Design Production

Selected material from *The UX Book*, Hartson & Pyla
Design
- Create interaction design concepts

Analyze
- Understand user work and needs

Prototype
- Realize design alternatives

Evaluate
- Verify and refine interaction design

Design thinking
- Conceptual design
- Design production
Design

- Ideation and Sketching
  - Often overlaps
- Conceptual Design
  - Storyboards
- 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
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
“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
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
Example – Photo Application

Web page banner

logo

Photo collections (primary navigation)

Main content display pane (photos from selected collection, meta data of photos, views)

Related and contextual information pane
Design Elaborated

Cloud 9 Photos

[Secondary title here]  [Login]

Create new collection

| Work bench |
| 4th of July |
| Italy trip |
| Ani's birthday |
| Graduation |
| Camping trip |
| Pisa set |
| Rome set |
| July beach trip |

Italy trip  June 2011  (138 photos)

Photo view switcher

Toolbar with photo manipulation options

Related information

Photo versions

Img 2356  Img 2357  Img 2358
Img 2359  Img 2360  Img 2361
Show Behavior – Click “Related Information”
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