

THE VIRTUES OF LOW-FI

STEPHEN HAY @ CATAWIKI
UX CRAWL · JULY 25, 2018

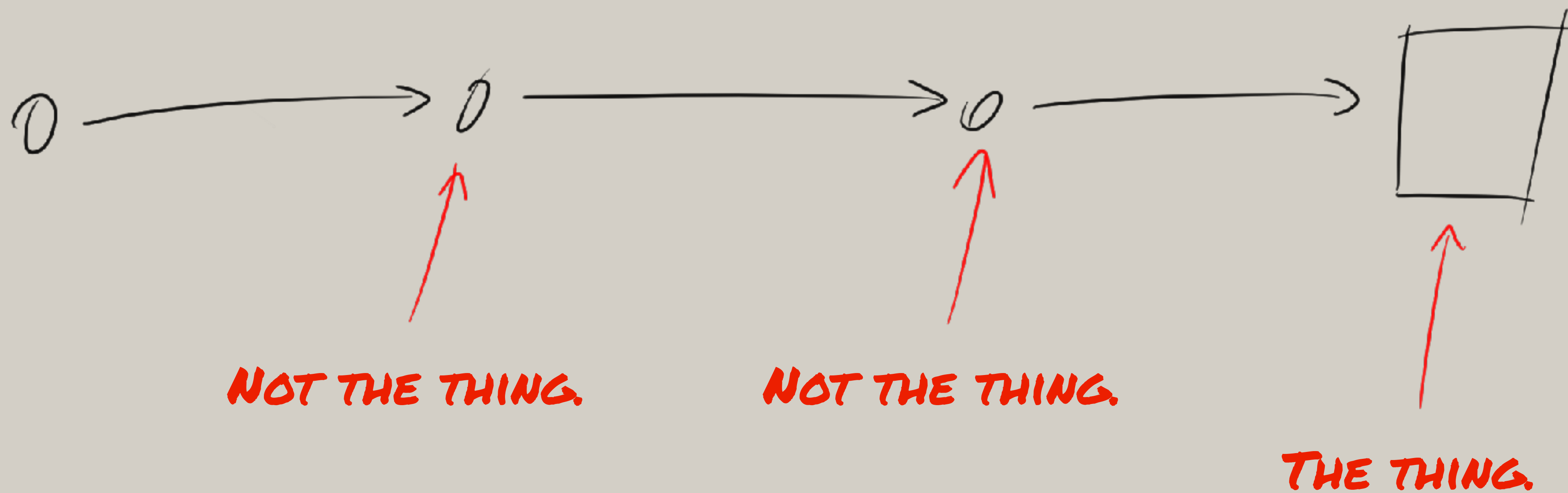
catawiki

Hi! I'M STEPHEN.

DESIGN/UX DELIVERABLES

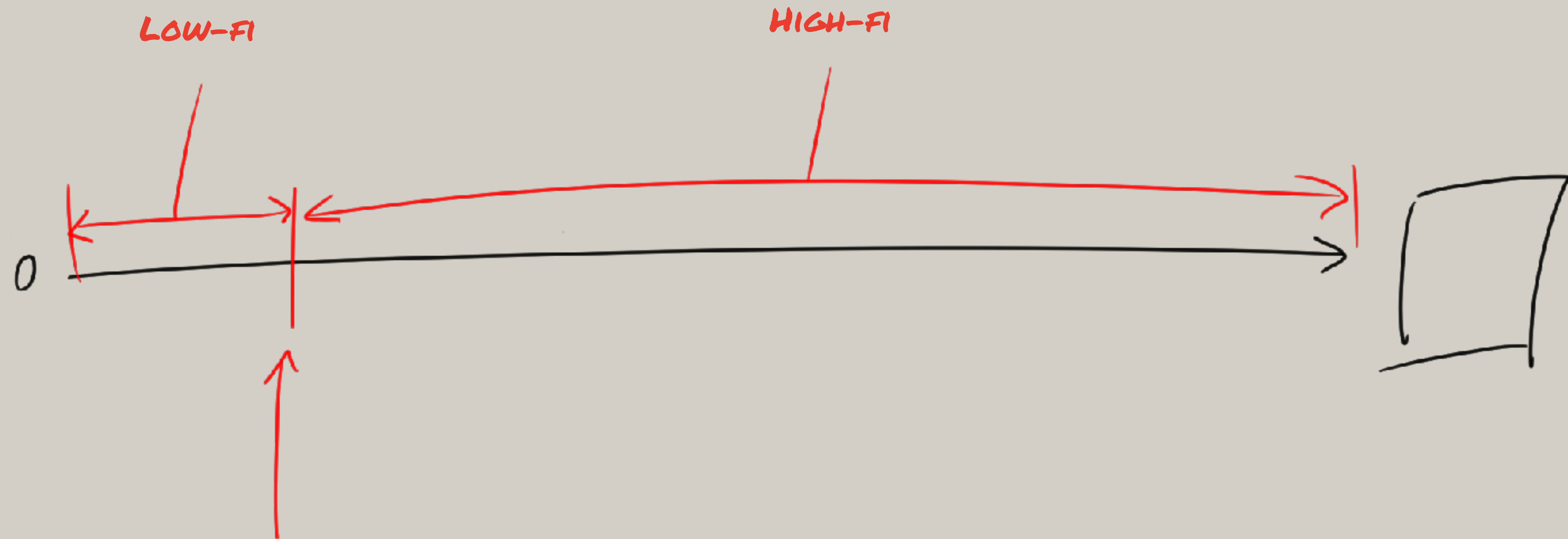
**"THE PERFECT IS THE ENEMY
OF THE GOOD."**

—VOLTAIRE



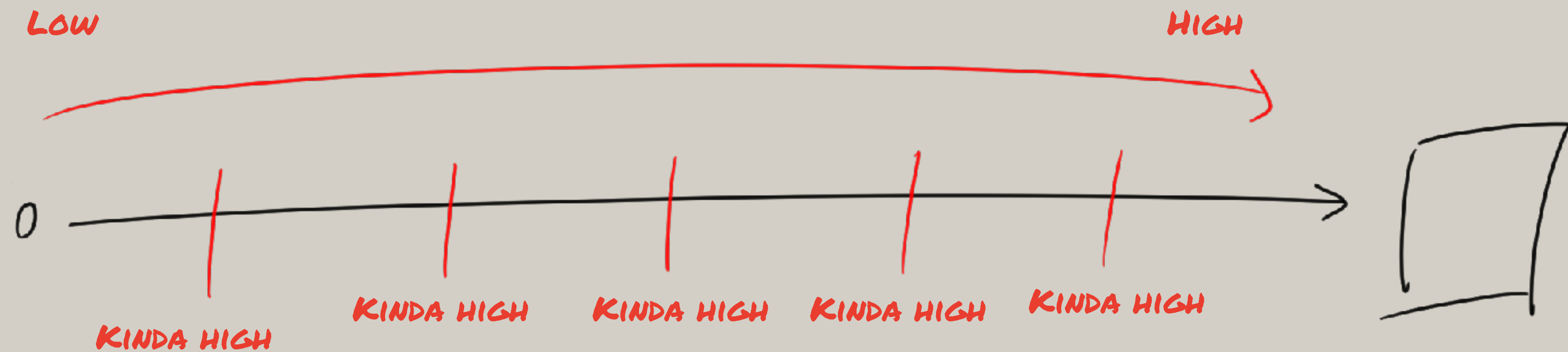
DESIGN PROCESSES

SHORT LOW / LONG HIGH

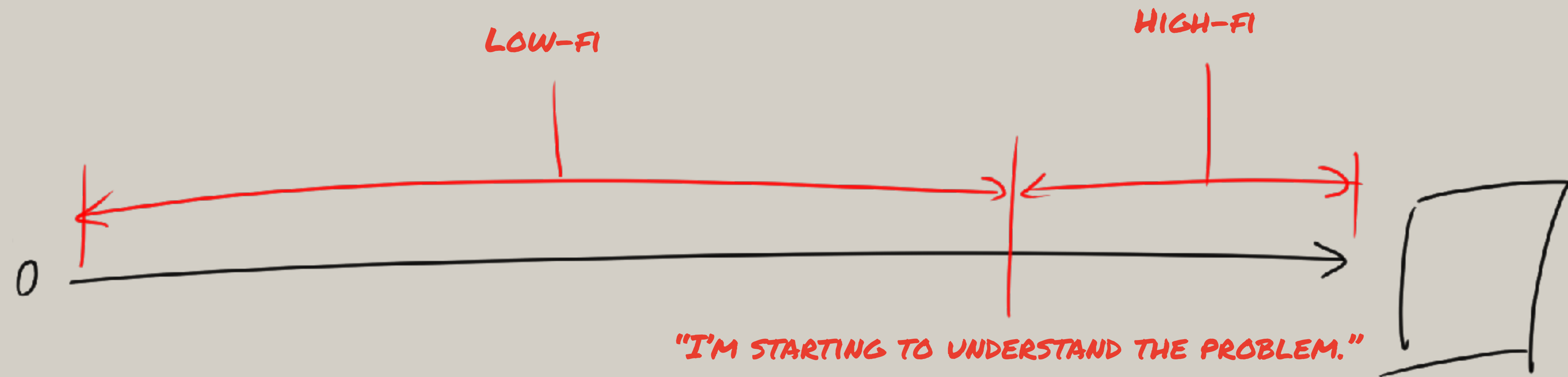


"I'VE BEEN THINKING ABOUT THIS FOR A WHOLE HOUR, AND I'VE GOT A GREAT IDEA!"

GRADUAL LOW TO HIGH

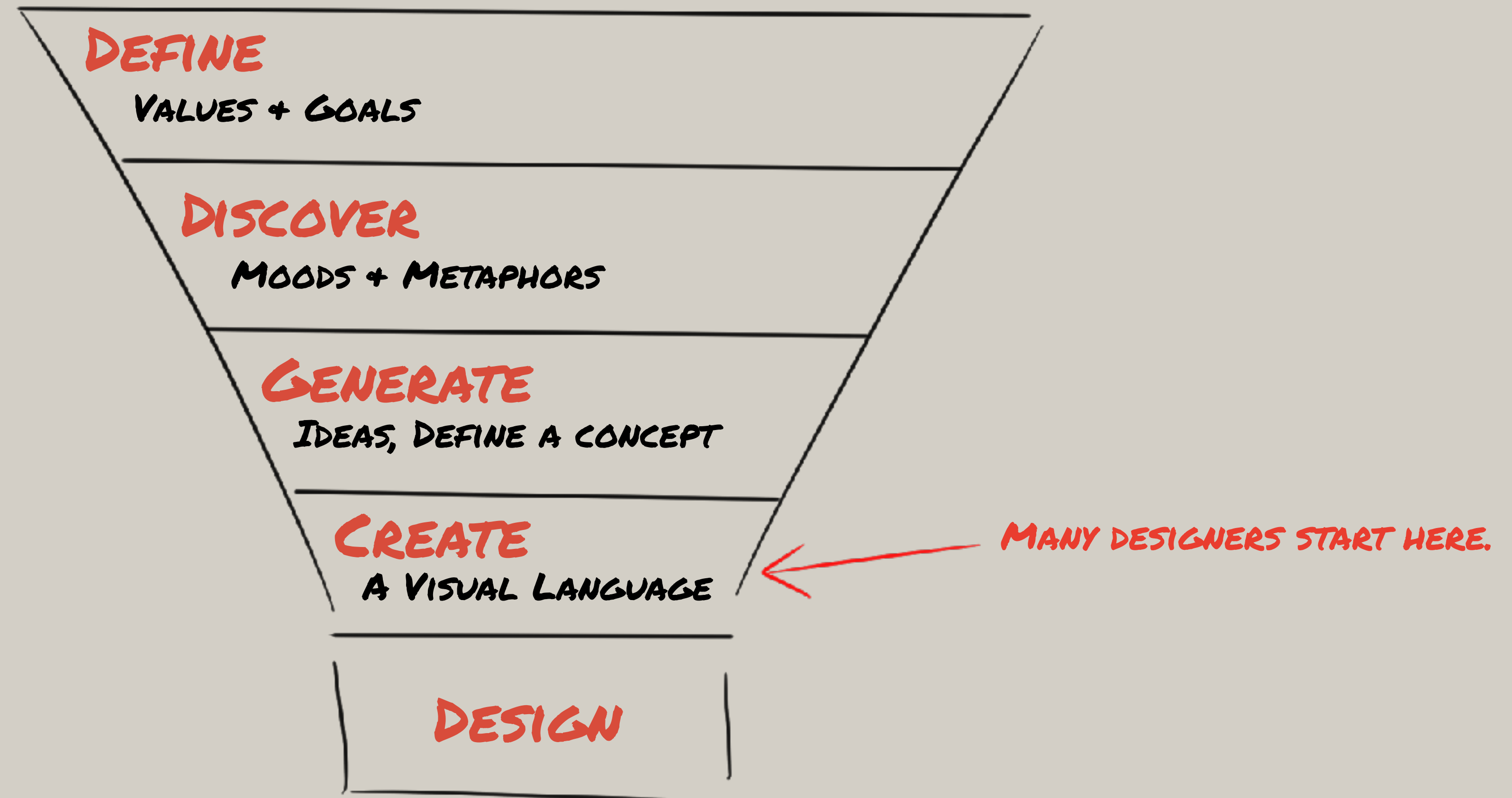


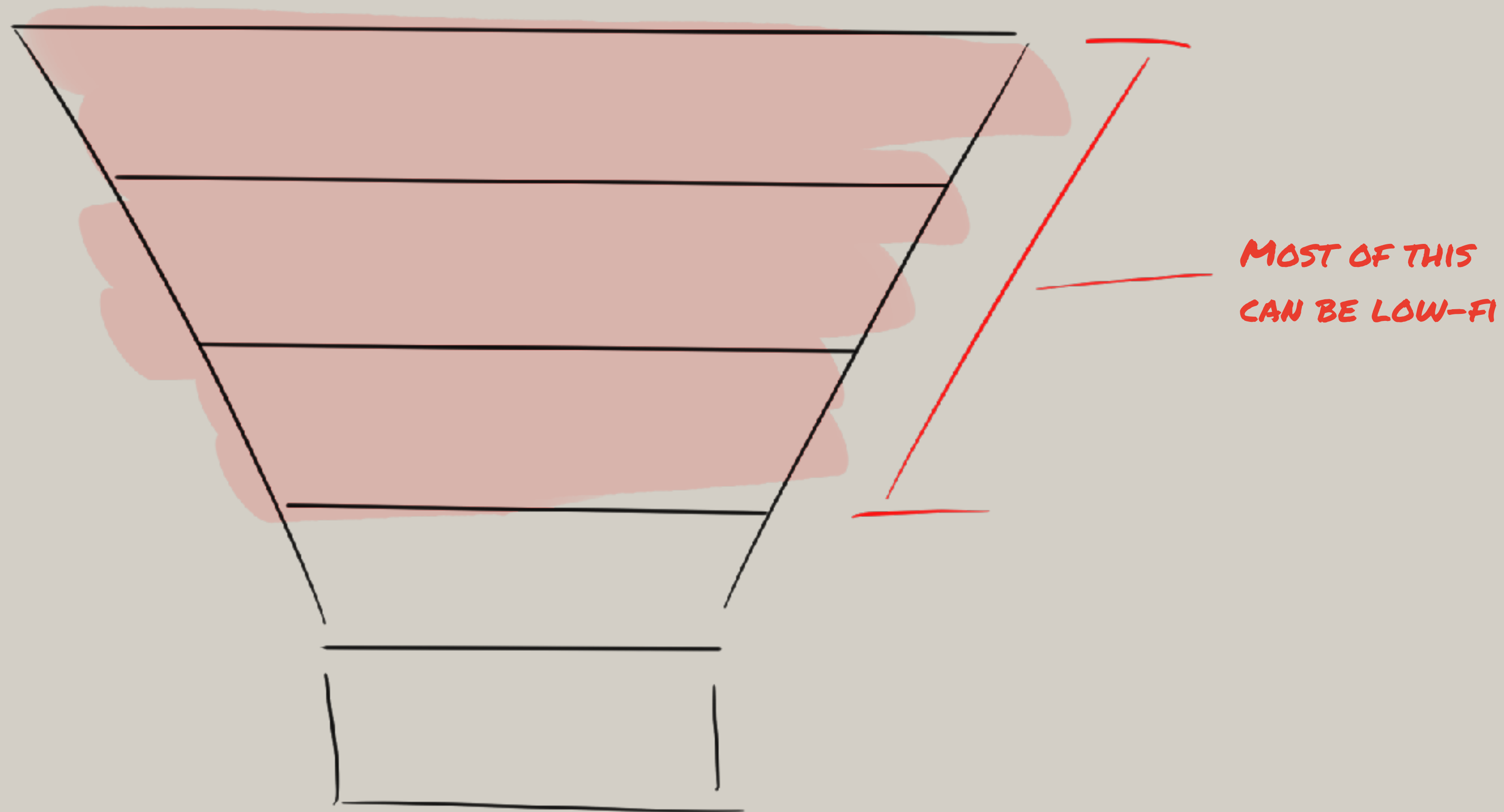
LONG LOW / SHORT HIGH



THE MOST IMPORTANT QUESTION:
WHAT'S MOST IMPORTANT?

THE DESIGN FUNNEL

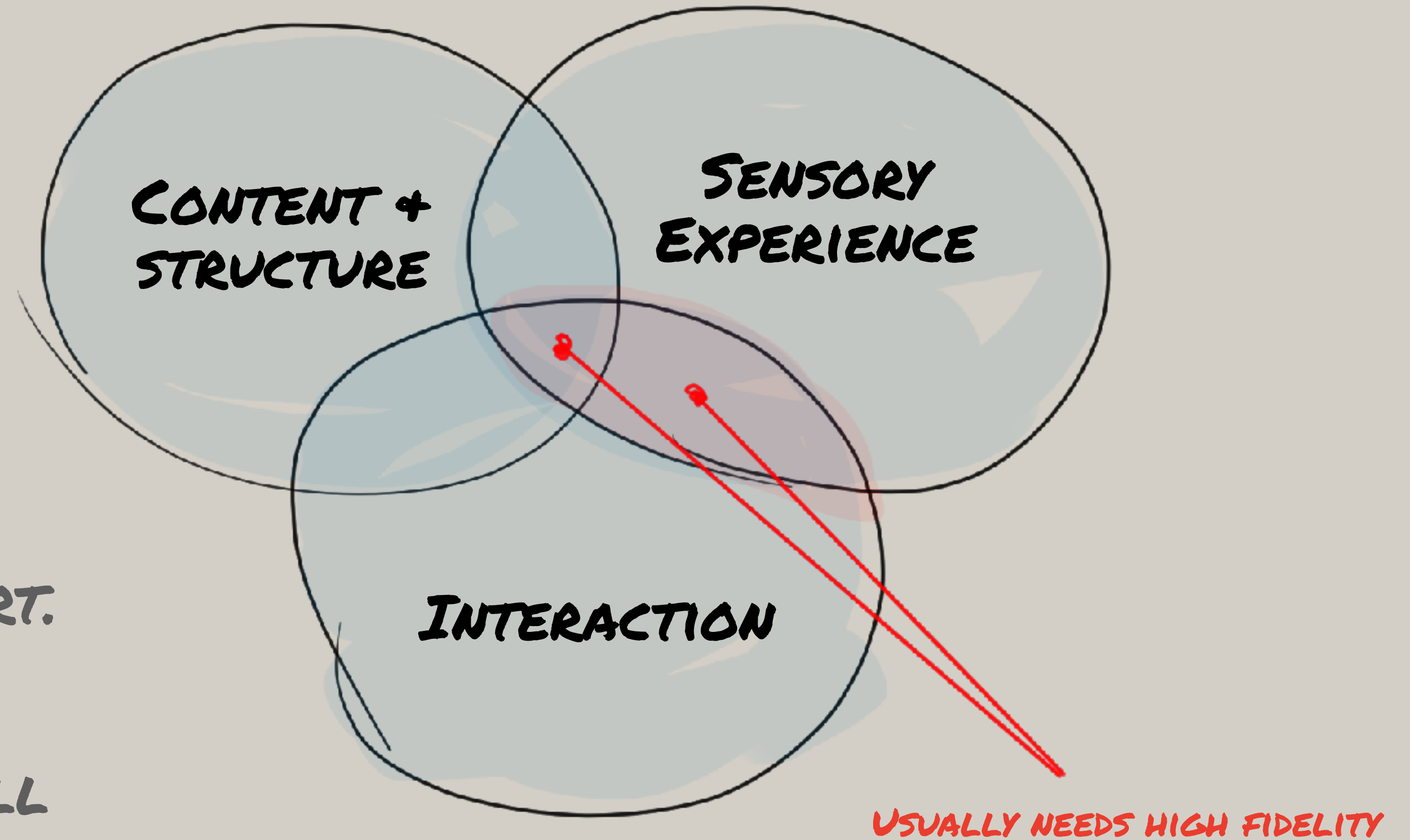




FANTASY-FI

"HIGH" FIDELITY THAT DOESN'T OFFER MUCH MORE THAN LOW FIDELITY, BUT REQUIRES HIGH-FIDELITY EFFORT. IT'S THE ILLUSION OF REALITY.

MANY "STATIC" PROTOTYPES FALL INTO THIS CATEGORY. HIGH-FI WIREFRAMES ALSO.



THE VIRTUES OF LOW-FI

1.

**ITERATIONS ARE
QUICK AND CHEAP**




2.

**LOW-FI TOOLING IS
MINIMAL AND FLEXIBLE.**



3.

**LOW-FI ANSWERS
QUESTIONS EARLY.**



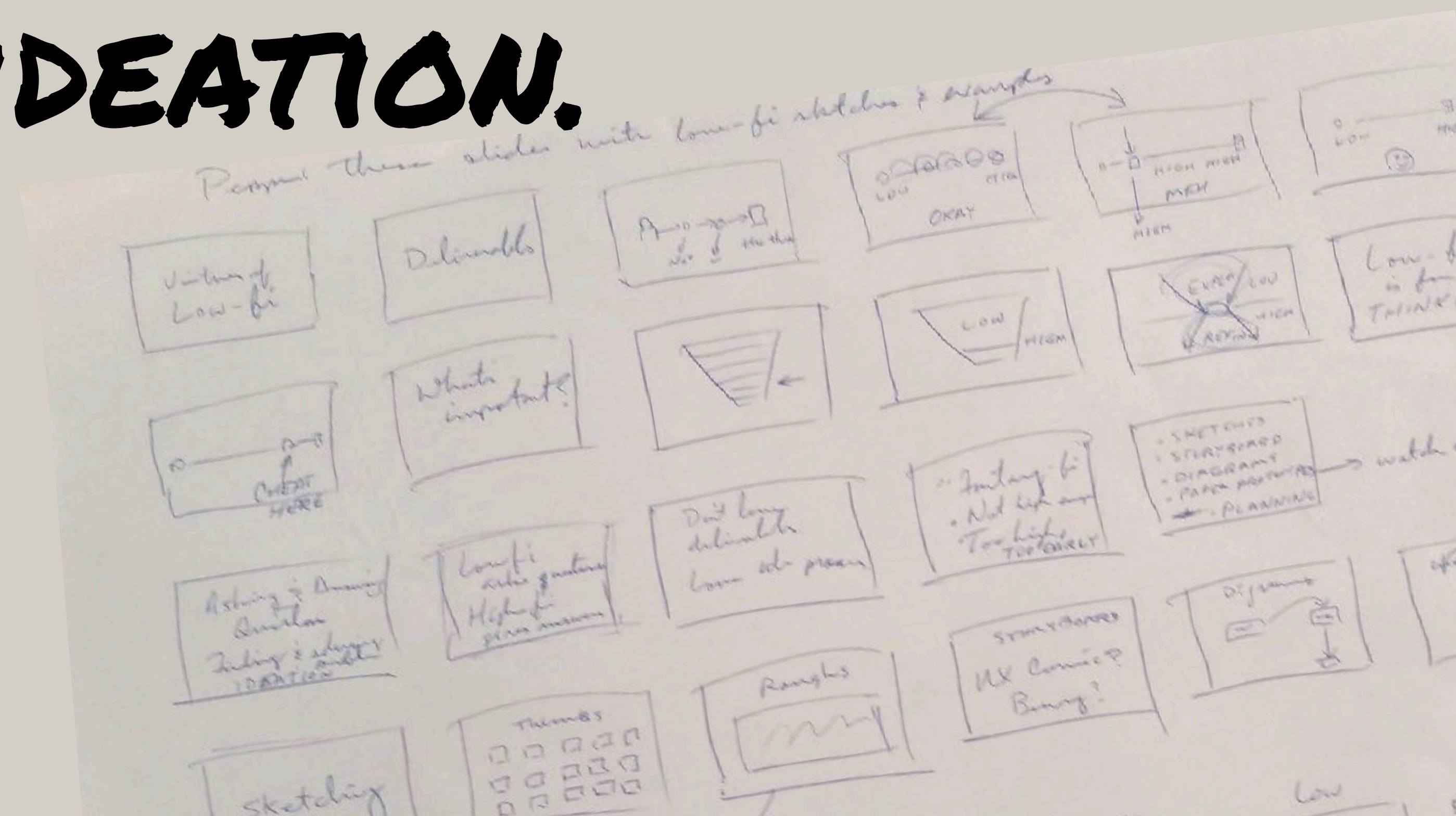
**"NICE.
WHAT ABOUT (X)?"**



"OH, SHIT."

4.

LOW-FI ENCOURAGES QUANTITATIVE IDEATION.



5.

LOW-FI ENCOURAGES
"MOST IMPORTANT" THINKING.

IT'S A MEETING BETWEEN YOUR BRAIN AND
THE PROBLEM, WITH FEW DISTRACTIONS
FROM TOOLING AND PROCESSES.

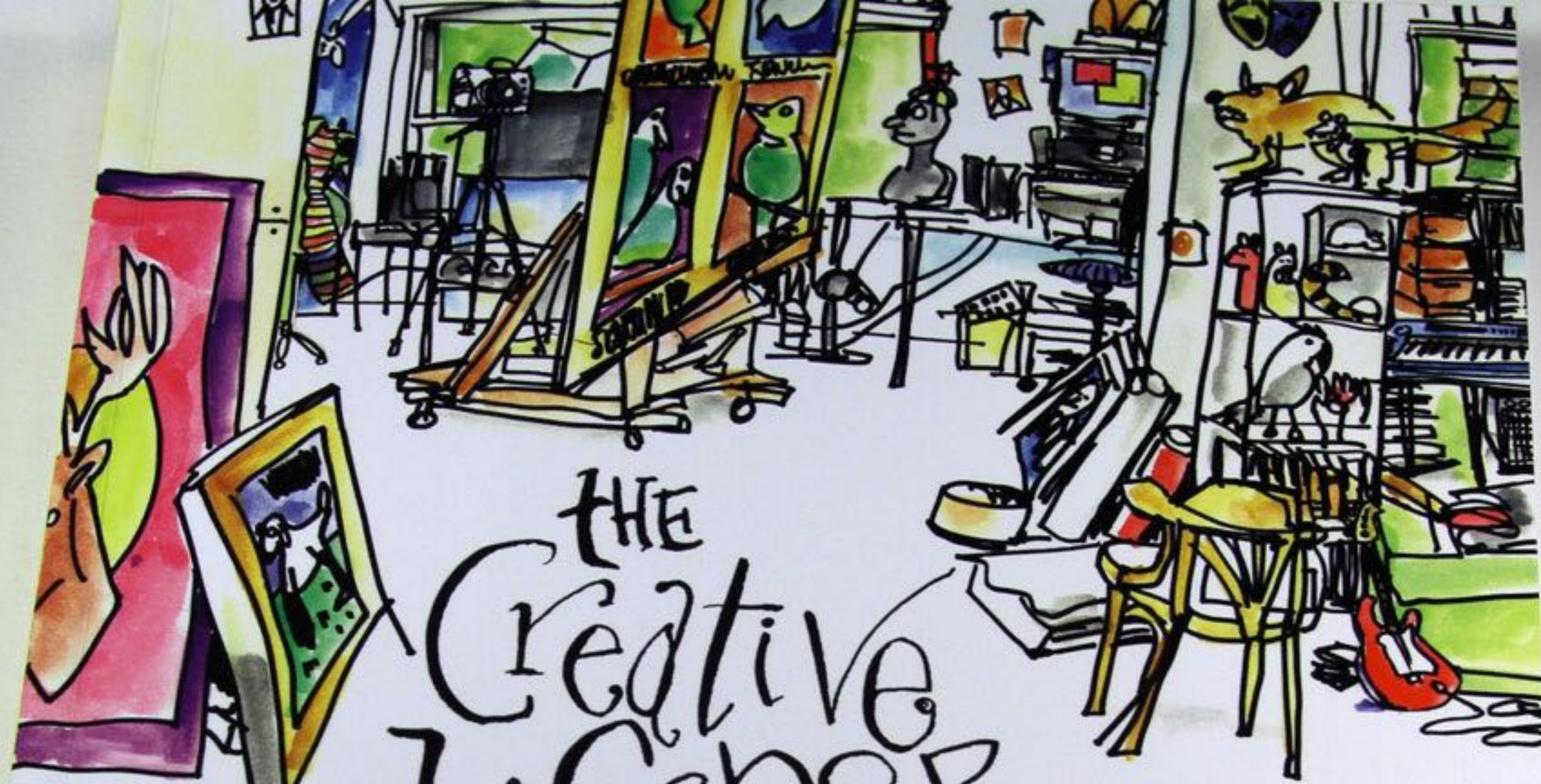
THINGS THAT CAN BE LOW-FI:

- SKETCHING
- STORYBOARDS
- DIAGRAMS
- (PAPER) PROTOTYPES (BUT BE CAREFUL!)
- PLANNING
- ETC.

THESE ARE ACTUALLY SUBSETS OF SKETCHING

SKETCHING

SKETCHING IS NOT ART.



THE Creative LiCense

GIVING YOURSELF PERMISSION
TO BE THE ARTIST YOU TRULY ARE
By Danny GREGORY



AUTHOR OF EVERYDAY MATTERS

"THE CREATIVE LICENSE IS A LEAPING BURST OF ENTHUSIASM,
THE BEST KIND OF PERMISSION, AND THOROUGHLY INSPIRING.
I GIVE IT MY HIGHEST RECOMMENDATION." — SARK

A SIMPLE SKETCHING PROCESS FOR IDEATION...

THUMBNAILED

Present these slides with low-fi sketches & examples

<p>Version of Low-fi</p>	<p>Deliverables</p>	<p>And so on</p>	<p>LOW HIGH OKAY</p>	<p>LOW HIGH HIGH HIGH HIGH</p>	<p>LOW HIGH HIGH HIGH HIGH</p>
<p>What's important?</p>	<p>What's important?</p>	<p>What's important?</p>	<p>What's important?</p>	<p>What's important?</p>	<p>What's important?</p>
<p>Sketching & Drawing</p> <p>Sketching & Drawing</p> <p>Sketching & Drawing</p>	<p>Low-fi sketching</p> <p>High-fi sketching</p>	<p>Don't long deliverables</p> <p>Low-fi sketching</p>	<p>"Low-fi" sketching</p> <p>Not high-fi sketching</p> <p>Too high-fi sketching</p>	<p>Sketching & Drawing</p> <p>Sketching & Drawing</p> <p>Sketching & Drawing</p>	<p>Sketching & Drawing</p> <p>Sketching & Drawing</p> <p>Sketching & Drawing</p>
<p>Sketching</p>	<p>Sketching</p>	<p>Sketching</p>	<p>Sketching</p>	<p>Sketching</p>	<p>Sketching</p>
<p>Watch out for FANTASY-FI</p>	<p>Watch out for FANTASY-FI</p>	<p>Watch out for FANTASY-FI</p>	<p>Watch out for FANTASY-FI</p>	<p>Watch out for FANTASY-FI</p>	<p>Watch out for FANTASY-FI</p>
<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>	<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>	<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>	<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>	<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>	<p>STOP KIDDING YOURSELF</p> <p>Get in the browser</p>

5 min? 5 min? LOWEST Low

TIPS TO KEEP IT LOW-FI

We do this through QUESTIONS

maybe oblique

① If you could only communicate this on paper, how would you do it?

② If you could only communicate this on paper, how would you do it?

③ If you could only communicate this on paper, how would you do it?

④ If you could only communicate this on paper, how would you do it?

⑤ If you could only communicate this on paper, how would you do it?

⑥ If you could only communicate this on paper, how would you do it?

⑦ If you could only communicate this on paper, how would you do it?

⑧ If you could only communicate this on paper, how would you do it?

⑨ If you could only communicate this on paper, how would you do it?

⑩ If you could only communicate this on paper, how would you do it?

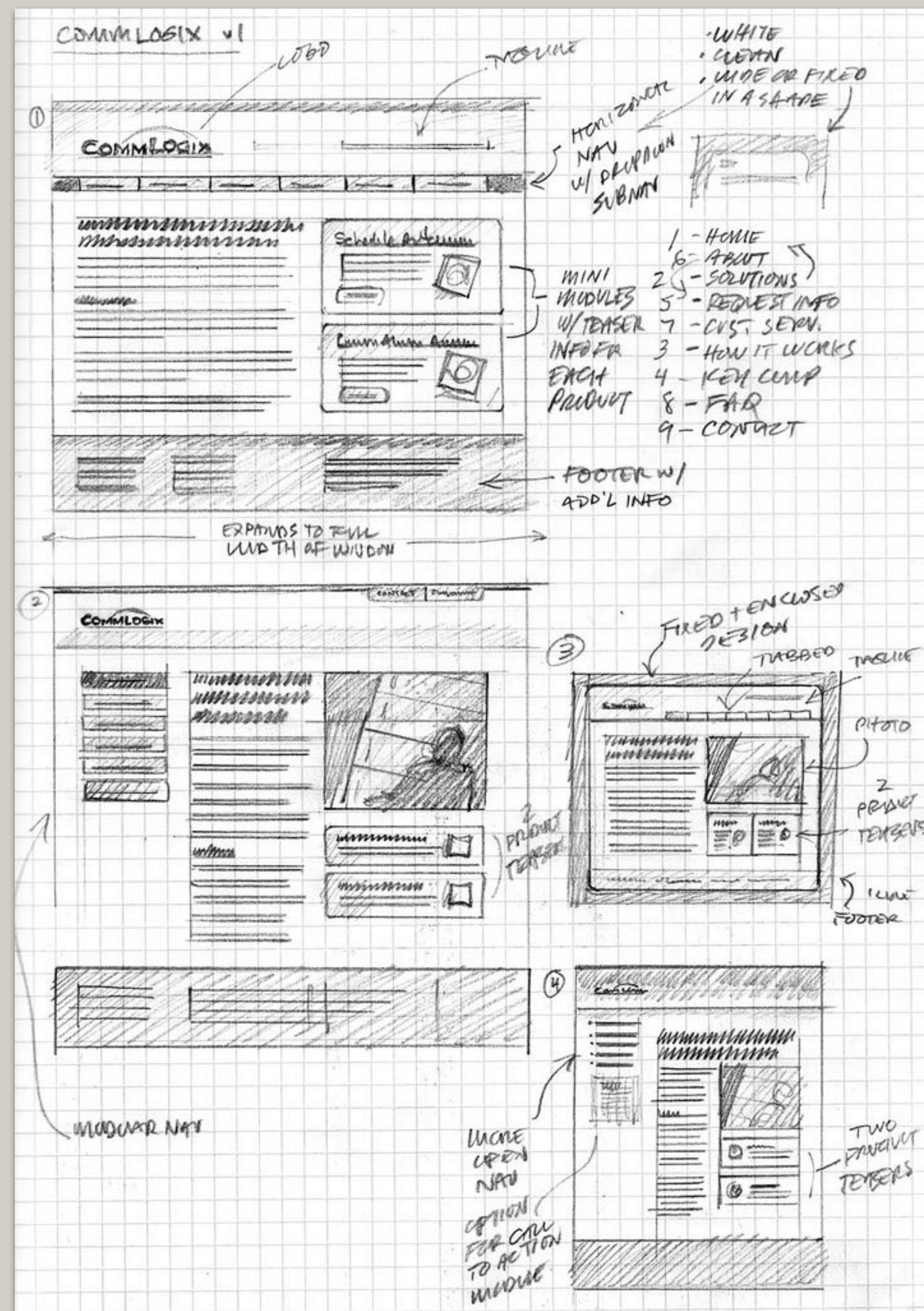
NO DETAIL

AS MANY AS POSSIBLE

AS QUICKLY AS POSSIBLE

VARIETY

ROUGHS



ONLY A FEW, MAX.

FLESH OUT YOUR BEST IDEAS

FOCUS ON MORE DETAIL (BUT NOT TOO MUCH)

ANNOTATE, ASK & ANSWER
QUESTIONS

THUMBNAILS -> SELECTION ->

ROUGHS -> SELECTION ->

COMP/PROTOTYPE

EXERCISE 1:

**SKETCH SOME THUMBNAILS
FOR YOUR PROJECT.**

- 1. NO DETAIL; JUST CAPTURE IDEAS!**
- 2. MAKE AS MANY AS YOU CAN IN 5 MINUTES. IT'S A NUMBERS GAME!**
- 3. DON'T CENSOR YOURSELF; ALL IDEAS ARE RELEVANT AT THIS POINT.**

EXERCISE 2:

MAKE SOME ROUGH SKETCHES.

- 1. FLESH OUT YOUR BEST THUMBNAIL IDEAS TO SEE IF THEY HOLD UP.**
- 2. MORE DETAIL, BUT NOT TOO MUCH!**

SKETCHING IS ONE OF YOUR MOST IMPORTANT SKILLS.

IT'S A TRANSLATOR BETWEEN YOUR BRAIN AND PAPER.

IT'S A NOTE-TAKING TOOL.

IT'S A COMMUNICATION TOOL.

IT'S A THINKING TOOL.

IT'S A FILTER.

IT'S A WAYFINDER. IT'S THE LOWEST OF LOW-FI. DO IT ALWAYS.

THANK YOU!

@STEPHENHAY