INF03 Expérience Utilisateur

5. Scenarios, sketches and prototypes

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Outline

Why prototyping is important Putting design in context Prototypes

Activity 1 : Scenarios Activity 2 : Storyboarding

What is the role of a prototype



The role of prototypes

- Prototype as proof of concept
- Prototyping as a design process
- Prototype as a communication tool

What are prototypes good for ?



- Designers
- Clients
- Users

What are prototypes good for

For designers

- Explore
- Visualise
- Test feasibility
- Inspire
- Collaborate

For users

- Usefulness
- Change point of view
- Usability
- Desire

For clients

- Conviction
- Specification
- Benchmarking

From sketch to prototype



Fail early fail often



From sketch to prototype

SKETCH	PROTOTYPE
EVOCATIVE	> DIDACTIC
SUGGEST	DESCRIBE
EXPLORE -	> REFINE
QUESTION	> ANSWER
PROPOSE	
PROVOKE	> RESOLVE
TENTATIVE	> SPECIFIC
NONCOMMITTAL	> DEPICTION

Pas clair

Fidelity and resolution







Low fidelity Low resolution

Low fidelity High resolution High fidelity High resolution

Fidelity

Low fidelity

Open discussion

Need to clarify

Quick and Dirty

Rapid validation

High fidelity

Sharp Opinions Self Explanatory Deliberate and Refined Concrete Ideas

Resolution

Low resolution

Less Details

Focus on core interactions

Quick and Dirty

Early Validation

More Details

High resolution

Focus on the whole

Deliberate and Refined

Concrete Ideas

Outline

Why prototyping is important

Putting design in context

- Scenario of use
- Design scenarios
- Storyboards

Prototypes

Role of scenarios / storyboard

Puts application in its context of use Forces to ask the question of usefulness Checks the *realness* of the proposal

Scenario of use

Goal :

Create a realistic description of users' activity

Process :

- Record critical incidents and regular activities
- Pick a day, a user with a name and precise properties
- Develop a scenario and a detail description of the activity of the user
- Include usual and unusual, planned and unplanned situations

Design scenario

Goal:

Create a realistic description of using the new system

Process:

- Base it on a scenario of use
- Utilise ideas generated in brainstormings or coming from interviews
- Change the use scenario to include the new system being designed



Storyboarding

Figure 6.1 Incoming messages await...

....the user moves the message

The user listens to a message.... Figure 6.8

...la each (aammale's in-Liay. Figure 6.iv

Maving the marble to the Figure 6.vi phane dials the number stated in the message that the marble "contains"

The Marble Answering Machine Durrell Bishop, 1992

Stills from Director animation

Attention to details

Linearity:

- Scenarios
- Relations between steps

Figure 6.83

Here the user stores an incoming message

Figure 6.vii The marble is returned to the answell machine to be 'lecycled'

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Also

- Sketches
- Flip books
- Flow diagram

Outline

Why prototyping is important Putting design in context

Prototypes

- ▶ paper
- ▶ video
- high fidelity

Paper prototypes

Used since the 90s Widely used in UX design Throwable

Typical form-filling screen

User test of a paper prototype

Tabs-based design

Typical set-up of a usability test

Device-based interaction

High-fidelity prototype of a homepage.

Paper

Tohidi, Maryam and Bill Buxton, Ronald Baecker, and Abigail Sellen, CHI 2006. Getting the Right Design and the Design Right: Testing Many is Better than One.

Material

- ▶ Paper, cardboard...
- ► Glue, tape...
- Pens, pencils, markers,
- Scissors,
- Straws, carboard glasses, bocks, whatever you can find in art/DIY shop

Paper + video

- Sequencial emphasis on transitions
- Played shows people acting
- Situated
 - shows activity in context

Wireframes

For Q1 release, music search only

Related artists determined by user purchasing data mining

Album art to be approved by legal

Power point...

Object Cloud Design.pptx

Azure / in vision / power-point

Object Cloud Design.pptx

Mock-up

High fidelity

HTML5 & JS

► Apple Interface Builder,

▶ ...