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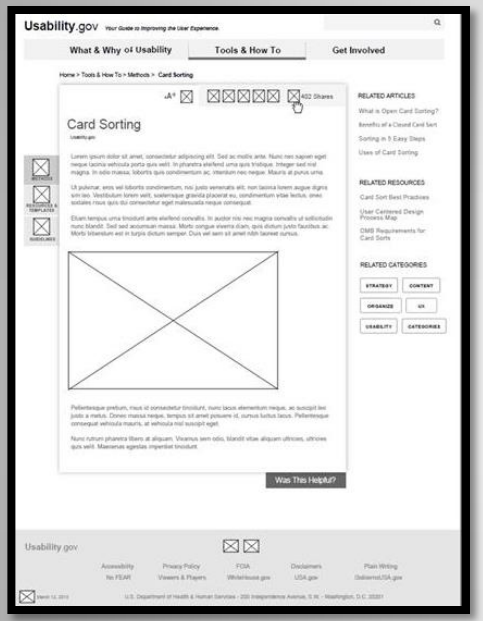
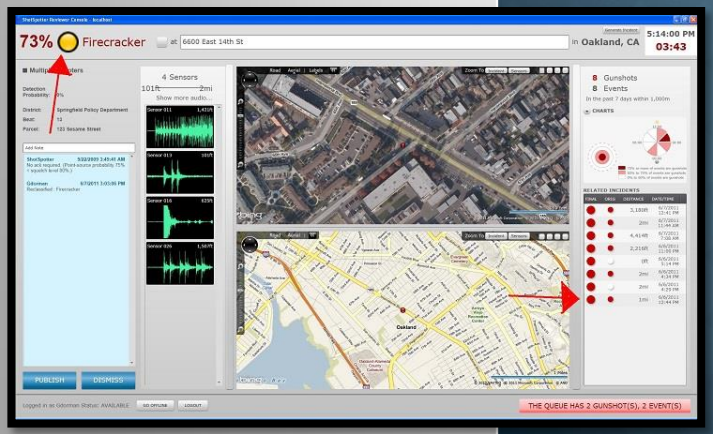
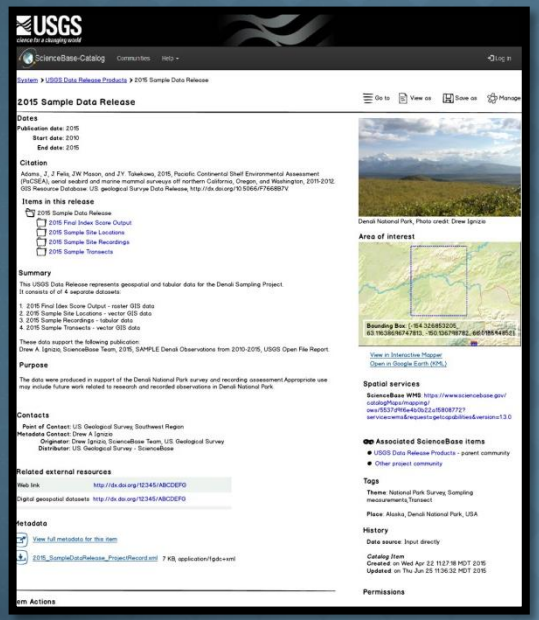
WIREFRAMES, MOCKUPS, AND PROTOTYPES



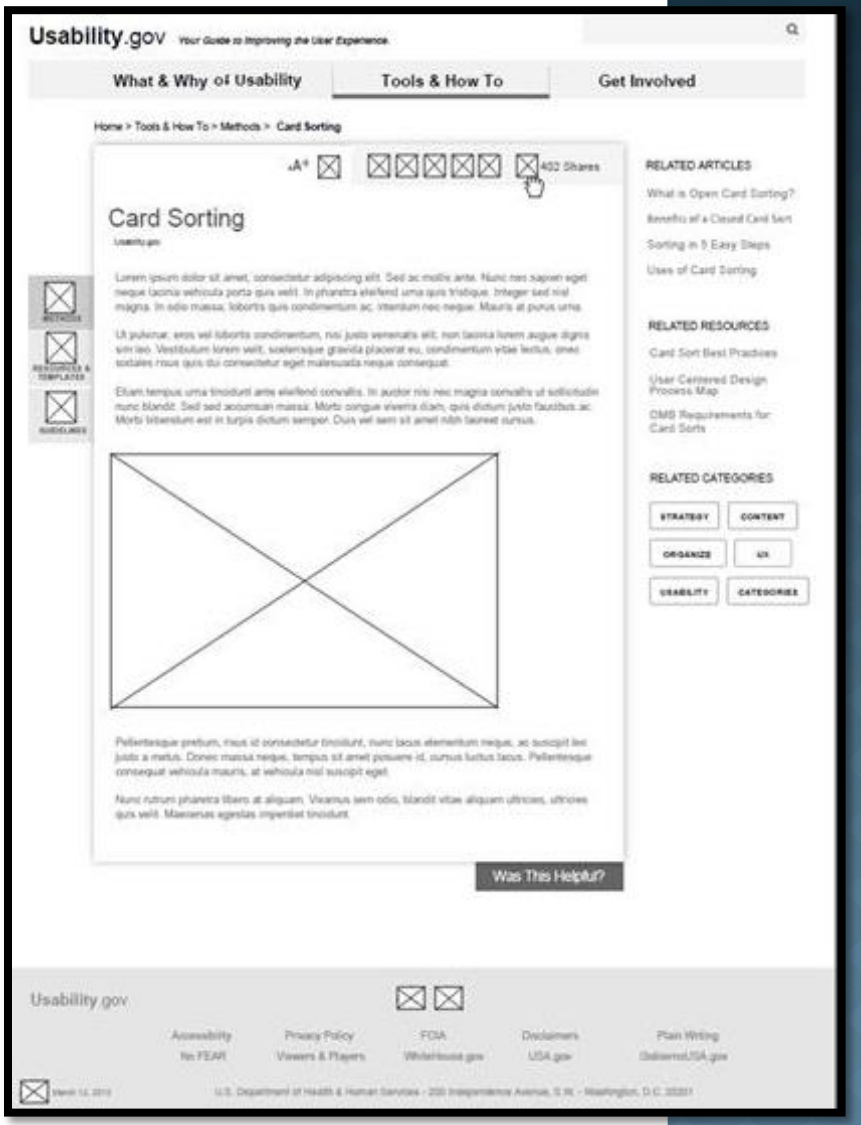




Madison Langseth
February 2017

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



Usability.gov (2016)

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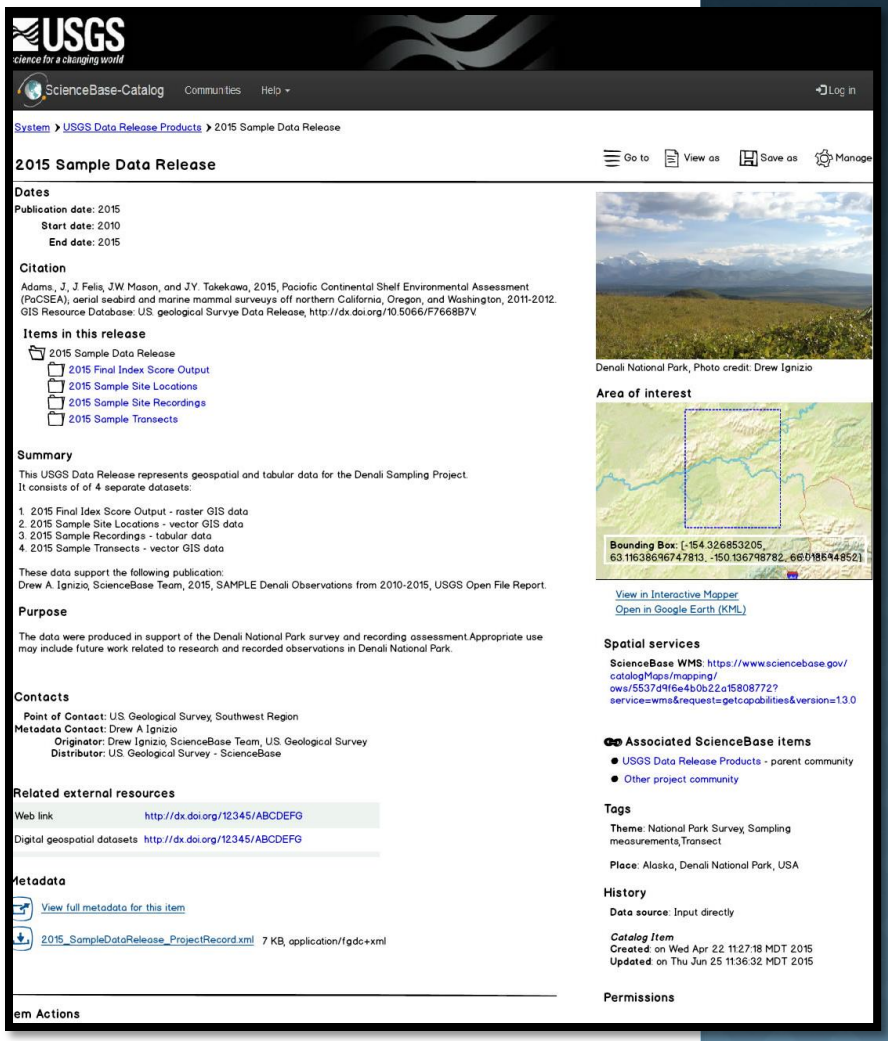
MOCKUPS

- 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



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PAPER PROTOTYPING

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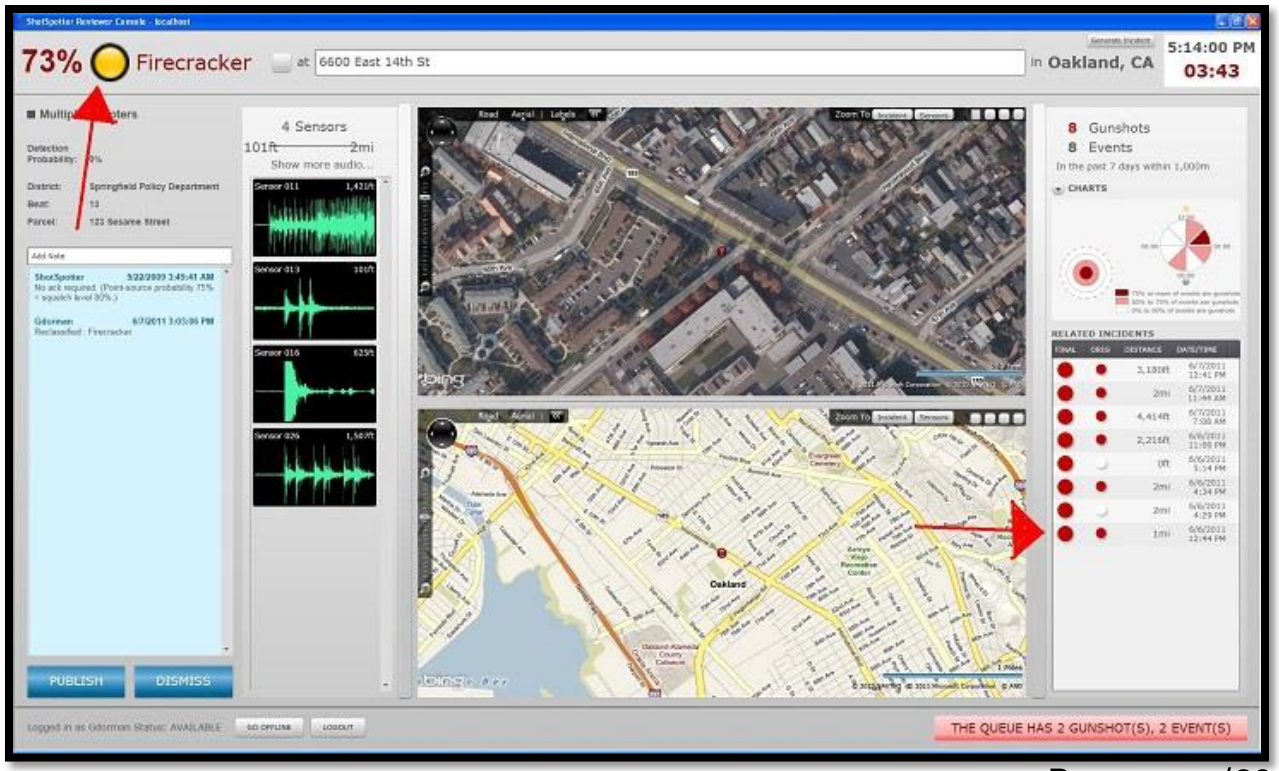
Nielsen (1995)

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



Dworman (2014)

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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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Adapted from Treder (2016)

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