



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?

The image shows a screenshot of the New York Times website with a large Hublot advertisement. The ad features the Hublot logo, the text 'HUBLOT BOUTIQUE NEW YORK', the address '692 Madison Avenue • New York • 212 308 0408', and 'NOW OPEN'. A green arrow points from the ad to a diagram on the right. The diagram shows a smaller version of the website with a 'Switch to Global Edition' button and a 'Log In With Facebook' button. The website content includes a navigation bar, a search bar, and several news articles.

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS | Subscribe to The Times | Welcome, fraade | Log Out | Help | TimesPeople

HUBLOT
GENEVE

The New York Times
Tuesday, February 22, 2011 Last Update: 9:51 PM ET

NO FEE CHECKING
ING DIRECT

FOLLOW US | Subscribe to Home Delivery | New York Clear 30°F

HUBLOT
GENEVE

HUBLOT BOUTIQUE
NEW YORK
692 Madison Avenue • New York • 212 308 0408
NOW OPEN

Switch to Global Edition

Qaddafi's Grip on the Capital Tightens as Revolt Grows
By KAREEM FAHIM and DAVID D. KIRKPATRICK 41 minutes ago
Vowing to kill protesters "house by house," Col. Muammar el-Qaddafi of Libya tightened his grip on Tripoli, but the eastern half of the country was slipping beyond his control.
• U.S. Condemns Libyan Tumult

Emanuel Triumphs in Chicago

OPINION
OP-ED: COLIN H.P. BUCKLEY
My Life as a Dog
Remembering an internship with Senator Kennedy and his pooch.
• Brooks: Make Everybody Hurt | Comments (528)
• Herbert: At Grave Risk
• Cohen: Berlusconi
• Editorial: Dirty Energy
• Fixes: Foster Care
• Disunion: The War for

Log In With Facebook
Log in to see what your friends are sharing on nytimes.com.
Privacy Policy | What's This?

WHAT'S POPULAR NOW

- Koch Brothers' Money Fuels Wisconsin Fight
- Scores Killed in New Zealand Earthquake

Basic mockup software 4 U

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

Photorealistic mockups (for fun and profit)!

