

Prototyping User Experience

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Welcome to Melb Mobile

- 'Mobile tech talk' group
- Would love your involvement
- We are always looking for presenters, first time or practiced presenters
 - New interesting plugins
 - New tools
 - New frameworks or libraries
 - Development approaches
 - Just share some of your opinions



Contact us via the 'Melbourne Mobile' Meetup.com Group

Melbourne Mobile

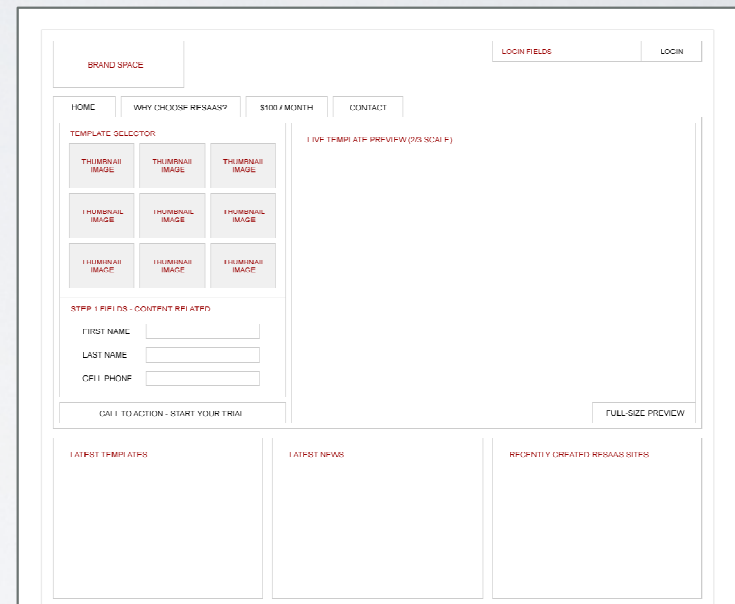
3 Co-organisers

- Chris Ward
 - Tommy Williams
 - Matt Jensen (me)
-
- Volunteering our time
 - Getting things kick-started for 2013 by giving talks ourselves

Common Project Planning

Would include iterations of:

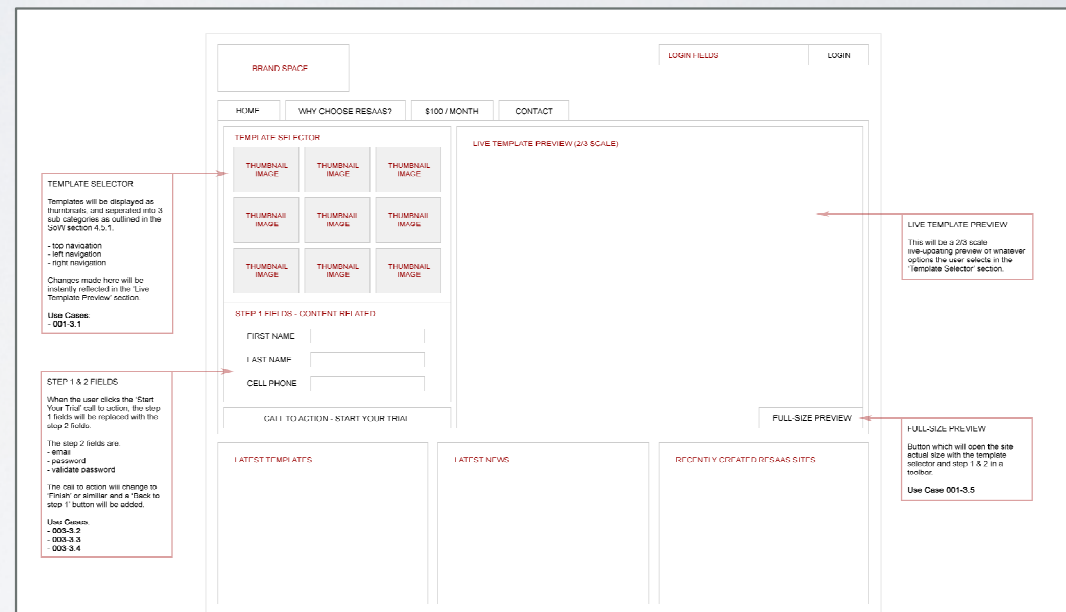
1. Wireframing (Paper, Visio)



Common Project Planning

Would include iterations of:

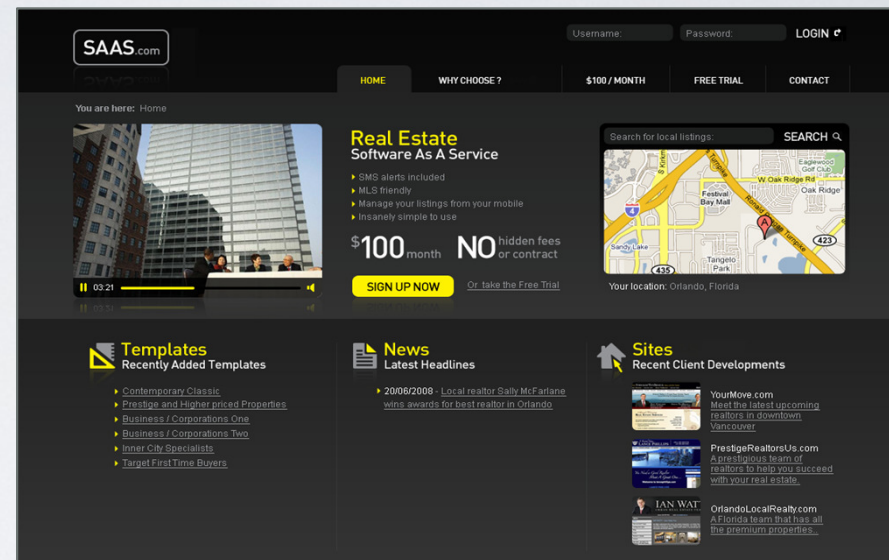
1. Wireframing



Common Project Planning

Would include iterations of:

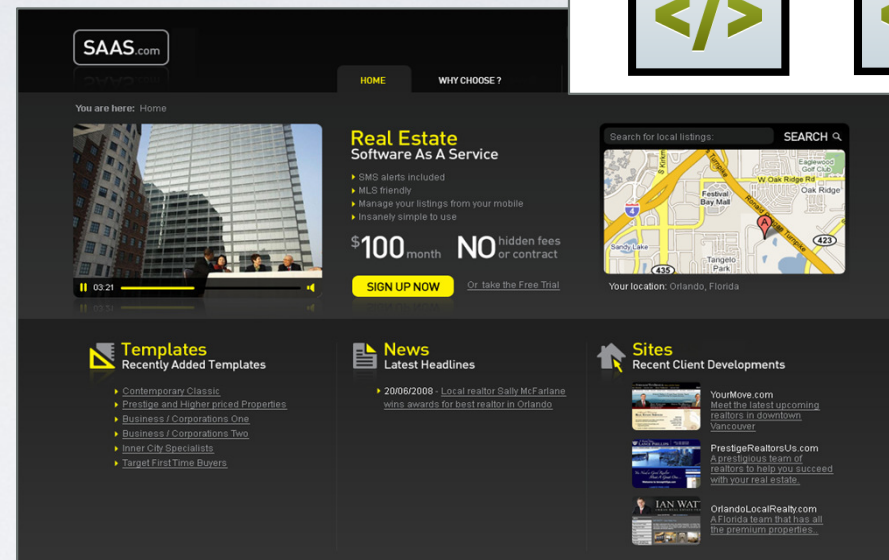
1. Wireframing
2. Visual Design



Common Project Planning

Would include iterations of:

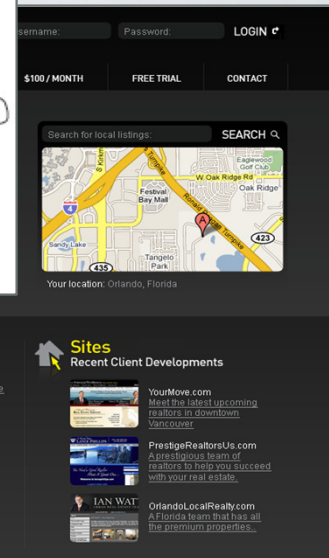
1. Wireframing
2. Visual Design
3. HTML prototyping



Common Project Planning

Would include iterations of:

1. Wireframing
2. Visual Design
3. HTML prototyping



- User Testing after each stage, or just at the end - depending on time/budget available
- Identify issues with the design, resulting in identifying refinements and revisions to the interface

What has changed?

The web is becoming the mobile web

1. Statistics say that more than 50% of Australian's had a smartphone in 2012
2. "The mobile market is going to be the largest market in the history of human civilization. "
3. Case in point - "Apple is not a technology company anymore. It's a mobile company."

Quotes:

1) Google Insights <http://www.thinkwithgoogle.com/mobileplanet/>

2) & 3) David Link: <http://www.deviantbits.com/blog/the-age-of-mobile.html>

How have things changed?

1. 'Mobile first' planning for apps and sites
 - a) Forces you to nail down most critical functionality for the user from the start of the project, and present to them usable way
 - b) If Mobile Market is going to be so big, makes sense to design for it
2. Design decisions should be based on evidence and not opinions

Luke Wroblewski – “If users can’t easily use your site or app, they simply won’t.”
3. User Centred Design paramount for mobile

Project Planning - now

New Prototyping tools help facilitate this change:

Past	Now
1) Wireframing	1) Wireframing & HTML Prototyping
2) Visual Design	2) User Testing
3) HTML prototyping	3) Visual Design
4) User Testing	4) More User Testing

Tools such as Axure, Justinmind Prototyper, Adobe Fireworks to a degree (good with the use of [TAP](#))

Prototyping Tool

- Justinmind Prototyper www.justinmind.com

The screenshot displays the Justinmind website interface. At the top left is the Justinmind logo. A dark navigation bar contains links for Developers, Support, Blog, and Usernote. Below this is an orange navigation bar with links for FEATURES, EXAMPLES, DOWNLOAD, WIDGET LIBRARIES, LEARN, and PRICING. The main content area is split into two panels. The left panel, titled "From wireframes to interactive prototypes", shows a wireframe of a "Health Plans" form with a magnifying glass over the "Components" panel. The right panel, titled "Gestures for mobile application prototypes", shows a list of gestures including Swipe Right, Pinch Open, Rotate Left, Rotate Right, Tap Hold, Orientation Portrait, and Orientation Landscape.

From wireframes to interactive prototypes

Gestures for mobile application prototypes

Apparently used by Google, PayPal, Sony, HP, Nasa, Red Bull

Software Demo

- Quick software UI run through of Palettes & Widgets
- Demo from scratch
- Data driven demo
- Demo mobile project ('iPhone App' download found [here](#))
- Export to HTML, copy files to Android

Shortfalls

- No 100% values (eg. width, height) (Axure)
- 2 Templates – with/without ‘Phone Chrome’ – to be fixed
- Can’t interact with phone features easily (Camera, Microphone)
- Not perfect App prototype, may need to guide testing
– but just explain it is a Prototype! Not supposed to be used to release an App either!

Other Features

- Free version – may be quite sufficient
- Master widgets (inc. Shopping Cart widget)
- Versioning / file sharing
- Can publish to Cloud Based User Testing site ‘User Note’ for testing in a browser (web or mobile)
 - Feedback system built in
 - User Testing software integration (Keynote, Userzoom)
- Plenty of learning material, support forum available

Project Benefits

- Create interactive prototype faster than can do wireframes
- Highly interactive products that need to be used in order to be understood.
- Identify unexpected user needs => opportunities for new features, content and functionality
- Don't to be a developer to make a prototype

Business Benefits

- Validate designs before development starts
- Save weeks of prototype & development time
- Good for projects with small (User Experience) budgets
- Better communication with
 - Project Team - Get everyone on the same page
 - Clients - can't always see beyond the unfinished nature of a wireframe

Conclusion

- Check it out – free version may be quite sufficient!
- Pro version (\$19 – 29 / month); 30 day trial
- Saves time and money
- Promotes Mobile first, User Centred Design
- Most value out of it by using it for **User Testing** during your Project Planning

Thanks!

Melbourne Mobile

- [Meetup.com/MelbourneMobile](https://www.meetup.com/MelbourneMobile)
- Twitter [@MelbMobile](https://twitter.com/MelbMobile)
- [Linked In group](#)

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