UI/UX Design and Prototyping
Prototyping

- The point of prototyping isn’t to perfect the details of the UI/UX; it’s to get good feedback on the actual experience.
  - This is why, oftentimes, it’s best to use a software prototyping tool rather than a pen & paper. You want to simulate an experience that is very close to the experience of using your finished app for your users so you can get accurate feedback.

- You need to be able to find a good middle point between adding too much detail to your prototype and skimping too much on the details.
  - Adding too much detail wastes a lot of time; skimping on details dilutes the user experience.
Why spend the time to Prototype?

- Because the more feedback you can get, the better the final product will be.
  - You aren't designing for 1 user, you're designing for many, so you need many different opinions
Design and Prototyping Workflow

- Carefully define your user base and idea
  - Answer questions like:
    - What problem am I solving?
    - What types of people am I solving this for (create different profiles for groups of target users)

- Create several rough, pen & paper prototypes

- Evaluate the pen & paper prototypes and select the most promising ones
Use a rapid prototyping software tool (like Justinmind, InVision, Figma, etc) to create dynamic linked wireframes/prototypes.

Share the prototypes you’ve created with people who fall under the user base you initially defined.

Consider user feedback & iterate
Demo Using Justinmind

- Free
- Particularly well-suited for mobile prototyping
Other rapid prototyping/wire framing tools

- InVision
- Figma
- Origami Studio (Created by Facebook)