PROTOTYPING FOR DIGITAL PRODUCTS AND WEBSITES

Gym Short

Get Started

Prototyping for Digital Products and Websites will teach you how to use prototypes as way to a communicate and collaborate with clients, coworkers, and other stakeholders.

THIS COURSE IS FOR

- Anyone interested in building website or mobile prototypes
- Aspiring UX and UI designers

WE ARE

CHANGING THE WAY THE WORLD WORKS

#1 IN THE UNITED STATES FOR THE 10TH CONSECUTIVE YEAR

SIA
STAFFING INDUSTRY ANALYSTS

2018
Largest Marketing/Creative
Staffing Firms in the US

Thank you to our clients, talent, and staff!

GYMNASIUM

Part I.   Prototyping vs. design documentation
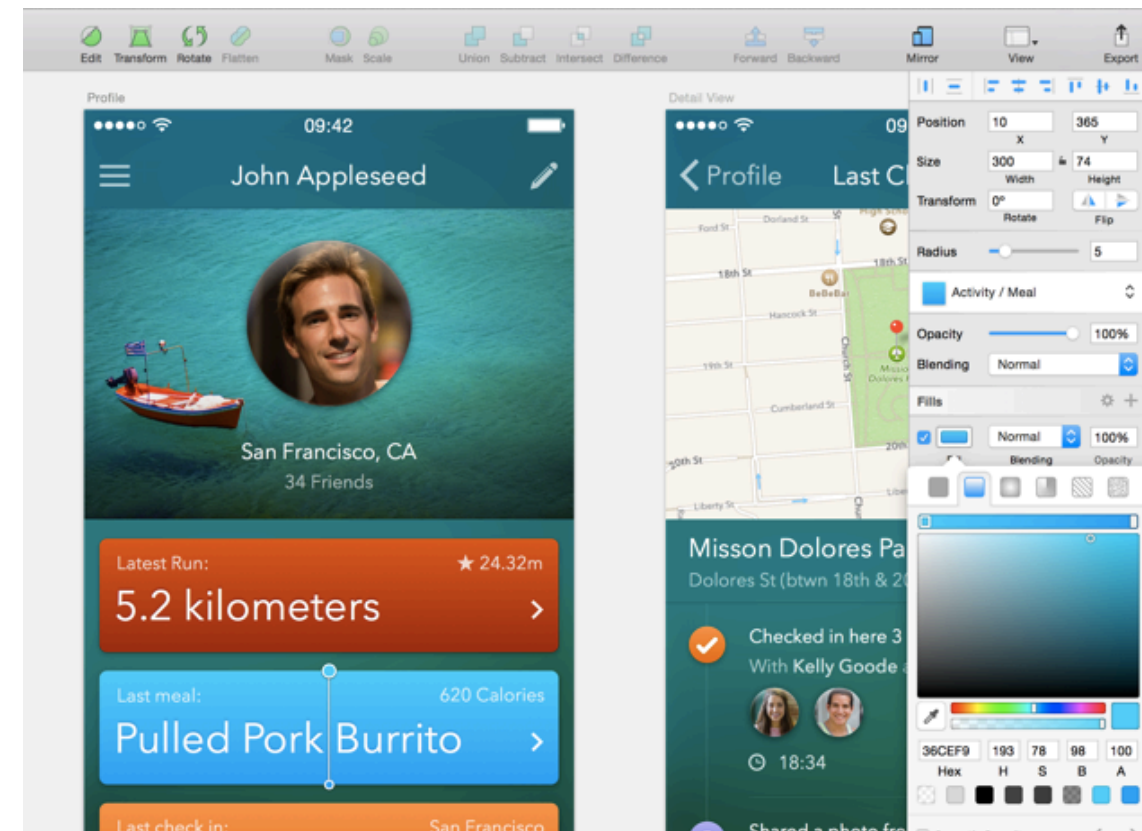
Part II.   Effective team communication
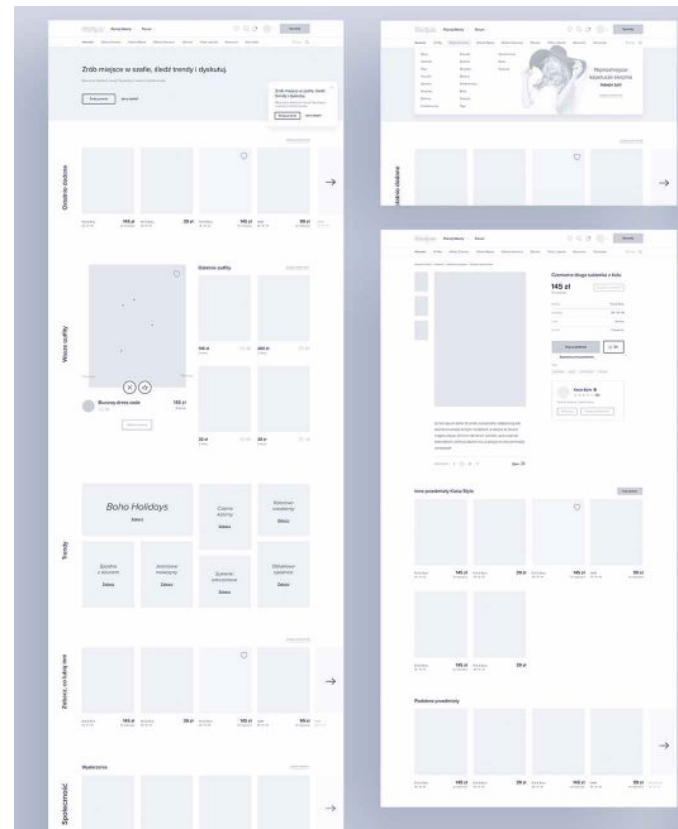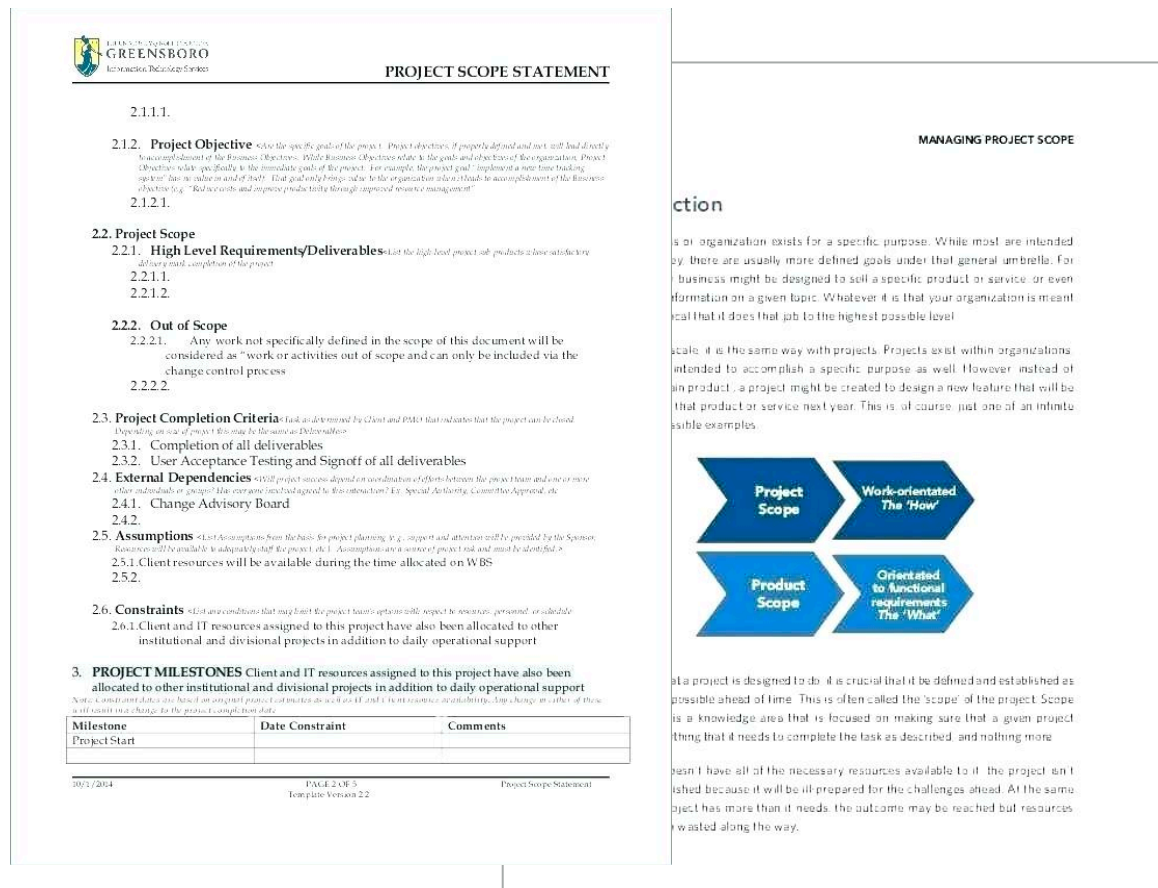
Part III.   Prototyping tools

Part IV.   Q&A

Part I

Prototyping vs. design documentation
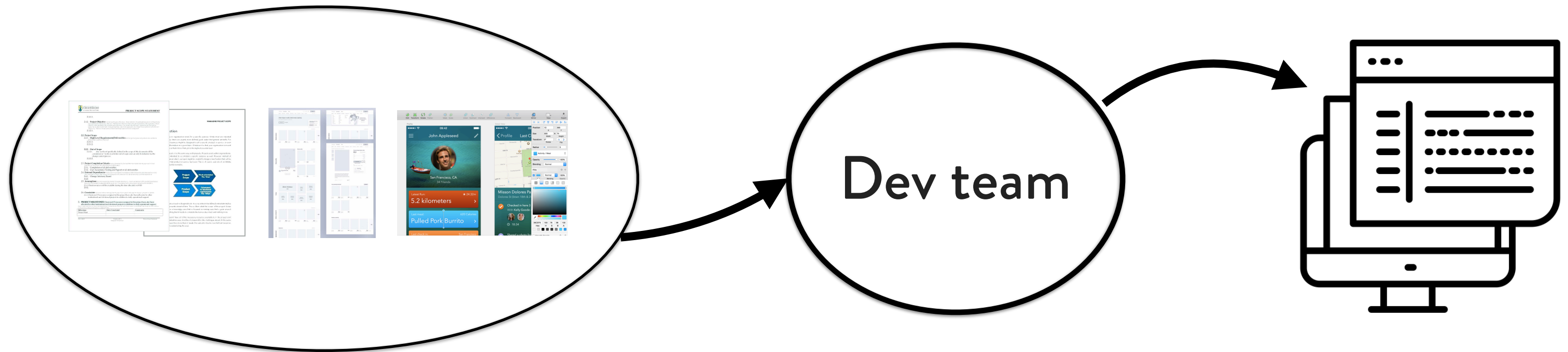
"Traditional" documentation

Specifications

Wireframes

High Fidelity Mockups

"Traditional" workflow

Dev team

A "modern" system uses a prototype to help decrease the role of documentation.

Part II

Effective team communication

Product teams

User research teams

Marketing teams

Design teams

Development teams

How do you?

a.) get good feedback

b.) ensure that feedback can be found and used by others.

Spectrum of Emphasis

	1	2	3	4
UX ——————— UI				
WHO	User research teams	Development teams	Product & leadership	Marketing & Content
WHAT	Facilitate user testing	Communicate design and intent	Get stakeholder approval or buy-in	Finalize marketing content

Part III

Tools

In 2019 if you can imagine a tool for prototyping, it probably already exists.

Find the Prototyping Tool You Need

Compare tools and find the one that fits all of your design needs.

NAME	RUNS ON	PROTOTYPE FOR	GESTURES	TRANSITIONS	DESIGN	FREE TRIAL	PRICING
Antetype	macOS	Any	✗	✗	✓	30 days	$189.99
App Cooker	iPad	iOS	✓	✓	✓	No	$19.99
Atomic	Web	Any	✓	✓	✓	30 days	From $0/mo.
Avocado	macOS	Android, iOS	✓	✓	✗	Unlimited	Free
Axure	macOS, Windows	Any	✗	✓	✓	30 days	From $289
Briefs	macOS	iOS	✗	✓	✓	Feature limited	$199
Canvas Flip	Web	Android, iOS, Web	✓	✓	✗	14 days	From $0/mo.
Codiqa Web	Web	Mobile	✓	✗	✓	Feature limited	From $16/mo.
Codiqa Desktop	macOS, Windows	Mobile	✓	✗	✓	7 days	From $79
Concept.ly	Web	iPad, iPhone, Web	✗	✗	✗	No	From $0/mo.

Mobile Prototyping
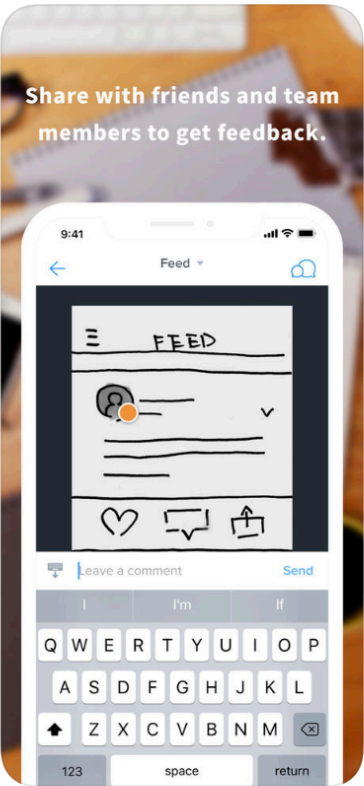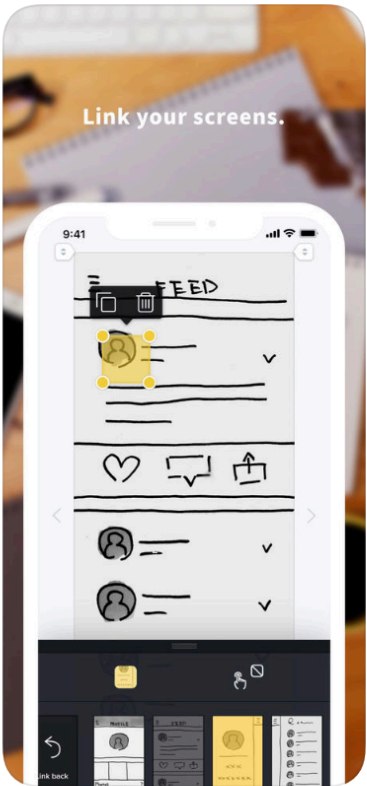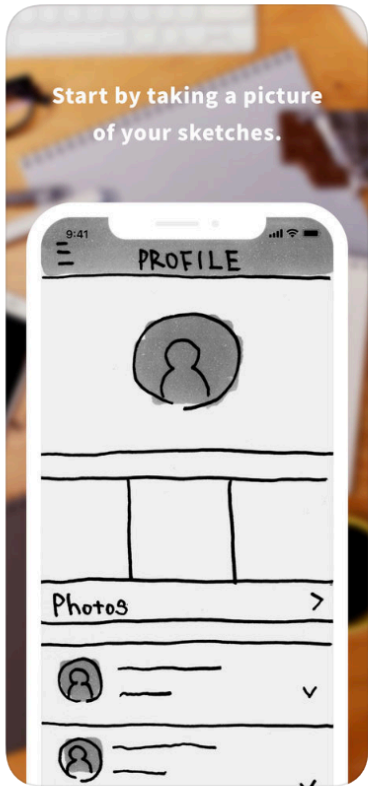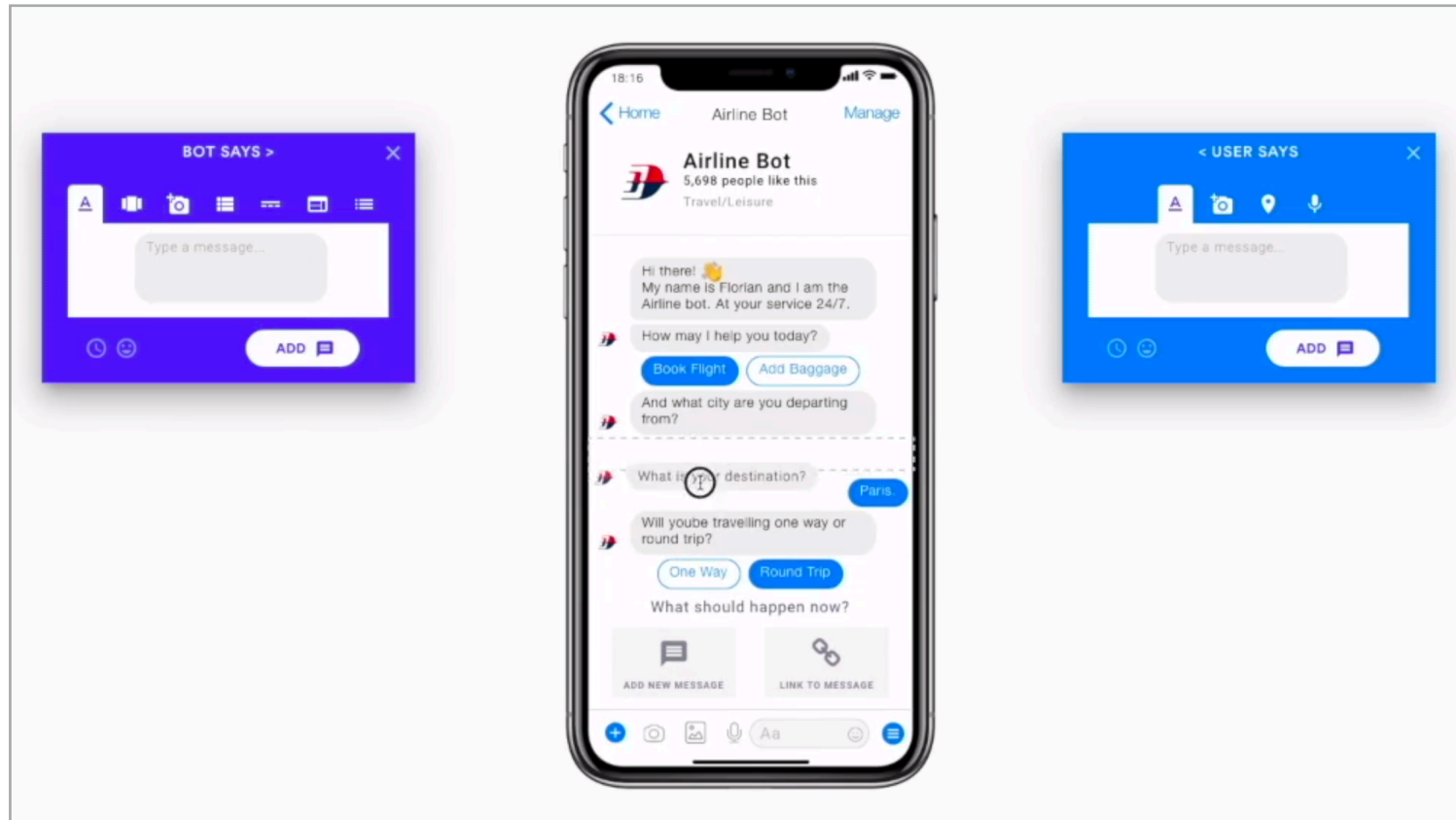
Prott for iOS/Android

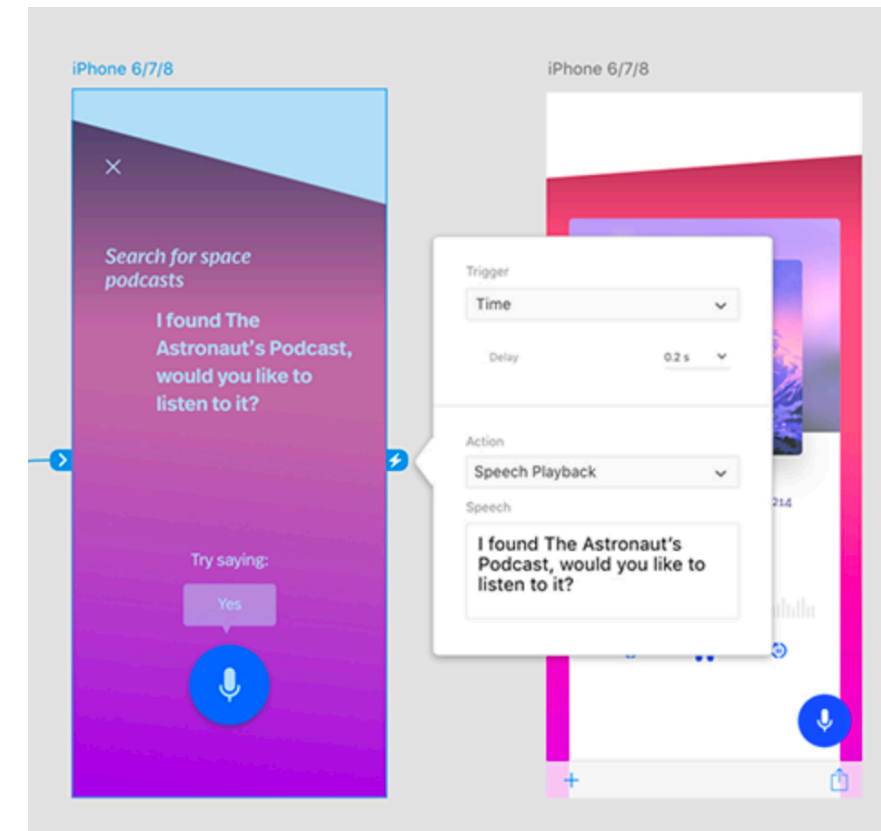# A/B testing prototypes

maze.design

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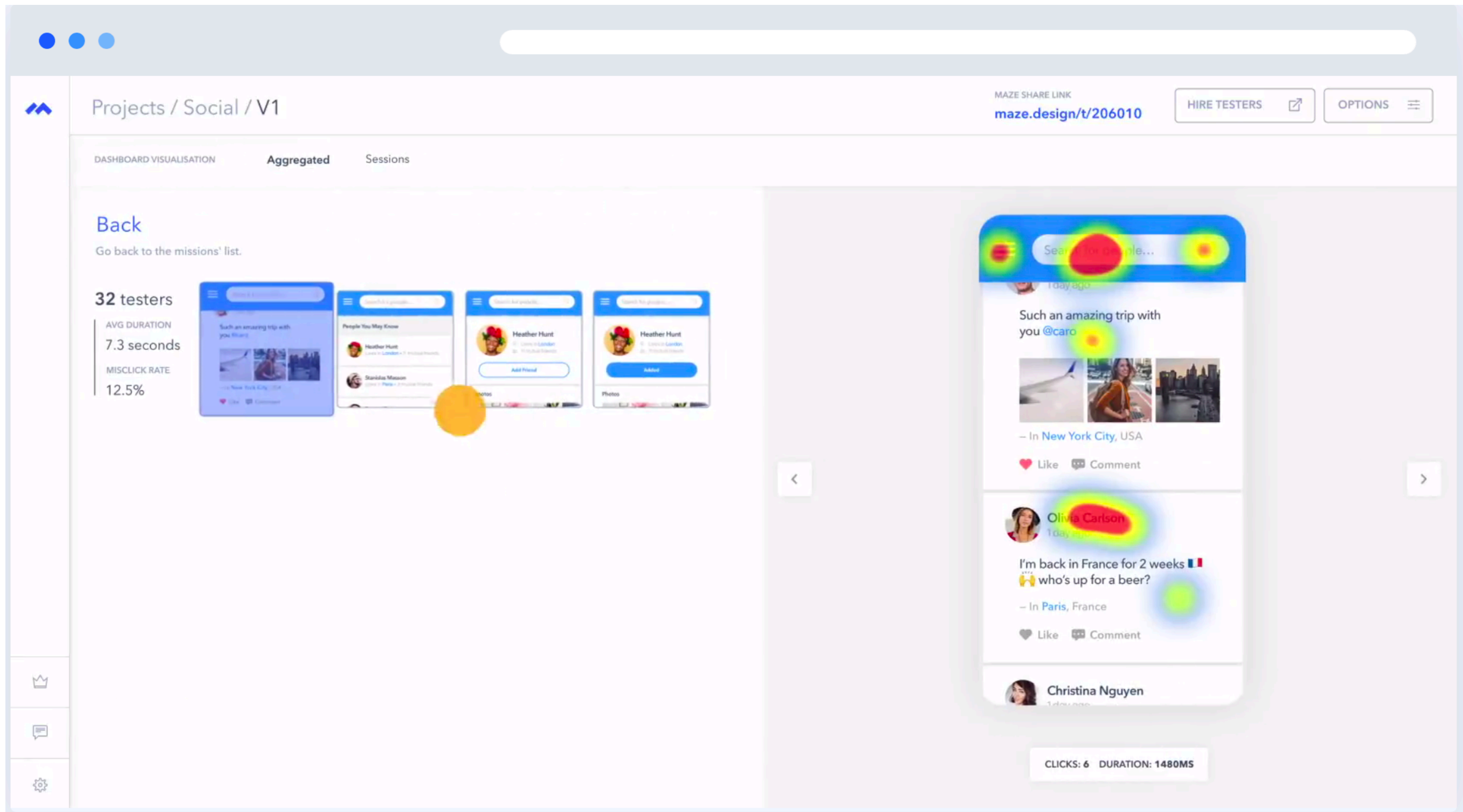
New & Developing Technologies

Conversational Design (Chatbots, Alexa, Siri, etc.)
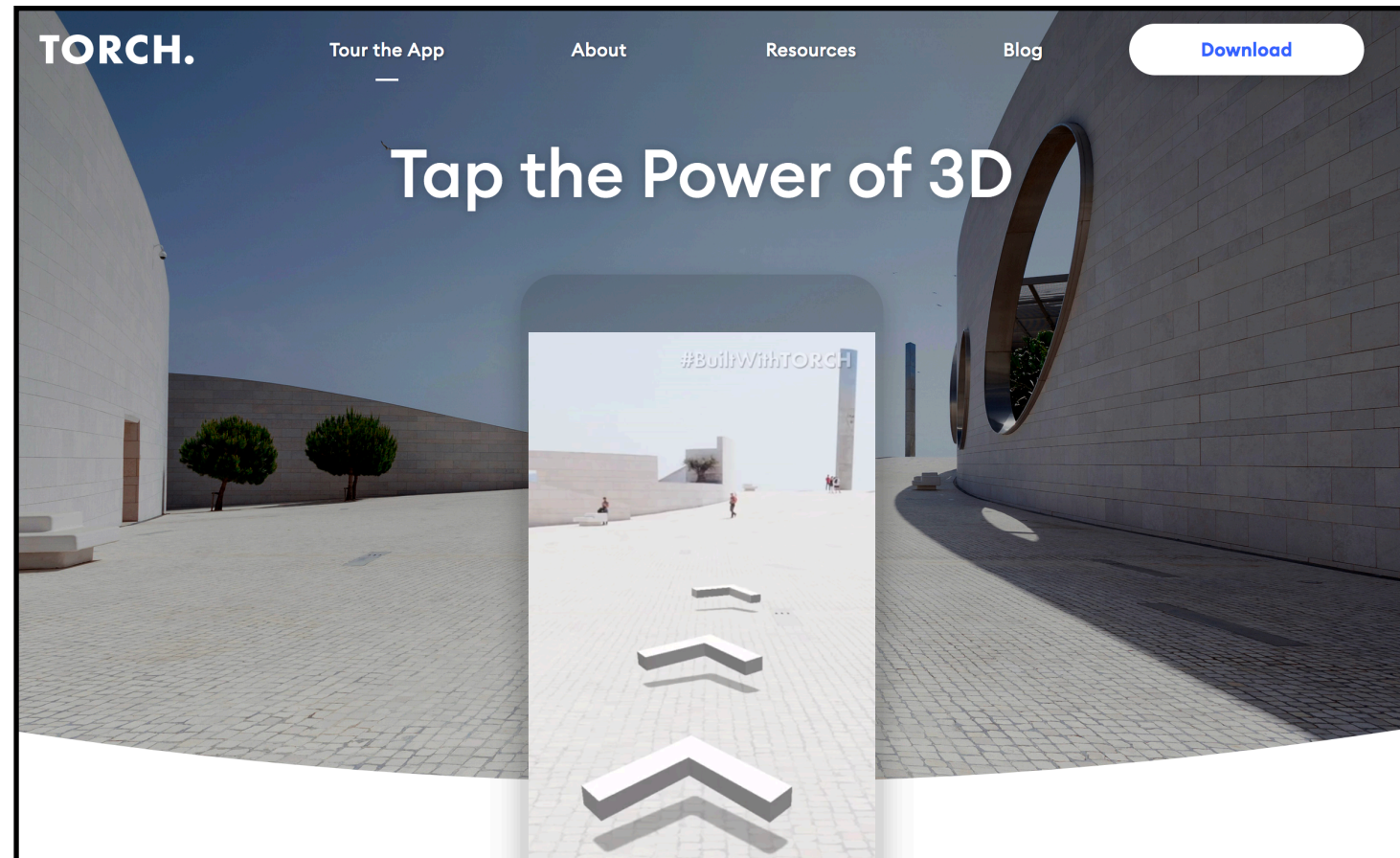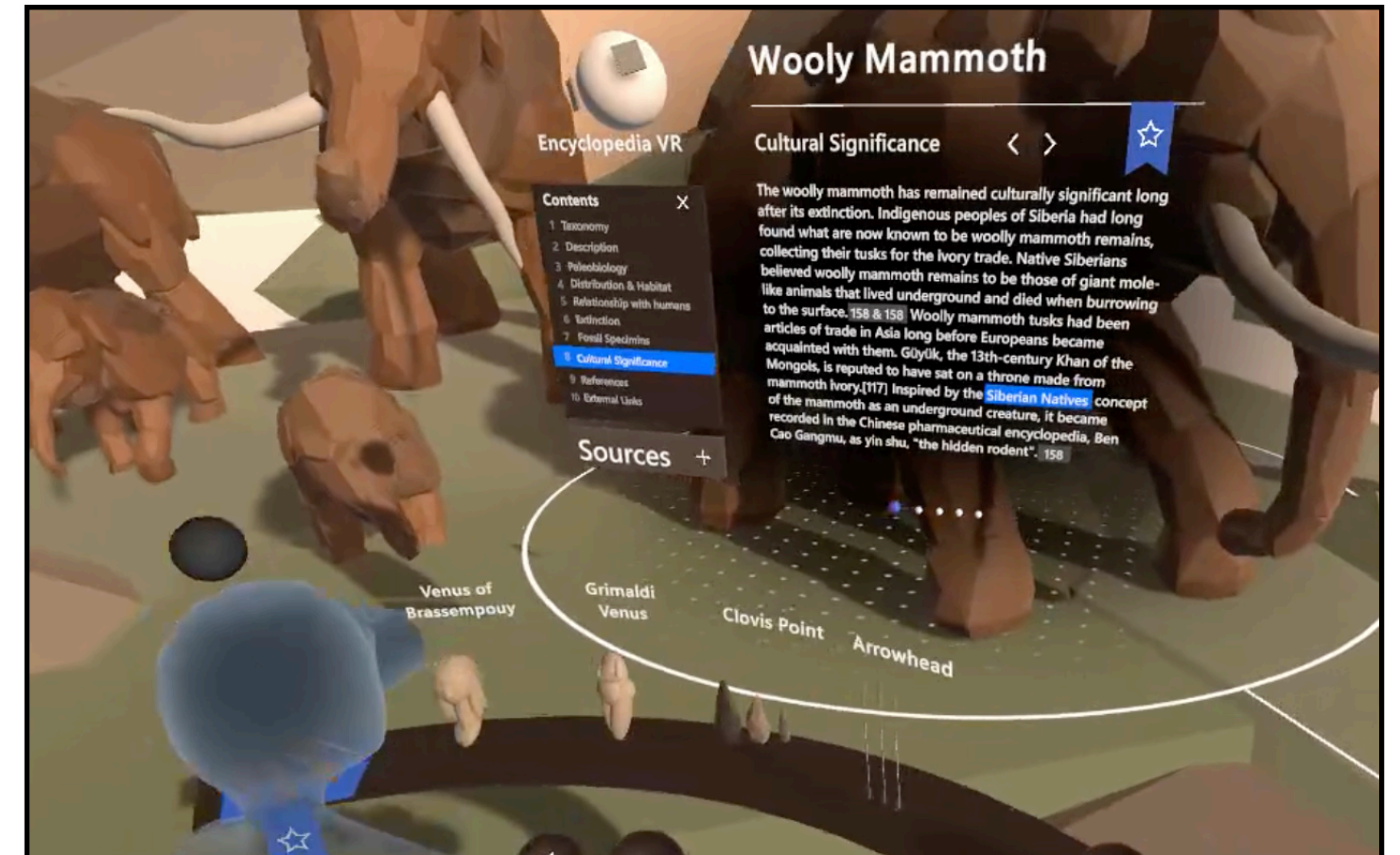

botsociety.io

Adobe XD

Spatial Computing (Ar/Vr)
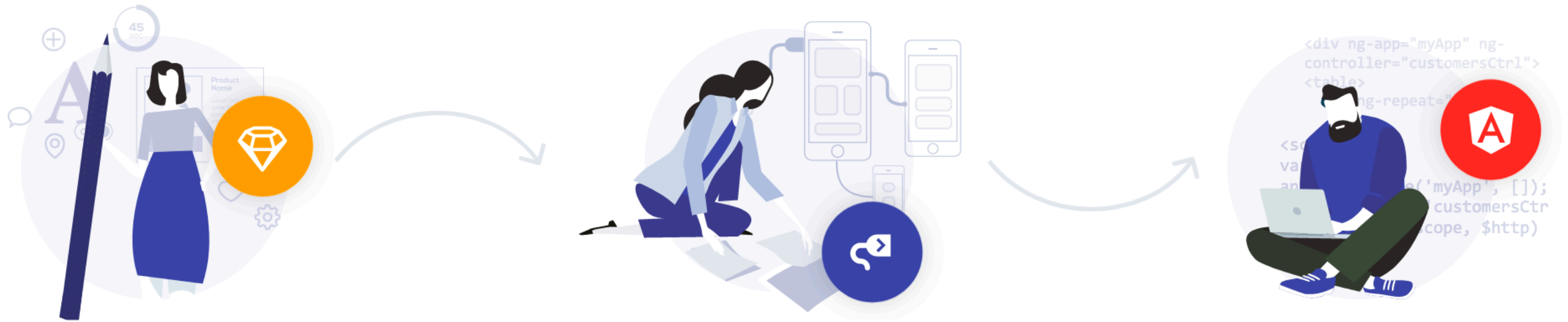

torch.app

maquette.ms

Trying to do it all

A Unified Platform for Visual Design, UX Prototyping, Code Generation, and App Development

SIGN UP FOR FREE

Elegant Designs that Match Your Brand

Create best-in-class UI designs using our components & UX patterns and our expressive Design System with Sketch UI Kits. Extensibility is built-in with easy customization to match the brand experience your customers expect.

Build the Right Design. Share, Collaborate, and Test the Experience with Users.

Add interactions and transitions to show user flows, share prototypes with others and view on any device, record and watch users interacting with your prototypes and get real-time reports as people complete tasks.

Skip Handoffs. Get Runnable Code with 1-Click!

Everything you craft in Sketch from the design system matches our Angular components. With the click of a button, generate high-quality HTML, CSS, and Angular code from your design with no compromise.

Q&A

Do branding guidelines inform the prototyping process or are they applied after the basic framework has been established?

-Barbara

What do you think is the best way for an entry level ux designer with no job experience to showcase prototyping skills?

-Robin

How do you deal with clients that don't want to prototype, and assume they know what their users want?

-Mahesh

I would love their take on the best process and tools for prototyping responsive design and UI animations.

-Jacky

Interested in how one leads discovery and transitions that data into the prototyping process (before creative).

-Carolyn

Guests

Dave Rupert

Twitter: @davatron5000

Daverupert.com

James Young

Twitter: @jydesign.com

jydesign.com

With host Jeremy Osborn

Twitter: @jeremias

Jeremyosborn.com