

Wireframes and Low-Fidelity Prototypes

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Design Sprint Day 3

1. Present & vote candidate solutions
 - No discussion
2. Refine/merge parts & decide the best solutions
 - What's your unique value proposition?
3. Write goal statements & evaluation metrics
4. Storyboarding

Goal Statements



Our **DogWalker** app will show tips to select a dog walker which will affect non-tech-savvy users by helping users hire the right dog walkers. We will measure effectiveness by tracking the booking rate in the app.

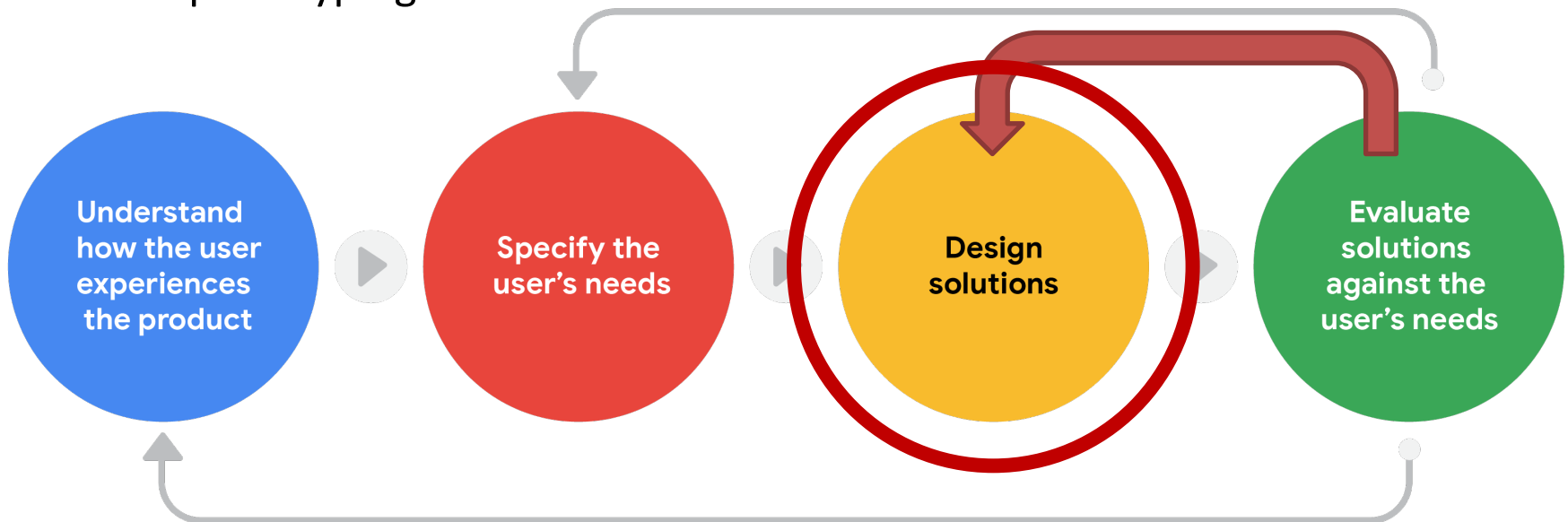


Our **CoffeeShop** app will let users place group orders in advance which will affect users who have to make and pick up large orders by letting users skip the line and save time. We will measure effectiveness by tracking orders of 5+ items through the app.

- Let's build a prototype for your solution!

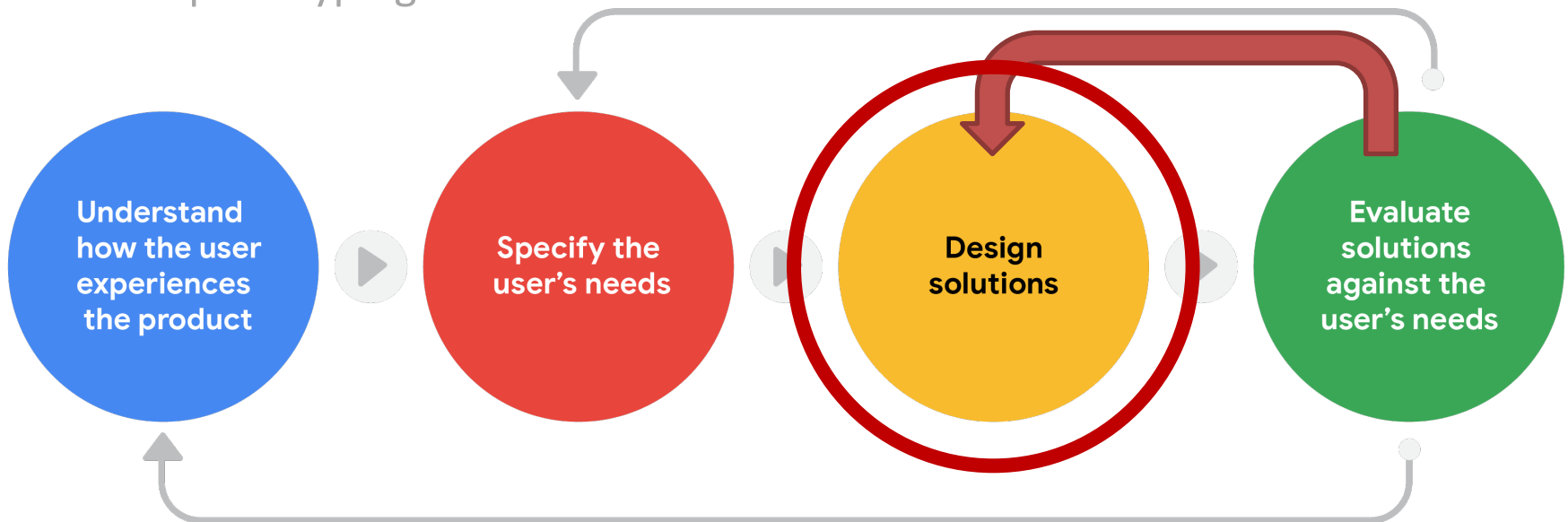
Outline: Low-fi Prototyping

- Storyboarding
 - Big picture storyboards
 - Close-up storyboards
- Wireframing
 - Information architecture
 - Psychology behind UI
- Lo-fi prototyping



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Storyboards

- A series of panels or frames that visually describes and explores a user's experience with a product

UX Design Storyboard

Scenario:



- Telling a story through visuals is often more effective than using words

Types

- **Big-picture** storyboards
 - Focus on what the user needs, their context, and why the product will be useful to the user
- **Close-up** storyboards
 - Concentrate on the product and how it works
- Consider the example:



Our **CoffeeShop** app will let users place group orders in advance which will affect users who have to make and pick up large orders by letting users skip the line and save time. We will measure effectiveness by tracking orders of 5+ items through the app.

Big-picture Storyboards

UX Design Storyboard

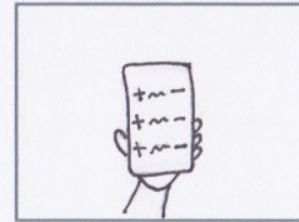
Scenario: An app to help users place large coffee orders quickly and easily – big picture



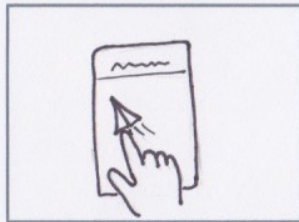
Anika wants to get coffee for the team. Anika is surrounded by people giving orders



Anika remembers an app that can help



Anika uses our app to take orders



In the app, Anika can send the menu and take orders



Anika sends the order and coffee starts brewing



Anika and the team are happy with their coffee

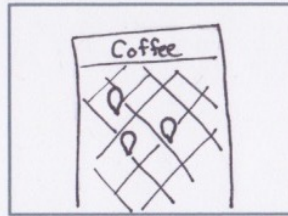
Close-up Storyboards

UX Design Storyboard

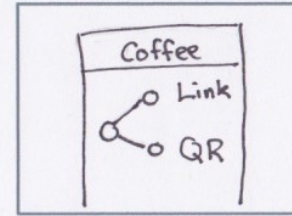
Scenario: An app to help users place large coffee orders quickly and easily — close-up



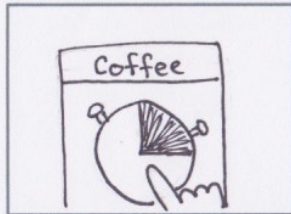
Anika opens up the app



Anika selects nearest location



Anika sends out menu to the team



Anika starts a countdown for the order



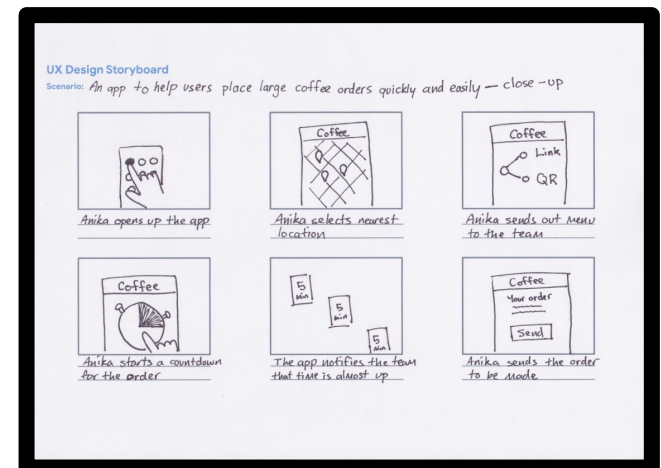
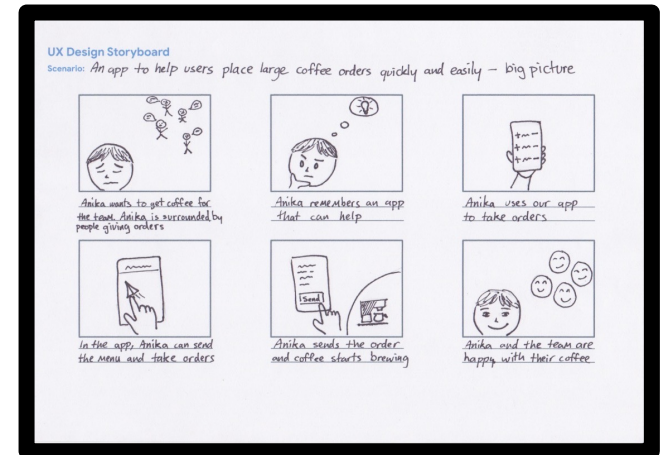
The app notifies the team that time is almost up



Anika sends the order to be made

Key Elements

- Character
 - The target user (from your major persona)
- Scene
 - The user's environment
- Narrative
 - The problem the user is facing and how the design will solve this problem
- Plot
 - Solution offered by the design



How to Create Big-picture Storyboards?

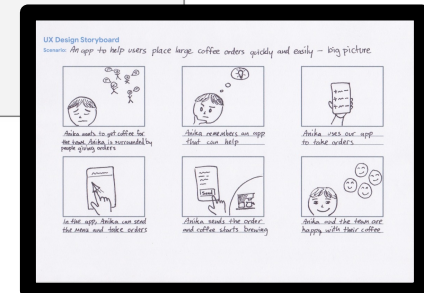
- Based on the *user journey map* you already have



Persona: Anika

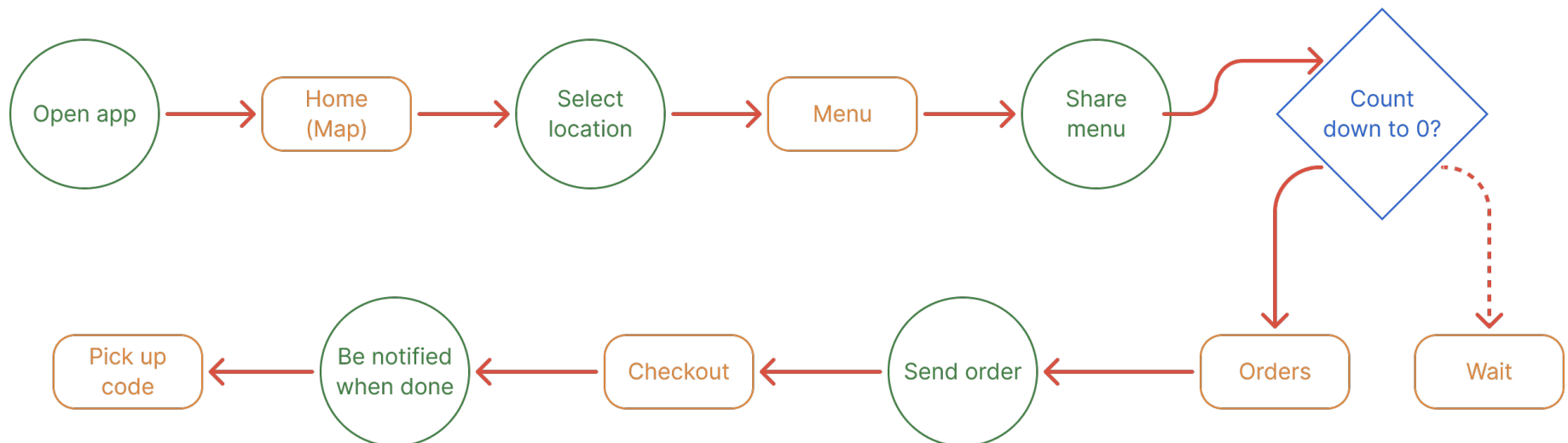
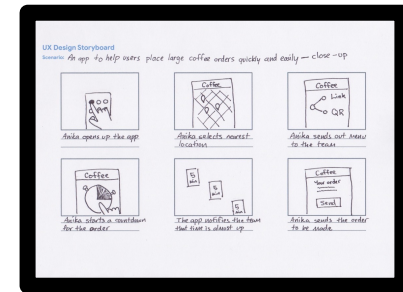
Goal: A fast and easy way to place and pick up group orders

ACTION	Collect orders	Go to Coffeehouse	Submit group order	Wait for order completion	Pick up order
TASK LIST	Tasks A. Collect orders from coworkers B. Collect payment from coworkers	Tasks A. Go to Coffeehouse B. Wait in line	Tasks A. Relay order to barista B. Double-check order for accuracy C. Initiate checkout	Tasks A. Gather any extra items (napkins, coffee sleeves, etc.)	Tasks A. Pick up order B. Check that order is correct
FEELING ADJECTIVE	Excited to connect to coworkers Worried about making order errors	Anxious about getting back to work in time	Stressed about entering each order one by one	Anxious about time	Relieved that order is ready Hopeful that everyone's orders are correct
IMPROVEMENT OPPORTUNITIES	Offer a way to easily collect multiple orders	Create an app for advance ordering	Offer a way to easily collect multiple orders	Create an app that offers order status updates	



How to Create Close-up Storyboards?

- Based on the *user flows*
 - Actions, screens, decisions
 - Happy path (solid) vs. edge cases (dotted)



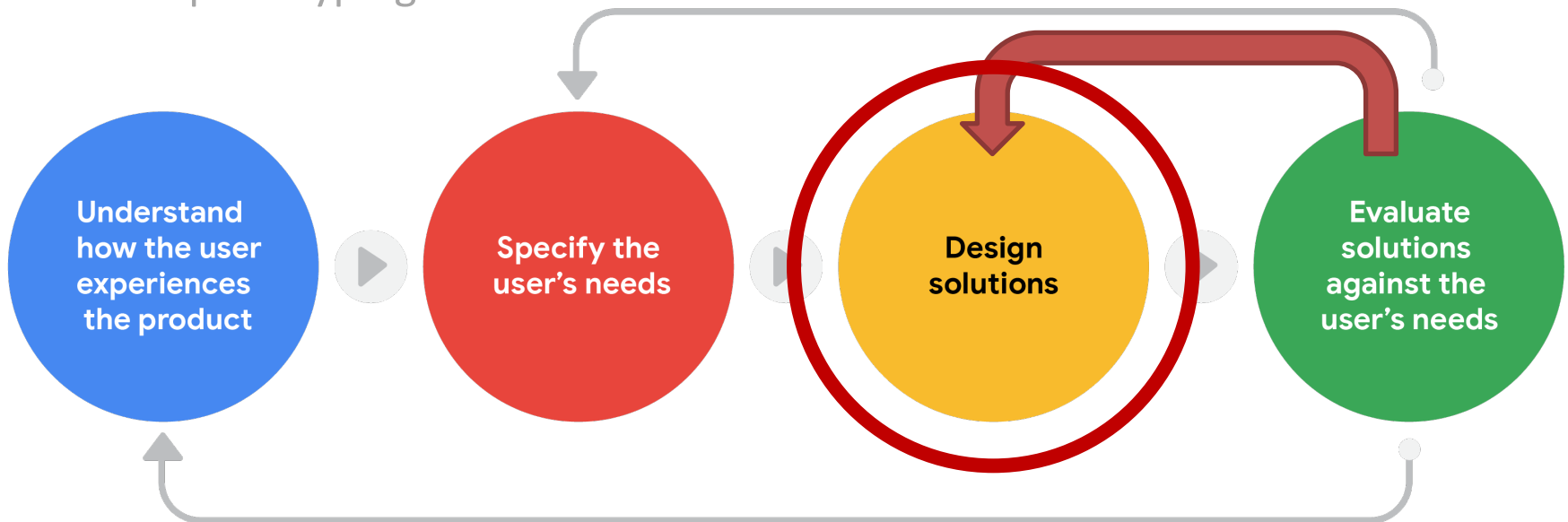
Exercise: DogWalker Storyboards



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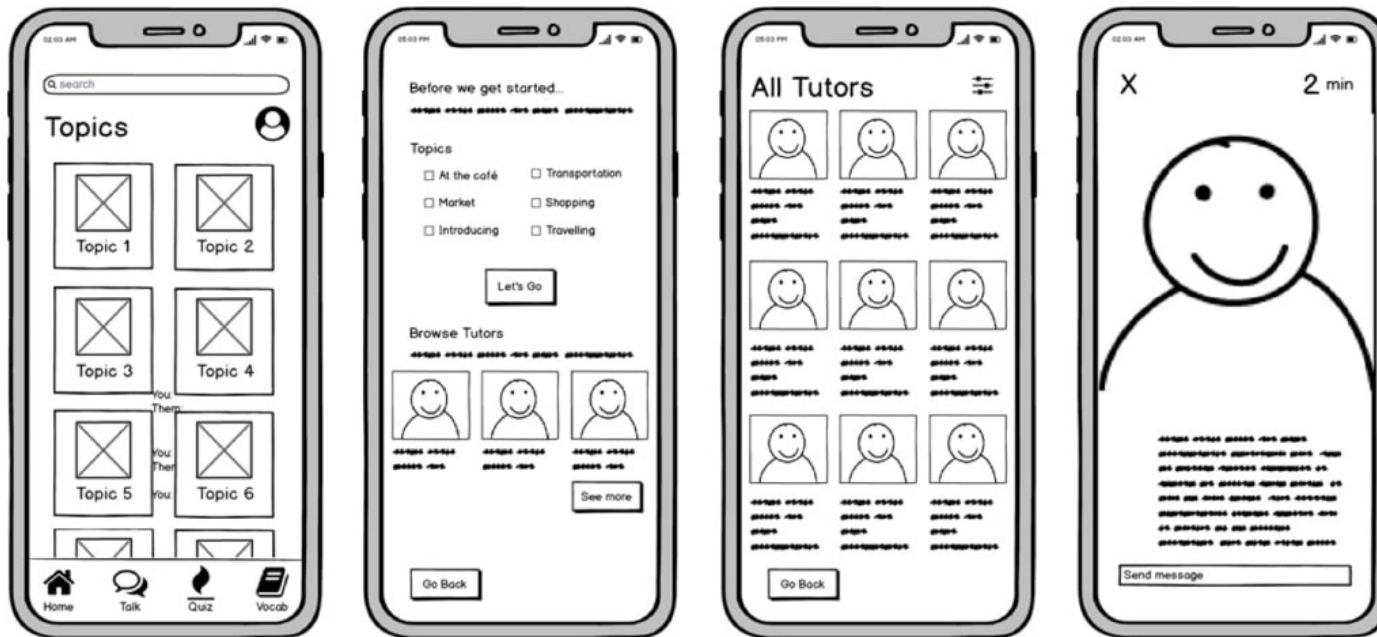
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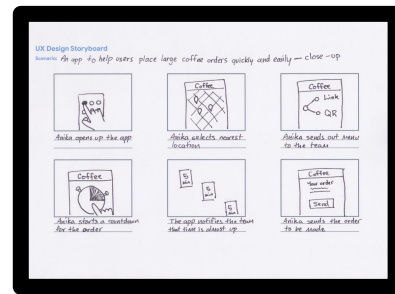


Wireframe

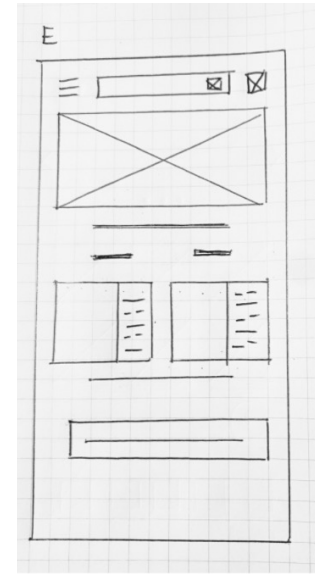
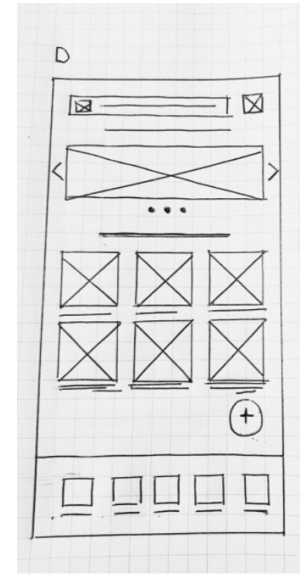
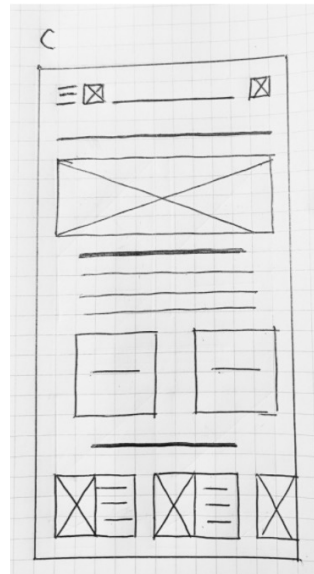
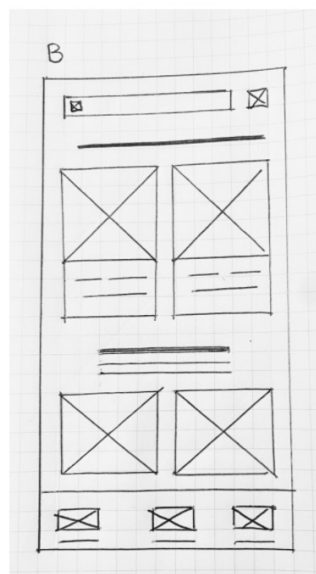
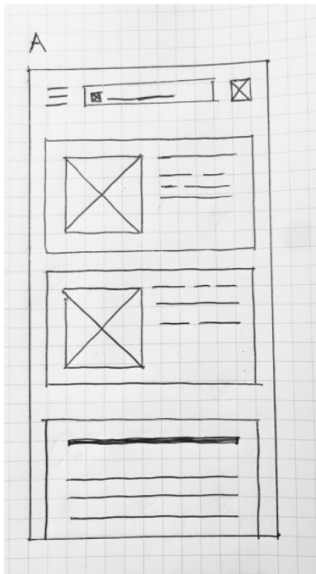
- A basic outline of a digital experience, like an app or a website



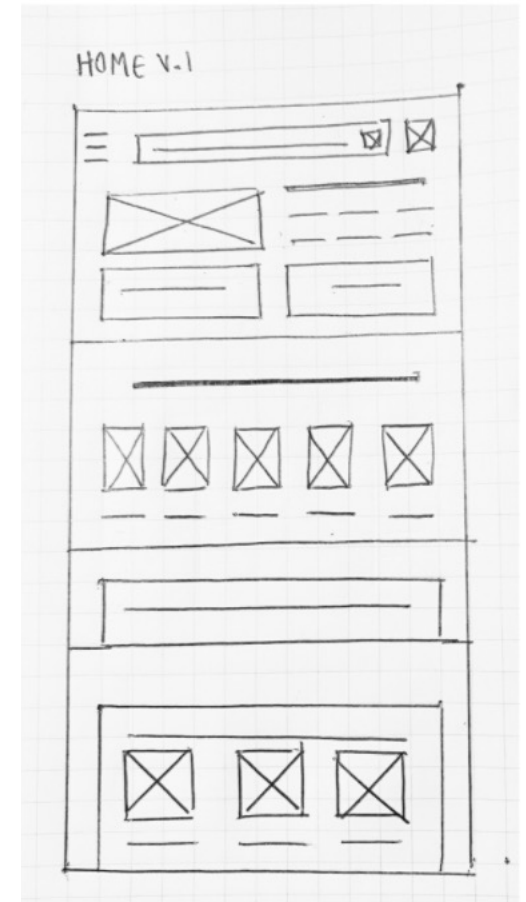
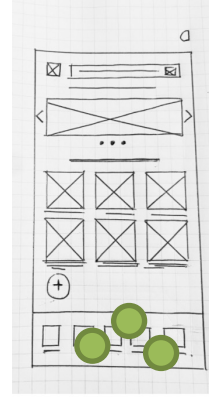
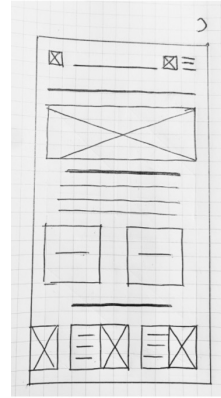
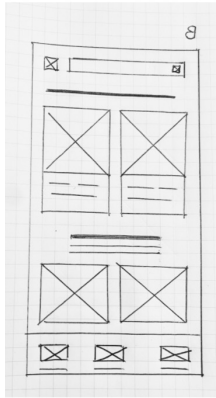
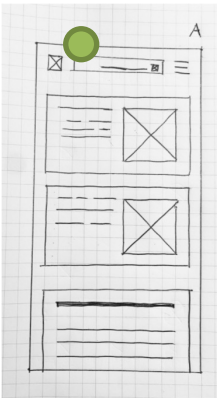
Same Idea, Different UIs



“Show menu...”



Refined

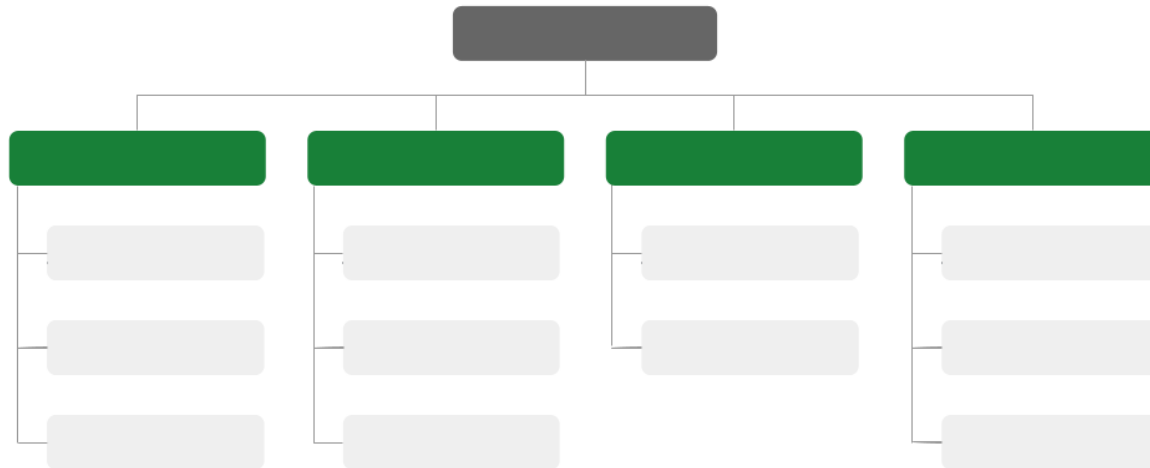


Benefits of Wireframes

- Inform the element to include in your design
- Catch problems early
- Get stakeholders to focus on structure rather than details
- Save time and effort
- Iterate quickly

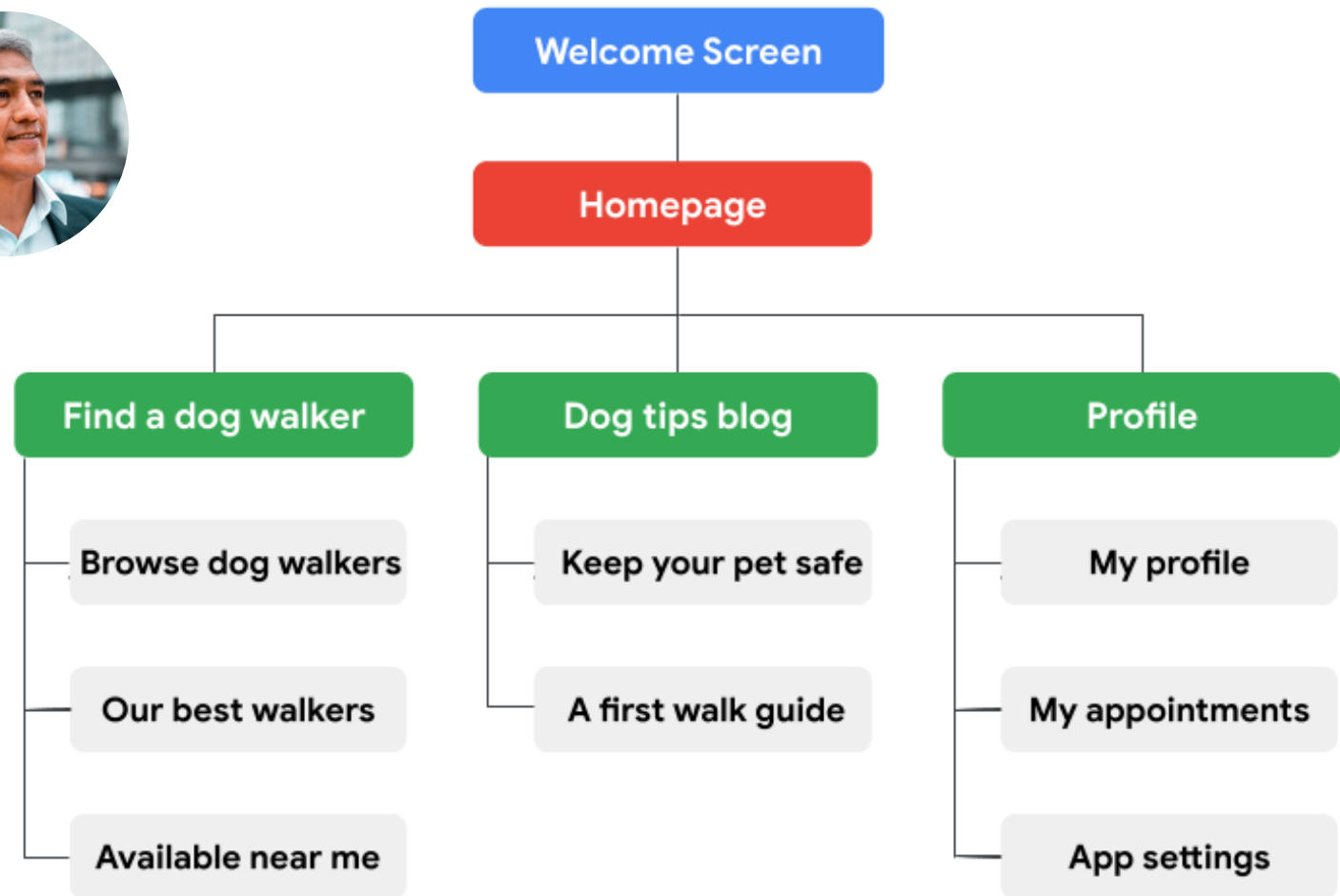
Information Architecture (IA)

- Organization of content that help users understand where they are in a product and where the information they want is



- When users can find what they're looking for, quickly and intuitively, you have a good IA

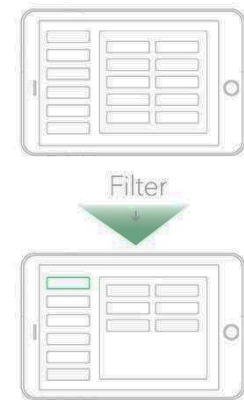
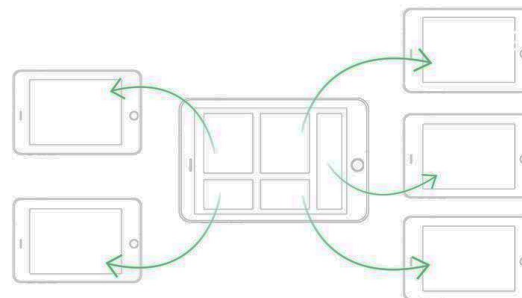
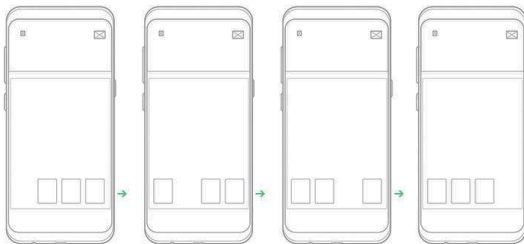
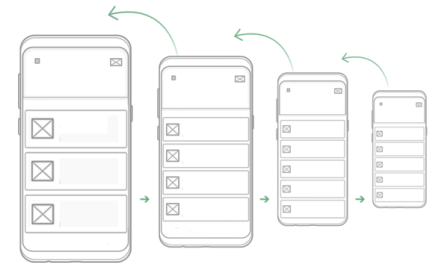
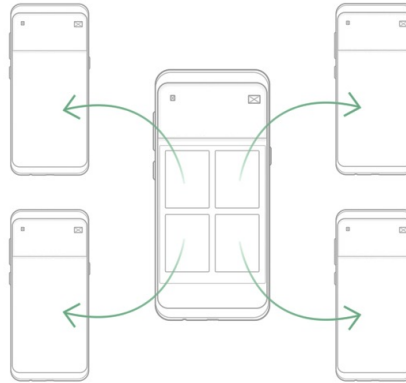
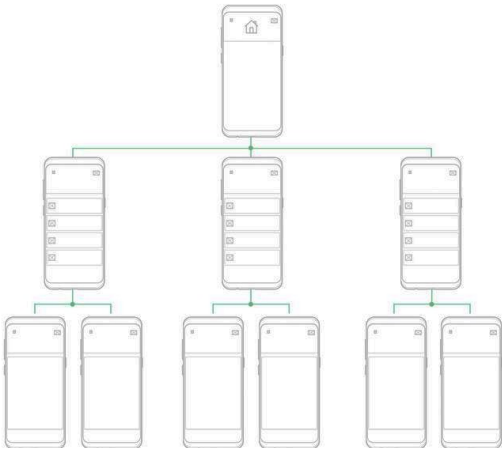
Example: DogWalker



8 Principles of IA

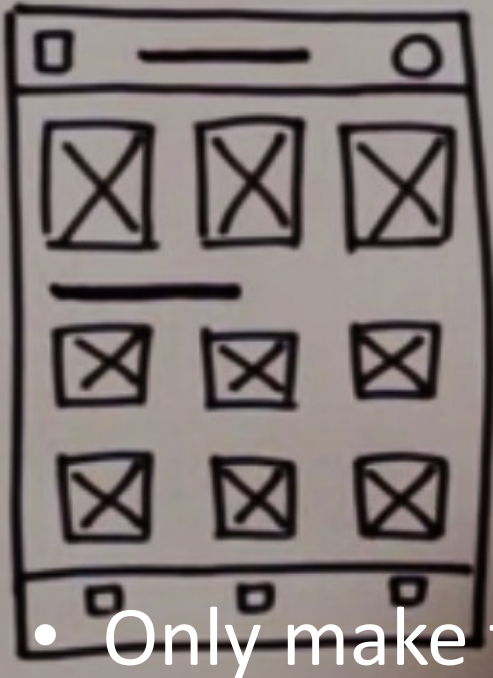
1. **Object principle:** You should view your content as “living” and as something that changes and grows over time
2. **Choice principle:** People think they want to have many choices, but they actually need fewer choices that are well-organized
3. **Disclosure principle:** Information should not be unexpected or unnecessary
4. **Exemplar principle:** Humans put things into categories and group different concepts together
5. **Front door principle:** People will usually arrive at a homepage from another website
6. **Multiple classification principle:** People have different ways of searching for information
7. **Focused navigation principle:** There must be a strategy and logic behind the way navigation menus are designed
8. **Growth principle:** The amount of content in a design will grow over time

6 Common Patterns of IA

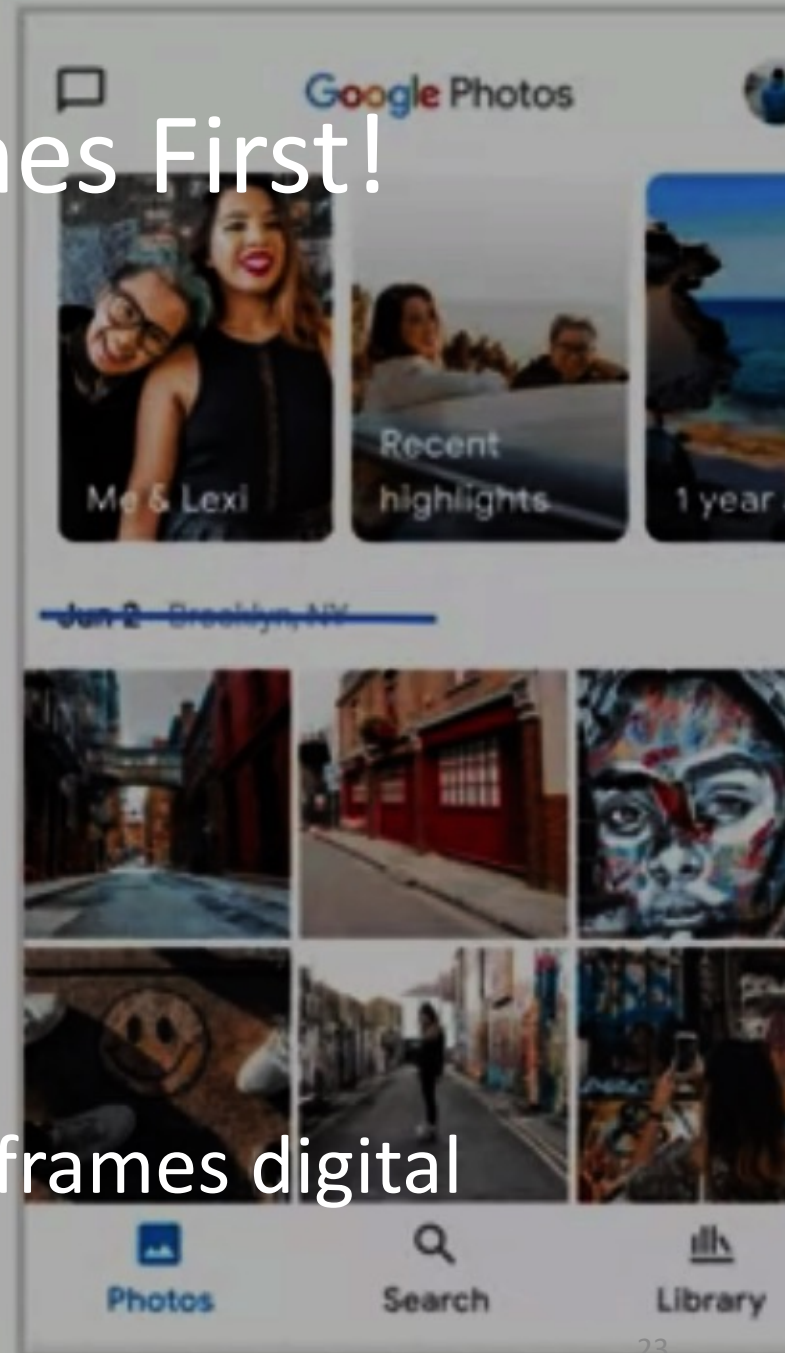


Paper Wireframes First!

- Text, images, buttons

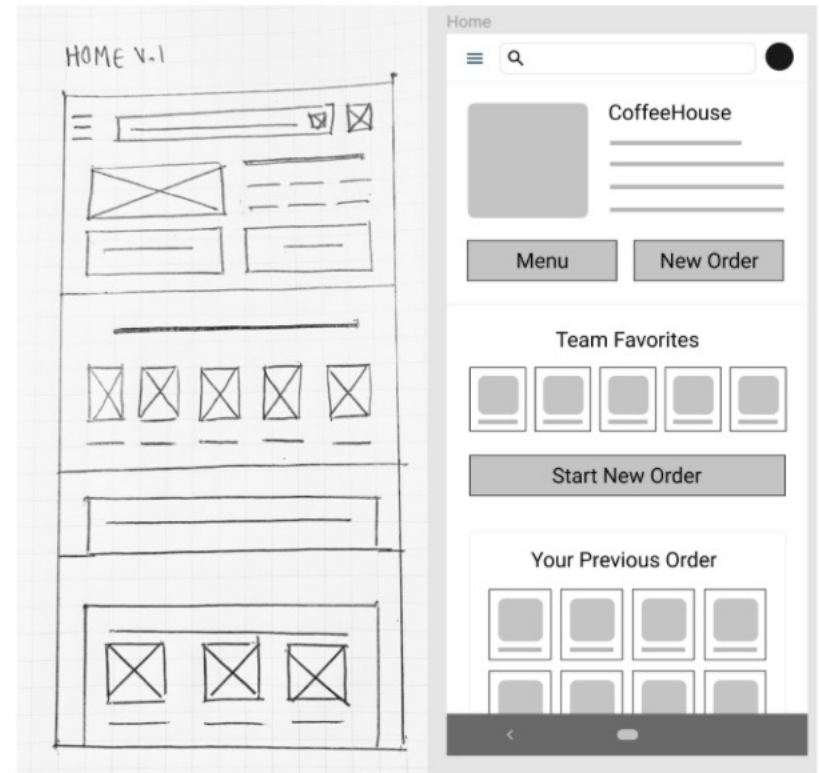


- Only make the refined wireframes digital



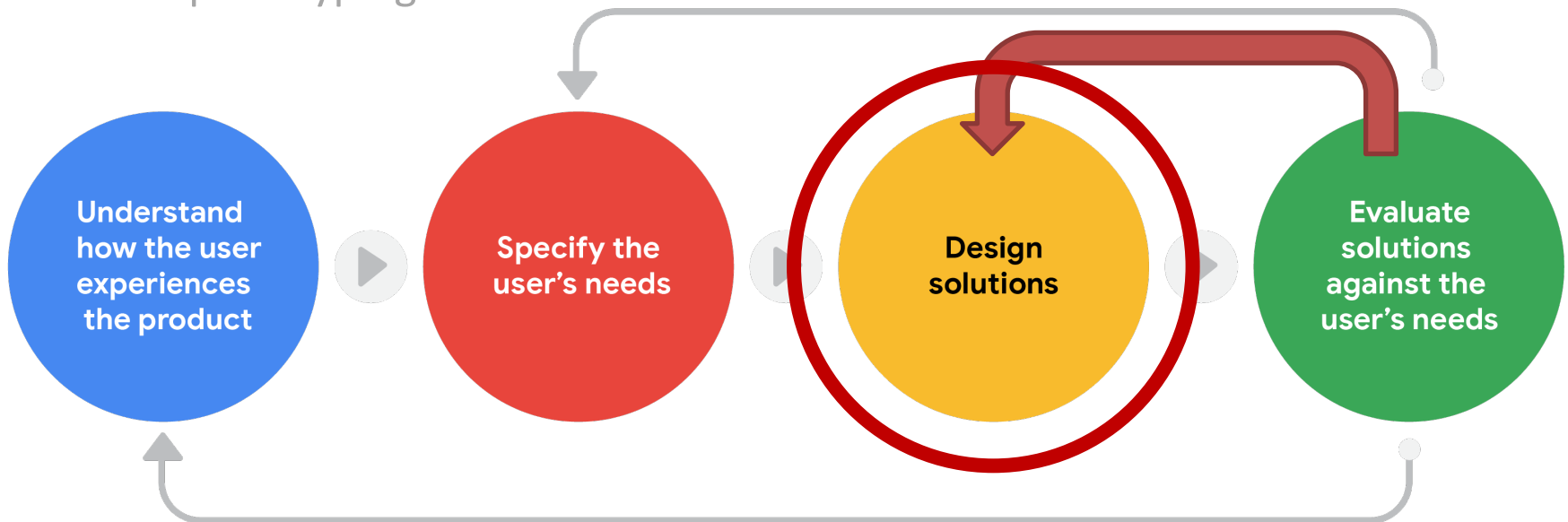
Digital Wireframes

- Takes times to make
- Easy to share
- Necessary for digital prototyping
- [Wireframing using Figma](#)



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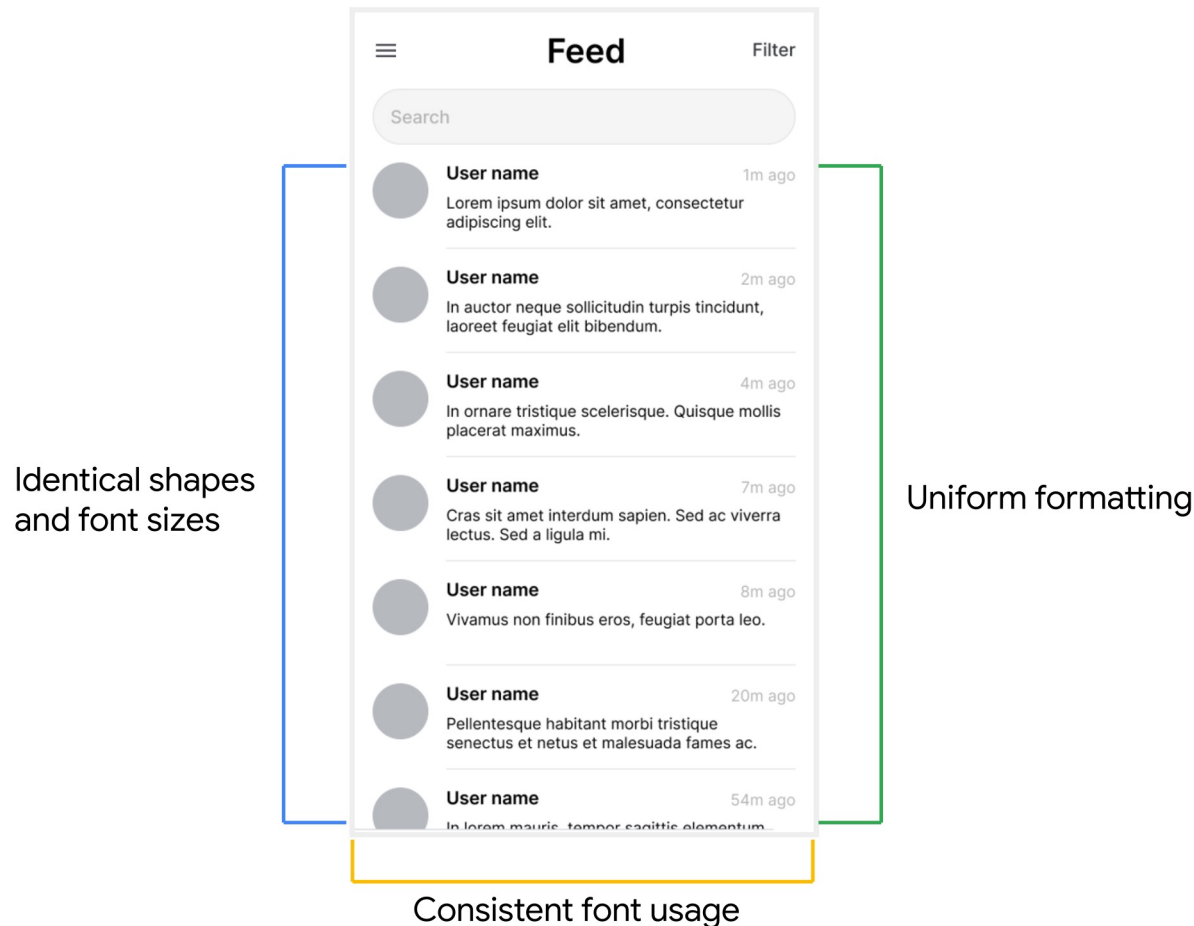


Gestalt Principles

- Principles describing how humans group similar elements, recognize patterns, and simplify complex images when we perceive objects

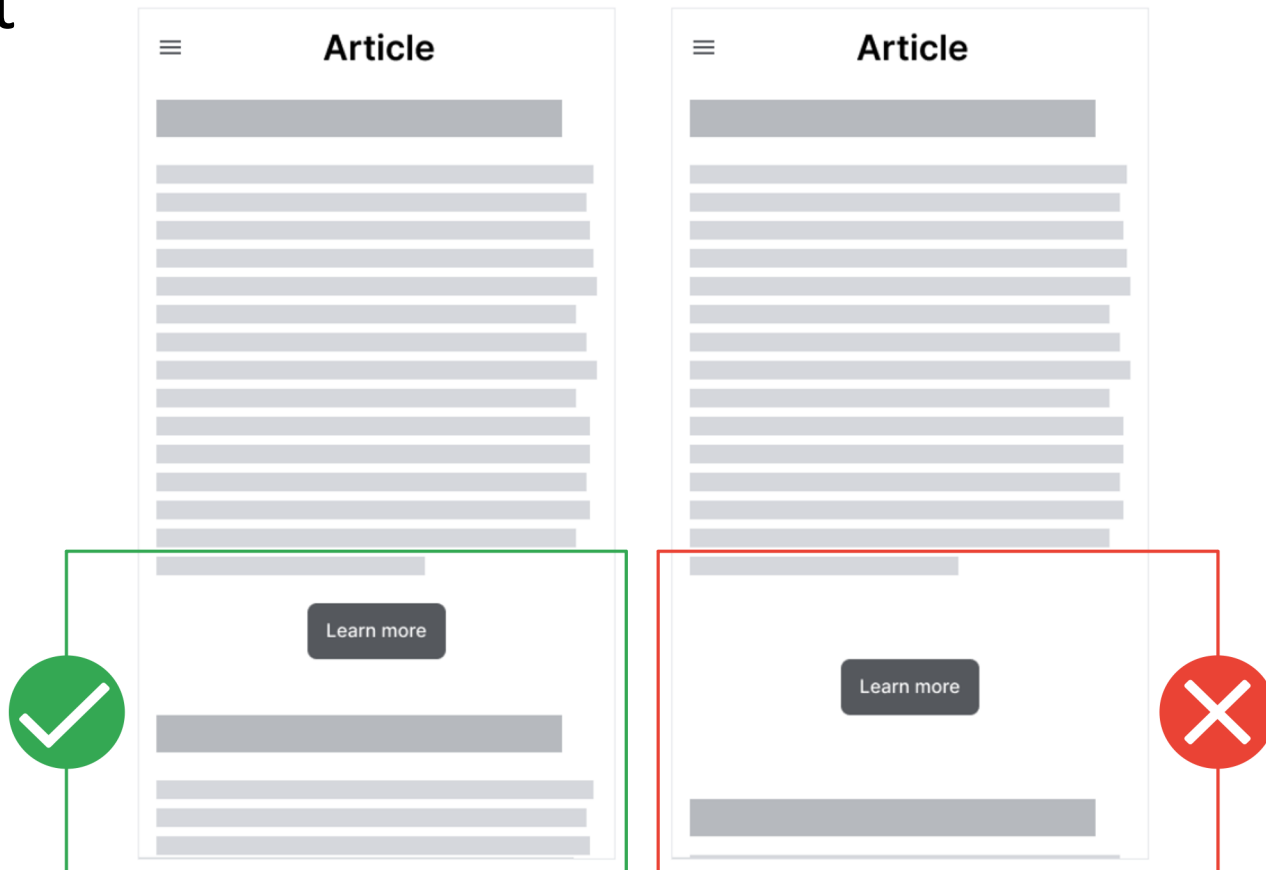
Gestalt Principles 1: Similarity

- Elements that look alike (in shape, size, or color, for instance) are perceived to have the same function



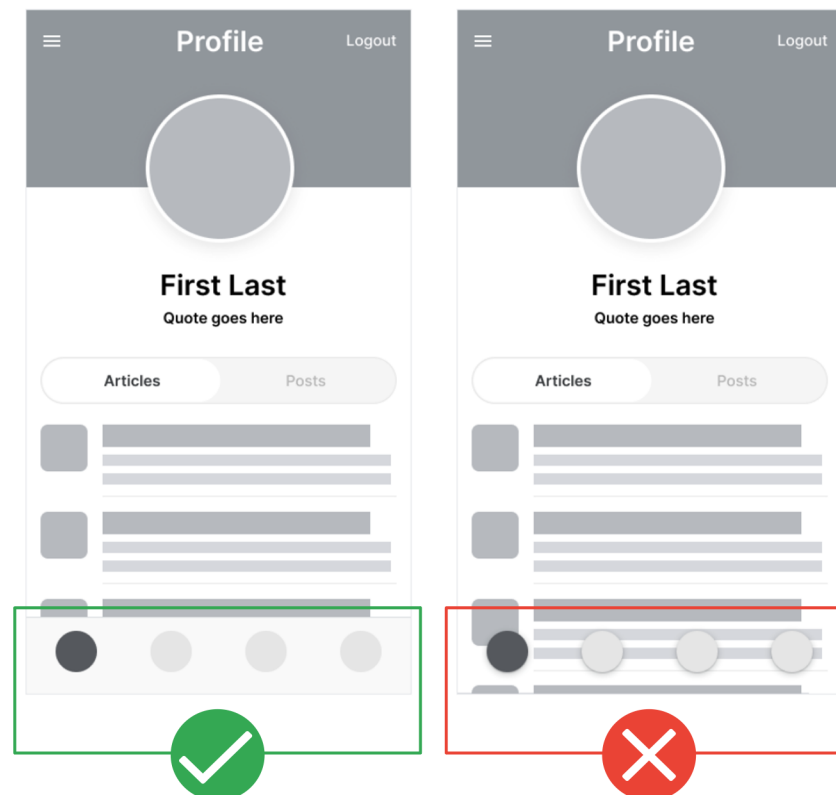
Gestalt Principles 2: Proximity

- Elements that are close together appear to be more related than things that are spaced farther apart



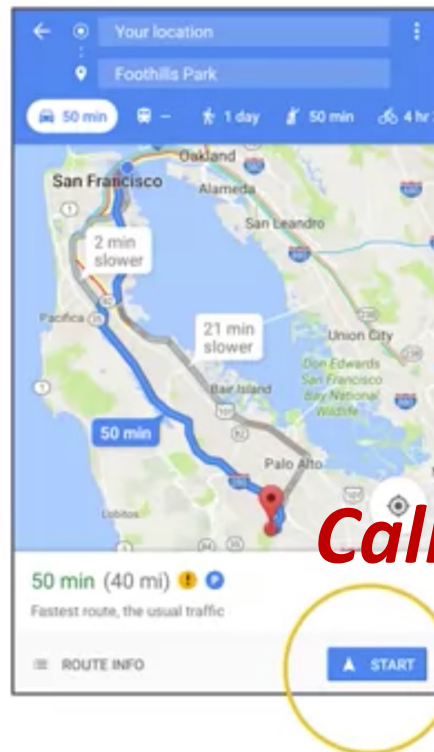
Gestalt Principles 3: Common Region

- Elements located within the same closed area are perceived to be grouped together



Von Restorff Effect

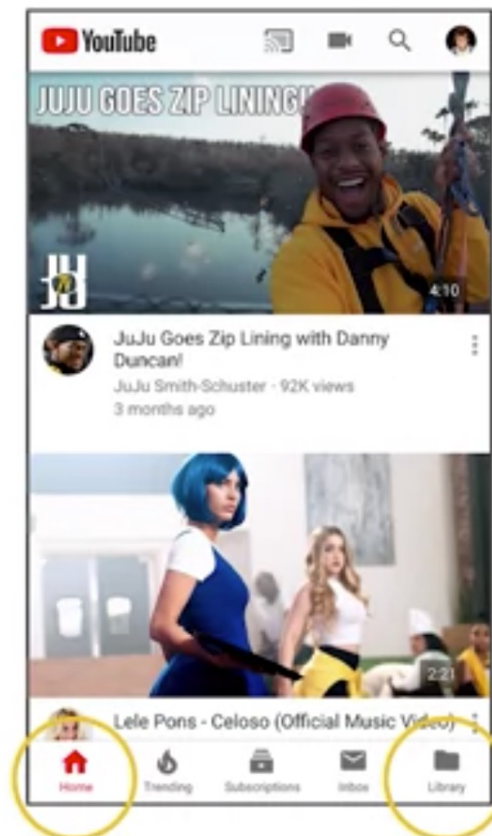
- When multiple similar objects are present, the one that differs from the rest is most likely to be remembered



Call to action (CTA)

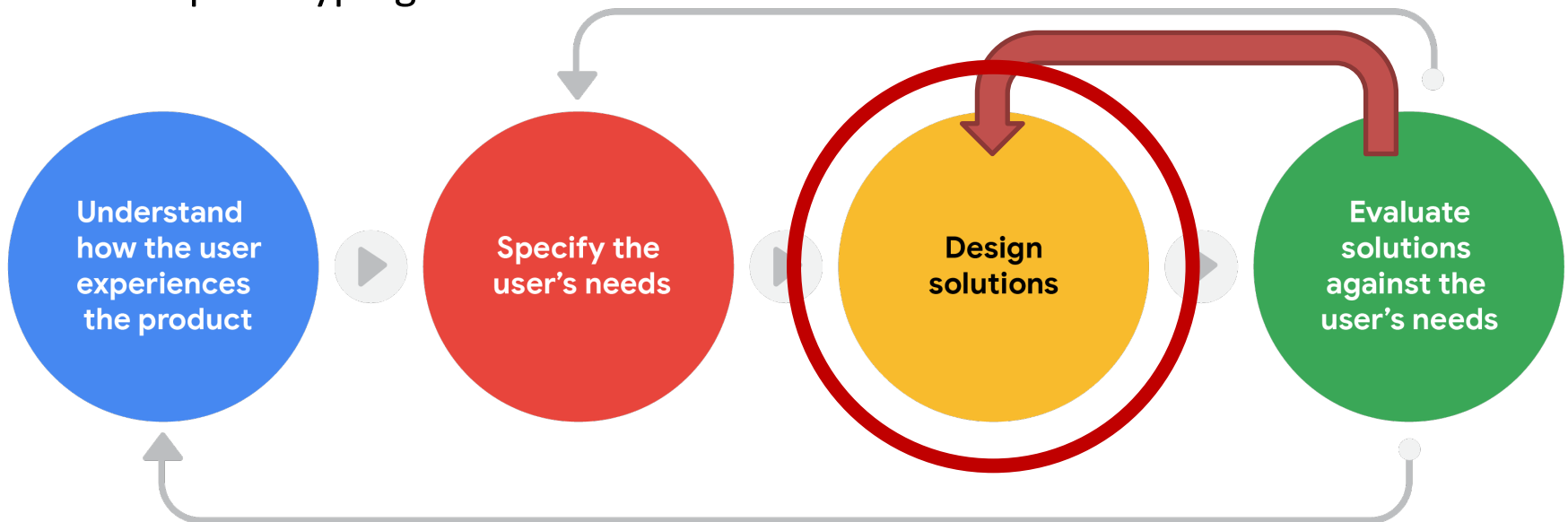
Serial Position Effect

- When given a list of items, users are more likely to remember the first and the last few, while the items in the middle tend to blur



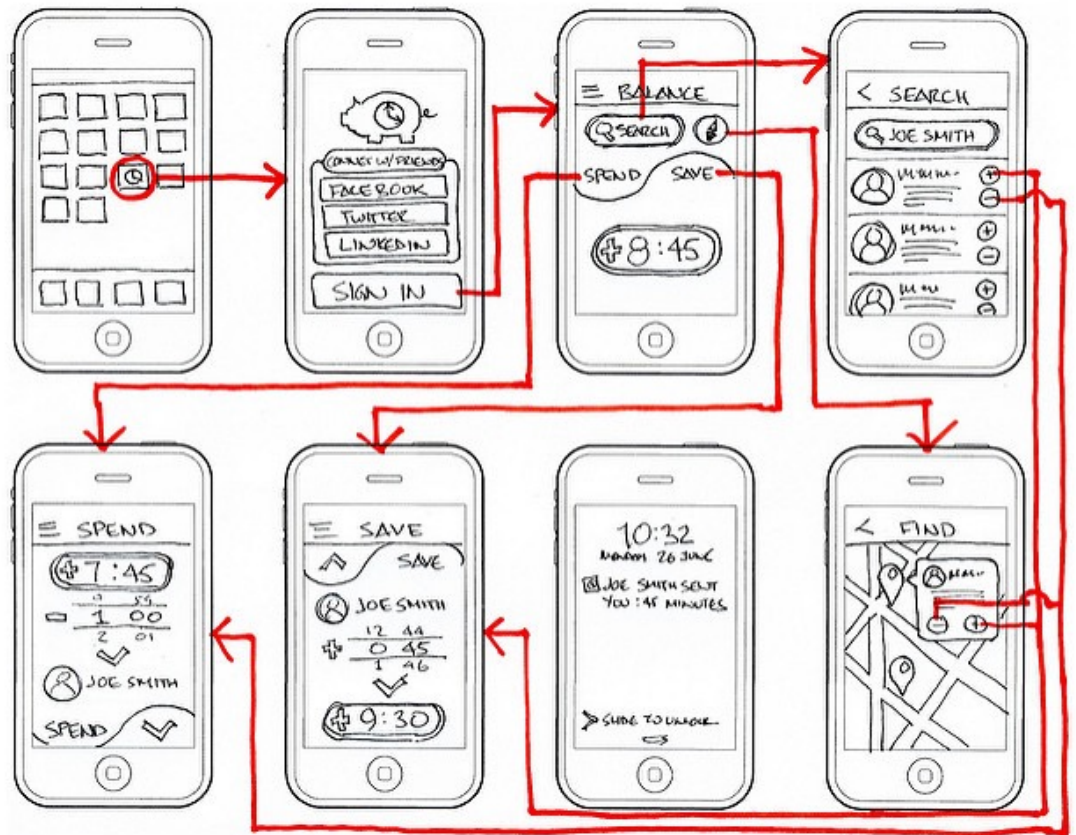
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Prototype

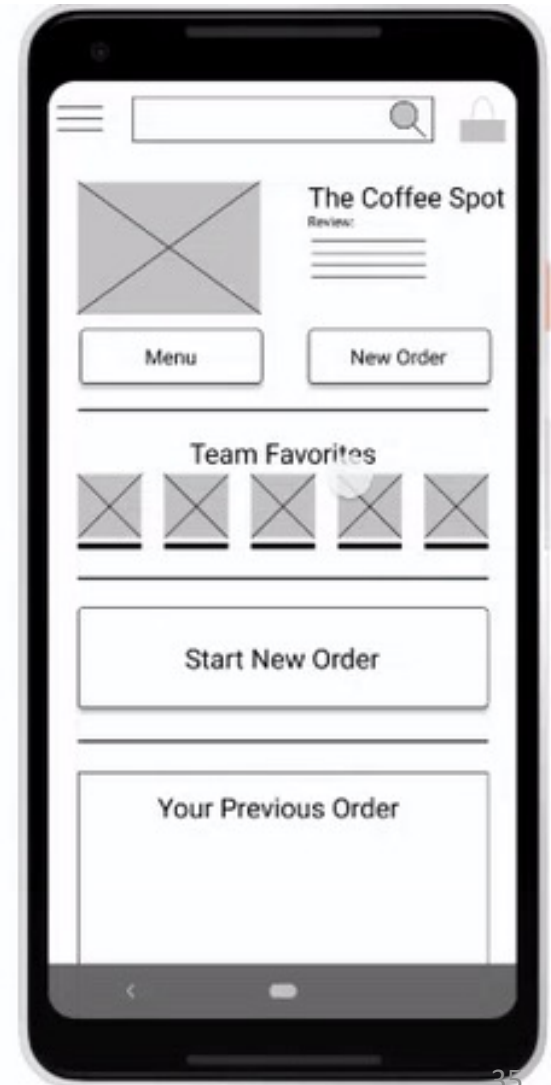
- Wireframes + interactions



Fidelity

- How closely a design matches the look-and-feel of the final product
- Low-fi
 - Less refined & polished
 - Shorter time to make
 - For fast iterations
- Hi-fi
 - Closely matches the final product
 - More time-consuming to make
 - For design handoff (to developers)

Prototyping using Figma



Design Sprint Day 4

1. Wireframing

- Information architecture
- Paper wireframes
- Digital wireframes

2. (Low-fi) prototyping

- Flows for happy paths
- Flows for edge cases

