

Prototípus-készítés

A/B testing

Az információ-architektúra kialakítása kártyarendezéssel (card sorting)

Prototyping

- **Storytelling megközelítés:**
 - **Personas**
 - **Use cases / Story sentences**
 - **Scenarios**
 - **Storyboarding**
 - a folyamat megtervezése forgatókönyvképregény-szerűen
- **Low-fidelity / High-fidelity prototyping**
 - **Sketching**
 - szabadkézi képernyődesign-vázlatok
 - **Wireframing**
 - UI struktúra megalkotása az IA-hoz kapcsolódva
 - **Mockups**
- **Konceptiótesztelés**
 - **Paper prototyping**
 - szimulált interakció távolról sem működőnek tűnő elemekkel
 - **Wizard of Oz**
 - szimulált interakció működőnek tűnő, de valójában szoftver helyett ember által irányított elemekkel
- **Korai használhatósági vizsgálatok** „valódi” high-fidelity prototípusokkal

Az interakció-design történetmeselési (storytelling) alapjai / Storyboards

„Egyszerű” storyboard

Multimedia Group Project
The Froggy Fairytale

Csak a történet lépéseit definiálja

Storyboard panels with descriptions:

- Scene starts with the main protagonist looking out of his apartment window. You can hear the city life and the talk with catching the curtains.
- The character pulls out a charger which starts him down after a long day work. The object makes a "gurrrr" sound, and then collapses in an issue.
- A mechanical cat jumps across the edge trying to get to his owner. The cat pads on its feet making a "flop" sound as he lands on ledge to ledge.
- The protagonist puts the cat, through his own sleep, but while making his way to his own bedroom. The cat purrs.
- The door clicks open, and the protagonist walks into his bedroom. Excited, he wonders in with his head on the bed.
- He pulls back the sheets, fabric noise together making a movement sound. His clothes also make a sound as he moves around in his work clothes.
- The man lies down and begins to sleep, breathing started to become heavier. He begins to twitch slightly as he begins to fall into a deep sleep.
- The scene begins to change, as the man lies on the floor of a mysterious place. Bull begins to climb, and a woman in sleep.
- As time passes, the man begins to get up from his slumber. He sees the woman and she stands deep in shock. The woman gets into a quick pace.

„Egyszerű” storyboard

Storytelling / Storyboards

Sketching Personas Use cases

↓ ↓ ↓

Storyboards

- A folyamat leírása
- Emberi arcot ad a száraz adatoknak
- Teamen belüli és kívüli kommunikáció / mentális modell

6. Meanwhile, at Steve's...

STEVE CAN SEE THAT SANDY VIEWED HIS PROFILE, AND AFTER CHECKING HER OUT, HE FEELS LIKE HE REALLY KNOWS WHO SHE IS.

COULD LISTEN TO HER PLAYLIST ALL DAY.

HEY, IT'S THAT OLD STEVE I'M BEFORE.

SANDY, IN THE MEANTIME, IS LOOKING AT THE PROGRESS OF GUY'S WHO ANSWERED HER POLL. SHE WANTS TO SEND STEVE AN EMAIL, SO SHE SURFSORRES.

HE ANSWERS HER POLL, SEE'S THAT SHE'S ONLINE, AND SENDS HER A FUNNY MUSICAL SCREENSAVER VIA IM WITH VOICE.

A történet ívének megtervezése

- Eredet: filmforgatókönyvek, regények

$y = \text{tension}$

$x = \text{time}$

beginning middle end

opening scene crises climax dénouement

Érzelmegörbe (sentiment chart, emotional intensity graph) - vagy élménygörbe (experience chart, interest curve)

▲ Positive experience ▼ Negative experience ■ Jump / Trick

Expectation - good graphics Excitement - seeing many other players Facing - gradual decrease in arousal First tick - little reaction Frustration - goes off-road and is punished - breaks expectation Player reaches the 1st cliff jump, exhilarating Player reaches the 2nd cliff jump.

Határértékek figyelése, „szolgáltatásjellemzők” számlálása

CONVENIENCE CUSTOMISATION

RECOGNITION KNOWING WHAT'S GOING ON

EASE OF USE EVERYWHERE I AM

VIEW & BEAUTIFUL OPTIONS

Sketching → Wireframing → Mockups



The image illustrates the design process through three stages:

- Sketching:** A hand-drawn sketch on grid paper showing the initial layout of a page with various sections and text.
- Wireframing:** A wireframe of a Facebook profile page, showing the layout of the profile picture, cover photo, and various sections like posts and comments.
- Mockups:** A high-fidelity mockup of the Facebook profile page, showing the final design with colors, fonts, and realistic content.