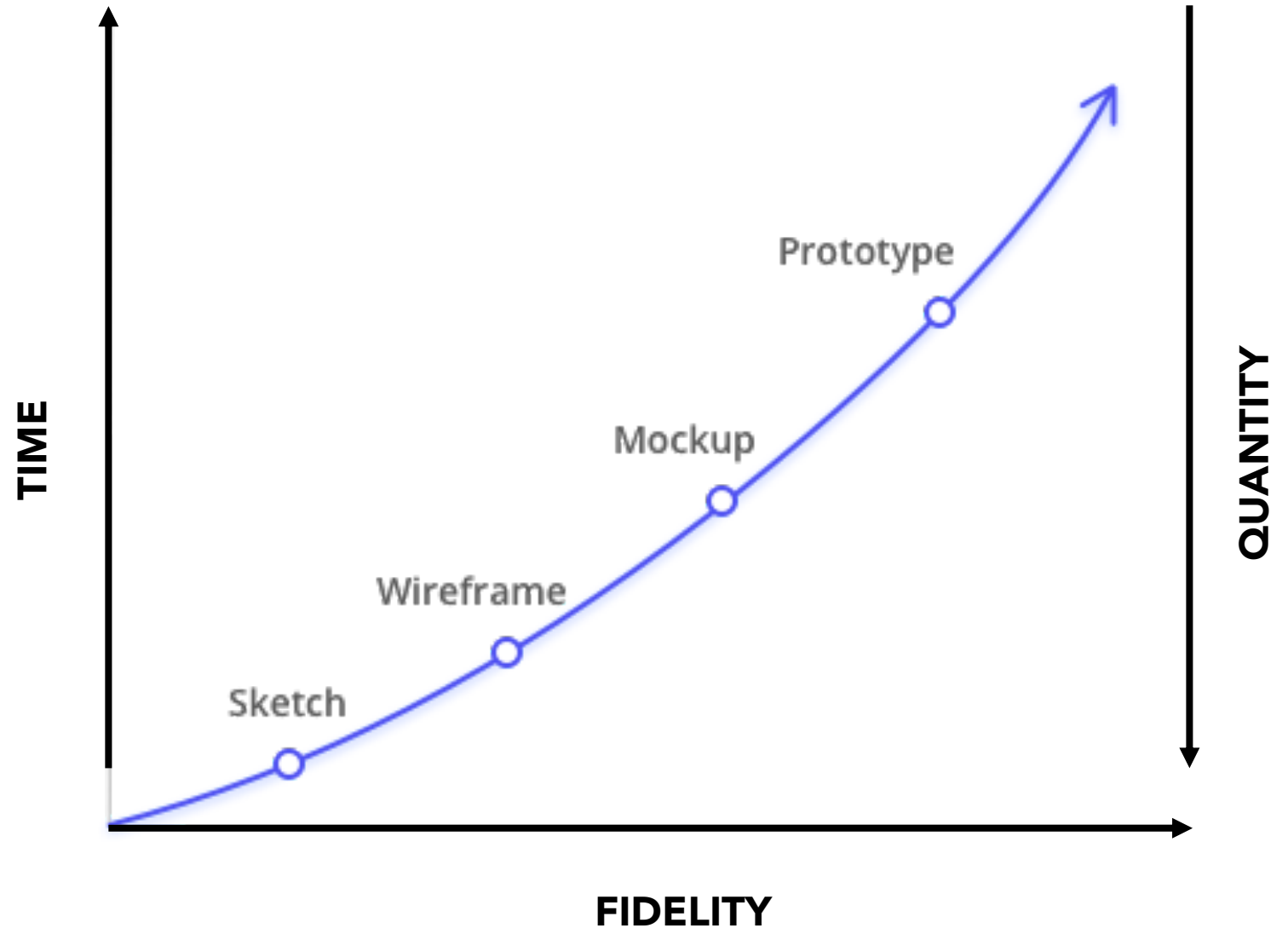
Dyson and his 5,127 prototypes



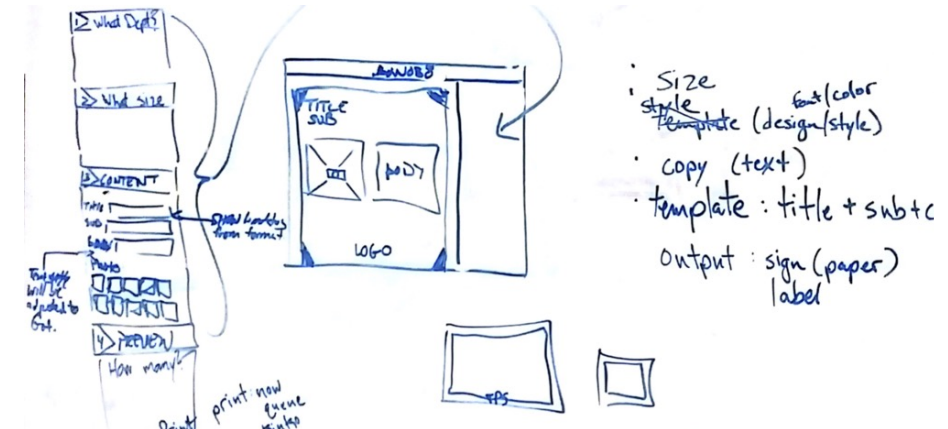
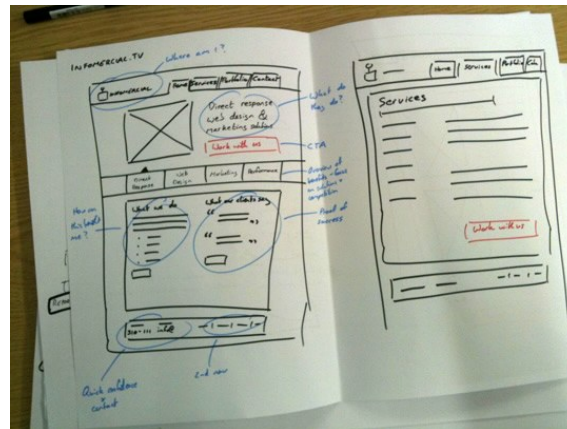
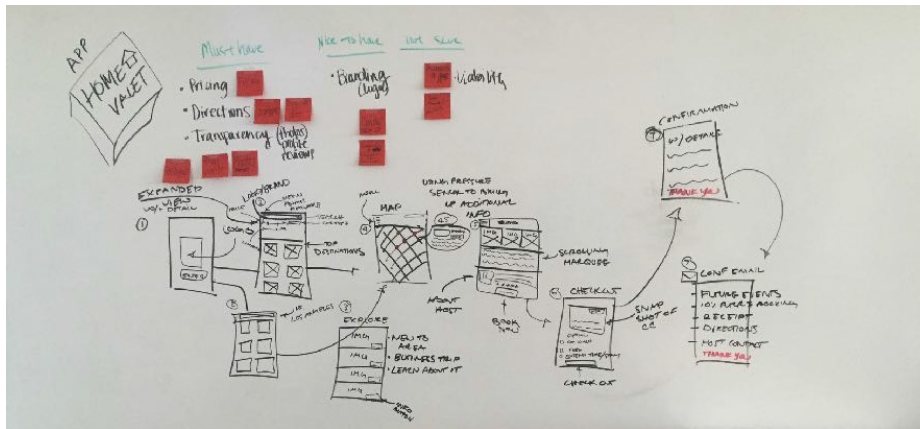
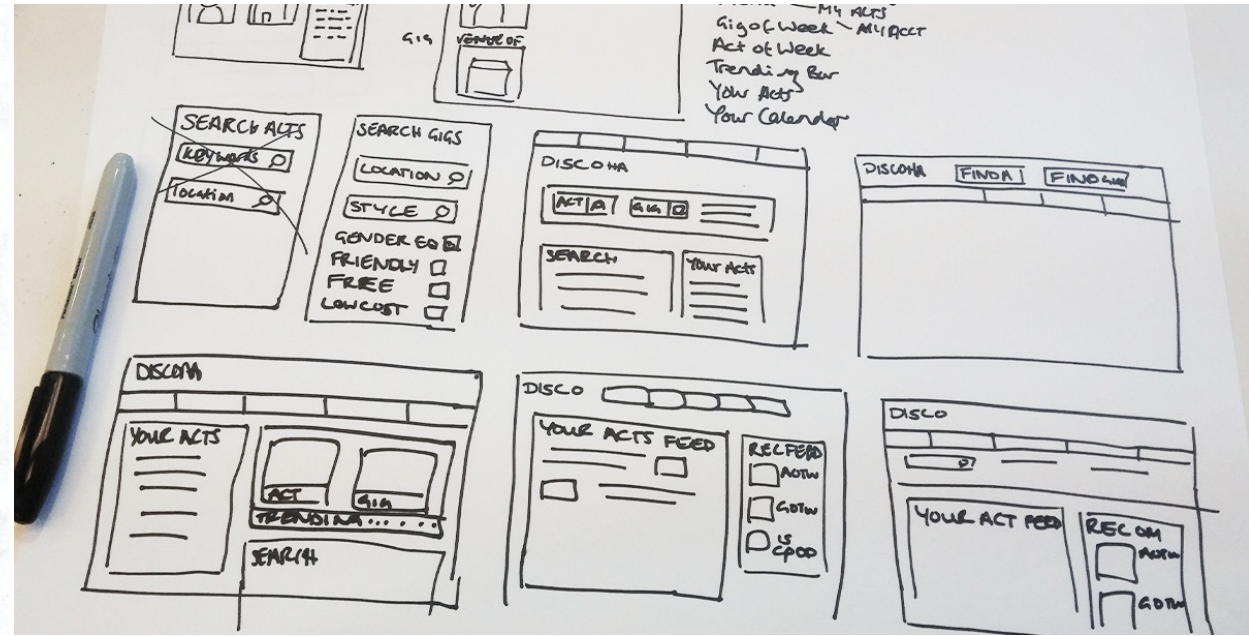
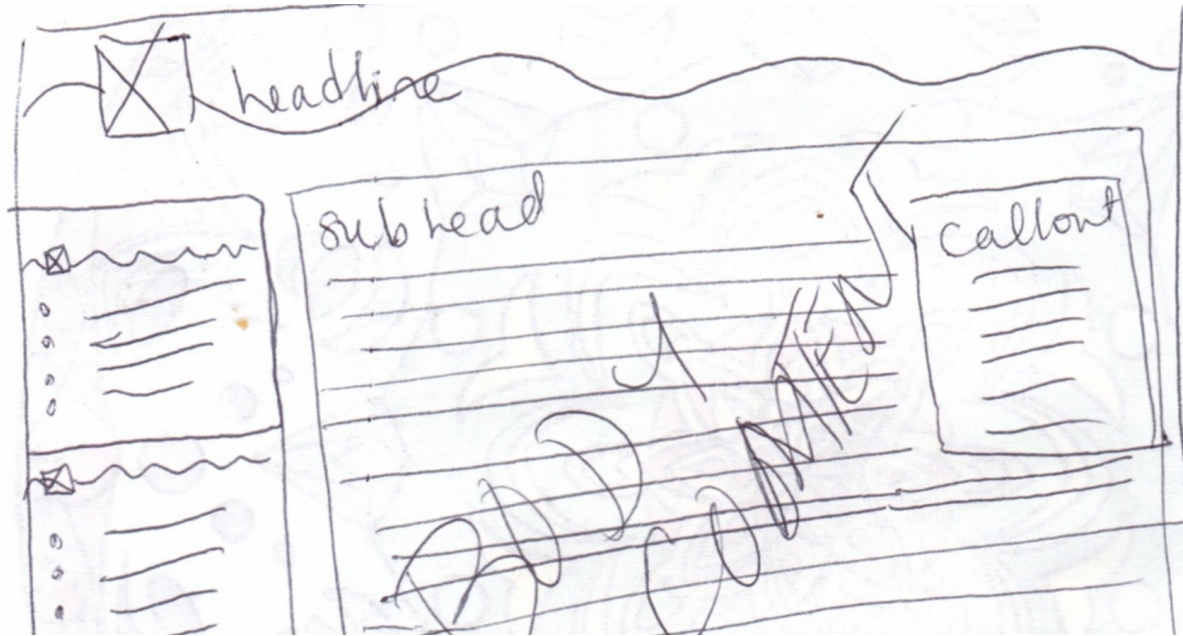








Sketches



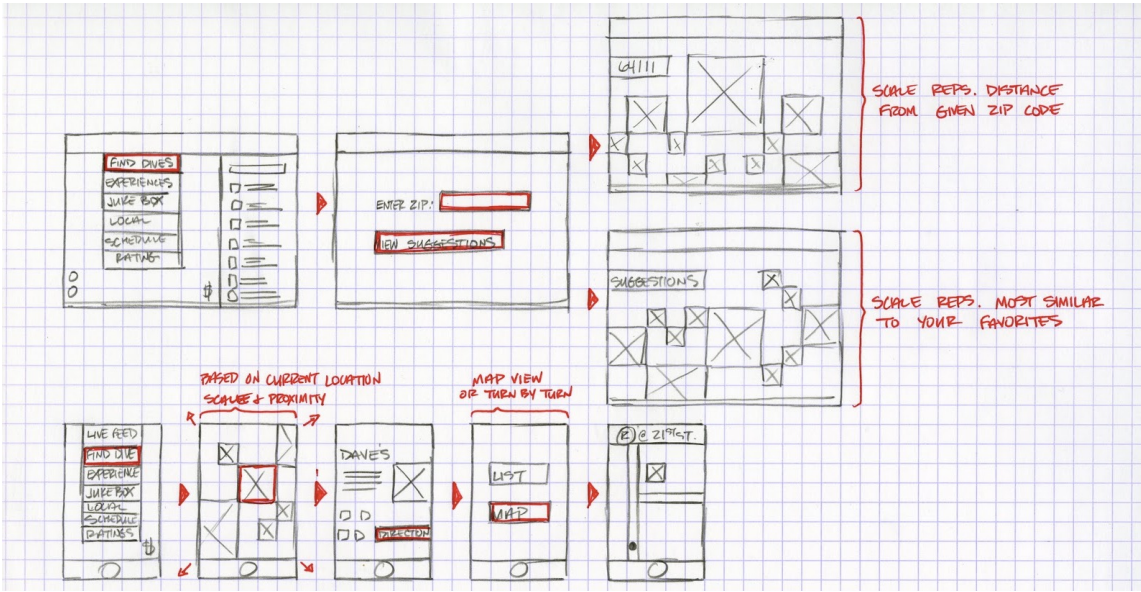
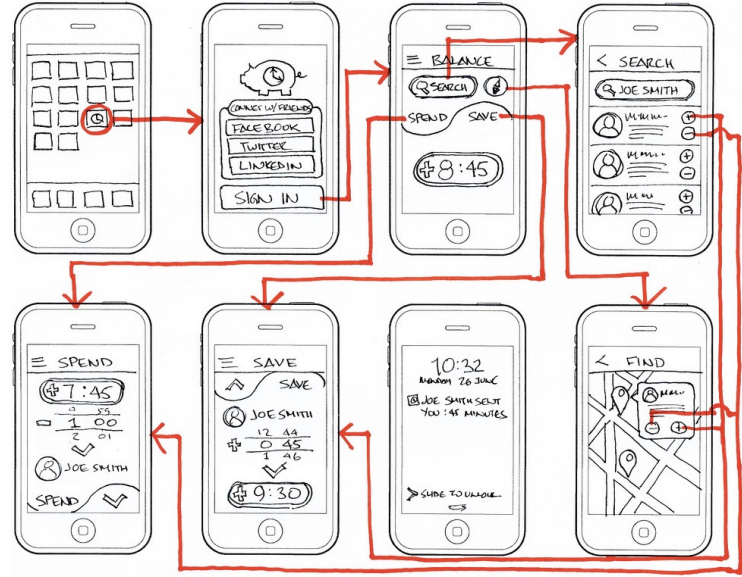
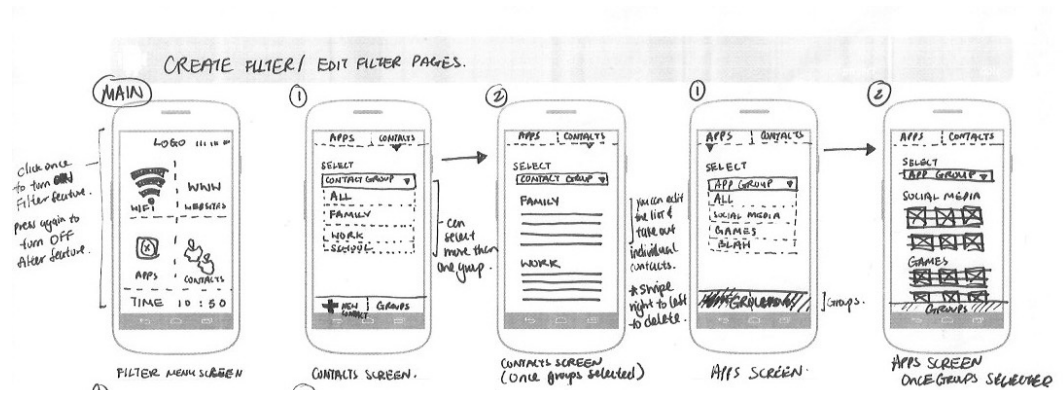
What are sketches good for?

- Exploring initial ideas and quickly iterating these
- Playing around with basic components
- Creating together as part of a design team

Things to consider with sketches

- Will typically be paper based – but could be done on a whiteboard visible to a whole team; rarely done digitally from the start.
- Having a specific set of user goals and tasks in mind is very helpful – even in this very early stage of design.
- They do not need to be “beautiful”!
- You will discard many ideas, but that is the point.

Wireframes



What are wireframes good for?

- Here you start to create the first real draft of the app across a number of screens.
- Explore, test out and iterate ideas with more refinement – focused more on the basic layout and key functionality
- Sharing as part of a design team, but also with clients and with users to get early feedback (e.g., The Human Computer).
- Gathering feedback that's focused on structure and overall concepts – not aesthetic detail – good to get feedback on scope of the design.
- Starts to get you to consider the placement of buttons, tabs, icons and other key elements

Things to consider with wireframes

- They can be paper-based or digital – good to use templates or graph / layout paper to help make neater designs if paper based.
- Keep them greyscale – focusing on layout and structure and the arrangement of key elements, not on aesthetic detail.
- Best used when you have an idea of the goals and needs of users, and when you know in broad terms the type of information / content is on your site or app.
- Use a wireframe to help establish what is of primary and secondary importance to the person who will use the design.

Mockups



<https://www.youtube.com/watch?v=O3BmHGNAGhM&t=1259s>

Credit: Build Amazing Things

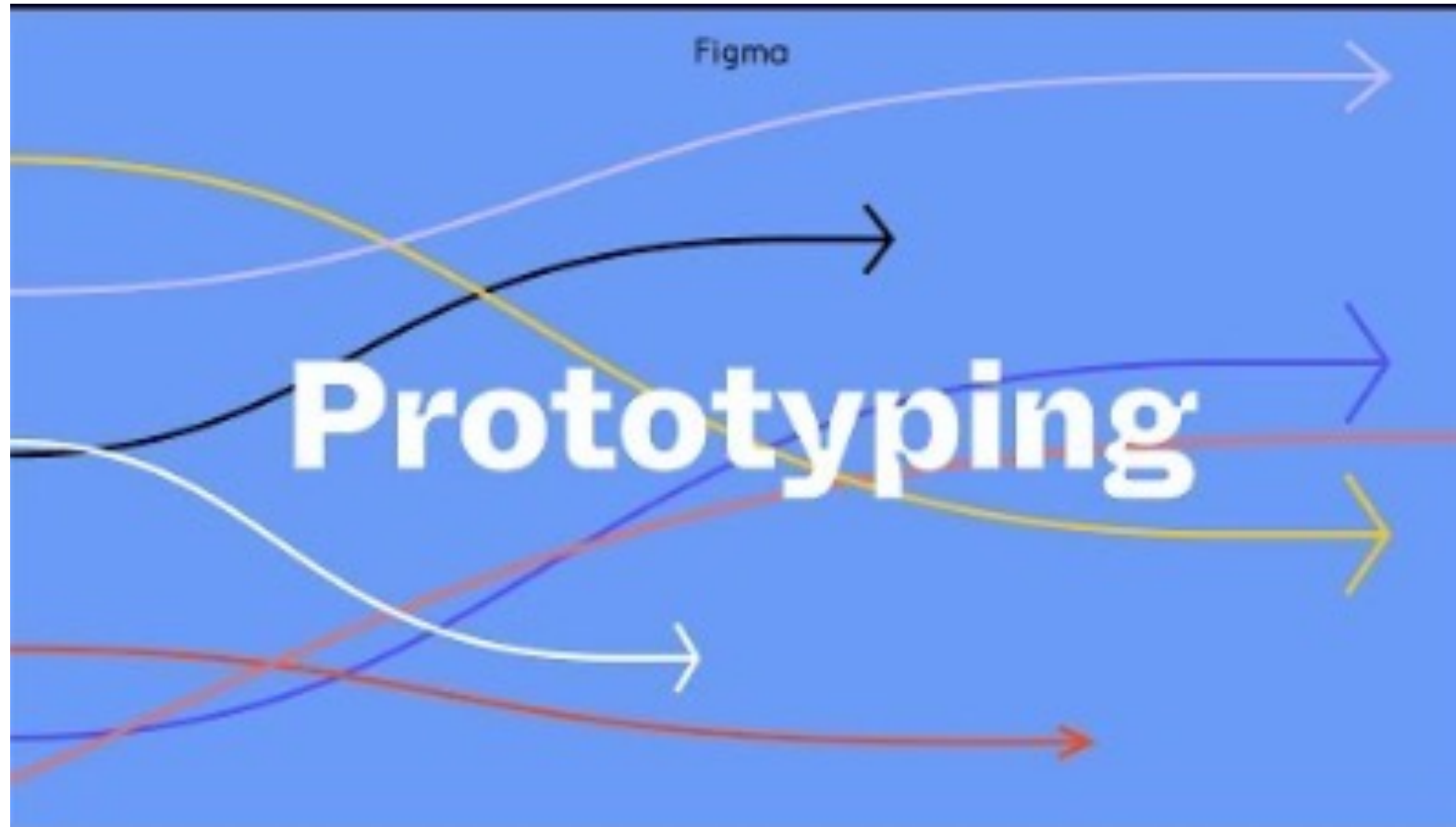
What are mockups good for?

- A mockup is a static representation of a final product
- Good for performing certain types of usability evaluation on – heuristic, cognitive walkthrough, think aloud (somewhat).
- Making decisions about font choice, colour scheme etc.
- The mockup is where you bring in all your knowledge about users in terms of affordance, metaphors, gestalt principles, layout design etc.

Things to consider with mockups

- Still create multiple mockups, exploring different font types, different sizes of text and buttons, different colour schemes etc.
- Think about the “design system” – the consistent use of symbols and components used throughout the mockup.
- Think about the common visual theme throughout.
- Lots of tools out there to help with mockup creation – find one that works for you, but also make sure it allows you to share designs with others (team mates, clients, users).

Prototypes



<https://www.youtube.com/watch?v=-sAAa-CCOcg&t=60s>

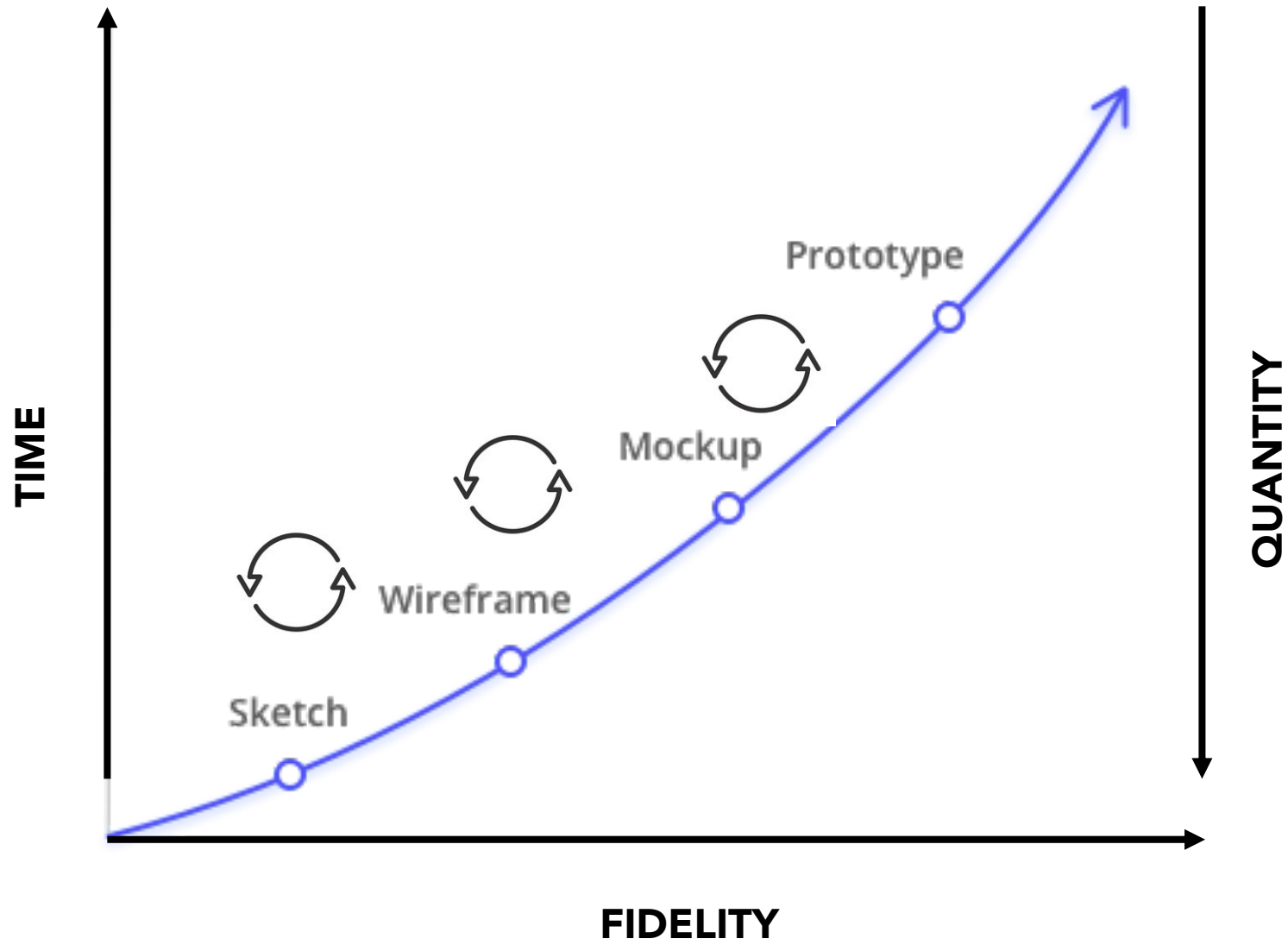
Credit: Figma

What are prototypes good for?

- They enable you to explore user journeys and user flows – how people move from one part of application to the next and then to the next.
- They show results to people based on actions they take
- They provide opportunities for more detailed feedback on usability – can be especially useful for Think Aloud

Things to consider with prototypes

- Make sure you have settled on the final overall visual design before prototyping – otherwise can be very time consuming.
- To begin with, avoid making all buttons, switches etc. simulate their functionality – focus on a specific user flow of actions.
- Knowing the sequence of changing the flow of pages ... good to do this “off screen” first!



Making with pens, on paper

- Use graph or layout paper
- Use different thickness pens and rulers
- Use templates:
 - Search “wireframe template” on Google – 100s if not 1000s of examples!
- Use different colours to connect frames together (e.g., arrow lines from button press to next frame).
- Working collectively around a whiteboard

Making digitally

- PowerPoint - Wireframes
- Marvel App - <https://marvelapp.com/> - Wireframes + Mockups
- Balsamiq - <https://balsamiq.com/> - Wireframes + Mockups
- Moqups - <https://moqups.com/> - Mockups
- Mockplus - <https://www.mockplus.com> - Mockups
- Figma - <https://www.figma.com/> - Mockups + Prototypes
- Adobe Photoshop, Illustrator or InDesign
 - Adobe XD – Mockups + Prototypes

Summary

- The value of prototyping – lots, fast, different degrees of fidelity
- Talked through different stages of prototyping:
 - Sketches
 - Wireframes
 - Mockups
 - Prototypes
- Examples of tools that can be used for different stages



Sketches, Wireframes, Mockups and Prototypes