Class 5: Mockups

When wireframes just aren't good enough

It's not real, it's a mockup!

(A literal interpretation of what a system will look like or act that can be used to acquire feedback. Whew!)

Why in the world would you use one?

- They're fast to create in a "test early/test often" world
- They'll get more honest results
- It's easy to change them on the fly
- They're impressive as anything
- That last one again!

Alright, what else can they do?

Basic mockup software 4 U

- Pencil Project
- Mockingbird
- Prototype Compser
- Balsamiq ($$)
- Axure ($$$!)
- Lumzy

Photorealistic mockups (for fun and profit)!