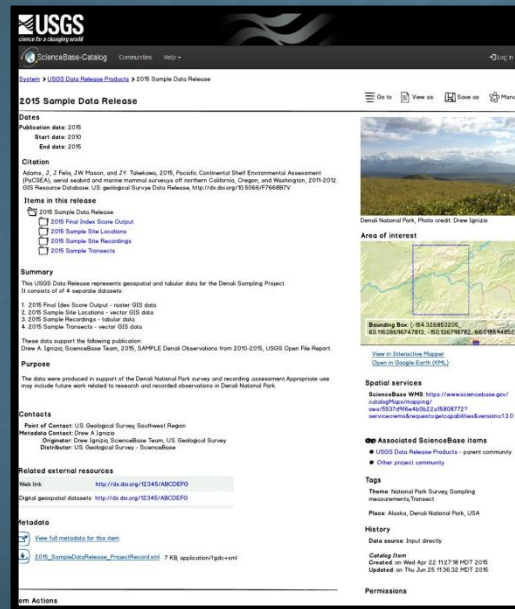
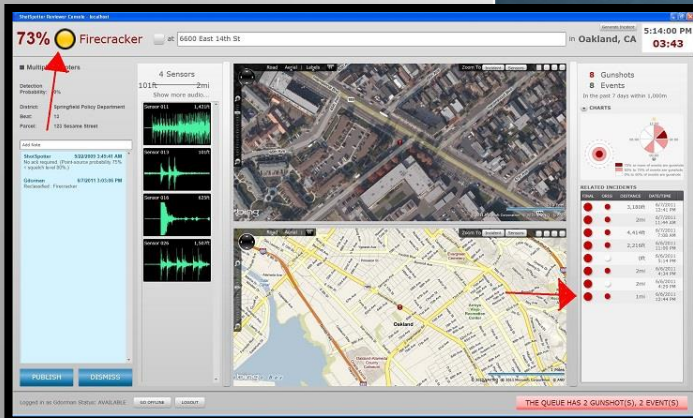
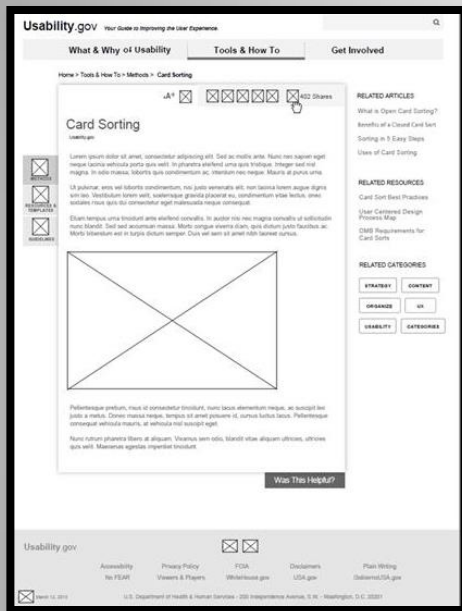


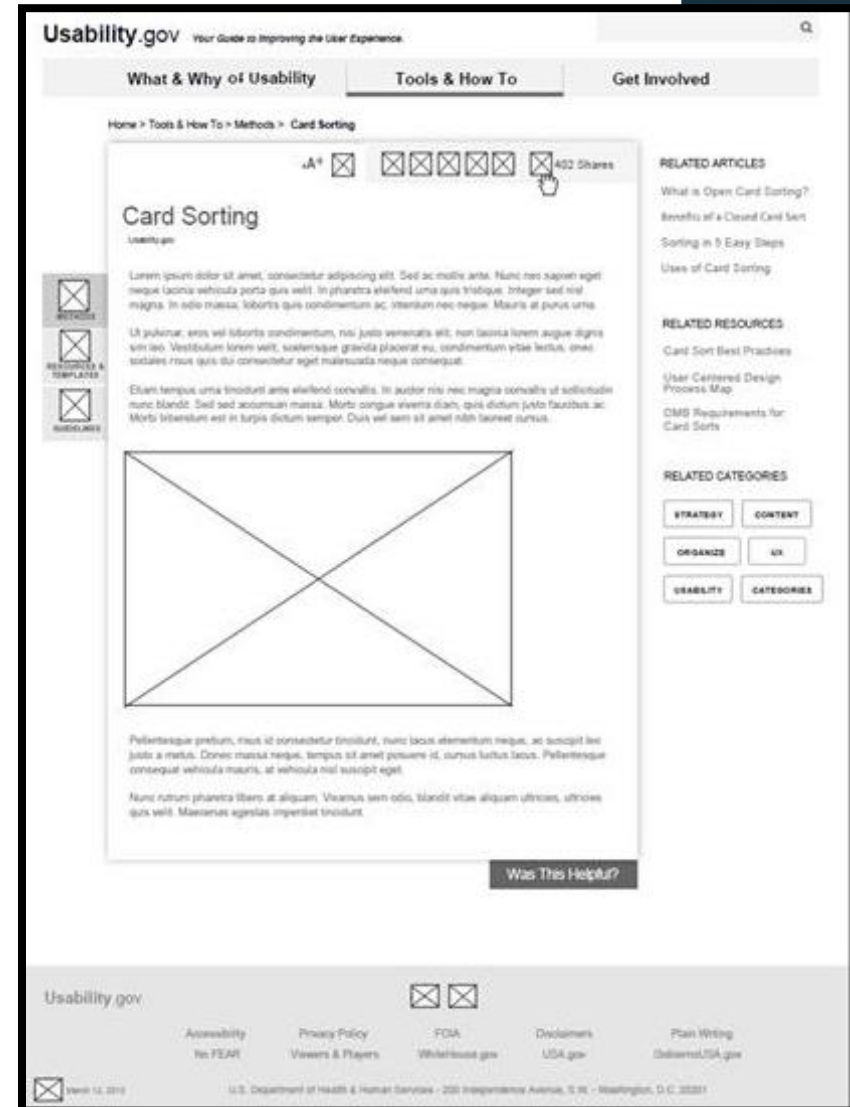
WIREFRAMES, MOCKUPS, AND PROTOTYPES



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WIREFRAMES

- 2-D illustration:
 - Space allocation
 - Content prioritization
 - Available functionalities
 - Intended behaviors
- Low fidelity
- What are they good for?
 - Project Documentation
 - Internal Team Communication
- What are they NOT good for?
 - User testing

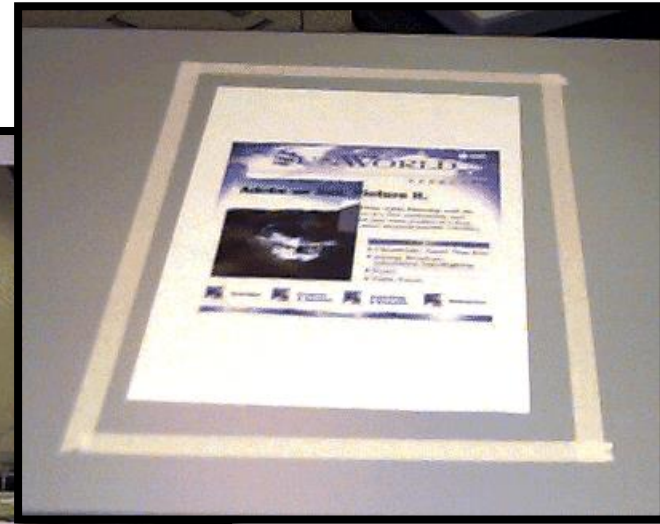


MOCKUPS

- Represents structure of information, visualizes the content and demonstrates basic functionality in a static way
- Middle to high fidelity
- What are they good for?
 - Early buy-in from stakeholders
 - Iterative user testing
- What are they NOT good for?
 - Interactive user testing

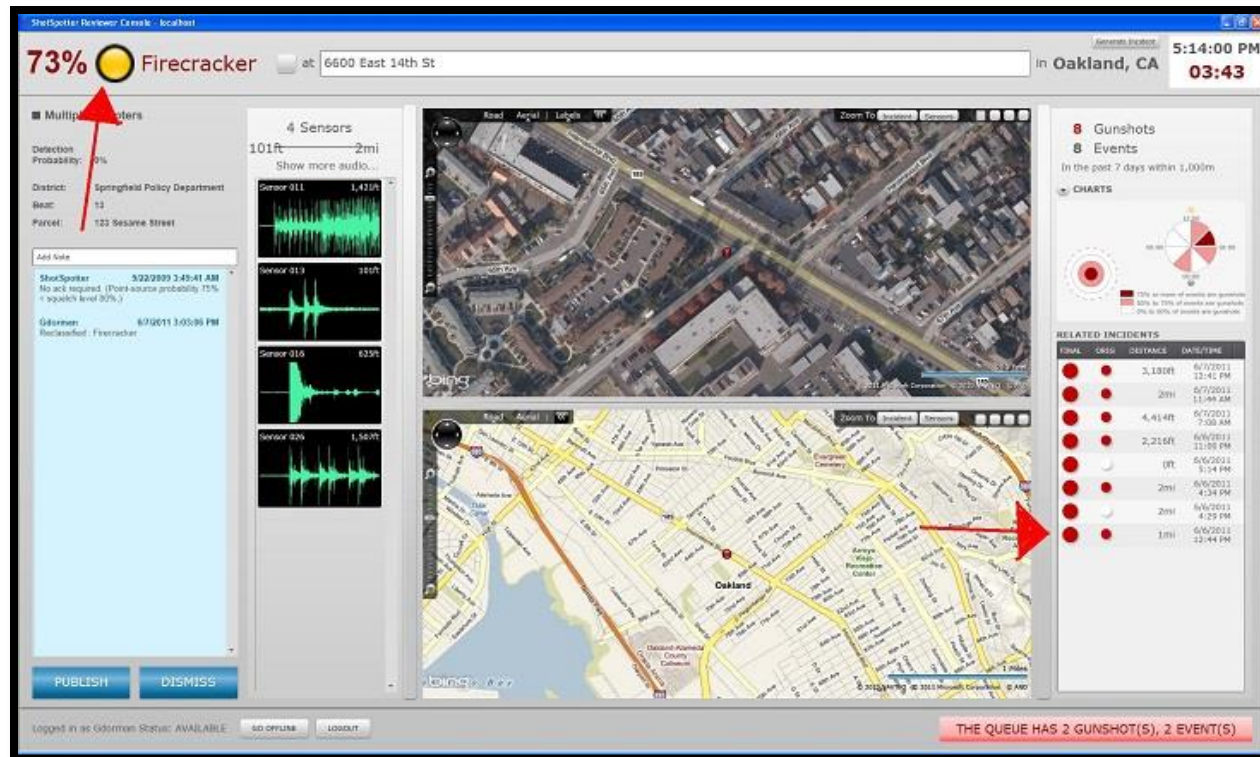
The screenshot displays the USGS ScienceBase-Catalog interface for the '2015 Sample Data Release'. The page layout includes a header with the USGS logo and navigation links, a breadcrumb trail, and a sidebar with utility icons. The main content area is organized into sections: 'Dates' (Publication, Start, End), 'Citation' (with a detailed reference), 'Items in this release' (a list of four datasets), 'Summary' (describing the project and datasets), 'Purpose' (explaining the data's origin and use), 'Contacts' (listing point, metadata, originator, and distributor), 'Related external resources' (with web and digital dataset links), 'Metadata' (with a link to full metadata and a file download), and 'Item Actions'. A right-hand panel features a photograph of Denali National Park, a map of the 'Area of interest' with a bounding box, and links to interactive mapping and Google Earth. At the bottom right, there are sections for 'Spatial services' (ScienceBase WMS), 'Associated ScienceBase items' (parent community and project community), 'Tags' (Theme, Place), 'History' (Data source, Catalog item), and 'Permissions'.

PAPER PROTOTYPING



PROTOTYPES

- Representation of the final product, simulating user interface interaction
- Middle to high fidelity
- What are they good for?
 - Interactive user testing
- What are they NOT good for?
 - Fast and cheap documentation



SUMMARY

	Fidelity	Cost	Use	General traits
Wireframe	Low	\$	Documentation, quick communication	Sketchy, black, white and gray representation of the interface
Mockup	Middle to High	\$\$	Gathering feedback and getting buy-in from stakeholders	Static visualization
Prototype	Middle to High	\$\$\$	User testing, reusable backbone of the interface	Interactive

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