High Fidelity Prototyping

- Because JPG Attachments Suck

Thomas Fogarasy – 2014 NOV.
fogarasy.com
fogarasy@brandlift.eu

BRANDLIFT
ONLINE BRAND MANAGEMENT

I. Hi-fi what?

II. What is it for?

III. Tools for mobile prototyping

IV. DEMO

BRANDLIFT
ONLINE BRAND MANAGEMENT

Hi-fi what?

a quick definiton

I.

BRANDLIFT
ONLINE BRAND MANAGEMENT

Hi-fi

- feels like a product
- almost final look&feel
- shows some or all features
- minimal or no native code

horizontal

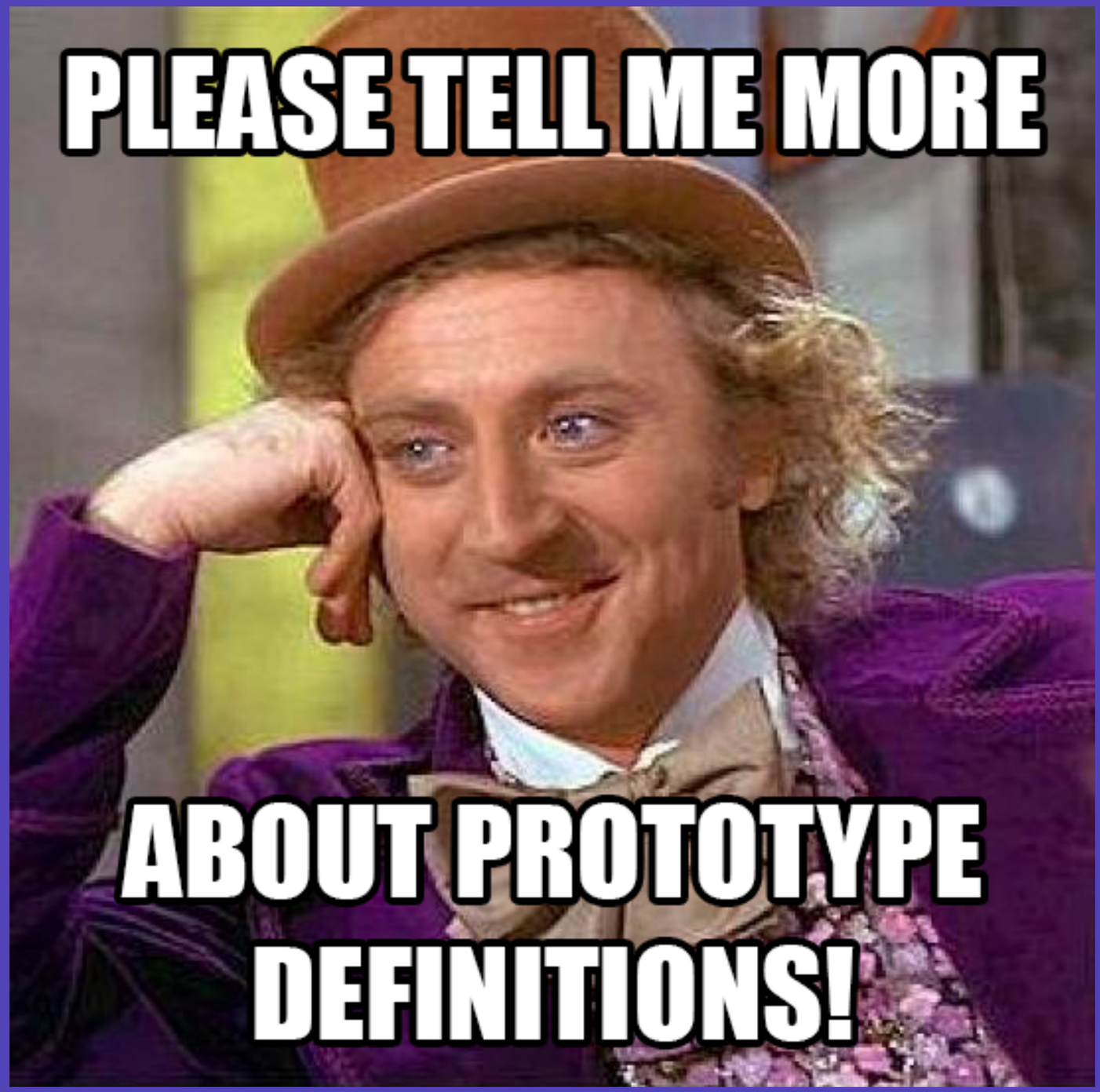
- lot of features / screens shown
- fewer details
- broad view of the system

BRANDLIFT
ONLINE BRAND MANAGEMENT

vertical

- fewer, key features
- PoC focus
- more detailed interactions

BRANDLIFT
ONLINE BRAND MANAGEMENT


PLEASE TELL ME MORE
ABOUT PROTOTYPE
DEFINITIONS!

What is it for?

scenarios and benefits

II.

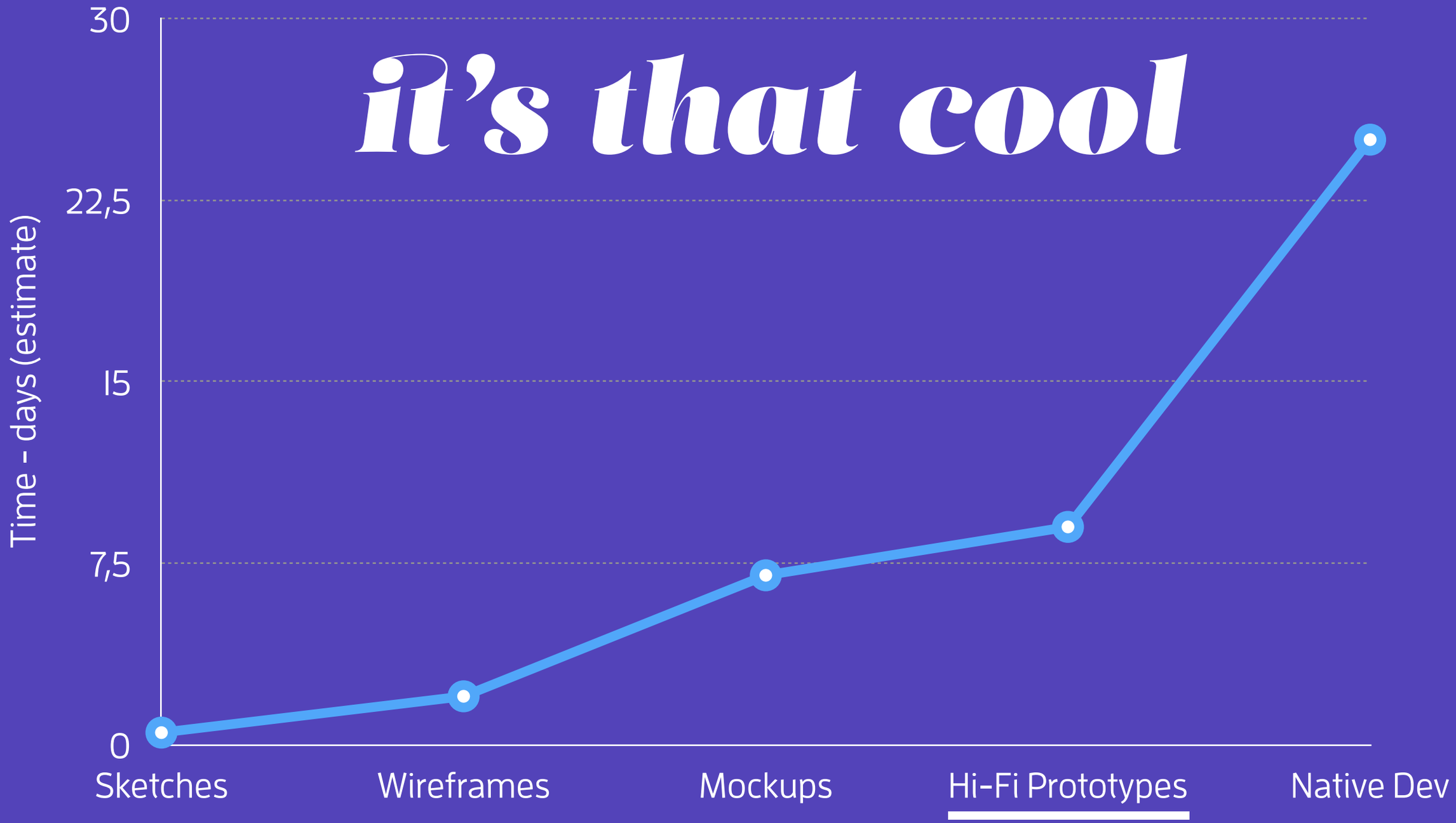
BRANDLIFT
ONLINE BRAND MANAGEMENT

- IxD validation, testing
- UI fine-tuning, animation (yay!)
- user/client testing

- seeking partners
  (awesome for elevator pitches)
- market/crowdfunding demo

BRANDLIFT
ONLINE BRAND MANAGEMENT

it's that cool



BRANDLIFT
ONLINE BRAND MANAGEMENT

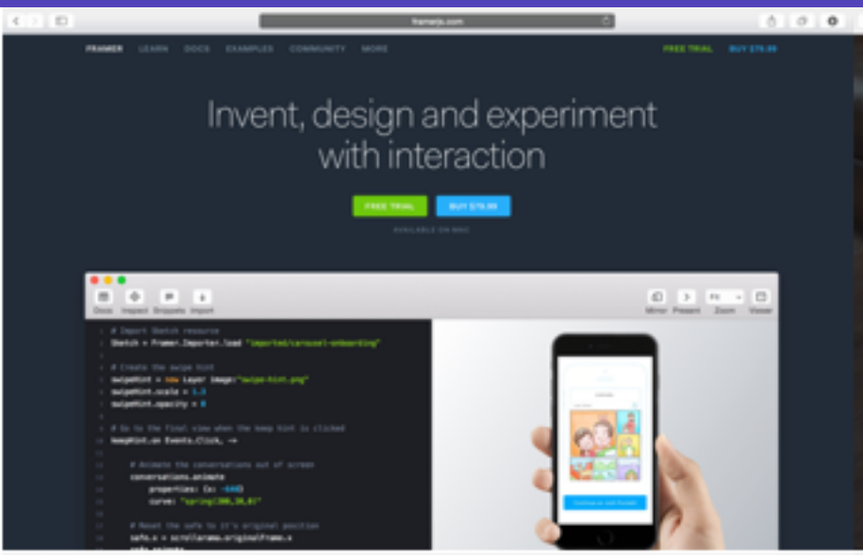
Tools?

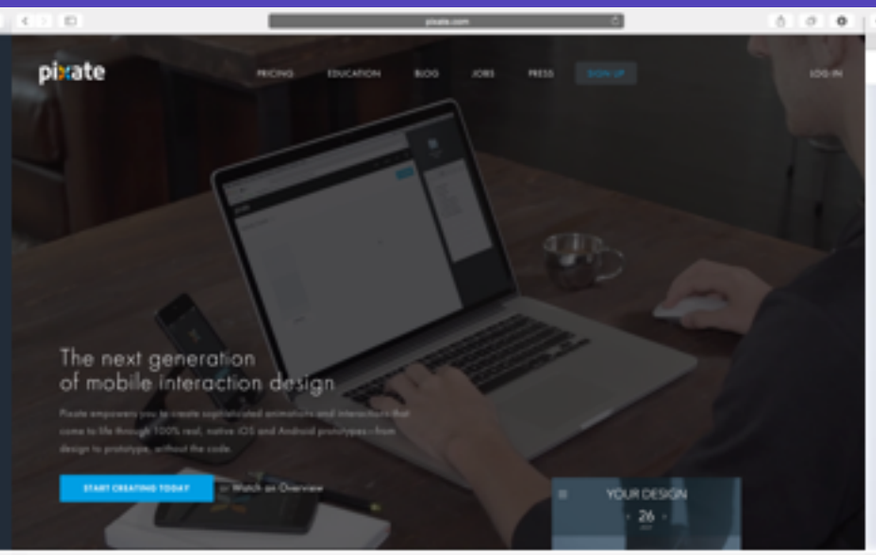
(mobile UI perspective)

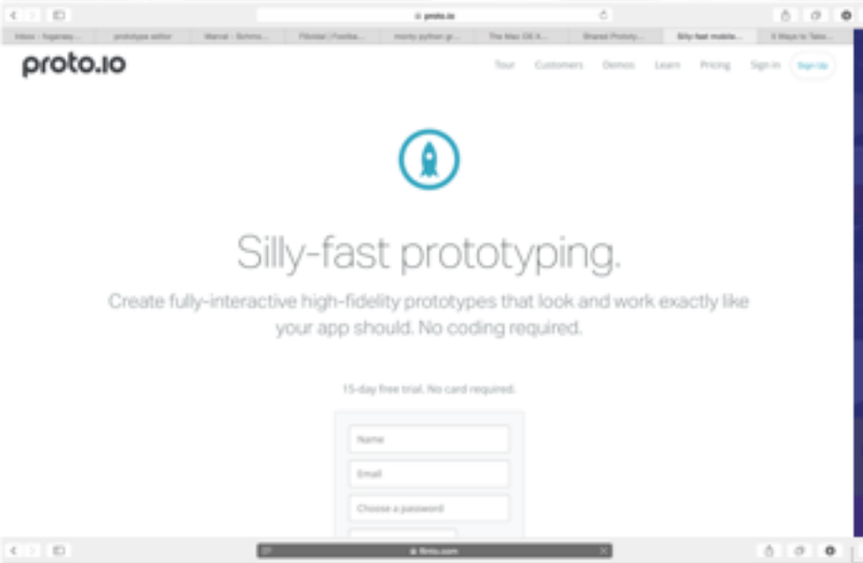
II.

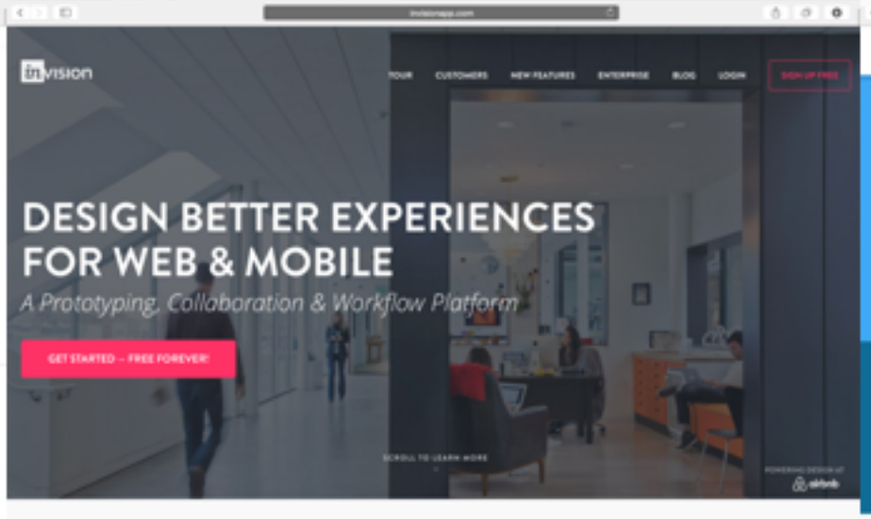
BRANDLIFT
ONLINE BRAND MANAGEMENT

How do they compare?









Medium

High

Difficulty

Functional

Visual

Framer.js

Proto.io

After Effects

InVision

Nothing in between???

Marvel, Flinto

Pixate

Starting with your mockup (.sketch, .psd, .ai...)

BRANDLIFT
ONLINE BRAND MANAGEMENT

DEMO

Marvel & Pixate

III.

BRANDLIFT
ONLINE BRAND MANAGEMENT

Schmoozer

conference networking app

UI concept
for prototyping
demonsration

Tools: Marvel & Pixate

DEMO Links

Functional Prototype for IA
testing, navigation, user testing

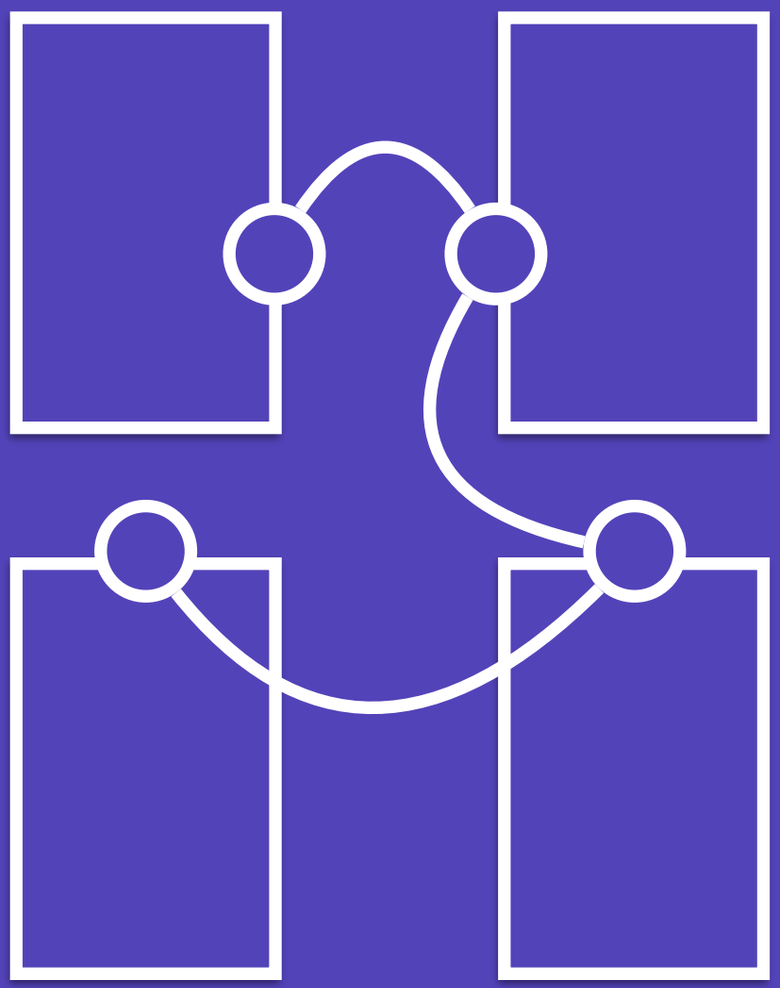
http://marvl.in/7fb7de

Interaction design prototype for
look & feel demo, concept demo,
user testing

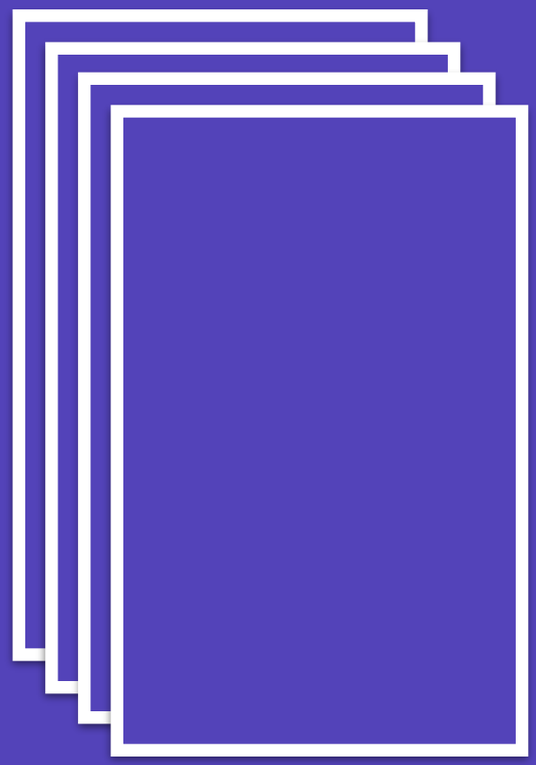
pixt.io/p256v8tv5o4

BRANDLIFT
ONLINE BRAND MANAGEMENT

Different build-up

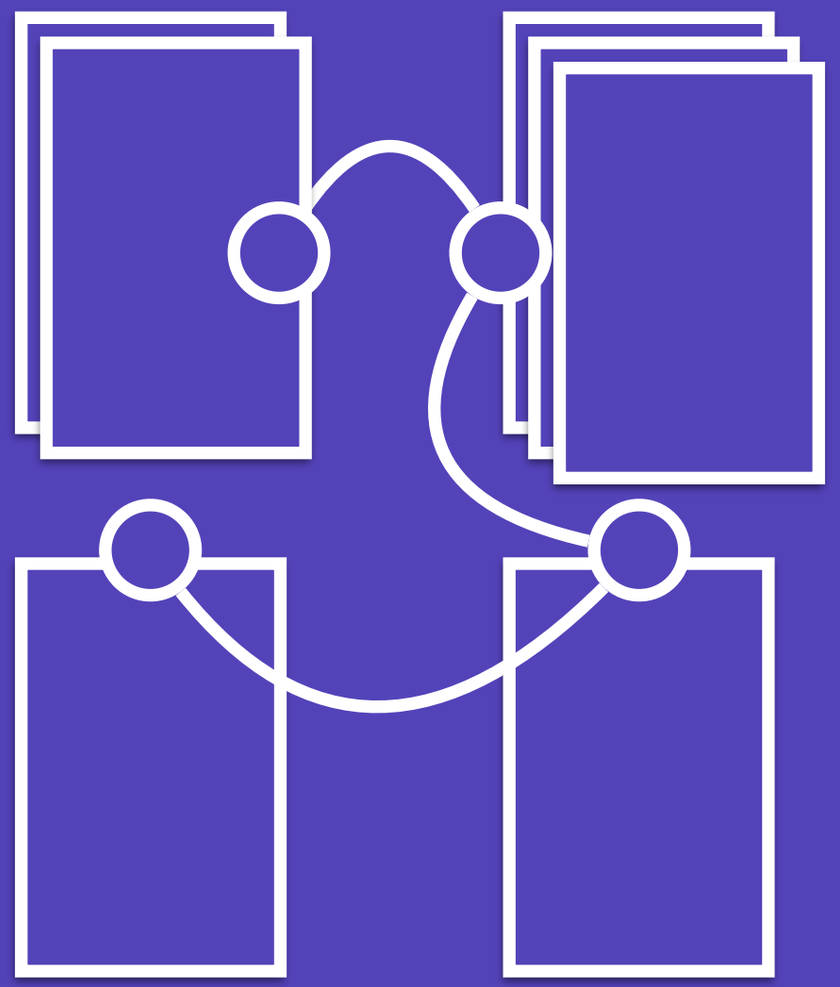


InVision, Flinto...



Pixate, Framer...

What we really need



(there’s no such tool yet)

BRANDLIFT
ONLINE BRAND MANAGEMENT

Takeaways

1. Horizontal and Vertical prototypes: different goal
2. Holy grail not found yet: apps are struggling between functional and visual focus
3. Keep an eye on Pixate and Framer.js!

BRANDLIFT
ONLINE BRAND MANAGEMENT

Thank you!

Q&A

Thomas Fogarasy
@thomasfogarasy

fogarasy.com
fogarasy@brandlift.eu

momeid.mome.hu

BRANDLIFT
ONLINE BRAND MANAGEMENT