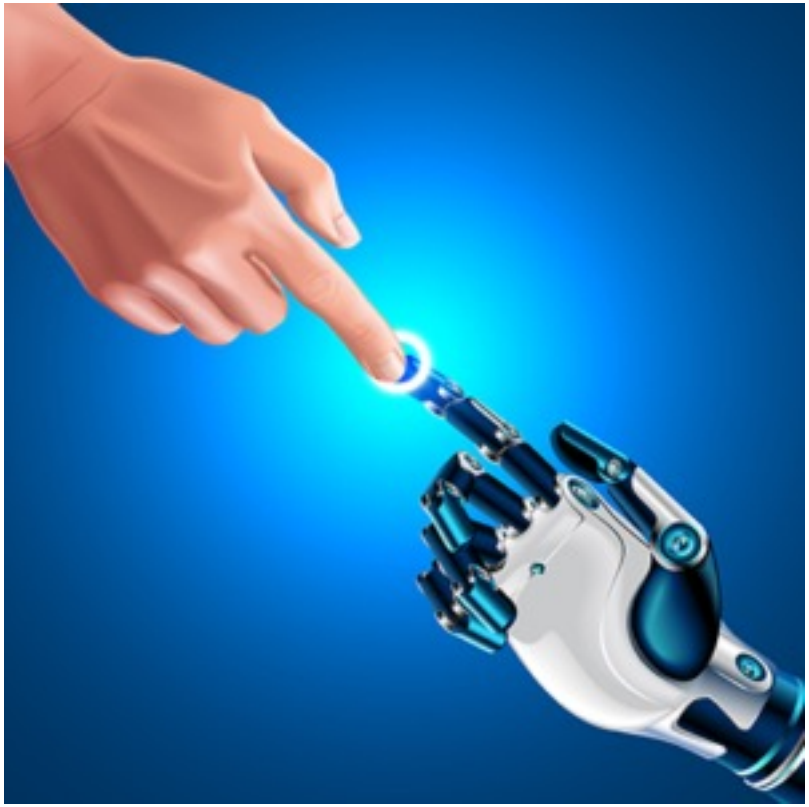
HUMAN COMPUTER INTERACTION

LECTURE 8



KASSYMOVA AIZHAN BAKHYTZHANOVNA,
PHD, ASSOCIATE PROFESSOR

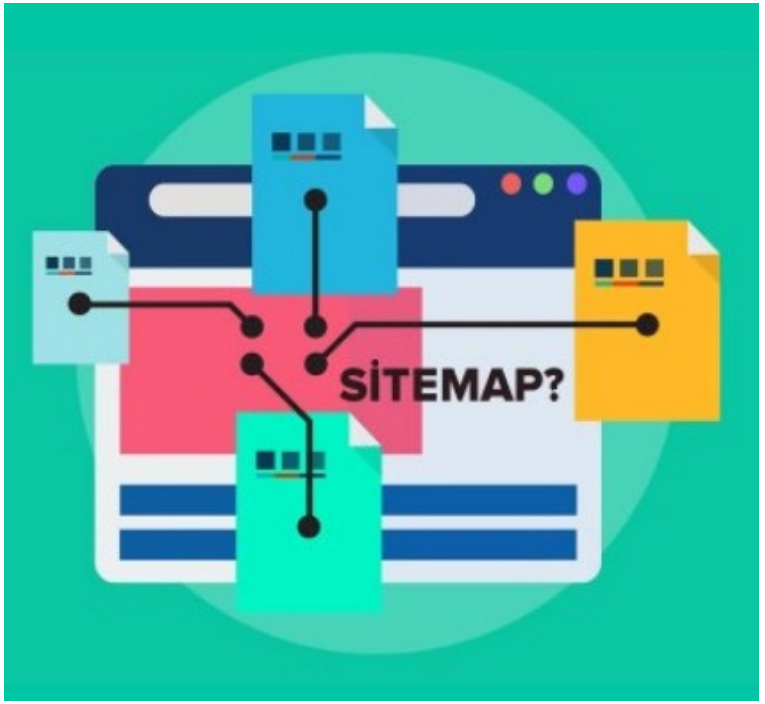
A.KASSYMOVA@SATBAYEV.UNIVERSITY

LESSON PLAN

- **Sitemaps**
- **Wireframes and Mockups**

WHAT IS A SITEMAP

- Visual layout of website pages organized in a hierarchical fashion
- Top-down view of the site structure and content
- Allows users to find a specific page they are looking for
- Helps users understand the overall structure of the site
- Typically created in HTML and XML

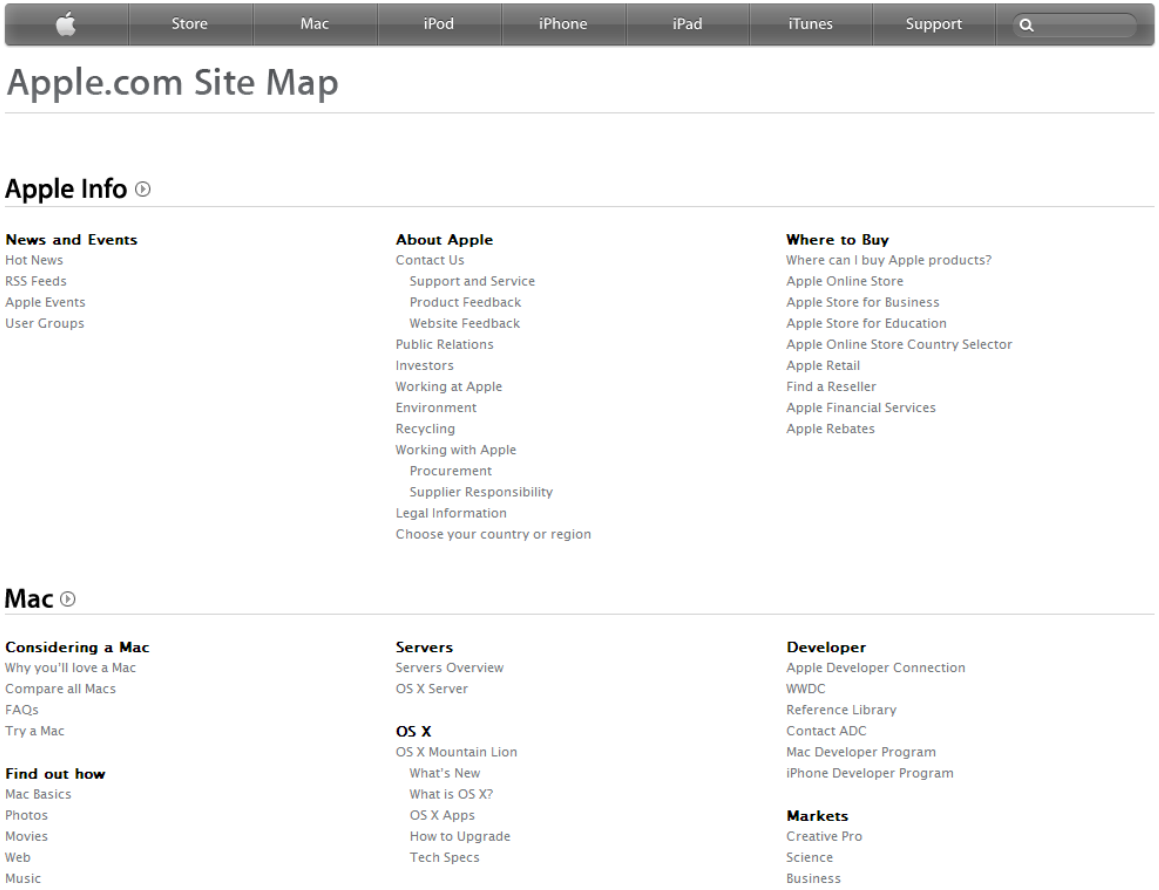


WHAT SHOULD A SITEMAP CONTAIN?

The sitemap needs to have a few key attributes:

- **A homepage/home screen item at the top**
- **A reference number for each item in the sitemap (This helps when creating wireframes or functional specifications)**
- **A label for each item in the site map**

WHAT SHOULD A SITEMAP LOOK LIKE?



Store | Mac | iPod | iPhone | iPad | iTunes | Support

Apple.com Site Map

Apple Info

News and Events
Hot News
RSS Feeds
Apple Events
User Groups

About Apple
Contact Us
- Support and Service
- Product Feedback
- Website Feedback

Public Relations
Investors
Working at Apple
Environment
Recycling
Working with Apple
- Procurement
- Supplier Responsibility

Legal Information
Choose your country or region

Where to Buy
Where can I buy Apple products?
Apple Online Store
Apple Store for Business
Apple Store for Education
Apple Online Store Country Selector
Apple Retail
Find a Reseller
Apple Financial Services
Apple Rebates

Mac

Considering a Mac
Why you'll love a Mac
Compare all Macs
FAQs
Try a Mac

Find out how
Mac Basics
Photos
Movies
Web
Music

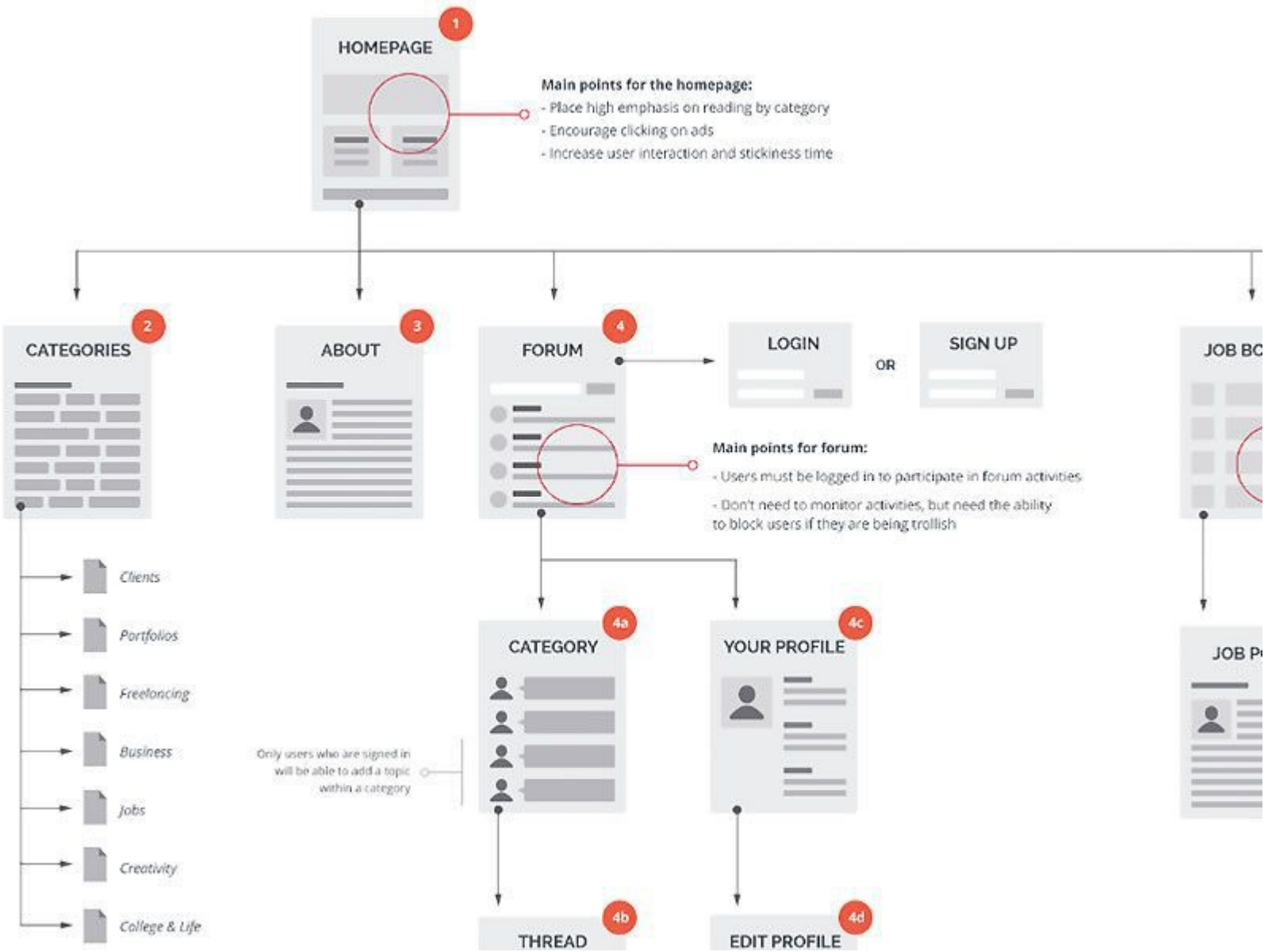
Servers
Servers Overview
OS X Server

OS X
OS X Mountain Lion
- What's New
- What is OS X?
- OS X Apps
- How to Upgrade
- Tech Specs

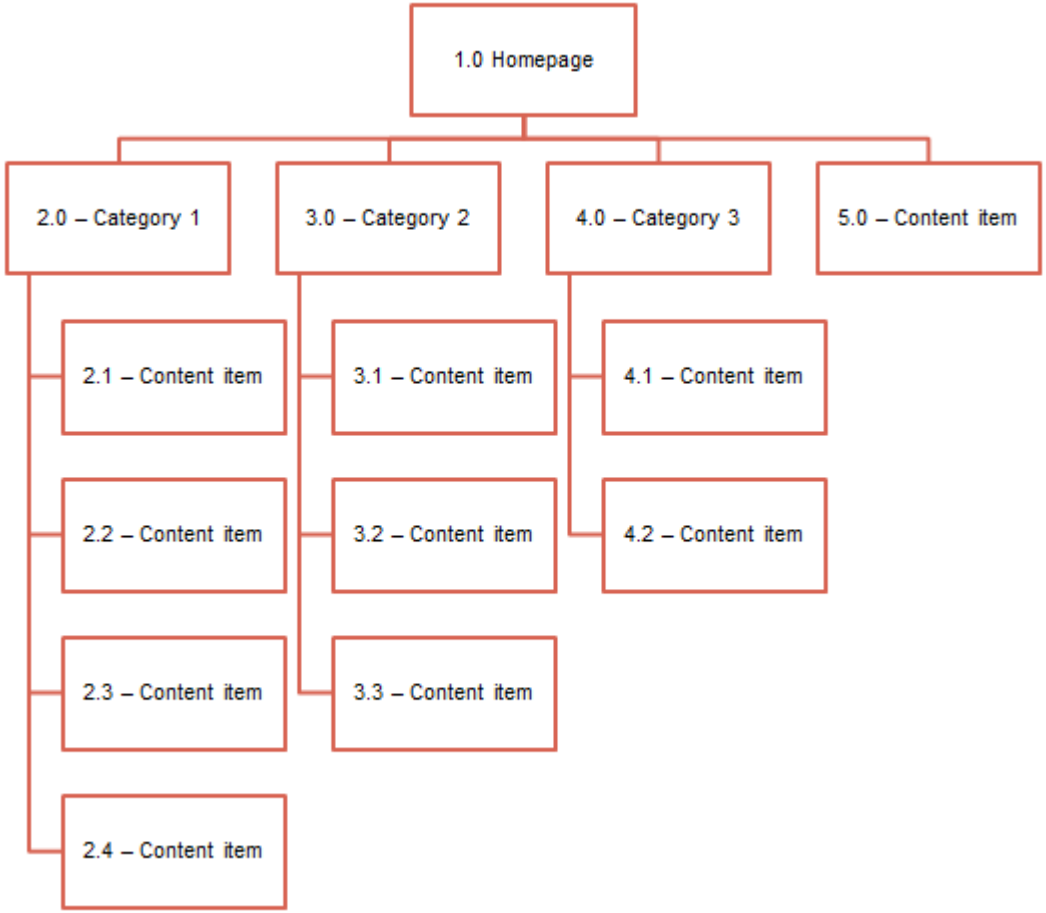
Developer
Apple Developer Connection
WWDC
Reference Library
Contact ADC
Mac Developer Program
iPhone Developer Program

Markets
Creative Pro
Science
Business

WHAT SHOULD A SITEMAP LOOK LIKE?



WHAT SHOULD A SITEMAP LOOK LIKE?



WHAT ARE WIREFRAMES AND MOCKUPS?

- **Clarify the visual design for an interface**
- **Lay the foundation for the link between design and development**
- **Wireframes and mockups should:**
  - Be easily understood by a variety of people and audiences
  - Be actionable
  - Convey and communicate original intent, vision and expectations
  - Create excitement
  - Affect the rest of development
  - Readily allow for discussion and collaboration
  - Readily allow to you track the progress made in design and development

WHAT IS A WIREFRAME?

- **A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements.**
- **It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs.**

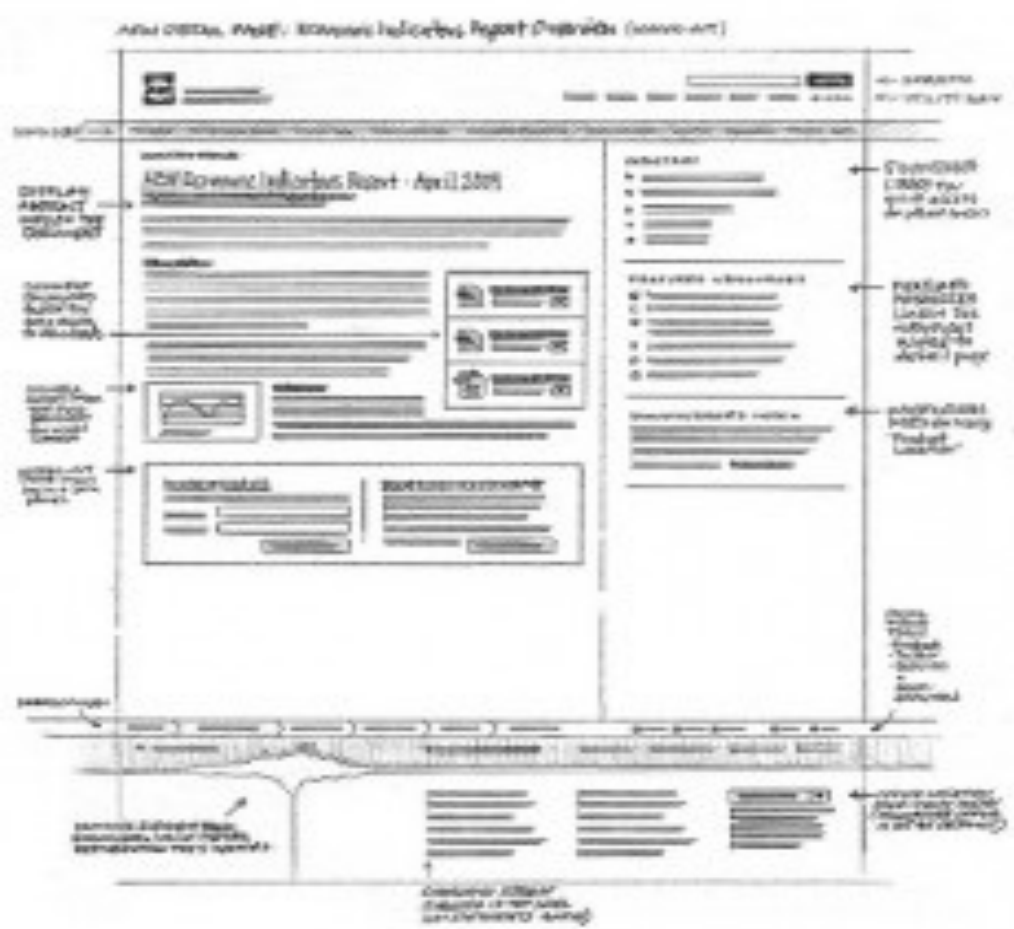
The wireframes are the floor plan for your website, creating a vessel for which design and content can flow into.

They are useful for a number of reasons:

- Giving visual designers a basis to begin creating screens
- Using as a reference point for functional specifications
- Communicating the functionality you are going to build with stakeholders without muddying the waters with visual design elements or branding
- Exploring ideas without the difficulty of change inherent in Photoshop mockups
- Using as a basis for prototyping and for user testing ideas early on

WHEN DO I CREATE A WIREFRAME?

Wireframes are generally created after your initial persona, user journey, sitemap and other discovery activities are completed.



HOW DO I CREATE A WIREFRAME?

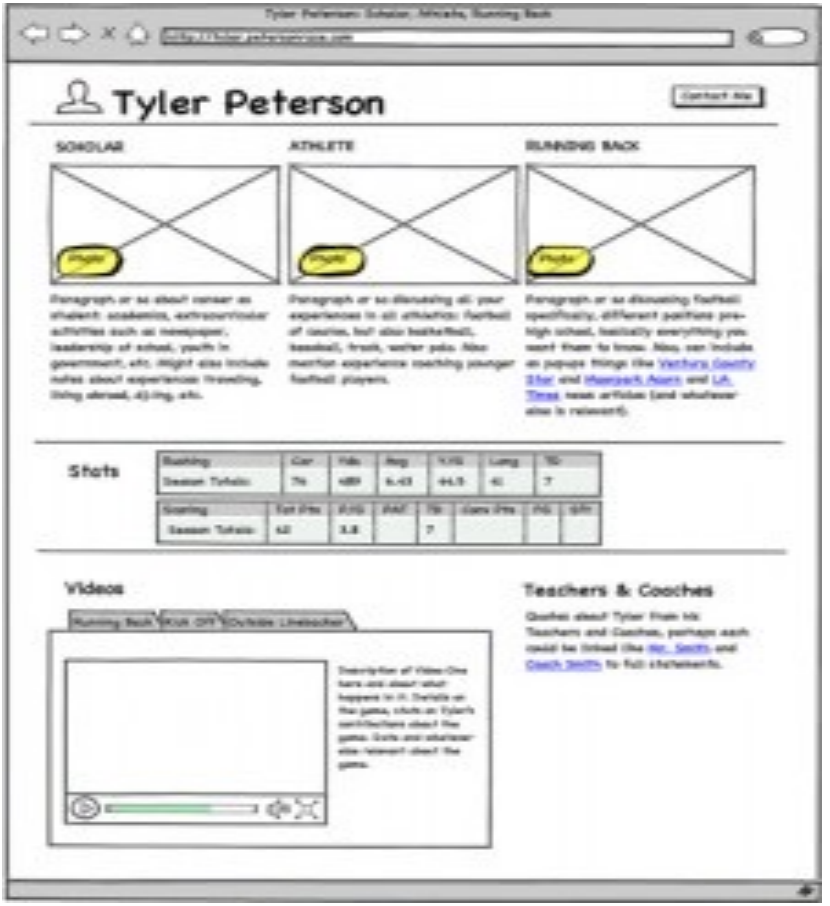
- **Tools**
  - If you are going low fidelity then all you need is a pen and paper.
  - If you are going the software route you are best off using one designed for the task as they contain reusable common UI elements to make the process faster (Figma, Balsamiq, Fluid UI etc.)
  - It is important that the wireframe provides a realistic representation of the intended final page, but your time should be spent making sure the right things are on the page, in the right place and on the right page rather than making it look pretty.
- **Content**
  - you need to be thinking about what sort of information the user needs to see on this page, what type of language should be used for calls to action and where supporting content should be.
- **Layout**

WHAT SHOULD A WIREFRAME CONTAIN?

- A reference number which links the page back to your site map
- A page title, again linking back to the site map
- Depending on the intended audience you may wish to place call outs in order to describe interactions or different states on the UI
- Any other supplementary information such as if you are using a particular template (in the case of a CMS) or notes on the rationale for certain decisions

WHAT SHOULD A WIREFRAME LOOK LIKE?

Most wireframes are essentially black and white diagrams with various UI elements and notes upon them. In most cases they should be devoid of imagery, branding and colour (aside from links/call outs).



WHAT'S THE DIFFERENCE BETWEEN WIREFRAMES AND MOCKUPS?

Wireframes:

- Are like blueprints in architecture or civil engineering
- Emphasize functionality rather than form
- Convey structure and layout of the design
- Include information on order, navigation, and organization of content

Wireframes typically include:

- Different types of information to be displayed
- Range of features and functionality available
- Relative priorities or order of information and functions
- Rules for displaying certain types of information
- Possible effects of different interaction on display behavior

WHAT'S THE DIFFERENCE BETWEEN WIREFRAMES AND MOCKUPS?

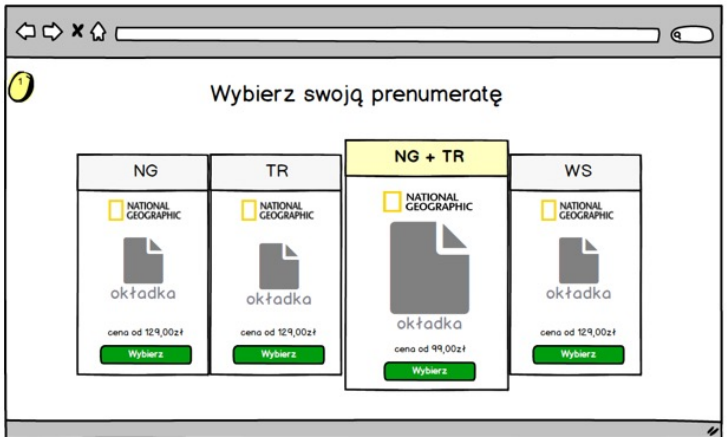
Mockups:

- Emphasize form rather than functionality
- Communicate the visual aspects of the design
- Include fonts, colors, and images
- Are used by designers and developers to implement the actual designs
- Complement and add detail to wireframes:
  - Fill in any missing detail, such as text and content, font, images and color
  - Fill in to make the user experience fully detailed

WIREFRAME VS MOCKUP

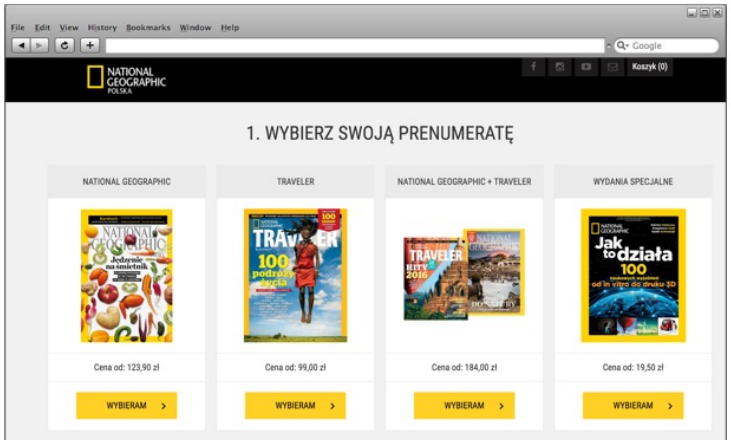
WIREFRAME

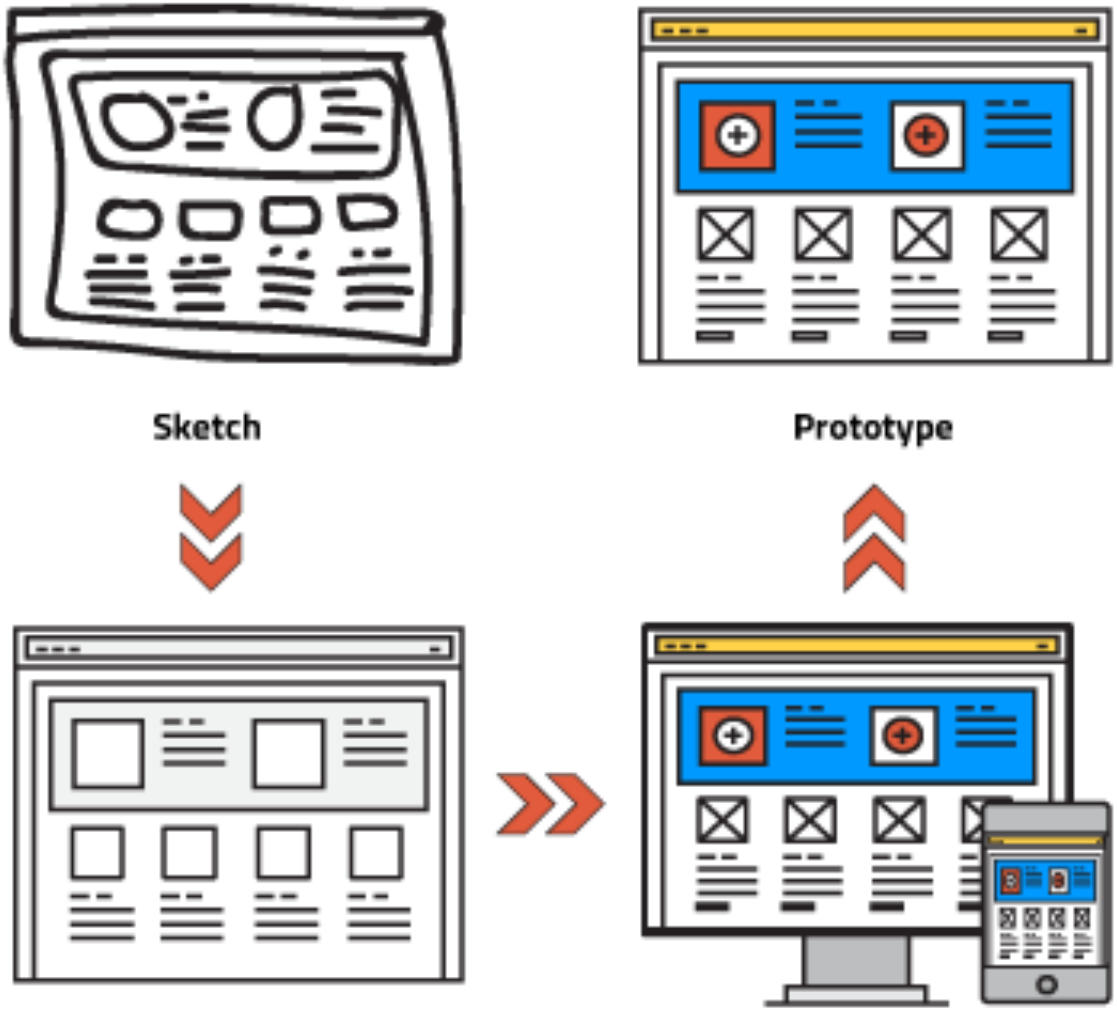
Structure + Functions + Content



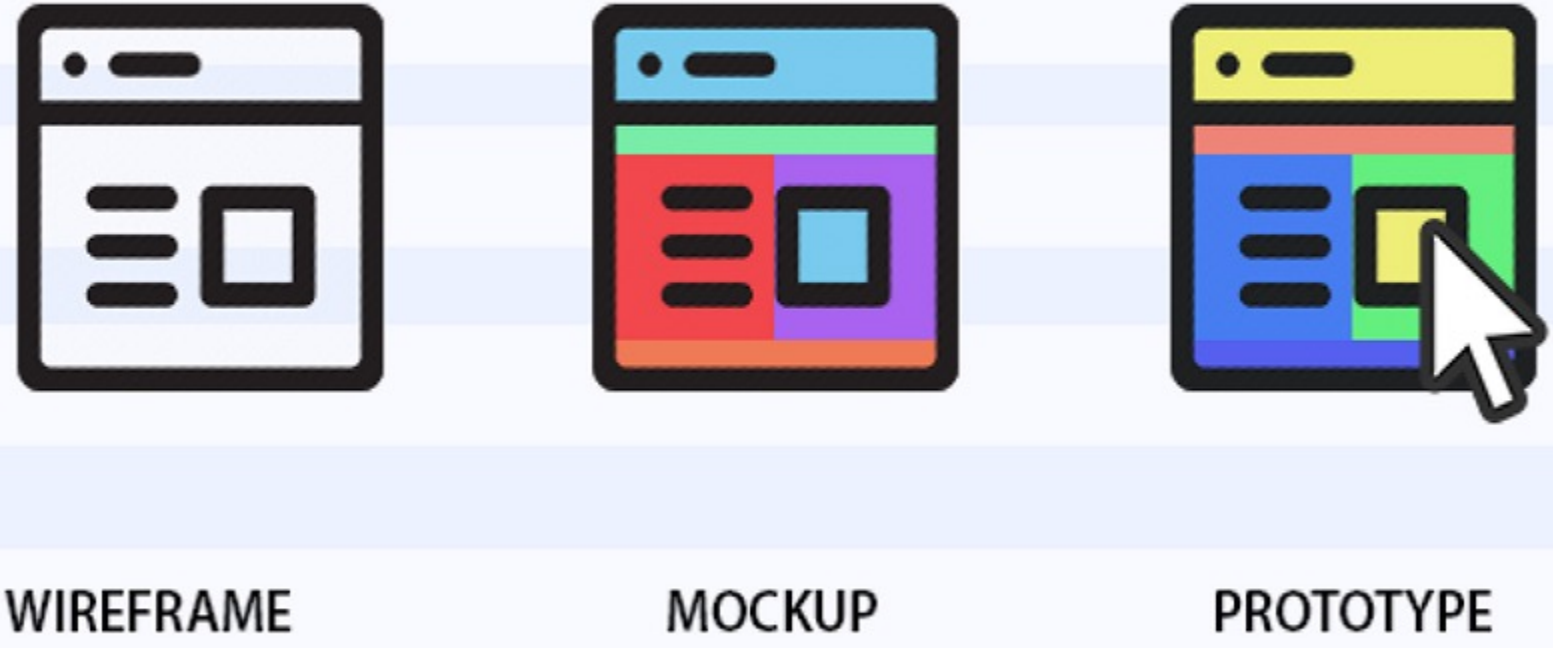
MOCKUP

Style + Colours + Right Content

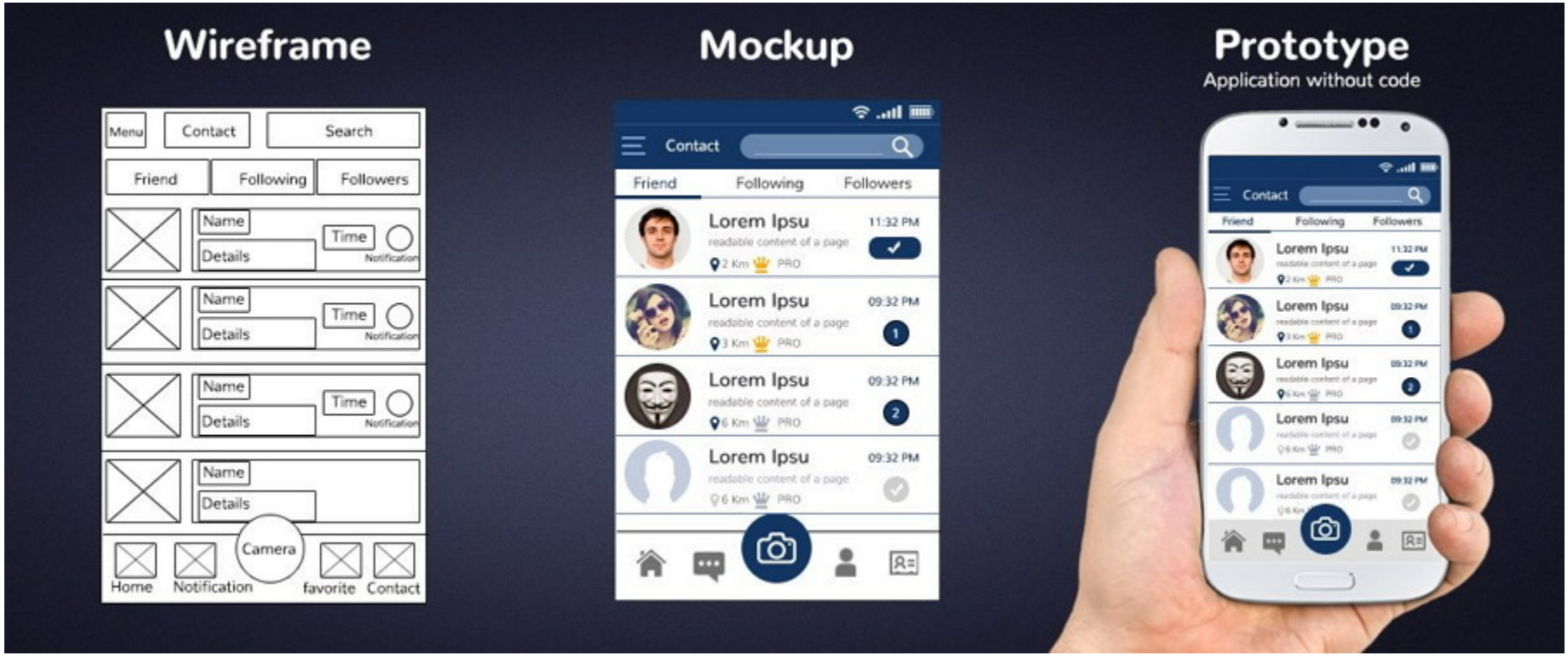


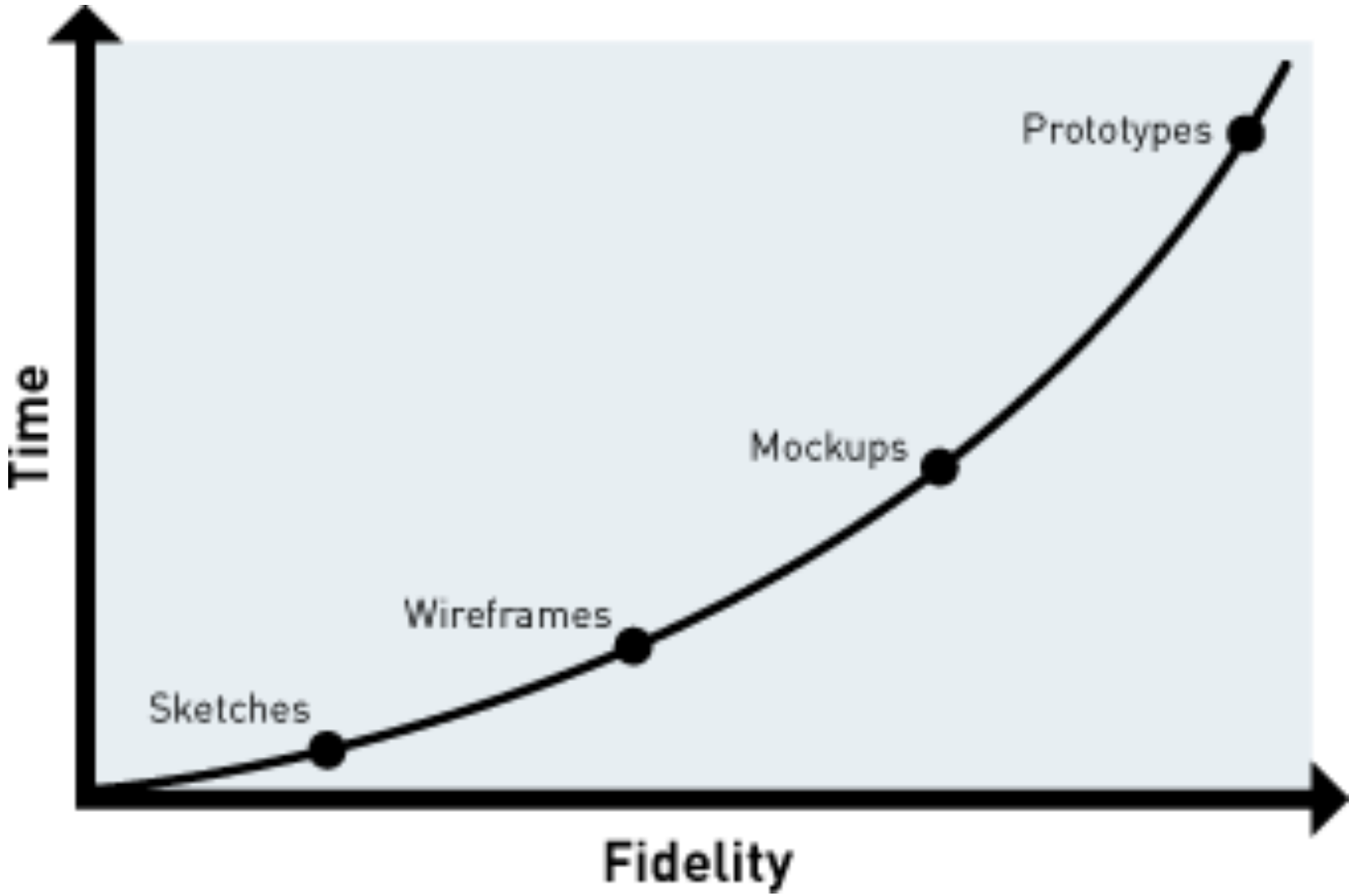

Sketch
Prototype
Wireframe
Mockup

WIREFRAME VS MOCKUP VS PROTOTYPE



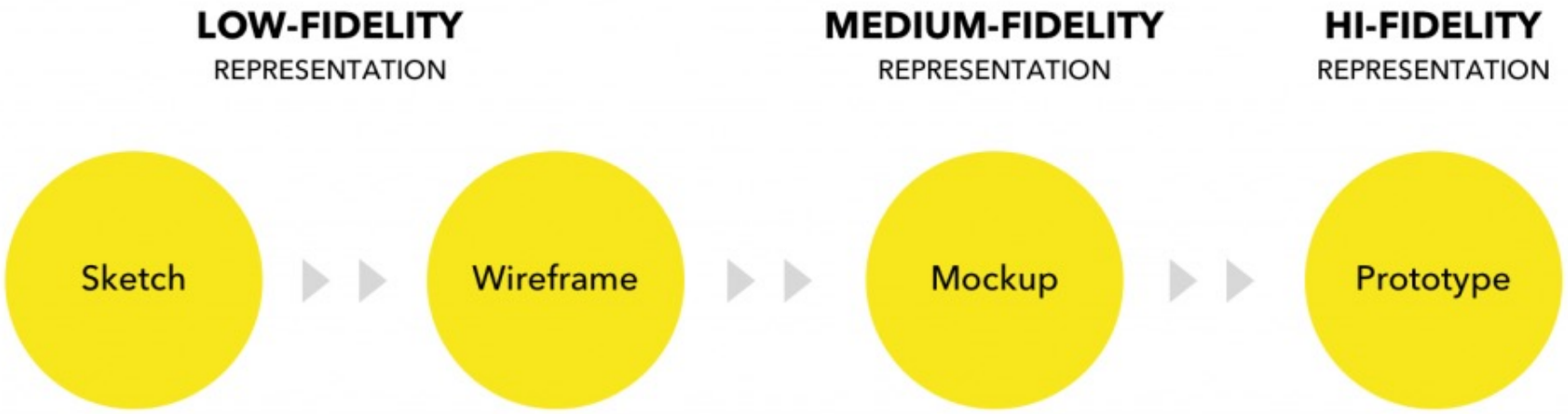
WIREFRAME VS MOCKUP VS PROTOTYPE



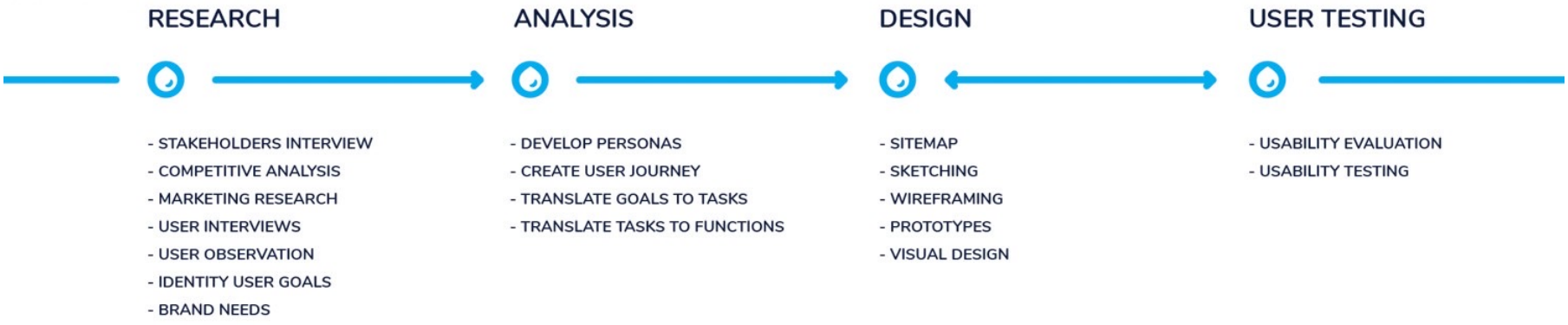

Time
Prototypes
Mockups
Wireframes
Sketches
Fidelity

	Key aspects	What to use for
Wireframe	Basic representation of design elements	Communication, documentation
Prototype	Interactivity	Interactive user testing, UI design
Mockup	Static visualization, branding	Stakeholder design buy-in

Process of designing your first app



4 MAIN STEPS IN UX/UI DESIGN



	1st Competitor	2nd Competitor	3rd Competitor
User Frendly	−	+	+
Modern	+	−	−
Good Looking	+	+	−
Easy Ordering	−	−	−

Juan Vindas

TRANSPORTISTA

"Disfruto la satisfacción de mis clientes y hacer mi trabajo de manera profesional

DEMOGRAPHICS

Desamparados, Costa Rica

45 años • 15 años de experiencia

Casado • Primaria completa

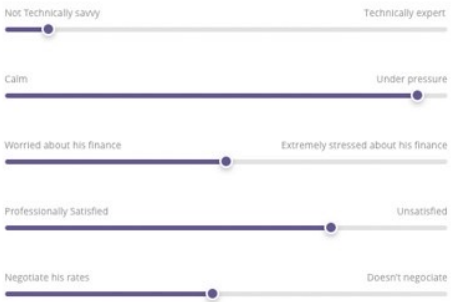
Huawei Y5
(Low performance device)

93% 6% 1%

ABOUT JUAN

Juan Vindas es un transportista vecino de Desamparados. Tiene 15 años de experiencia en el negocio. Normalmente su día a día inicia a las 7 de la mañana, en donde sale a buscar clientes en almacenes o establecimientos específicos, como Las Gravilias. Cuenta con camión propio y también tiene algunos clientes fijos, normalmente las buenas referencias hacen que consiga nuevos clientes, con los cuales mantiene contacto principalmente por llamadas y por Whatsapp.

Juan es una persona honrada y tarbajadora, que vive bajo un alto nivel de estrés y preocupación debido al alto costo de la vida, la falta de clientes y bajas tarifas de transporte. También se desmotiva por la competencia desleal y el alto problema de tráfico que enfrenta el país. Juan con mucho esfuerzo terminó la escuela, su nivel socio económico es bajo, por lo que no tiene acceso a alta tecnología.



RATIONAL NEEDS

- Encontrar buenos clientes
- Solventar sus gastos y deudas
- Obtener un pago justo por sus servicios
- Obtener buenas recomendaciones
- Tener información clara sobre direcciones

EMOTIONAL NEEDS

- Ser independiente
- Disfrutar la satisfacción de los cliente
- Socializar
- Trabajo honesto
- Brindar un buen servicio

PAIN POINTS

- Presión financiera.
- Daños y huecos en los caminos.
- Malas direcciones.
- Exceso de transito / Presas.
- Irrespeto a la señalización de transito.
- Precio del combustible.
- Mala comunicación
- Falta de trabajo.
- Competencia desleal.
- Desgaste físico.
- Colegas malintencionados

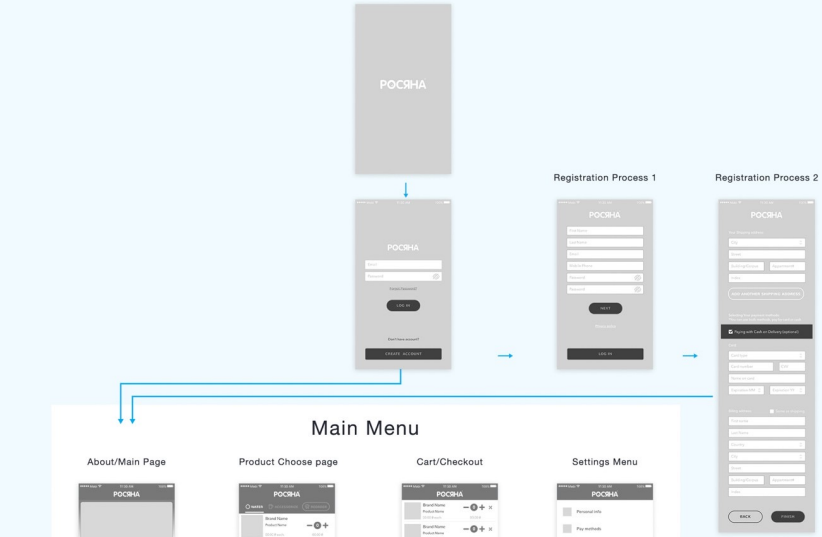
MUST GIVE HIM

- Buenos y fáciles canales de comunicación
- Una herramienta fácil de usar *(Baja curva cognitiva)*
- Soporte a tecnología de muy bajo rendimiento
- Información de transito / tráfico
- Compensación económica justa
- Información actualizada de tarifas

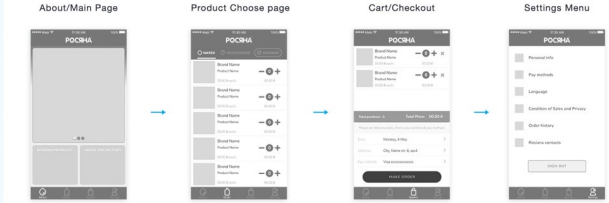
INFORMATION ARCHITECTURE

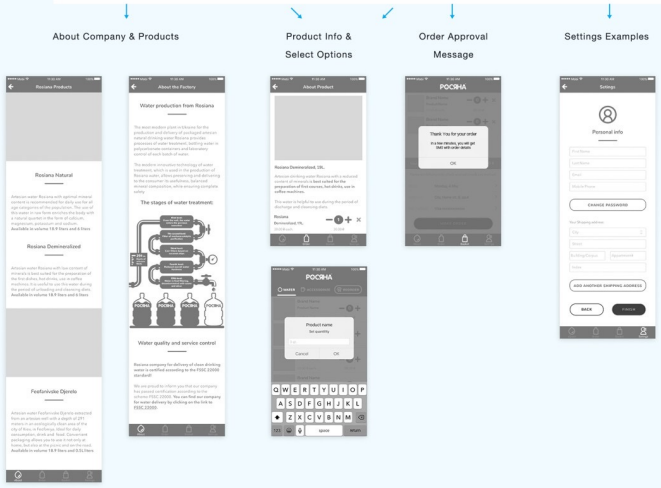
WIREFRAMES

Enter Process Login/Registration

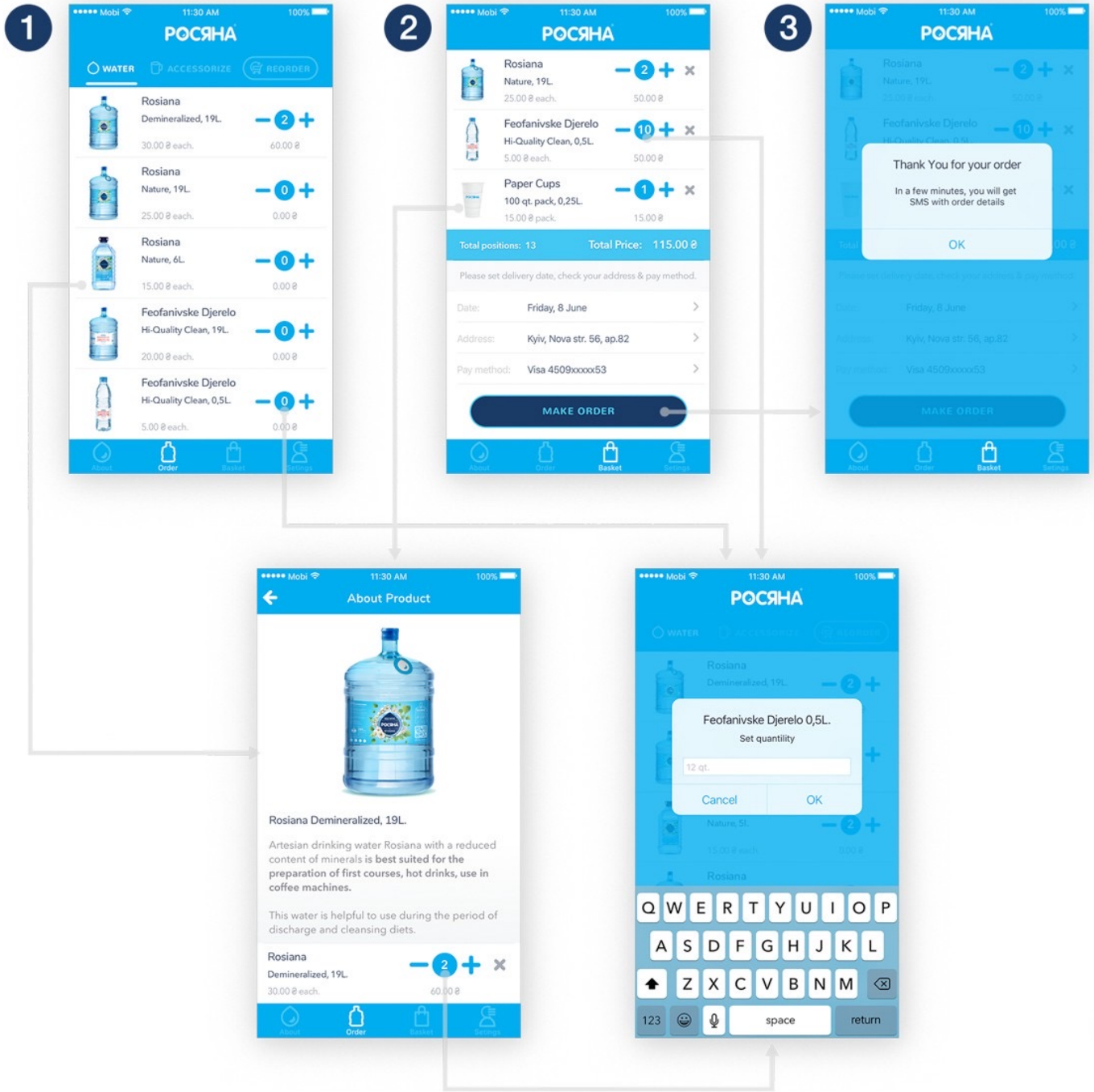


Main Menu





About Product
Rosiana Demineralized, 19L
Rosiana Demineralized, 19L.
Artesian drinking water Rosiana with a reduced content of minerals is best suited for the preparation of first courses, hot drinks, use in coffee machines.
This water is helpful to use during the period of discharge and cleansing diets
Rosiana Demineralized, 19L.
About the Factory
The stages of water treatment:
Settings
Personal info
First Name
Last Name
Email
Mobile Phone
CHANGE PASSWORD
Your Shipping address:
РОСЯНА
Rosiana
Nature, 19L.
Feofanivske Djerelo
Hi-Quality Clean, 0,5L.
Paper Cups
100 pt. pack 0,25L.
Total positions: 11
Total Price: 115,00 ₴
Friday, 6 June
Kyiv, Nova str. 56, ap.82
Visa 4509xxxxxx53
MAKE ORDER
Rosiana Products
ВОДА ПИТНА
РОСЯНА
НЕГАЗОВАНА
Rosiana Natural
Personal Info
Pay methods
Language
Condition of Sales and Privacy
Order history
Rosiana contacts
SIGN OUT
WATER
ACCESSORIES
Rosiana
Demineralized, 19L.
Rosiana
Nature, 19L.
Rosiana
Nature, 6L.
Feofanivske Djerelo
Hi-Quality Clean, 19L.
Feofanivske Djerelo
Hi-Quality Clean, 0,5L.
ФЕОФАНІВСЬКЕ
ДЖЕРЕЛО
Feofanivske Djerelo
Artesian water Feofanivske Djerelo extracted from an artesian well with a depth of 291 meters in an ecologically clean area of the city of Kiev in Feofaniya. Ideal for daily consumption, drink and food. Convenient packaging allows you to use it not only at home, but also at the picnic and on the road.
Available in volume 18,9 liters and 0,5L liters
Email
Password
Forgot Password?
LOG IN
Don't have account?
CREATE ACCOUNT


1
Mobi 11:30 AM 100%
РОСЯНА
WATER
ACCESSORIZE
REORDER
Rosiana
Demineralized, 19L.
30.00 ₴ each.
60.00 ₴
Rosiana
Nature, 19L.
25.00 ₴ each.
0.00 ₴
Rosiana
Nature, 6L.
15.00 ₴ each.
0.00 ₴
Feofanivske Djerelo
Hi-Quality Clean, 19L.
20.00 ₴ each.
0.00 ₴
Feofanivske Djerelo
Hi-Quality Clean, 0,5L.
5.00 ₴ each.
0.00 ₴
About
Order
Basket
Setings
2
Mobi 11:30 AM 100%
РОСЯНА
Rosiana
Nature, 19L.
25.00 ₴ each.
50.00 ₴
Feofanivske Djerelo
Hi-Quality Clean, 0,5L.
5.00 ₴ each.
50.00 ₴
Paper Cups
100 qt. pack, 0,25L.
15.00 ₴ pack.
15.00 ₴
Total positions: 13
Total Price: 115.00 ₴
Please set delivery date, check your address & pay method.
Date:
Friday, 8 June
Address:
Kyiv, Nova str. 56, ap.82
Pay method:
Visa 4509xxxxx53
MAKE ORDER
3
Thank You for your order
In a few minutes, you will get SMS with order details
OK
About Product
Rosiana Demineralized, 19L.
Artesian drinking water Rosiana with a reduced content of minerals is best suited for the preparation of first courses, hot drinks, use in coffee machines.
This water is helpful to use during the period of discharge and cleansing diets.
Feofanivske Djerelo 0,5L.
Set quantility
12 qt.
Cancel
OK
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

END OF LECTURE