

# *High Fidelity Prototyping*

↳ Because JPG Attachments Suck

- I. Hi-fi what?
- II. What is it for?
- III. Tools for mobile prototyping
- IV. DEMO

# *Hi-fi what?*

## a quick definiton

I.

# Hi-fi

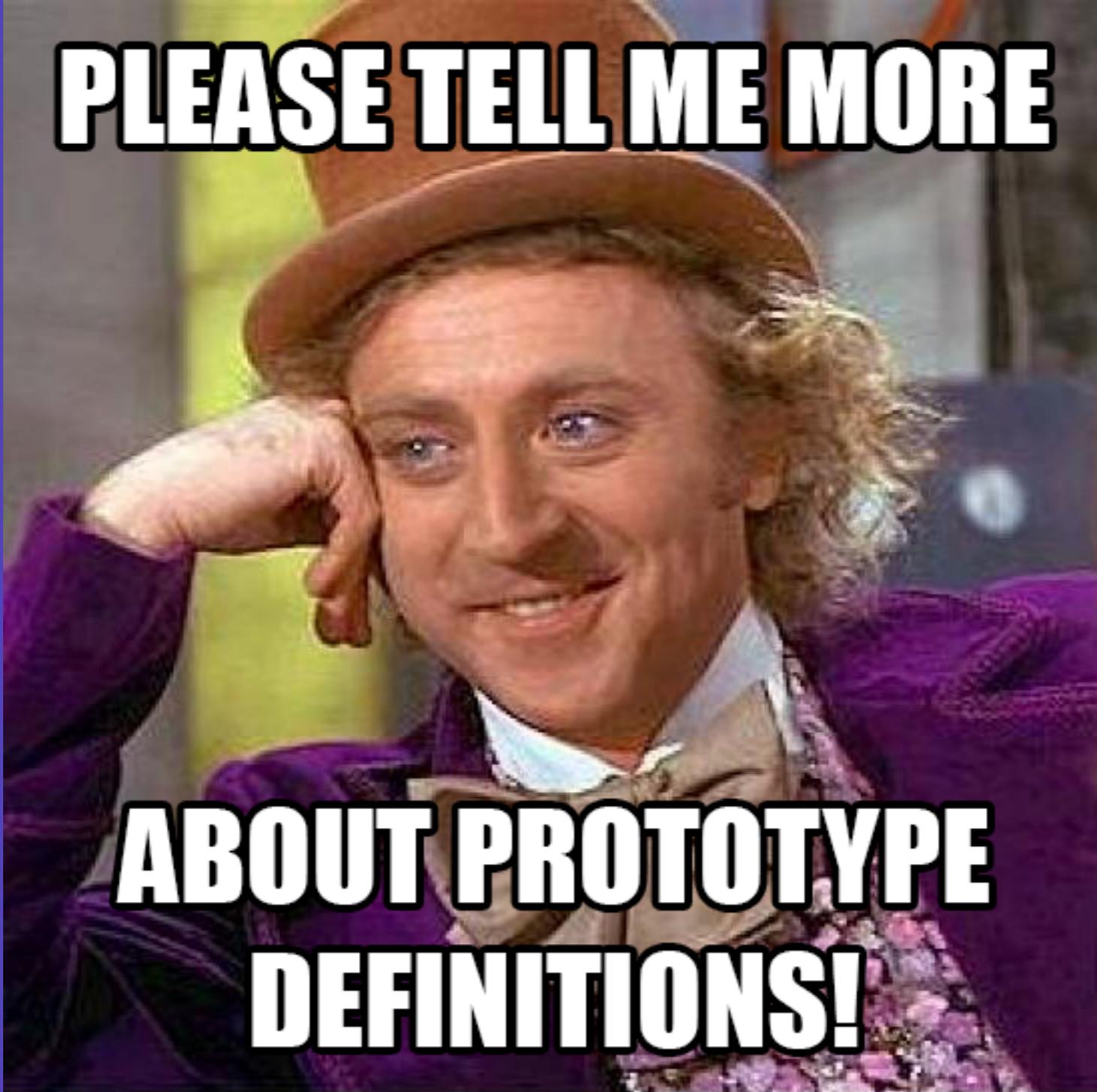
- feels like a product
- almost final look&feel
- shows some or all features
- minimal or no native code

# *horizontal*

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

# *vertical*

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



**PLEASE TELL ME MORE**

**ABOUT PROTOTYPE  
DEFINITIONS!**

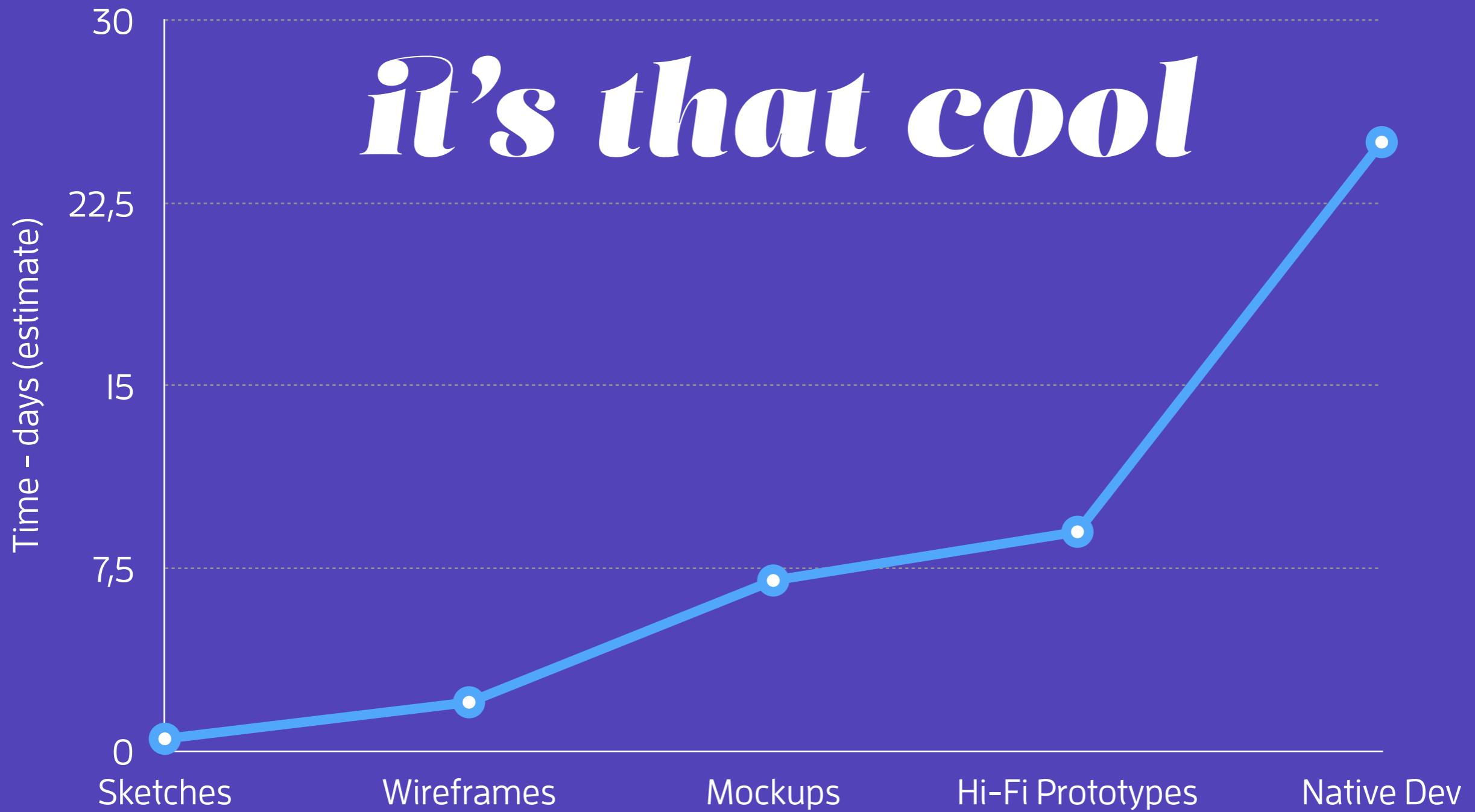
# *What is it for?*

## scenarios and benefits

**II.**

- IxD validation, testing
- UI fine-tuning, animation (yay!)
- user/client testing
- seeking partners  
(awesome for elevator pitches)
- market/crowdfunding demo

# *it's that cool*



# Tools?

(mobile UI perspective)

II.

# How do they compare?

The image displays a grid of seven screenshots of different mobile app prototyping tools:

- proto.io**: Shows a code editor with a snippet of JavaScript and a preview of a mobile screen.
- Flinto**: Shows a landing page with a video player and a "Start Using Flinto" button.
- Axure RP 7**: Shows a landing page with a cartoon character and a "DOWNLOAD FREE TRIAL" button.
- RelativeWave**: Shows a landing page with a "Form" icon and a "Instant Native Prototypes" section.
- Pixate**: Shows a landing page with a person working on a laptop and a smartphone.
- Marvel**: Shows a landing page with a purple background and a "Free Prototyping for Agencies. No coding required." section.
- Flint**: Shows a landing page with a "START PROTOTYPING NOW" button and a "Free project with up to 10 screens" offer.

Each tool's interface and branding are clearly visible, highlighting their unique features and target audiences.



*Functional*

Proto.io

InVision

Marvel, Flinto

*Visual*

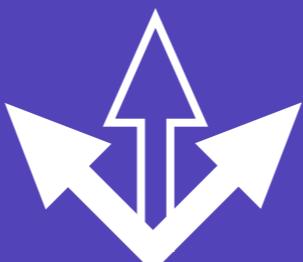
Framer.js

After Effects

Pixate

Difficulty

Nothing in  
between???



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

# **DEMO**

Marvel & Pixate

## **III.**

# Schmoozer

conference networking app

UI concept  
for prototyping  
demonstration

Tools: Marvel & Pixate



# DEMO Links

**Functional Prototype** for IA  
testing, navigation, user testing



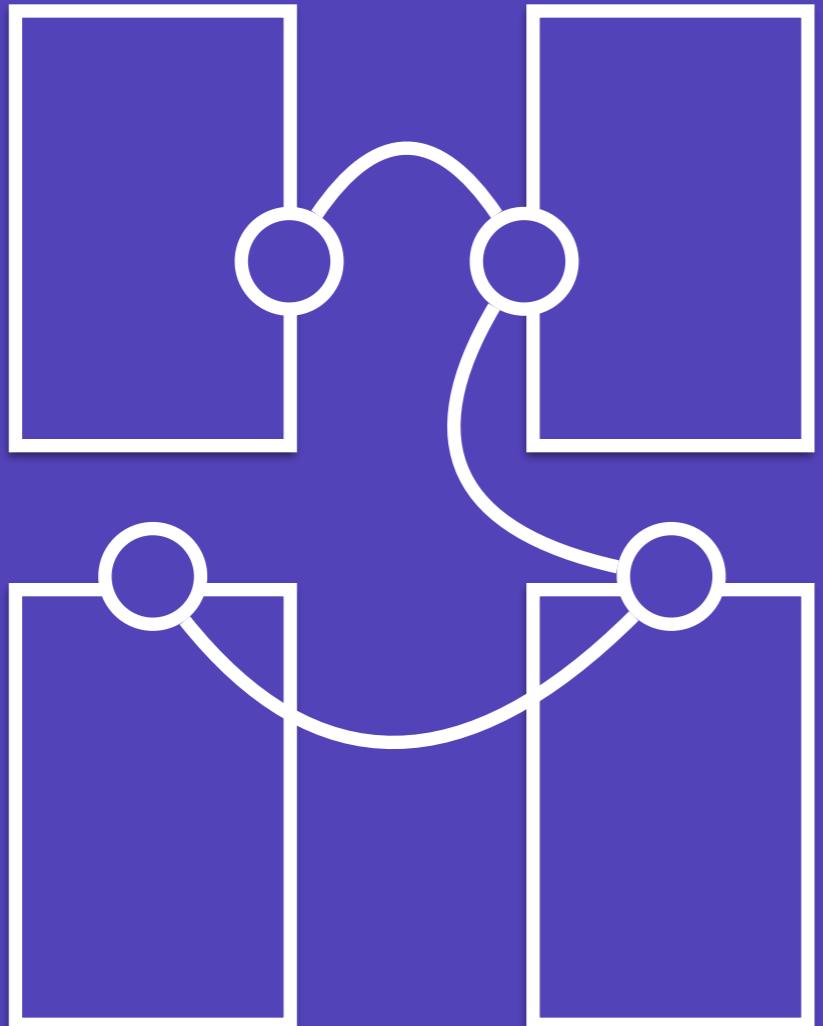
<http://marvl.in/7fb7de>

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

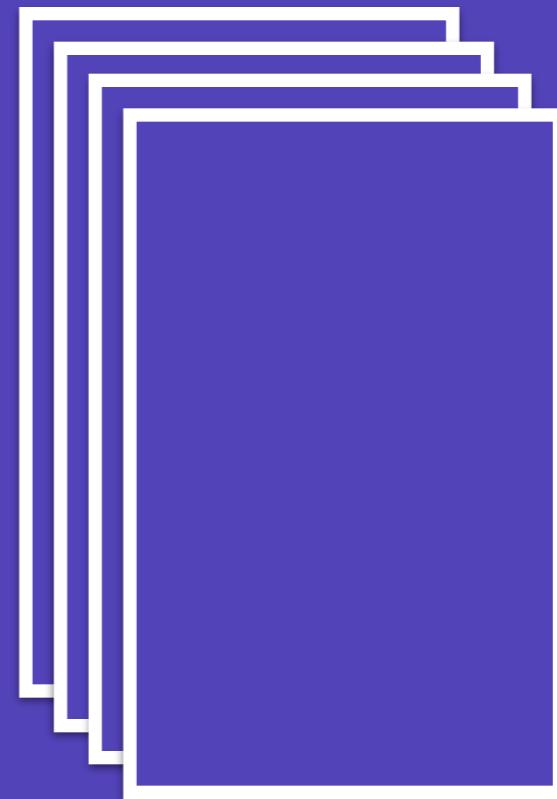


[pixt.io/p256v8tv5o4](http://pixt.io/p256v8tv5o4)

# Different build-up

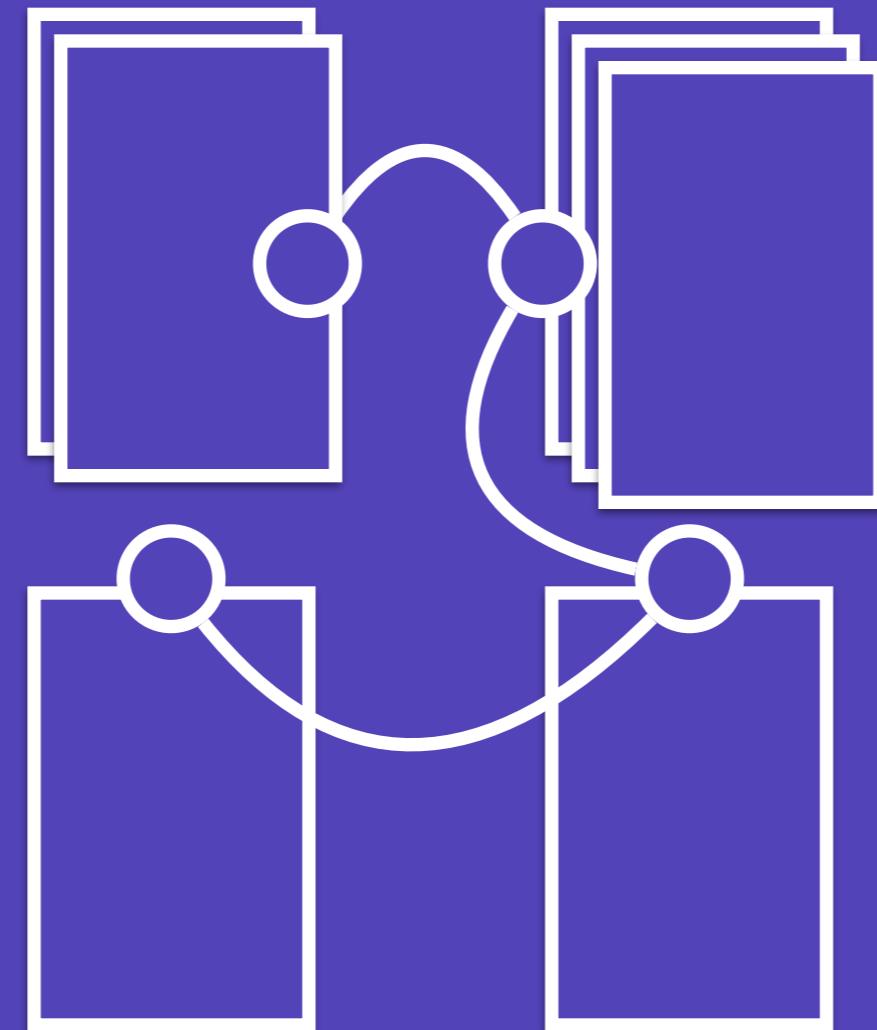


InVision, Flint...



Pixate, Framer...

# What we really need



( there's no such tool yet)

# *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!



Thank you!

Q&A

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