

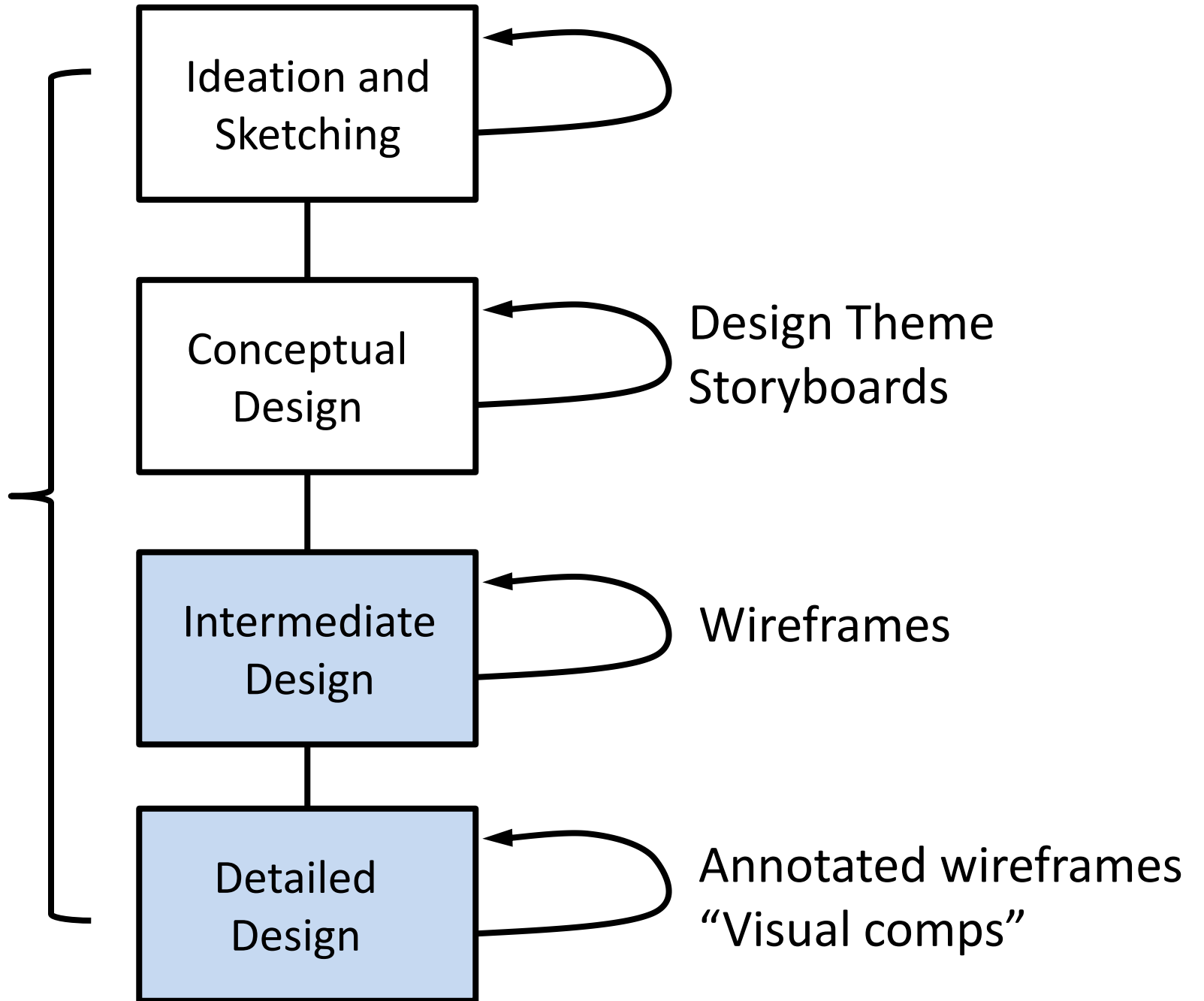
# Design Production

SWEN-444

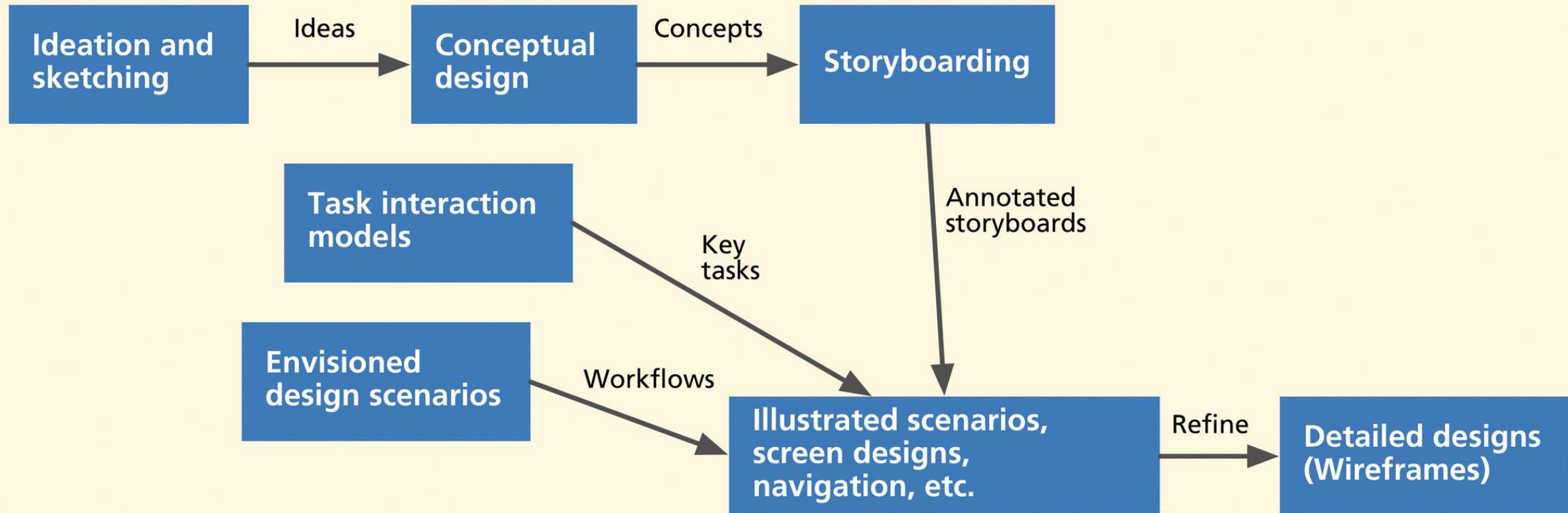
Selected material from *The UX Book*, Hartson & Pyla

# Design Production

Often overlaps in practice



# The Path To Wireframes



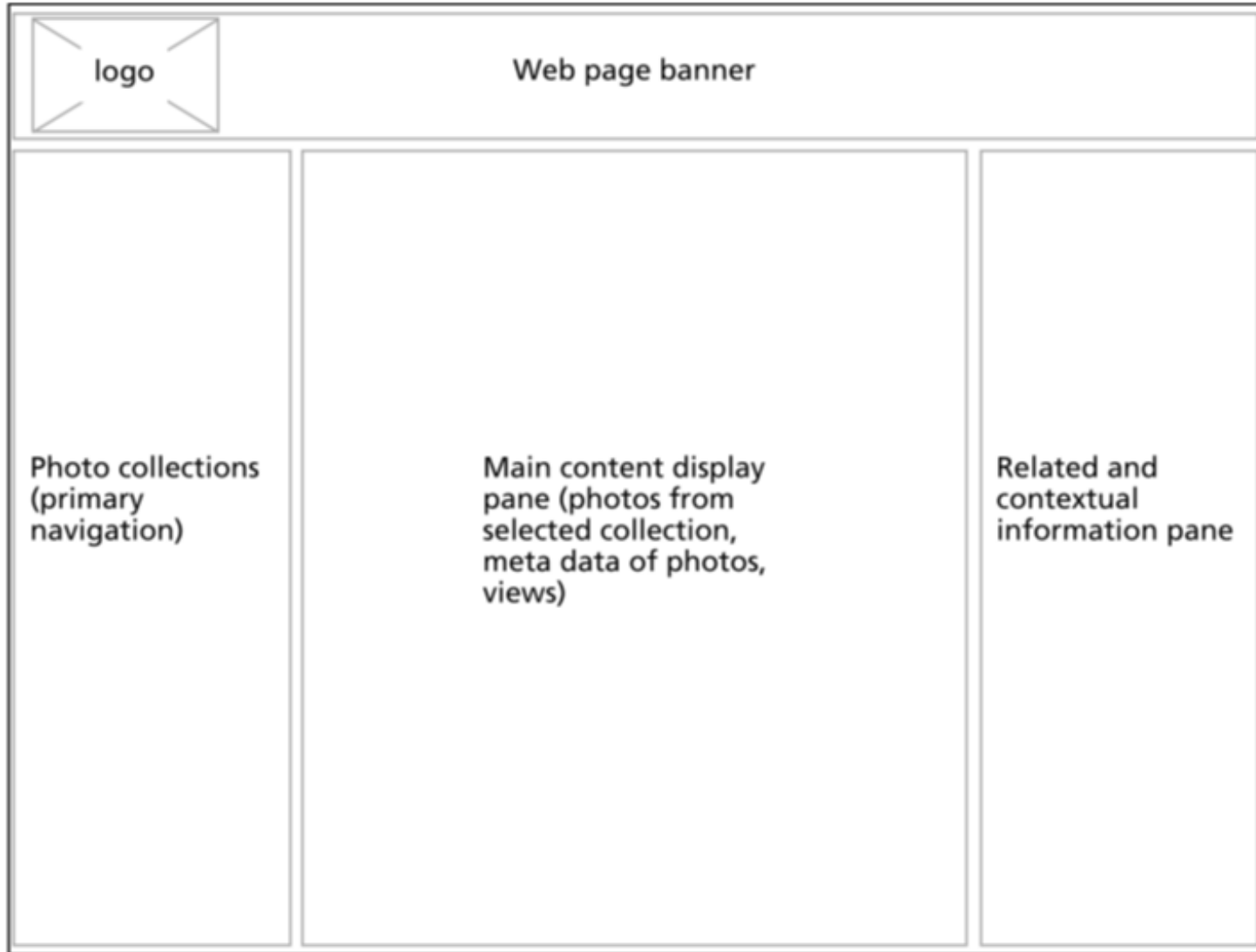
# Intermediate Design

- Transition from one or more conceptual design candidates to **one design** for screen layout and navigation
- Start with the representation and manipulation of design objects
- Evolve from low fidelity to high fidelity design representations
  - Fidelity = “look and feel”

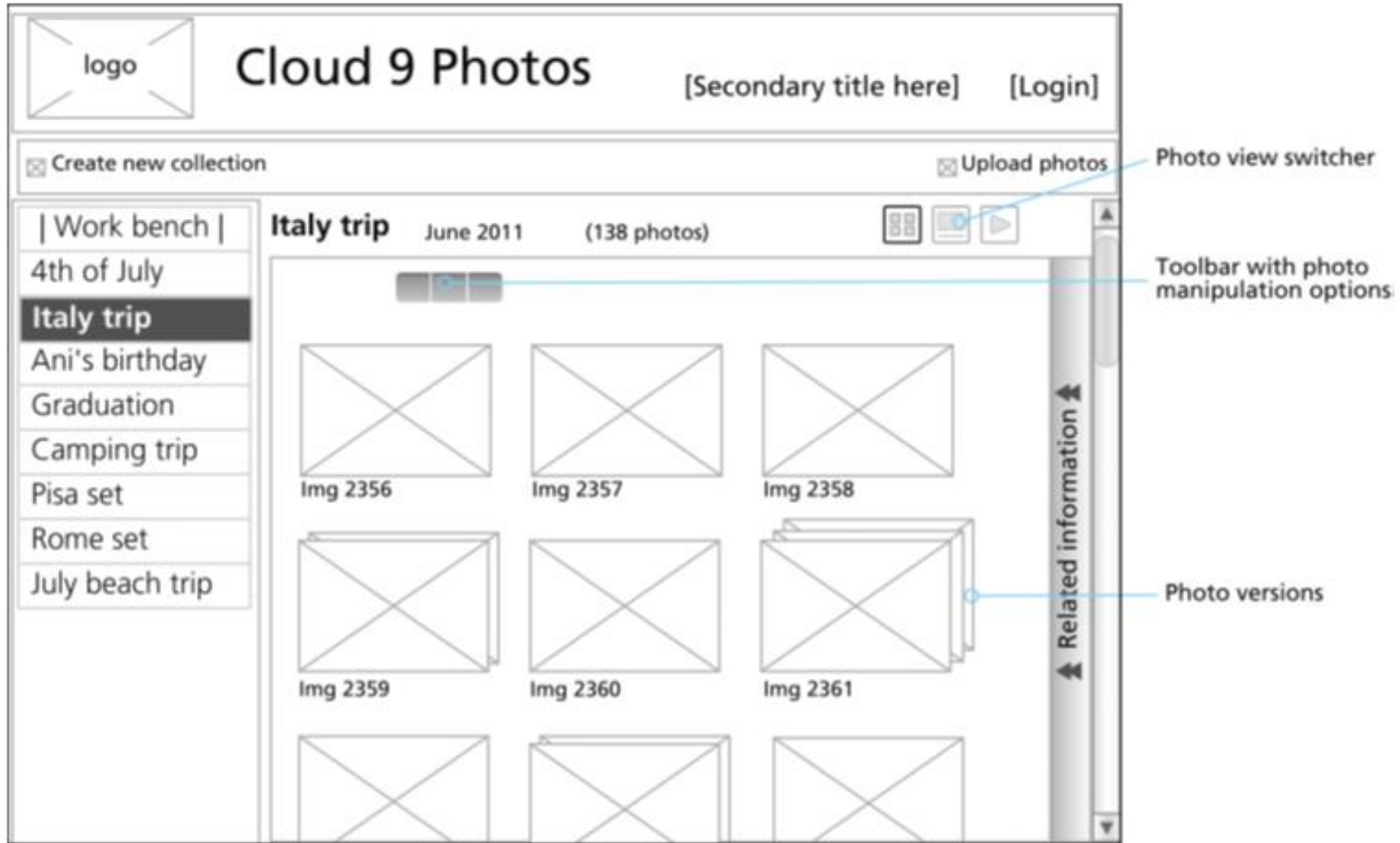
# Doing Intermediate Design: Wireframes

- 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

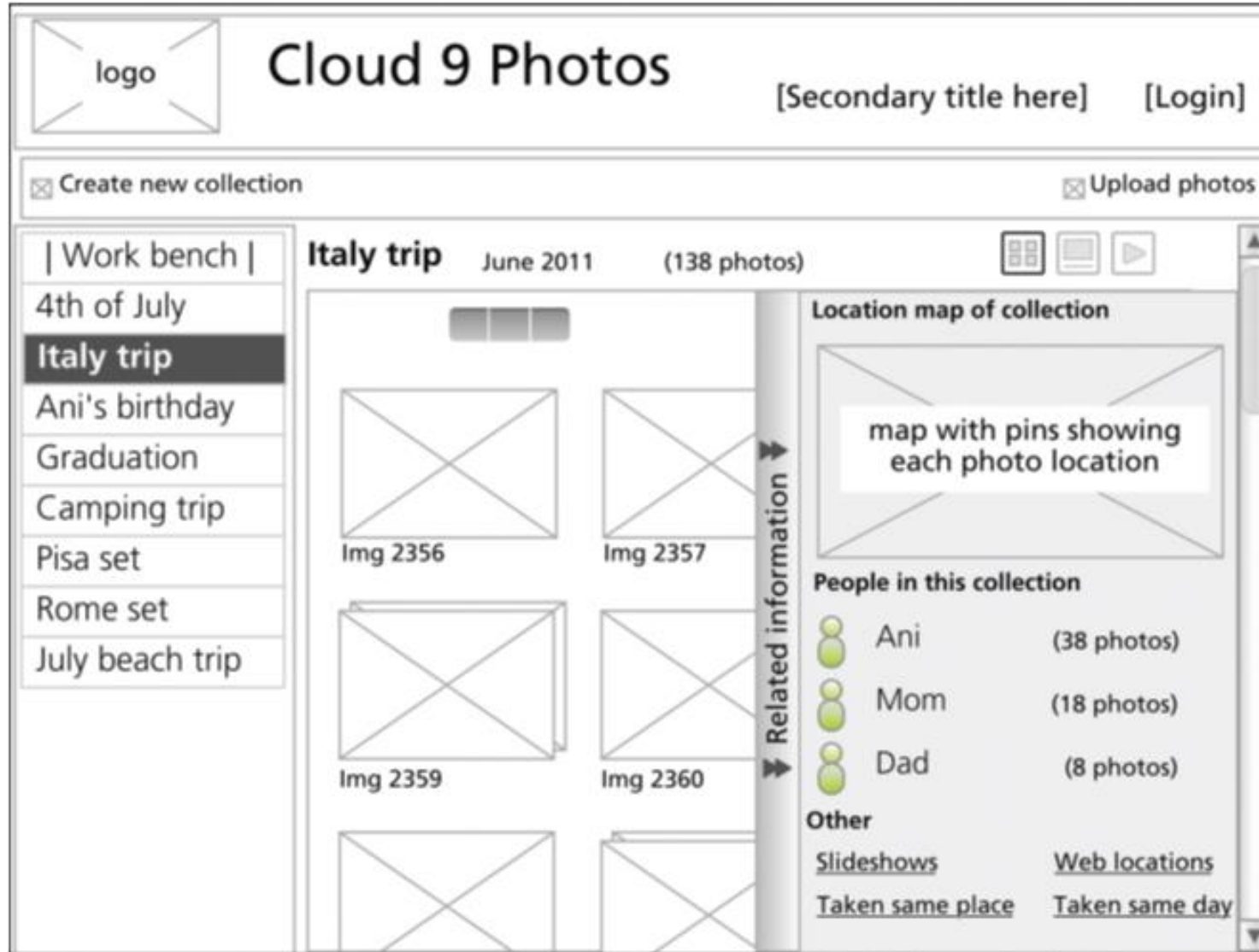
# Wireframes Example – Web-based Photo Organizing And Sharing Application



# Design Elaborated



# Wireframes Can Show Behavior – Click “Related Information”





# How Are Wireframes Used?

- Early design **evaluations**
- Designer can move through a deck of wireframes
  - One slide at a time
  - Simulating potential navigation scenarios
  - Pretending to click on interaction widgets
- Evaluators can provide feedback on aspects of the UX

# 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, design patterns and conventions

# Detailed Design – Make It Real

- 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 ...**
  - Perform **design evaluations**
  - Direct **software implementation**
- No one format recommendation
- Perhaps high fidelity prototypes augmented with textual descriptions
  - Static or animated

# Team Activity

- Select a design concept
- Create intermediate design **wireframes** for your design concept 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