



(REVISITING) PROTOTYPING w/ INDIGO STUDIO

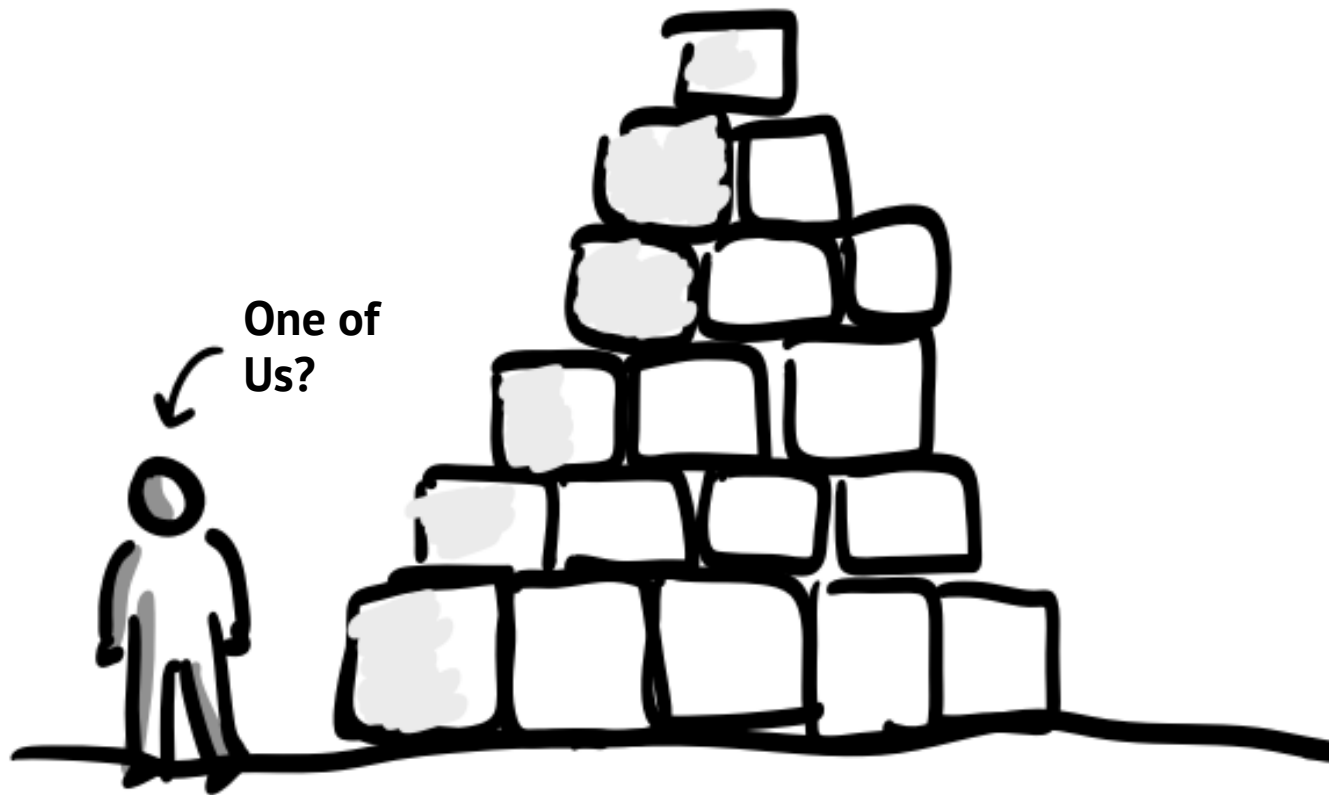
George Abraham, Ph.D.
INTERACTION DESIGN MANAGER



MOUNTAIN *of* METHODS



WHAT LIES BENEATH?



EVALUATION!

WHAT KIND *of* EVALUATION?

EVALUATION

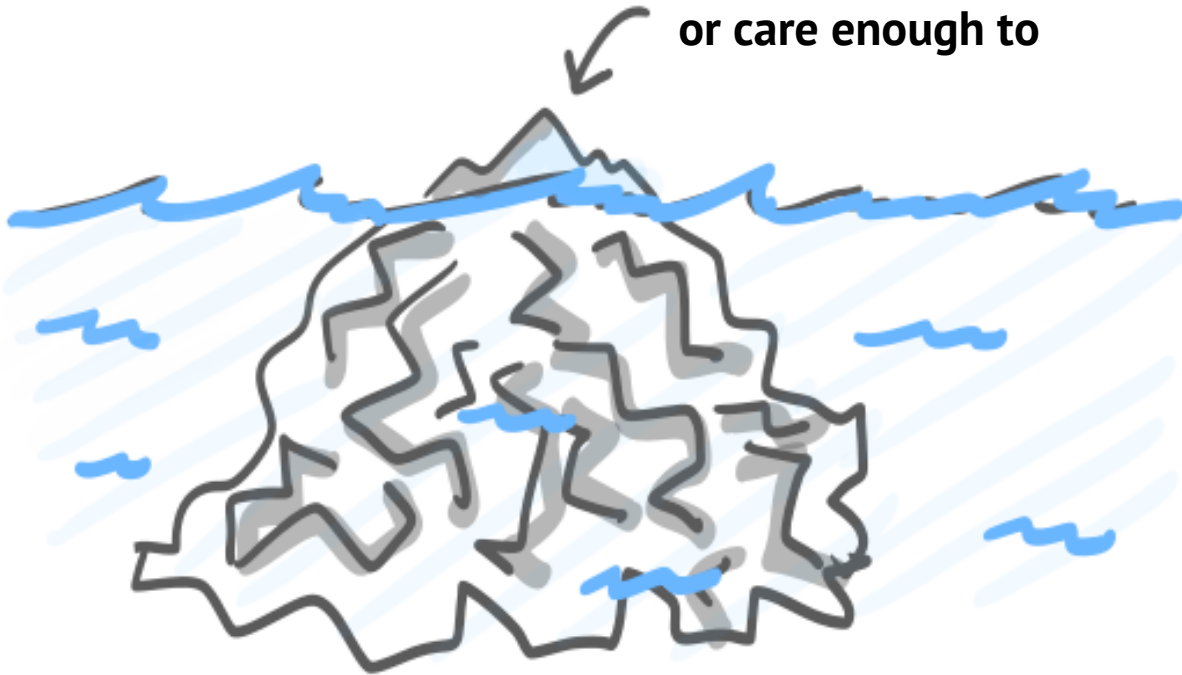
... of the design **in use**

... of the design **with users**

... of the design **in the right context**

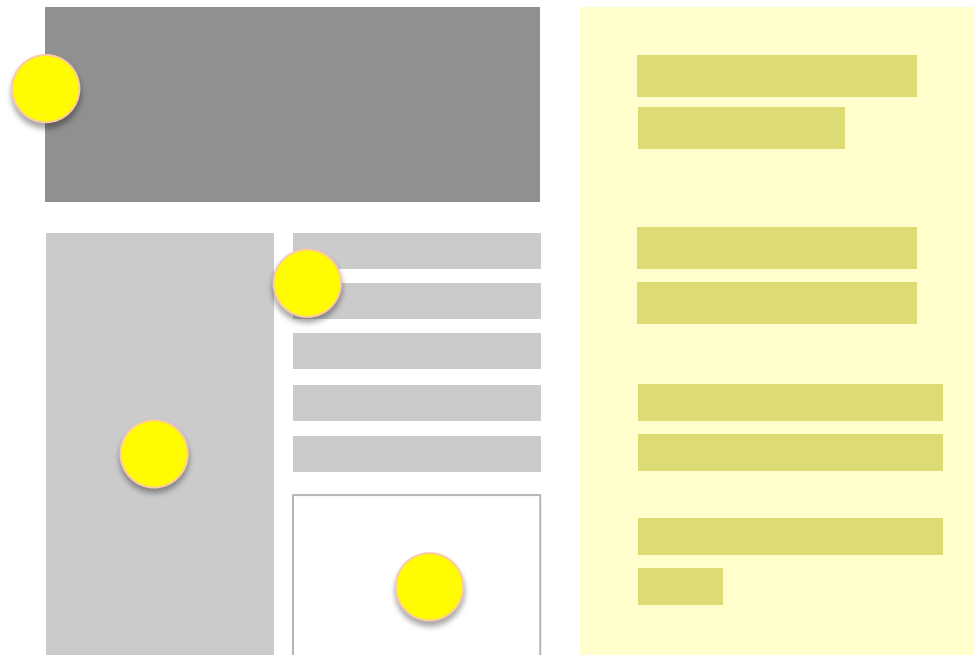
DO YOU SPEAK USER EXPERIENCE?

What users can give feedback on,
or care enough to



interaction framework
patterns
wireframes
design language
personas
scenarios
more ...

DELIVERABLES *for* USER *or* CLIENT?

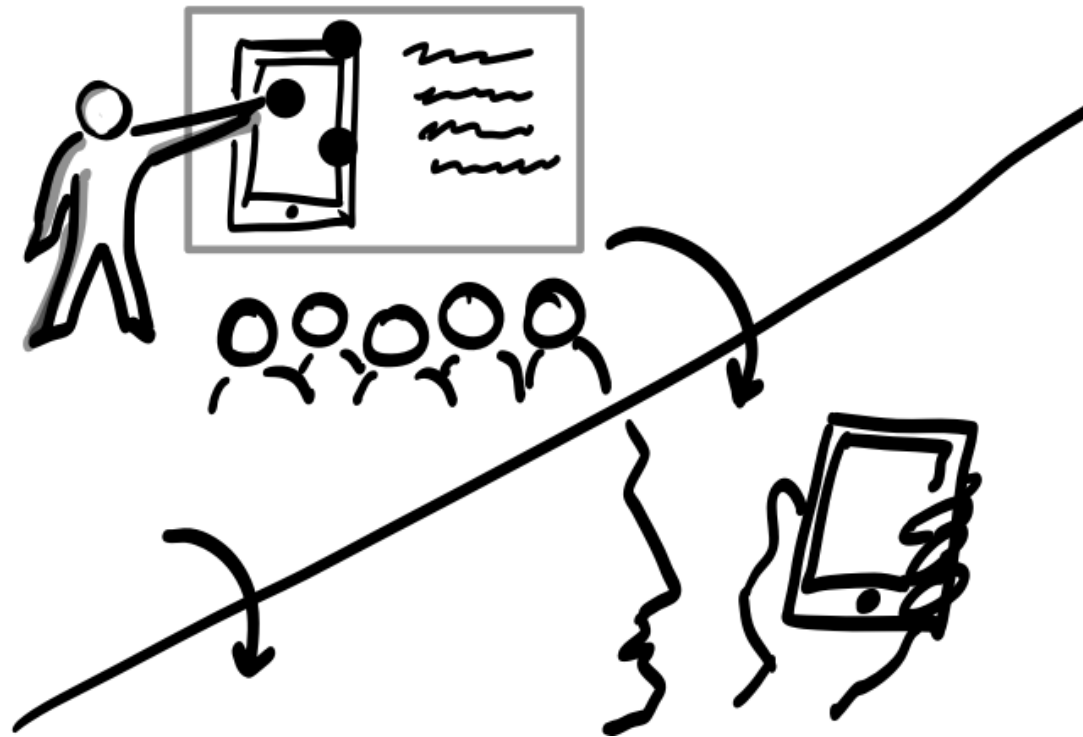


Well-meaning
Document friendly
Looks organized
Visual reference

but

Draws artificial attention
Difficult to evaluate
Toxic annotations
People fall through the cracks

WATCHING vs. EXPERIENCING



Evaluate in Use, with Users, in
the right context,

EXPERIENCING *with* STORIES



Why invest in stories?

Capture real life

Linear/non-linear nature

Shareable and Generative

Guide prototyping and evaluation

Both books are good references for exploring use of stories in UX

WHY INDIGO?

PRODUCT DEMO

Designing storyboards & screens

Download

<http://bit.ly/indigostudio>

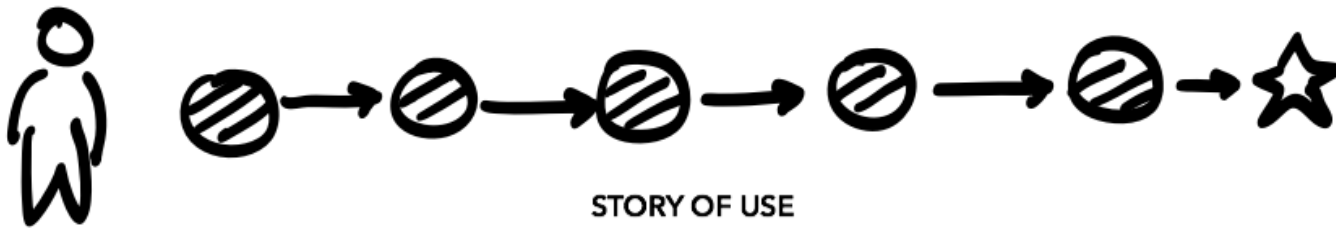
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THINKING ABOUT PROTOTYPES



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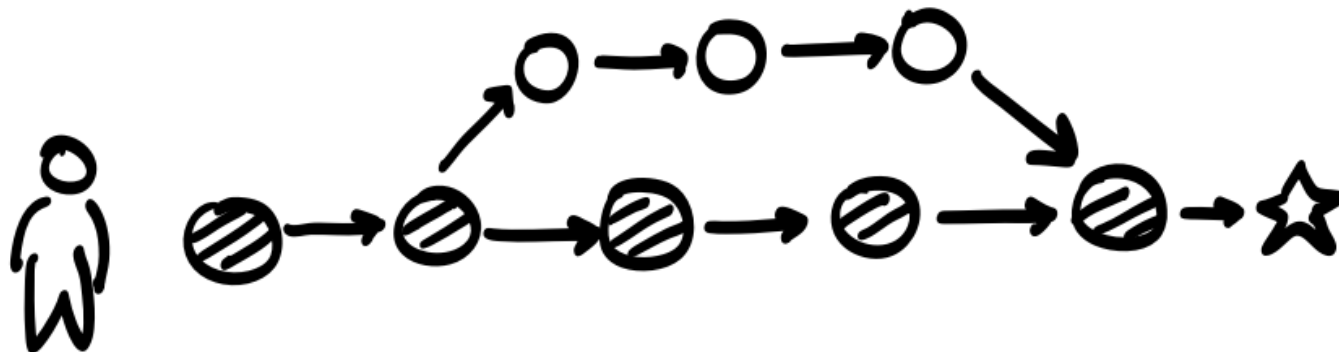
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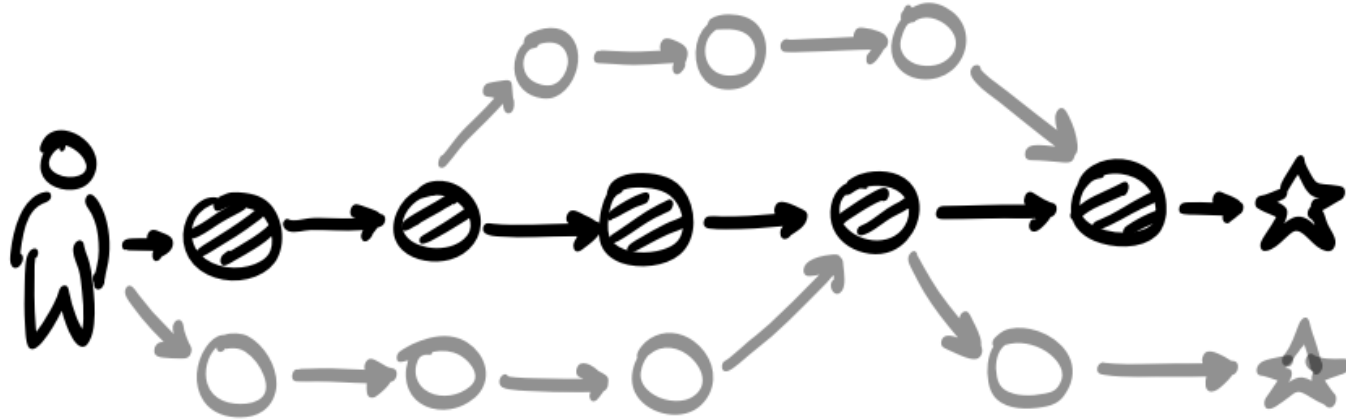
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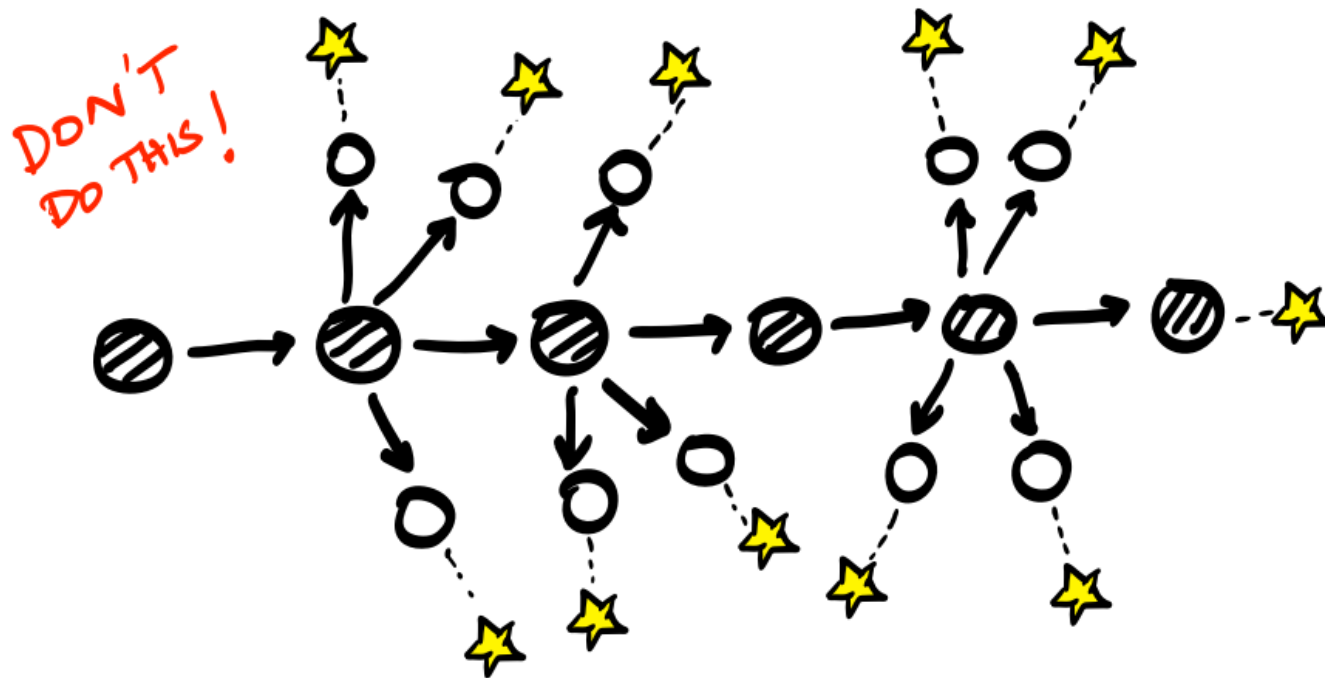
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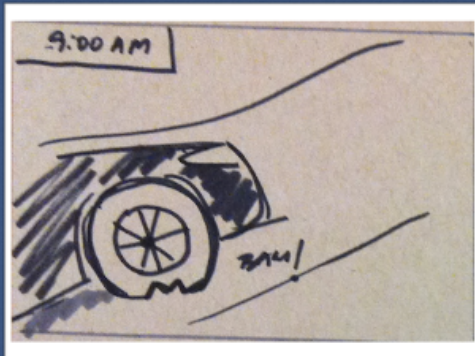
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MIXING IT UP *for* EXPERIENCE



OOPS! Got a Flat tire



The App received an Alert



Luckily Help arrives



What



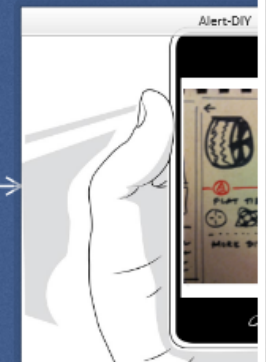
Let me look that up in the manual



Ah! Found it.

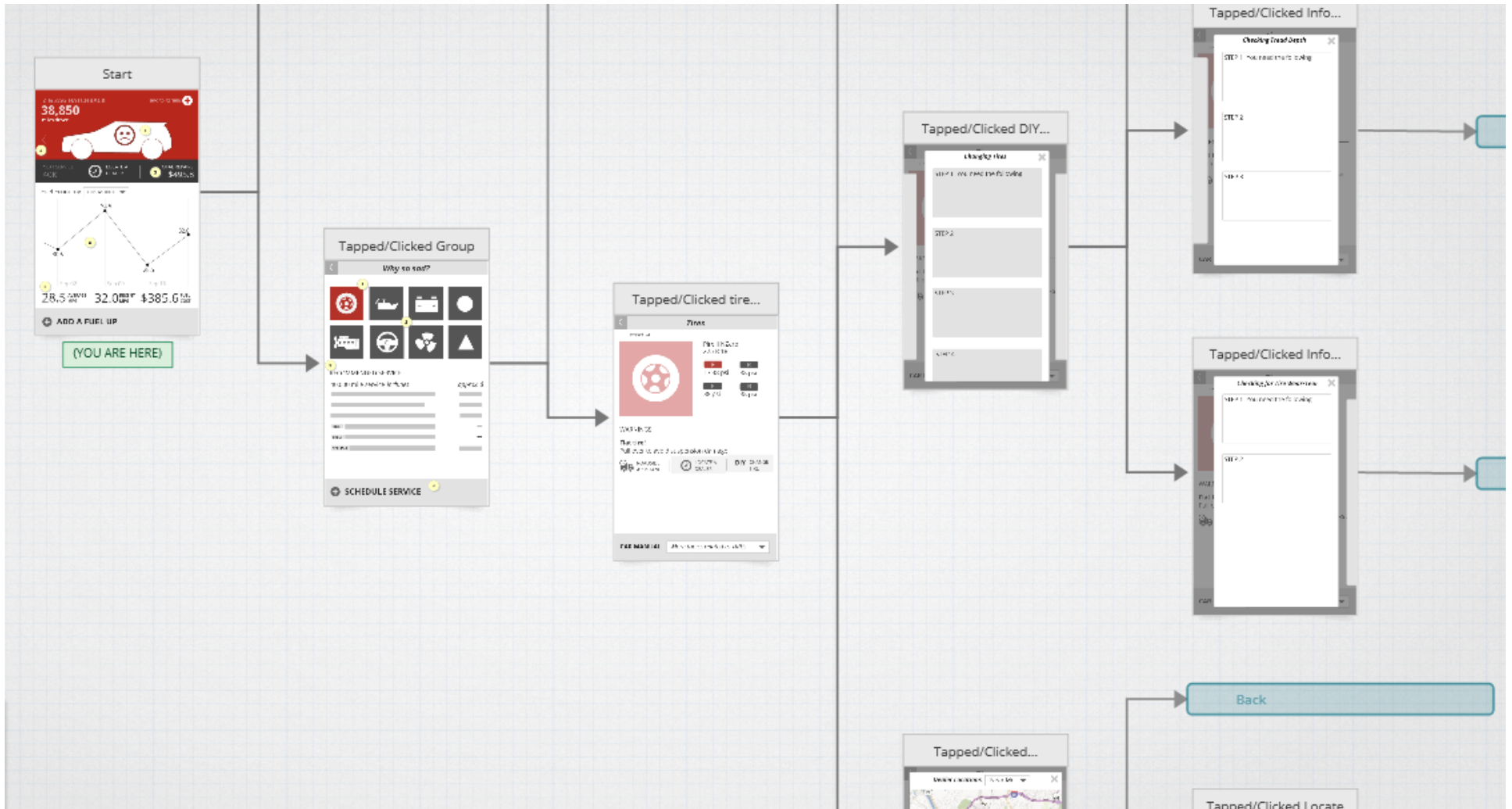


Thanks for doing this!

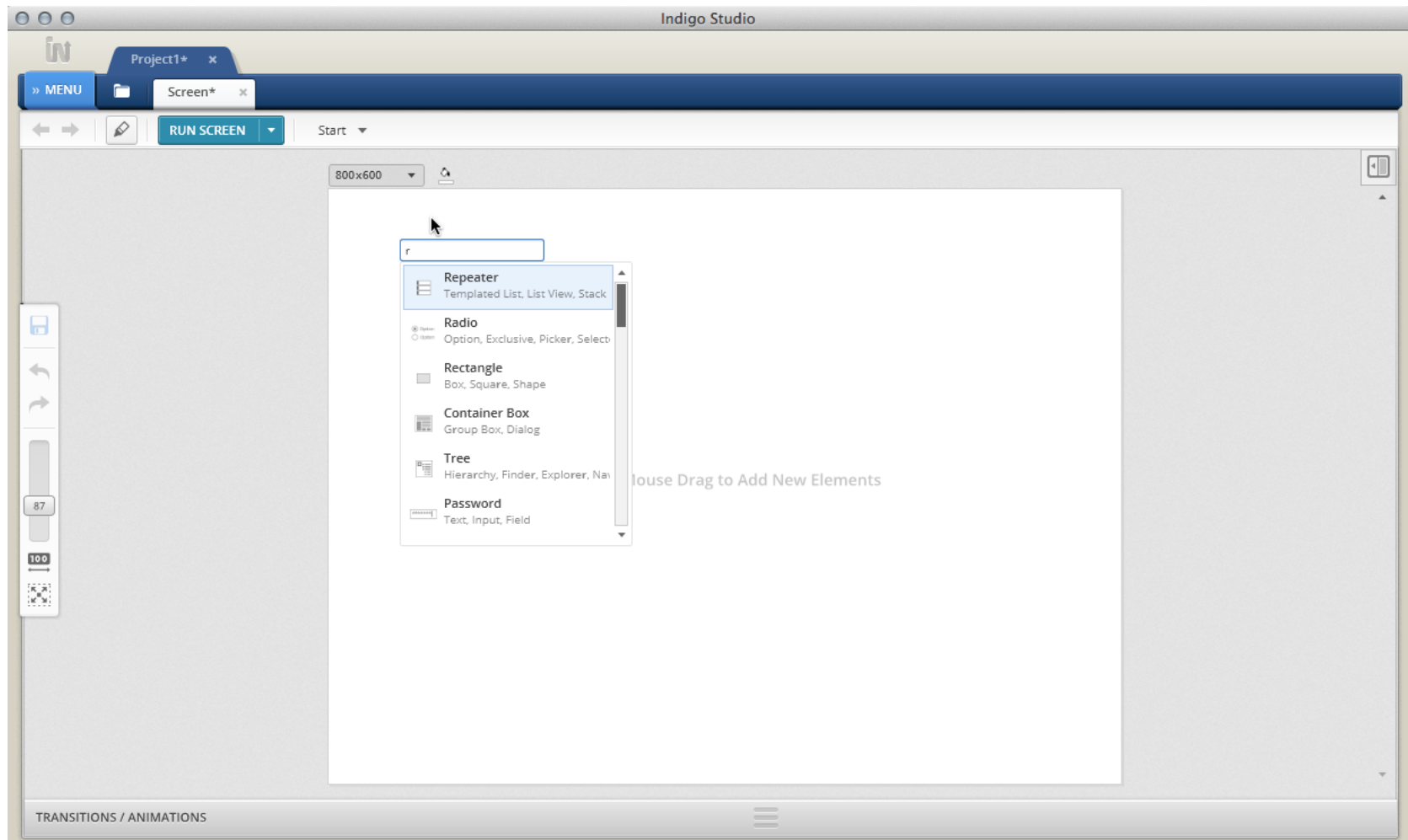


Looking up near

STAY *in* THE FLOW



KEEPING *it* CLEAN



STAY *in* THE FLOW

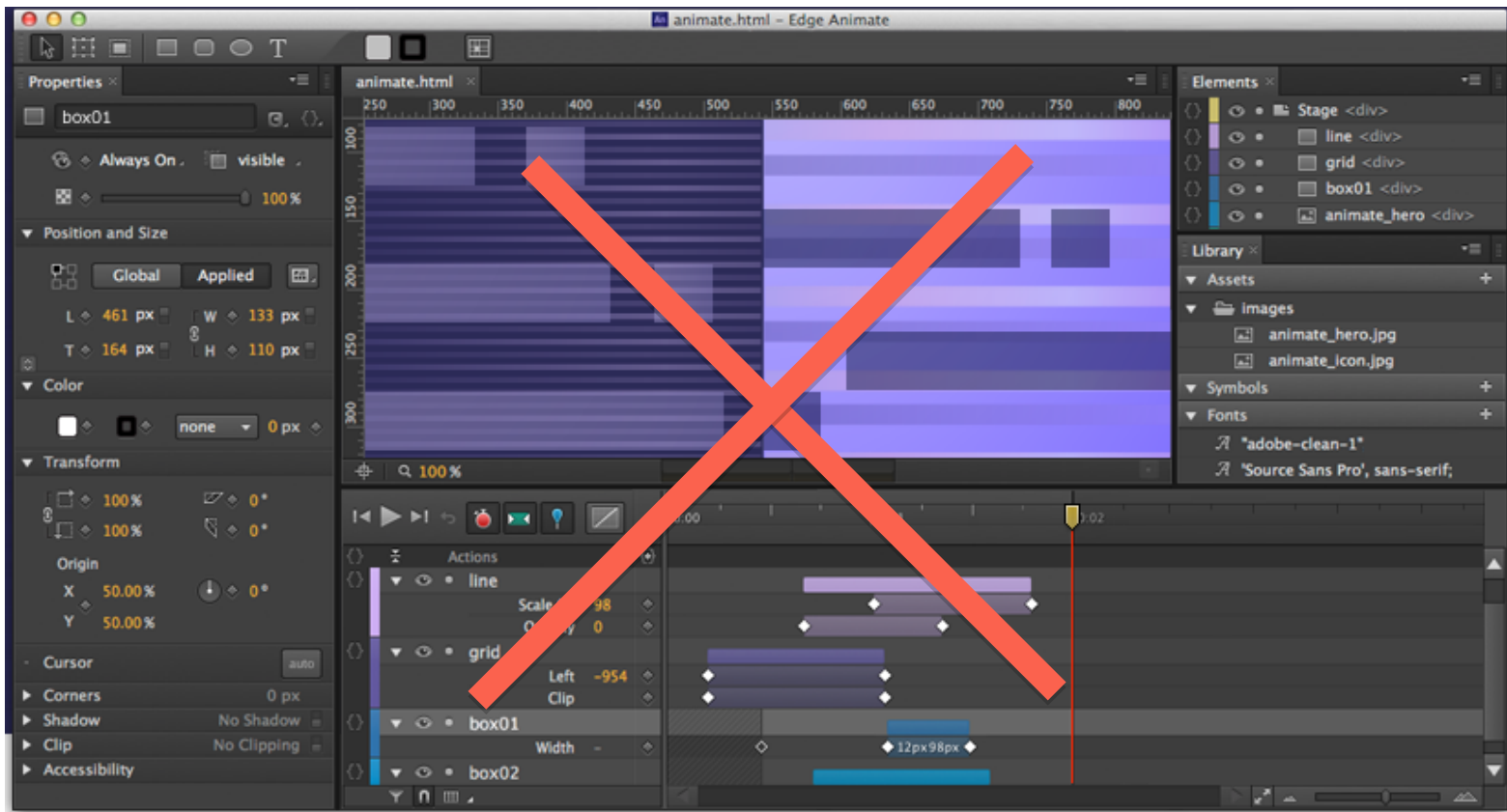
The image displays a mobile application design interface. At the top, a grey header bar contains a back arrow and the text "Why so sad?". Below the header is a grid of eight square icons on a dark background. The icons include a red wheel, a white car, a battery, a white circle, a white car engine, a steering wheel, a fan, and a white triangle. The fan icon is highlighted with a blue border. Below the grid, the text "RECOMMENDED SERVICE" is followed by "40,000 mile service *includes*" and "approx. \$". Three horizontal bars represent service details.

Overlaid on the design are three configuration panels:

- Fan System**: A panel with a close button (x). It features an "ADD INTERACTION" button with the text "When the User...". Below this are sections for "ACTIONS" (Edit Group Elements, Break Group Apart), "PROPERTIES" (with icons for width, height, and transparency, and a "tooltip" input field), and a "Help Me Choose" link.
- ADD INTERACTION**: A panel with a close button (x) and a warning message: "Are you sure you mean to add here?". It includes a "When User" section with a dropdown menu set to "Taps/Clicks" and a text field containing "Fan System". Below are three large buttons: "CHANGE THIS SCREEN" (Tweak and Animate this Screen), "NAVIGATE" (Go to Another Screen or Open URL), and "DO SOMETHING ELSE...".

A blue arrow points from the "ADD INTERACTION" button in the "Fan System" panel to the "ADD INTERACTION" panel.

ANIMATE SIMPLE



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WHY INDIGO?

Prototypes as user-facing deliverables

Evaluate design-in-use *then* codify

Humanize prototypes with Stories

Use stories as a guide for prototyping

Collage to design just enough

Fidelity of the experience and NOT prototype

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