Design Production

SWEN-444

Selected material from *The UX Book*, Hartson & Pyla

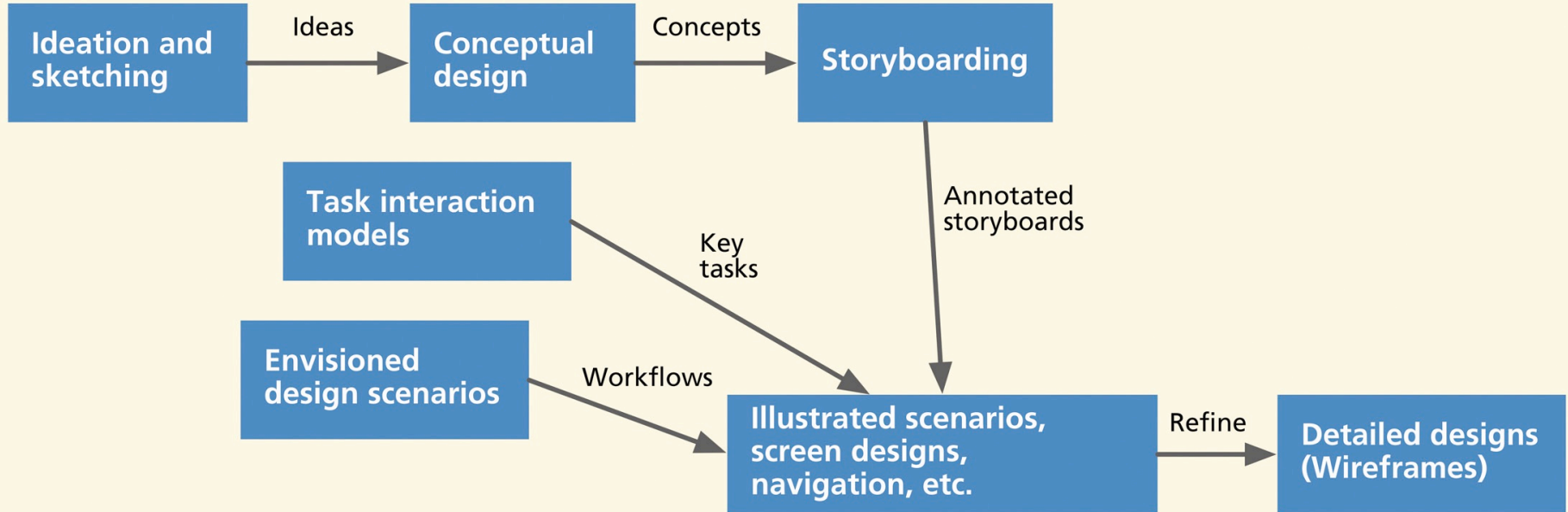# Design

Ideation and Sketching

Conceptual Design

Storyboards
Theme

Often overlaps in practice

Intermediate Design

Wireframes

Detailed Design

Annotated wireframes
"Visual comps"
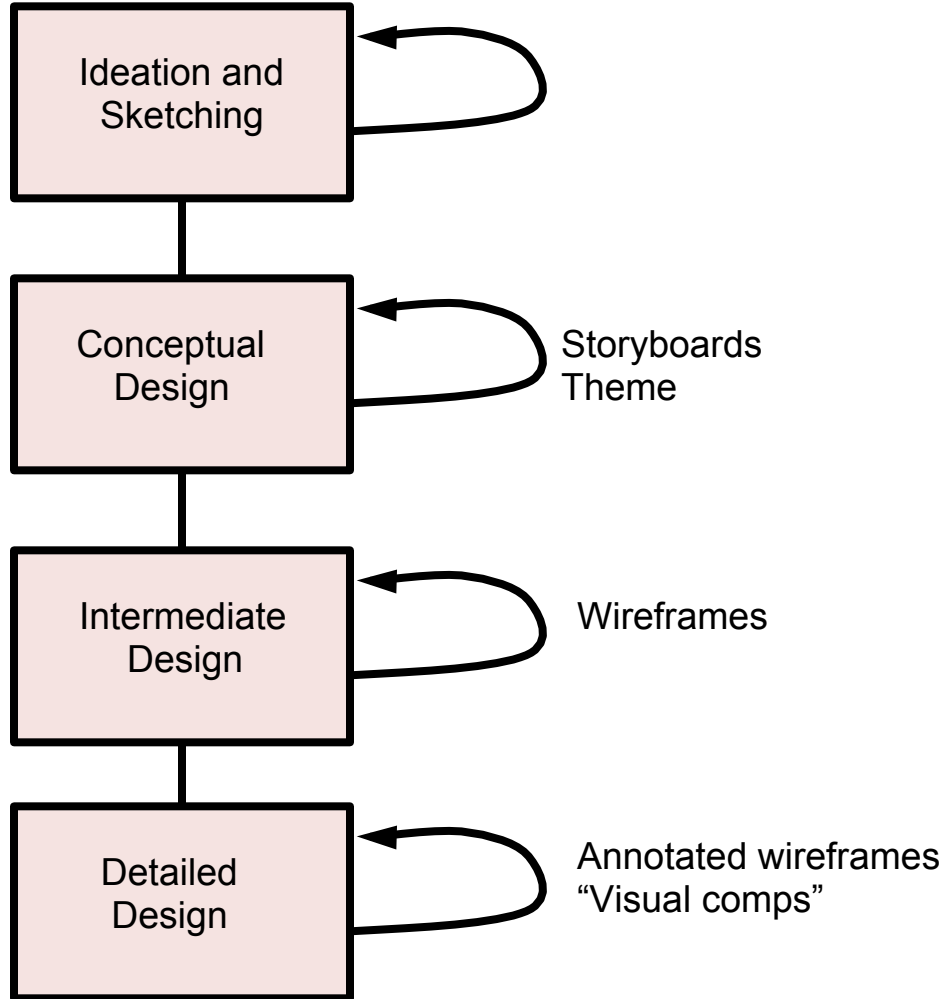
Intermediate Design

- Transition from one or more conceptual design candidates to one design for screen layout and navigation
- Start with the representation and manipulation of **information** objects
- Evolve from low fidelity to high fidelity design representations
  - Annotated storyboards
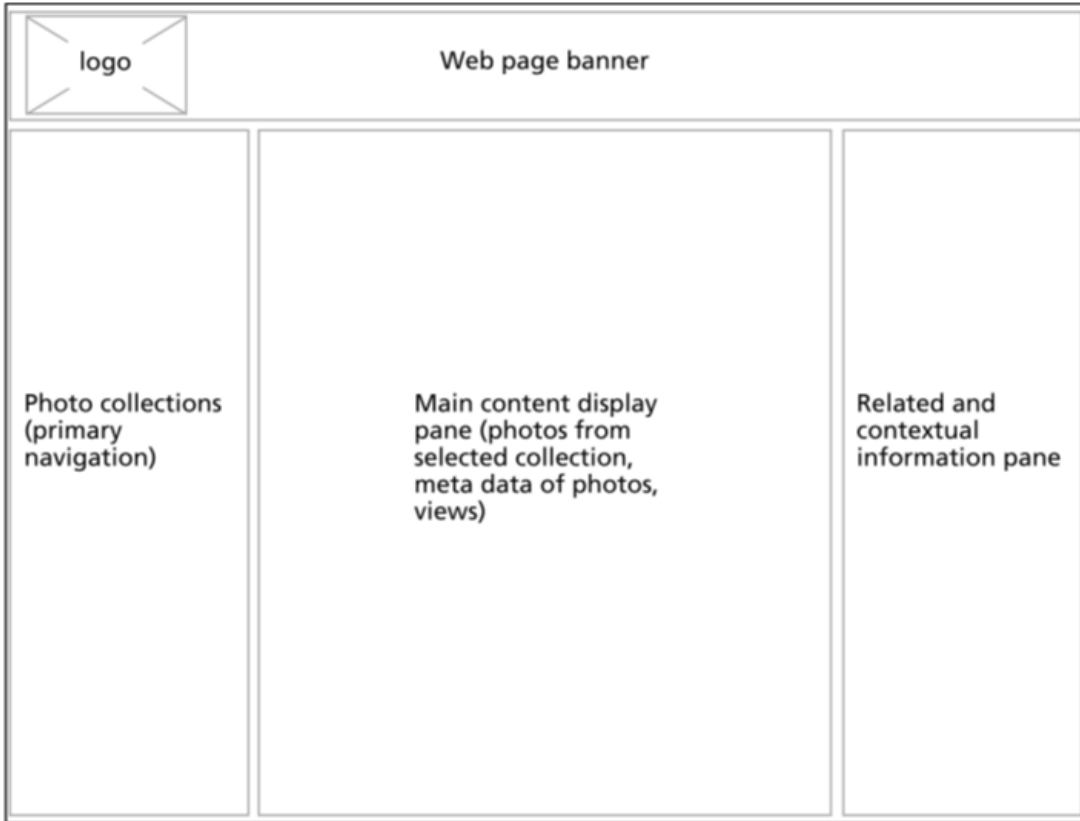 - Wireframes
  - Interactive mockups

The Path To Wireframes

Doing Intermediate Design: Wireframes

- De facto **representation** medium for **interaction design** at this stage
  - Prototyping
  - Documenting
  - Communicating to implementers
- Somewhat abstract **schematic diagrams** and "sketches"
  - Lines and outlines
- Define screen **content**, **layout**, and **navigational flow**
- **Boxes** and other shapes to **represent** emerging **design objects**
- **Sequences** of wireframes represent **navigation**
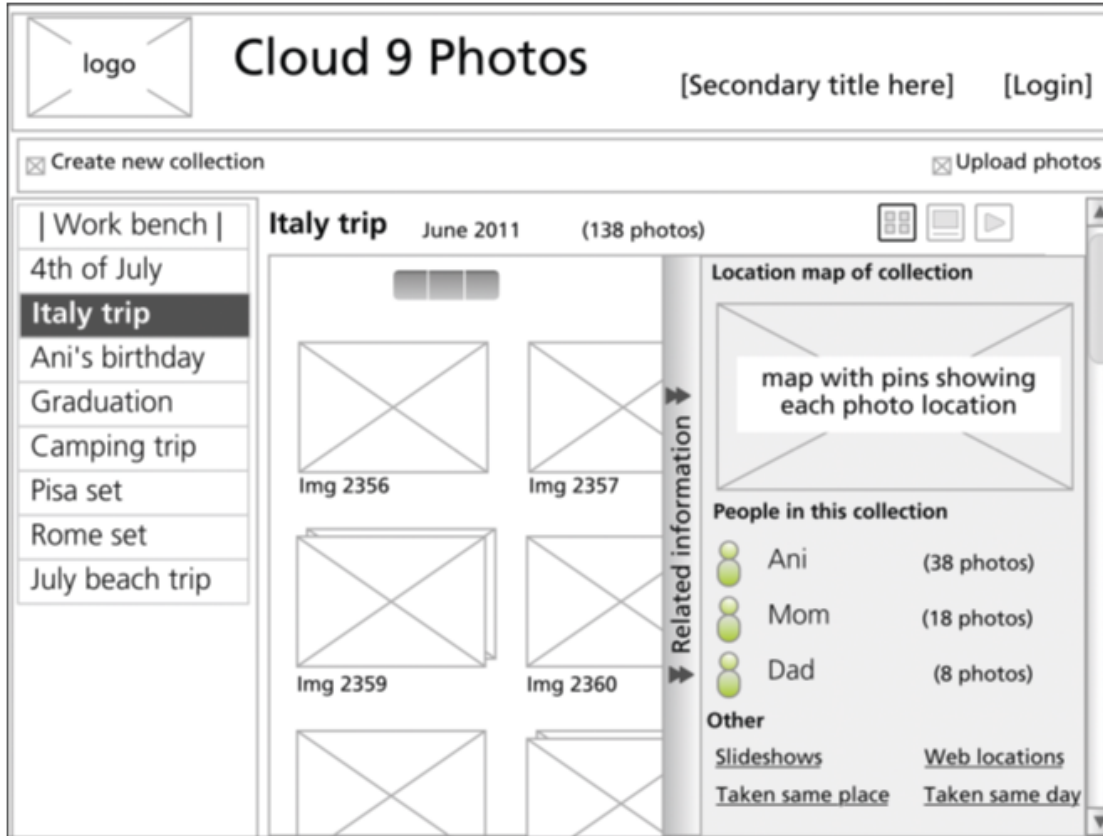- Drawing **tools** and **templates** available

Wireframes Example – Web-based Photo Organizing And Sharing Application

Design Elaborated
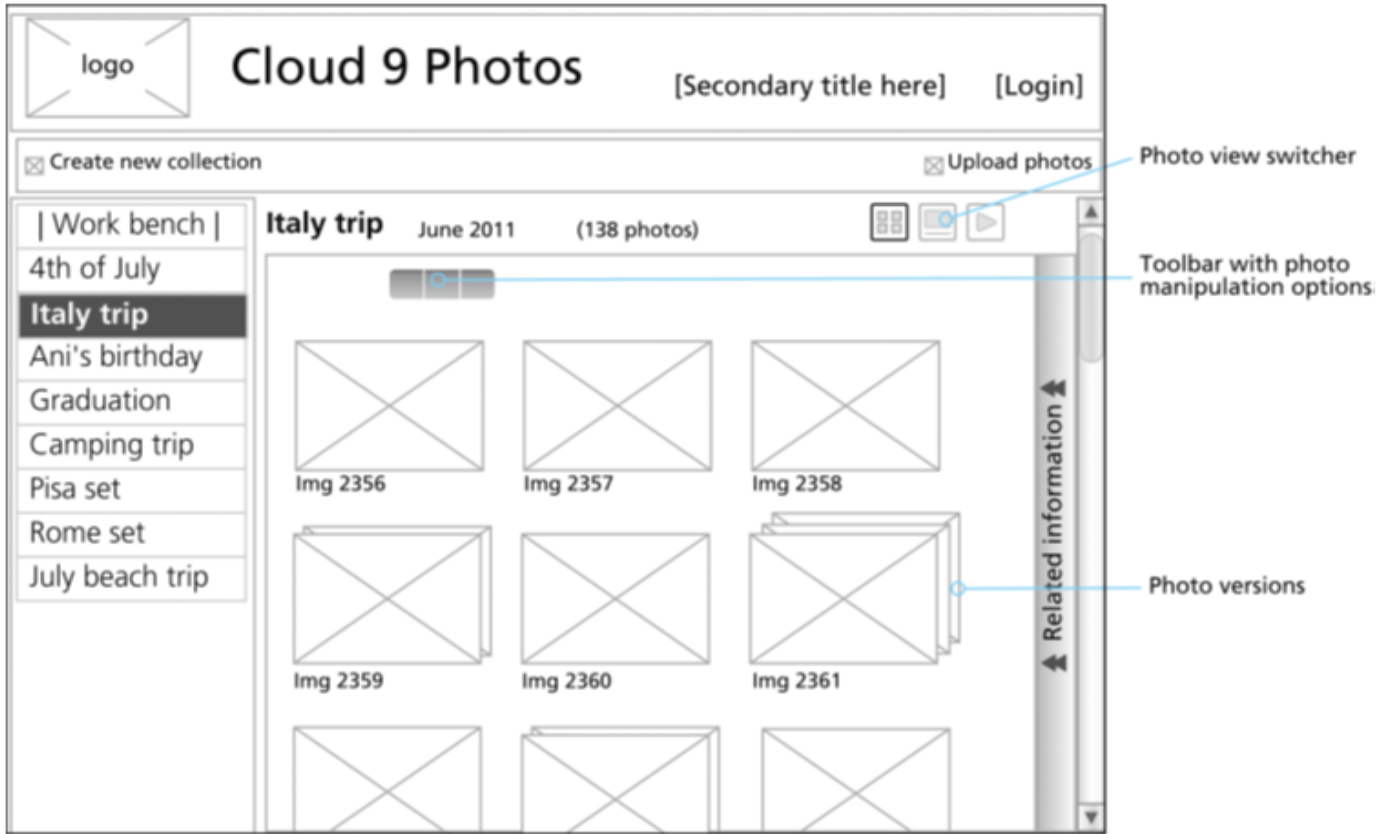
Wireframes can Show Behavior – Click "Related Information"

How Are Wireframes Used?

- Designer can move through deck of wireframes
  - One slide at a time
  - Simulating potential scenario
  - Pretending to click on interaction widgets

Detailed Design: "Visual Comps"

- "Comprehensive" or "composite" layout
- Very **specific** and **detailed** graphical **look and feel**
- Pixel-perfect mockup of graphical "skin"
- Consistent with
  - Company branding
  - Style guides
  - Best practices in visual design

Detailed Design

- Screen design and layout details
- Medium to high fidelity prototypes, refined and annotated wireframes
- Design will be fully specified:
  - Look and feel appearance
  - Behavior
  - How all workflows, exception cases, and settings will be handled

Interaction Design Specification

- **Design description** with **enough detail** to **direct software implementation**
  - Look and feel
  - Behavior
- No one format recommendation
- Perhaps high fidelity prototypes augmented with textual descriptions

Team Activity

- Create **wireframes** for some of conceptual designs of your project to define screen layout, content, and navigation
  - Any drawing or word processing software
  - Keep it modular
  - Build up using layers
  - Use separate layer for each repeating set of widgets on screen, reuse in subsequent screens

- Provide enough details so that you have something to present to the class