



SKYLINE

The Experience of Prototyping

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Agenda

Core Concept Model

Overview and Benefits of the Technique

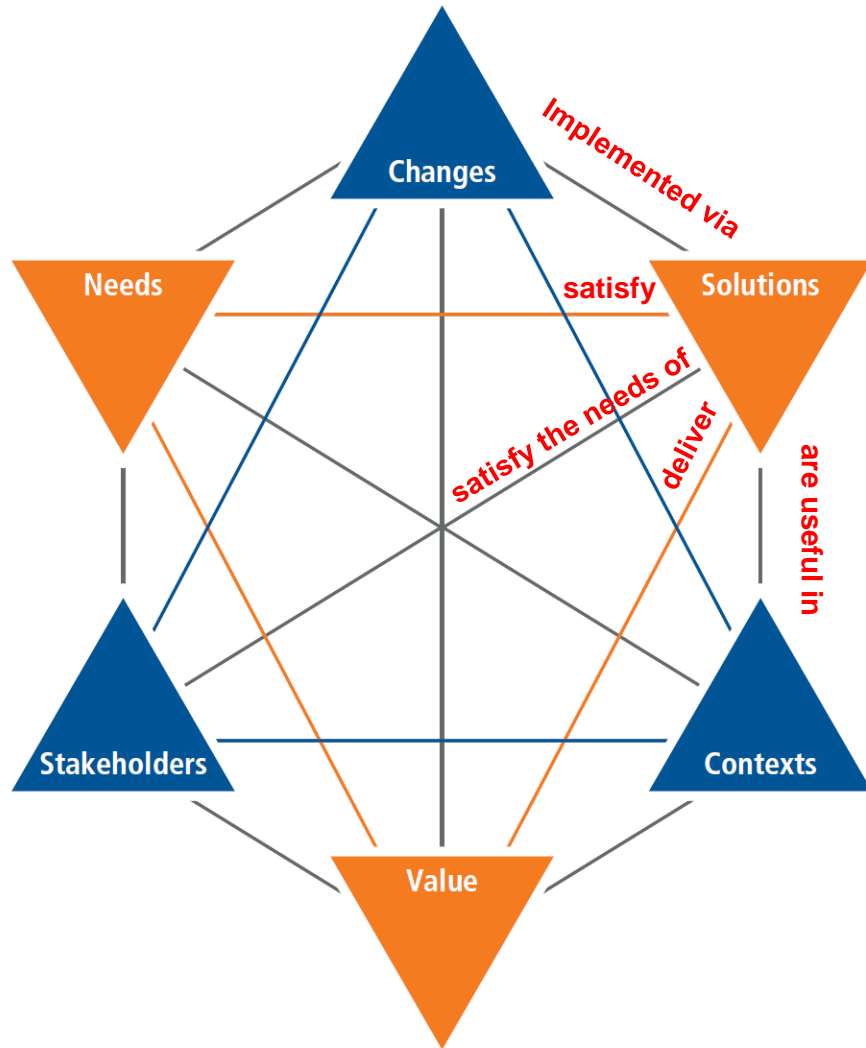
Fidelity of a Prototype

Best Practices with the Technique

Usability Reminders

Wrap up and Questions

Business Analysis Core Concept Model (BACCM)



Solutions:

- Are implemented via Changes
- Satisfy one or more Needs
- Satisfy one or more Needs faced by a Stakeholder
- Deliver Value
- Are useful in Contexts



Prototyping Overview

How are we represented?

Who currently uses the Prototyping technique?

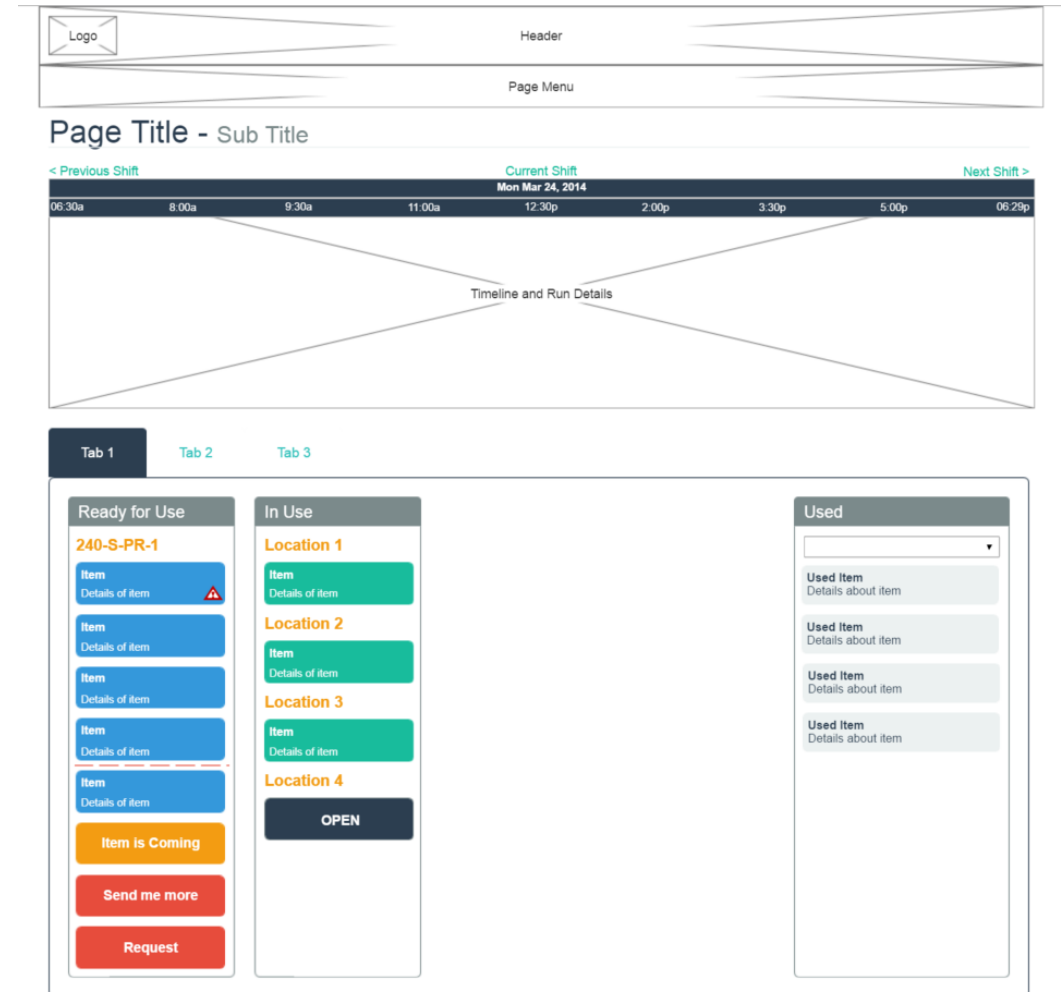
Who uses a tool for Prototyping?

Definition of Prototyping

An original type, form, or instance serving as a basis or standard for later stages.

An original, full-scale, and usually working model of a new product or new version of an existing product.

An early, typical example.



A prototype can be as simple as a drawing on a napkin, a whiteboard mockup, a Visio drawing, or as complex as an interactive HTML simulation.

Reason to Use This Technique

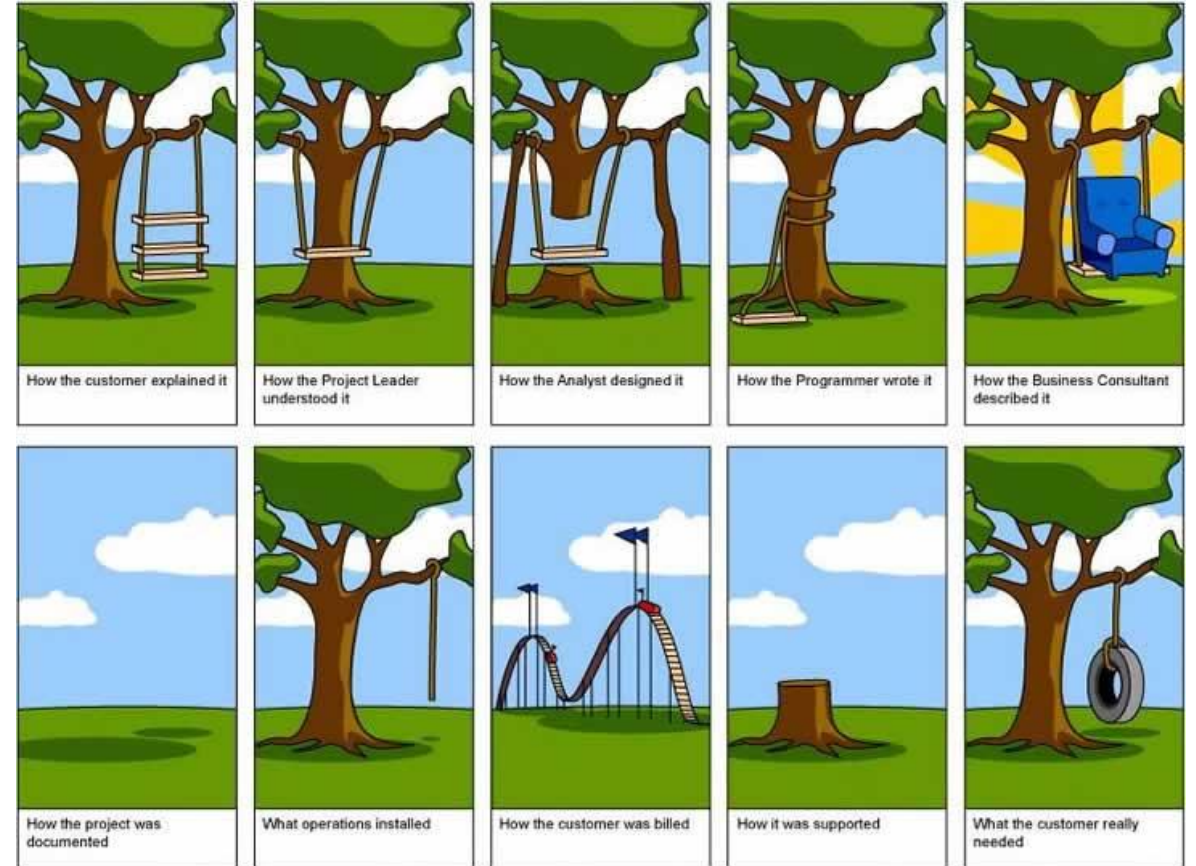
Stakeholders are having a hard time explaining

Stakeholders are visual learners

User experience is crucial in the solution (Important Business Driver)

Understanding of the learning curve for the change

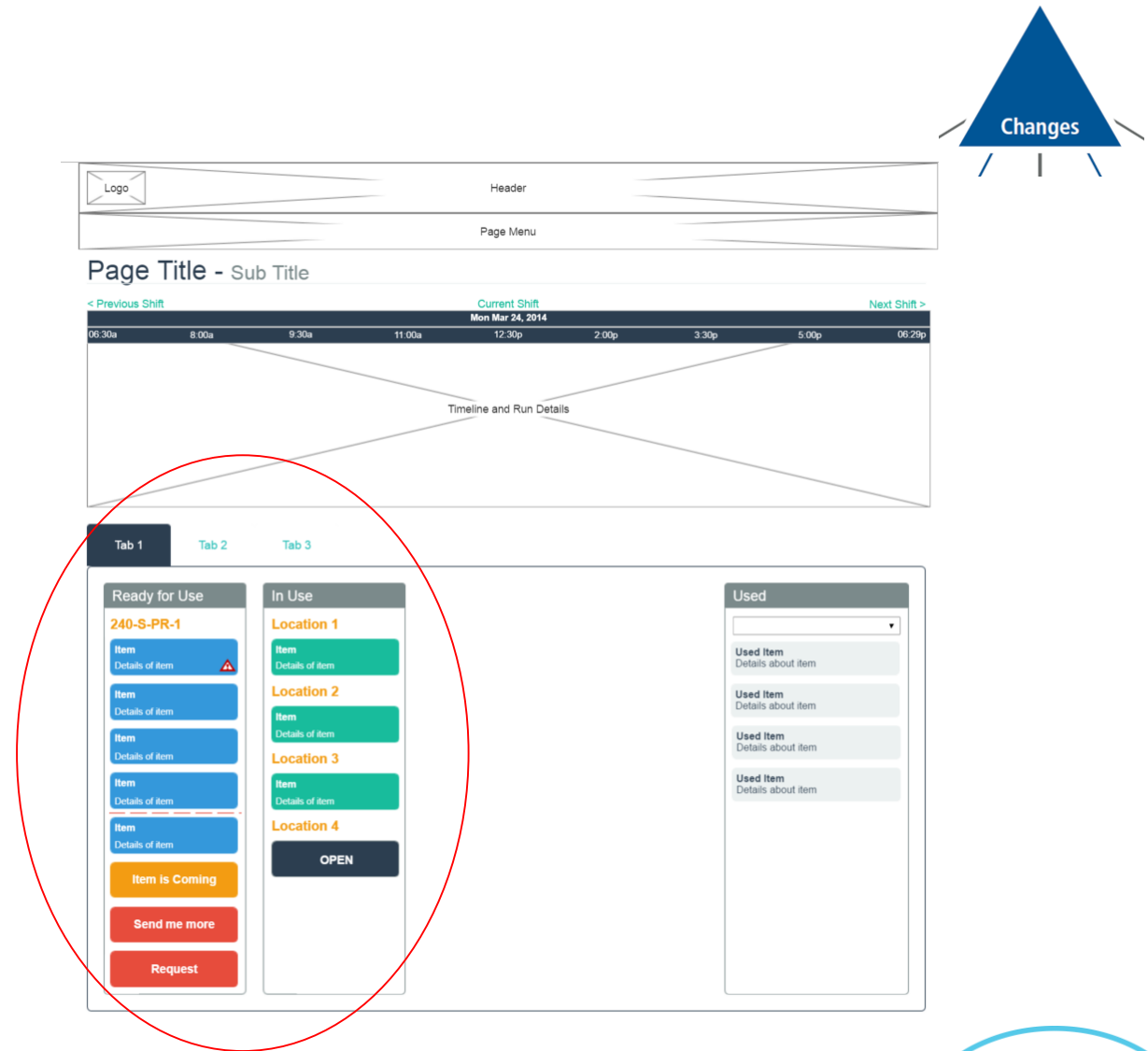
Decision making for a solution approach



Benefit #1

Present option to solve a problem

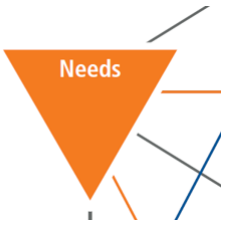
- Create multiple options to solve a problem
- Review of each option
- Group discussion and selection
 - Pros and Cons, Likes and Dislikes
 - Collaboration Effect



Benefit #2

Users can see what they asked for and what they didn't ask for

- Users don't always know what they want
- They don't know what they don't want
- They don't know what's possible
- Manipulate on the fly
- Users have a vested interest and will champion the design



Benefit #3

Communicate, Communicate, Communicate

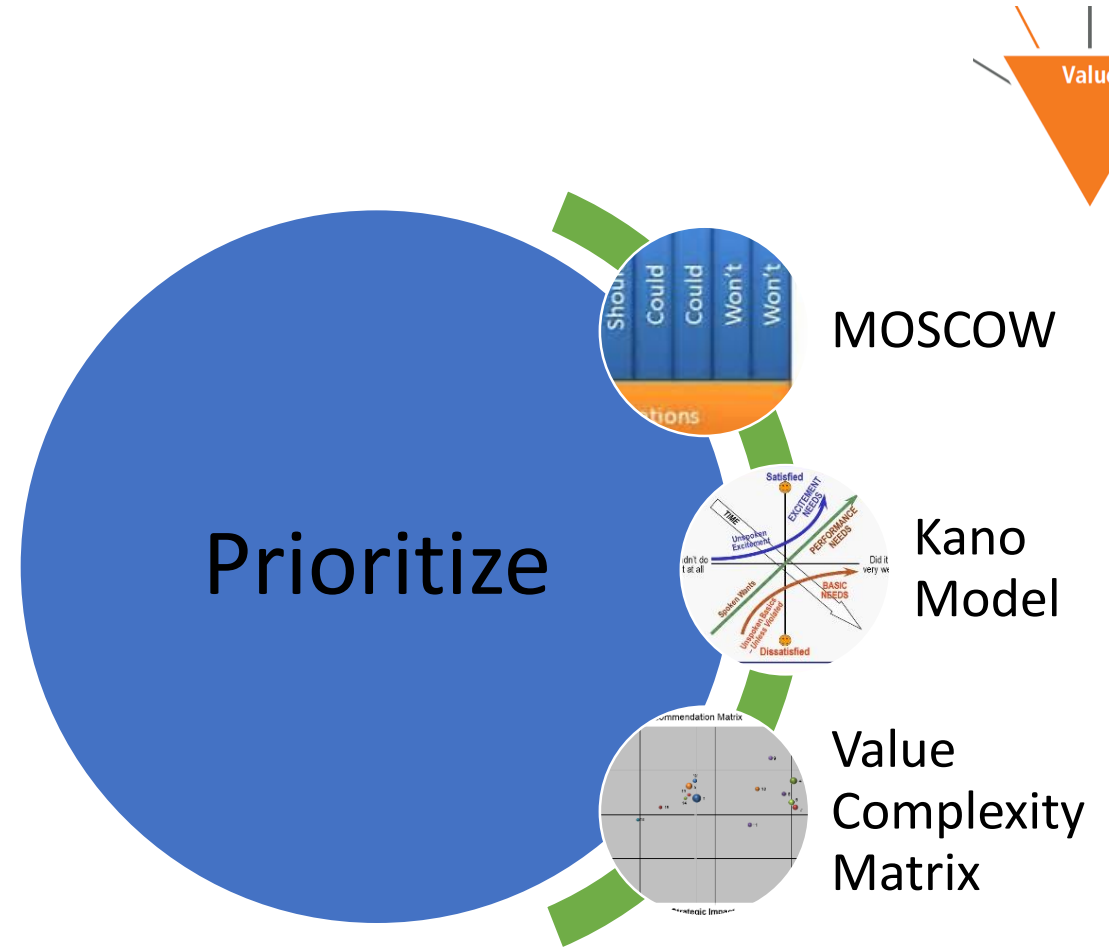
- Discussion with Stakeholders
- Working with Developers
- Working with Testers



Benefit #4

Identify and prioritize features and functionality

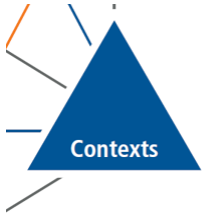
- Crucial when working in an Agile environment
- Determine features no longer needed
- The “Possibilities”



Benefit #5

Usability Testing

- Reduce building features that won't be used
- Identify training opportunities
- Validate the solution will work for end users



it's not what
the software does.
it's what the
user does.

@hugh

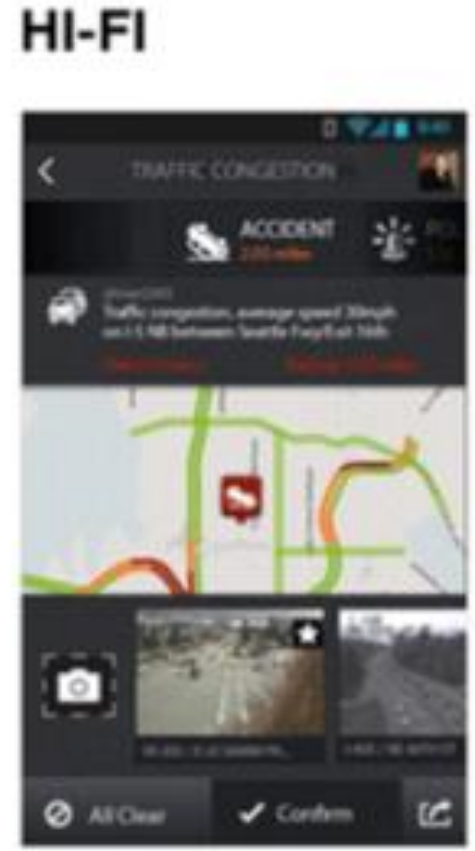




The Fidelity Factor

Levels of Fidelity

Fidelity = how robust the prototype is



Questions to Determine Level of Fidelity

What is the prototype going to be used for?

What is the goal of the prototype?

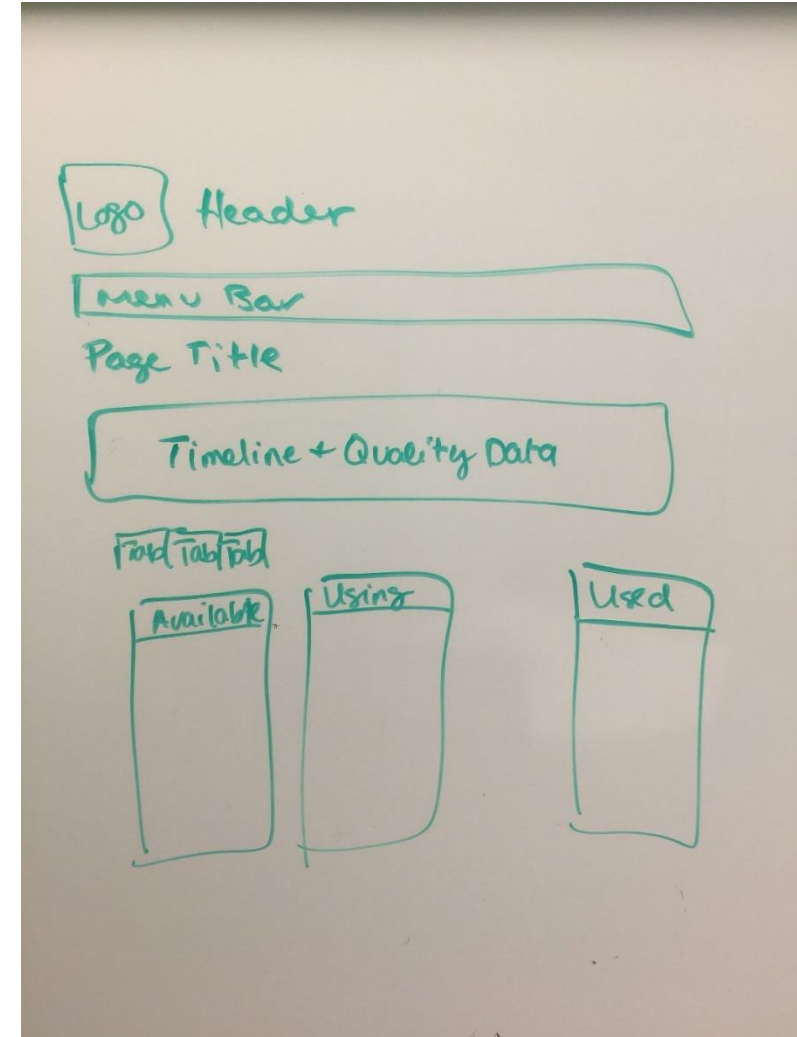
How complex is the process?

How complex is the user interface?

How will the stakeholders best understand the concept?

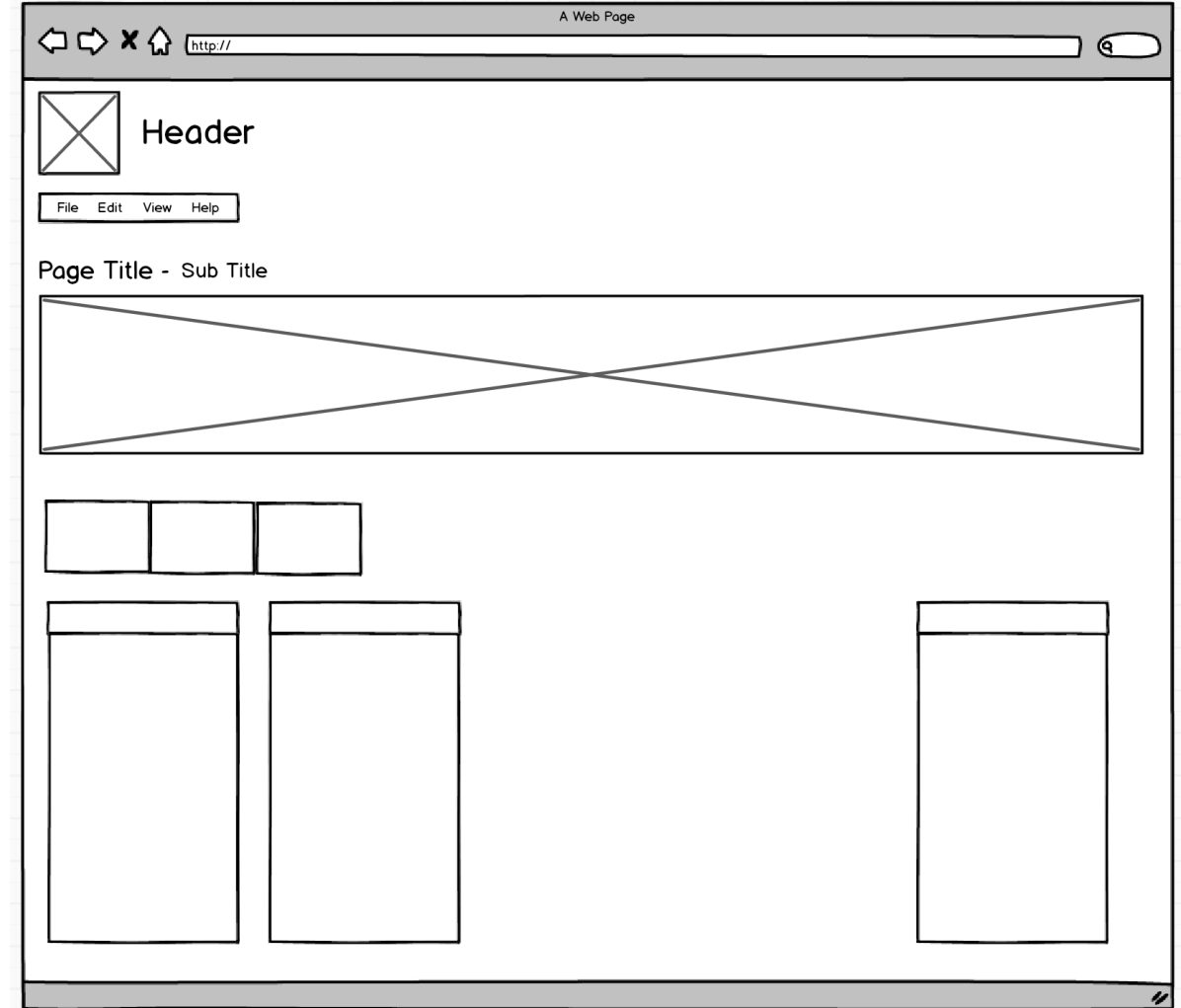
Sketch

Description	<ul style="list-style-type: none">• Simple Drawings
When to use	<ul style="list-style-type: none">• Early in the process• Brainstorming or other collaboration sessions
Benefit	<ul style="list-style-type: none">• Quick and Easy to get moving
Pitfall	<ul style="list-style-type: none">• Cannot show experience without human intervention



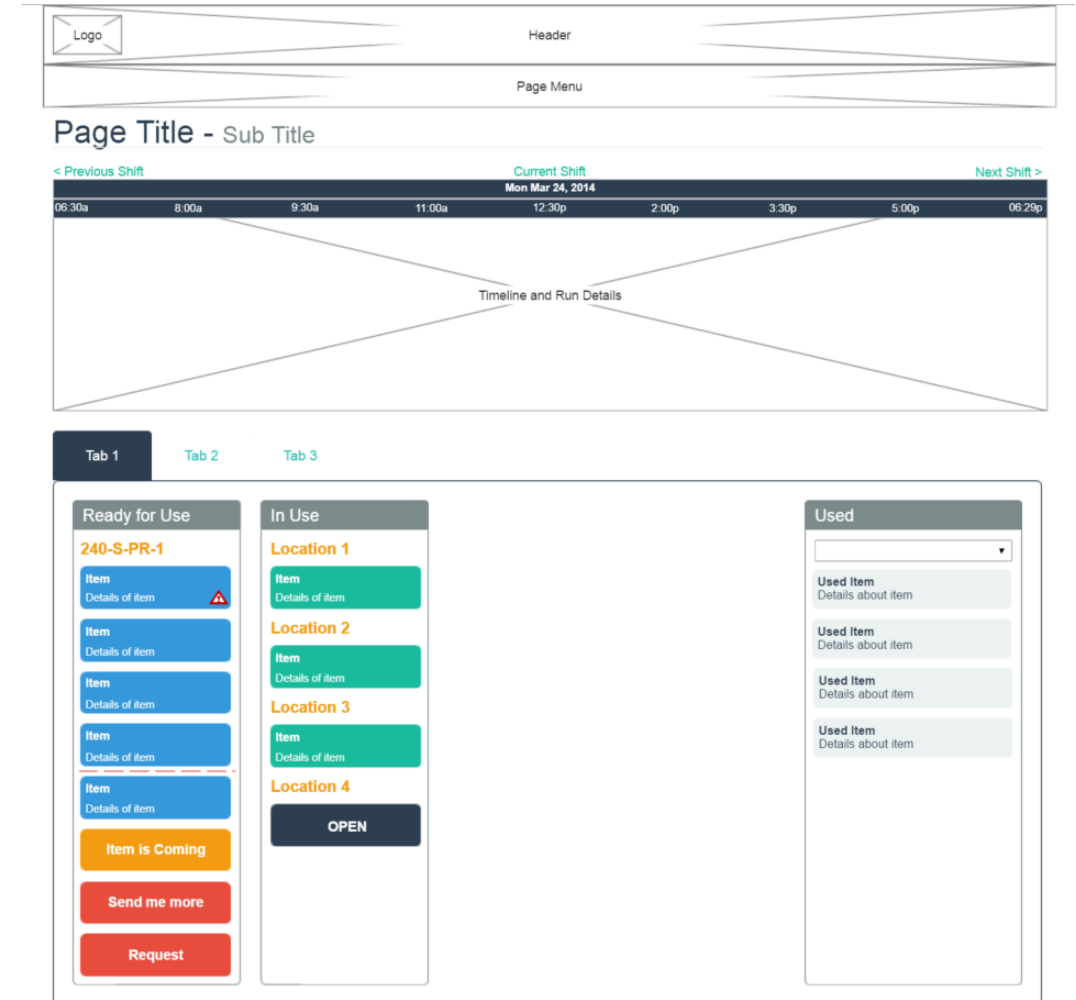
Low Fidelity

Description	<ul style="list-style-type: none">• Simple Screens, typical in a prototype tool
When to use	<ul style="list-style-type: none">• Throughout the process
Benefit	<ul style="list-style-type: none">• Talk through concepts• Collaboration with stakeholders• Very little to no branding, user not stuck on “colors, fonts, etc”
Pitfall	<ul style="list-style-type: none">• Hard to show experience without human intervention

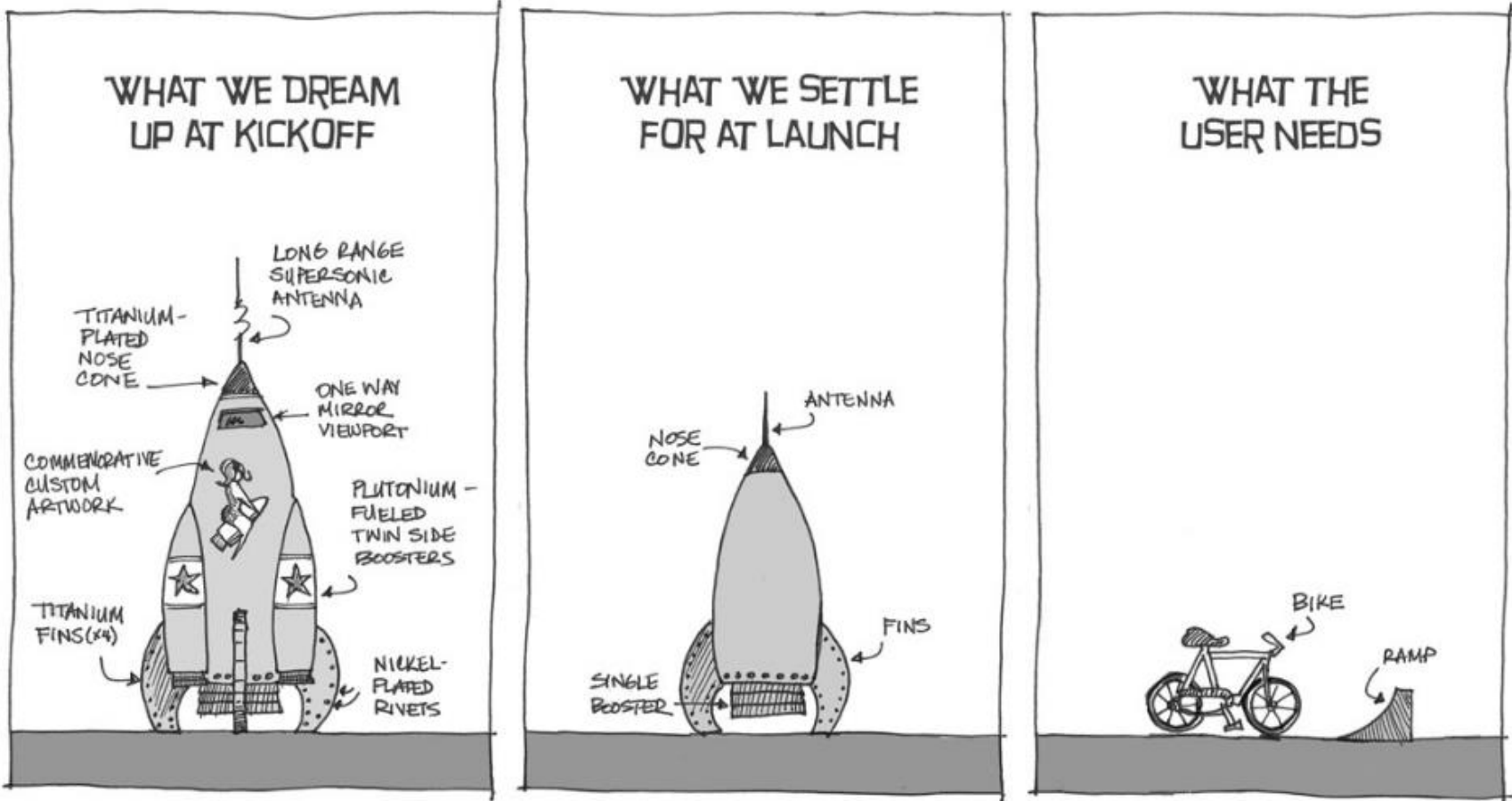


High Fidelity

Description	<ul style="list-style-type: none">• Robust Interactive “Working” Model
When to use	<ul style="list-style-type: none">• Throughout the process• Brainstorming or other collaboration sessions
Benefit	<ul style="list-style-type: none">• Show complex logic on a page• Show progression of adding features over time• Tool for Usability testing
Pitfall	<ul style="list-style-type: none">• Time consuming when needing to show multiple solutions• Learning curve of tools



THE UX DESIGNER PARADOX



BONUS 2015



Best Practices

Master the Tool

Find a tool with a quick learning curve

- Drag and drop interface
- Learning tutorials

Learn to build on the fly

Working in sprints, need to be fast

Create Masters and Templates

Common components of your prototype

Change in one place, change everywhere

Supports building on the fly

The screenshot shows a web application interface with a dark blue header. On the left is a logo and the text 'App Title'. On the right is 'Welcome [UserName]!' and 'Environment'. Below the header is a green navigation bar with links: 'Location', 'Items', 'Reason Codes', 'Quality Checks', and 'Notices', plus a refresh icon. Below the navigation bar is the text 'Page Title'. Underneath is a dark blue 'Add Item' button. At the bottom is a table with three rows of items.

Item 1	Type 1	Last Modified: 01/31/2014
Item 2	Type 2	Last Modified: 03/31/2014
Item 3	Type 3	Last Modified: 03/31/2014

Build on an Existing File

Start Simple

Continue to build the prototype over time

Add placeholders for future functionality

Help prioritize features

Use the Tool to Build Documentation

Add Comments, Notes, or Custom Information

Document as you use during discussions

See if the information can be exported

<h2>The Specification</h2>
Add New or Edit Registration
Jennifer Kalz
12/3/2015



Usability Reminders

User Base

Familiarity

Fidelity

Interactions

Consistency and Patterns

Clear Navigation

Clean Layout

Considerations

Disabilities

Feedback to user

Content & Internationalization

Profile the Users

- Exposure to computers and mobile devices
- Conditions user are working in
 - Factory workers vs Office workers
- Design of Application
 - Visual vs Grid based



Consistency and Patterns

Navigation of the solution

- Internal vs External facing application
- Drop rates, time to complete process, conversion rates, learning curve

Model to complete tasks

- Drag and drop
- Modal layout
- Grid layout

Patterns

- Error messaging placement and content
- Layout of common elements (e.g. Addresses, Contacts, etc)

Pattern Example

Logo App Title Configuration Schedule My Board Export Welcome [UserName]! Environment

Location Items Reason Codes Quality Checks Notices

Page Title

Add Item

Item 1	Type 1
Item 2	Type 2
Item 3	Type 3

Logo App Title Configuration Schedule My Board Export Welcome [UserName]! Environment

Location Items Reason Codes Quality Checks Notices

Reason Codes

Add Reason Code

Converting

CT0022 - Reason 1	Date Created: 07/01/2014	Chargeback: Department 1
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Flexo

FX0001 - Reason 1	Date Created: 07/01/2014	Chargeback: Department 1
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Papermaking

PM0012 - Reason 1	Date Created: 07/01/2014	Chargeback: Department 2
PM0013 - Reason 2	Date Created: 07/01/2014	Chargeback: Department 1

Considerations

Disabilities

- Color Blindness
- Mobility

Feedback to User

- Error messaging
- Success messaging
- Interactions

Content and Internationalization

- Word spelling
- Color usage and meaning
- Time Zones

The image shows a login form titled "Login" with several accessibility annotations. A red error message box at the top states: "The email address / password you provided is not valid. Please try again or to reset your password [click here](#)". Below the error message are two input fields: "Email Address" and "Password", both marked with a green asterisk. To the right of the password field is a link that says "I forgot my Password". Below the password field is a checkbox labeled "Remember Me". At the bottom of the form is a blue "Login" button. Small blue squares with lines pointing to various elements (the error message, the input fields, the "I forgot my Password" link, the "Remember Me" checkbox, and the "Login" button) indicate where accessibility issues or annotations are present.



Call Outs

The Design Isn't Pretty

It's going to look like that?

That doesn't seem like the right color green...

Users who are visual will get hung up on look, content, images, etc.

Tips:

- Reinforce this is not the final product
- Final design, content, colors, images will be completed in the future
- Utilize Masters when available

Stakeholders may get hung up on future functionality

Could be a positive though...

Tips:

- Introduce the prototype appropriately
- Understand the future vision of the solution and when new features may come in
- Prototype should build over time
- Discuss prioritization

The Right Fidelity

Assess the level of fidelity needed to move forward

- Ask yourself if it's necessary
- Time adds up





Wrap Up

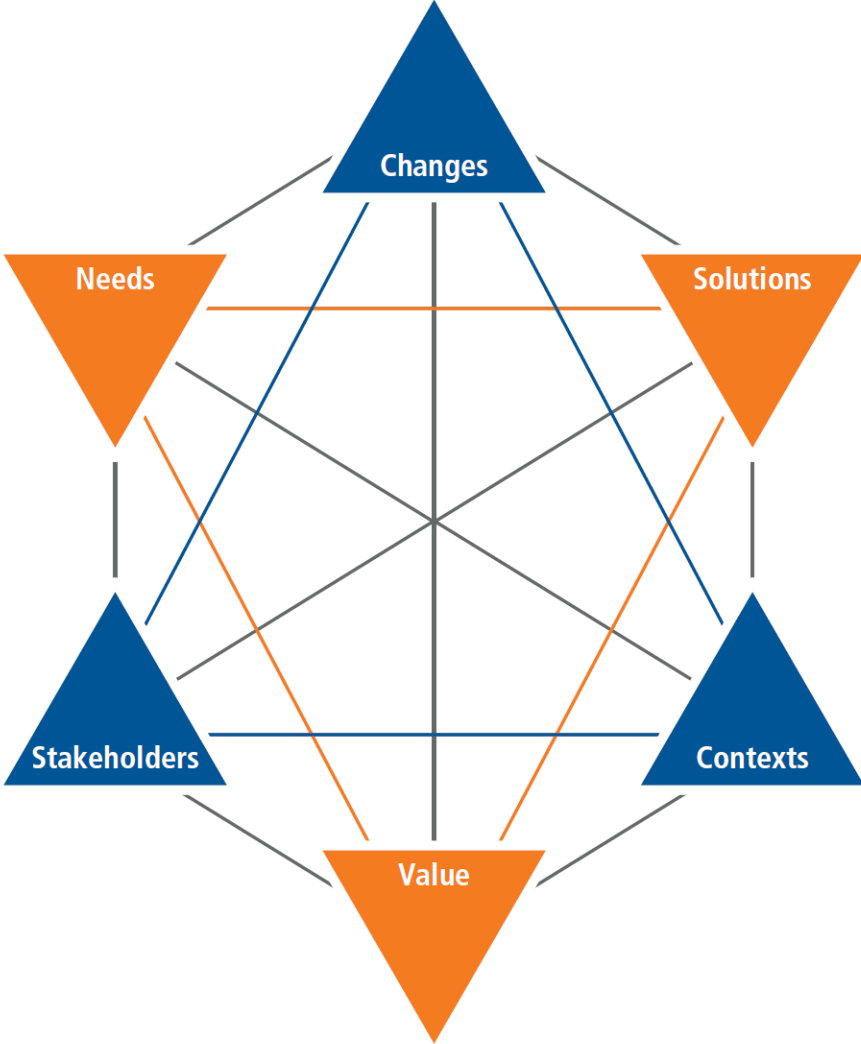
Call to Action

With your next solution use the prototyping technique

- Start with a simple sketch
- Get creative with this technique, this is not just for applications

Teach yourself a new tool, explore options available

Final Thoughts





Skyline Advisory & Consulting Services

Agile Enablement Services

- Coaching
- Certified Scrum Masters
- Training

Business Analysis

- Coaching and Mentoring
- Maturity Assessments
- Training
- Certified Business Analyst Professionals



Contact us:

Let's Talk! at letstalk@skylinetechnologies.com