

Paper Prototyping

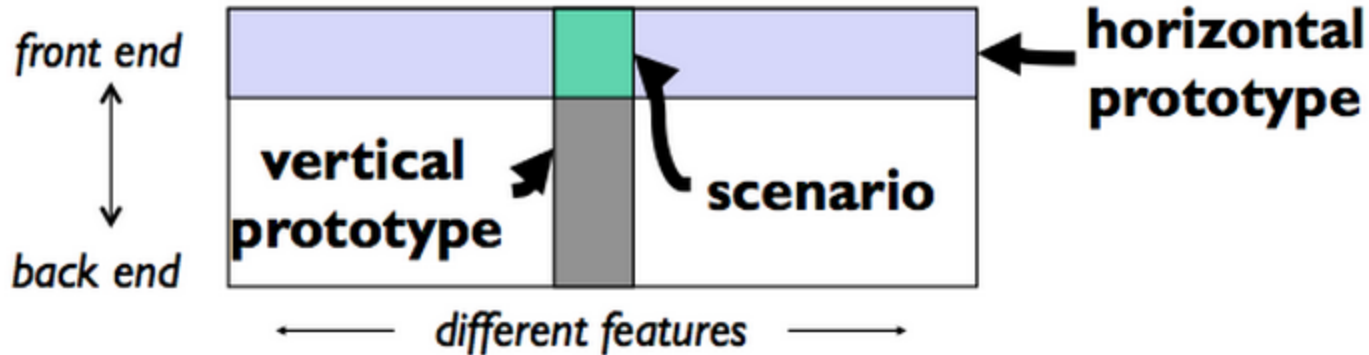
Prototype Fidelity

Low fidelity: omits details

High fidelity: more like finished product

Fidelity is Multidimensional

- Breadth: % of features covered
 - Only enough features for certain tasks
- Depth: degree of functionality
 - Limited choices, canned responses, no error handling



Paper Prototype

- Interactive paper mockup
 - Sketches of screen appearance, along with different menus, dialogue boxes
 - User can “swipe” and “type” on the screen
 - A person simulates the app’s actions
- Low fidelity in look and feel
- High fidelity in depth (person simulates backend)

Why Paper?

- Fast to build
 - Only kindergarten skills required
- Easy to change
 - Change between users
 - No temptation to keep things that are not working
- Focus attention on big picture, not details
- Users will be more likely to give negative feedback because it is “just a draft”

Program

Summer on Vacation

Morning

from 7:00 to 9:00 temperature 15

Day

11:00 to 5:00 15

Evening

5:00 to 12:00 15

Night

12:00 to 7:00 15

Date

Jun 05

Time

12:00 pm

Temperature

23

What You Can Learn

- | | |
|---------------|---|
| Model | Do users understand the model? |
| Functionality | Can the user do what's needed?
Are any features missing? |
| Navigation | Can users find their way around?
Do they get confused? |
| Terminology | Do users understand the labels? |

What You Can't Learn

- Look: color, font, whitespace, etc
- Feel: efficiency, response time
- Effects of small changes
- Exploration vs. deliberation
 - Users will be much more deliberate with a paper prototype and explore less

Ready, Set, Build

You have until break to create a paper prototype. Go, go, go!!

How to Test Your Prototype

Roles for your team

- **Computer**
 - Simulates prototype
 - Only give feedback a computer would (no hints!)
- **Facilitator**
 - Presents interface and tasks to user
 - Encourages user to “think aloud” by asking questions
- **Observer**
 - Keeps silent and takes tons of notes

How to Make a User Cry

1. The originally-scheduled user didn't show up, so they just pulled an employee out of the hallway to do the test
2. It happened to be her first day on the job
3. They didn't tell her what the session was about
4. She not only knew nothing about the interface to be tested (which is fine and good), but also nothing about the domain—she wasn't in the target user population at all
5. The observers in the room hadn't been told how to behave (i.e., shut up)
6. One of those observers was her boss
7. The tasks hadn't been pilot tested, and the first one was impossible.

Briefing Your Users

- Give the user information
 - Provide an overview of the problem and solution
 - Tell the user about the user they are supposed to represent
- Make the user comfortable
 - The user can quit at any time
 - You are testing the interface, not the user
 - Any problems are the fault of the interface, not the user
 - Try and keep the user's data anonymous
 - The user is always right

How to be a Good User

- Users should think aloud
 - What they think is happening
 - What they're trying to do
 - Why they took an action
- Problems
 - Say if anything feels weird
- Another approach: use a pair of users

Today's Assignment

- Test your paper prototypes!
 - Assign roles for your team
 - Prepare your user brief
 - Go through a practice run with someone on your team
 - Test, test, test!
- Be users for other teams
 - You should each test at least one other team's prototype. Don't forget, be vocal