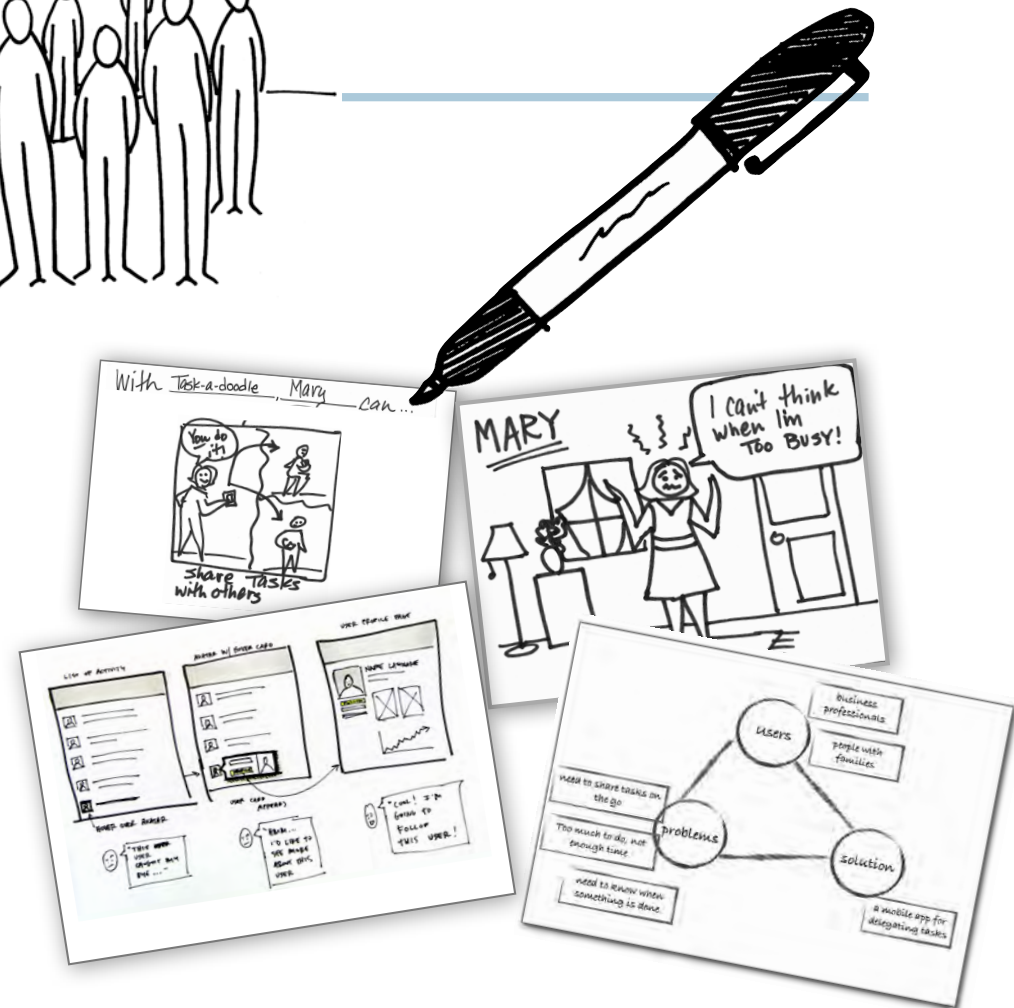


Brainstorming, scenarios & storyboards

I 198: UI Prototyping



TUE, FEB 5, 2013





adaptive path

We teach startup entrepreneurs how to build products that people need, want, and love to buy.



TWEET!

Kate Rutter
www.luxr.co

@katerutter
@luxrco

This is about **prototyping ideas.**

- New ways of building products
- Lean Startup concepts & mindset
- Product UX & practices
- Hands-on } make a product MVP

Focus! Simplify! Decide! Test!
Move forward!

Big Ideas in companies today

Lean Startup

**Build.
Measure.
Learn!**



User Experience

**Walk in the
users'
shoes!**

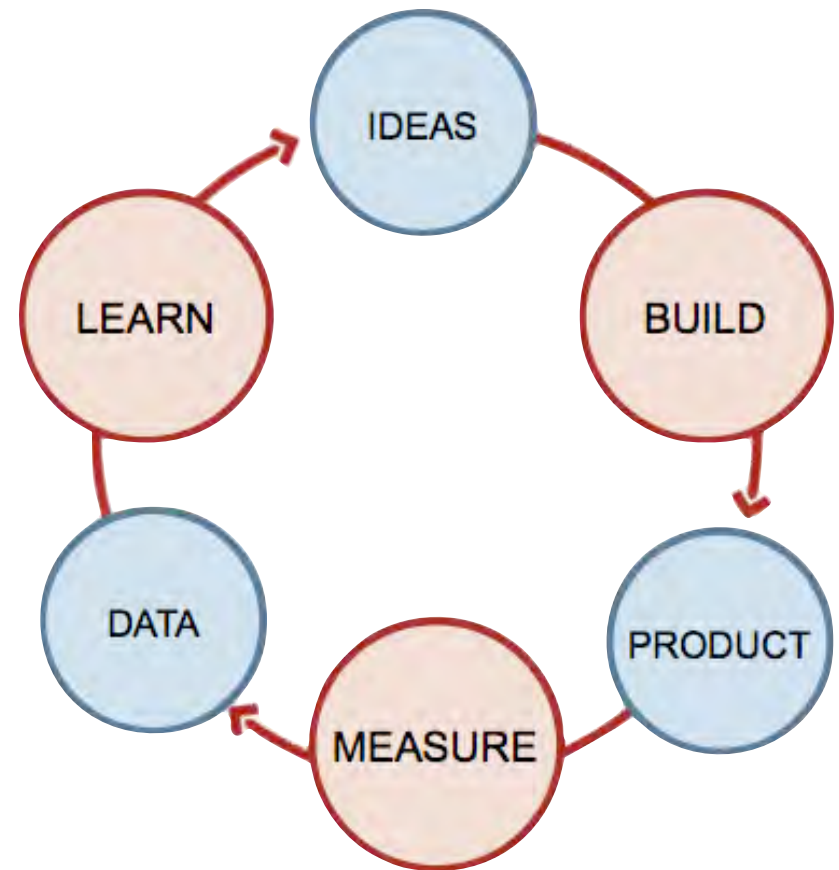


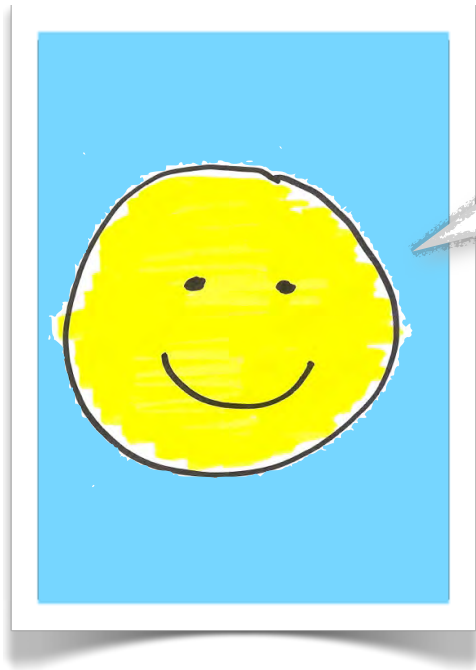


**Build.
Measure.
Learn**

The big idea...

- **Experiments**
- **Validated learning**
- **Reduce waste**

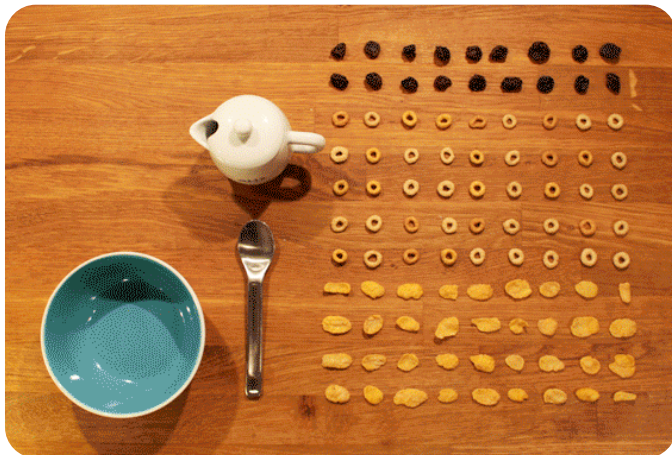




Walk in the users' shoes!

The big idea...

product



UI



UX



via Ed Lea: <http://design.org/blog/difference-between-ux-and-ui-subtleties-explained-cereal>

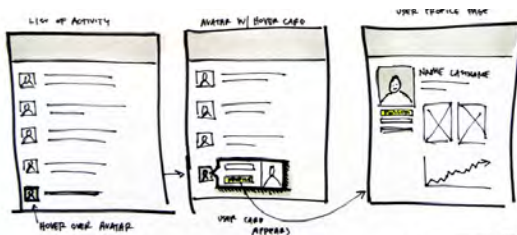
Every product has a User Experience



People, their goals, needs & uses

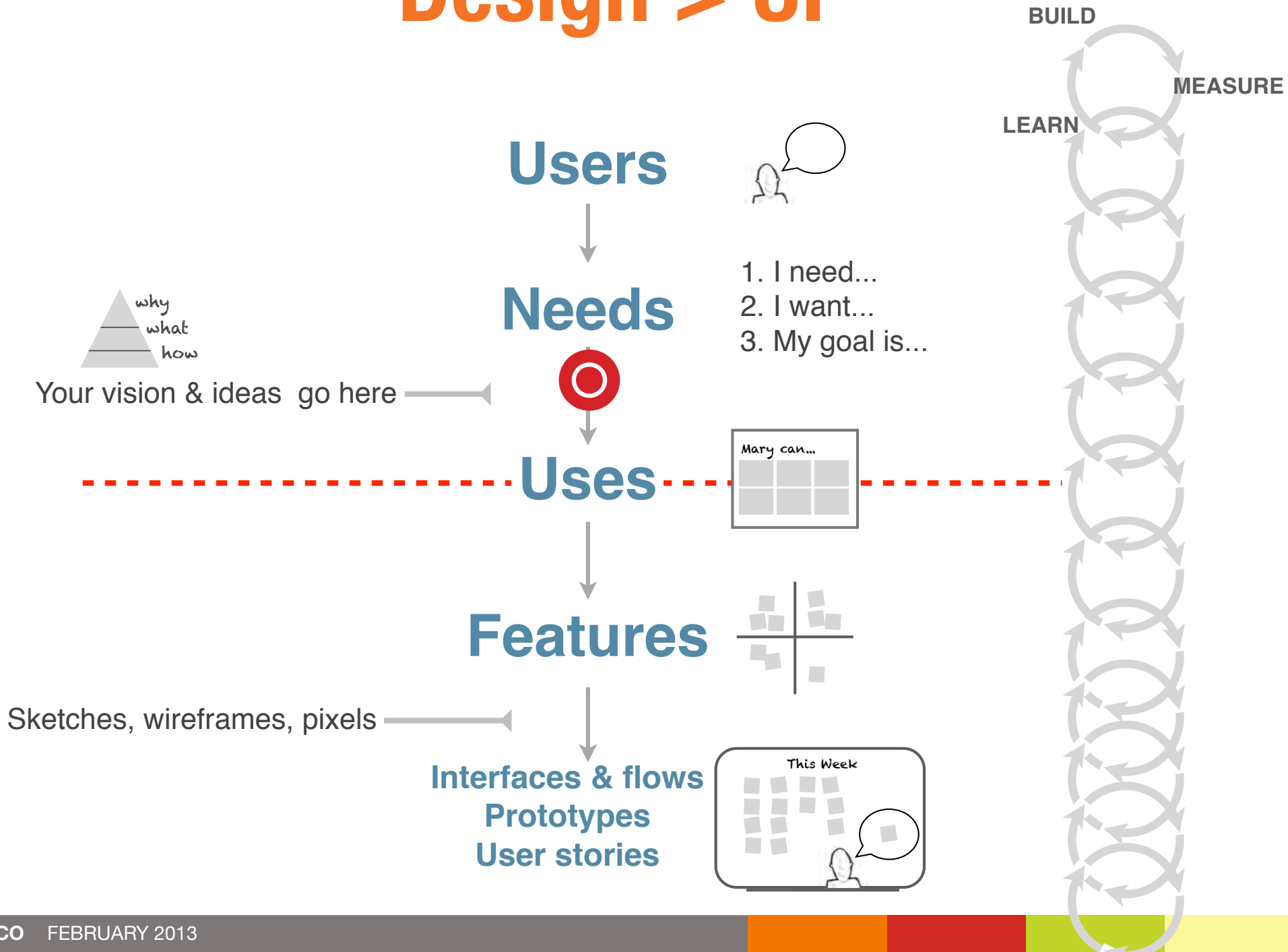


Sketches explore the moment of value

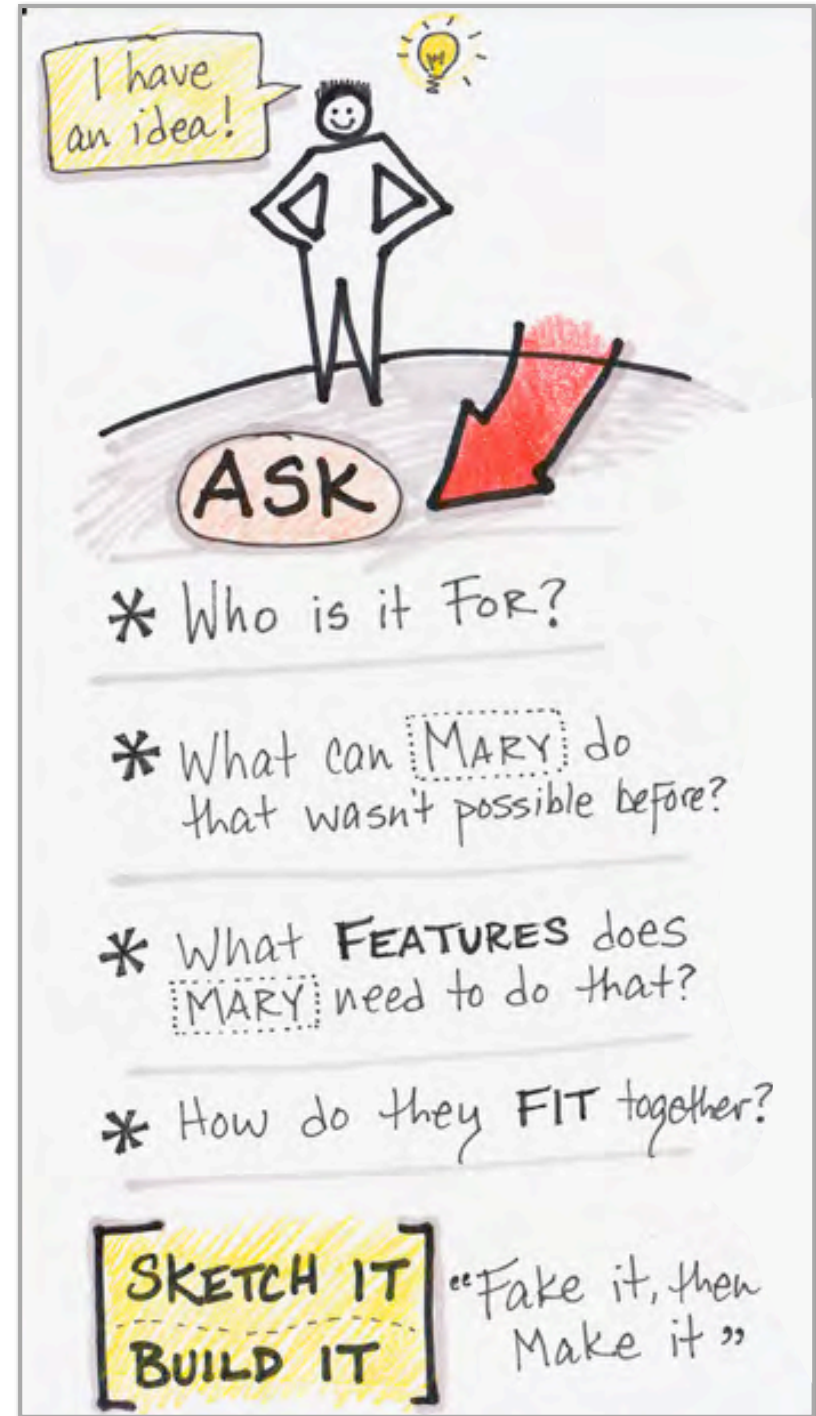


Interactions & flows bring the product to life

Design > UI



What does this look like in practice?



What's this mean for prototyping ideas?

It means you don't build a lot of stuff without anyone seeing it in progress.

You get feedback from users.

Lots of it. At every step.

You use this feedback to inspire **better** ideas.

So that you don't waste your time on stuff that doesn't matter.

“When success is likely, the message of success contains little information, whereas if success is unlikely, the message of success contains a lot of information.”

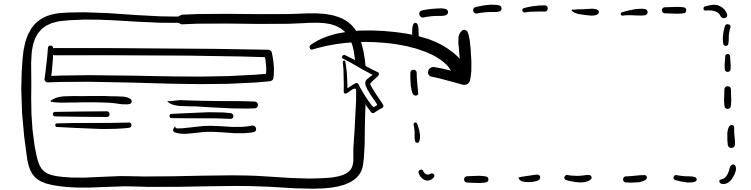
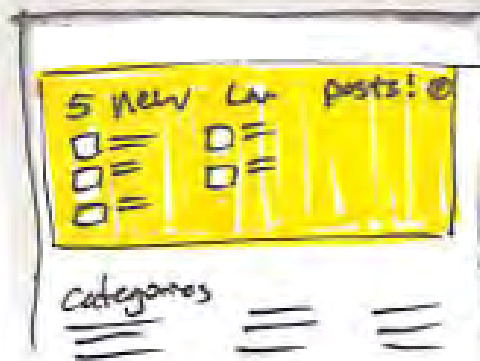
**~ Donald Reinertsen
managing the design factory**

2 types of ideas

Environment



Interactions



Let's get hands-on

{Activity}

Users + problems + solution

Sketch it out

Who are the users?

What problems do they have?

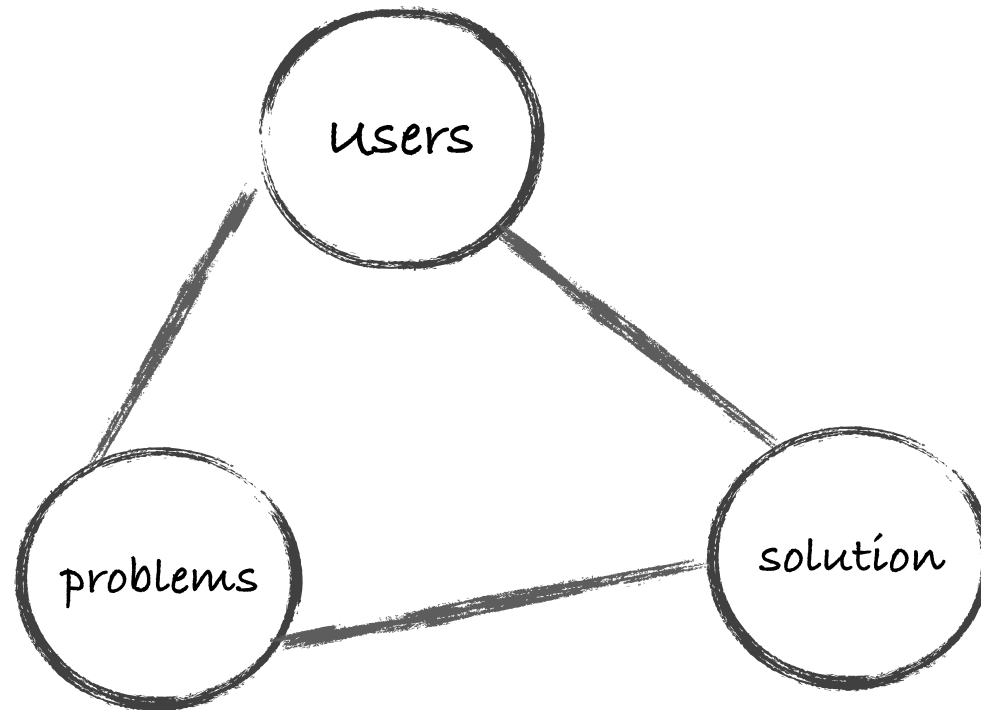
What would be a proposed solution?

Users + Problem + Solution map

“the DNA of your idea”

5 min

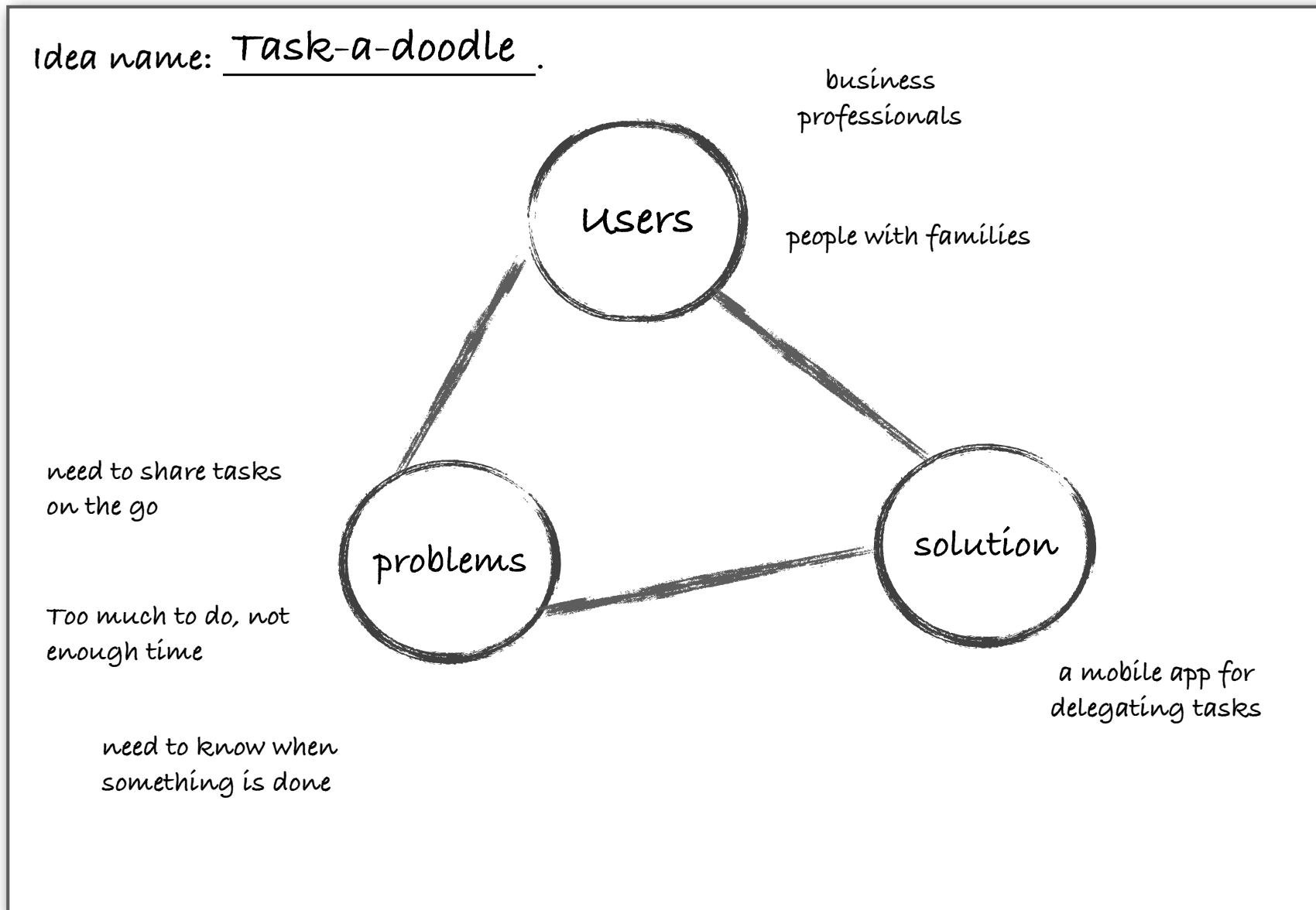
Idea name: _____.



Users + Problem + Solution map

“the DNA of your idea”

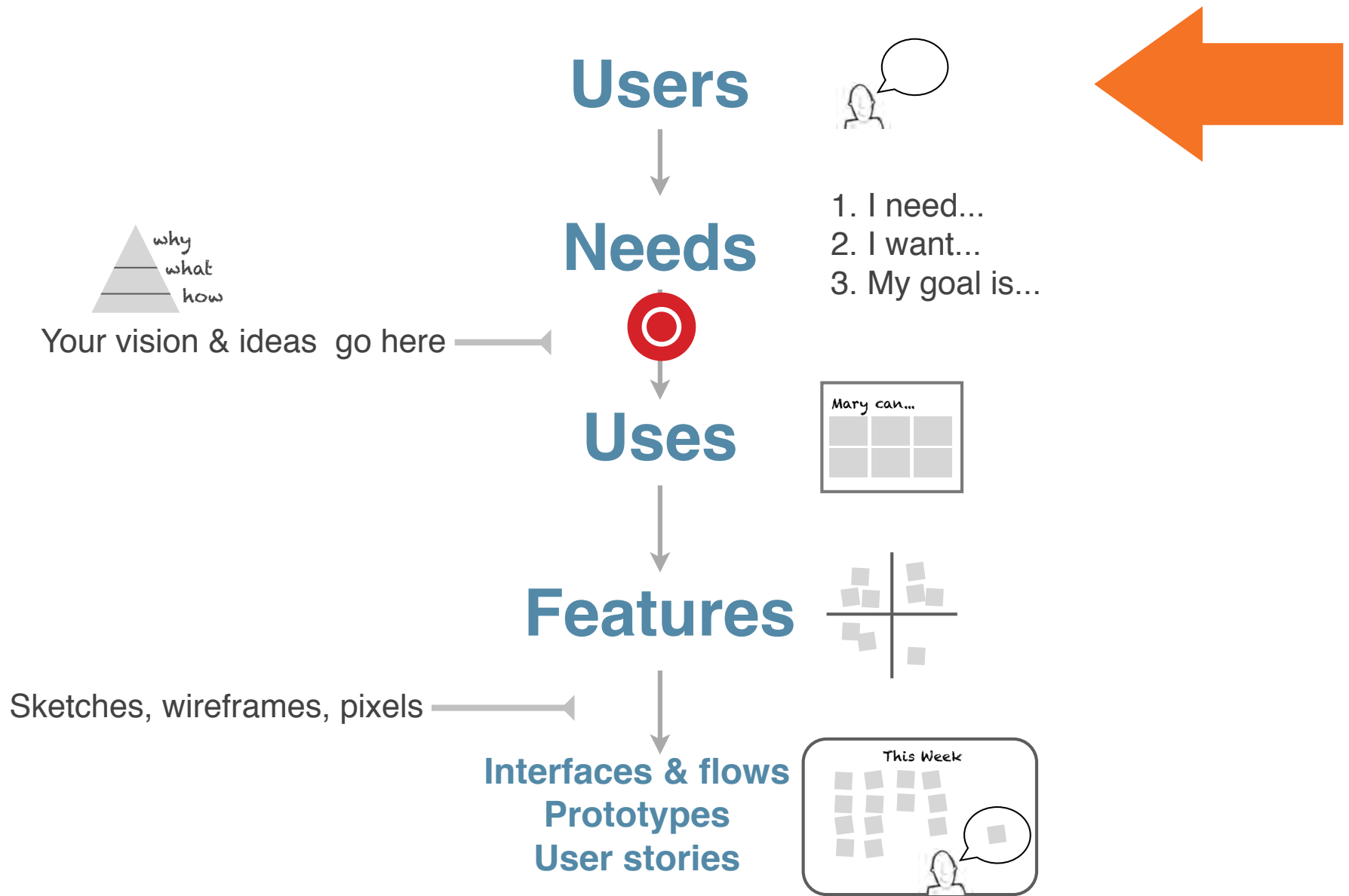
5 min



Who is it for?

Picture your user as a human person.
(Insert personas here)

UX Path



{Activity}

Rapid Sketching

Clothespin Man!

{Now you!}

5 min

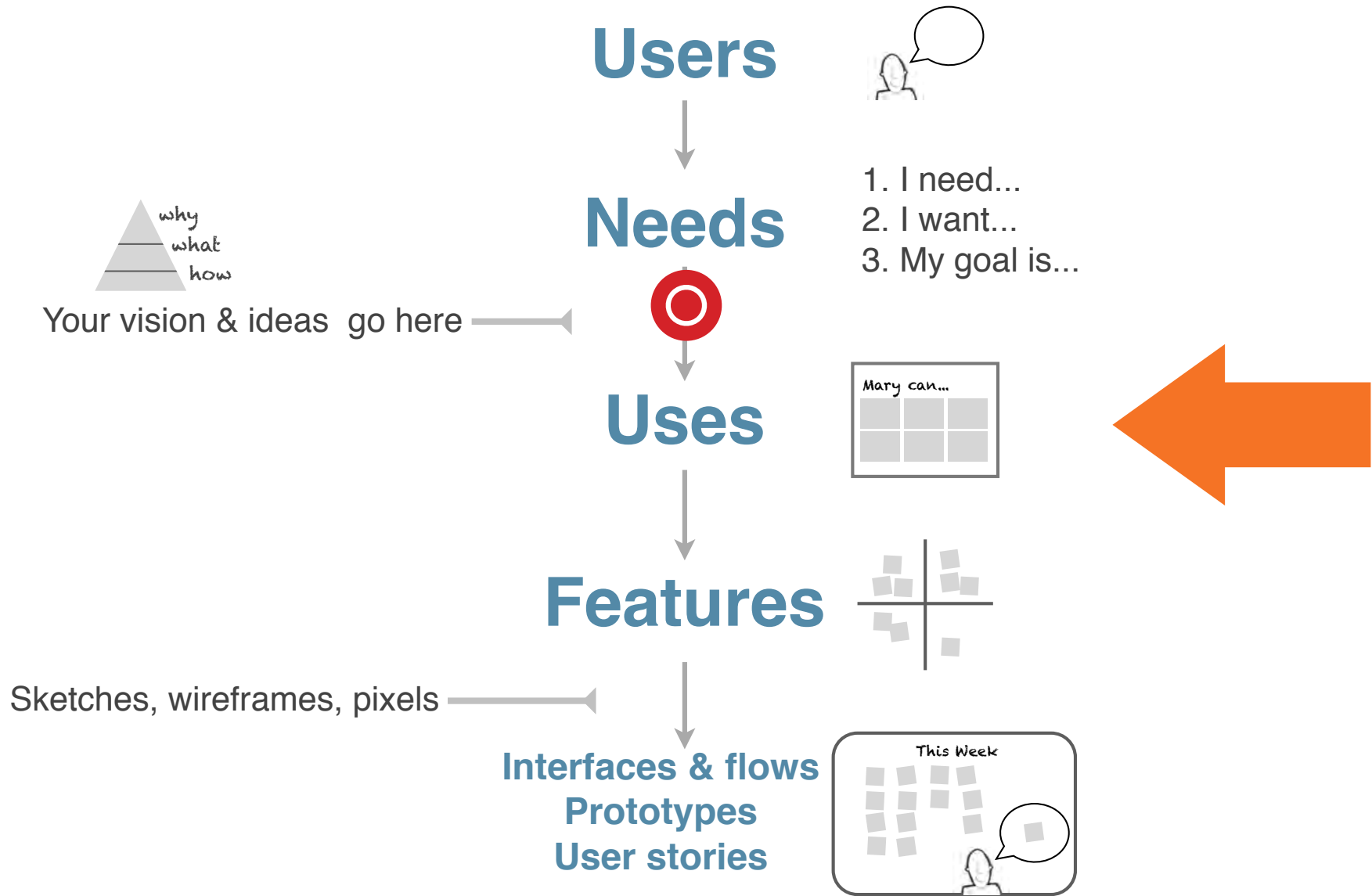
Make a portrait



Where's the value?

Act on user needs by prototyping ideas for **value propositions**.

UX Path



Brainstorm

Customer Needs

(Developing product uses & ideas)

Sketching
6-Up Uses
Features

Real-world example



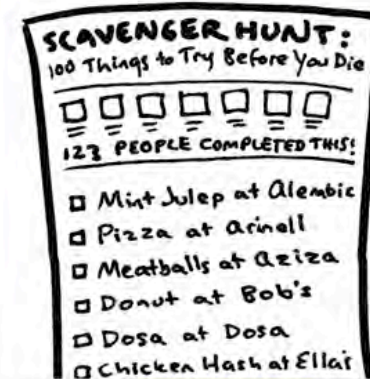
Become a foodspotter

No matter where you discover a new food, you can easily capture it using Foodspotting's mobile or web interface. Capture on the spot and add details later.



Compete with other foodspotters

Like Trainspotting and Planespotting, Foodspotting is a new, social pastime with game-like goals. It rewards both mastery of particular foods and diversity.



Create and join scavenger hunts

Whether it's SF's viral "100 Things" list or a user-created list, you can showcase progress, compete with others and organize meetups around scavenger hunts.



Satisfy your cravings

Whether you're a discriminating foodie or want to make the most of limited time or money, Foodspotting can help you find the best of any food in any city.



Detect when foods are nearby

Keeping your eyes out for a particular food? Use Foodspotting's radar to select target foods and detect when they're nearby using your mobile device's GPS.



Find out what any food is or looks like

Would you rather have tteokguk or tteokbokki? Foodspotting is a picture menu for any restaurant and a field guide for any street food stall.

What: Envision 6 uses



{Activity}

10 min

Sketch 6-up Uses

with _____ can...

| | | |
|--|--|--|
| | | |
| | | |

Making the most of the team

with _____ can...

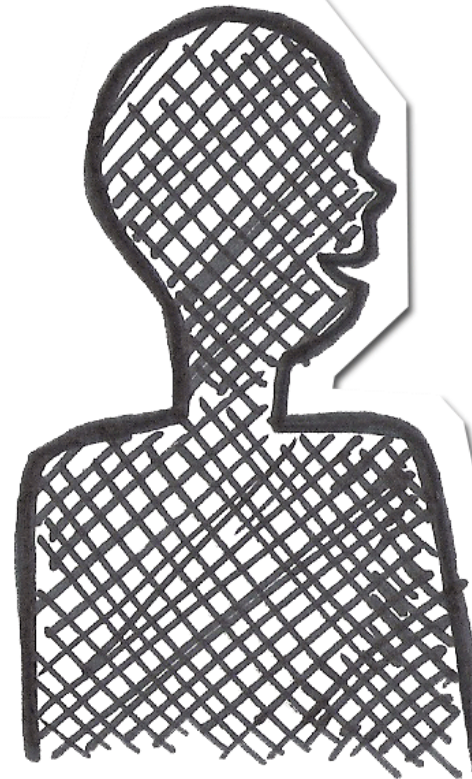
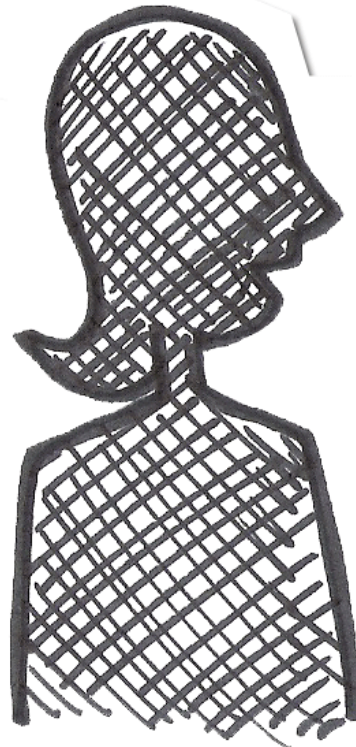
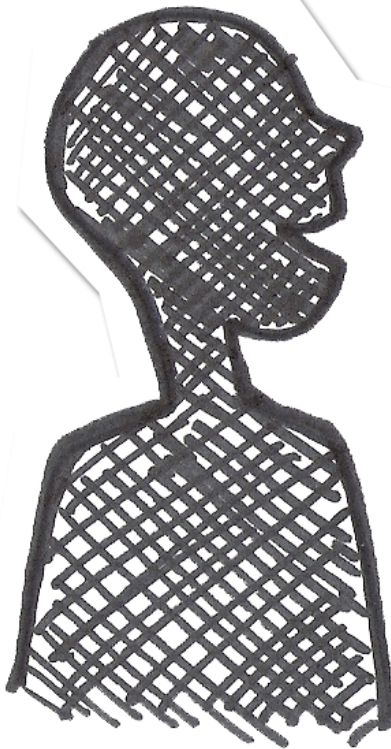
| | | |
|--|--|--|
| | | |
| | | |

with _____ can...

| | | |
|--|--|--|
| | | |
| | | |

with _____ can...

| | | |
|--|--|--|
| | | |
| | | |



{Activity}

10 min

Work at the wall

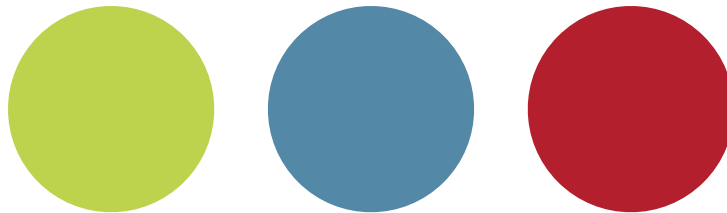
Post your work
2-minute “quiet read”
Focus on understanding
Confirm clarity

{Activity}

1 min

Dot-vote top picks

3 dots } pick top use



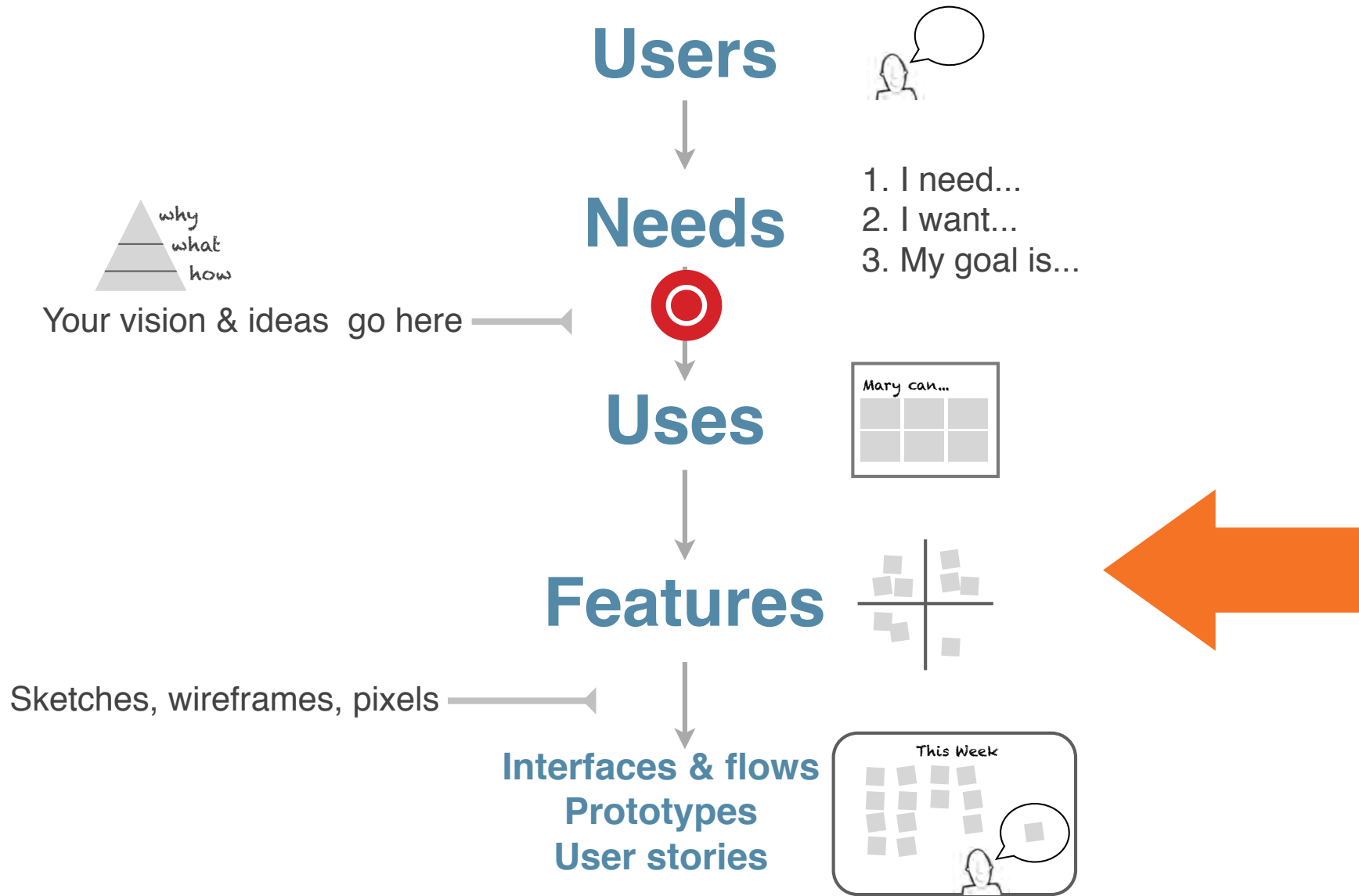
{Activity}

5 min

Redraw the top pick



UX Path



{Activity}

2 min

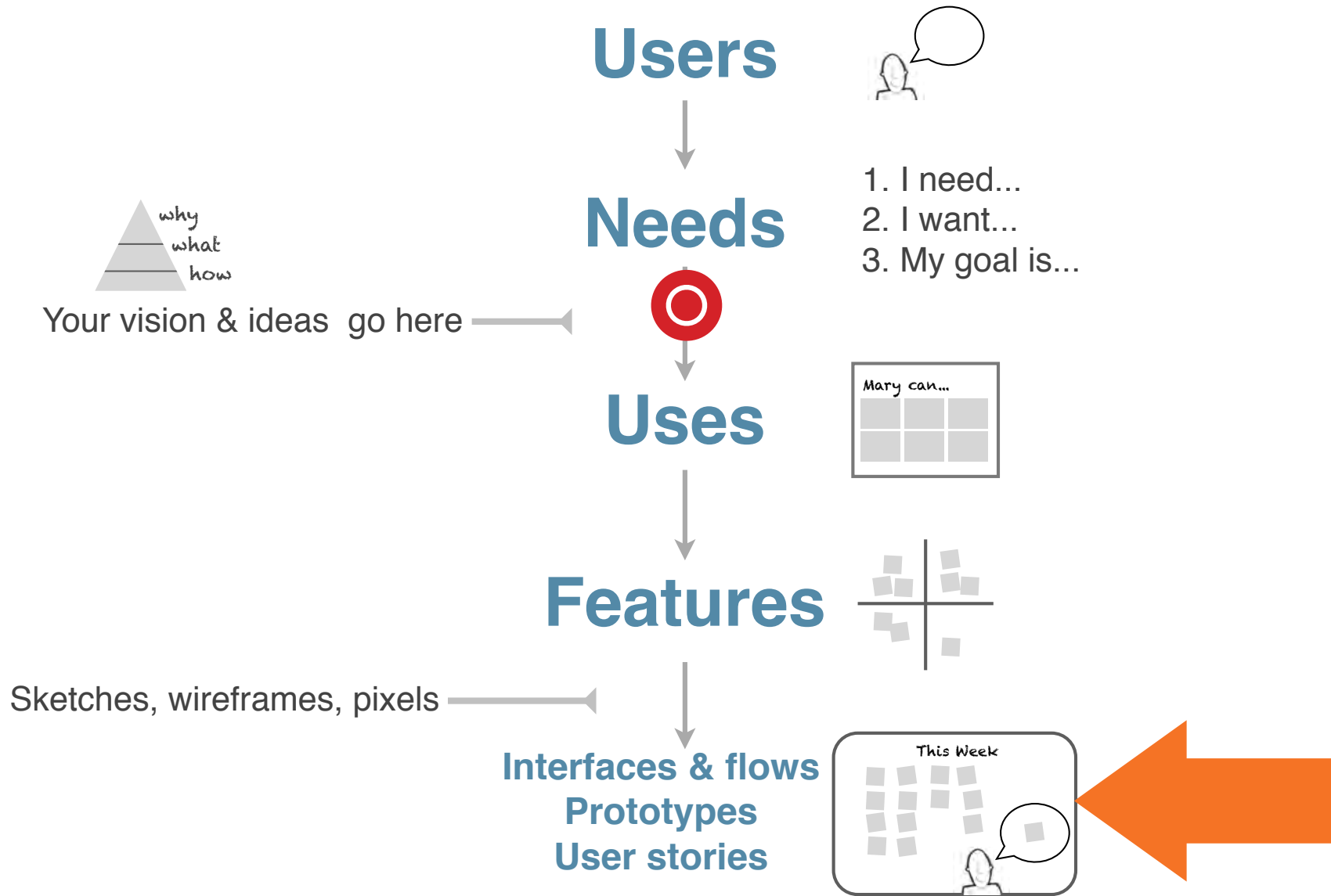
Brainstorm a feature



Makin' it real

Making features into interfaces
Keeping the user in the picture

UX Path

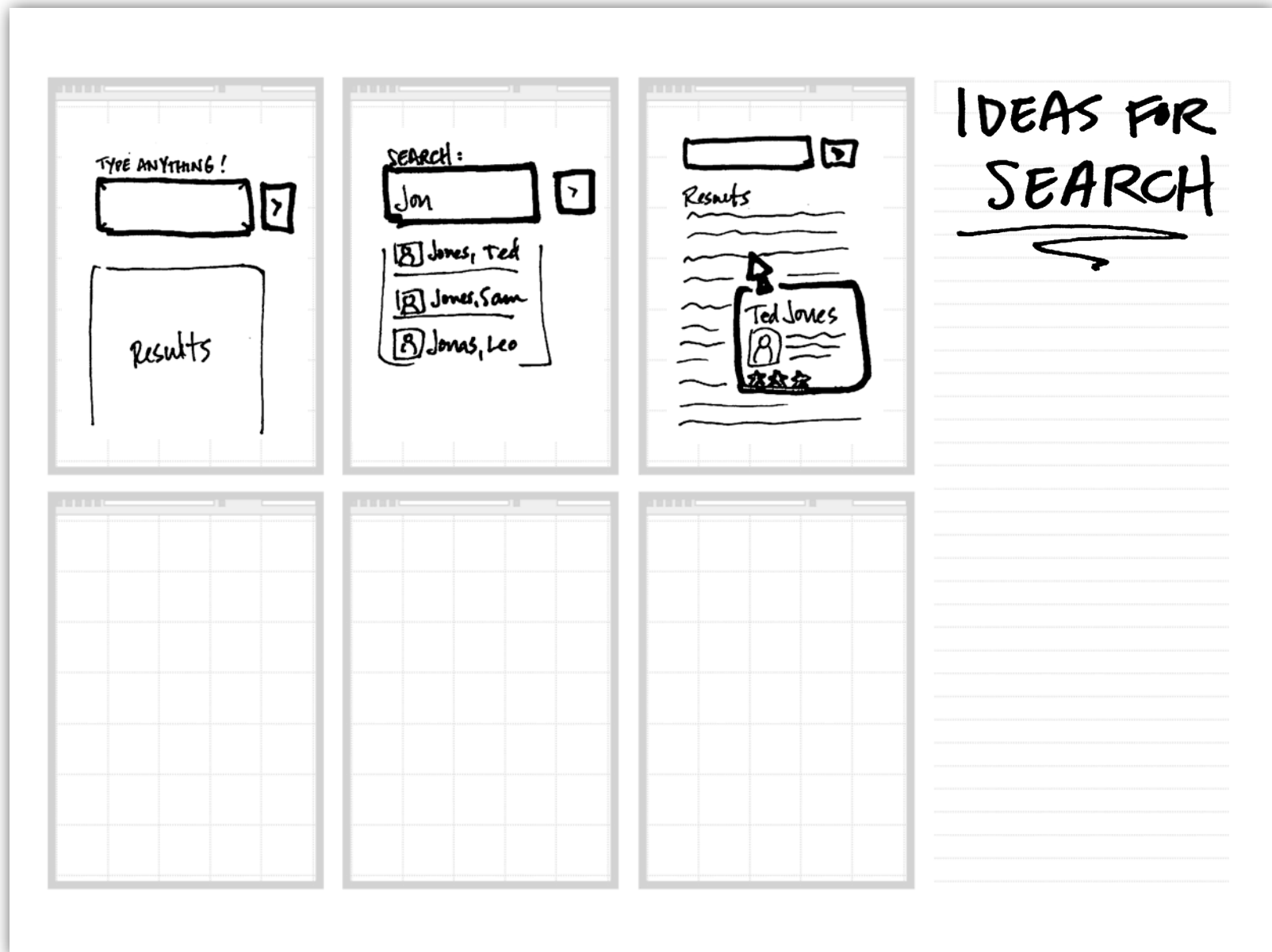


Make it real with Storyboards

(Developing interface & flow concepts)

Sketching
Flows
Context

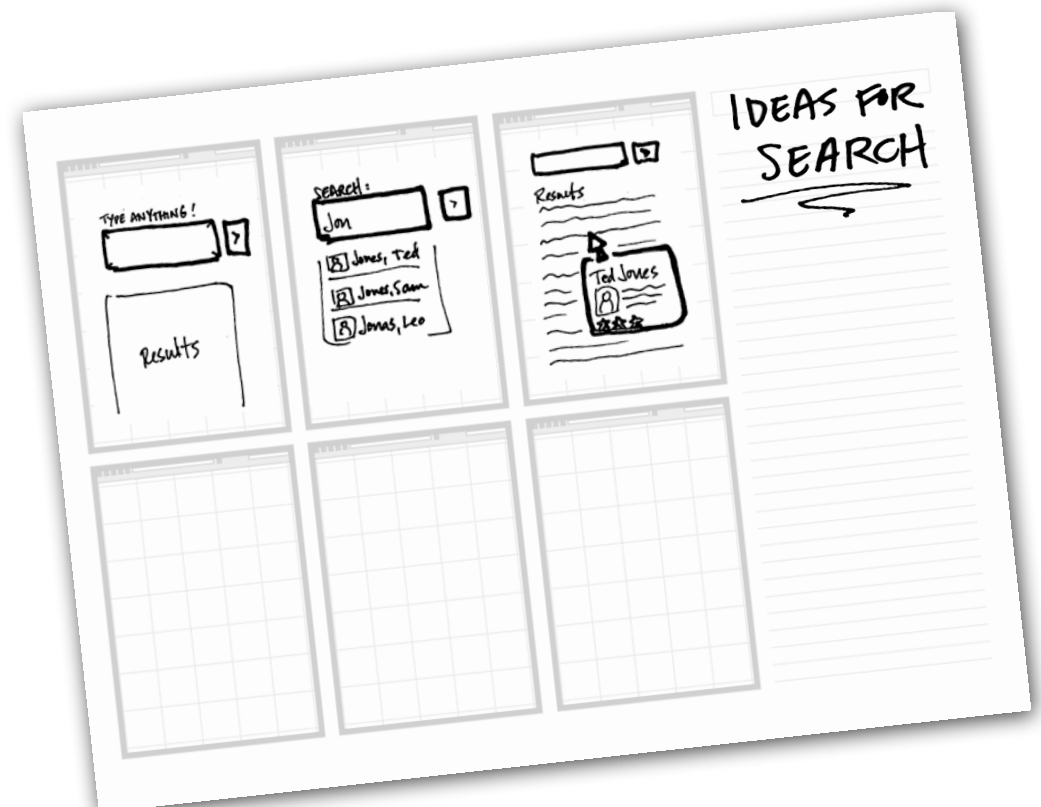
Exploratory sketching



{Activity}

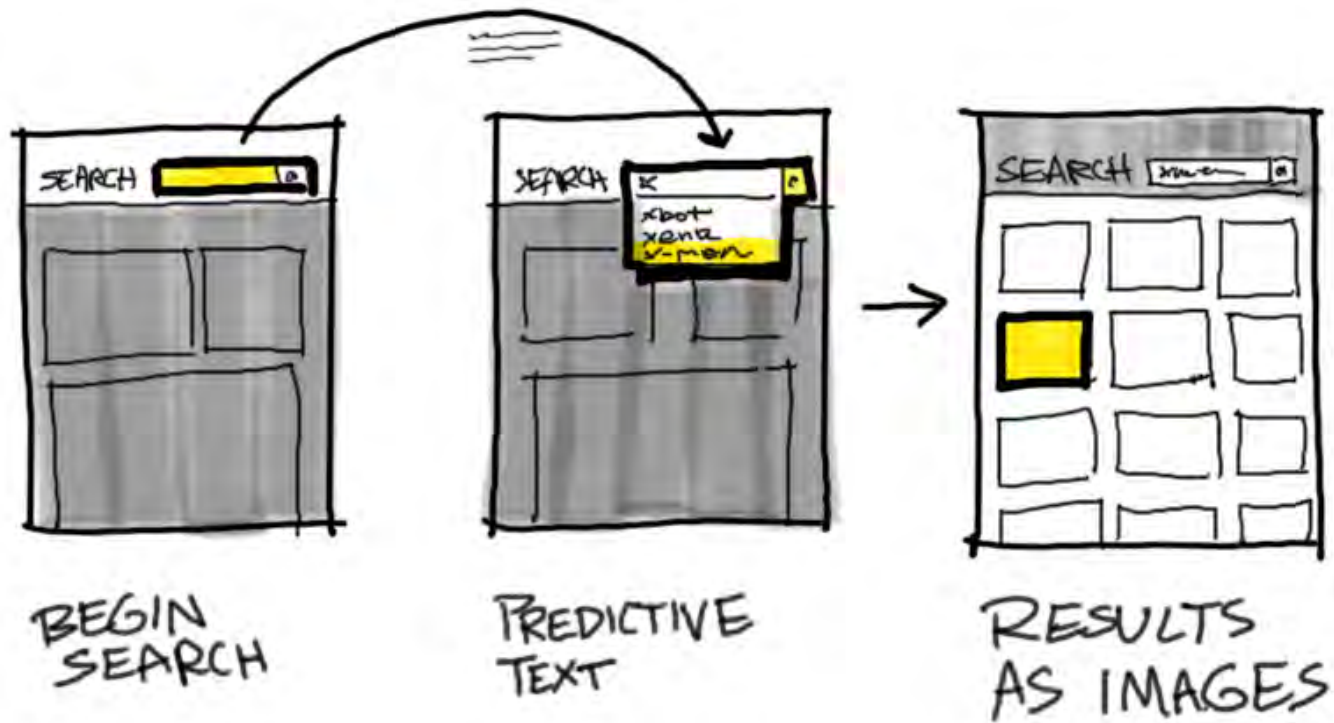
5 min

Sketch 3-up Interactions

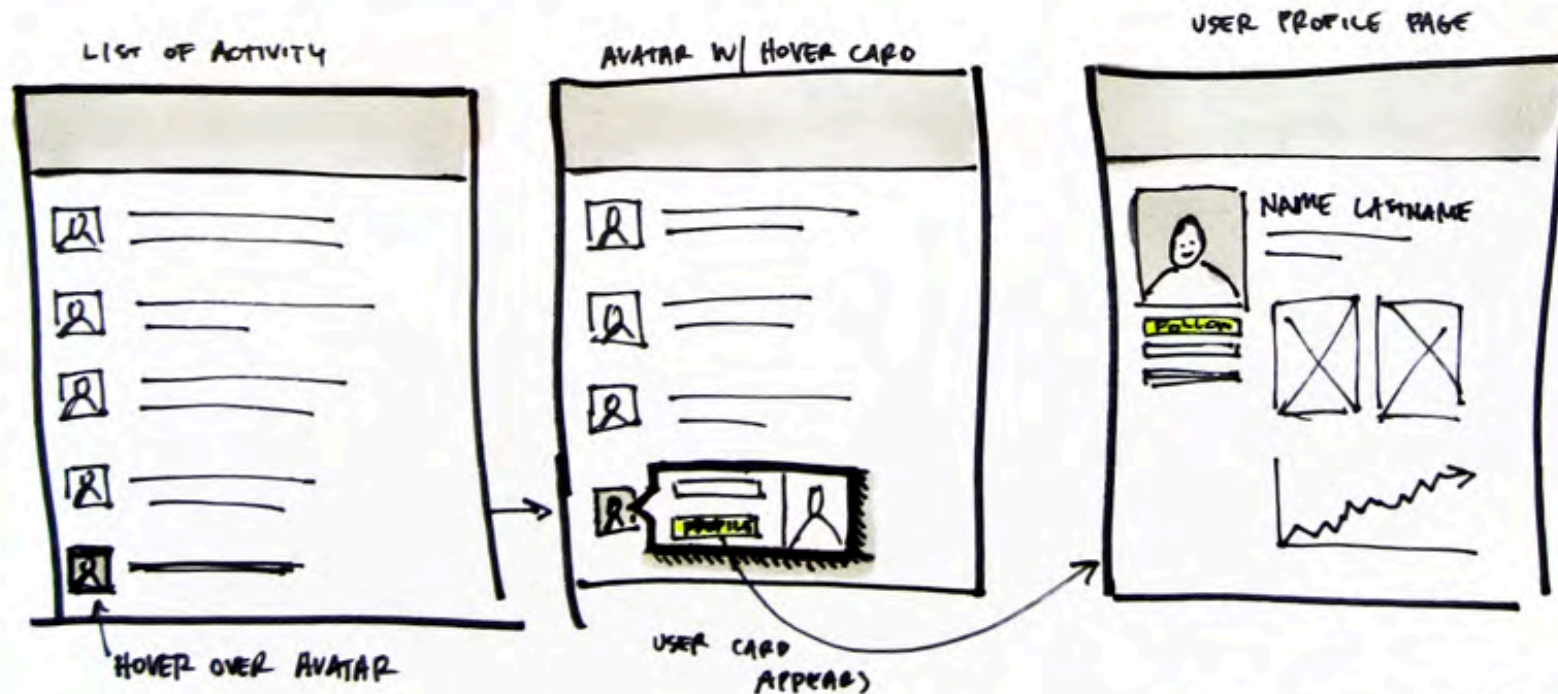


Exploring flows {proto-storyboards}

Flow sketch } example

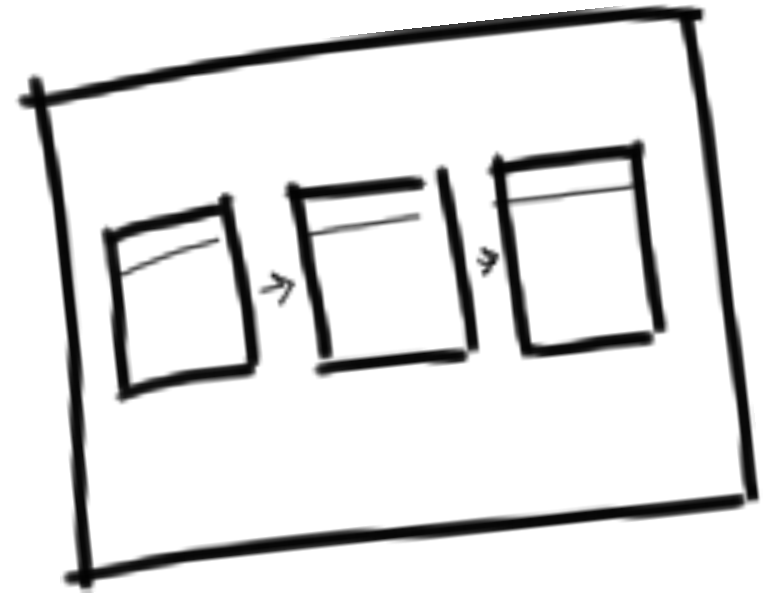


Flow sketch } example

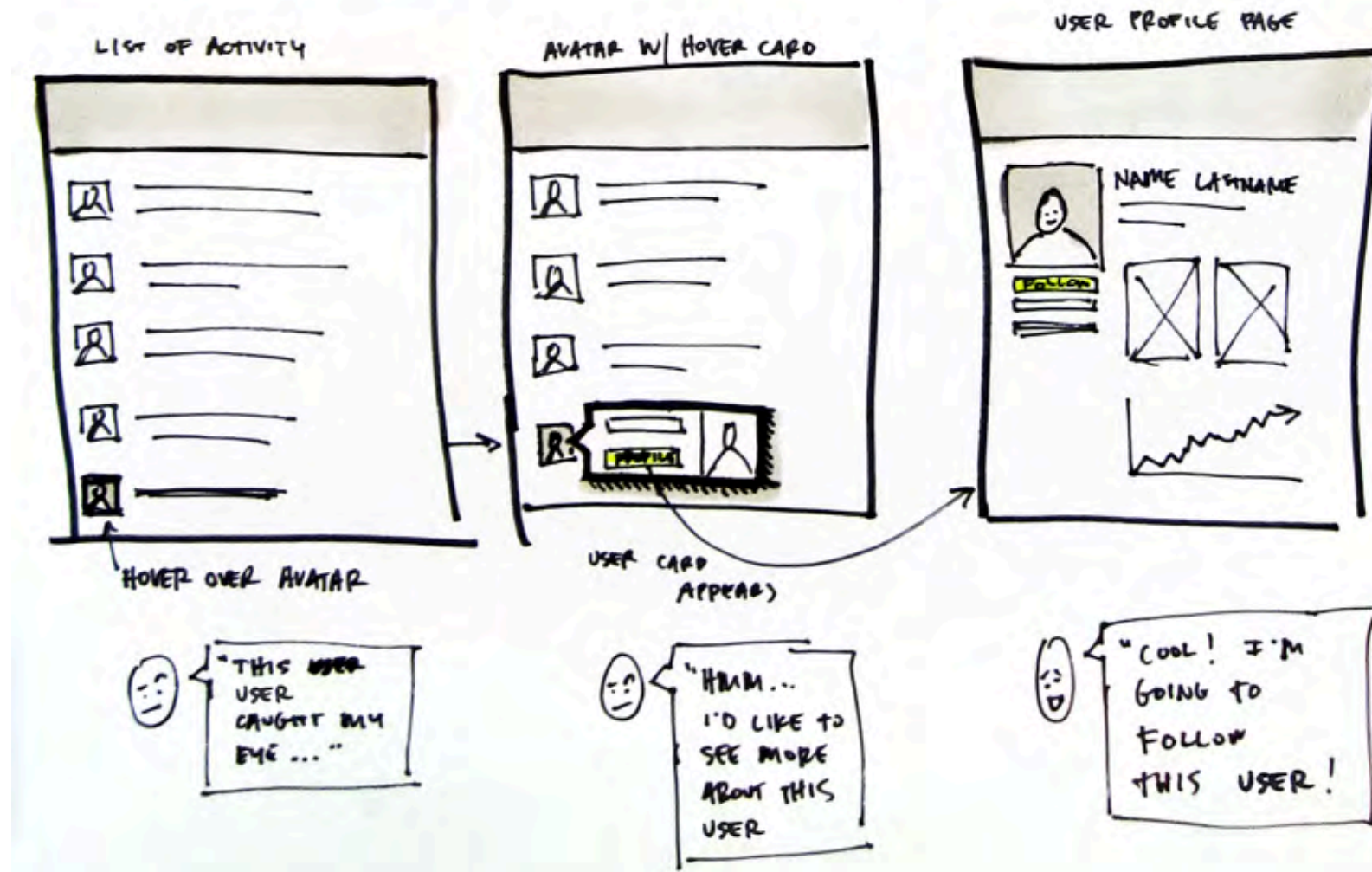


Make a flow

1. Draw 3 rectangles
2. Choose one idea from before
3. Decide if your idea fits **first, middle** or **last**
4. **Draw the flow:**
How do you get from one screen to the next?
5. Add labels, line weight and shading

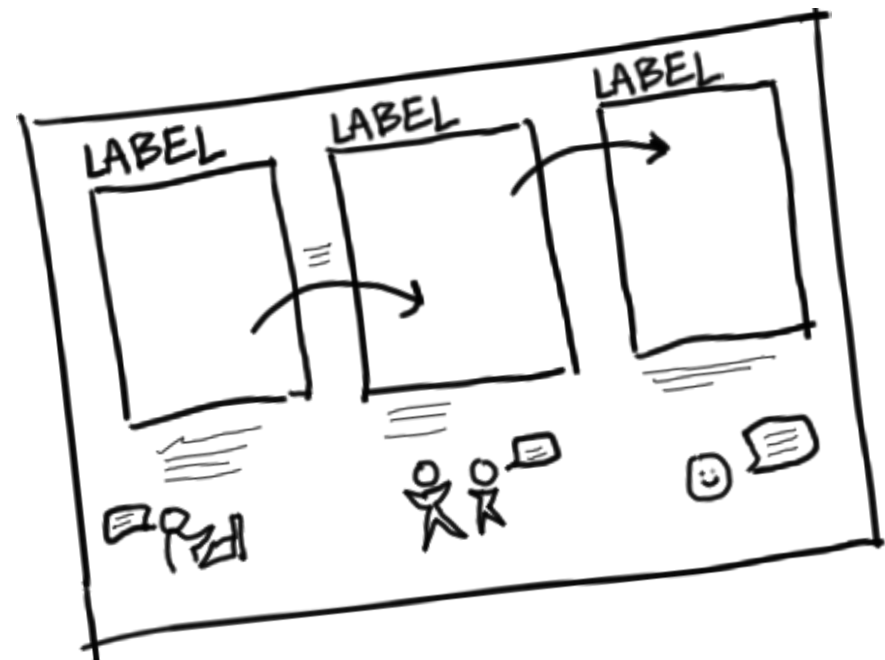


Adding context



Add context

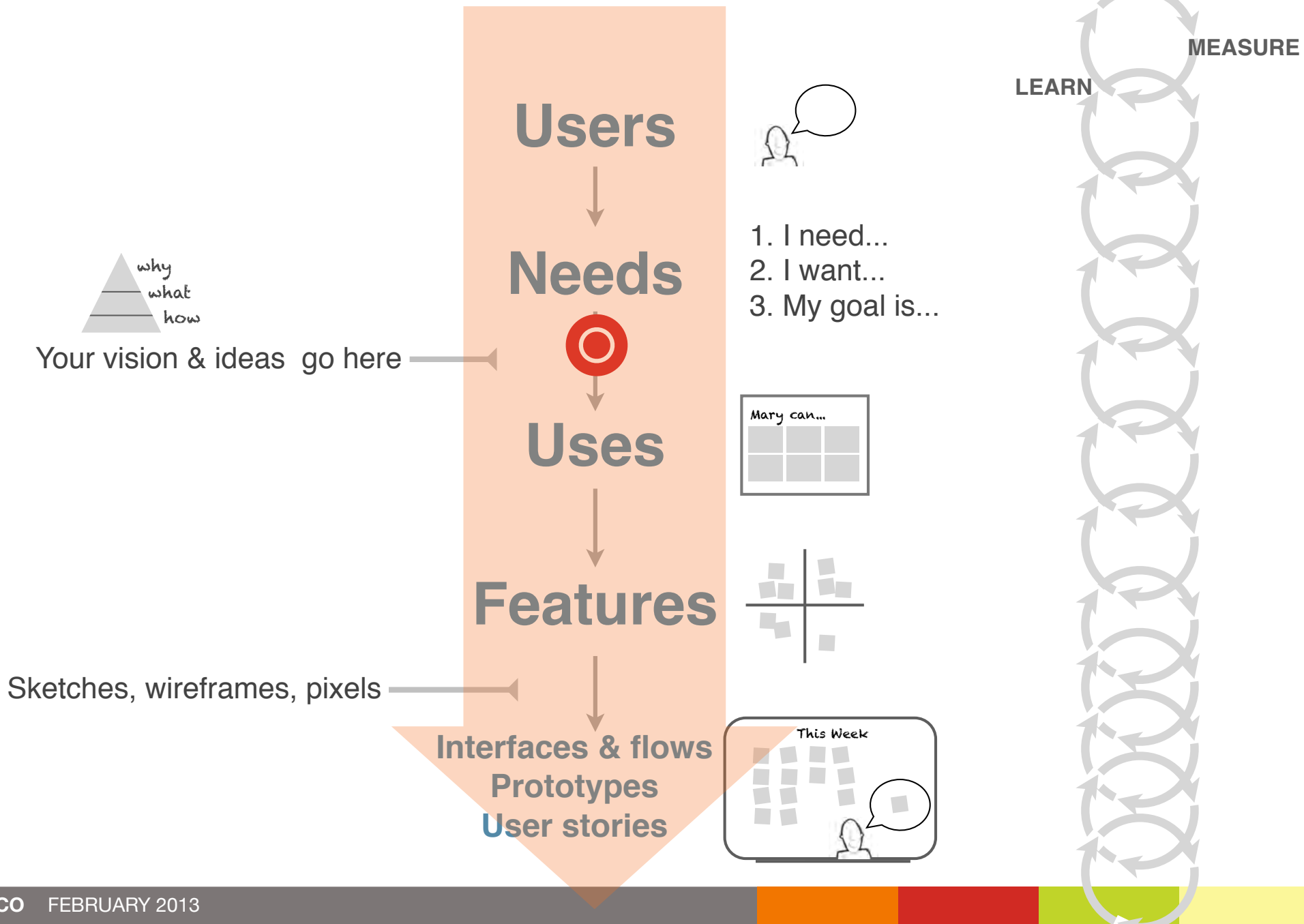
1. What is [Mary] thinking or saying at each step?
2. Add face or clothespin man and text below each sketch:
 - Where are they **feeling**?
 - What are they **doing**?
 - What are they **feeling**?



Tell the story

Pull it all together

UX Path

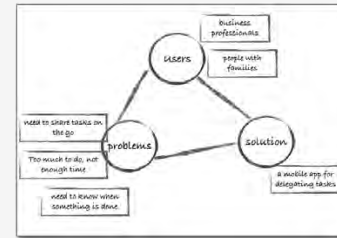


MVP* Narrative

5 min

This is [product name] .

The idea...



Meet...



using this feature:



with these interactions:



MVP

* Minimum Viable Product

Homework

Share your story

Have someone read you the story.
Simply read the words on the page.

UX Path



Your vision & ideas go here

Users



Needs



Uses



Features

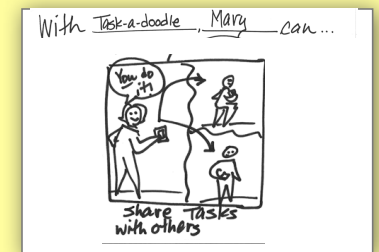
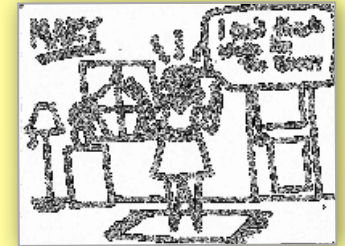
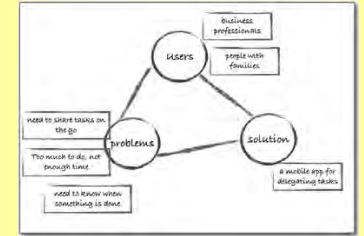
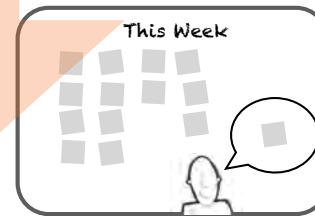
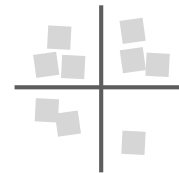


Interfaces & flows
Prototypes
User stories

Sketches, wireframes, pixels



1. I need...
2. I want...
3. My goal is...



Go be awesome.



About LUXr

LUXr's mission is to educate early-stage entrepreneurs on effective practices to deliver products that customers want, need and love to buy.



Residency

Intensive coaching for teams in a collaborative & lean environment.

Core Curriculum

Learning products for accelerators & startup teams.

Workshops

Core concepts and hands-on activities for everyone.

Advising

Coaching & guidance for teams going at lightspeed.

LUXr • 3435 Cesar Chavez
San Francisco, CA • 94110
info@luxr.co • <http://luxr.co> • twitter: @luxrco

Janice Fraser, Founder & CEO [janice@luxr.co • @clevergirl]
Jason Fraser, Co-Founder & Operations Lead [jason@luxr.co]
Kate Rutter, Co-Founder & Designer [kate@luxr.co • @katerutter]

Good to know.

A little more detail about the main concepts.

Patterns of work

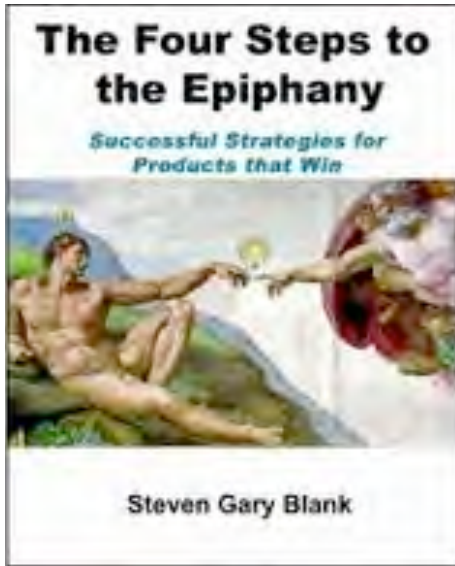
1. **Generate independently, discuss as a team**
(3 people ideal)
2. **Dump & Sort**
(one item per Post-It, use Sharpie)
3. **Sketch**
(especially of people)
4. **Work at the wall**
5. **Timebox!**
(speed kills the censor and keeps you moving)
6. **2x2 organizing framework**
(help decision-making when lots of items)
7. **Quick decision-making techniques**
(dot-vote, roman vote, stack rank)



**Get out
of the
building!**

Customer development is...

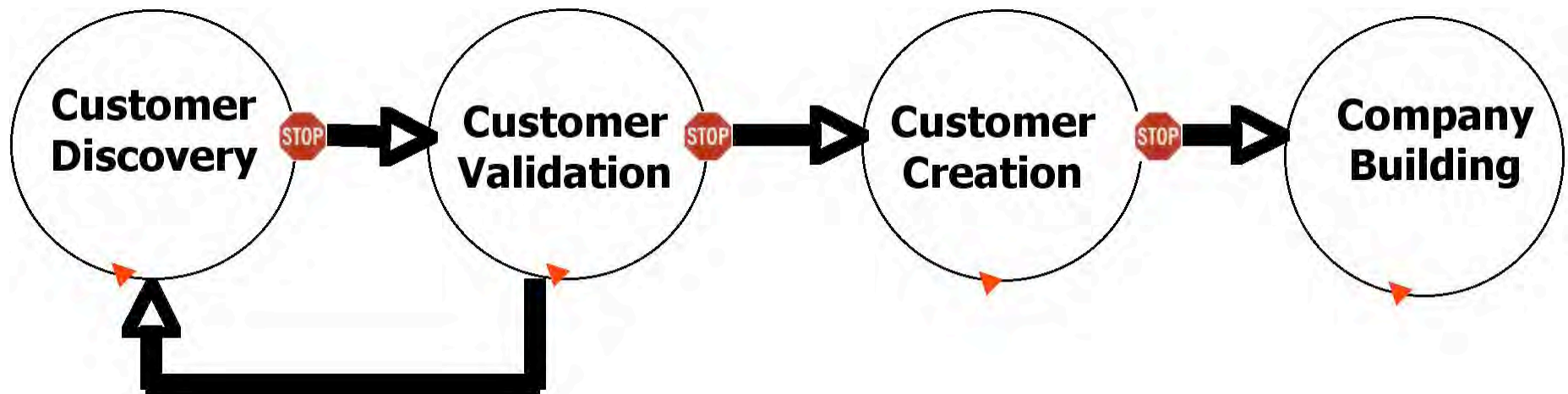
A four-step framework for discovering and validating the right market for your idea, building the right product features that solve customers' needs, testing the correct model and tactics for acquiring and converting customers, and deploying the right organization and resources to scale the business.



Steve Blank introduced “Customer Development” in...um...2006.



The big idea...





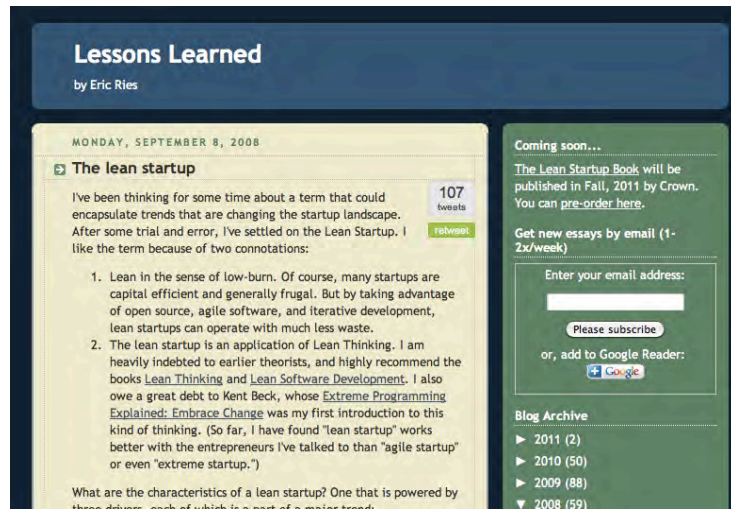
Eric Ries

**Build.
Measure.
Learn!**

Lean Startup is...

An approach for building companies that are creating new products and services in situations of extreme uncertainty.

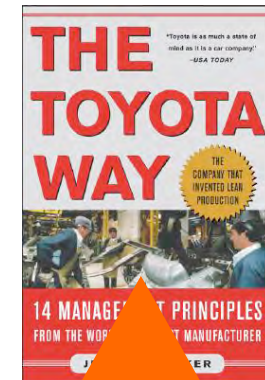
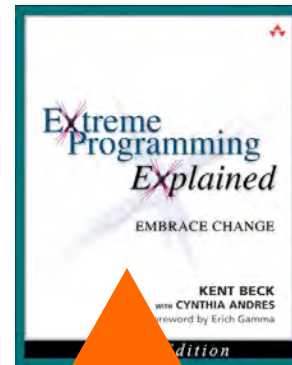
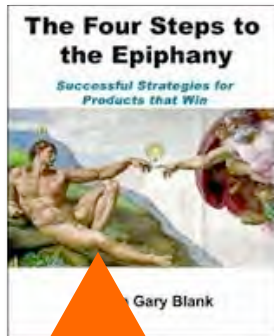
The approach advocates creation of rapid prototypes that test market assumptions, and uses customer feedback in an effort to evolve the design faster and reduce waste.



Eric Ries wrote a blog post on Sept 8, 2008 titled "The Lean Startup."



The big idea...

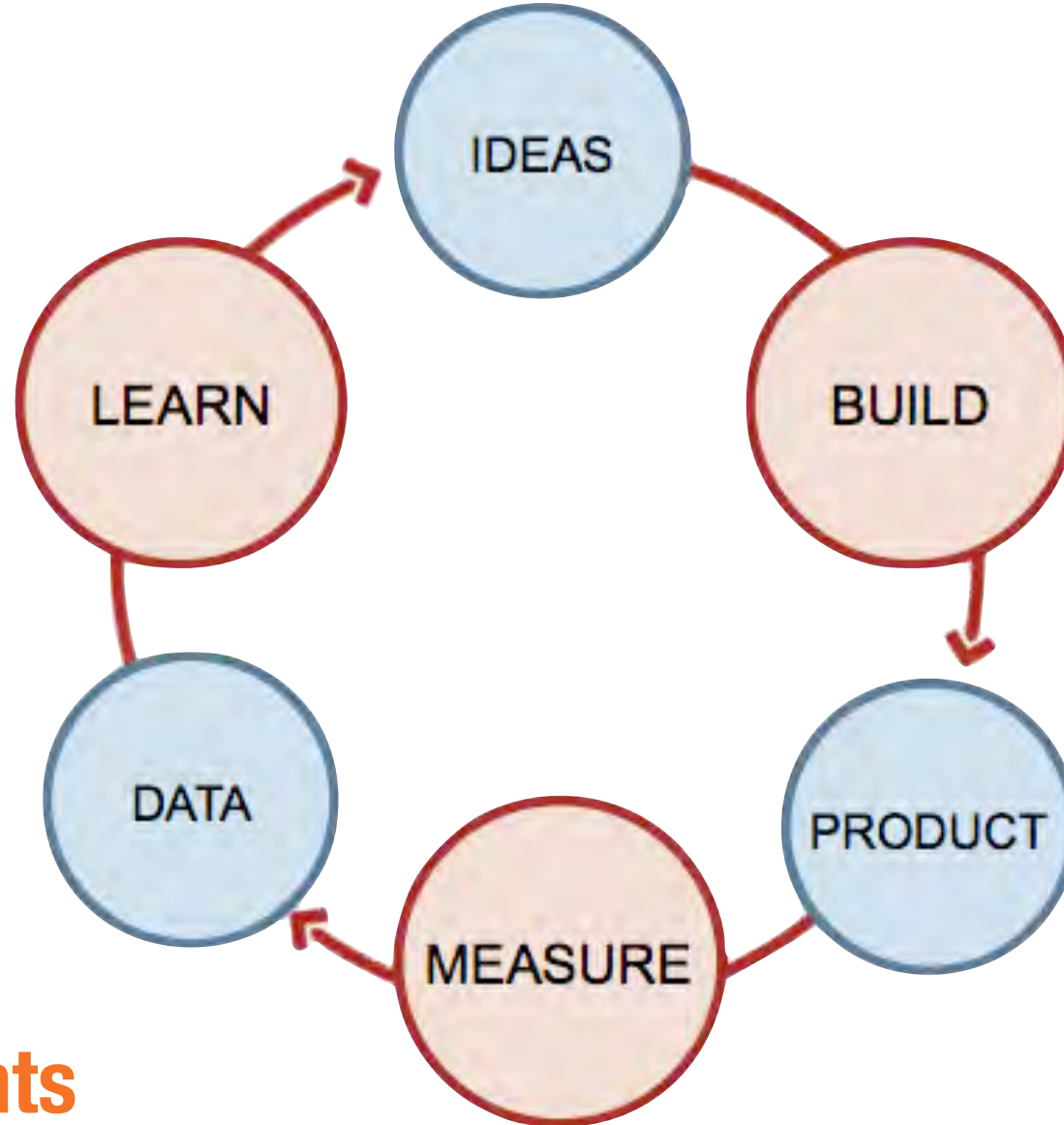


make products customers want

release incrementally

reduce waste

Lean Startup advocates...



- **Experiments**
- **Validated learning**

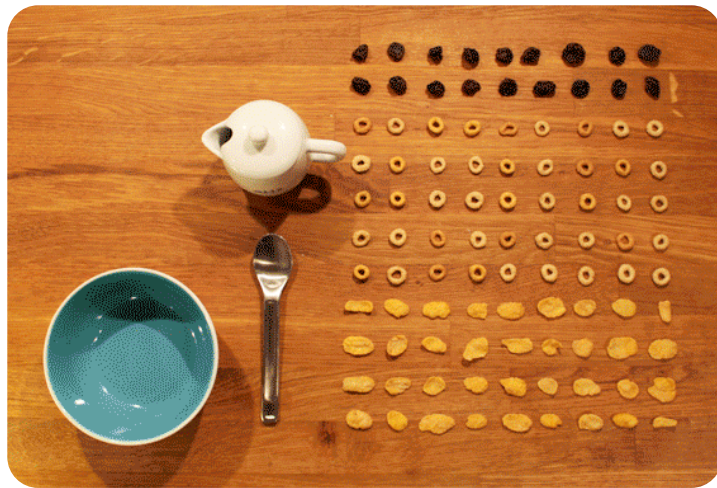


**Walk in
the
users'
shoes!**

User Experience is...

A person's perceptions and responses that result from the use or anticipated use of a product, service or system.

product



UI

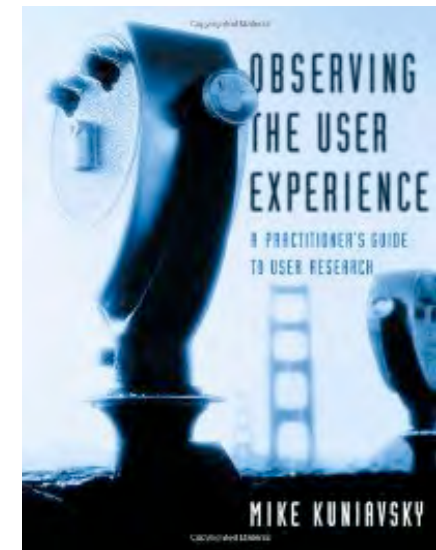
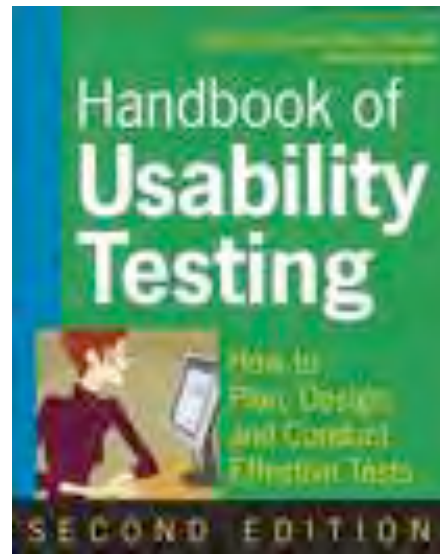
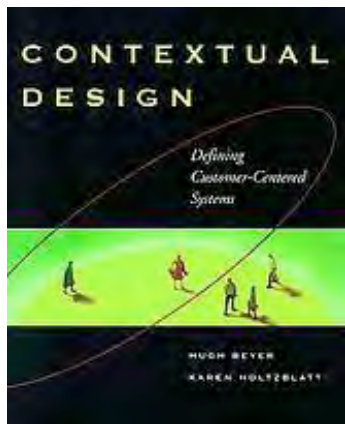
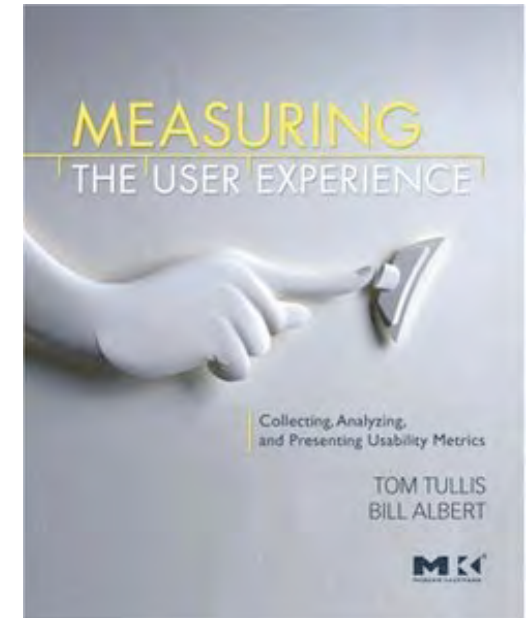


UX



via Ed Lea: <http://design.org/blog/difference-between-ux-and-ui-subtleties-explained-cereal>

UX folks write lots of books about learning from users.



"User research" book

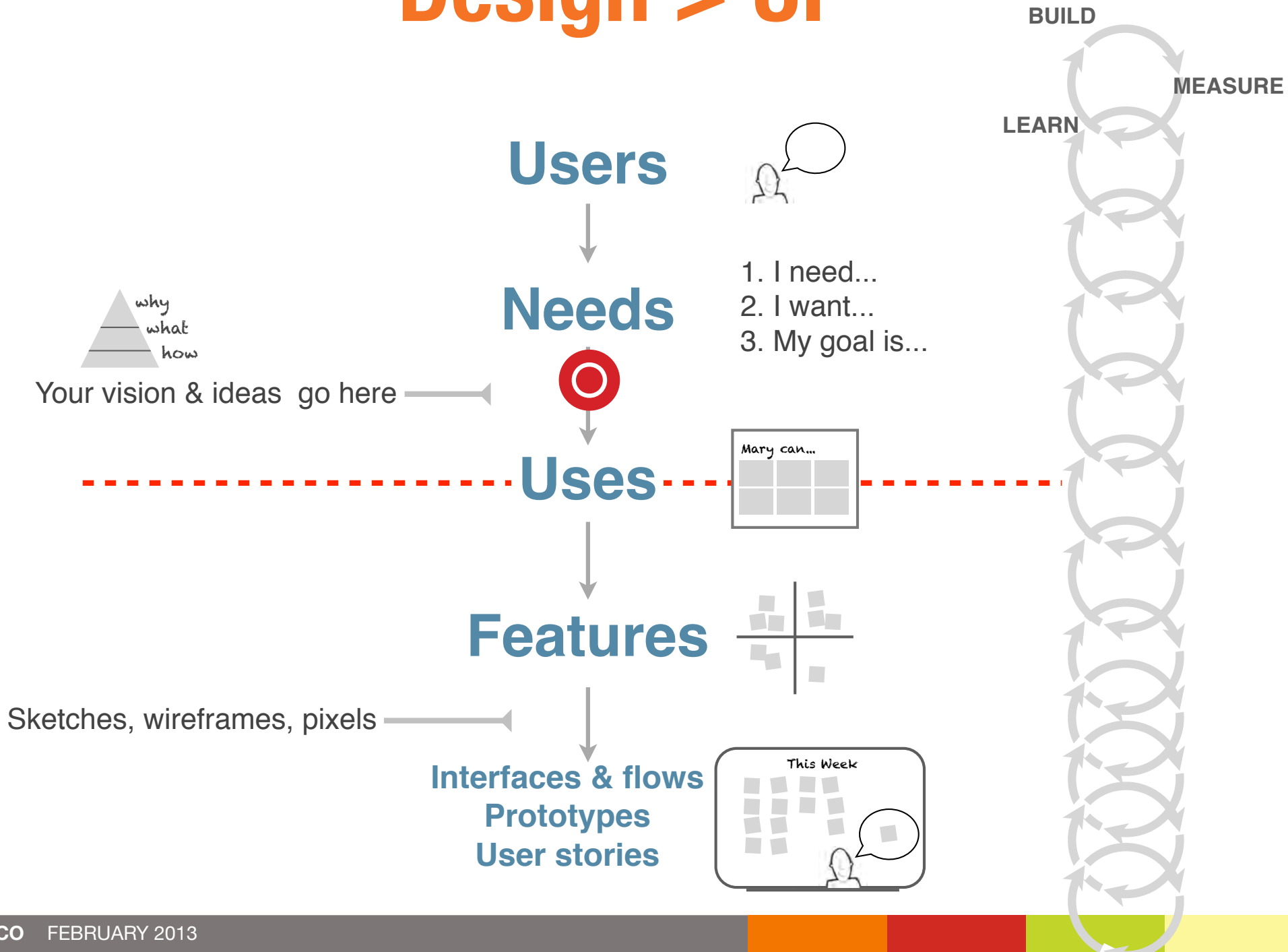


Search

About 560,000 results (0.29 seconds)

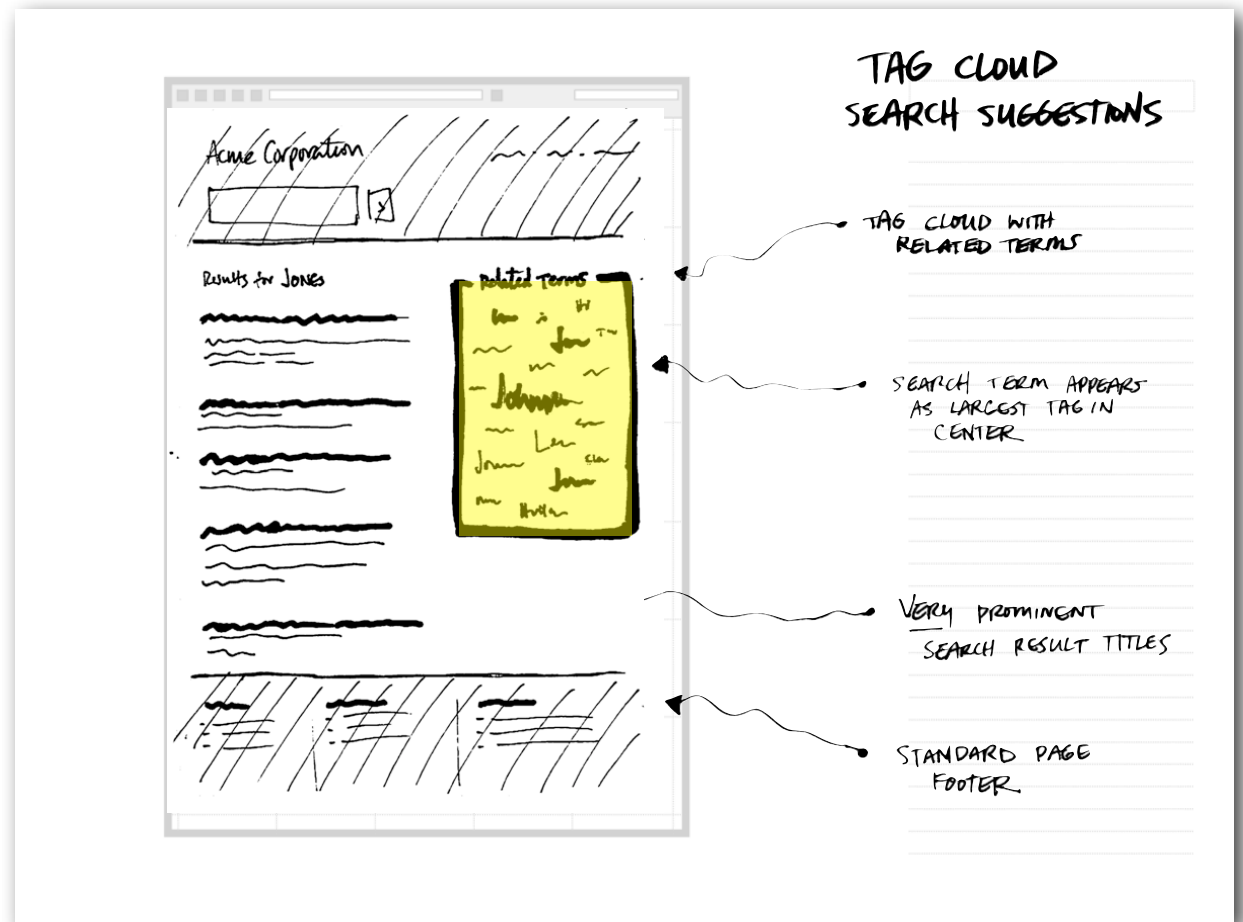
[Advanced search](#)

Design > UI



Refinement sketching

- Rough idea
- Line weight
- Shading
- Highlighting
- Labels

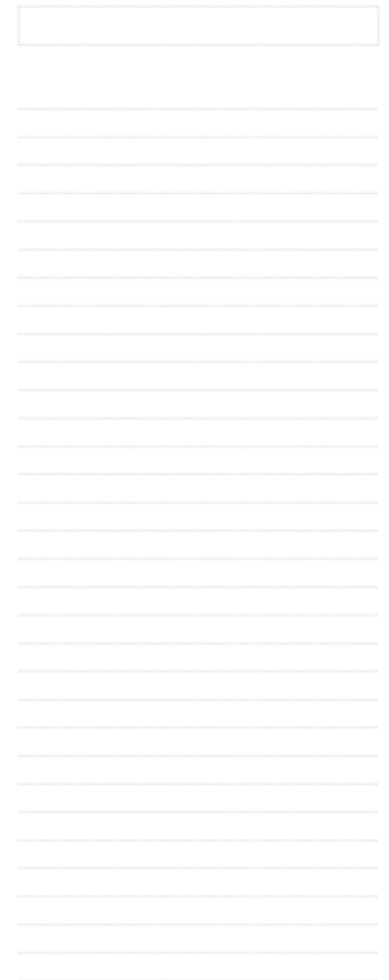
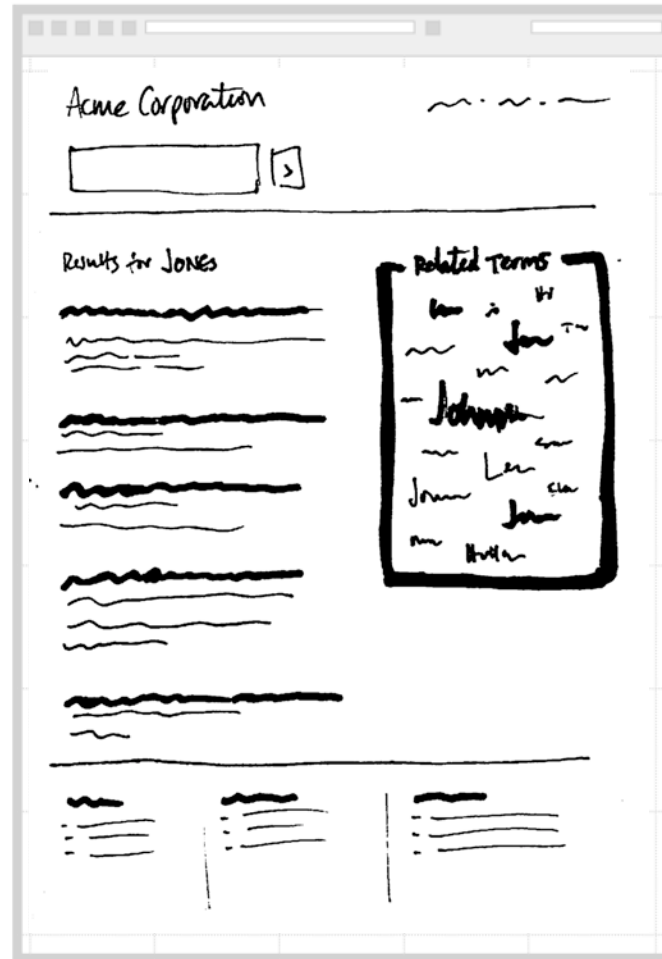


1. capture the rough idea



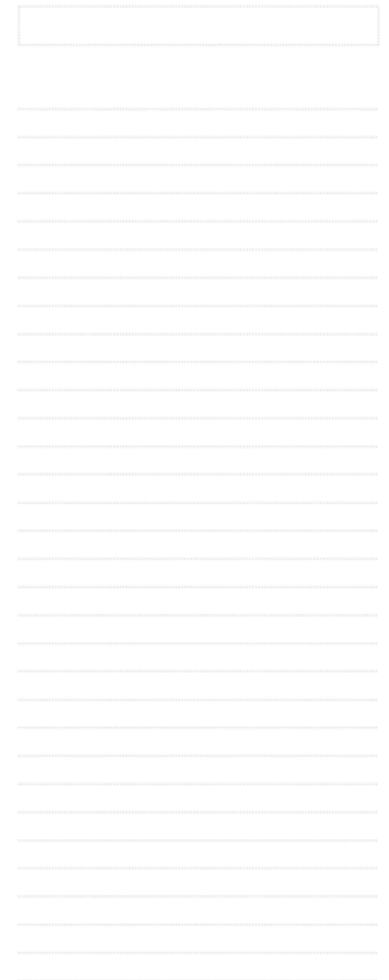
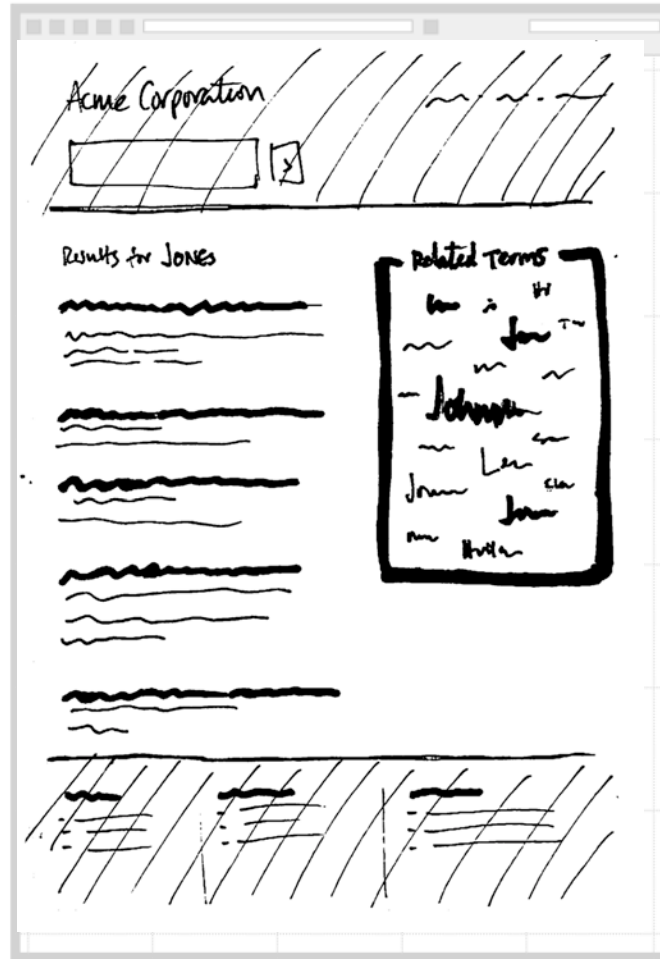
2. Add line weight for contrast

LINE
WEIGHT



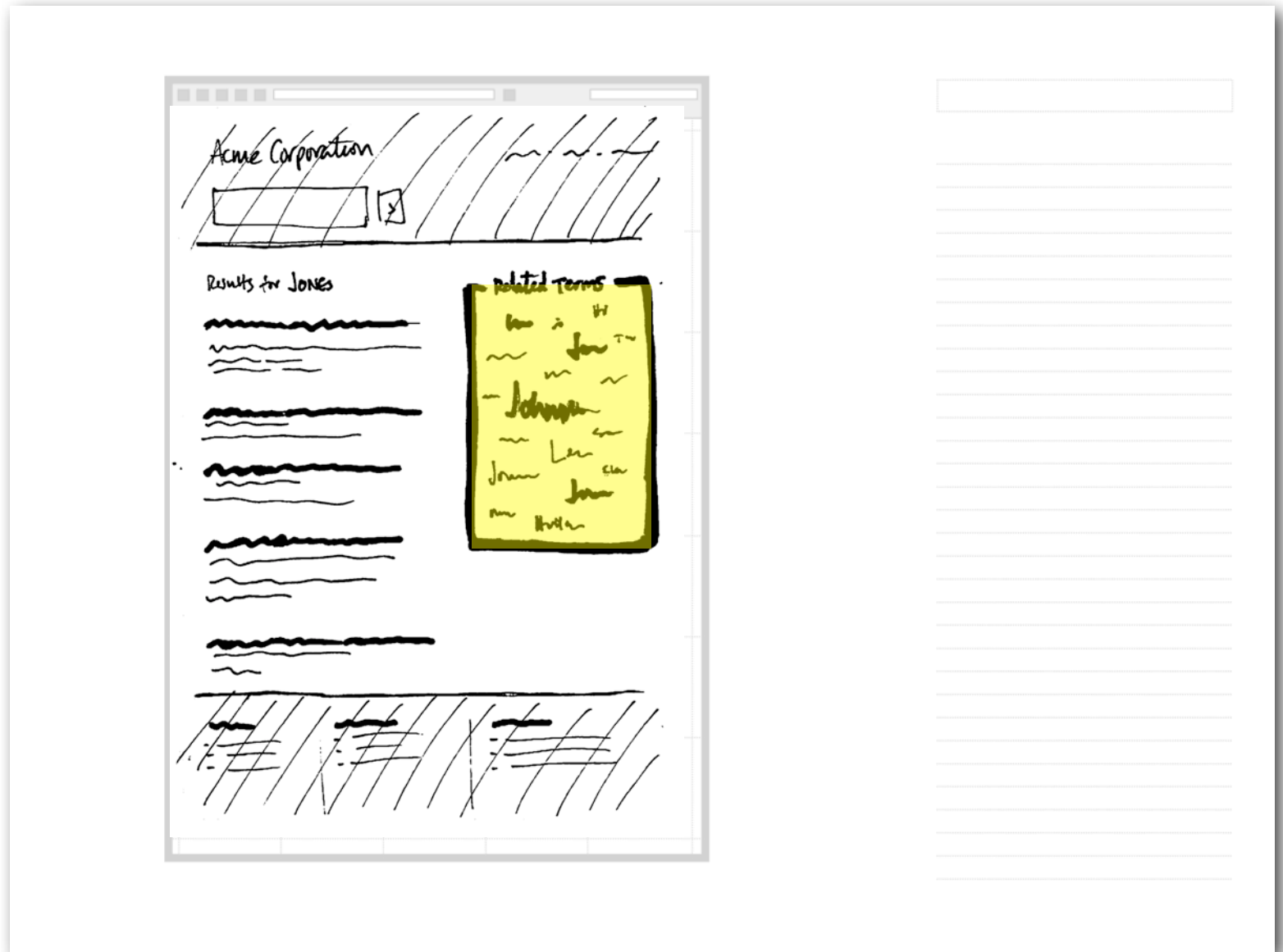
3. Add shading to push back

SHADING



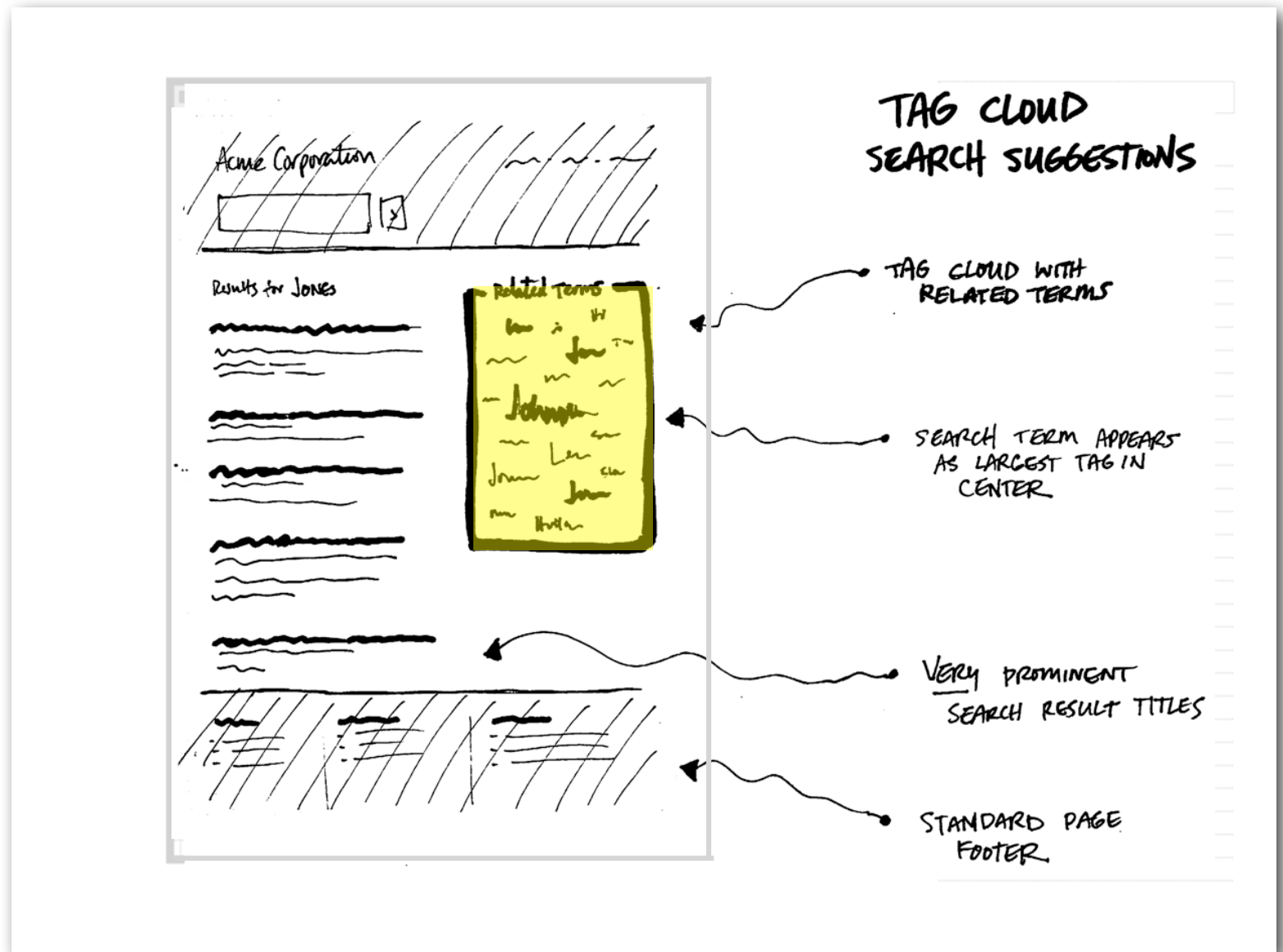
4. Add highlights to draw attention

highlights



5. Add labels to show more info

LABELS



{Activity}

5 min

Refine one sketch

- Rough idea
- Line weight
- Shading
- Highlighting
- Labels

