“Interaction design without prototyping is like cooking without tasting.”

- Craig Villamore cvil.ly

I DON’T WIREFRAME
I want to taste the food I’m making.
Prototyping is a Design Process
Prototyping offers a better way to work through and validate your design.
“You can fix it on the drafting board with an eraser, or on the construction site with a sledgehammer.”

- Frank Lloyd Wright
PROTOTYPES ALLOW YOU TO
FAIL IN A LOW COST ENVIRONMENT
IF YOU AREN’T FAILING, YOU’RE NOT TRYING HARD ENOUGH.
It might end up like this, but...
It always starts with a sketch
Wilco Widgets

- Midwest Region Sales Event
  Sales events for Chicago, Minneapolis and the surrounding area.

  Decision Criteria
  - Metro 4
  - Campaign 6
  - Publisher Any
  - Time of Day Unspecified

  Output Results
  - Vehicle 17
  - Headline 20
  - Call to Action 4
  - Active
  - 10d 2h 8m ago
  - 10,872

- Northeast Region Sales Event
  Sales events for Boston and the tri-state area.

  Decision Criteria
  - Metro 6
  - Campaign 2
  - Publisher Any
  - Time of Day Unspecified

  Output Results
  - Vehicle 17
  - Headline 20
  - Call to Action 4
  - Inactive
Next, a few rounds in grayscale
Finish it off with some sex appeal
HTML DOCTYPEs

```xml
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN"
 "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
</html>

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
</html>

<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
 "http://www.w3.org/TR/html4/loose.dtd">
</html>

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Frameset//EN"
 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-frameset.dtd">
</html>

<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Strict//EN"
 "http://www.w3.org/TR/html4/strict.dtd">
</html>

<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
 "http://www.w3.org/TR/html4/loose.dtd">
</html>
```
HTML5 DOCTYPE

<!DOCTYPE HTML>
HTML5 TAGS

<address>  <header>
<audio>  <hgroup>
<article>  <input>
<aside>  <meter>
<canvas>  <nav>
<datalist>  <progress>
<div>  <section>
<p>  <table>, <th>, <tr>, <td>
<dl>, <dt>, <dd>  <time>
<ol>, <ul>, <li>  <video>
<fieldset>  <footer>
<iframe>
HTML5 TAGS

<address>
<audio>
<article>
<aside>
<canvas>
<datalist>
<div>
<p>
<dl>,  <dt>,  <dd>
<ol>,  <ul>,  <li>
<fieldset>
<footer>
<header>
<hgroup>
<input>
<meter>
<nav>
<progress>
<section>
<table>,  <th>,  <tr>,  <td>
<time>
<video>
A typical HTML page will use divs with IDs and Classes to create the structure.

```
div id=header

div id=nav

div id=content

div id=sidebar

div id=footer
```
HTML5 gives semantic meaning to these structures, which previously required IDs and Classes.
PRO TIP: UPDATE YOUR RESET.CSS

article, aside, footer, header, hgroup, nav, meter, progress, section
{
  display: block; margin: 0; padding: 0; border: 0; font-weight: inherit; font-style: inherit; font-size: 100%; font-family: inherit; vertical-align: baseline; list-style: none; outline: none
}
WHAT ABOUT THIS LITTLE BASTARD?

IE needs a little help from our friend JavaScript. Modernizer/HTML5shiv to the rescue.

http://modernizr.com
http://html5shiv.googlecode.com/svn/trunk/html5.js
PRO TIP: SMACK IE INTO SHAPE

<!DOCTYPE html>
<html>
<head>
<!--[if lt IE 9]>
<![endif]-->
</head>
NEW HTML5 INPUT TYPES

color
date
datetime
datetime-local
e-mail
number
month
range
search
tel
time
week
url
# NEW HTML5 INPUT TYPES

<table>
<thead>
<tr>
<th>color</th>
<th>time</th>
</tr>
</thead>
<tbody>
<tr>
<td>date</td>
<td>week</td>
</tr>
<tr>
<td>datetime</td>
<td>url</td>
</tr>
<tr>
<td>datetime-local</td>
<td></td>
</tr>
<tr>
<td>email</td>
<td></td>
</tr>
<tr>
<td>number</td>
<td></td>
</tr>
<tr>
<td>month</td>
<td></td>
</tr>
<tr>
<td>range</td>
<td></td>
</tr>
<tr>
<td>search</td>
<td></td>
</tr>
<tr>
<td>tel</td>
<td></td>
</tr>
</tbody>
</table>
Instant mobile advantage
Gettin’ Sexy with CSS3
IT’S THE NEW PHOTOSHOP, YO!
CSS3 SELECTORS

* :first-letter :nth-last-of-type()
E :first-letter :empty
.class :first-line :not()
#id :first-line :target
E F E[attribute^=value] :enabled
E > F E[attribute$=value] :disabled
E + F E[attribute*=value] :checked
E[attribute] E ~ F
E[attribute=value] :root
E[attribute~=value] :last-child
E[attribute|=value] :only-child
:first-child :nth-child()
:lang() :nth-last-child()
:before :first-of-type
::before :last-of-type
:after :only-of-type
::after :nth-of-type()
CSS3 SELECTORS

* :first-letter :nth-last-of-type()
E ::first-letter :empty
.class :first-line :not()
#id ::first-line :target
E F E[attribute^=value] :enabled
E > F E[attribute$=value] :disabled
E + F E[attribute*=value] :checked
E[attribute] E ~ F :root
E[attribute=value] :last-child
E[attribute~=value] :last-child
E[attribute|=value] :only-child
E:first-child :nth-child()
:lang() :nth-last-child()
:before :first-of-type
::before :last-of-type
:after :only-of-type
::after :nth-of-type()
WMCurbside.com

Observations: 929  Judgements: 25  Concepts: 30

Descriptors
- WM Customer: 294
- Non-Customer: 275
- Services: 115
- Quote: 83
- Online: 61

Themes
- Influencer - Price: 26
- Opportunity - Environmental Value: 19
- Research Expectation: 0

Recent Activity

Matthew Ventre added an Observation 6 months
Would've been good to be able to put in who referred you on the website. She gave a promo code to her neighbors and friends when she signed up, but would've been nice to get recognized w/ a free month for referring people.

Judy Philip added an Observation 6 months
The second company was super nice but found it annoying that they had specific rules about recycling. I have to buy clear plastic bags to put this in. I have so many things to do that it was not where I wanted to spend my time.

Judy Philip added an Observation 6 months
Anytime a company offers us a paperless option we go paperless.

Judy Philip added an Observation 6 months
If you gave me something for the grocery store, yes I would use that.
BORDER RADIUS

-moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px;

Fancy Button
TEXT SHADOW

text-shadow: 1px 1px 0 #d2572b;
BOX SHADOW

-moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px;
-webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px;
box-shadow:rgba(218,218,218,.6) 0 0 0 3px;

Fancy Button
BACKGROUND GRADIENT

background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b);
background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b));
ANATOMY OF A CSS3 BUTTON

.btn-primary {padding:.5em .9em; background: #e67646; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b); -moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; -webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; box-shadow:rgba(218,218,218,.6) 0 0 0 3px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:#ddd 0 0 0 2px; -webkit-box-shadow:#ddd 0 0 0 2px; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b;}

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.btn-primary {padding:.5em .9em; background: #e67646; background:-webkit-gradient(linear, 0% 0%, 0% 100%, from(#eb9972), color-stop(0.55, #e67646), to(#d2572b)); background:-moz-linear-gradient(center top, #eb9972, #e67646 55%, #d2572b); -moz-border-radius:6px; -webkit-border-radius:6px; border-radius:6px; border:1px solid #bc6647; -moz-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; -webkit-box-shadow:rgba(218,218,218,.6) 0 0 0 3px; box-shadow:rgba(218,218,218,.6) 0 0 0 3px; font-size: 1.375em; font-weight: 500; color: #fff; text-shadow: 1px 1px 0 #d2572b;}
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### Midwest Region Sales Event
Sales events for Chicago, Minneapolis and the surrounding area.

<table>
<thead>
<tr>
<th>DECISION CRITERIA</th>
<th>OUTPUT RESULTS</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro</td>
<td>Vehicle</td>
<td>17</td>
</tr>
<tr>
<td>Campaign</td>
<td>Headline</td>
<td>20</td>
</tr>
<tr>
<td>Publisher</td>
<td>Call to Action</td>
<td>4</td>
</tr>
<tr>
<td>Time of Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unspecified</td>
</tr>
</tbody>
</table>

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Sales events for Boston and the tri-state area.

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### National Sports Networks
Rules for any sports publisher.

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</tr>
</tbody>
</table>

---

Hi-fi color/Hi-fi functional
Build all the pieces first
Add some interaction with jQuery

```javascript
// Core global JS functions
$(function() {

    // Global initializations
    $(document).ready(function() {
        $('toggle').hide(); // Global hide function. Use this to hide anything on the page when the document is ready
        $('input, textarea').placeholder(); // Sets up placeholder for browsers w/o native support
    });

});
```
Show me some of that sexy self heal
# Midwest Region Sales Event

Sales events for Chicago, Minneapolis and the surrounding area.

**Decision Criteria**

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<tr>
<td>Any</td>
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</table>

**Output Results**

<table>
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<tbody>
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**Active**

10d 2h 8m ago

**10,872**

---

# Northeast Region Sales Event

Sales events for Boston and the tri-state area.

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</tr>
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**Inactive**

23d 16h 41m ago

**9600**

---

# National Sports Networks

Rules for any sports publisher.

**Decision Criteria**

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<tr>
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</tr>
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<tbody>
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</table>

**Archived**

116d 7h 54m ago

**72,300**
RESOURCES

HTML5 SPEC  http://www.w3.org/TR/html5

CSS3 SPEC  http://www.w3.org/Style/CSS/current-work.en.html

HTML5SHIV  http://html5shiv.googlecode.com/svn/trunk/html5.js

MODERNIZER  http://modernizr.com

DIVE INTO HTML5  http://diveintohtml5.org

HTML5/CSS3  http://realworldcss3.com/resources/

REFRAMER APP  http://getreframer.com
Prototyping: a Practitioner’s Guide

Guerrilla UX Research Methods
Fall of 2011

@zakiwarfel