

Sketching and Prototyping

SWE 632

Fall 2024

Administrivia

- HW2 due today
- HW3 due next week
- Midterm exam in 2 weeks (midterm review next week)
 - Covers all lectures & readings before exam
- 2 tech talks today

Iterative Model of User-Centered Design

Observation

(Re)Define the Problem
Understand User Needs

Test

Evaluate what
you have built

Idea Generation

Brainstorm
what to build

Prototype

Build



Iterative Model of User-Centered Design



Idea Generation

Brainstorm
what to build

Prototype

Build

Sketching & Storyboards

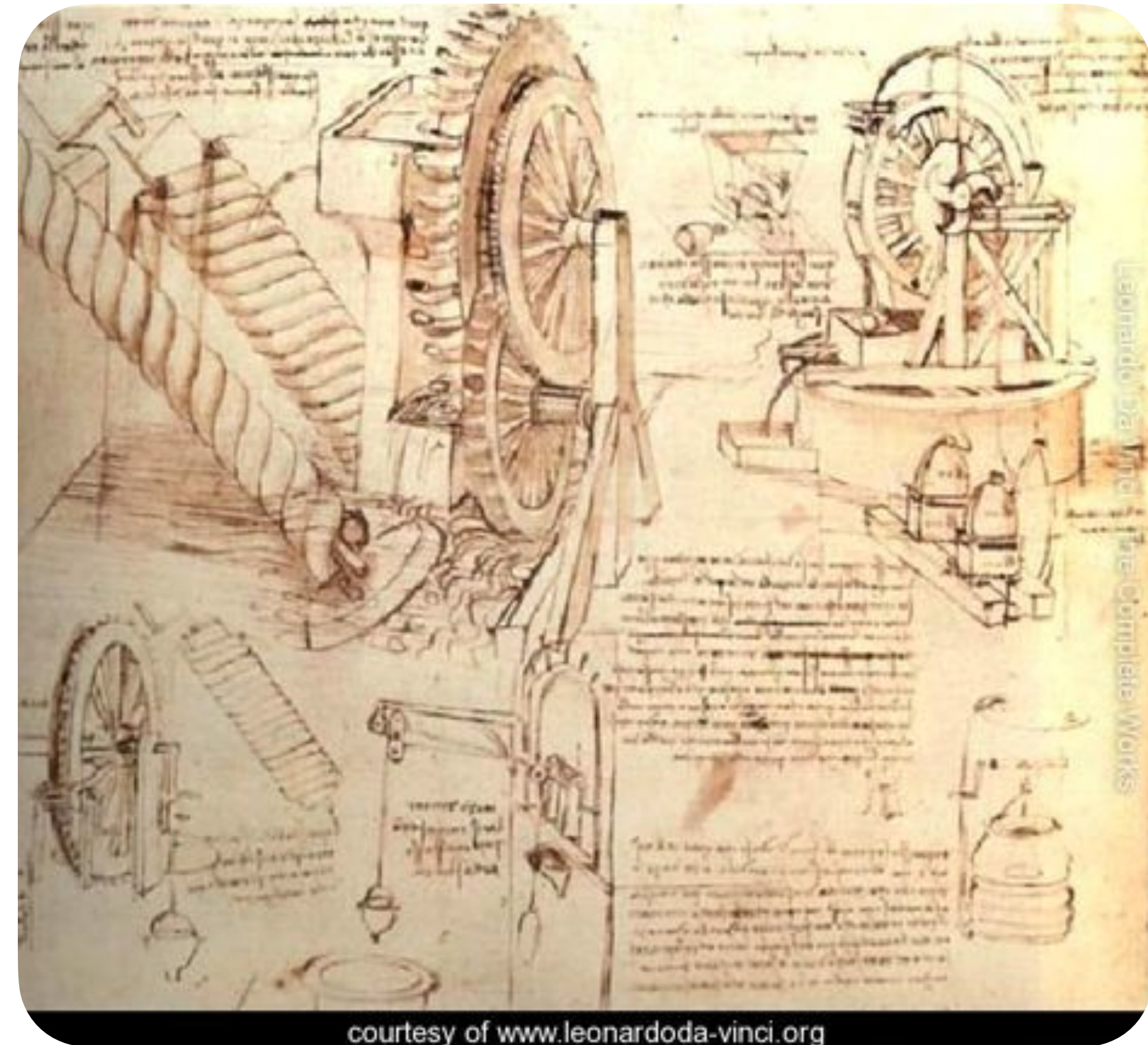
How do You Brainstorm?

What is a Sketch?

*“A conversation between the sketcher
or designer and the artifact”*

Why Sketch?

- Sketching offers visual medium for exploration, offering cognitive scaffolding to externalize cognition

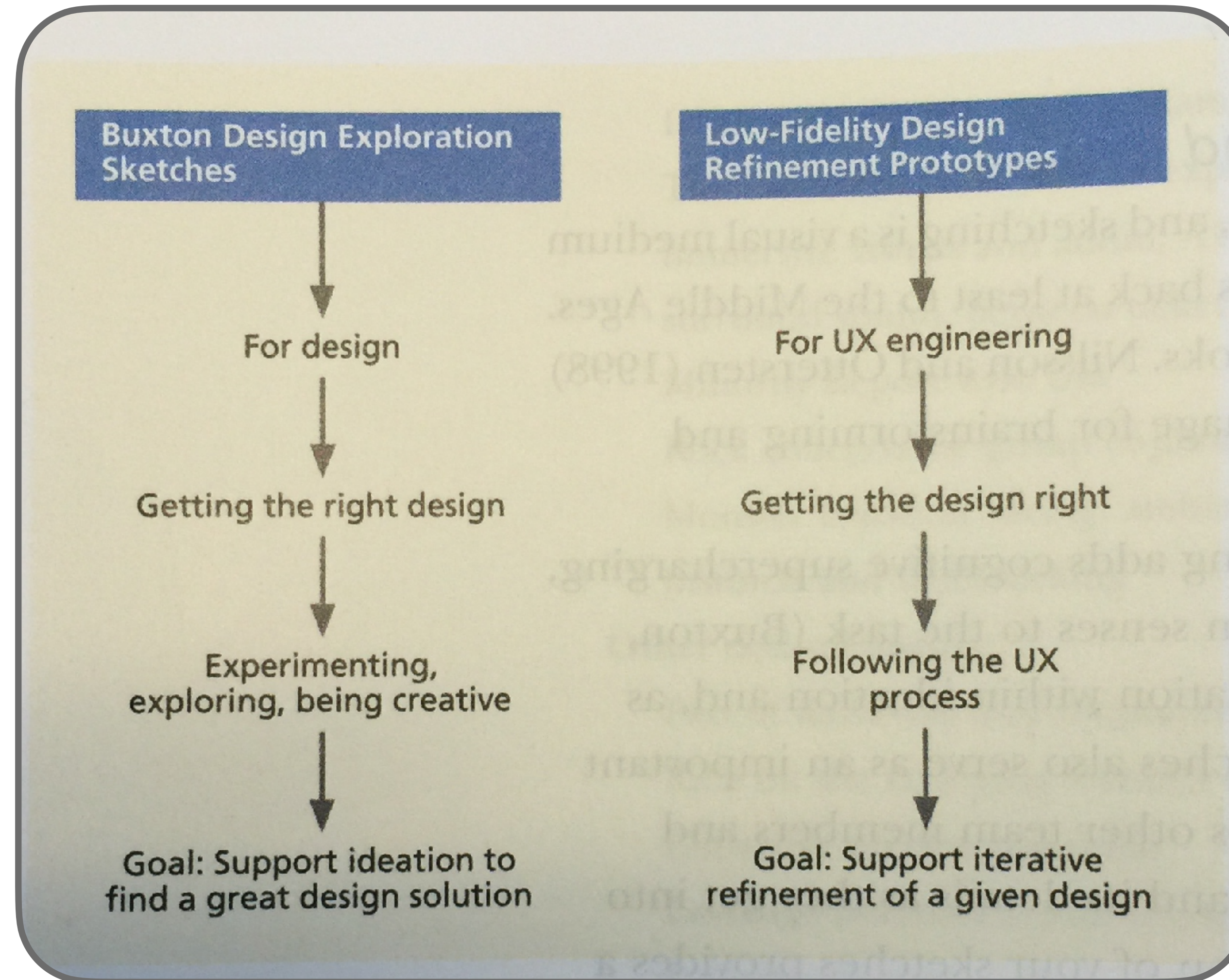


courtesy of www.leonardoda-vinci.org

Being Creative with Sketches

- How do you come up with a great idea?
 - Generate lots of ideas
 - Work through ideas through externalization in sketch
 - Critique the ideas
 - Refine them to make them better
- Sketching offers a low-cost medium for working with early ideas before committing to one
- Design is process of creation & exploration

Sketching vs. Prototyping



Physical Sketches

- Production tools for sketching:
 - whiteboards, blackboards, cork boards, flip chart easels
 - post it notes
 - duct tape, scotch tape, push pins, staples
 - marking pens, crayons, spray paint
 - scissors, hobby knives, foam core board
 - duct tape
 - bits of cloth, rubber

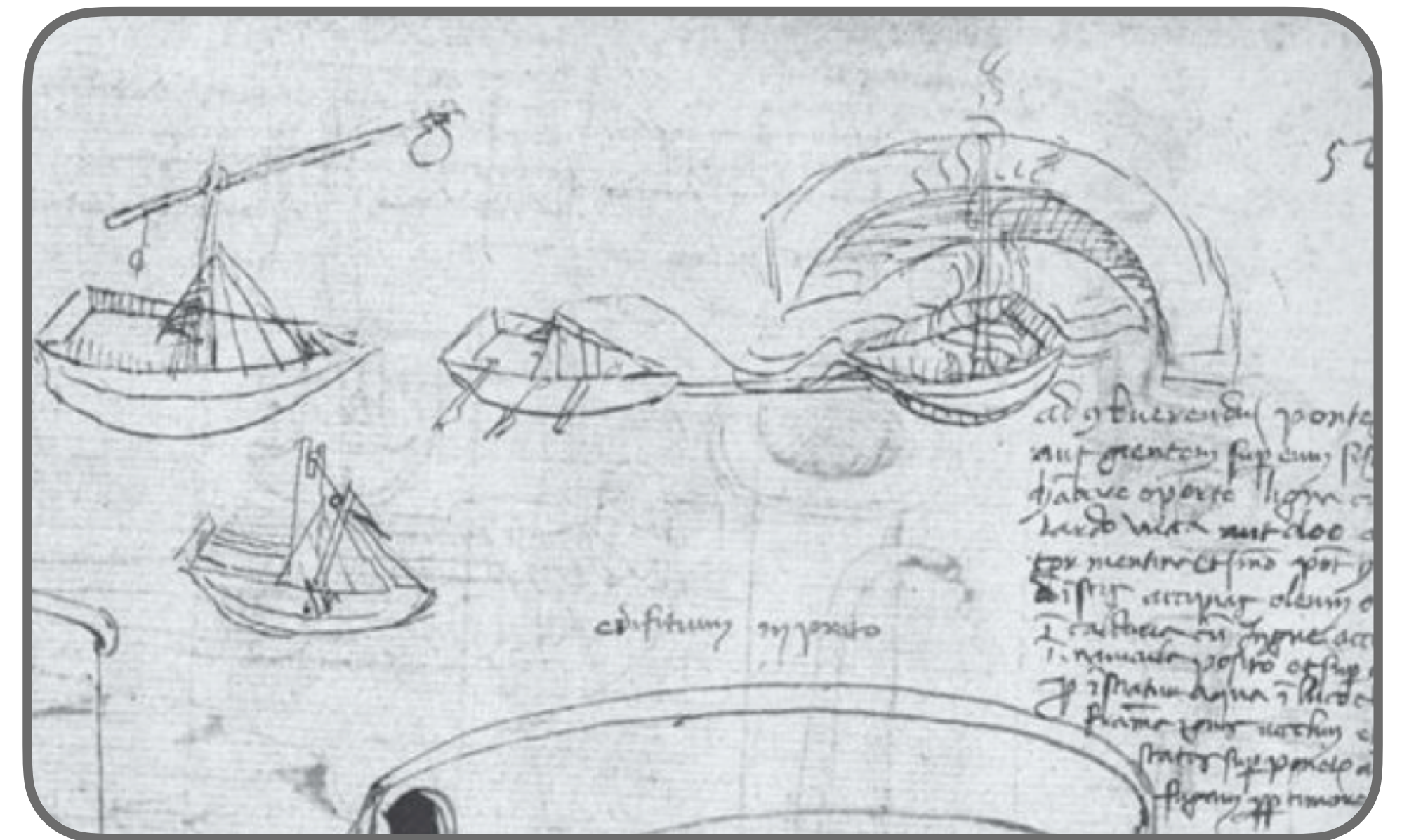
The Space Remembers

- Covering walls, whiteboards, etc. w/ materials is extremely useful
- Provides fast access for revisiting and remixing old ideas
- Facilitates group discussion of designs



Sketches are Sketchy

- Not mechanically correct and perfectly straight lines
- Freehand, open gestures
- Strokes may miss connections
- Resolution & detail **low** enough to suggest is concept
- Deliberately ambiguous & abstract, leaving “holes” for imagination



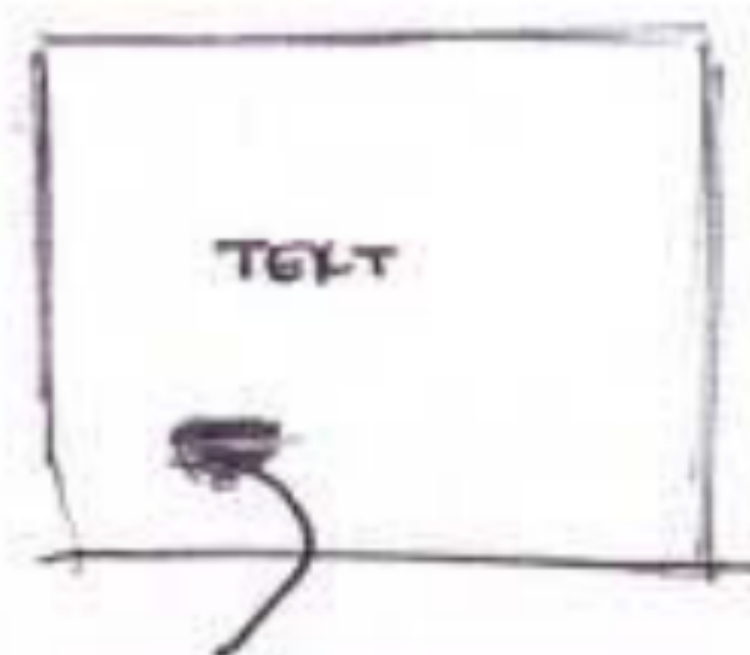
Rules for Sketching

- Everyone can sketch; you do not have to be artistic
- Most ideas conveyed more effectively with sketch than words.
- Sketches are quick and inexpensive to create; do not inhibit early exploration
- Sketches are disposable; no investment in sketch itself
- Sketches are timely; made in-the-moment, just-in-time
- Sketches are plentiful; entertain large # of ideas w/ multiple sketches of each

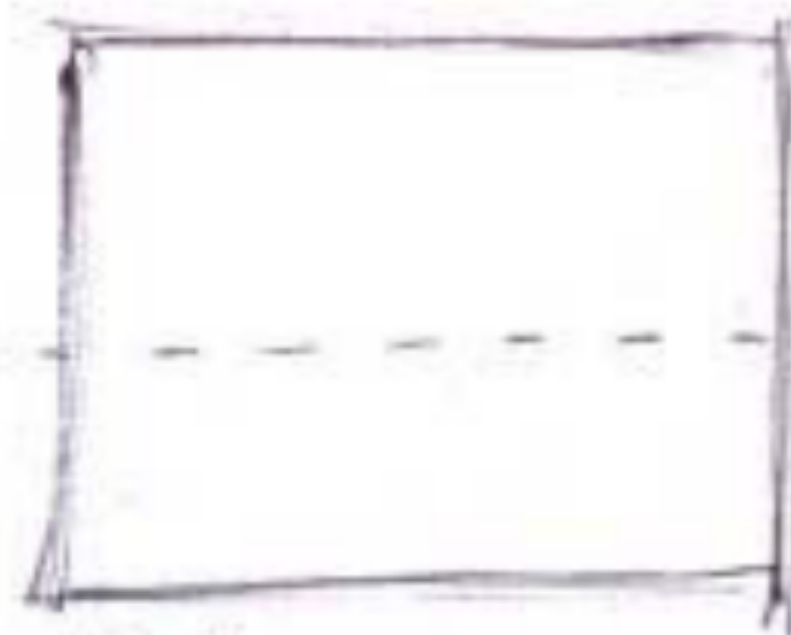
Sketches Include Annotations

- Annotations explain what is going on in each part of sketch & how

Revisiting the helium project

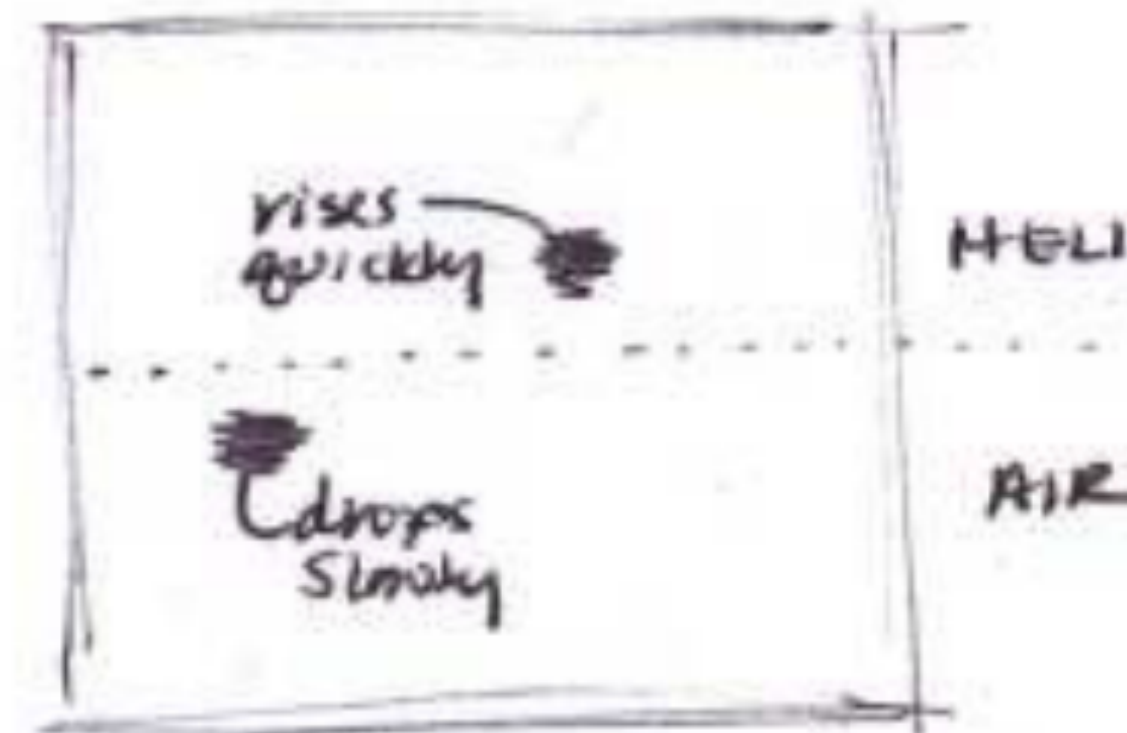


CURSOR AREA
FADES IN



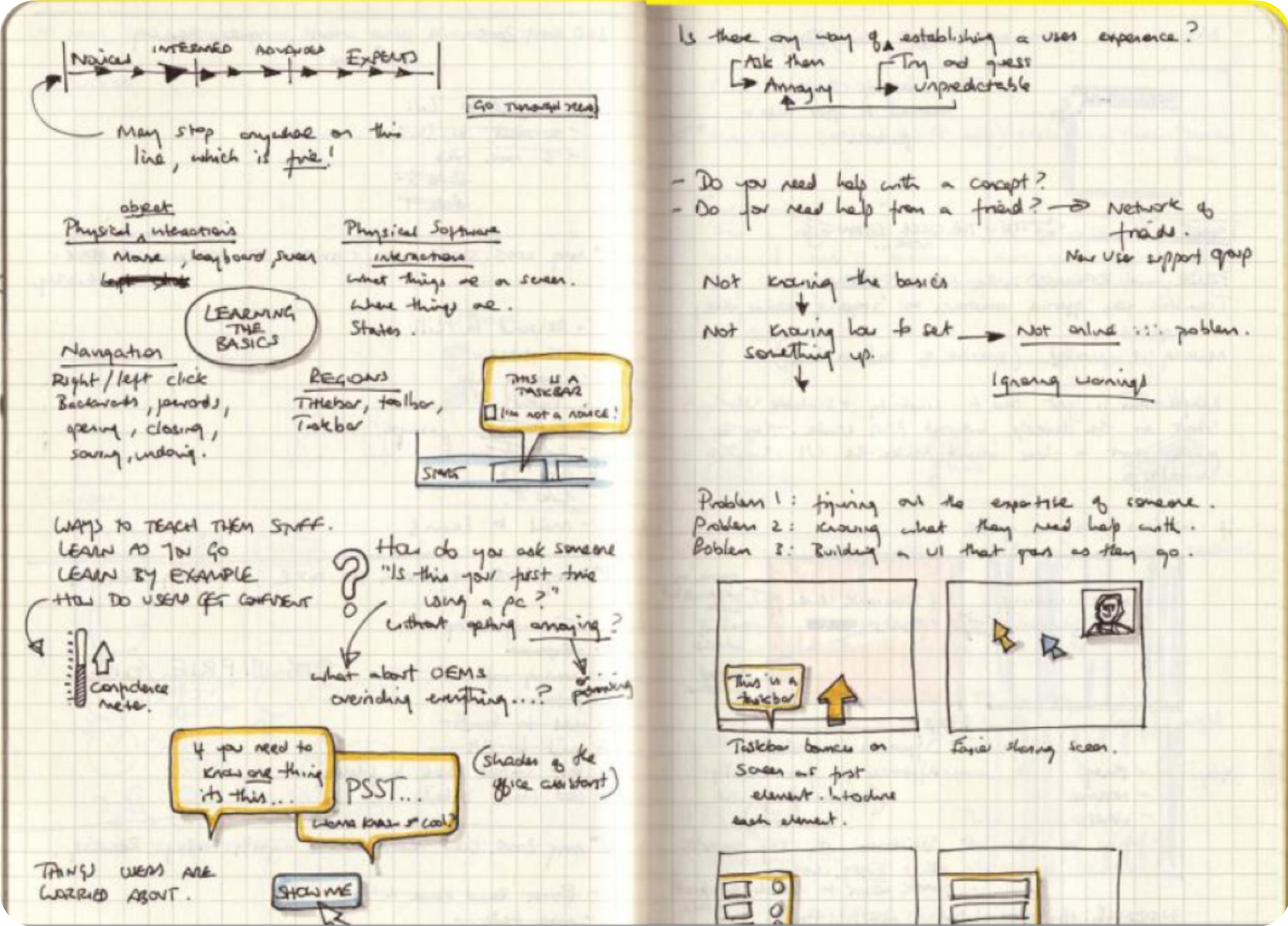
CAN THE
SPLIT BE
TOP AND
BOTTOM?

OR

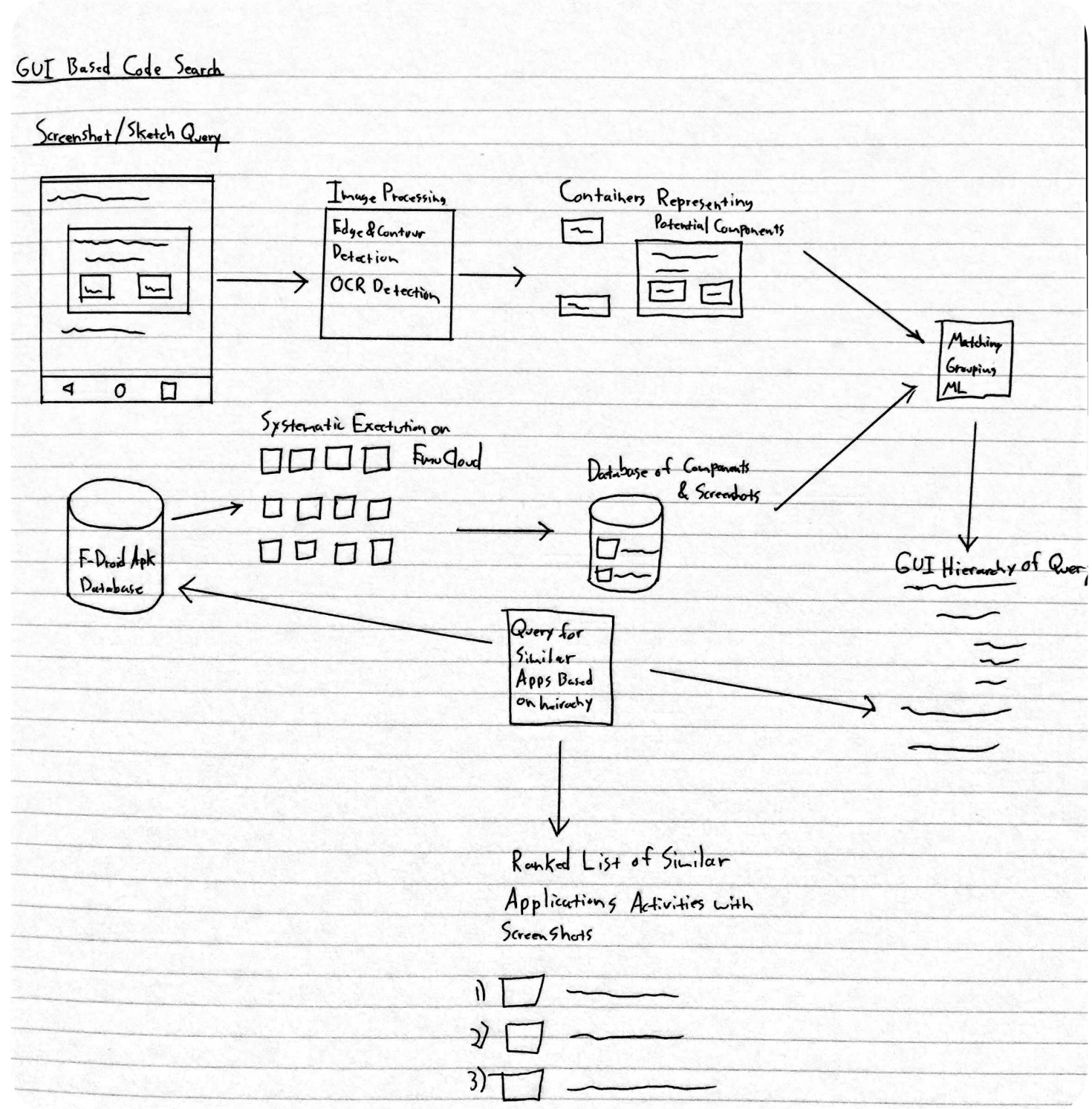


Single image used.
Black rectangle appears
when entering the
opposite area? Or
blurred cursor circle
just behaves differently
in one versus the other.

Sketches part of design exploration

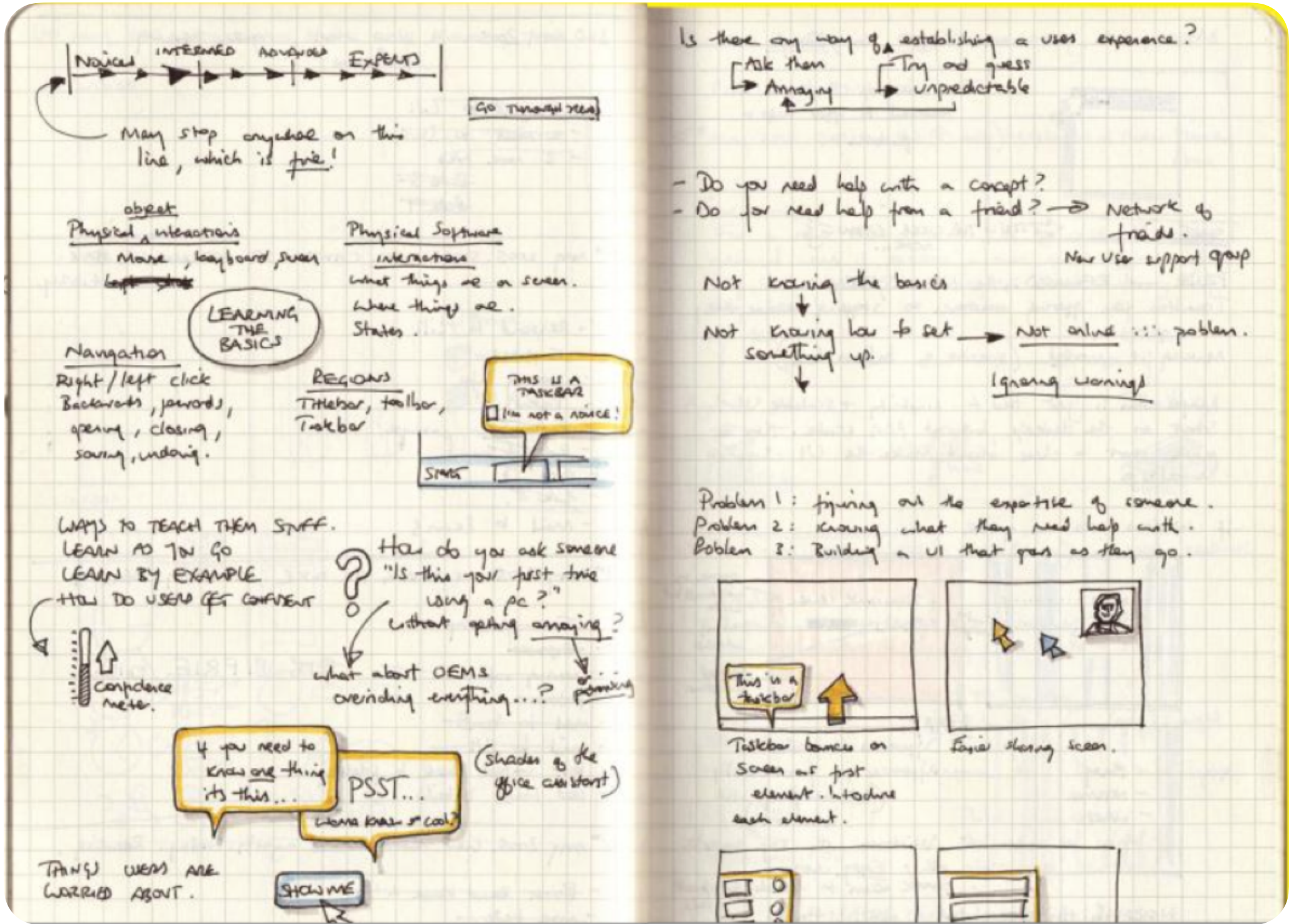


B. Buxton. Sketching User Experiences.

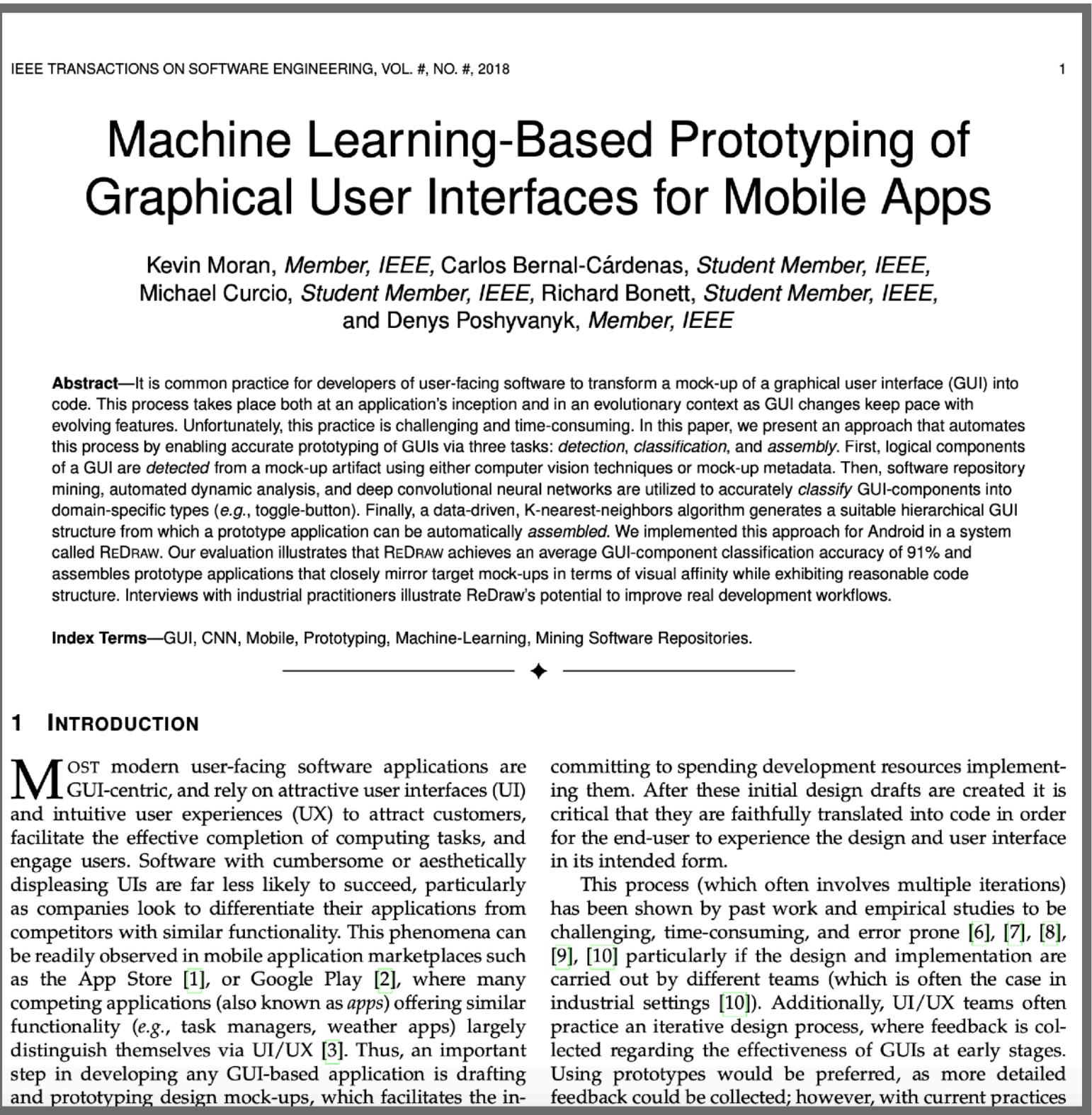


K. Moran, ReDraw Project Sketch

Sketches part of design exploration



B. Buxton. Sketching User Experiences.

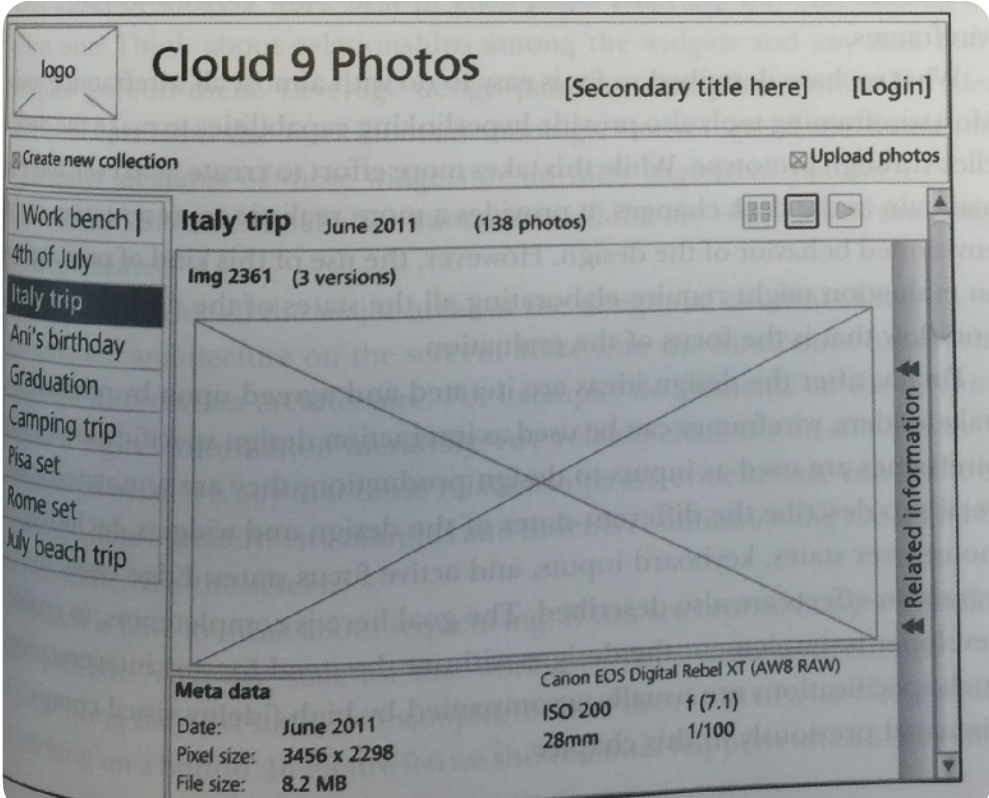


K. Moran, ReDraw Project Sketch

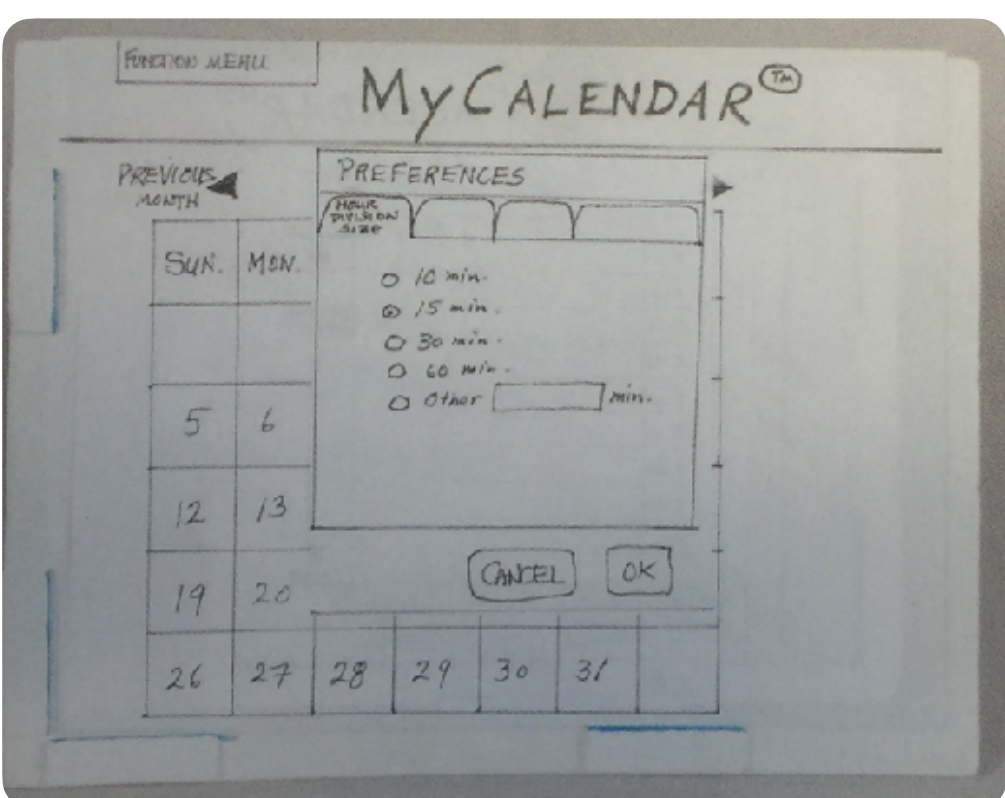
Fidelity of Sketches & Mockups



Storyboard



Wireframe



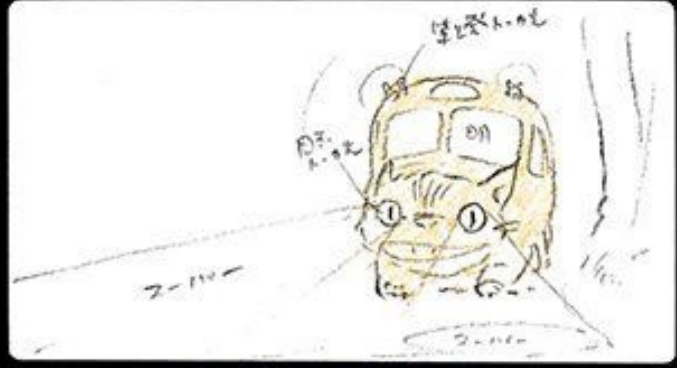




Prototype








Storyboards

Classic StoryBoards

カット	画	面	内	容	秒
562			エッ!?の 二人		1.5
563			バスが走って来い。		
			いや とてつろい 大きなネコ		
			室内も見て 来たりて		
			画面(1/4)の1/2に 全オスーパーア ンキョ カット		2.5
					4.0

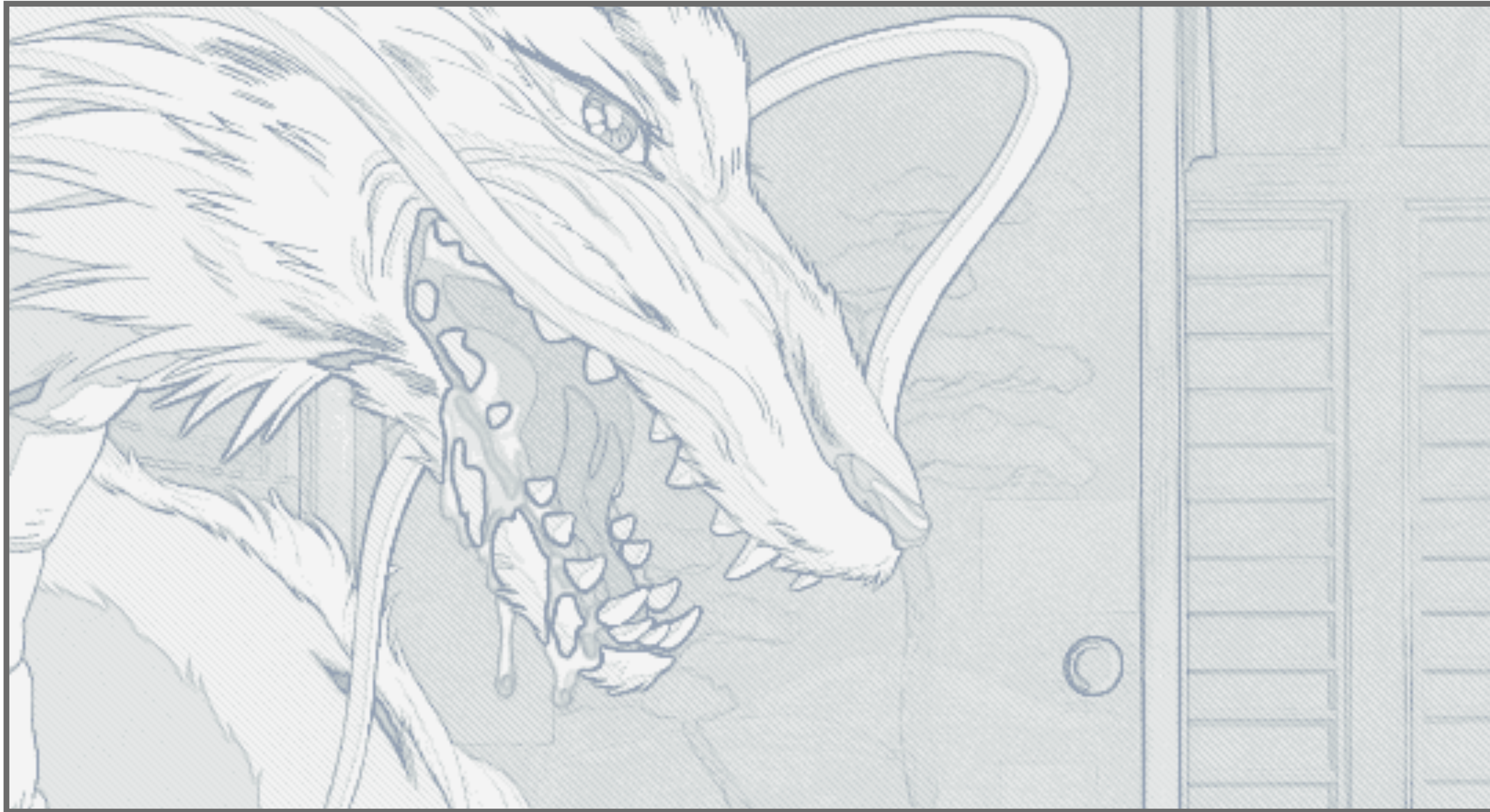
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カット	画	面	内	容	秒
564			二人の前		
			フーキー キョウ インでネコバス(全作画)		
			トロとサツの光とカ 作画に変化させ。		
			フーキー 一寸 BG をア ンキョ	SE フ キ	
			とまりきった時には サツ達 見えて	ツ	
			サツ達の力 あつた。		
			3.0		
			ヤン...と		
			ネコバス バックに		
			サツの力ととまりき A.C.T		6.0
					6.0

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Storyboard from Studio Ghibli: “My Neighbor Totoro”

Classic Storyboards



Credit Studio Ghibli: *"Spirited Away"*

Storyboards for UI Design

- Sequence of visual “frames” illustrating *interplay* between user & envisioned system
- Explains how app fits into a larger *context* through a single scenario / story
- Bring design to *life* in graphical clips - freeze frame sketches of user interactions
- “Comic-book” style *illustration* of a scenario, with actors, screens, interaction, & dialog

Crafting a Storyboard

- Set the stage:
 - Who? What Where? Why? When?
- Show key interactions with application
- Show consequences of taking actions
- May also think about errors

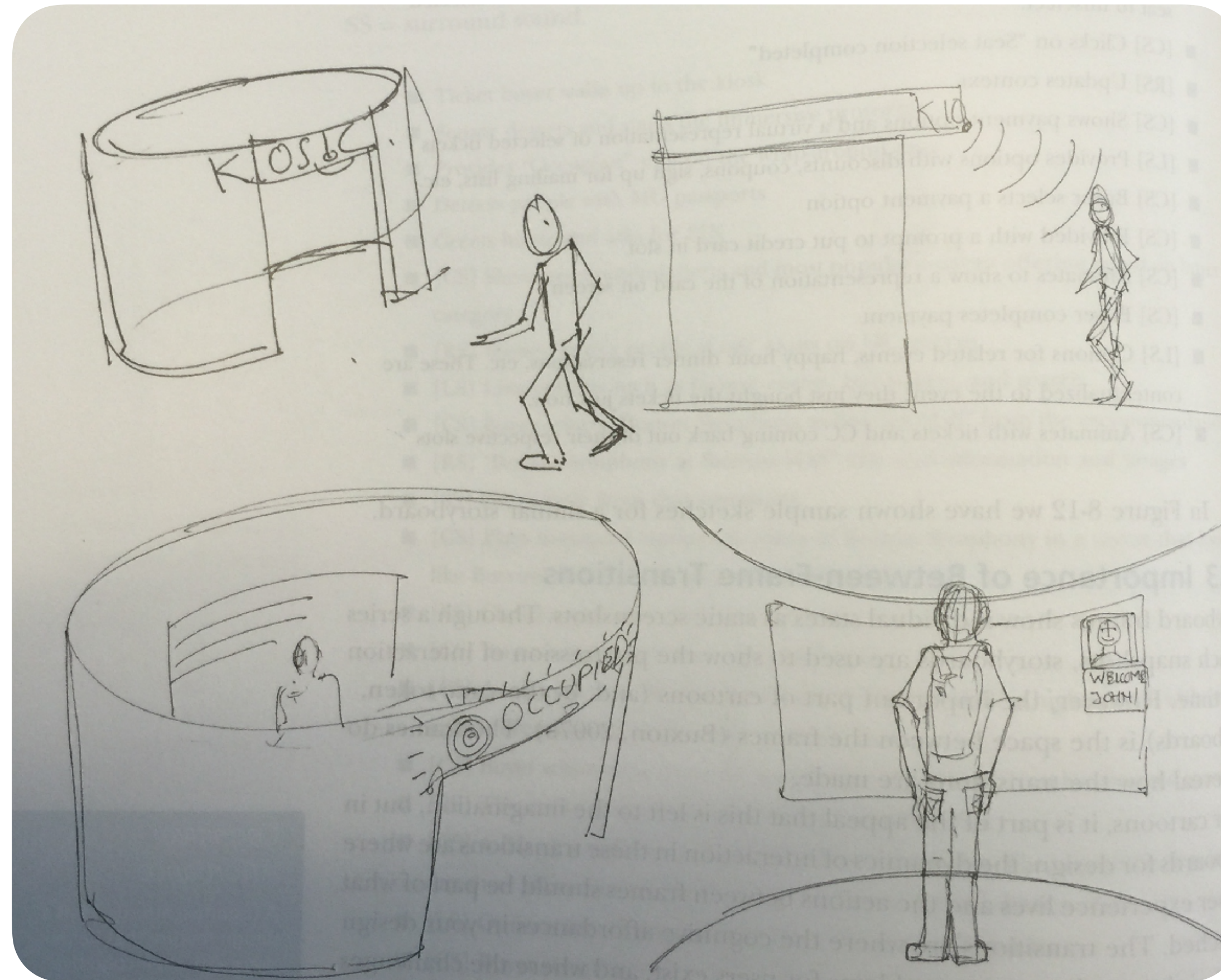
Example Elements of a UI Storyboard

- Hand-sketched pictures annotated with a few words
- Sketch of user activity before or after interacting w/ system
- Sketches of devices & screens
- Connections with system (e.g., database connection)
- Physical user actions
- Cognitive user action in “thought balloons”

Example: Ticket Kiosk

Ticket buyer walks up to the kiosk

Displays
“Occupied”
sign on
wraparound
case



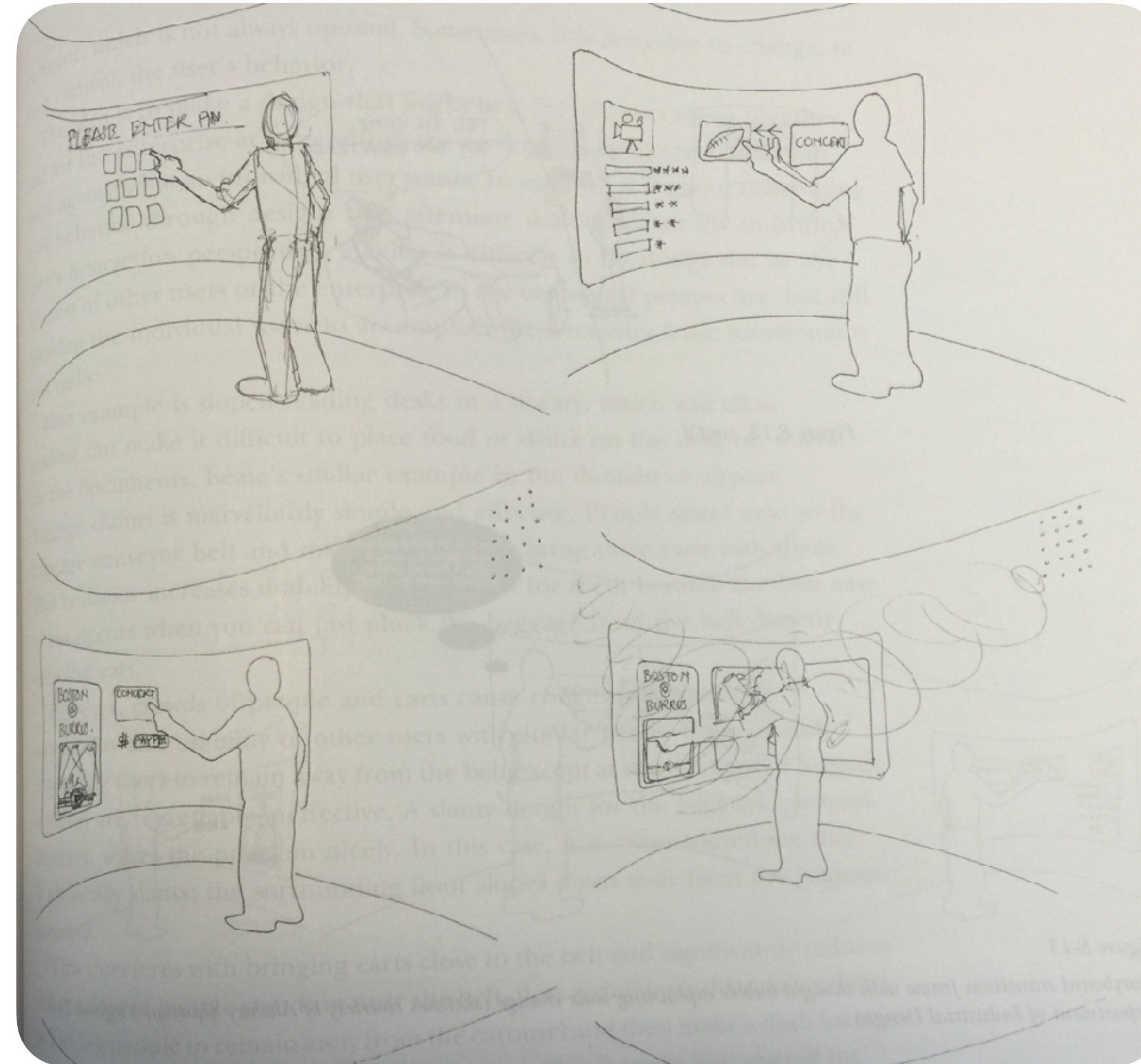
Sensor
detects user &
starts
immersive
process

Detects
people with ID
card

Example: Ticket Kiosk

Greets buyer
and asks for
PIN

Buyer selects
“Boston
symphony at
Burruss Hall”



Shows
recommendations
& most popular
categories

Plays music from
symphony,
shows date &
time picker

Frame Transitions

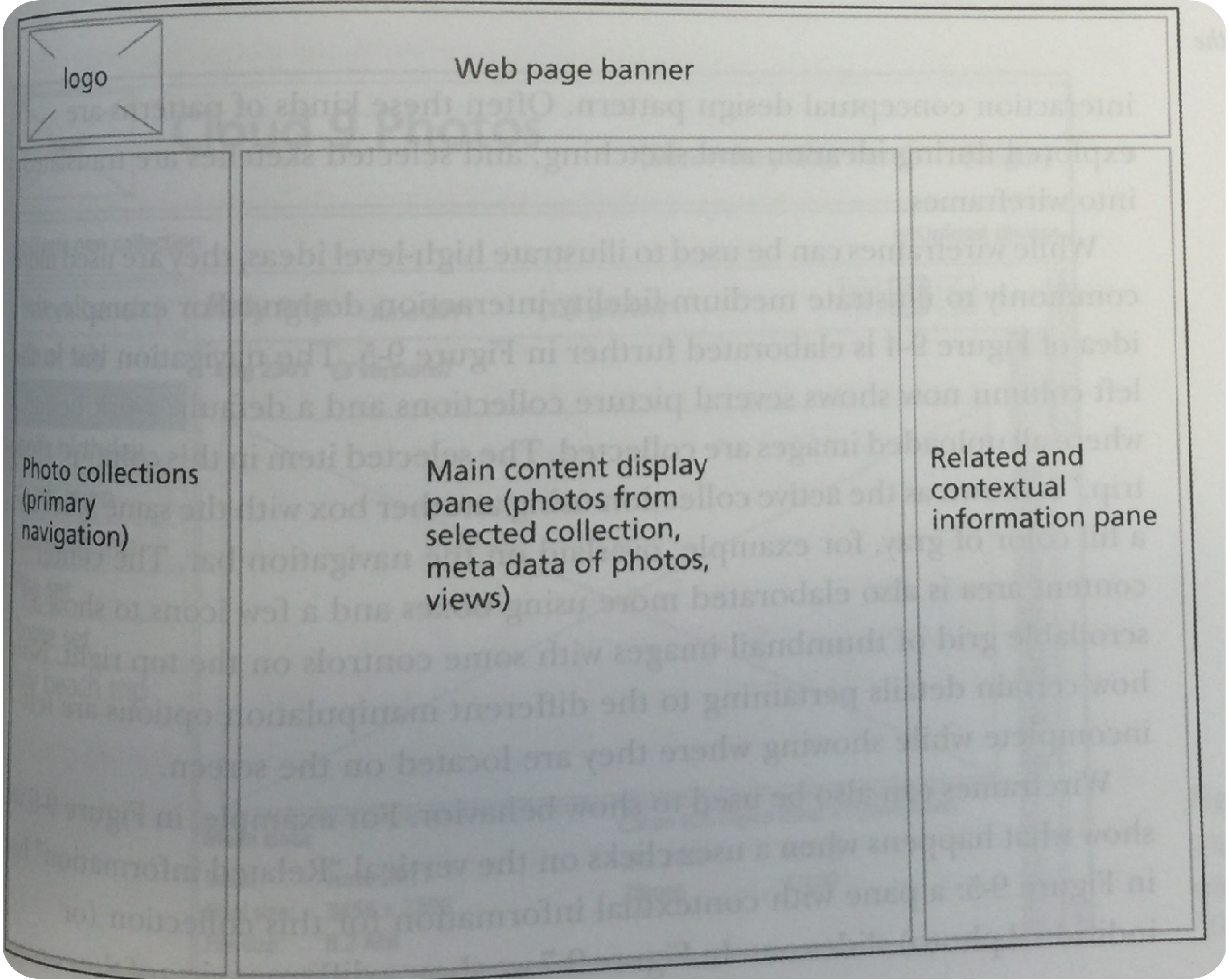
- Transitions between frames particularly important
- What users think, how users choose actions
- Many problems can occur here (e.g., gulfs of execution & evaluation) - we will talk more in a future class!
- Useful to think about how these work, can add thought bubbles to describe

Wireframes & Design Critiques

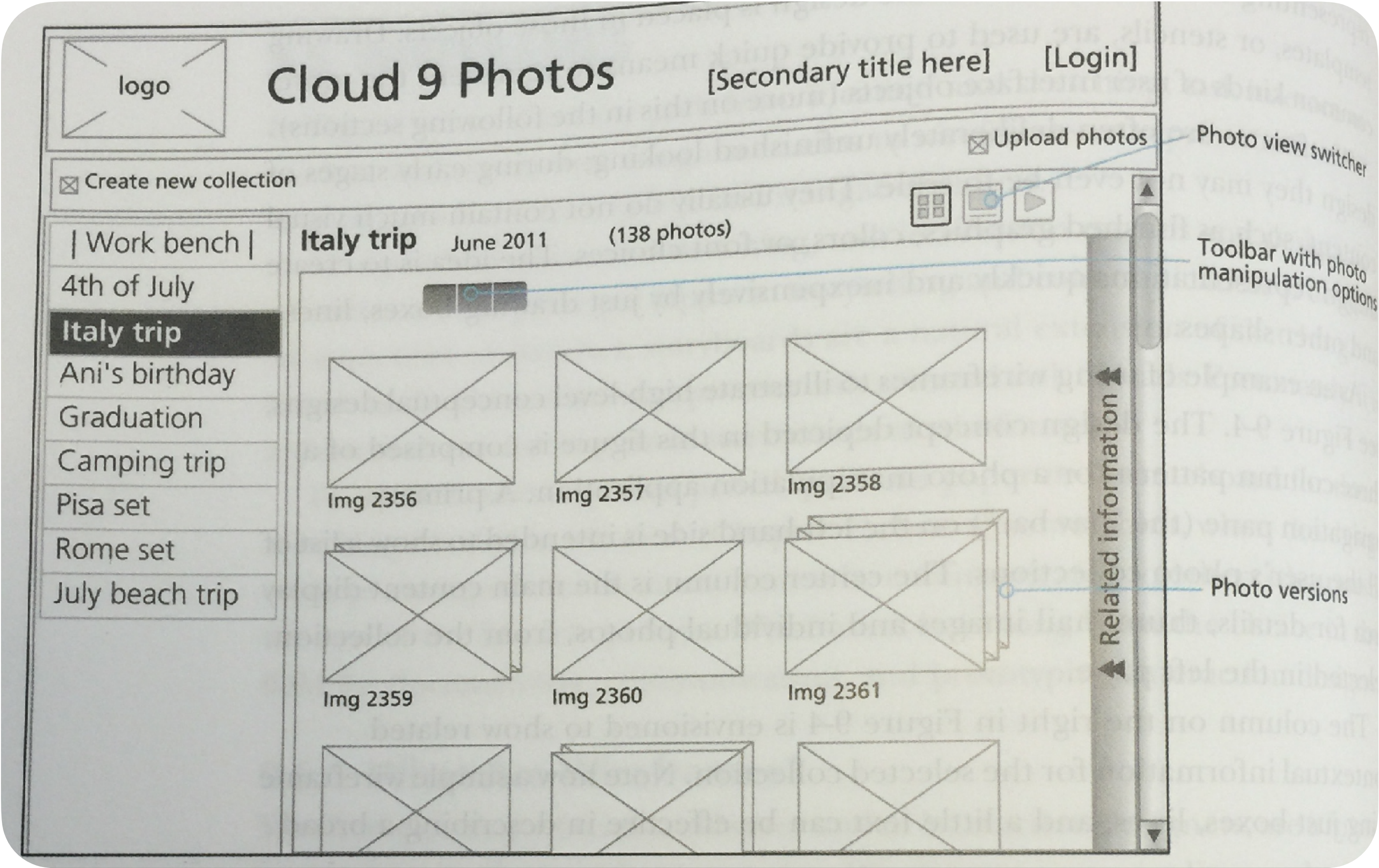
Wireframes

- Lines & outlines (“wireframes”) of boxes & other shapes
- Capturing emerging interaction designs
- Schematic designs to define screen content & visual flow
- Illustrate approximate visual layout, behavior, transitions emerging from task flows
- Deliberate unfinished: do not contain finished graphics, colors, or fonts

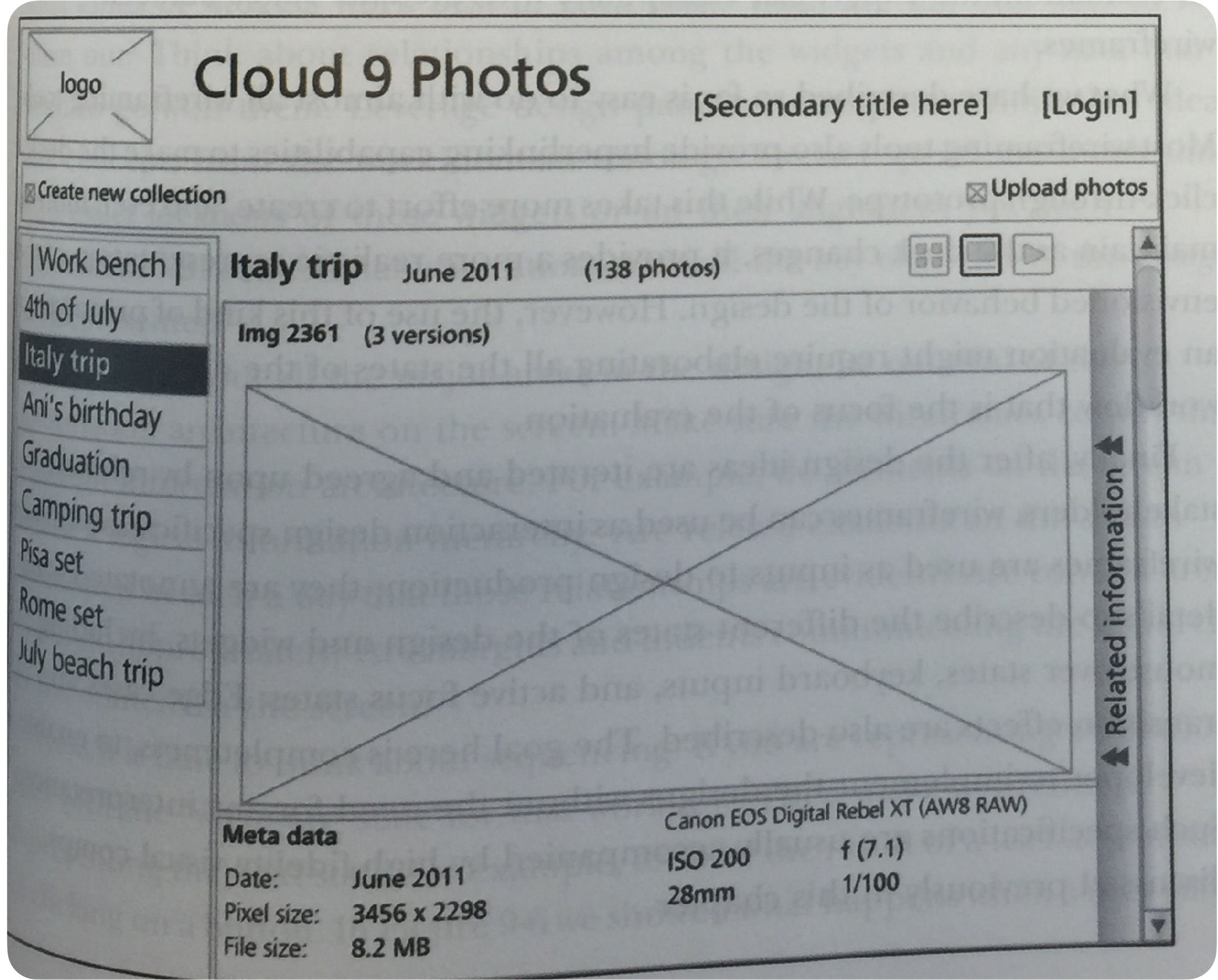
Example



Example



Example



Wireframes

- Can be used to step through a particular scenario
- Focus on key screens rather than every screen
- Tools can help
 - Can be made clickable
 - Can use stencils & templates; copy & edit similar screens

Creating a Wireframe - (1)

- What are the key interactions needed to support design?
- What widgets support these interactions?
- What are the best ways to lay them out?
- How do these relate to conceptual design & user's mental model?

Creating a Wireframe - (2)

- What are all of the items: toolbars, scrollbars, windows, ...?
- Are there too many widgets on the screen?
- What happens when data is larger than available space? Will entire page scroll, or individual panel?
- How much detail of items to show?

Design Critiques

- Stylized meeting for getting feedback on design sketches & prototypes
- Solicit feedback from peers
- History: studio art education



<http://www.flickr.com/photos/pjchmiel/2972140234/>

Designer: Frame the Discussion

- State *explicitly*: What would you like comments on?
 - Overall idea?
 - Usability?
 - Specific interaction design?
 - Visual design?
- Take a **dispassionate** stance (this is hard!)
 - Show alternatives where possible

Critic: How to Avoid Deaf Ears

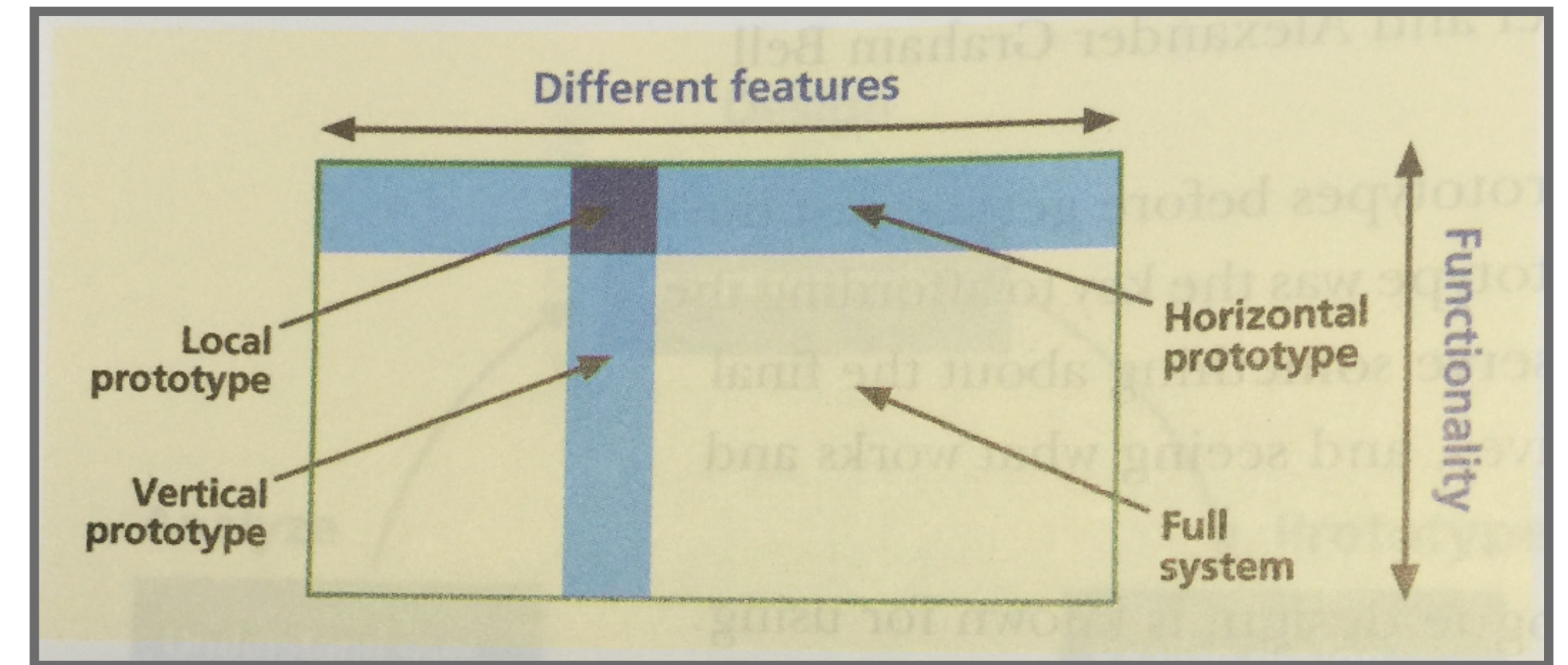
- Comments about the design, not the designer
- Point out positive aspects - be specific
 - Not: “I like this, but...”
 - “The layout effectively communicate the hierarchical nature of the data. However...”
- Ask for alternatives instead of offering solutions
 - Not: “You should really change X”
 - Instead “Have you considered alternatives for X?”

Prototyping

Prototyping

- How do you know your system design is right before you invest the time to build it?
- Answer: prototyping!
 - Evaluation performed before investing resources in building finished product
 - Early version of system constructed much faster & with less expense used to evaluate & refine design ideas

Types of Prototypes



- Which details do you leave out?
- **Horizontal**: *broad* in features, less depth
 - Explore overall concept of app, but not specific workflows
- **Vertical**: lots of *depth*, but only for a few features
 - Enables testing limited range of features w/ realistic user evals
- **T**: most of UI realized at low depth, few parts realized in depth
 - Combination of vertical & horizontal
- **Local**: focused prototype on *specific* interaction detail

Interactivity of Prototypes

- Scripted, click through prototypes
 - Prototype w/ clickable links to move between screens
 - Live action storyboard of screens
 - Simulates real task flow, but w/ static content
- Fully-implemented prototypes
 - Usually expensive to implement actual system
 - But can build key piece of system first to evaluate

Wizard of Oz

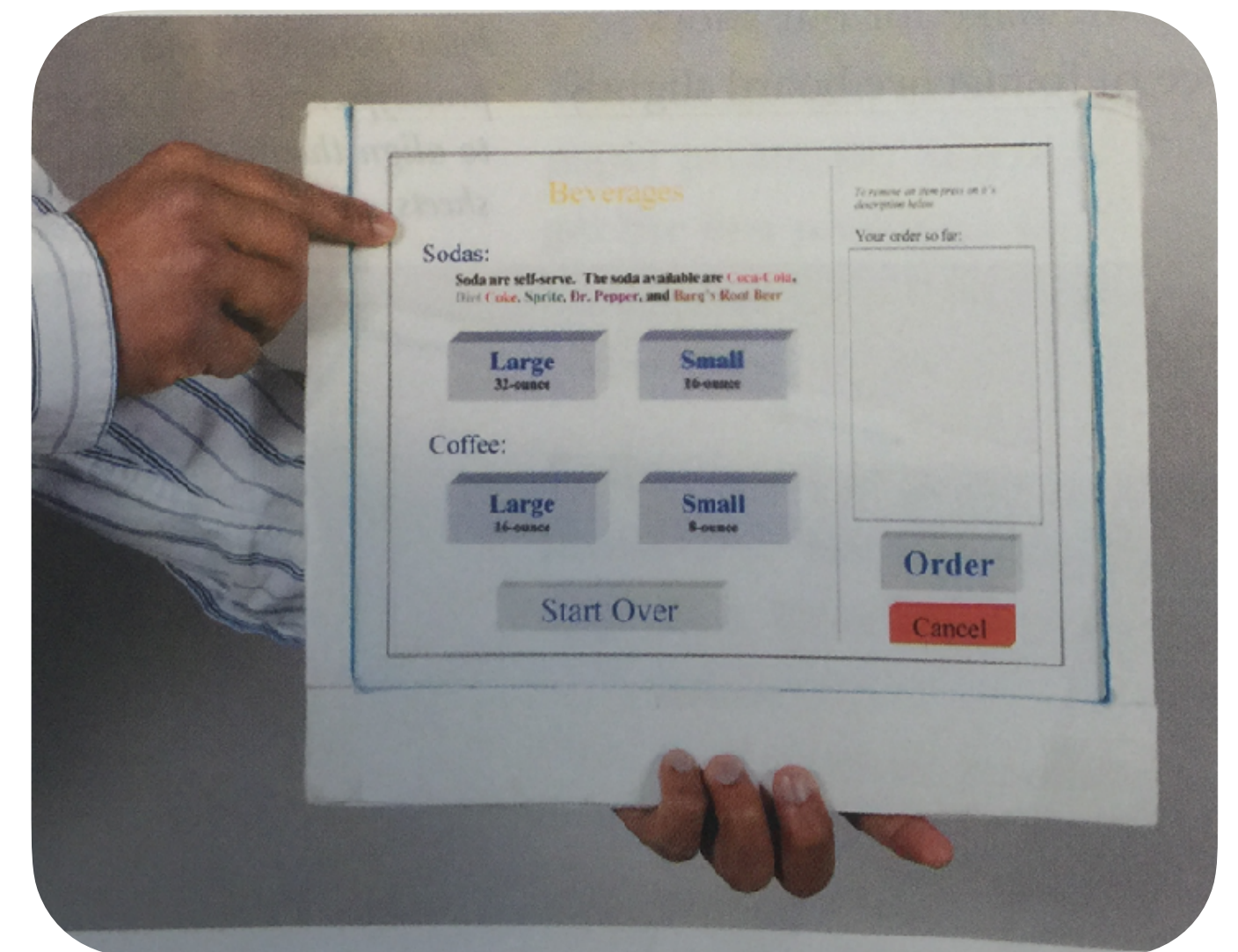
- Goal: simulate actual system w/ out building it
 - Want user to interact as if they were interacting w/ real system
 - Helps explore how users would interact w/ novel interaction if it were to exist
- Example: natural command line (Good et al 1984)
 - Users typed in commands to interact w/ computer
 - Commands intercepted by hidden human who interpreted commands & executed them

Paper Prototypes

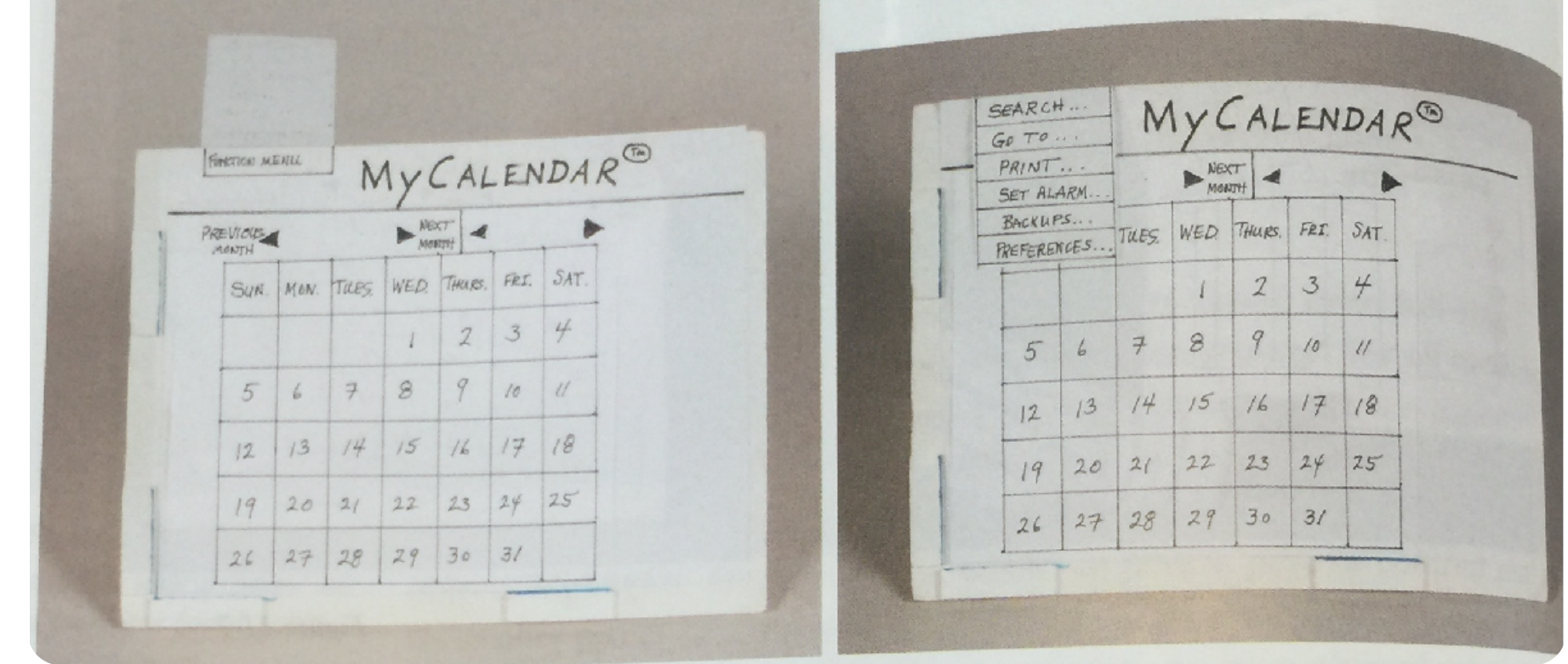
- Low fidelity prototype w/ paper mockups
- **Goal:** get feedback from users early w/ very low cost interactive prototype of envisioned interaction design

Paper Prototyping (1)

- Set a realistic deadline
- Gather set of paper prototyping materials
- Work *fast* & do not color within the lines
- Reuse existing sketches & mockups
- Make underlying paper mockups of key screens



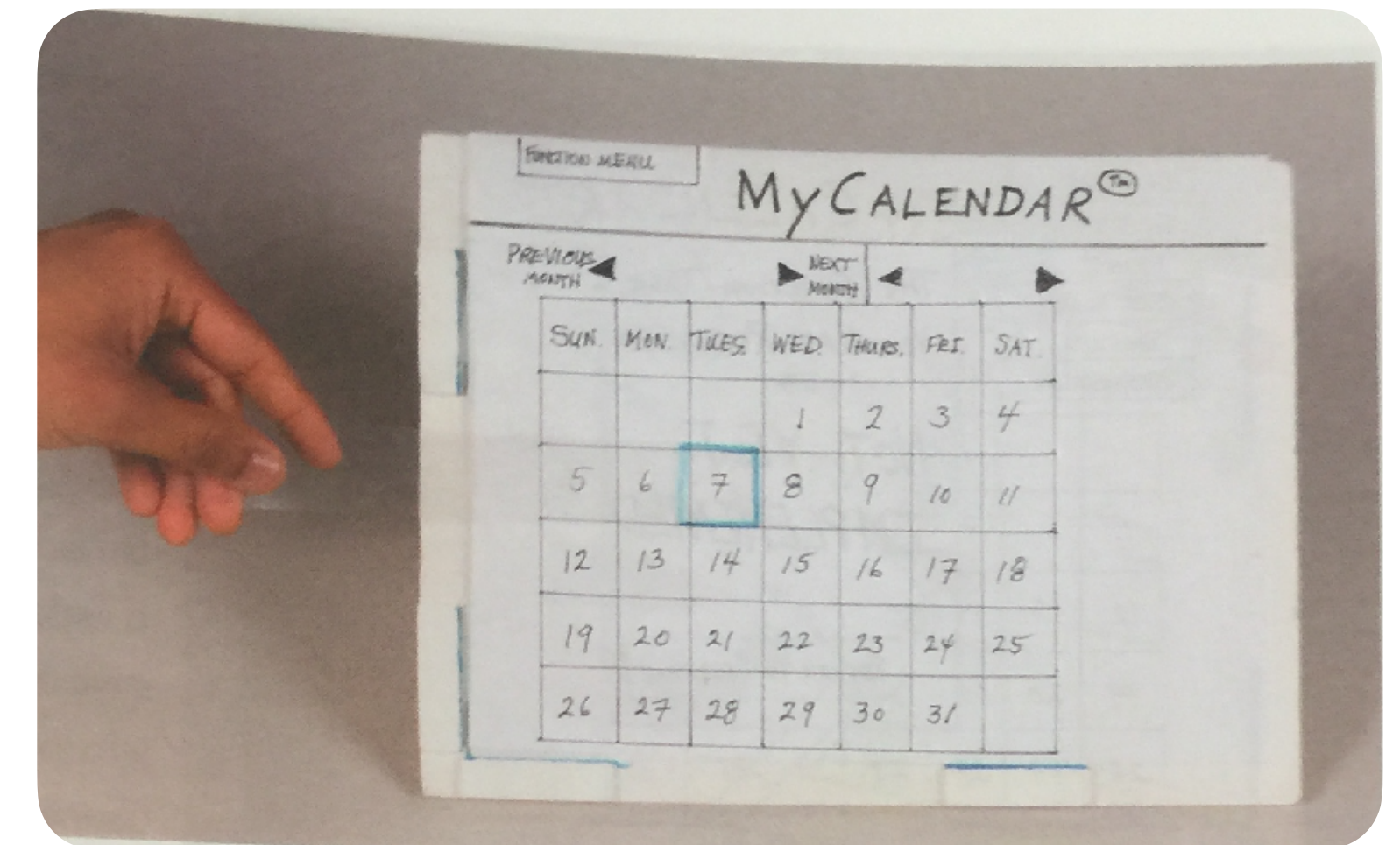
Paper Prototyping (2)



- Use paper cutouts & tape onto full-size transparencies as “interaction sheets” for moving parts, making modular by including only a small amount
- Do not write or mark on interaction sheets
- Be creative
- Reuse at every level
- Cut corners wherever possible (trade accuracy against efficiency)
- Make a “this feature not implemented” message

Paper Prototyping (3)

- Include “decoy” user interface objects not needed for expected tasks
- Accommodate data value entry by users w/ blank transparencies
- Organize materials to manage complex task threads
- Pilot test thoroughly



In Class Activity

Group activity

- In groups of 2 or 3:
 - The venture capitalist from Lecture 3 who invested \$5M in your new consumer product would like an update! They'd like to see how your app would work in one specific scenario, and how this would help better meet user needs.
 - Start with a specific set of user needs and develop a key scenario illustrating a benefit of your app.
 - Build a series of at least 5 wireframe “pages” supporting one scenario for the app.
- Deliverables
 - Few sentences describing the purpose of the app.
 - Few sentences describing the scenario for the app: what is the user's goal.
 - At least 5 wireframe pages describing what the app looks like at each step, with annotations below describing the user's goal.
 - Few sentences explaining why this design is better than current approach users might use.