

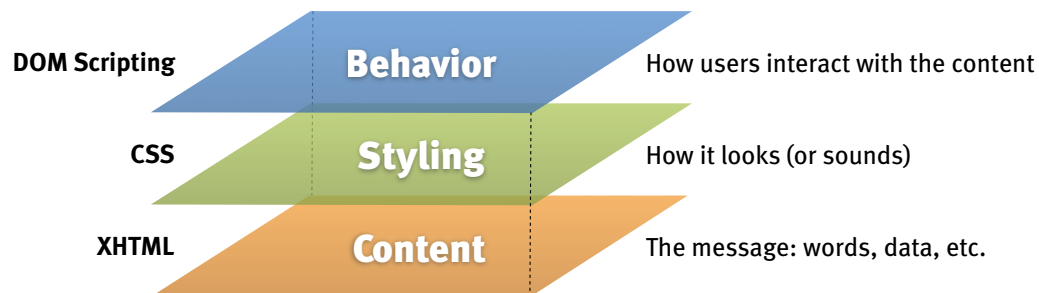
Backgrounder for **High-Fidelity Prototyping**

Presented by Mark Kraemer for
Eleanor Jordan's MIS 374 class on
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Web Standards in a Nutshell

The presentation layer of any site or application consists of three separate sub-layers: content, format, and behavior.

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Keeping the code for these three layers separated has too many benefits to mention in this presentation. See my article for more info and links.

<http://geniantsandbox.com/web-standards-basics>



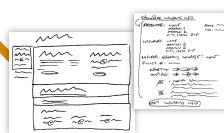
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These are all methods for documenting, sharing, and creating knowledge about user interfaces.

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Abstract

Page
Description
Diagrams



Sketches



Wireframes



HTML
Prototypes



Comps



The Real
Thing

Real

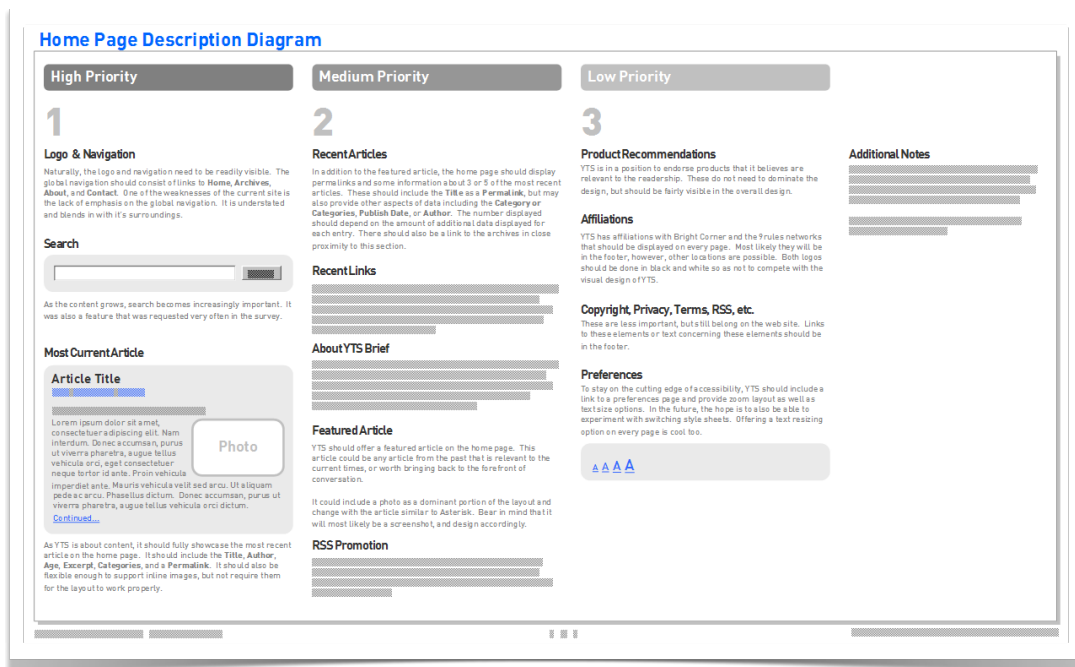
Each deliverable has its own pros and cons. Understanding the trade-offs will help you know which are best for your project.

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Page Description Diagrams (aka PDDs) communicate content and priority without dictating layout or style.

Sometimes, they're too abstract
for stake-holders to understand.

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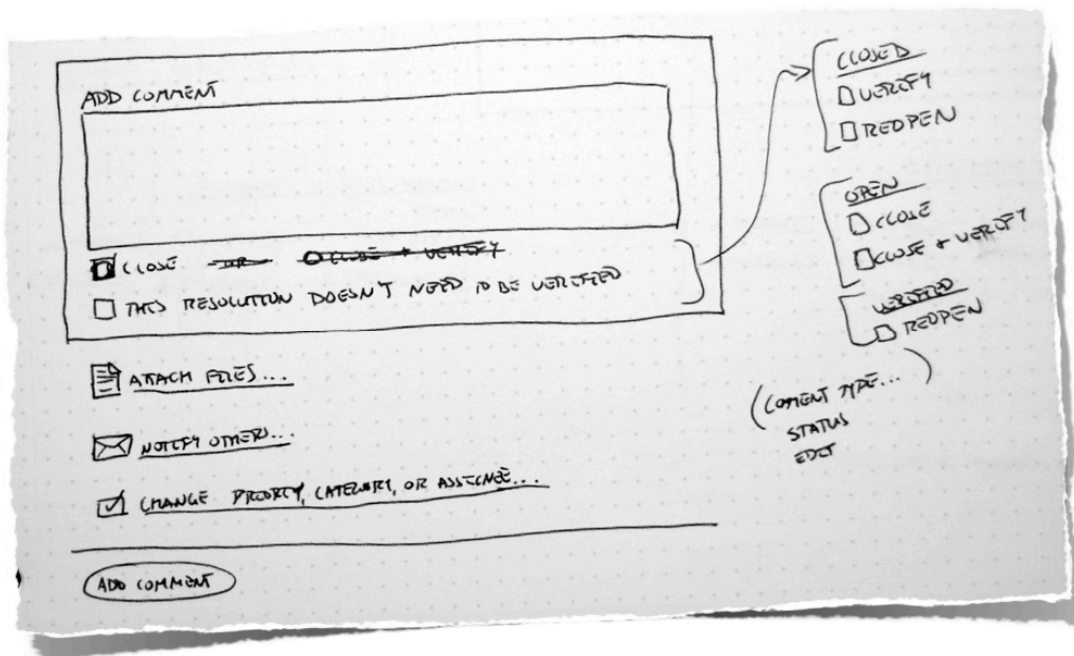


PDDs allow visual designers to understand content requirements without creating artificial or preconceived ideas for layout or style.

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Sketches enable rapid collaboration and exploration at the cost of resolution.

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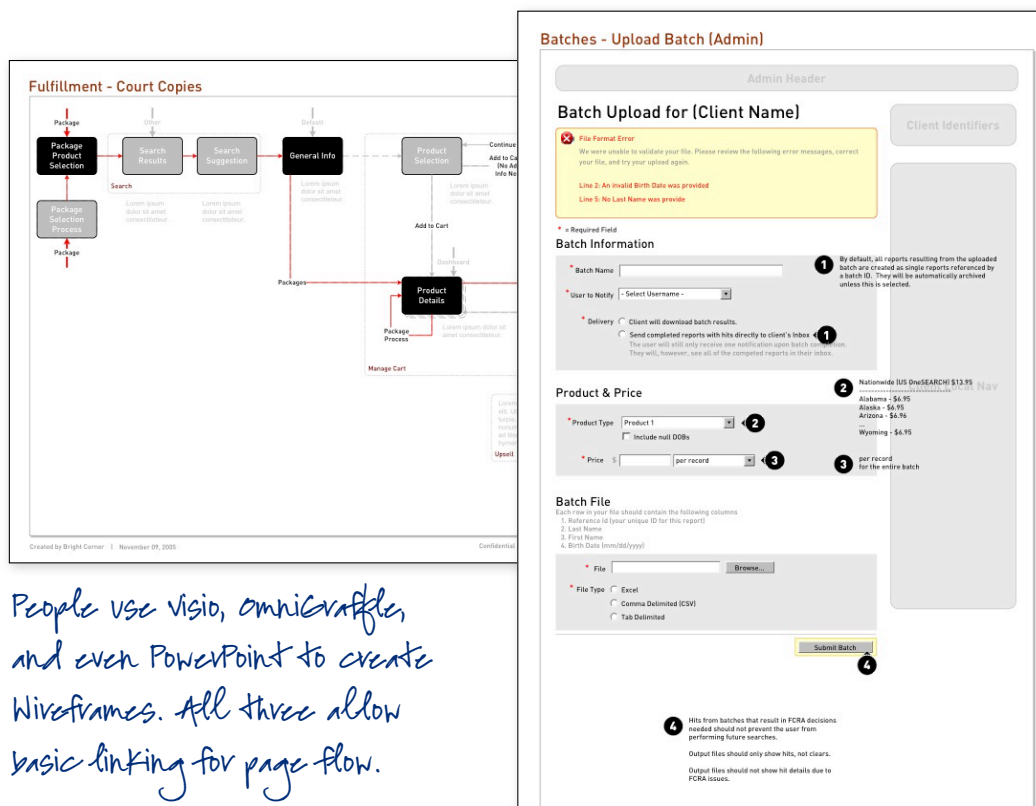


Anyone can sketch; you don't have to be an artist.
It's actually quite liberating to work with pen and paper or whiteboard.

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Unless they're annotated or matched with a flow diagram, they don't address behavior.

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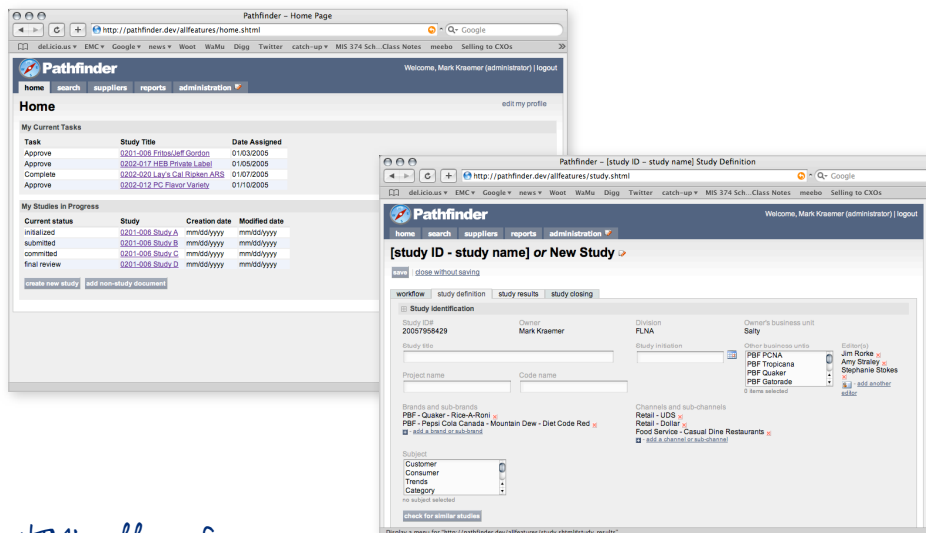


HTML can bring wireframes to life.

Code can introduce basic interaction examples, and make maintenance easier by reusing code for common sections.

Whereas most anyone can create PDDs, sketches, or wireframes, this requires proficiency in HTML.

13



HTML allows for:

- easier maintenance (global nav, common forms, etc.)
- richer behavior examples if you add DOM scripting
- preliminary user testing
- it can evolve into the final presentation layer deliverables

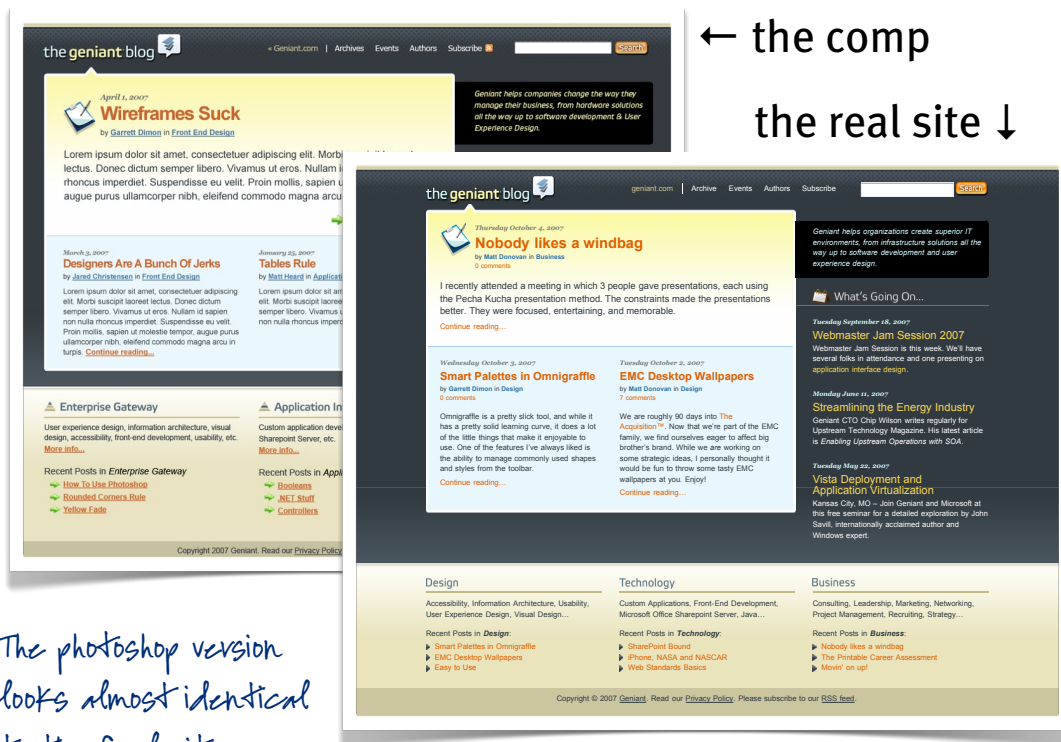
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Comps provide a pixel-perfect rendition how screens will appear, so they're easy to understand.

Unless linked by HTML, they don't demonstrate interaction.

By their nature, comps require the skills of a visual designer.

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16

So, which deliverables will work best for your project?

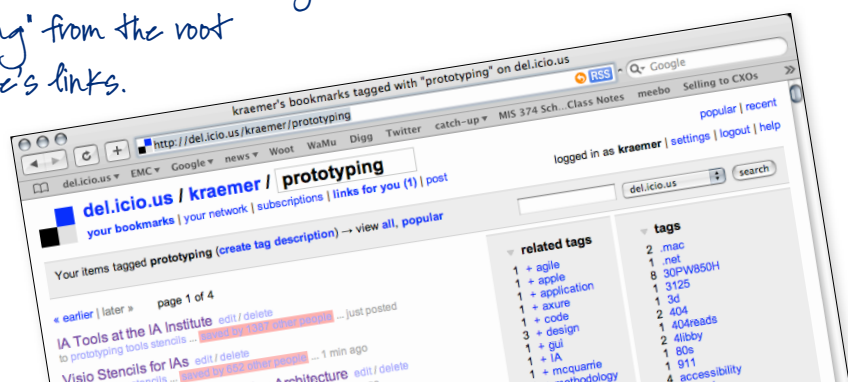
We'll discuss more pros and cons of each, and review a case-study of how HTML Wireframes got a wayward project back on track.

17

For a list of relevant prototyping links, see my delicious bookmarks tagged “prototyping.”

<http://del.icio.us/kraemer/prototyping>

*come to think of it, don't settle for just mine.
Try "prototyping" from the root
to see everyone's links.*



18