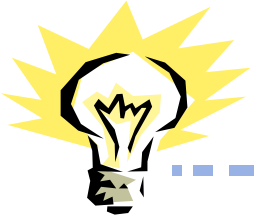


# UX Sketching and Lo Fi Prototyping

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Paper and pencil rules!

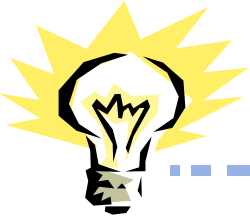




## Why Sketch?

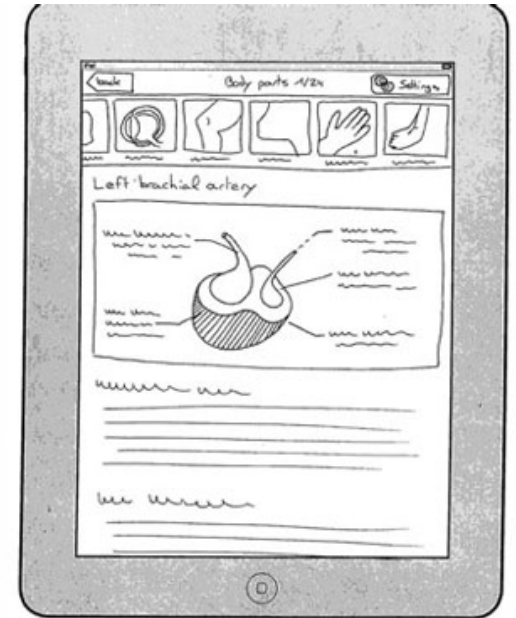
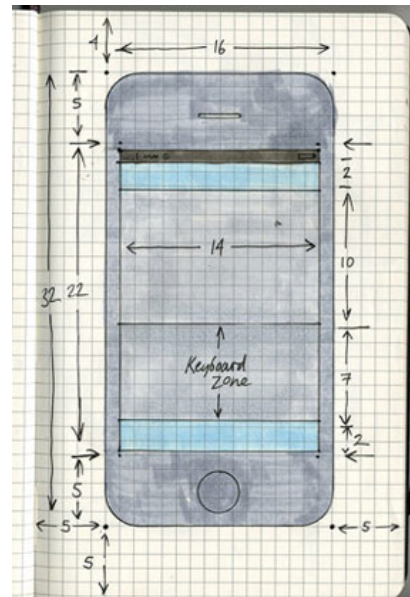
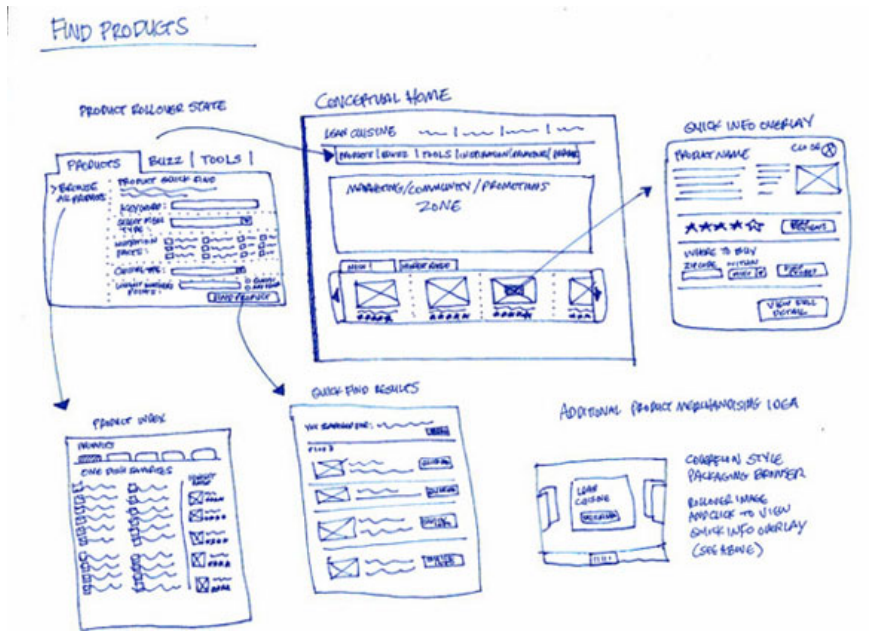
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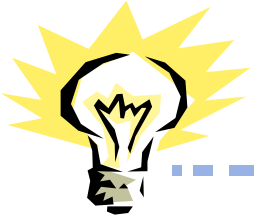
- Sketching for idea generation
- Sketching for hypothesis testing
- Sketching for ice breaking / logjam unjamming
  
- Quick, cheap, easy
- Flexible and avoids functional or form biases



# UX Sketching vs. UI Sketching

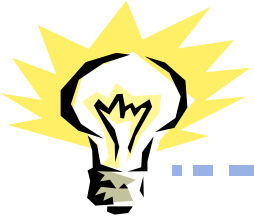
➤ Are you working on the eXperience or the Interface?





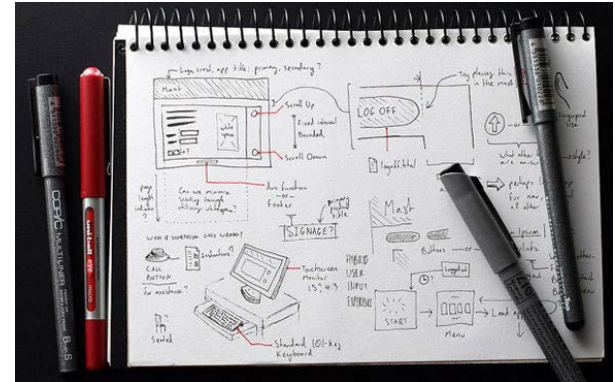
# Sketching Basics

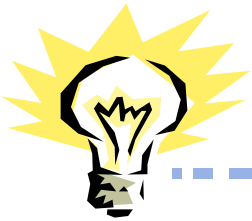
- Materials
- Shapes
- Drawing/sketching tips
- Fractal Focus
- Using templates
- Saving your work



# Sketching: Materials

- Surface (large space, paper, whiteboard, tablet, napkin)
- Pens (broadly construed)
  - ❖ Multiple forms, types, colors
- Accessories
  - ❖ Post it notes, transparencies
- Capture method

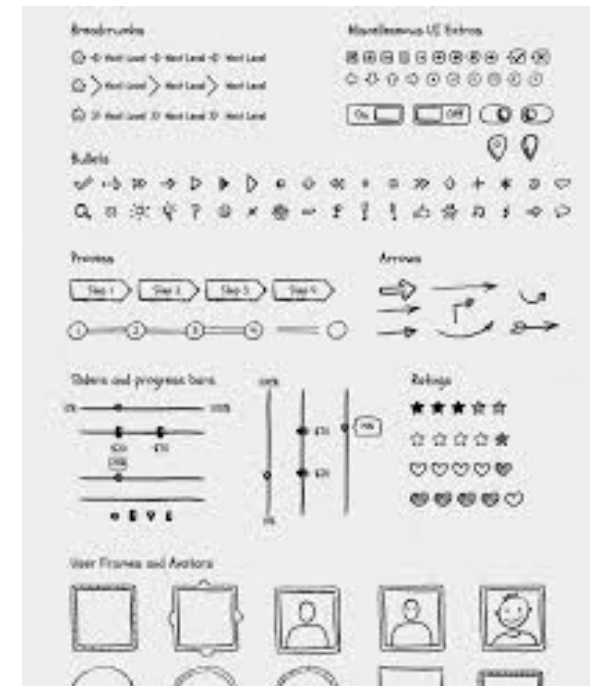
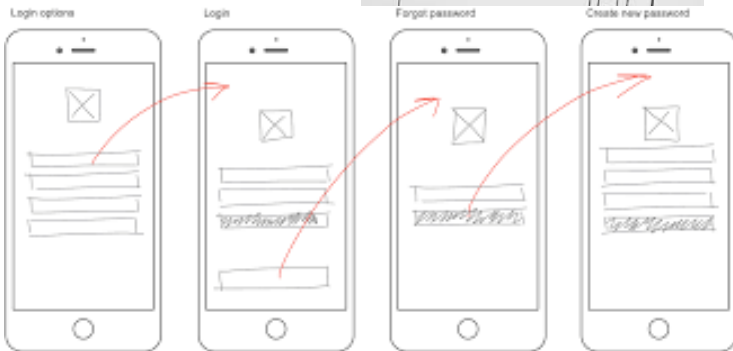
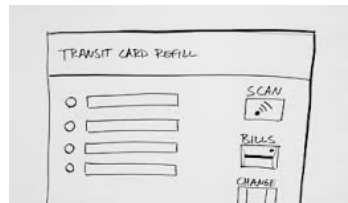
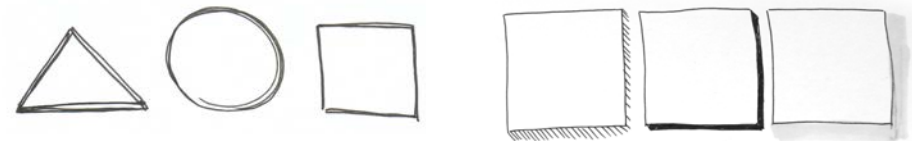


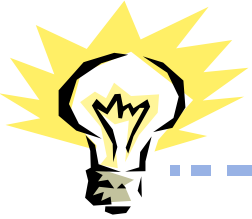


# Sketching: Shapes

## ➤ Building blocks

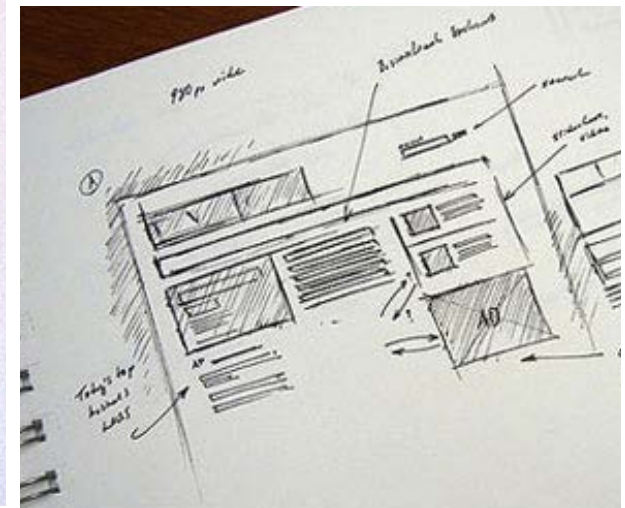
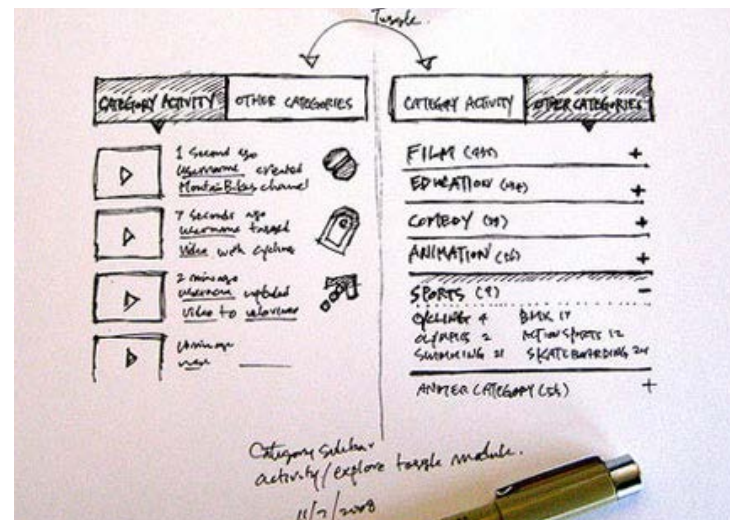
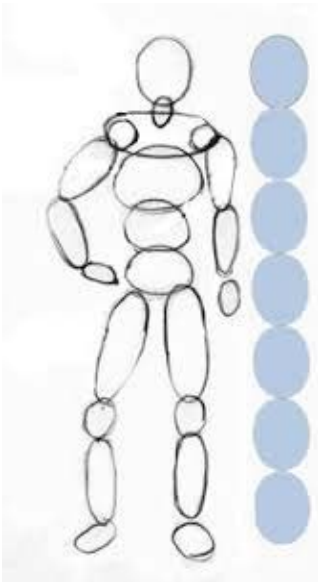
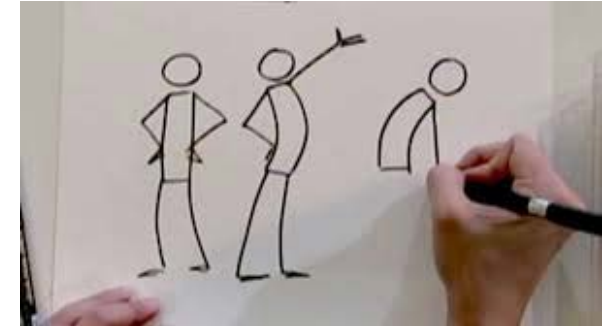
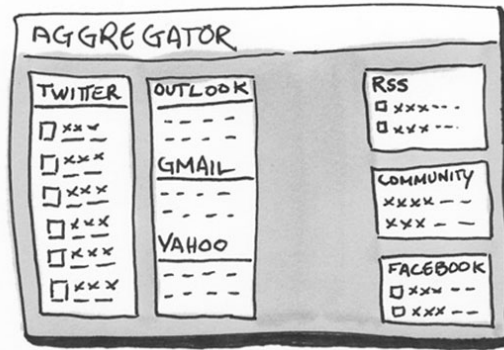
- ❖ Circle, triangle, square
- ❖ Widgets
- ❖ People, objects



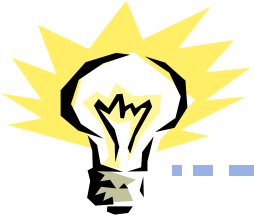


# Sketching: Tips

- Lines vs. circles, ovals
- Edges vs. corners
- "Minimalism"
- "Rapidism"

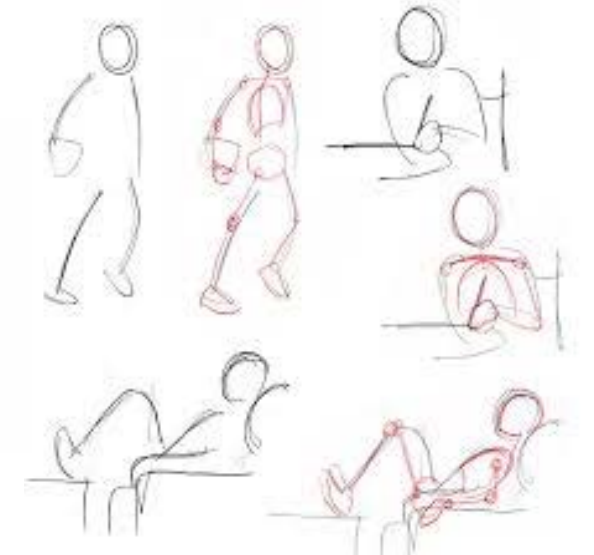
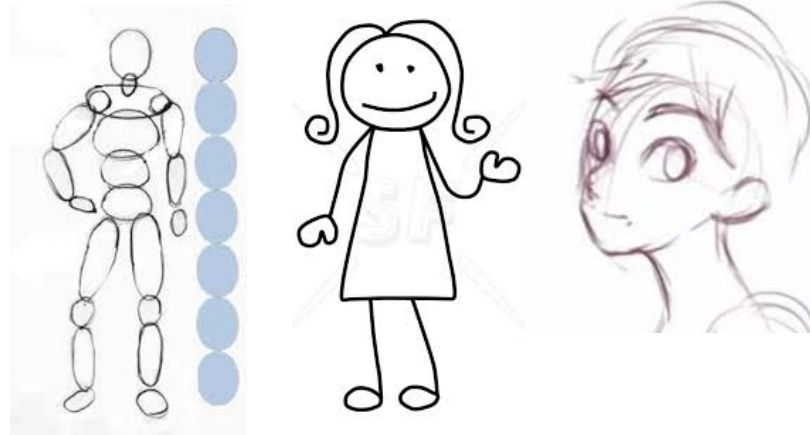
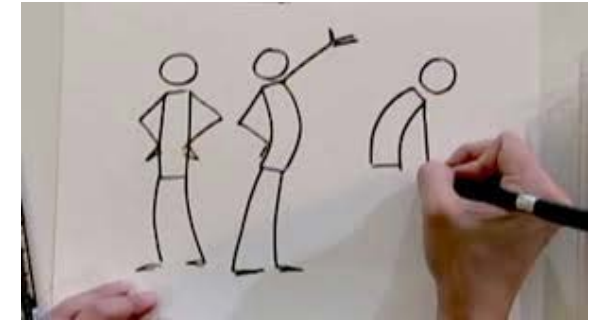
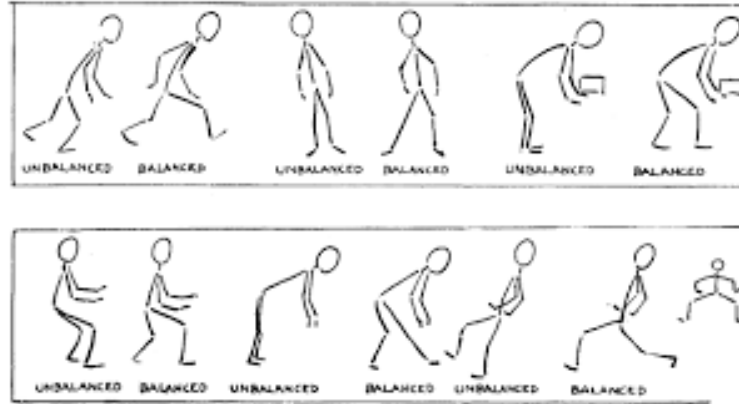
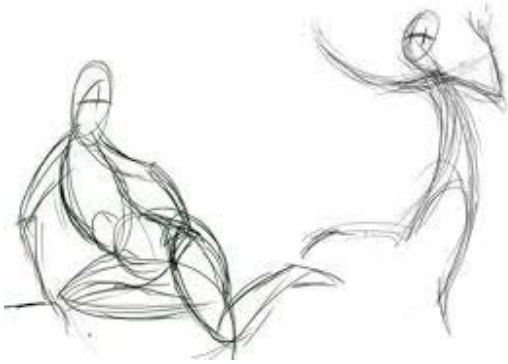


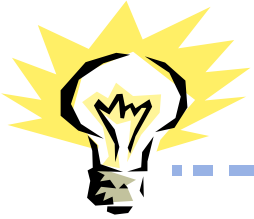




# Sketching: People

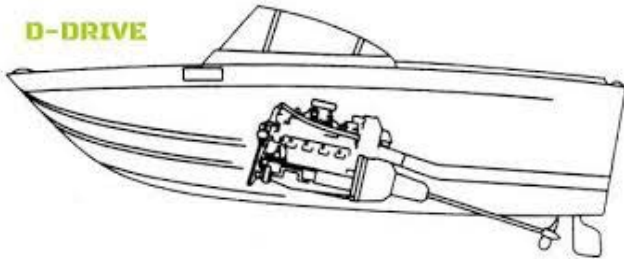
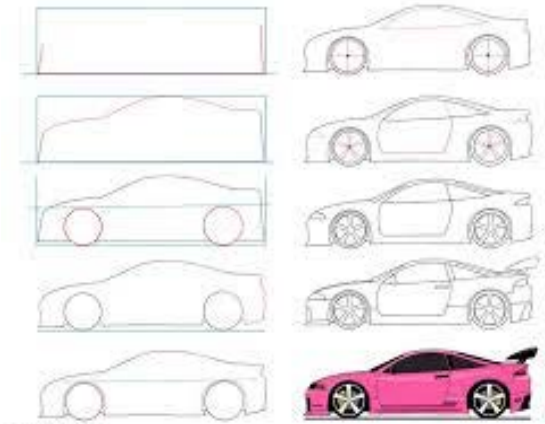
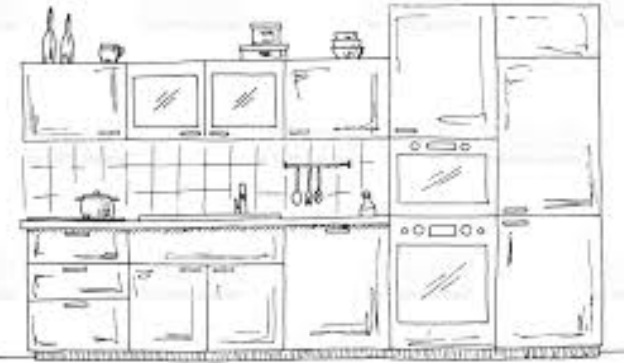
➤ Lines vs. circles, ovals

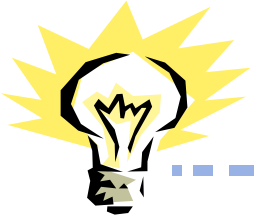




# Sketching: Things

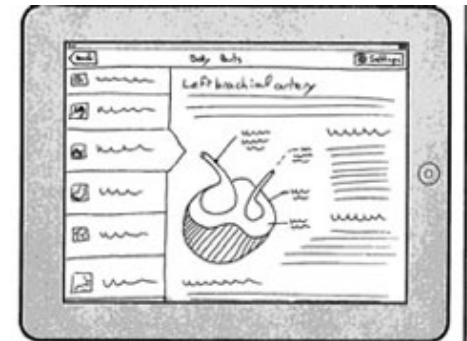
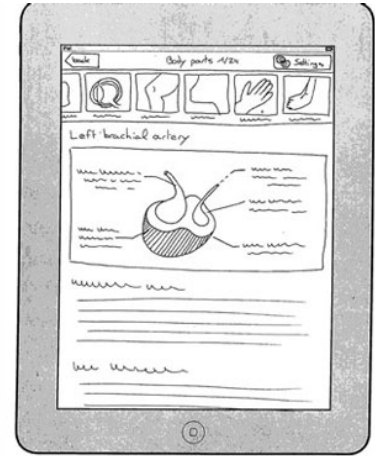
- Just the gist
- Only important details



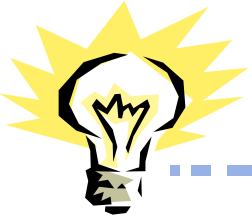


# Sketching: Fractal Focus

- Step 1: Generate ideas (informed brainstorming)
- Step 2: Add details to selected concepts
- Start broad, zoom in
  - ❖ Sketch containers, largest elements first
- Zoom out again, then zoom in repeatedly
  - ❖ Generate **variations** of form, flow, function, etc.
  - ❖ Add details in iterative manner, as a way of testing designs
  - ❖ Sketching as hypothesis testing

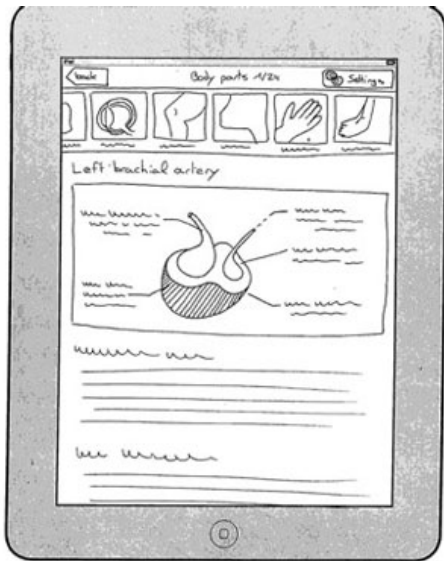
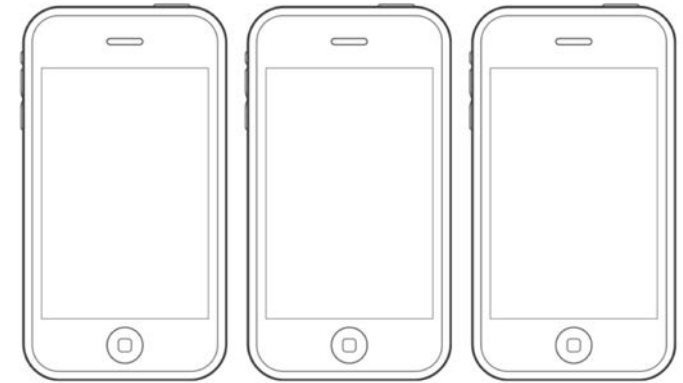


➤ NOTE: **Definition and details depend on development**



# Sketching: Templates

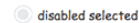
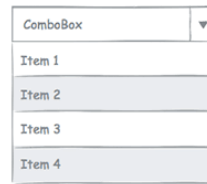
- Get past the non-interesting, non-novel elements
- Leverage templates, or simply ignore frame and chrome

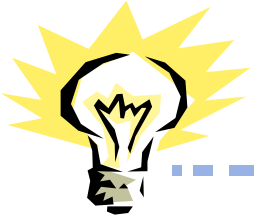


## A Big Title

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo. Luctus arcu, urna praesent at id quisque ac. Arcu es massa vestibulum malesuada, integer vivamus elit eu mauris eus, cum eros quis aliquam wisi. Nulla wisi laoreet suspendisse integer vivamus elit eu mauris hendrerit facilis

◀ Oct 2017 ▶						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

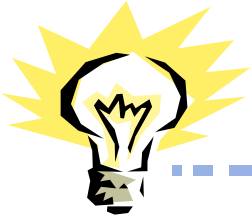




## Sketching: Saving your work

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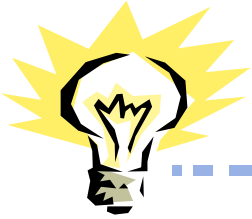
- Tablet is helpful
- Digital camera / phone for most sketching
  - ❖ Use app like Evernote to “scan” and share/re-use the sketches
- Can **build up** the sketch collection
  - ❖ Use your own earlier sketches as templates/foundations for subsequent more detailed sketches



## EXERCISE: Sketch Elements

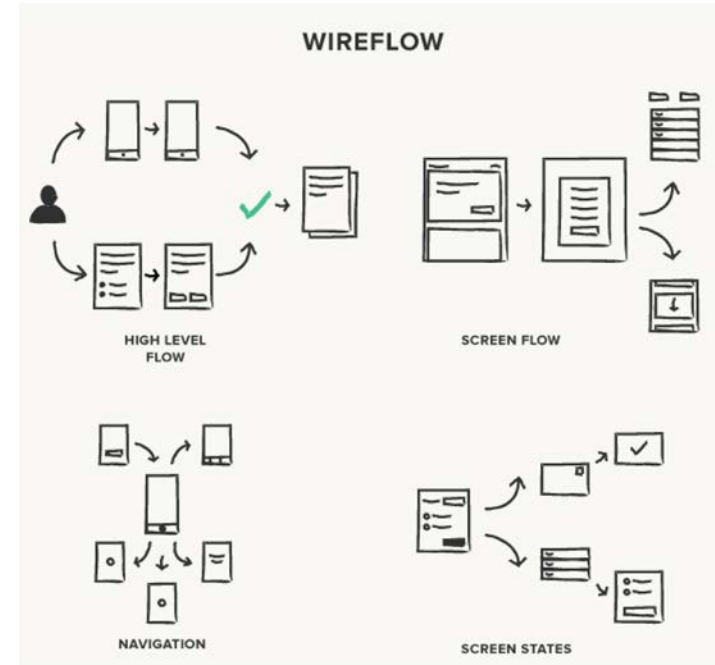
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- Circle, triangle, square
  - ❖ Consistency vs. variations
- UI forms (easy?)
  - ❖ Device, software, browser, widgets
- UX components (harder?)
  - ❖ Persons, objects, spaces, interactions, emotions, etc.
- Annotations
  - ❖ Supporting (but crucial) elements in the sketch process
  - ❖ Different colors can help



# Wireflows

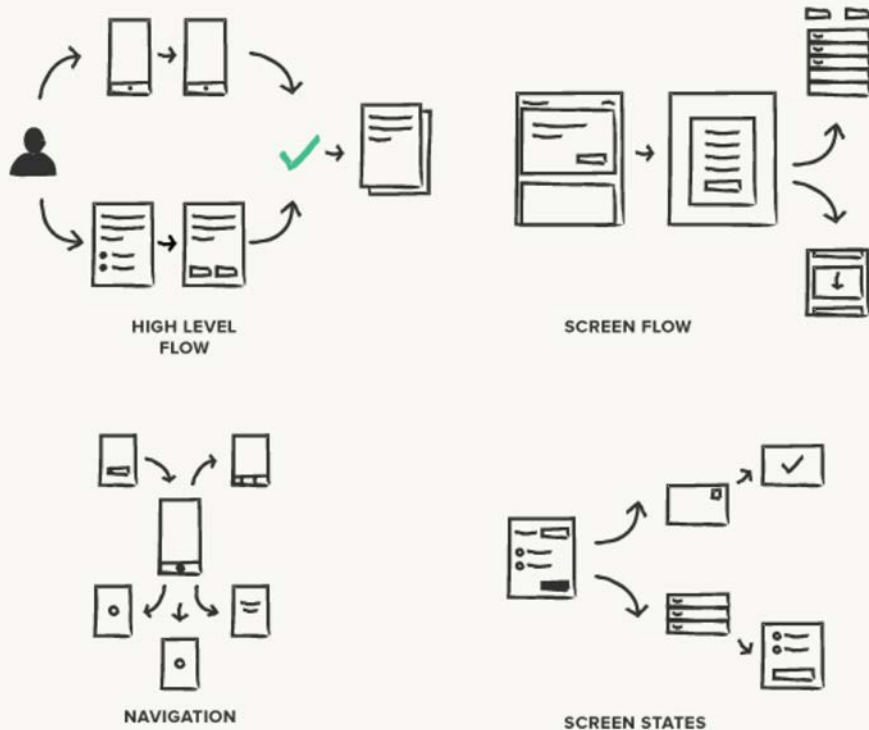
- Sequence of interaction, flow through the UX
  - ❖ “Chunks” (e.g., screens)
  - ❖ Choices
  - ❖ Branches
- Overall flow / total journey (high level)
  - ❖ e.g., flow through a complete ecommerce UX
- Screen flow (portion of a UX)
  - ❖ e.g., uploading a file to a resume site
- Navigation scheme
  - ❖ e.g., tabs, buttons, etc.
- Screen states
  - ❖ messages, errors, spinning beachball, progress bar



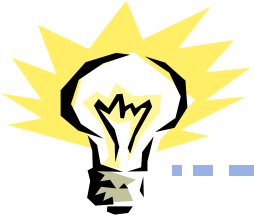


# Wireflows

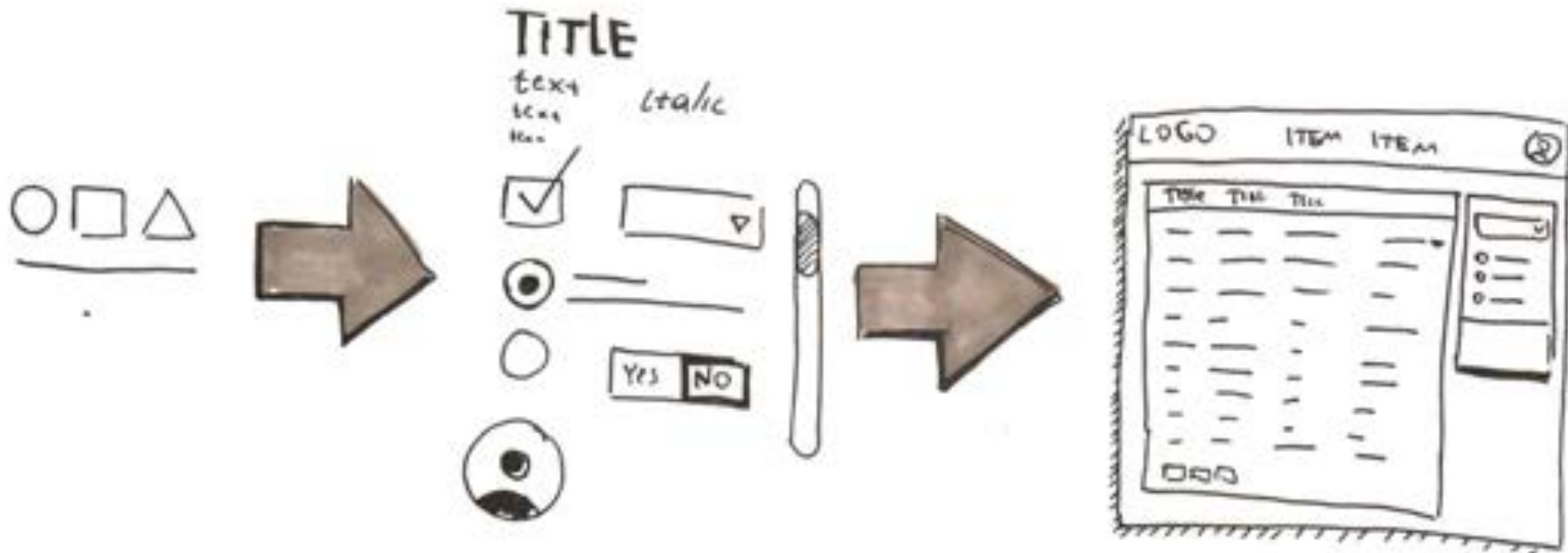
## WIREFLOW

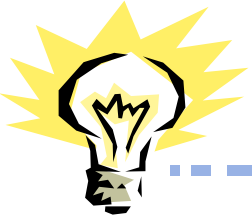






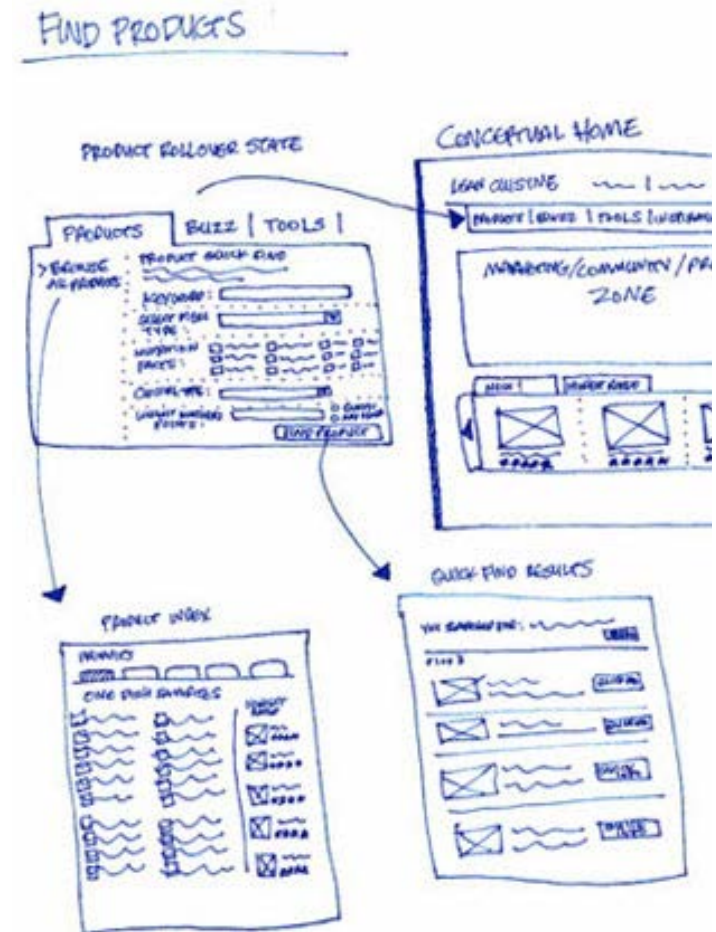
# Wireflows

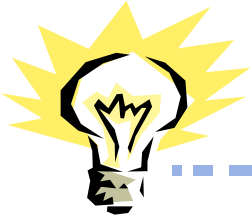




# Sketching Wireflows

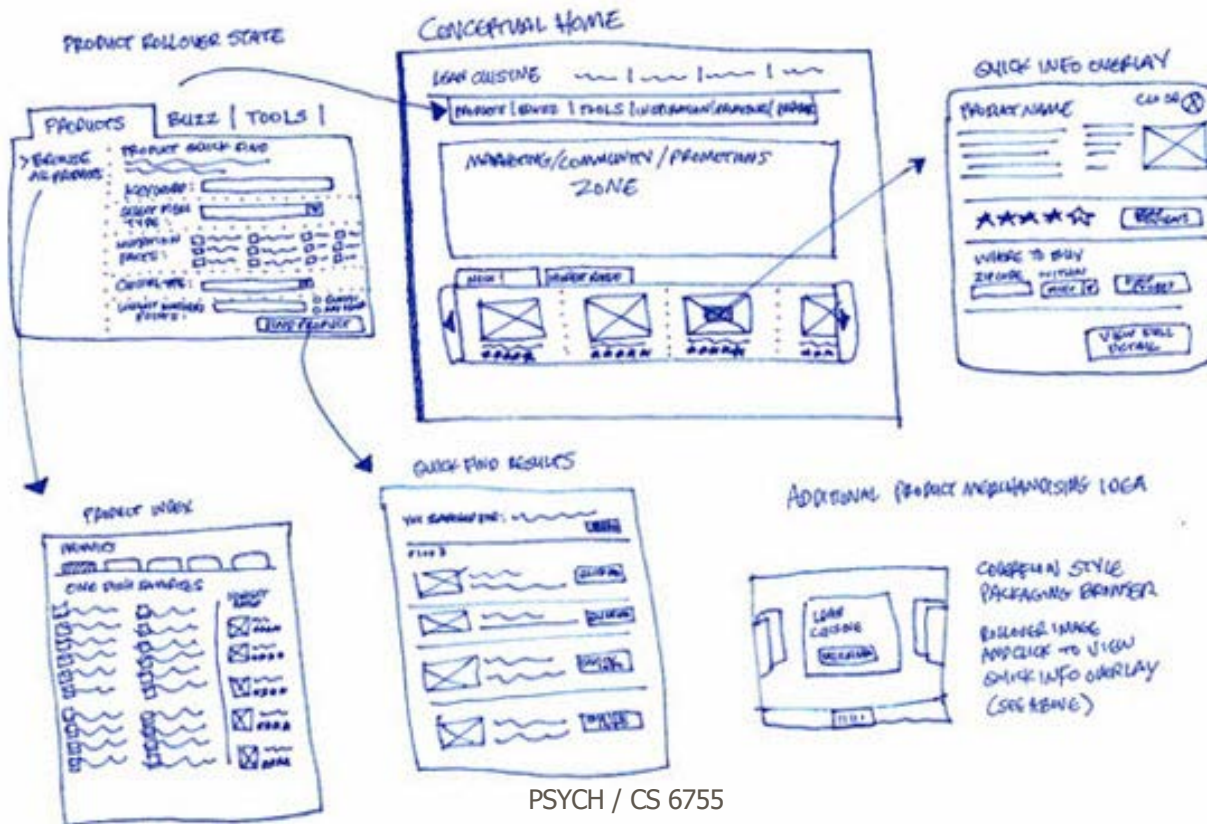
- Define a starting point
  - ❖ (could be many)
- Sketch user journey from that point
- Alternative entries, flows, exits
- Add annotations
  - ❖ Including information architecture notes
- Note: KISS: Keep it simple, still

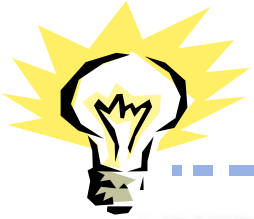




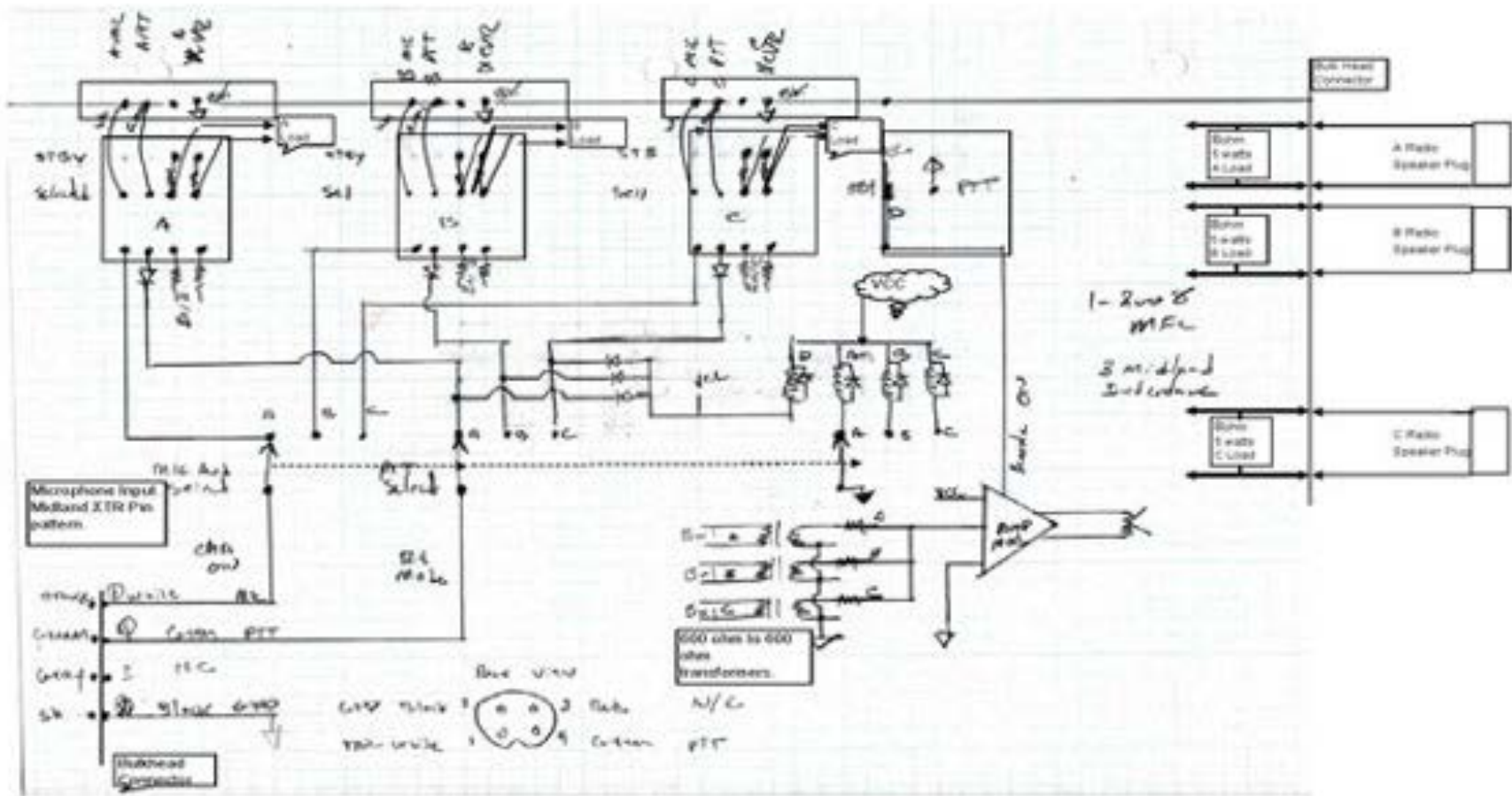
# More Wireflows

## FIND PRODUCTS

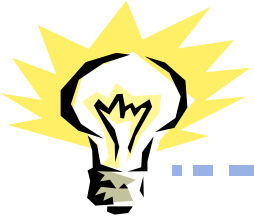




# More Wireflows (logic flow)



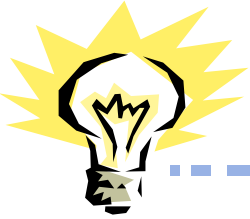




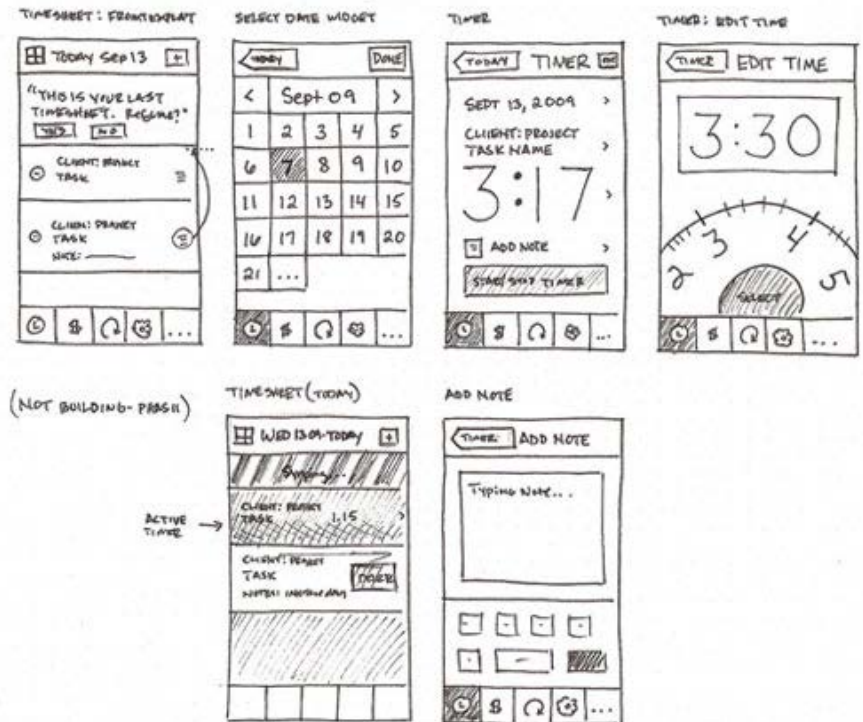
## Wireframes (finally)

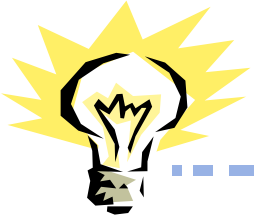
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- Initial mockup of layout of UI
- Elements and placing
- Not photo-realistic
- Still focused on system flow
  - ❖ Added specificity
- **Could program much of the logic from wireframe**

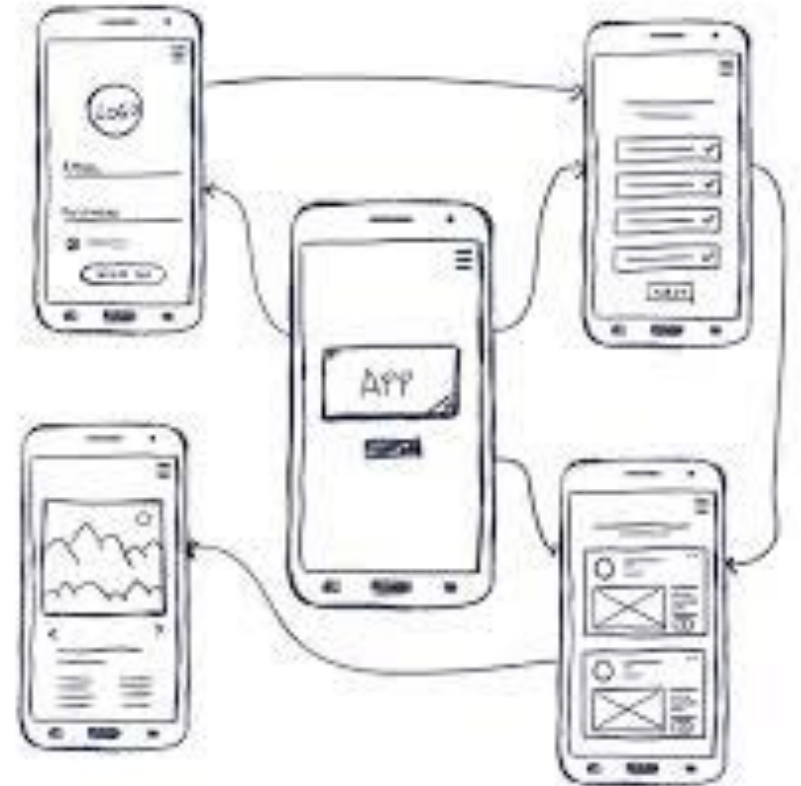


# Wireframes

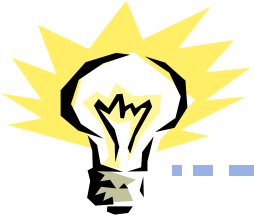




# Wireframes

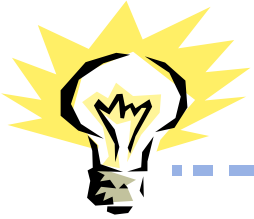






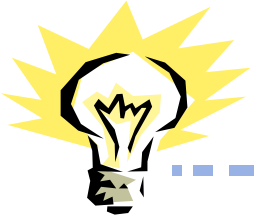
# Wireframes





# Wireframes (note: mixed media)





## Upcoming

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- Design Challenge
- Prototyping software (mid-fidelity)
- Midterm
- Prototyping (physical)
- Poster Session #1