



Prototyping with Axure

Jan 20, 2008

Agenda

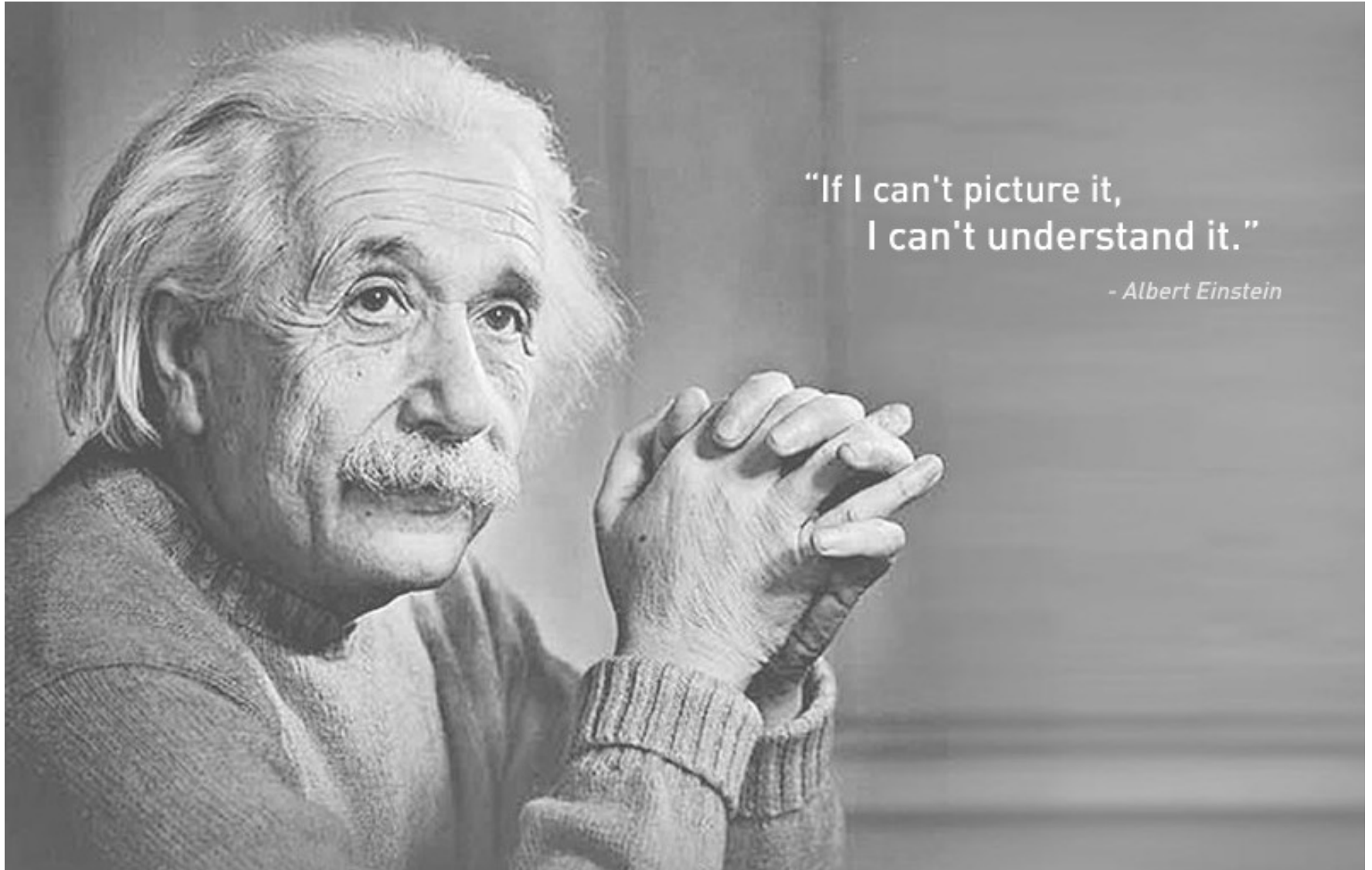
- Prototyping
- What is Axure?
- Why Axure?
- Where Does Axure Fit into the UX Process?
- How-to's
 - Wireframes
 - Sitemaps
 - Simple Interactions
 - Complex Interactions
 - High Fidelity Prototypes
 - Pre-built Widgets
- Prototyping Tips
- Q&A

Mark DiSciullo

- **MISI - User Experience Strategist**
Clients: Merck, Pfizer, AstraZeneca, D&B, PriceWaterhouseCoopers, Merrill Lynch
- **Established a User Centered Practice at TD Waterhouse**
Now TD Ameritrade
- **Interactive Design background working with clients such as:**
Nike, Kodak, IBM, Ellis Island Foundation, Microsoft, Chicago Symphony Orchestra



Prototyping



Seeing is Believing!

This is a prototype...

careermatch Status: Available | My Profile | Contact Us | Help | Log Out

Management Tools

Home Browse All Postings Create a Posting My Participation My Reports Admin

spectrum switch skillshare shadow specialist

Quick Start...

I'm interested in:

- Browsing Available
- Being a Shadow Host
- Shadowing a co-worker
- Loaning my skills to an organization within my field
- Temporarily switching

You can narrow your search by location:

Search any location...

Design your Experience

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Management Tools

Home Browse All Postings Create a Posting My Participation My Reports Admin

Browse All Postings

Showing: 10 | 25 | 50 | 100 postings per page [Show all postings](#)

Filter By Keyword: Job Title Contains Search... Clear Filter

Filter By Timeframe: Start End Clear Filter

Date Posted	Program Role	Job Title(s) - or Skill(s)	Location(s)	Timeframe	Functional Area(s)
				Start End	
15-Oct-2007	Shadow Host	Manager, WCDMO	West Point, PA Plant	15-Oct-07 31-Dec-2007	Pro Dev - WCDMO Training (WCDMO)
15-Oct-2007	Shadow Host	Senior Secretary	Blue Bell, PA	15-Oct-07 15-Nov-2007	GCDO Executive (GCDO)
		Director Professional Development	Blue Bell, PA	15-Nov-07 01-Apr-2008 <i>includes black-out dates</i>	GCDO Executive (GCDO) Enterprise Resource Planning (WCDMO)
		Information Architect	Whitehouse Station, NJ	15-Jul-07 15-May-2008	Any
		Director Biometrics Research	Whitehouse Station, NJ	1-Apr-07 01-May-2008	Clinical Operations (WCDMO) Clinical Pharmacology (WCDMO) Clinical Supplies (WCDMO) etc...
		Director Scientific Staff			
		Director Statistical			
		Epidemiology Prog Coord Mgr	Any	15-May-07 25-Mar-2008	Program Coordinator (CROPS)
		Project Manager (Advanced)	Whitehouse Station, NJ Rahway, NJ Plant	15-Mar-07 15-Feb-2008 <i>includes black-out dates</i>	Clinical Operations (WCDMO) Clinical Pharmacology (WCDMO) Clinical Supplies (WCDMO) etc...
		Business Analyst (Intermediate)	West Point, PA Plant Whitehouse Station, NJ Rahway, NJ Plant Blue Bell, PA Office etc...	2-Feb-07 15-Feb-2008	Pro Dev - WCDMO Training (WCDMO)
		Project Management (Consultant)	Any	15-Feb-07 01-Apr-2008	Clinical Operations (WCDMO)
		Data Entry (Novice)	Capital Federal, Argentina Office	15-Feb-07 15-May-2008	
		Data Entry (Expert) (Specialist)	Beijing, China Office	10-Feb-07 15-May-2008	Pro Dev - Communications (WCDMO)
		Oracle DBA (Advanced)	Blue Bell, PA Office	1-Feb-07 15-May-2008	Pro Dev - WCDMO Training (WCDMO)
		Manager, WCDMO	West Point, PA Plant	15-Jan-07 15-May-2008	Pro Dev - WCDMO Training (WCDMO)
		Senior Secretary	West Point, PA Plant	10-Jan-07 15-May-2008	Enterprise Resource Planning
		UAT Manager	Rahway, NJ Plant	1-Jan-07 15-May-2008	Information Services (WCDMO)

postings per page [Show all postings](#) Previous 1 | 2 | 3 | 4 | 5 | 6 | Next >>

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Management Tools

Home Browse All Postings Create a Posting My Participation My Reports Admin

My Posting:

- Program:** [edit](#)
Shadow
- Locations:** [edit](#)
Blue Bell, PA
West Point, PA Plant

0 1 2 3 4 5
Set up Profile Choose Program Location Preferences My Availability Merge Areas of Interest Email & Publish Posting

My Availability:

Please select the dates you would be available to participate:

From: 29-Oct-2007 To: 05-Dec-2007

< Oct 2007 >

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10


< Dec 2007 >

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

[Add Black-Out Dates](#)

<< Back Next >>

This is a prototype...



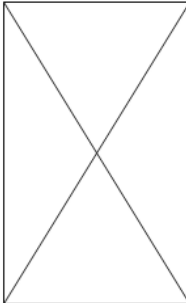
Small Business Solutions

[Contact Us](#) [About D&B](#) [View Cart](#) [Login / Register](#)

Products & Services Customer Support Resource & Learning Center My Account

Get Credit Reports ▼ Build & Manage My Business Credit ▼ Find New Customers ▼ Collect Debt ▼ Special Offers ▼

Product Spotlight



Get Paid 10% Faster

D&B Small Business Solutions can help you get paid 10% faster on delinquent accounts. Whether for small accounts or frequent late payers, D&B can do the dirty work for you.

See how to [Collect Debt](#) using our collection service!

Start A Search

Start here to find reports and other products for a company...

Business Name :


Location:
 City, State, Zip
San Diego, CA, 55555 or Newark, NJ or FL

▼ [More Search Options](#)

I Want To...

- ◆ [Make a credit decision on another company](#)
 - ◆ [Low risk decision](#)
 - ◆ [Medium risk decision](#)
 - ◆ [High risk decision](#)
- ◆ [Get a D&B D-U-N-S Number](#)
- ◆ [Build my business credit profile](#)
- ◆ [Monitor my business credit profile](#)
- ◆ [Update my business credit profile](#)
 - ◆ [Add Payment References](#)
 - ◆ [Check Payment References Status](#)
- ◆ [Promote my business credit profile](#)
- ◆ [Report your A/R to D&B for FREE](#)
- ◆ [Collect debt from my customers](#)
- ◆ [Find new customers and research new opportunities](#)

Contact a Credit Specialist




A D&B Credit Specialist can help ensure that you are selecting the right product for your need. Call our toll free number to speak with a Specialist anytime Monday through Friday, 8 AM - 6 PM EST.

Phone **1-800-555-6274**

[Email](#) Replies within 1-2 days
[Live Chat](#) Start a discussion now!


Get a D-U-N-S Number

The D-U-N-S Number is a business standard form of identification. Organizations with a D-U-N-S Number are more likely to be approved by creditors and typically receive better rates.



[Get your D-U-N-S Number](#) today to begin building your business's reputation.

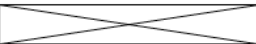
Keep Your Info Current



D&B's Trade Exchange now offers small business owners a value package for eUpdate. You can now keep alerts on any reported claims against your business and update your business credit even easier!

[Learn more](#)

DNBi - D&B's New Platform



DNBi is an innovative, Web-based platform that empowers you to make informed, efficient, and insightful credit decision.

Call a DNBi Specialist at **1-800-555-6554**

- ◆ [Learn about DnBi and see if it's right for you!](#)
- ◆ [Watch the DnBi Demo](#)

This is a prototype...



My Travel Site Help | Login

Home Book Travel Promotions Travel Info Your Account

Book A Flight

Book A Hotel

Book A Rental Car

Manage Your Reservations

\$150 off your trip to Switzerland

What's New

More flights!
My Travel Site has just added 50 new airlines, so you have more options to choose from when planning your vacation.
[LEARN MORE >](#)

Twice the Fun, Half the Price
Save 40% when renting a car on your weekend getaway. Choose from several full size cars.
[LEARN MORE >](#)

Luxury Getaways From \$650
Book a vacation of two nights or more to New York at any one of the five high-end hotels starting at just \$650.
[LEARN MORE >](#)

Promotions

Mexico
Flight + 4 Nights Hotel from \$500

Mexico Las Vegas Hawaii San Diego

These are prototypes...



Why Prototype?

- Prototyping makes it easy to perform user testing early
- Provides support through the entire design lifecycle
 - *It's a communication tool!*
 - Better Client Approvals/Buy-in
 - Developer Walk-Thru's
 - Living Document
- Saves \$\$ and reduces risk

What is Axure?

CareerMatch - Axure RP Pro 5 : Licensed to MISI Company

File Edit View Wireframe Object Table Generate Share Help

Sitemap

- Start
- Home
- My Profile
- Browse All Postings
- Create A Posting
- My Profile (CAP)
- MATCH POST-Shadow Host Email
 - MPSH-Match Details
 - MPSH-Availability
 - MPSH-Comments
 - MPSH-Email & Publish
 - MPSH-Confirm
 - MPSH-My Participation08
- MATCH POST-Switch Email

Widgets

Wireframe Flow

- Image
- Text Panel
- Hyperlink
- Rectangle
- Placeholder
- Button
- Table
- Text Field
- Text Area

Masters

Document loaded. left: 17 top: 91 width: 966 height: 669

careermatch

Home

enter text...

Welcome

axure SEE IT HAPPEN

Licensed to: MISI Company

Home

file:///Volumes/mdsciullo/PROJECTS/WORK/CLIENT/Merck/CareerMatch 2.0/

Docs - Folders Picasa Web Albums ... SEO and Your Web Site Gennum Basecamp

Status: Available | My Profile | Contact Us | Help | Log Out

Management Tools

Locate a Skillshare | My Reports | Admin

Quick Start...

I'm interested in:

- Shadowing a co-worker
- Being a Shadow Host
- Searching for an available Skillshare
- Loaning my skills to another organization within Merck
- Temporarily switching job roles

Get Started

You Have a Match!

Posting ID: 4325

Skillshare

15-Oct-2007 thru 31-Dec-2007

[View Details](#)

Posting ID: 4301

Shadow

05-Sep-2008 thru 08-Sep-2008

[View Details](#)

CareerMatch News

15-May 08

[Loquor vulputate valetudo qui defui causa](#)

23-May 08

[Capto wisi ut in blandit dolor neque](#)

07-Jul - 08

[Dolor decet iusto os populus, gilvus, opto tum, qui dui nulla, virtus sed abigo.](#)

Learn More...

- Lorem ipsum et tu brute sona bela
- ratau uno satcurary ne bon ellious
- et tu brute sona bela

Learn More...

- Lorem ipsum et tu brute sona bela
- ratau uno satcurary ne bon ellious
- et tu brute sona bela

Learn More...

- Lorem ipsum et tu brute sona bela
- ratau uno satcurary ne bon ellious
- et tu brute sona bela

Done

What is Axure?

Axure RP is one of the leading tools for rapidly creating wireframes, HTML prototypes and specifications for applications and web sites.

Why Axure?

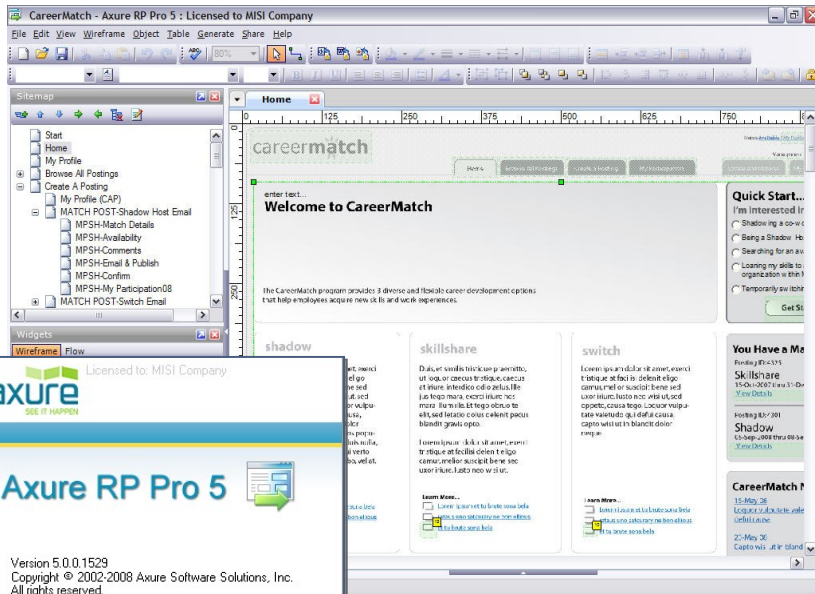
Axure Pros:

- No Coding Required
- Quickly Renders Functional HTML Prototypes
- Support High and Low Fidelity Prototyping
- Drop and Drag Interface
- Site Map Creation
- Supports Basic to Advanced Logic
- Data Simulation
- Collaborative Workspaces w/Version Control
- Cost \$589 (discounts start at 5 users)

Axure Cons:

- HTML prototype doesn't produce code that can be easily reused for development

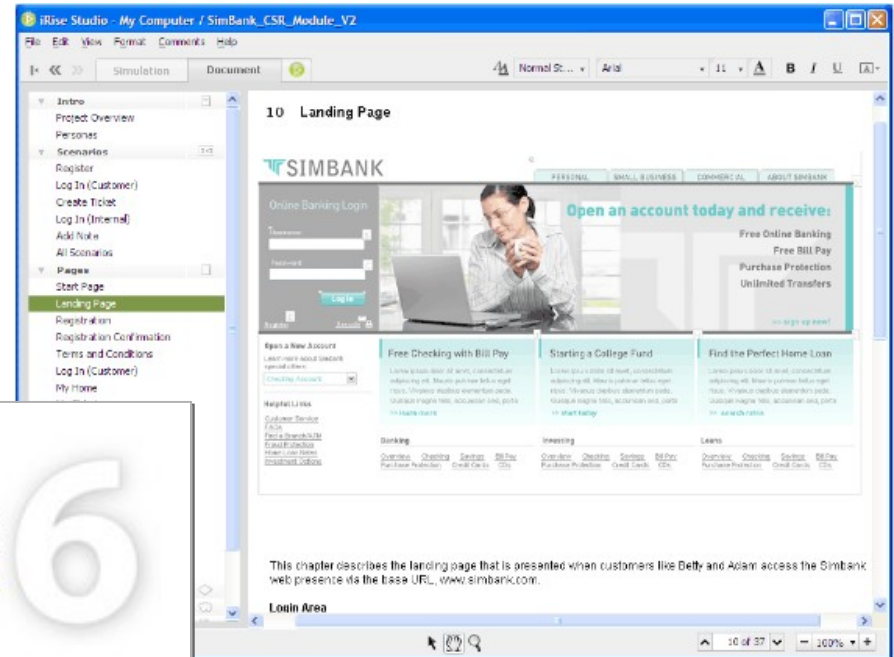
Axure vs iRise



axure
SEE IT HAPPEN

Axure RP Pro 5

Version 5.0.0.1529
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www.axure.com



Axure vs iRise

iRise Pros:

- Corporate Standards
- Superior Data Simulation
- Easy to use
- Integration with a suite of other Business Requirements Management tools

iRise Cons:

- Integration with a suite of other Business Requirements Management tools
- Must use iRise Player to view prototype
- Power comes at a cost ... 6000k + per seat

Axure vs Visio

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KPMG_CLEAS_Help_Guidance_FAQ2 - Microsoft Visio

File Edit View Insert Format Tools Shape Window Help

Shapes
Search for Shapes:
Type your search here

Common Controls
Basic Shapes
Triangle Square Pentagon
Hexagon Heptagon Octagon
Star 5 Star 6 Star 7
Center drag circle Circle Ellipse
Bubbles Corner Round

CLEAS -MAIN BRANDING AREA-
Welcome to CLEAS - Welcome to CLEAS - Welcome to CLEAS

CLEAS Request ID: 1215558 | Primary Engaging Party: **Company XY** | Description: **Brantico - 2009 IES** | Status: **Start**

Engagement Manager: **John, John** | Brand Name: **Brantico**
Project Name: **2009 IES - 1215558** | Request ID: **1215558** | Request Date: **1/12/2009**

Engagement Setup

Step 2: Enter Information for Setup

General Information Help:
Learn more about all areas, tables, cells, tabs, and columns.
General Information Guidance Documents:
[Request Information Guidance Documents](#)
[Request Information Guidance Documents](#)

Engagement Roles Help:
Learn more about all areas, tables, cells, tabs, and columns.
Engagement Roles Guidance Documents:
[Request Information Guidance Documents](#)
[Request Information Guidance Documents](#)

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Axure vs Visio

Visio Pros:

- Readily Available (MS Office)
- Loads of Stencils
- Huge User Base
- Annotations Well Supported

Visio Cons:

- Designed as an Engineering Tool - *Overkill for Wireframing*
- Flat Presentation Approach - *Print-Based*
- Interaction is Very Basic - *Link from page-to-page*

Axure vs Dreamweaver

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Dw
ADOBE® DREAMWEAVER® CS3

Engineering
John Abizano, Chris Bank, Kim Blas, Bert Blodau, Razvan Cotlaroc, Jim Doubek, Alain Dumesny, Rob Easterday, Randy Edmunds, Dragos Georgita, Noah Hoffman, Lori Hylan-Cho, Martin Kalbacher, Amit Kishnani, Raymond Lim, Jay London, Josh Margolis, Cristian Marin, Vic Mitnick, S Monikandan, Dan Popa, Scott Richards, Charlie Scheinost, Marius Stoian, Heiko Wichmann, Mitsuko Yoneyama

Quality Engineers
Diana Barascu, Donald Booth, Florin Carlig, Lisa Cho, Jung Choi, Nick Holbacken, Ghas Hollweys, Nanda Huang, Irina Madarich, Ryan McPherson, Udo Pawlik, Florian Poleczek, Justin Rainwater, Bogdan Roman, Dominic Sagolla, Sharon Selden, James Sudduth, Juliana Suh, Debbie Suzuki, Melissa Wang.

Axure vs Dreamweaver

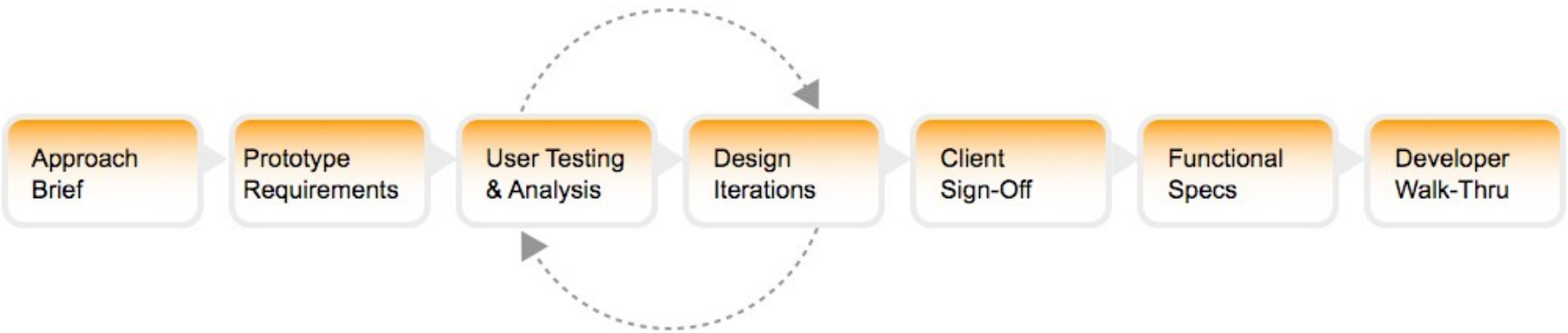
Dreamweaver Pros:

- Very Powerful
- Code Can Be Handed Off to a Developer

Dreamweaver Cons:

- Dreamweaver is a Production Tool
- Beyond Basic Logic, Requires Experienced HTML (Front-End) Coder In Order to be Rapid and Iterative
- No Support for Annotations

Where does prototyping fit into a UX process?



Where does prototyping fit into a UX process?

Develop a Prototype Requirements Document!



How To's

Prototyping Tips

- **Only prototype what you need**
 - Know what you will be testing first
 - Create a prototype requirements document to map out the details of what needs to be simulated
- **Resist the temptation to prototype everything**
 - Participants will understand that they are using a prototype and some features and functions won't work
- **Test your test**
 - Make sure you've covered alternate scenarios and pathways
- **Plan to iterate**
 - Build in time to your test plan to revise your prototype and re-test your design with users