

Designing UX: Prototyping: Because Modern Design is Never Static



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It's well known that identifying and fixing problems in design is easier and cheaper if it

can be done earlier in the process of design and build. That's because as the fidelity of the project we're working on increases, the effort involved in making changes increases. If we can test out early ideas to see if they work, in small chunks, then we can identify whether those ideas are going to work. To do this, we need to build prototypes. With easy-to-follow, practical advice, this book will show you how to use a number of different prototyping techniques to improve UX. It covers: The prototyping process Paper prototyping Interactive wireframing tools, such as Balsamiq and Axure Dedicated prototyping tools, including Marvel, Invision, and Adobe XD HTML prototypes How to use prototypes in your project workflow

作者介绍:

About the Author

Ben is co-founder and managing director at fffunction, a design agency in the South West of the UK. He trained as a product designer in the late 1990's and moved into the field of digital design shortly after. In doing so he brought user centred design principles to this relatively new field and has been applying them to digital projects ever since. At fffunction he wears many hats, but can be mostly be found solving design problems, running workshops, organising content into information architectures, sketching interfaces, building prototypes, and testing them with users. With a background of fifteen years experience in agency and in-house development, Dan is an all-rounder with strong technical and people skills in addition to user experience. He loves user research and bringing empathy for them into every step of a project. Dan loves the sea and gets in it or near it whenever he gets the chance. He likes good coffee, good beer, and good and bad flapjacks.

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