



What do Prototypes mean for Web Designers?

Style Tile
version:1

What is a Prototype?

A prototype is not the final project.



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Prototypes
Wireframe

KEYNOTE

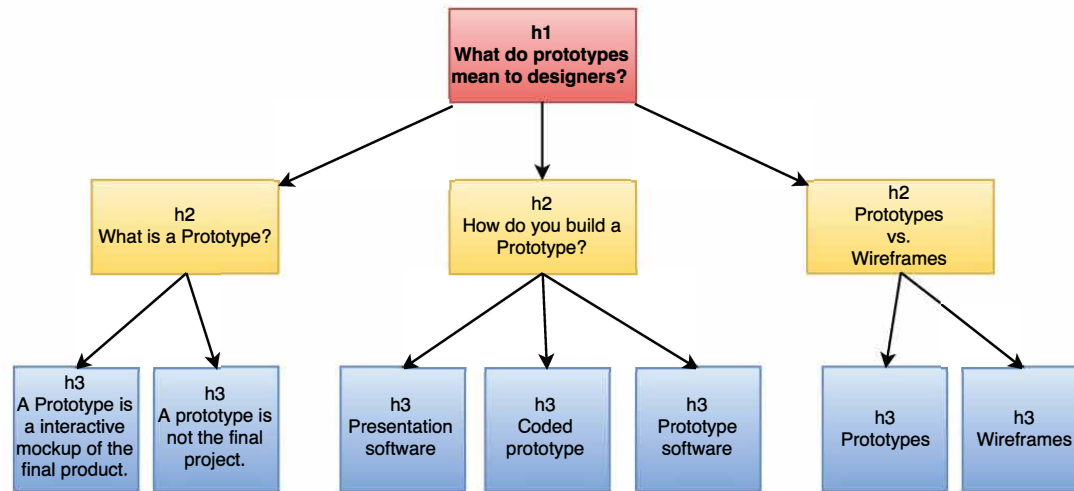
INDESIGN

Collaborate

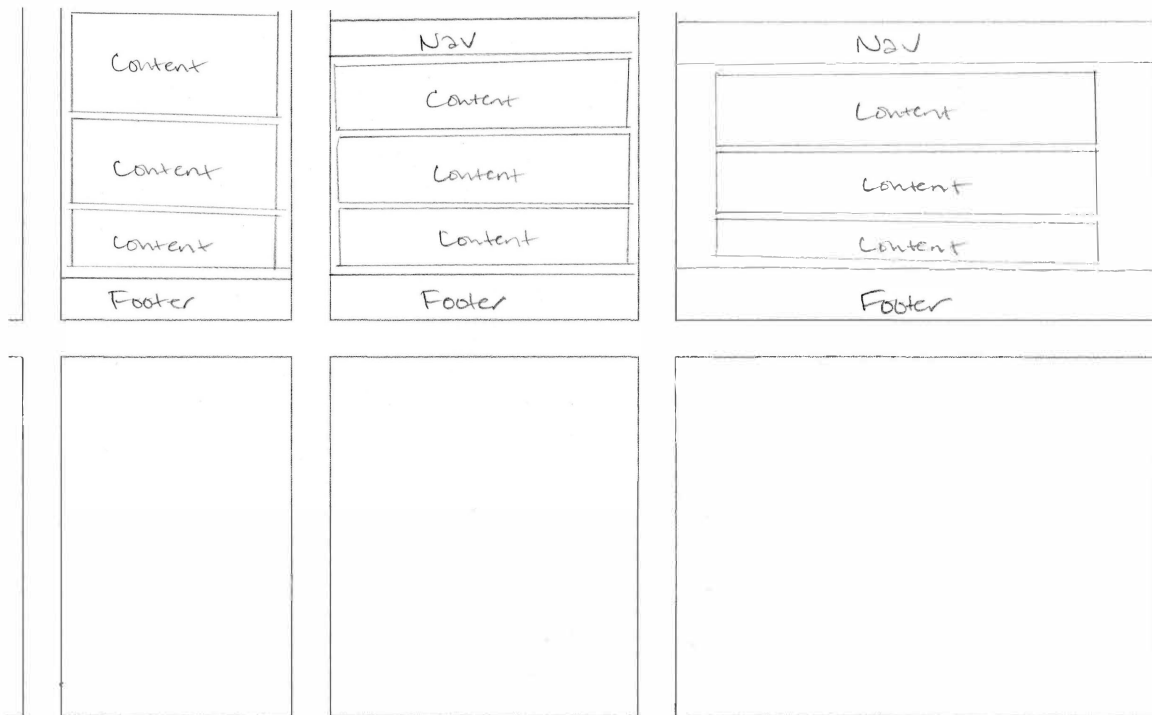
UX

Designers

Content Hierarchy



Wireframe



Cynthia Tittle

Topic Project

Cynthia Tittle

Topic: What does prototyping mean for designers?

I would like to design an infographic that shows what a prototype is and the difference from a wireframe, how prototyping helps in the design process, how to create a prototype and prototype tools. I don't think this will be too overwhelming to present in this format. I can design an effective infographic to quickly and easily show the benefits of using prototypes.

Dynamic plug-ins: Sllider and pop-ups

Design:

One idea- An infographic path for readers to follow to demonstrate the workflow when you include a prototype.

I like this Quote: "It's easier to use an eraser on the drafting board, than a sledgehammer at the construction sight." Frank Lloyd Wright

I may try to use this idea in the design.

A good prototype is worth a thousand pictures. Tom Kelly (IDEO, Founder)
Wireframes try to communicate an interactive experience through a static medium.

Chris Butler

Info Links:

<http://www.experienceux.co.uk/faqs/what-is-a-website-prototype/>

<http://www.howdesign.com/how-magazine/how-to-create-a-website-prototype/>

<http://www.creativebloq.com/netmag/3-top-ways-build-website-prototype-21514247>

<https://studio.uxpin.com/ebooks/guide-to-prototyping/>

<https://uxmag.com/articles/comparing-four-popular-page%E2%80%93based-interactive-prototyping-tools>

<https://uxmag.com/articles/what-a-prototype-is-and-is-not>

<http://www.protofuse.com/blog/prototype-vs-wireframe/>

Templates:

<http://startbootstrap.com/template-overviews/business-casual/>

Video:

<https://www.youtube.com/watch?v=70XwnXB1nXw>

Prototype links:

<http://www.apple.com/mac/keynote/>

<http://www.hotgloo.com/>

<https://www.fluidui.com/>

- **Template Analysis Focus**

- **Categorize Template Types**

Choose a Template:

- **Match a Template features to your Content**
- **Sketch the chosen template's breakpoint layout pattern**
- **Create the Desktop layout wireframe with element labels and content descriptions**

- **Template Types**

Look at this website for ideas about how to categorize Templates

<http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/>

What do you *need* your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

- **Create your own system for Qualifying Templates:**

Template Types / Categorizes	Example: description or mini-screenshot or link
Hero	Full browser- low content home page image/video
Blog	Users post testimonials and comments, owner posts informative articles
Scroll page	Moderate content - information, visuals
Portfolio	Display personal projects for job seeking or e-commerce
E-commerce	Selling products in an online store front

- **Choose a Template** <http://blackrockdigital.github.io/startbootstrap-business-casual/about.html>
- **2) Analyze Your Template and Match to Your Content**
Analyze Your Template:

General Features

Is it responsive?	yes
What is the navigation scheme?	scroll page
Can I rearrange the layout (is it in sections) ?	yes
What is the home page like?	hero slider
What are the interior sections like?	boxes for content
Is all the content on one long scroll page?	yes
Other:	

Match the Template to Your Content List:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
What is my topic?	Slider showing illustrations of the questions that will be answered
What is a prototype?	
How do you build a prototype?	
What is the difference between a prototype and a wireframe?	
Is there an app or a tool that builds prototypes easily?	

- **Template Layout Pattern**



3) Using the breakpoint sketch sheet -

Do a rough sketch of the Breakpoint Layout Pattern

4) Wireframe the Desktop Layout.

**Label each element with its Section Name & Content Description
(You can use Balsamiq for this)**

455156: What do you want to know about this topic?	455157: What will make this information meaningful to you?	455158: How do you plan on using this information?		455159: Rate on a scale of 1 - 10 How do you rate your current interest in this information?	455160: This topic relates to my role as a:	455161: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in"	455162: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique.	455163: Rate on a scale of 1 - 10 I would like detailed information on how to use this.	455164: Rate on a scale of 1 - 10 I would like to see examples of this.	455165: Add any other input / comments.
Which is better.	comparing a prototype to a wireframe.	use what is comfortable		8	web designer	8	8	8	8	use pros and cons
What is the easiest and quickest way to create a prototype?	What does a basic prototype always need before showing to client?	I want to be able to create a good, professional prototype to present.		9	web designer,media designer	7	8	10	6	What should be included in a prototype? Where do you start and end?
So what is NOT a prototype?	Examples of what is/isn't. I want pictures!	My process of design could use some work.		10	visual designer	10	10	10	10	I don't really pay attention very much to prototyping because I get bored, so you better make it interesting so I can finally learn something!
How can I efficiently create a prototype?	How will I use this to streamline my work process?	I will use it to improve my workflow.		10	web designer,art director,visual designer	10	10	10	10	What are the benefits to prototyping
How prototyping helps in the web design process?	Seeing a prototype built into a functional web site.	I will used the ideas in prototyping in my future prototypes.		7	web designer,web developer,visual designer	7	7	7	7	How is it like doing a project without prototyping.
The differences between prototypes and wireframes. Is one better than the other or is one more used than the other.	Good information that I can use in future web design projects.	I might have to make a prototype for a future web design project.		7	web designer,web developer,art director,visual designer	5	7	8	10	Examples would be a good way to help people understand this topic.
I know more about creating wireframe but not much on prototyping but, I believe its very similar.	Learn more about it.	Plan on using prototyping for a faster process then by doing wireframes.		8	web designer,web developer,media designer	7	7	7	7	Is prototyping a faster process then wireframing it?
What a prototype is.	It will help me understand what a prototype is.	To incorporate prototyping into my design workflow and understanding how to use it.		9	web designer,web developer,art director,media designer,animation designer,visual designer	10	10	10	10	Include a comparison of what prototyping is compared to what a wireframe is and where it should fit in to the general workflow of most designers, whether it is for print, web, and so on.
to see the execution of steps before you get to the mark up	what to use a prototype for? I understand the wireframe, but the prototype is foggy to me	to better the planning process so you don't have to go back and adjust if you get it right the first time		6	web designer,web developer,art director,media designer,animation designer,visual designer	4	10	7	10	which do i start with?
The best way to start a prototype.	If you show good examples.	I plan on using this for my basic need as a designer.		10	web designer,web developer,visual designer	10	10	10	10	I think this is a great topic. I feel that some people don't understand the reasoning behind prototyping.
What makes up a prototype? Why use this over a wireframe.	It will help to make a decision on weather to use prototyping.	TO help decide where to start.		8	web designer,web developer	8	8	8	10	What is prototyping?
Tools and techniques for prototyping	A step by step or infographic would be nice	To improve my designs and make the process smoother		9	web designer,visual designer	7	9	10	10	Maybe include resources where people can find good prototype tools

- **User Analysis Focus**

- **User Needs and Goals:** What are your website users looking for?
- **User Characteristics:** What are the behaviors and motivations of the User?

- **User Needs and Goals**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

Outcome:

A *measurable* change, action or behavior that you wish a visitor to take or experience.

<p>Knowing your audience will help you identify the key features to include on your site.</p> <p>From your Topic Survey determine:</p>	<p>You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.</p>
User Outcomes	Website Features
<p>List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.)</p>	<p>Match how you would design your content to meet the outcome.</p> <p>List what key feature(s) would align with the desired user outcome.</p>
What is a prototype?	Give a definition and show examples
How do I create a prototype?	Maybe use an infographic to show the steps in creating a prototype
How is a prototype different / better than a wireframe?	Show comparisons on a chart or modal

- **User Characteristics**

- **What are the motivations and behaviors of your Users?**
- **Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.**

Look at the User Profile Report. Are there any common / repeating ideas?

From the User Profiles determine:	
User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
To improve workflow	Explain Benefit: Using a prototype will improve workflow and save time overall
To communicate the function and ux to the client	

From the User Profiles Determine:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
Users want illustrations, pictures, diagrams	Maybe Use an infographic

- **Apply Findings to Content Plan**



From The Worksheet Tables – place the information into your Content Plan

topic	What do Prototypes mean for Designers?
User goals	Learn what, how and why of prototypes
User characteristics	Users want easy to understand instructions on how to improve their work flow with prototypes
website goals	Deliver the message in a fun interesting way
website message	Prototypes are an important and useful tool for web site design.

