Touchscreens: Wireframes and Prototypes

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Intros

- Name
- Faculty
- I’m interested in...(types of museums, work, collections, etc.)
- I think touchscreens in museums are...
Gallery One, Cleveland Museum of Art
Wireframe (the back-end of a website/app/etc.)

- Shows how the user moves through the experience
- What the user can do
- How best to lay out information/functions
They can be rough...

From Flickr user Samuel Mann. Licensed under CC Attribution 2.0 Generic license.
They can be rough…

…or beautiful!
Abbreviated Wireframe

New growth level achieved by ‘eating’ number of plants within allotted time

Key
- Orange: Game play path
- Brown: Demise
- Green: Game play pop-up
- Blue: Demise screen
- Purple: Button

Level detail
- Predator animation
- Starvation animation
- Growth stage
  - Wrong plant
  - Correct plant
  - Starvation warn
  - Predator warn

(A rough one I made)
Deconstruct the Magic Tate Ball

Some inspiration for your dinner perhaps? Hogarth's satirical scene depicts a side of beef being transported to an English tavern. Steak and beer!

William Hogarth
O the Roast Beef of Old England (The Gate of Calais)
(1748)

Login to share this artwork!
Next steps – the interactive PDF!

When you’ve got your wireframe mapped out you can move on to the prototyping stage

• Making a prototype that’s an interactive PDFs are a great/cheap/quick way of understanding what is (and isn’t) working about your project – before you go to the $$$ developer stage

• Is the piece intuitive to use?
• Is its path complete? Or are there holes?
• Is it missing anything? What else could the user do to get a deeper understanding of the museum experience?
Using InDesign

1. Place your image
2. Use the frame tool
3. Right-click on your frame, select ‘New Hyperlink’
4. Enter in the page number you want to link to
Considerations for your prototype

1. Who is this for? How does the audience inform the language, functionality, look and feel?
2. Best case scenario – how long should someone spend with this?
3. Is digital the best format for this activity?
4. Is the wireframe complete? Does it take the user in a cohesive, intuitive path, or just leave them somewhere?
5. And of course...how engaging is the writing?
A few words about words...

- Know your F-Patterns!
And your Serrell and Zinsser

• “10 Deadly Sins of Unsuccessful Labels and Helpful Findings” (from Exhibit Labels: An Interpretive Approach)

• On Writing Well

• On Writing to Learn
And...consider the paper prototype

- A really quick and dirty way of testing ideas and their functionality and engagement with potential users.
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