(REVISITING) PROTOTYPING *w/* INDIGO STUDIO

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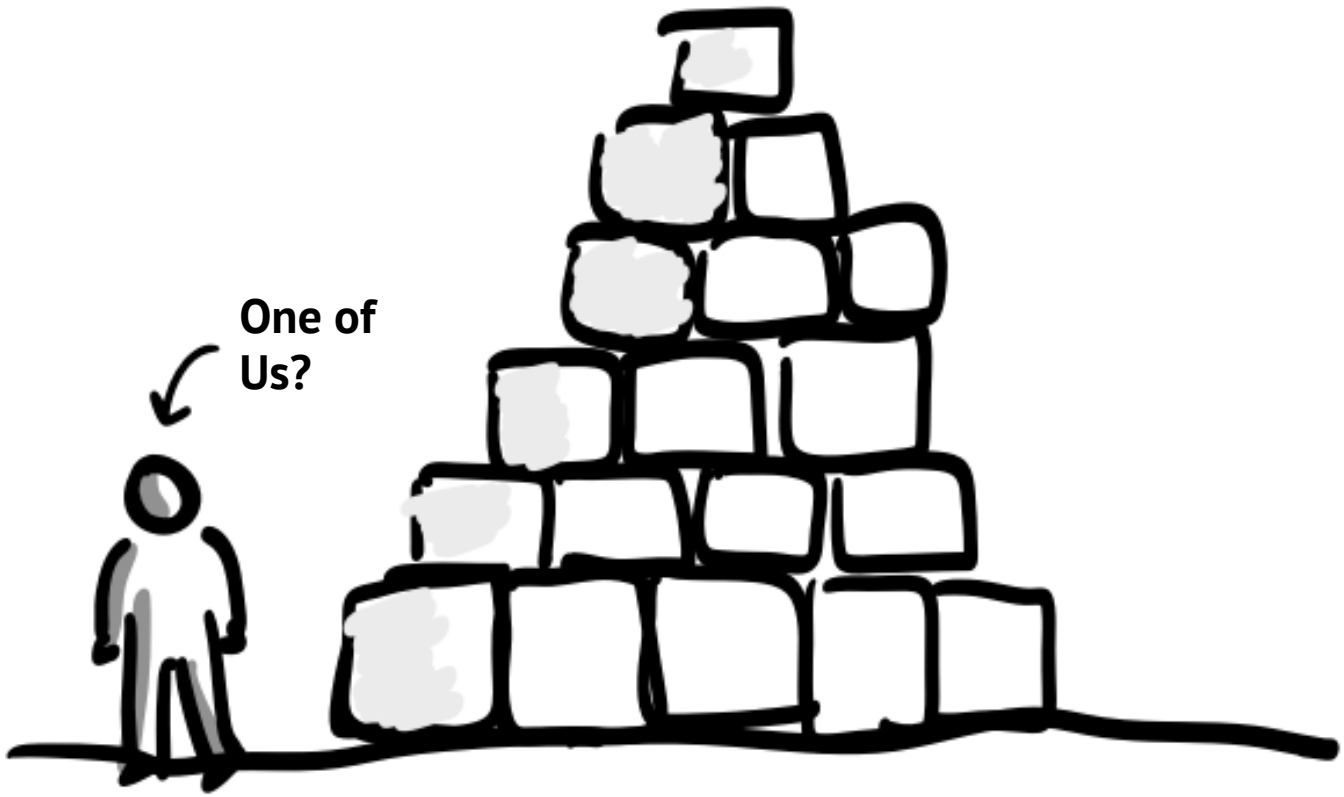
INTERACTION DESIGN MANAGER
INFRAGISTICS
DESIGN / DEVELOP / EXPERIENCE

MOUNTAIN *of* METHODS

WHAT LIES BENEATH?



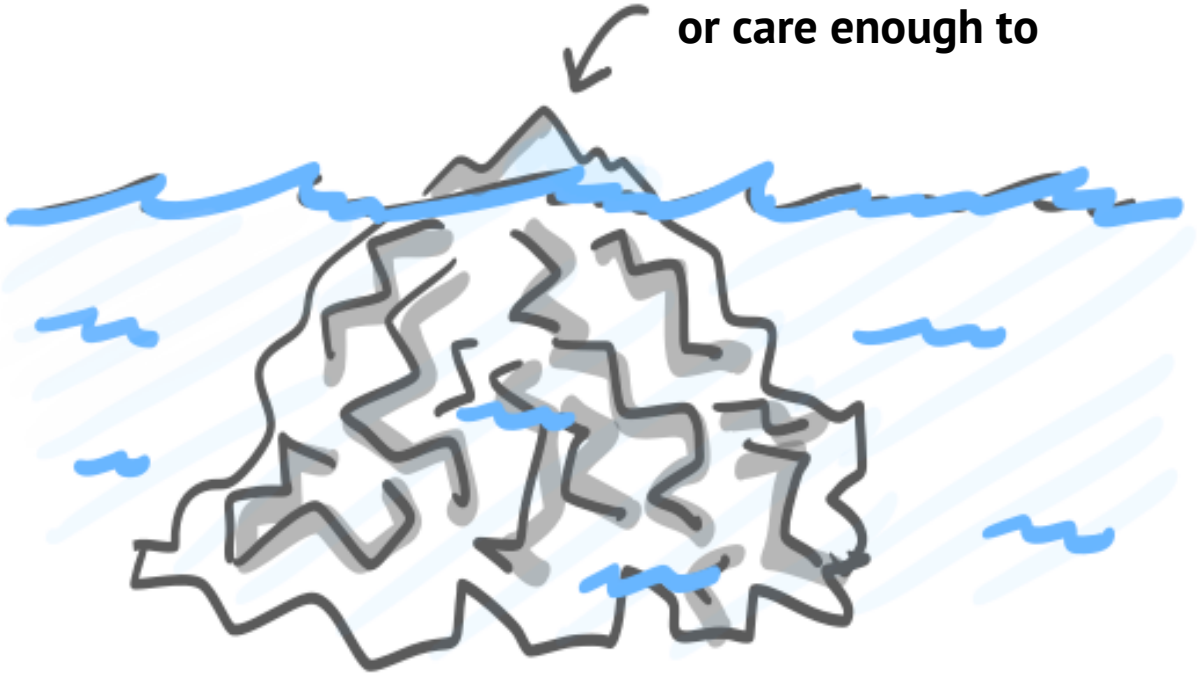
EVALUATION!

WHAT KIND *of* EVALUATION?

EVALUATION

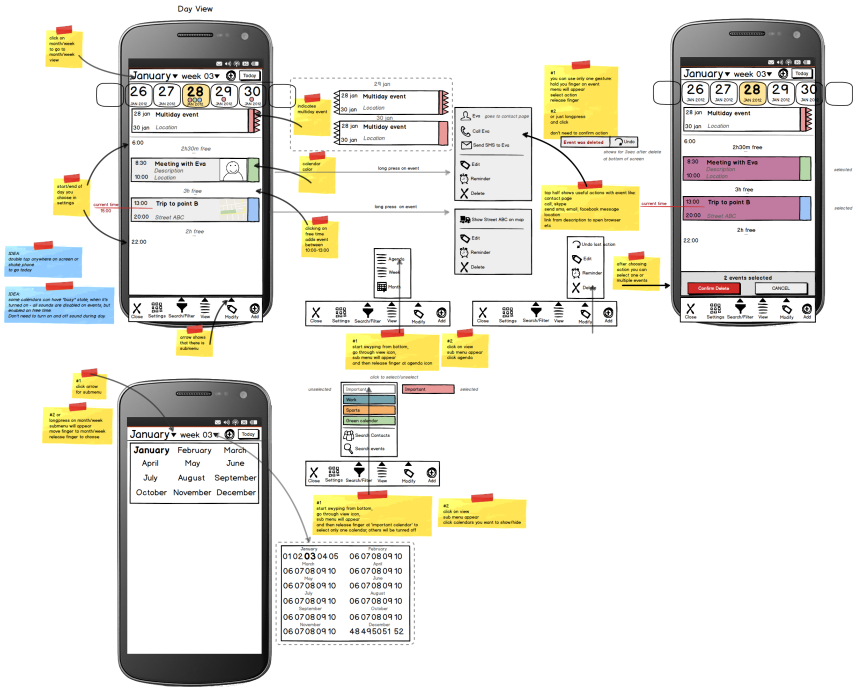
... of the design **in use**
... of the design **with users**
... of the design **in the right context**

DO YOU SPEAK USER EXPERIENCE?



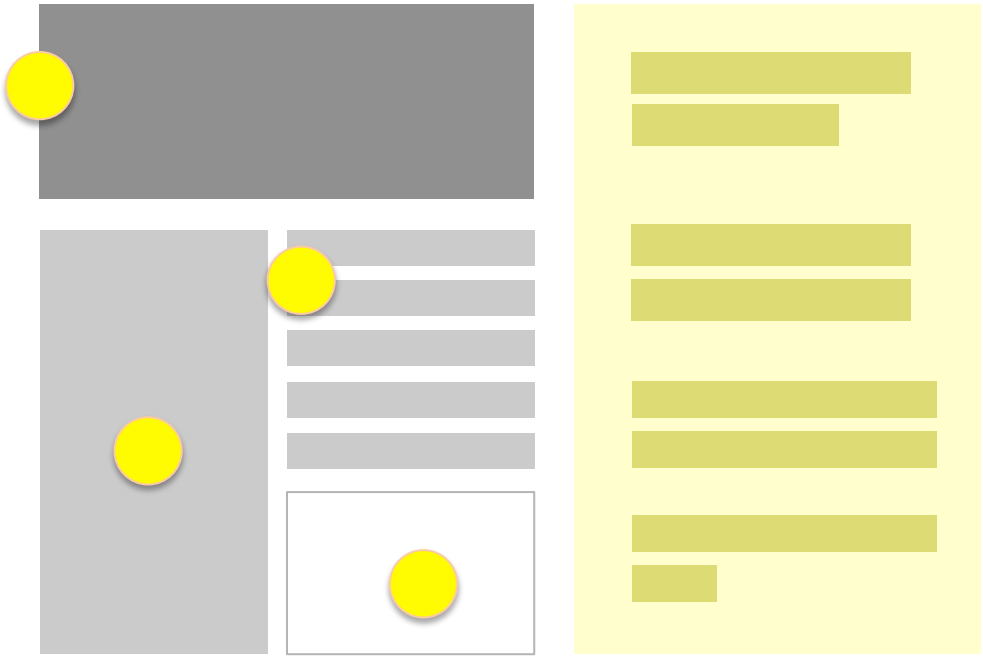
interaction framework
patterns
wireframes
design language
personas
scenarios
more ...

DELIVERABLES *for* USER *or* CLIENT?



Images from https://ubuntu.mybalsamiq.com/projects/ubuntuphonecoreapps

DELIVERABLES *for* USER *or* CLIENT?



Well-meaning

Document friendly

Looks organized

Visual reference

but

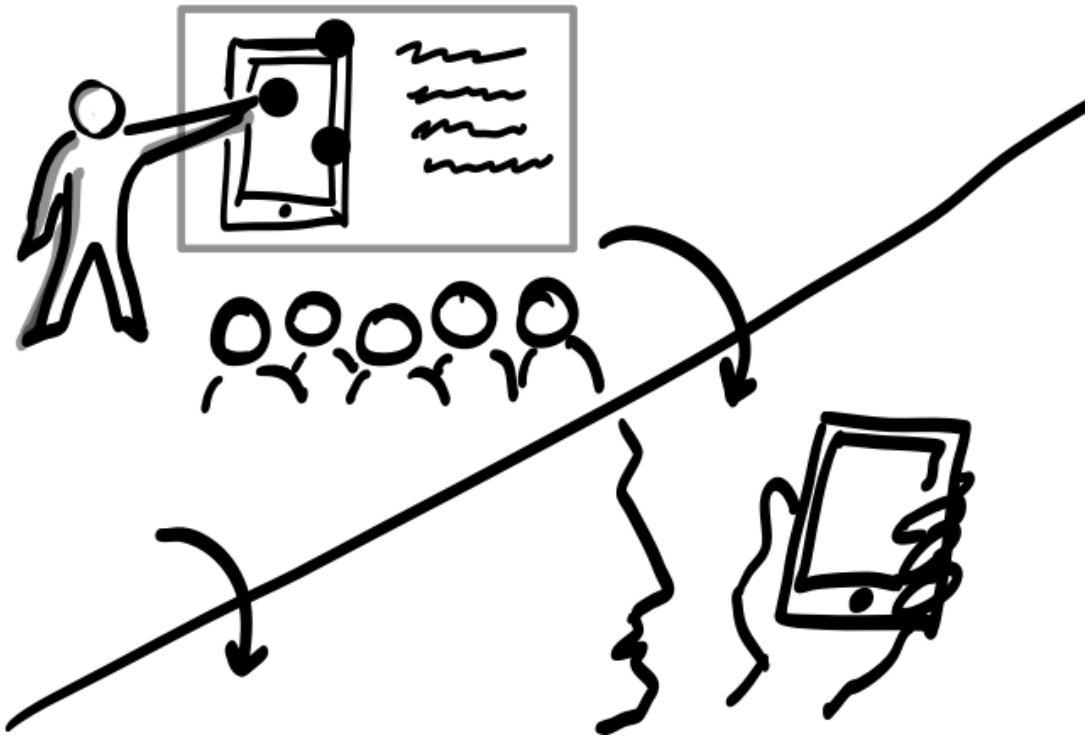
Draws artificial attention

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

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

Why invest in stories?

Capture real life

Linear/non-linear nature

Shareable and Generative

Guide prototyping and evaluation

WHY INDIGO?

PRODUCT DEMO

Designing storyboards & screens

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THINKING ABOUT PROTOTYPES

STORY OF USE

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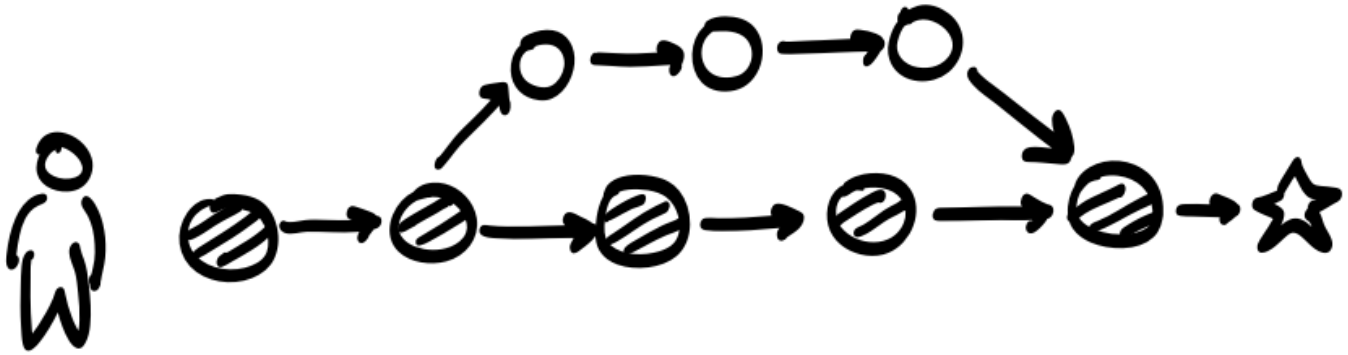
THINKING ABOUT PROTOTYPES



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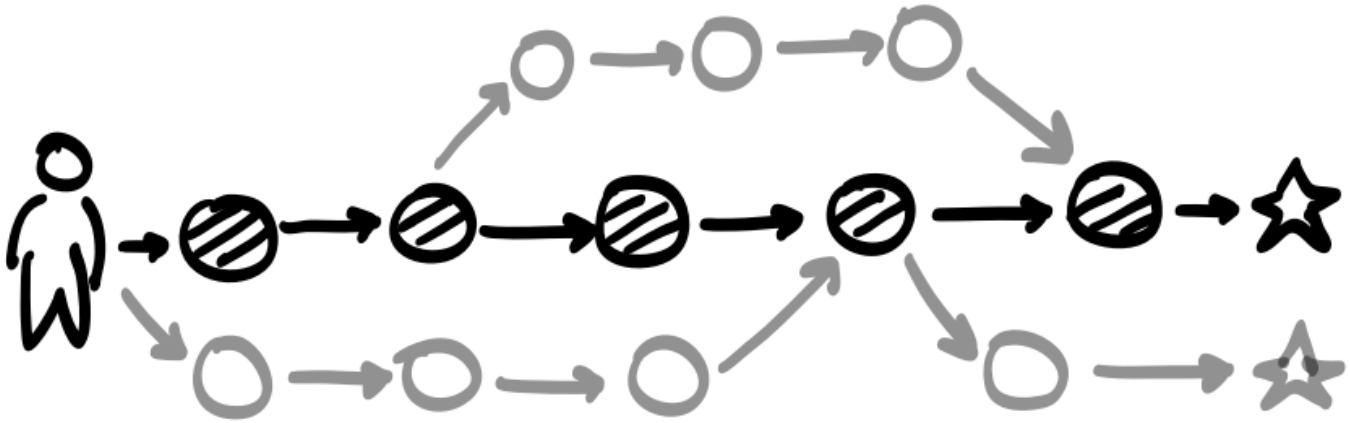

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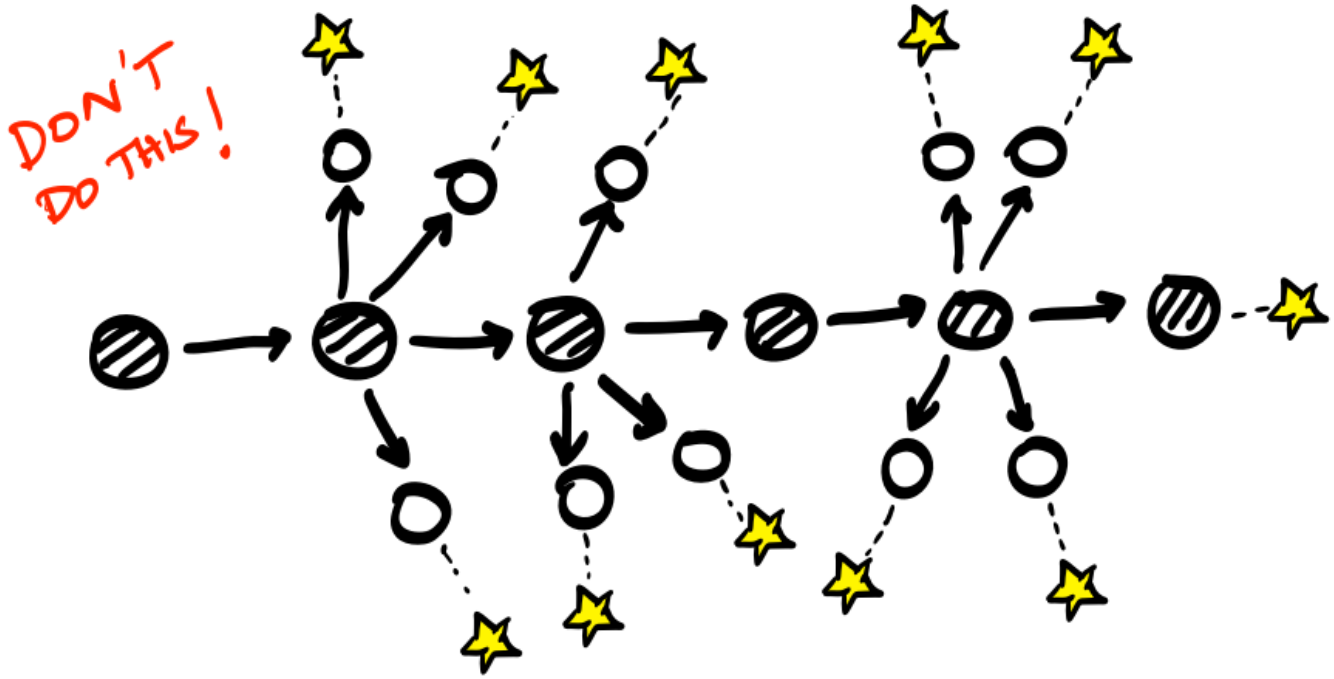

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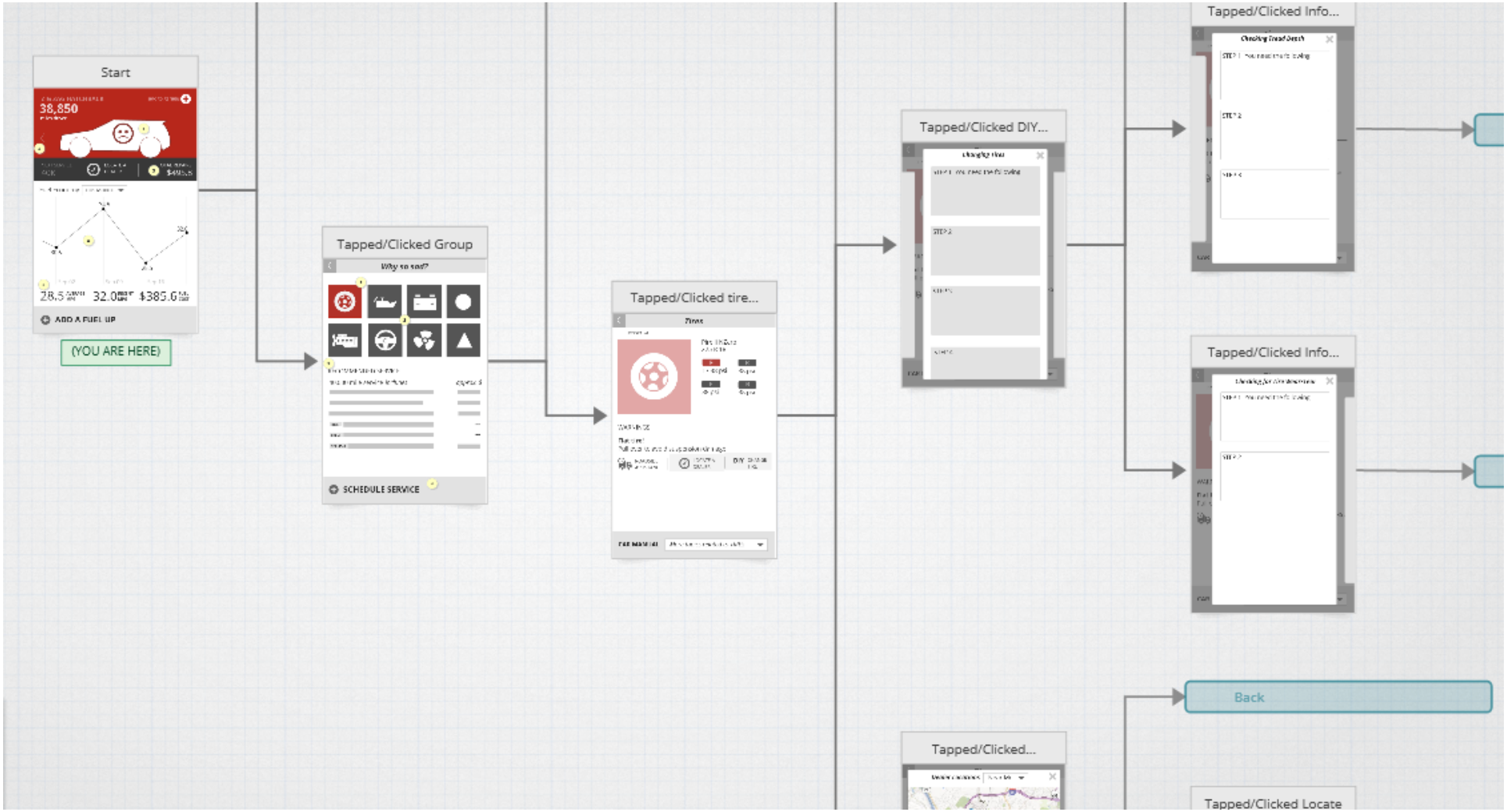
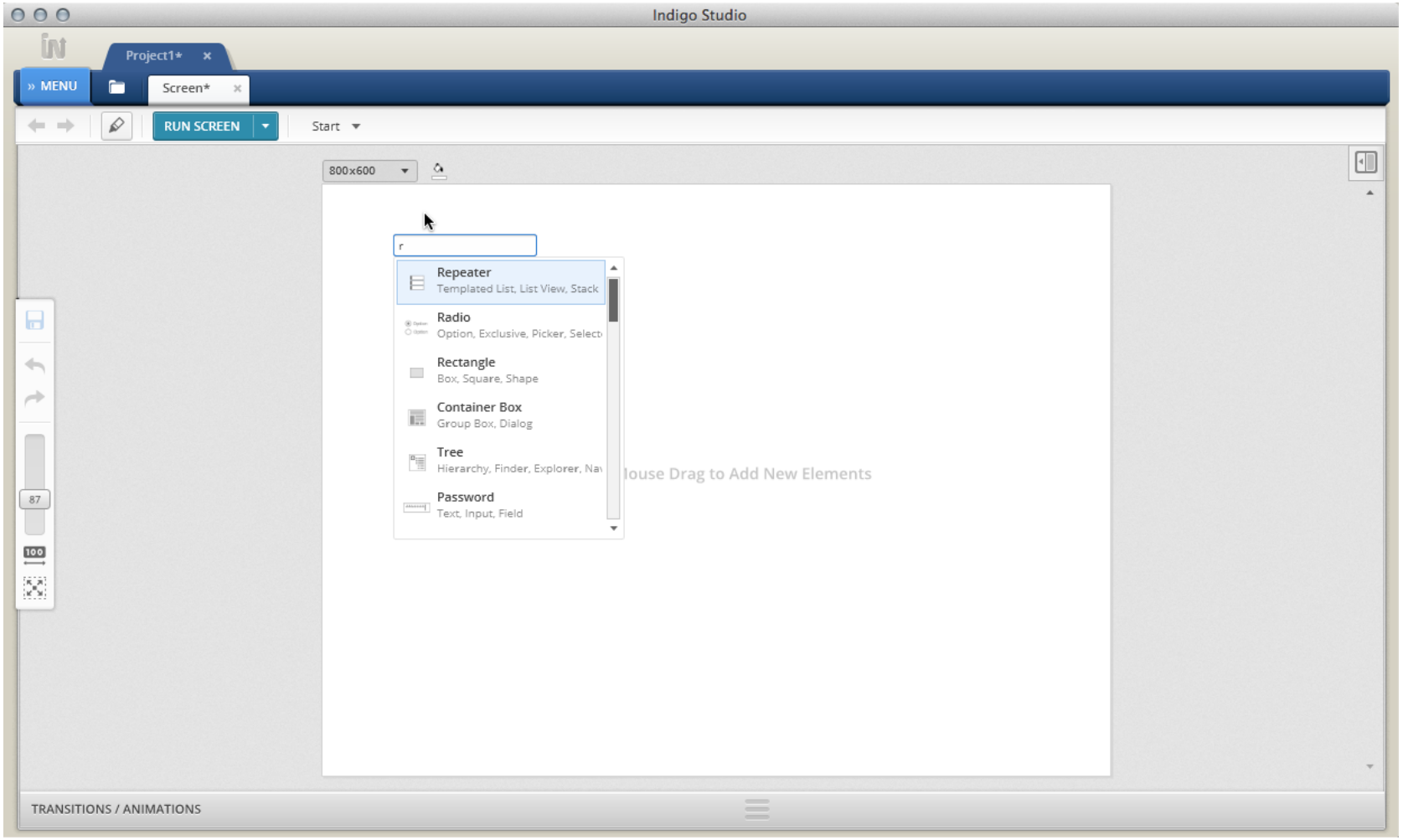
MIXING IT UP
for EXPERIENCE

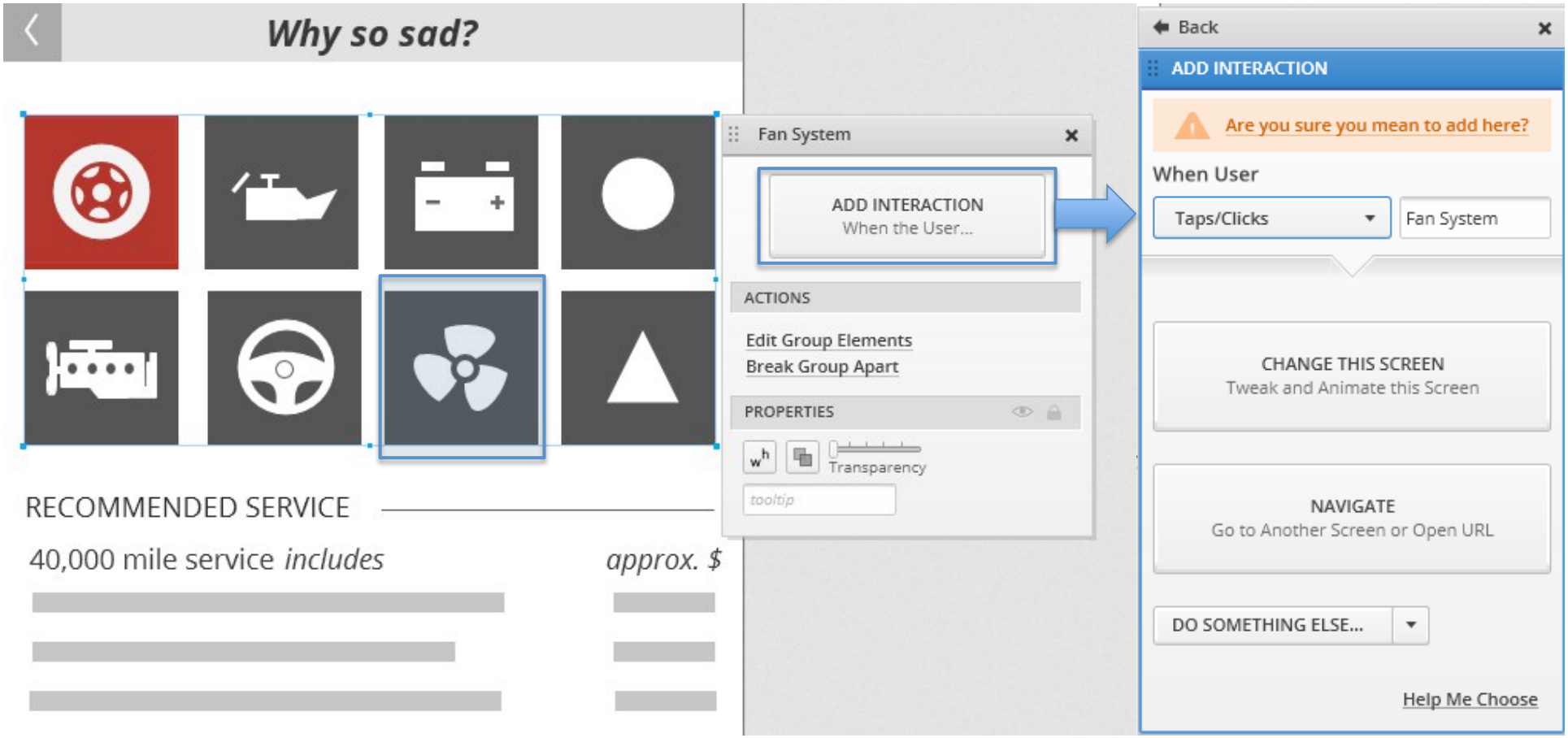
STAY *in* THE FLOW



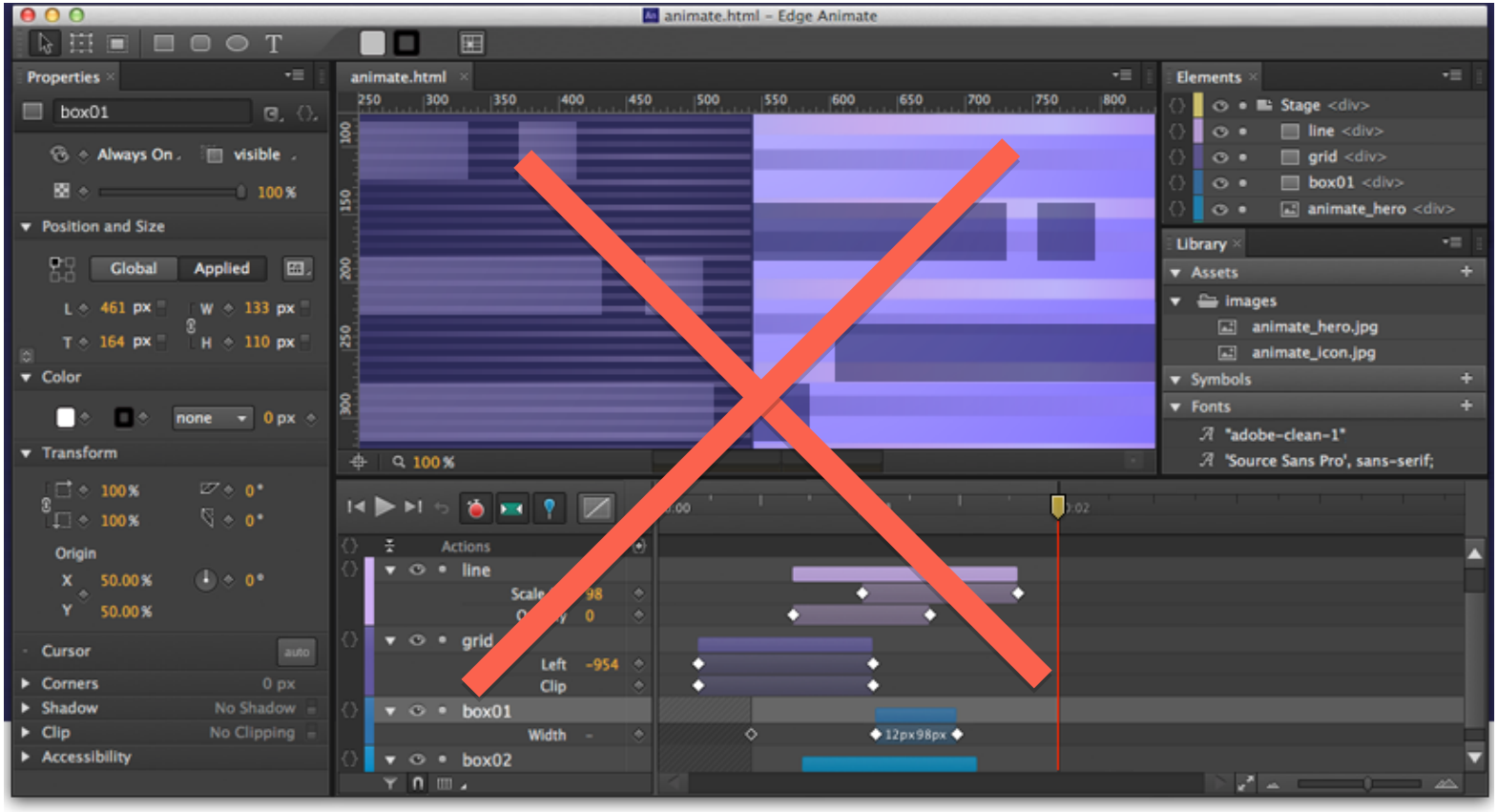
KEEPING *it* CLEAN



STAY *in* THE FLOW



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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