

# Sketching ideas of digital interfaces, for other people

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Who is a sketch for?

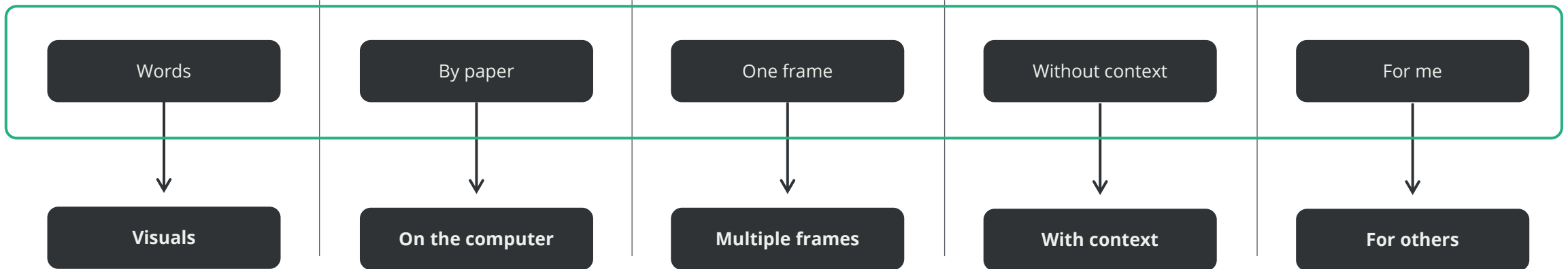
Me

You

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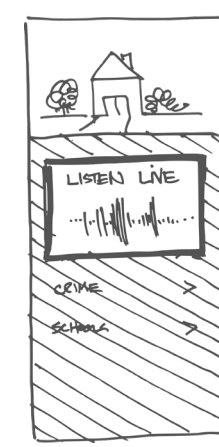
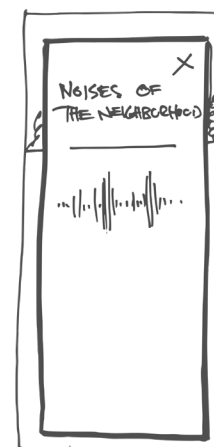
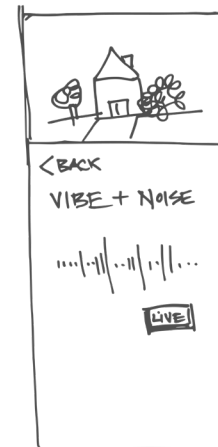
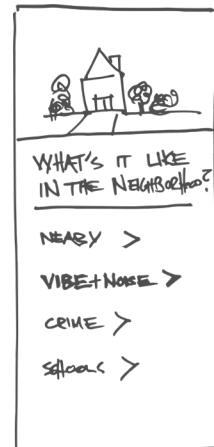
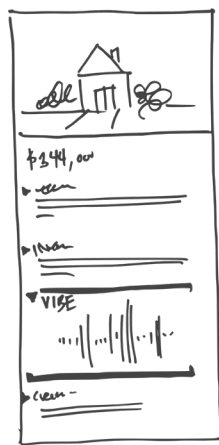
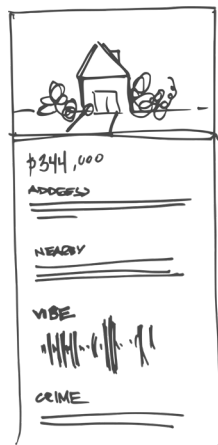
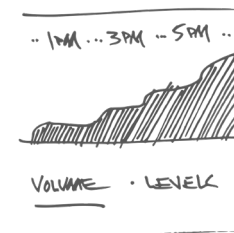
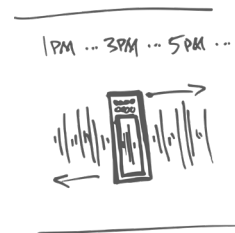
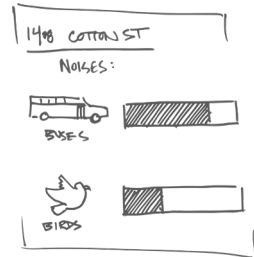
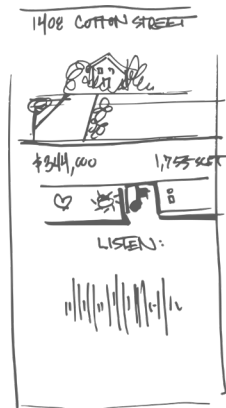
Consider the “big jumps”

# Remember fidelity, detail, and realism.



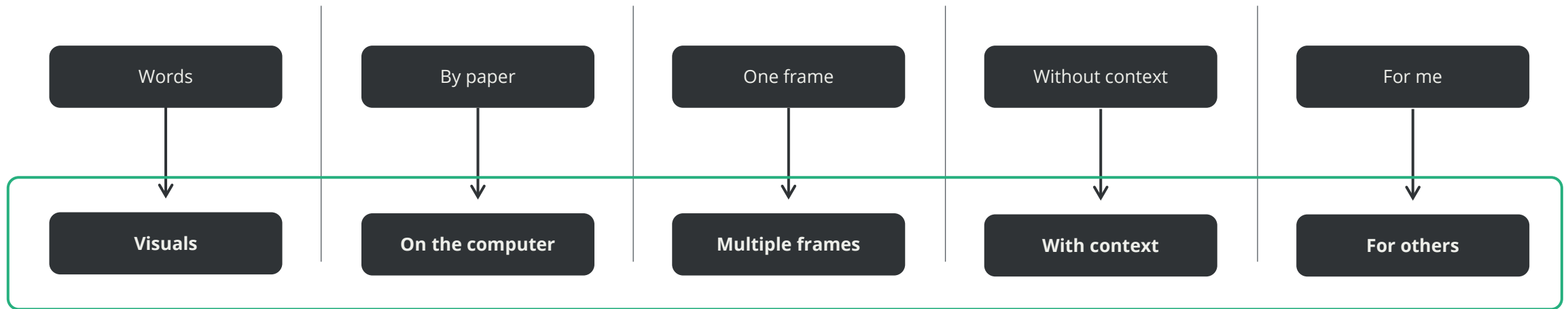
Pen to paper

# These sketches are just for you. They are **thinking sketches**.



Consider the “big jumps”

# What happens when we start showing sketches to other people?



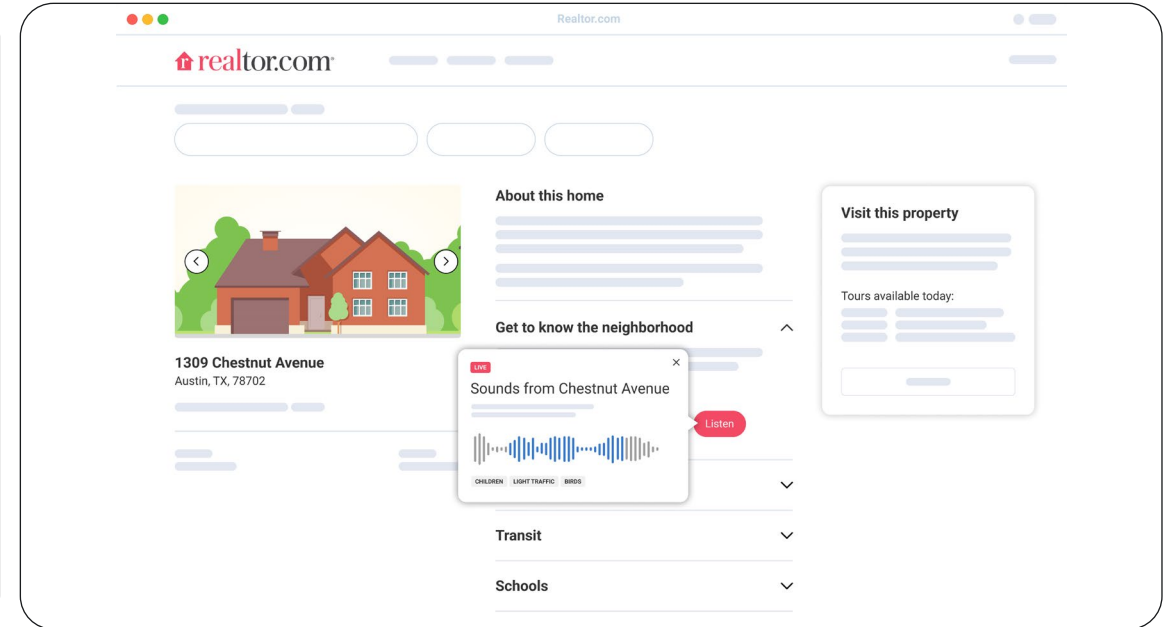
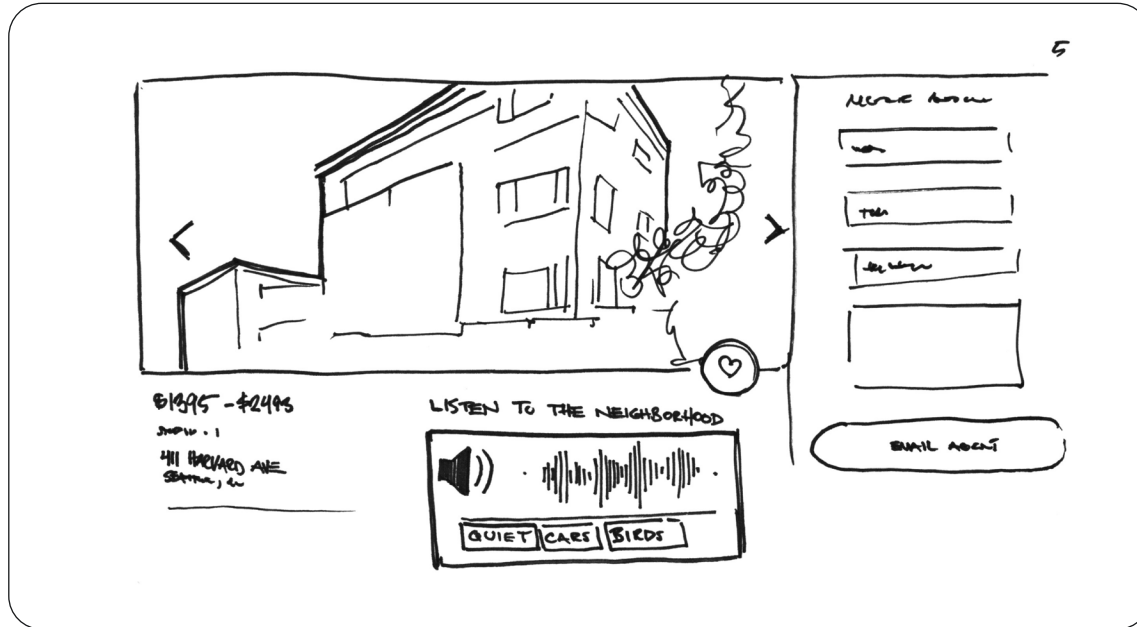
## Sketching for other people

# Thinking and presentation sketches are used for different purposes.

Thinking sketches	Presentation sketches
Are used for dreaming about the future	Are used for dreaming about the future
Help explore different options	Help explore different options
Are a way to work through solving problems	Are a way to work through solving problems
Get thrown away	Live on
Have private ownership	Have large-scale ownership
Help you make decisions	Help other people make decisions
Are used on the way to committing to decisions	Are used to commit to decisions
Need you there to explain your ideas	Speak for you when you aren't there
Are benign	Provoke conflict
Are private—no story needed	Require context and a story

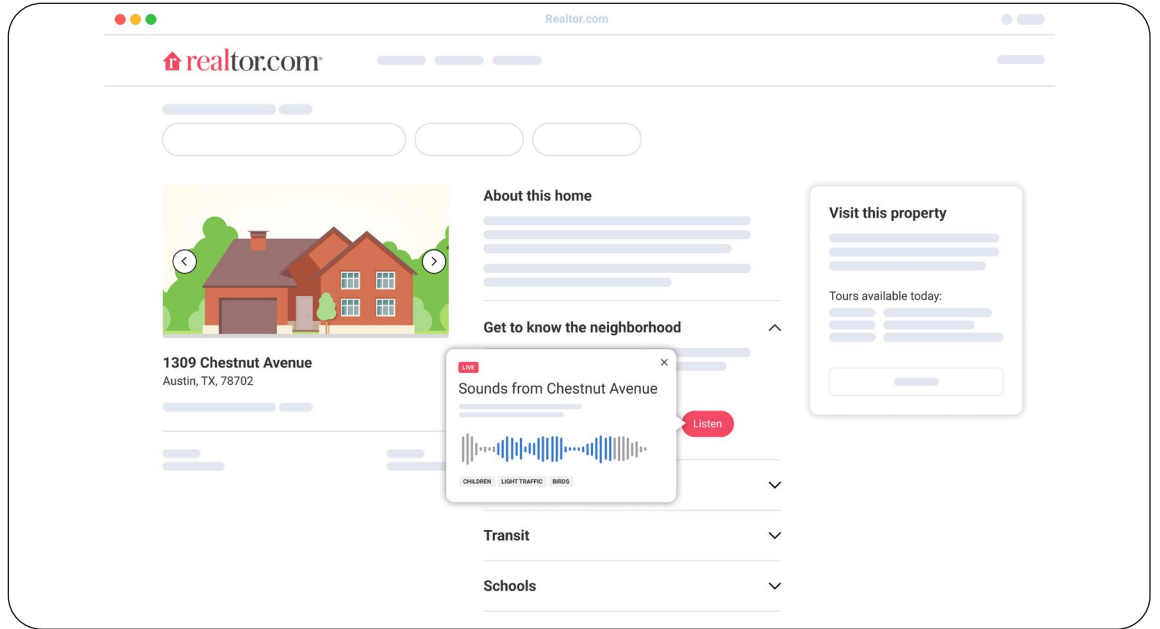
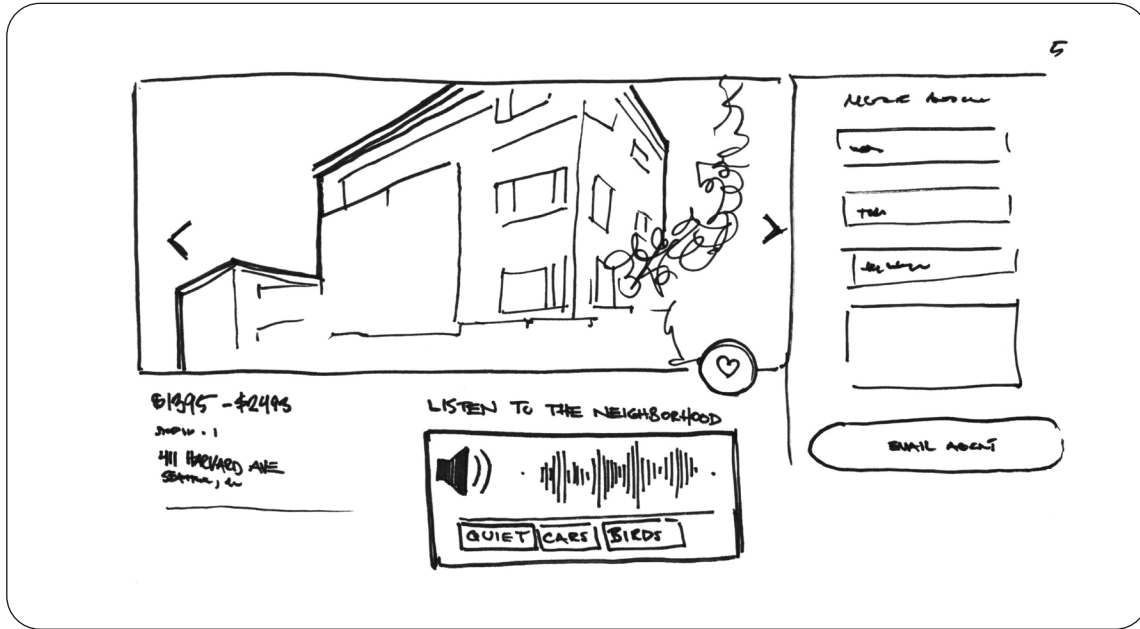
Sketching for other people

# Remember ambiguity, detail, and realism.



Sketching for other people

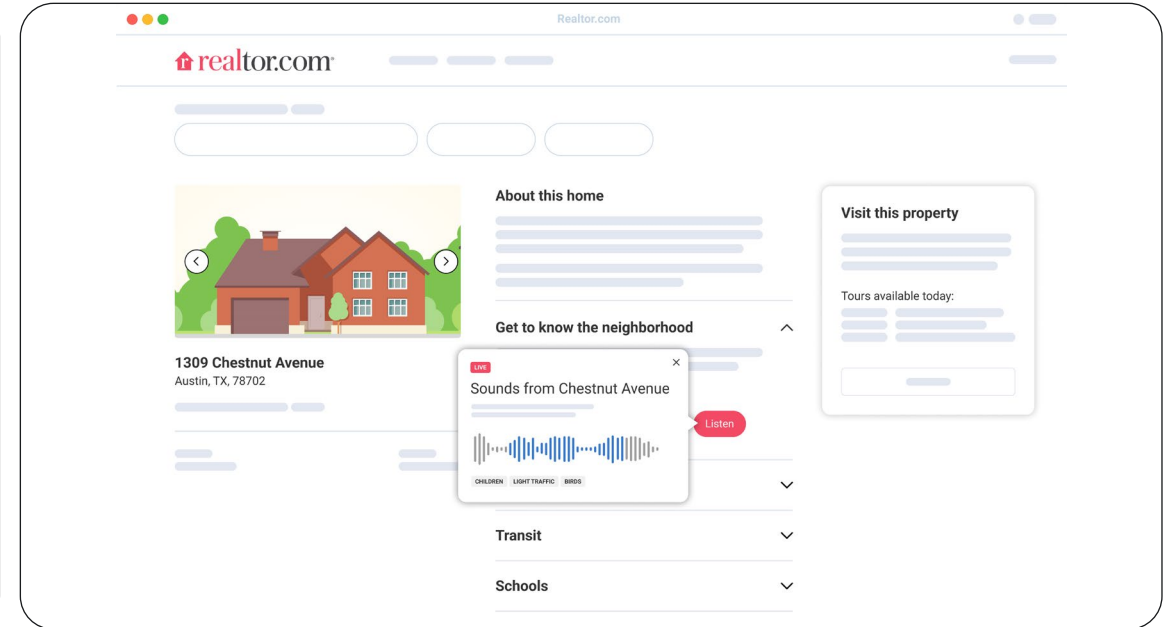
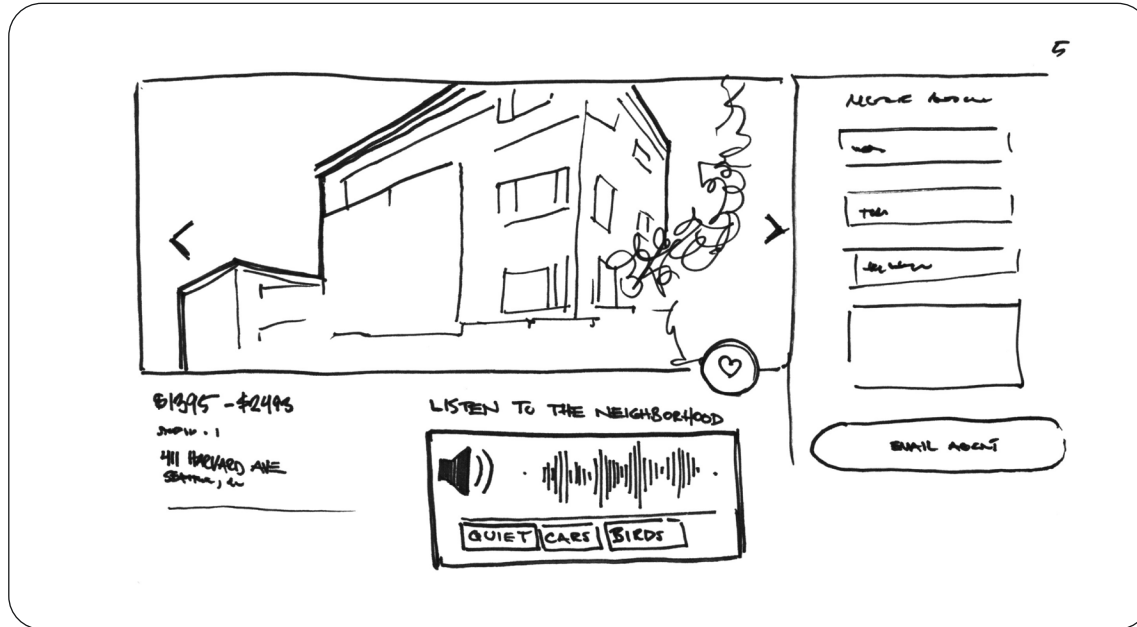
# “What do you think of this idea?”





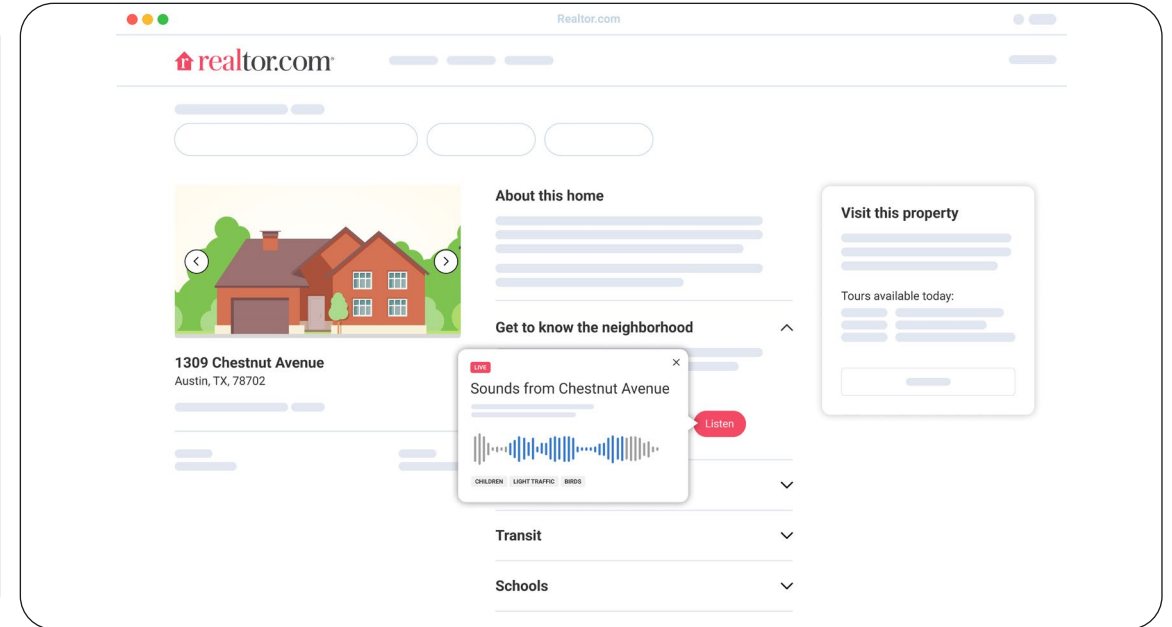
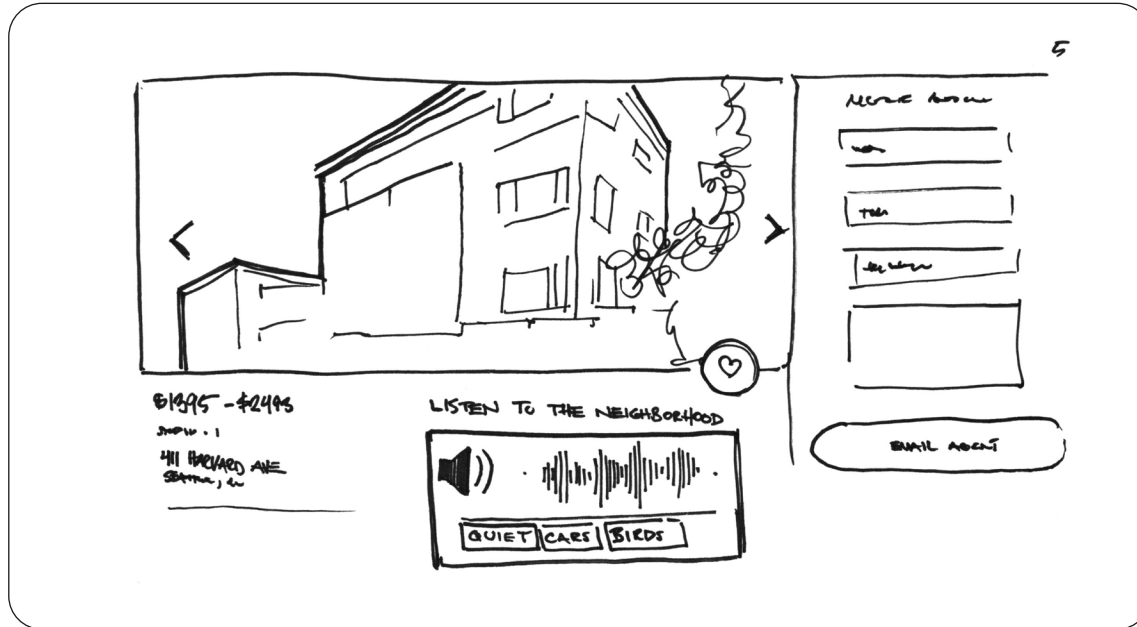
Sketching for other people

# “Should we build this?”



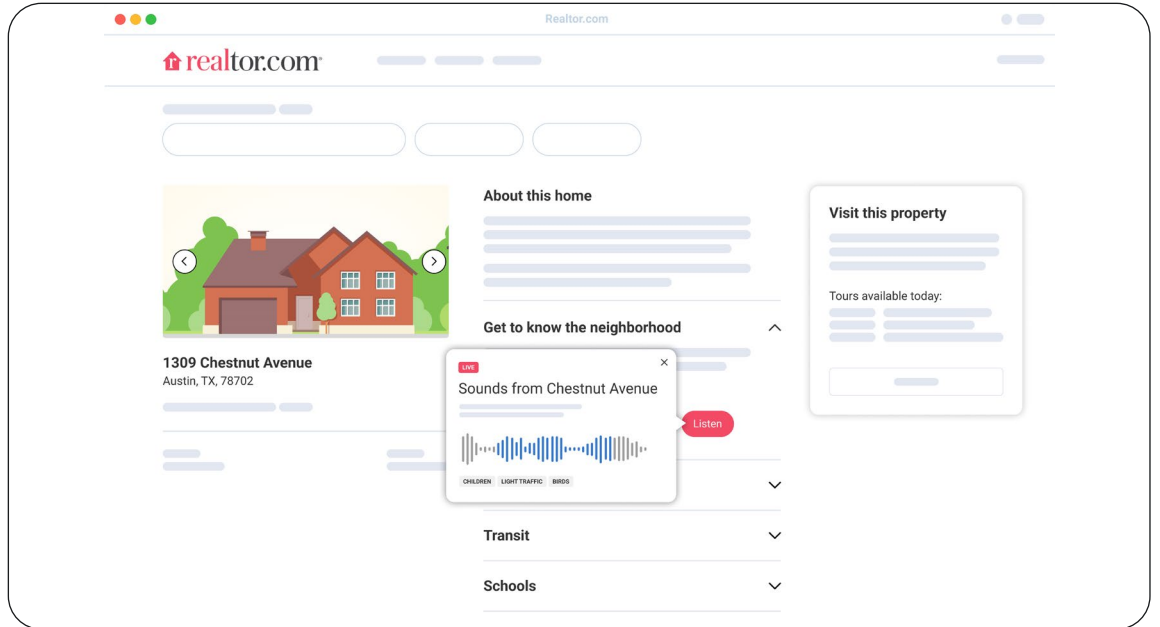
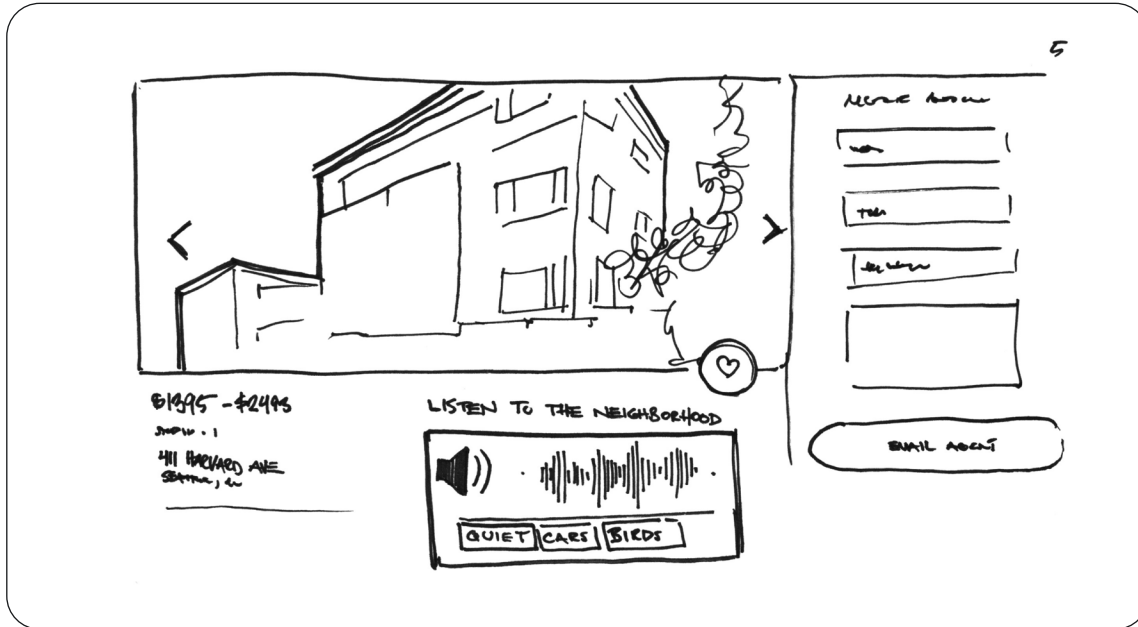
Sketching for other people

# “What are some of the technical concerns you have?”



Sketching for other people

# “What are some of the business concerns you have?”



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From thinking to presentation

# *Mature* your sketches.

## A process for helping your ideas evolve

We'll follow a process that purposefully expands a sketch in order to minimize ambiguity, add detail, and improve realism.

- As we draw, the idea will continue to change
- The distinction isn't exact: an idea is always a mix of thinking and presenting

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From thinking to presentation

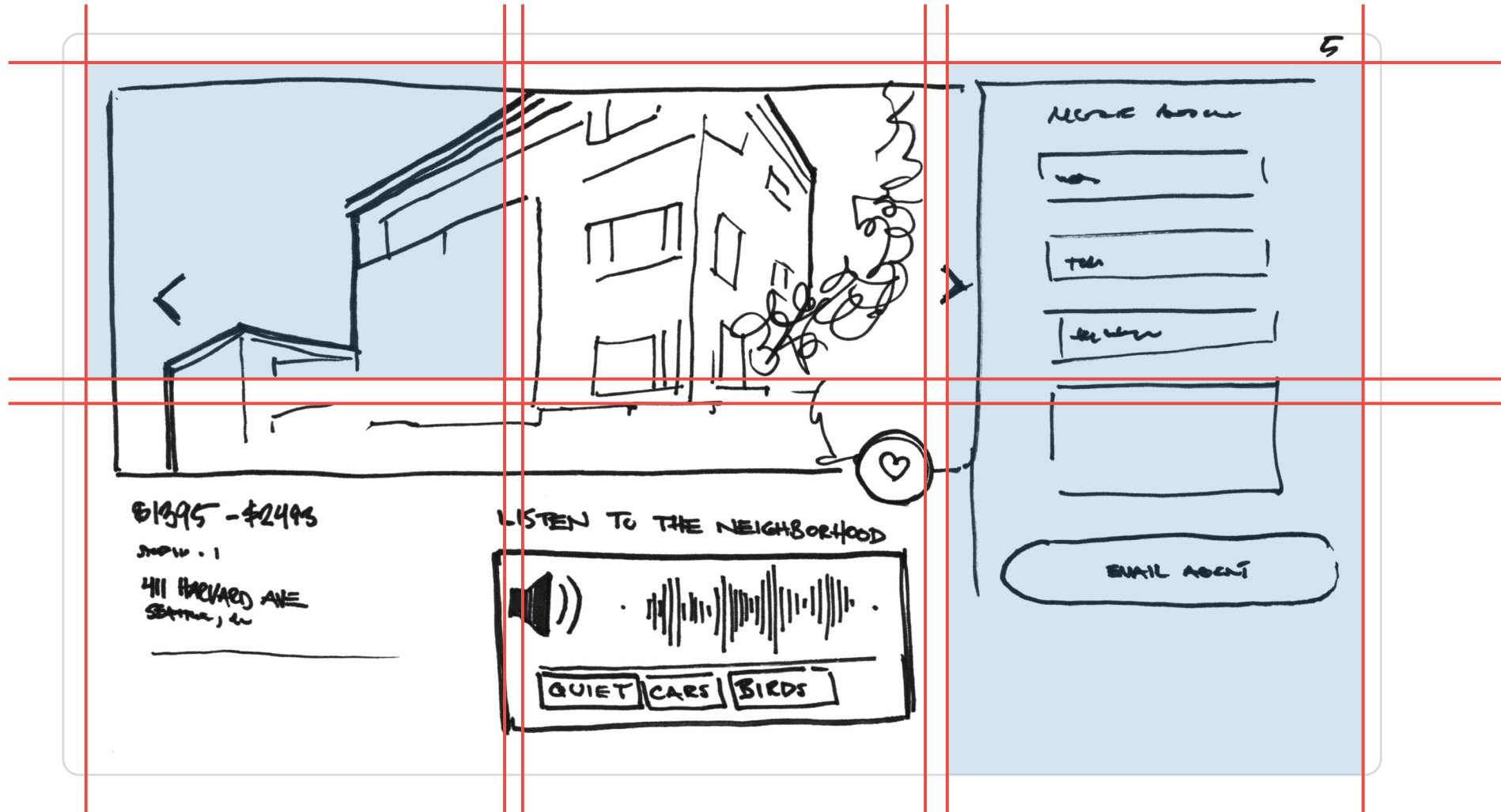
Remember one of our guiding principles:

**Cheat.**

# Start with a rough sketch.



# “Art direct” and plan the interface revision. We're still on paper...



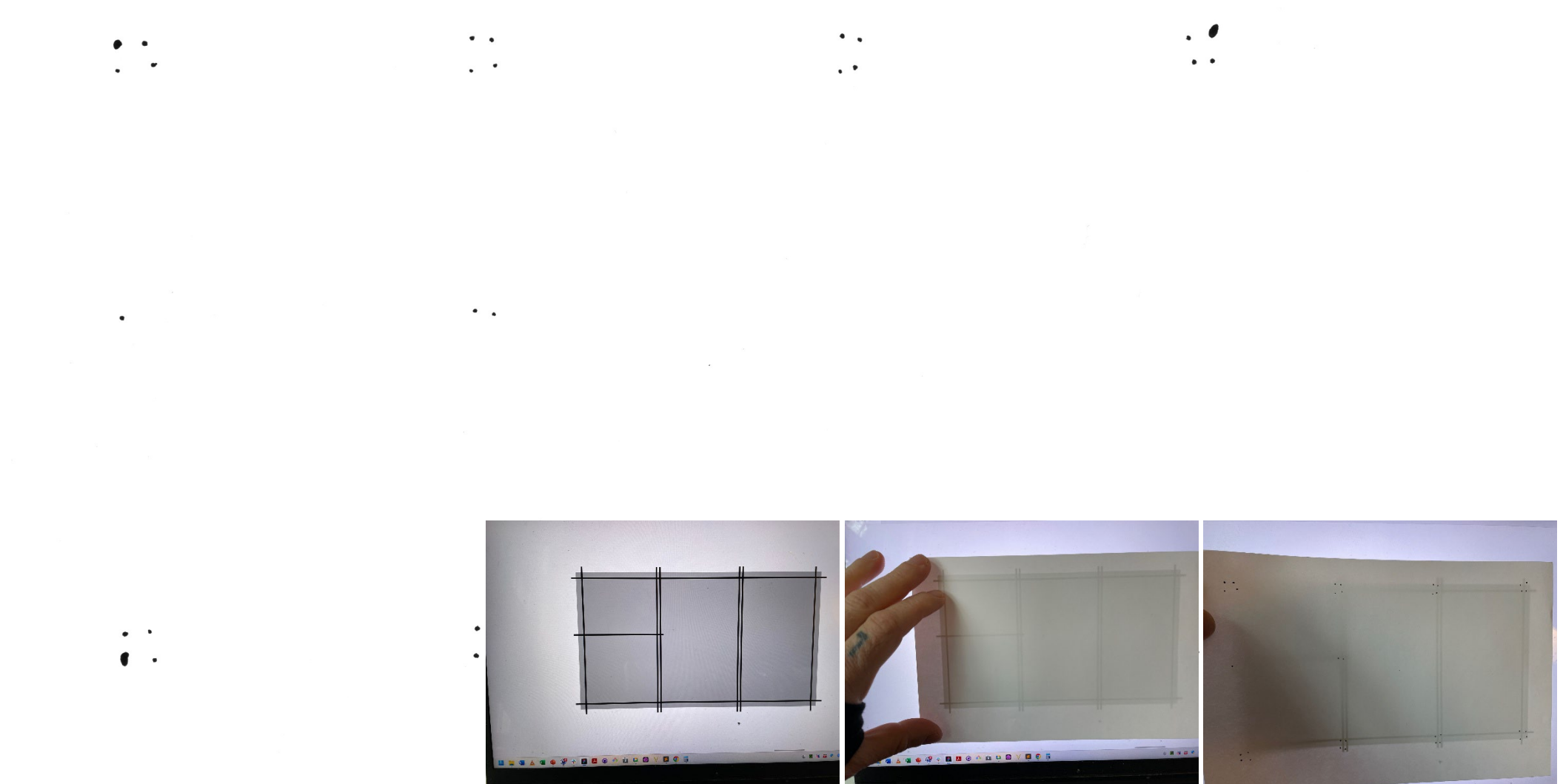
# “Art direct” and plan the interface revision. In my head...

The wireframe shows a real estate listing page layout. On the left is a house sketch with a back arrow. Below it is the address: "11111 WINDY AVE, Seattle, WA". In the center is a large image area with an accordion-style details section. Below the image is a heart icon and a "LISTEN TO THE NEIGHBORHOOD" section with a speaker icon and a waveform, and buttons for "QUIET", "CARS", and "BIRDS". On the right is an "OPEN HOUSE" section with dates and a "REQUEST SHOWING" button, and a "EMAIL AGENT" button at the bottom.

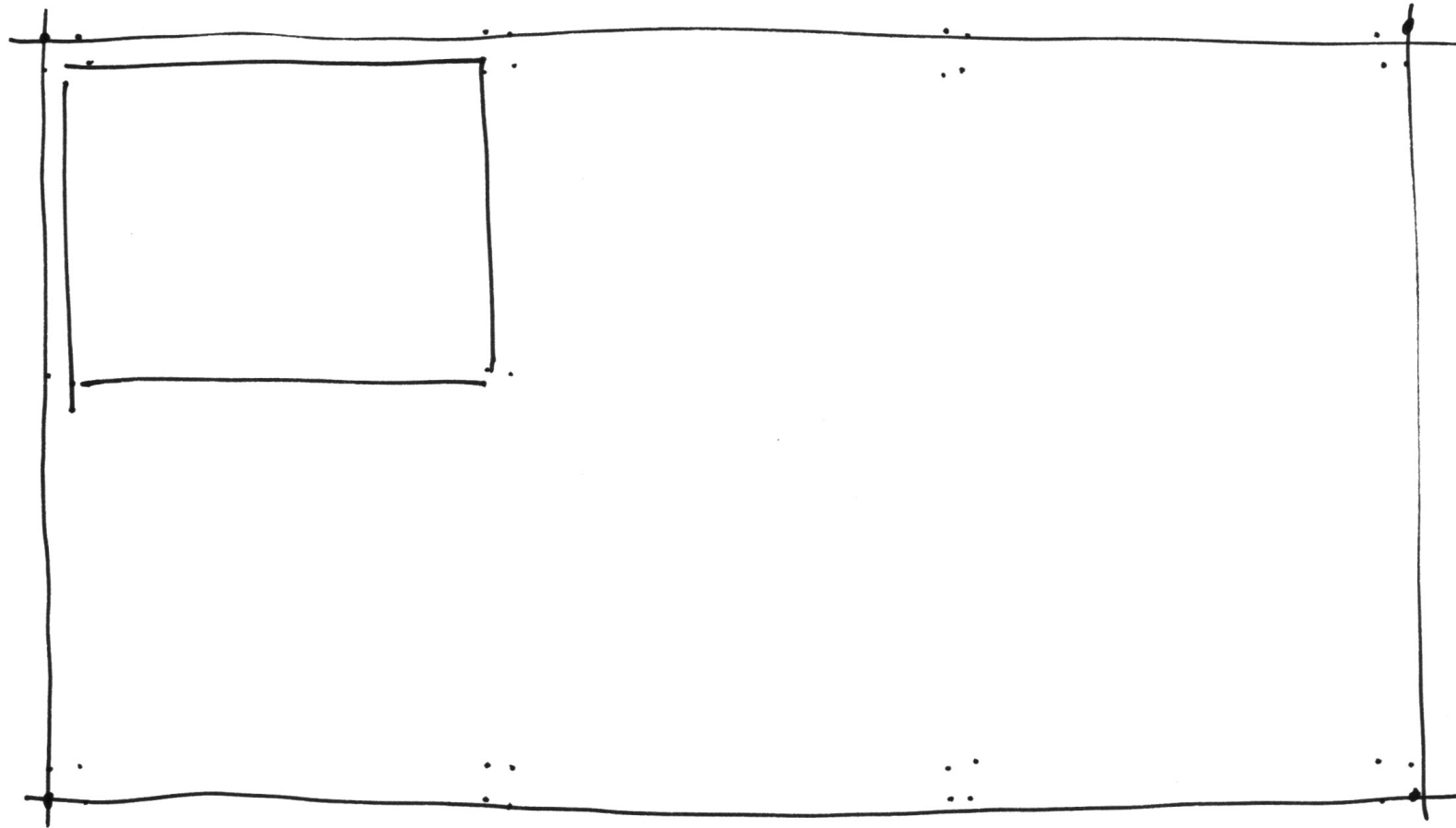
- Image should be 4:3
- Main focus on house
- Extended details here, in expand/collapse accordion
- Description (open on default)
- Neighborhood (our section—closed on default)
- Taxes
- Schools
- Transit
- Open house section
- Upcoming – four dates
- Request showing button for lead gen
- Address first, large text
- Selected meta-data below (price, square footage)



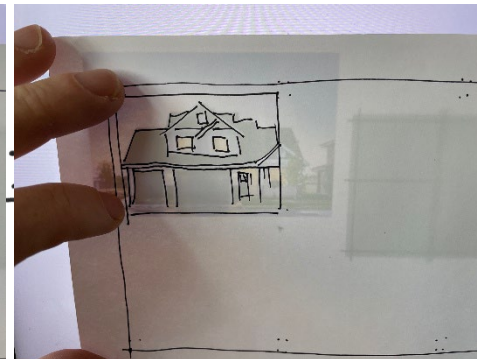
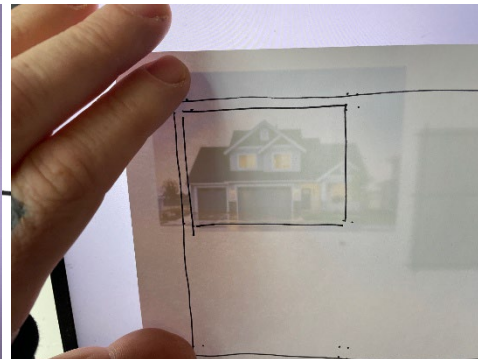
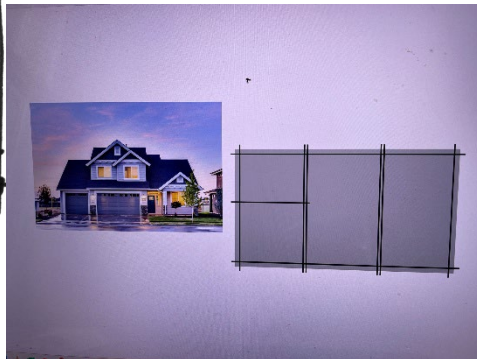
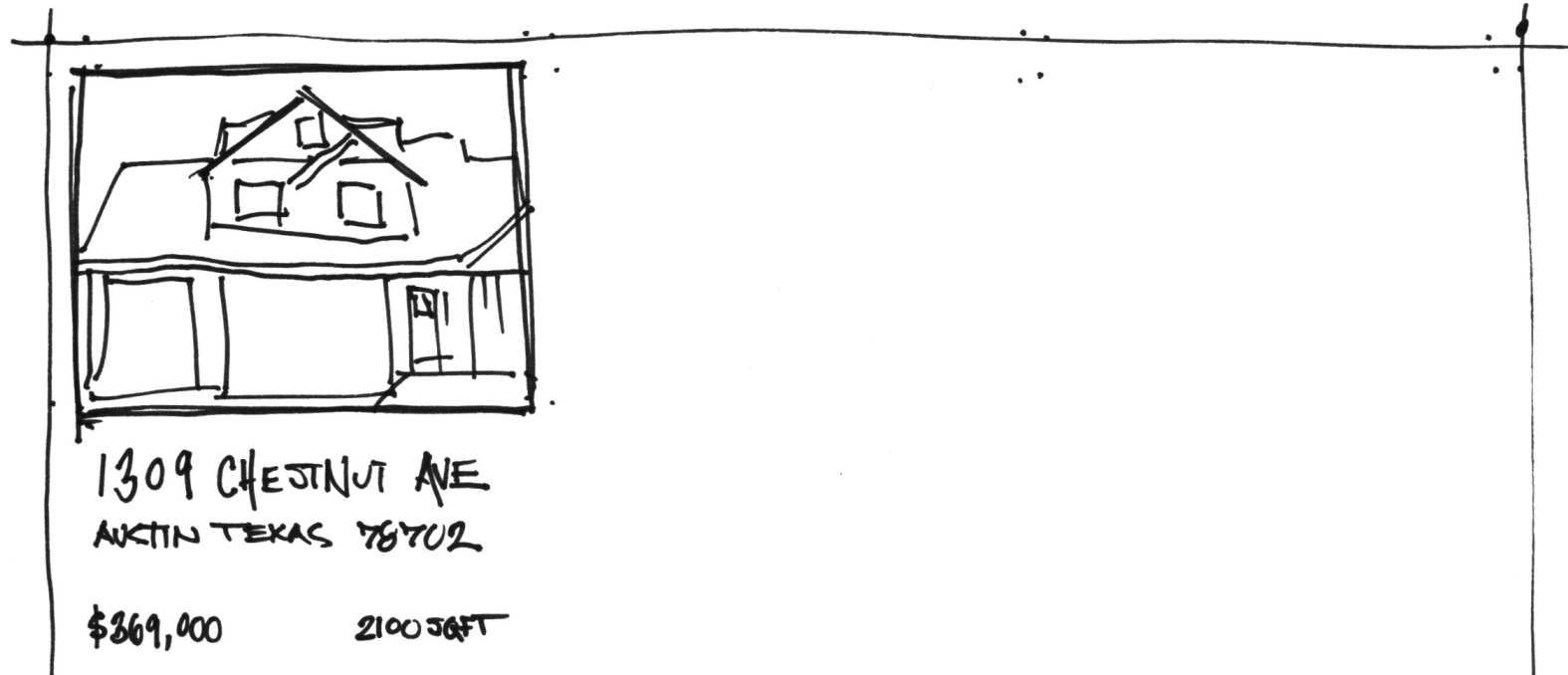
# Planning sketch



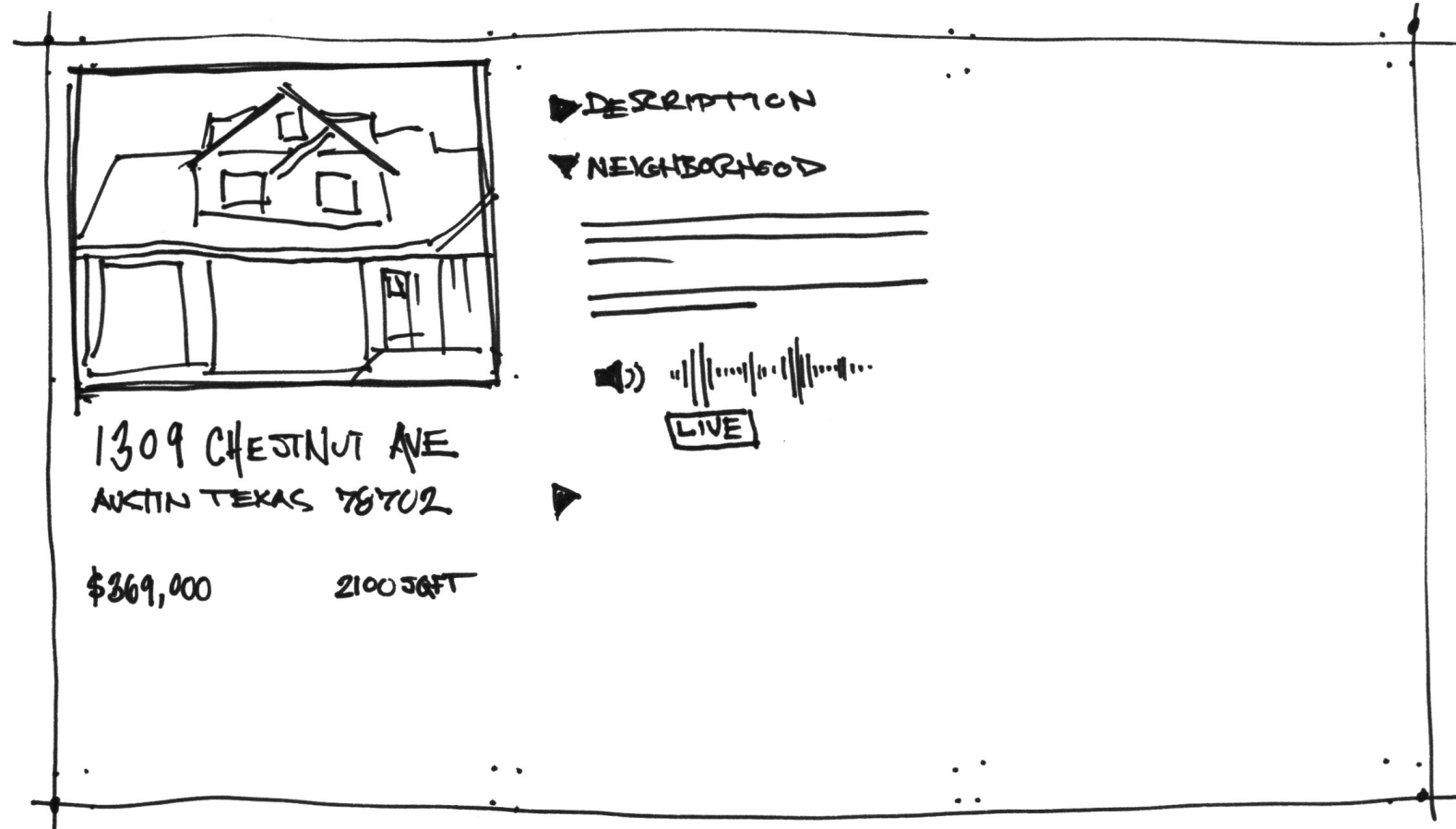
# Planning sketch



# Planning sketch



# Planning sketch



# Planning sketch

1309 CHESTNUT AVE  
AUSTIN TEXAS 78702

\$369,000      2100 SQFT

▶ DESCRIPTION  
▼ NEIGHBORHOOD

▶ TAXES  
▶ TRANSIT  
▶ SCHOOLS

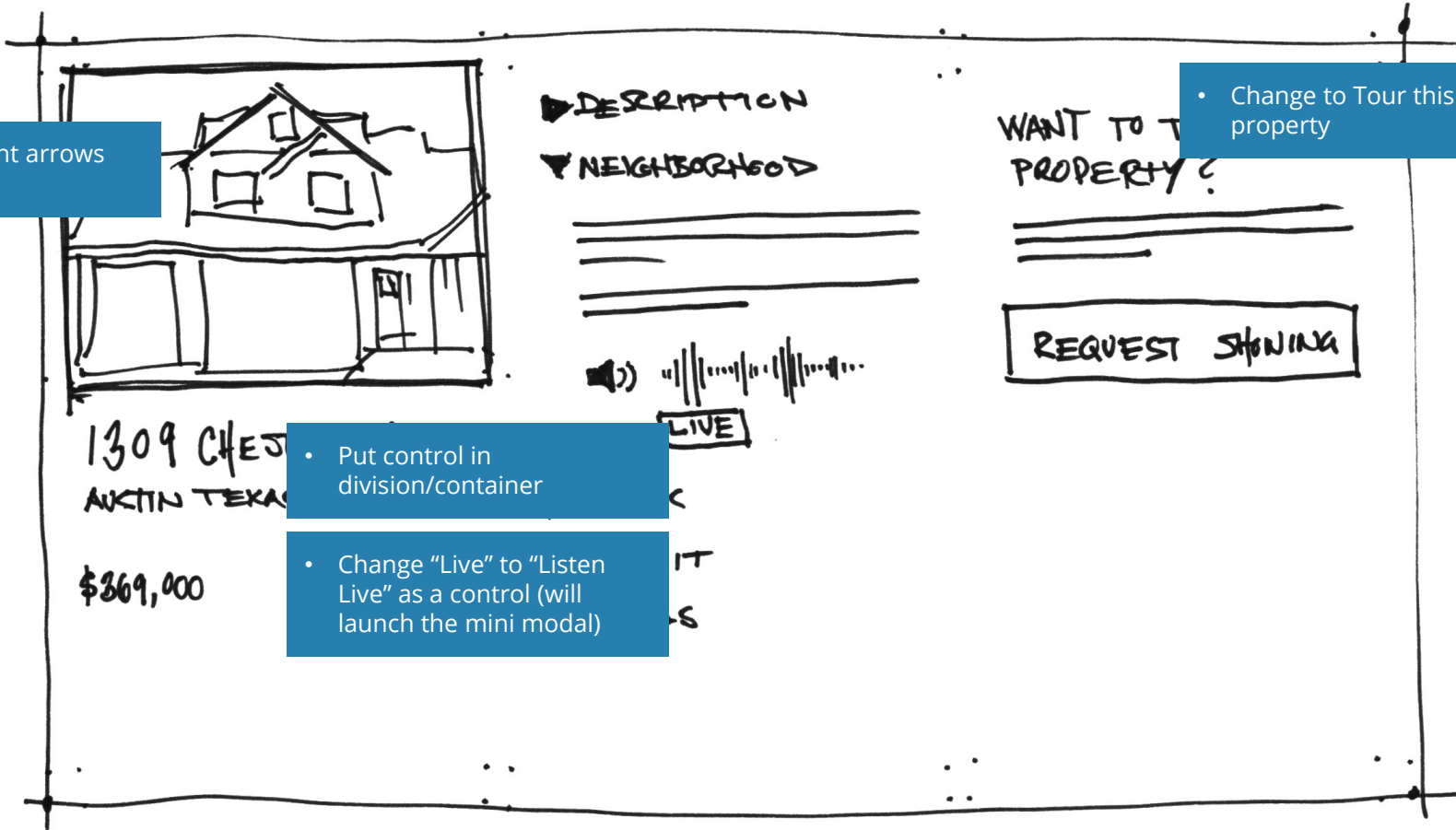
WANT TO TOUR THIS PROPERTY?

REQUEST SHOWING

LIVE

# Planning sketch In my head...

- Include left/right arrows for carousel

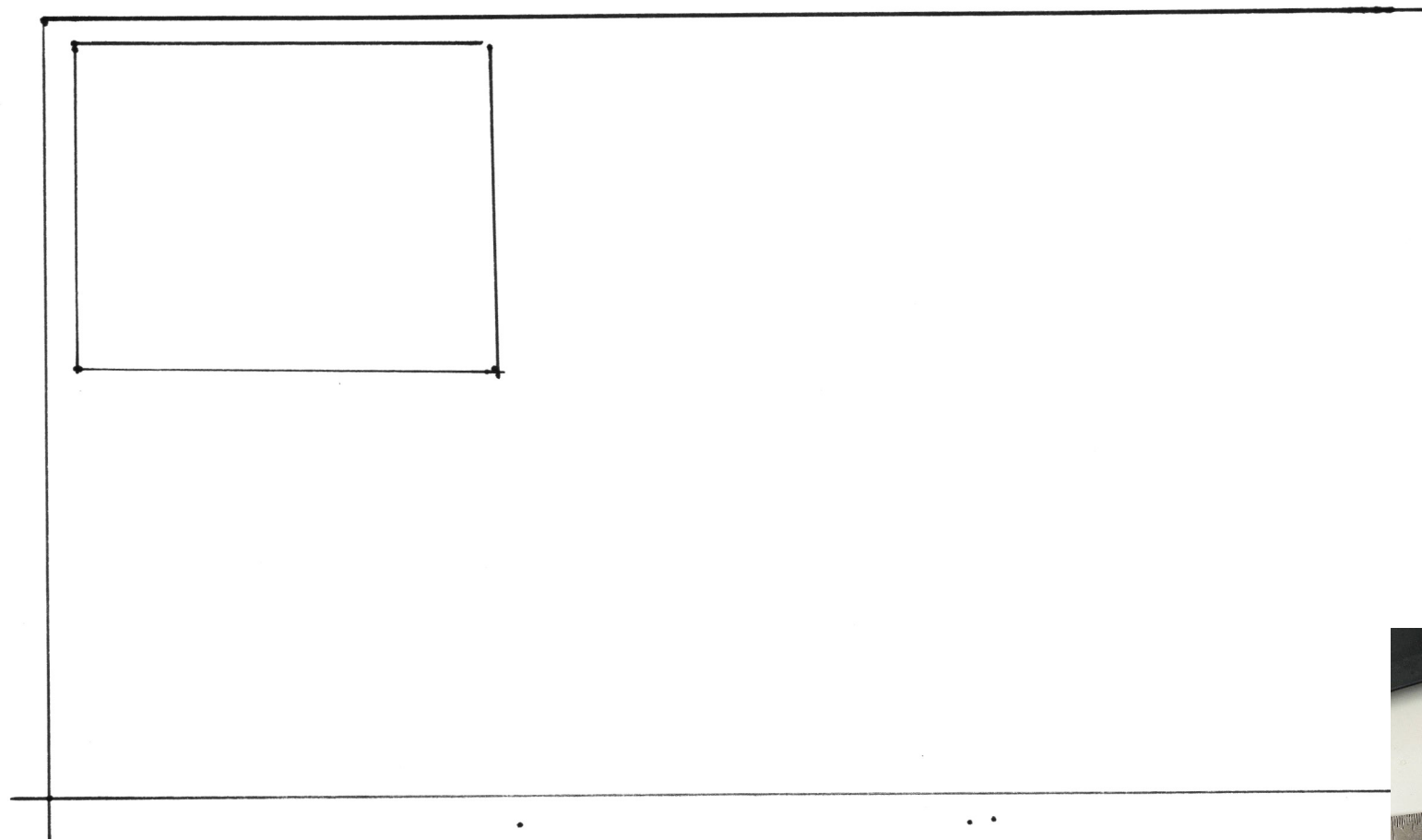


- Put control in division/container

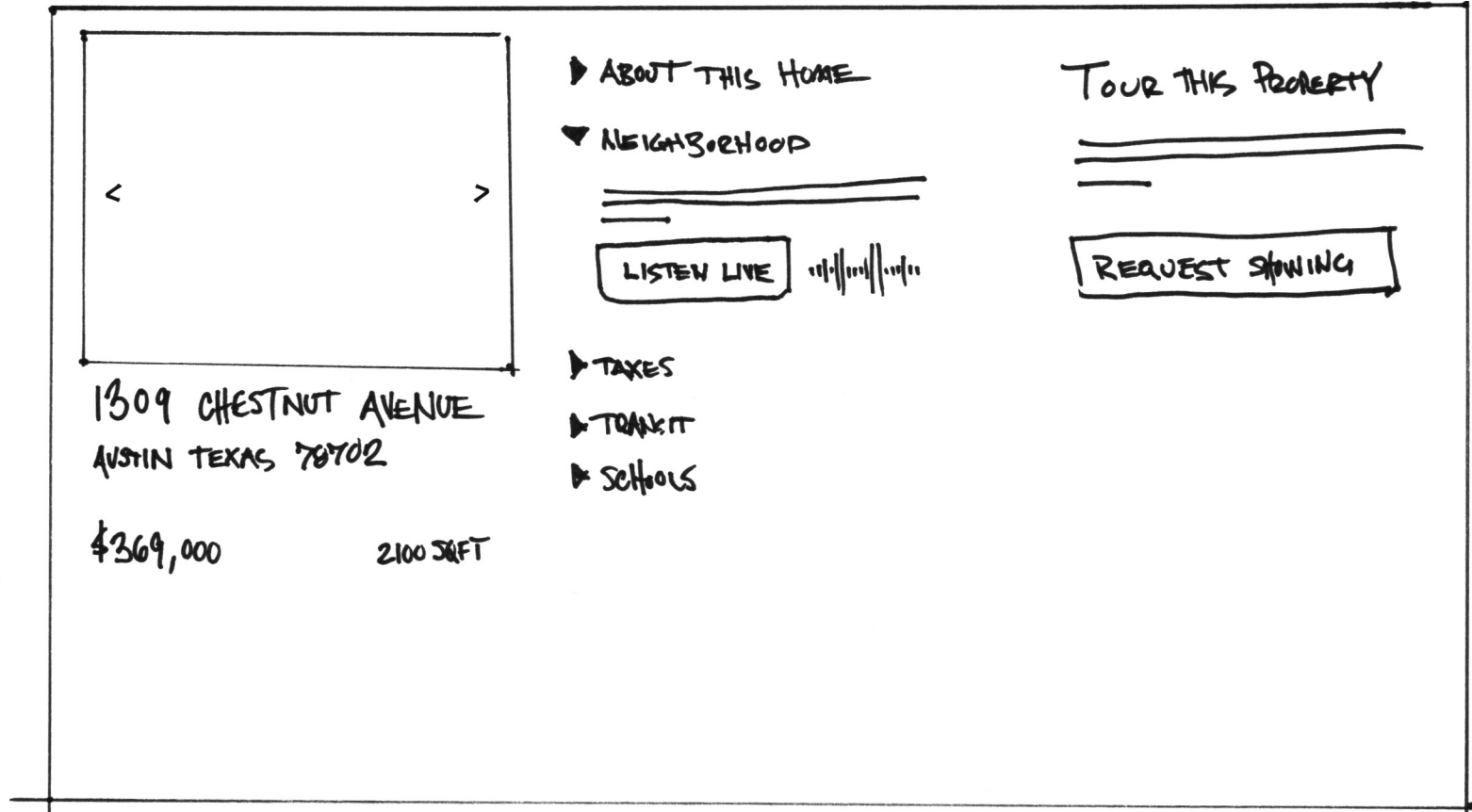
- Change "Live" to "Listen Live" as a control (will launch the mini modal)

- Change to Tour this property

# Revised sketch

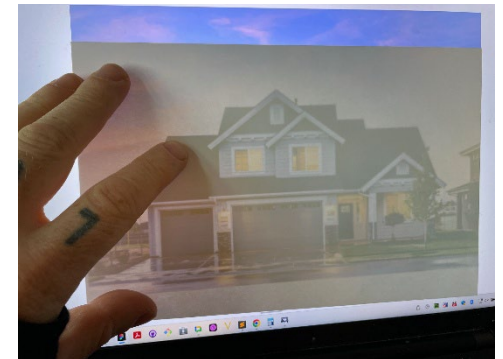
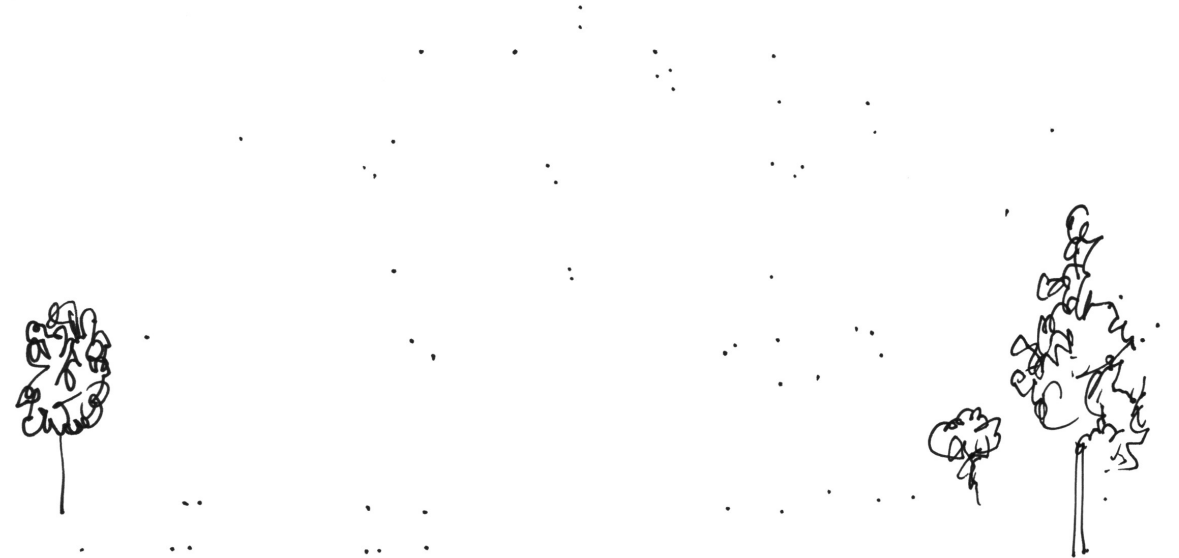
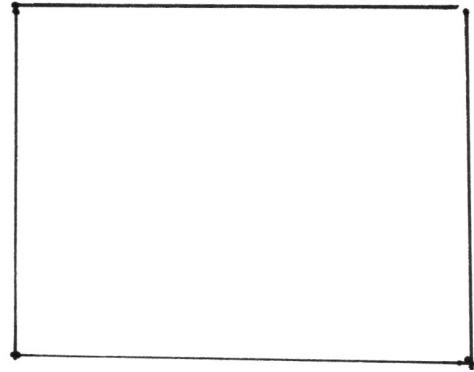


# Revised sketch

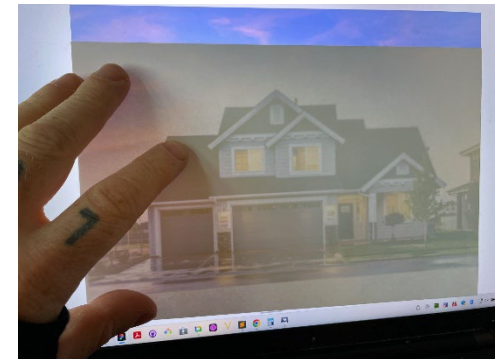
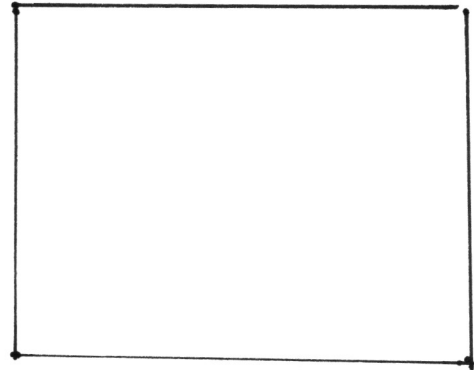




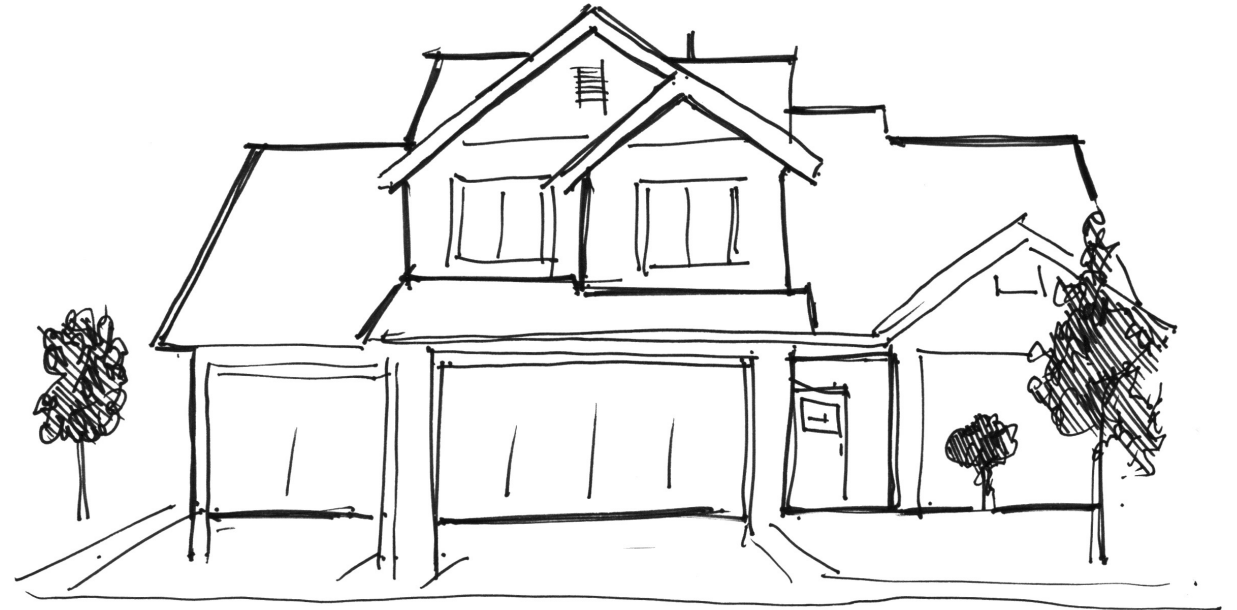
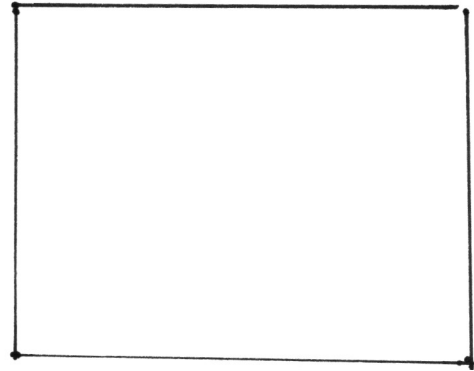
# Revised sketch



# Revised sketch




# Revised sketch



# Revised sketch

▶ ABOUT THIS HOME

▼ NEIGHBORHOOD

LISTEN LIVE 

TOUR THIS PROPERTY

REQUEST SHOWING

▶ TAXES

▶ TRANSPORT

▶ SCHOOLS


1309 CHESTNUT AVENUE  
AUSTIN TEXAS 78702

\$369,000      2100 SQFT

# Now, let's start up-sampling, slowly.

A hand-drawn wireframe of a real estate listing page. On the left, there is a sketch of a two-story house with a garage and trees. Below the sketch, the address is written as "1309 CHESTNUT AVENUE" and "AUSTIN TEXAS 78702". The price "\$369,000" and square footage "2100 SQFT" are listed at the bottom left. To the right of the sketch, there are navigation links: "▶ ABOUT THIS HOME", "▼ NEIGHBORHOOD" (with horizontal lines below it), "▶ TAXES", "▶ TRANSPORT", and "▶ SCHOOLS". A "LISTEN LIVE" button with a waveform icon is positioned below the neighborhood link. On the far right, there is a section titled "TOUR THIS PROPERTY" with horizontal lines and a "REQUEST SHOWING" button.


# Now, let's start up-sampling, slowly.



**1309 Chestnut Avenue**  
Austin, Texas, 78702

\$369,000      2100 Sqft


- ▶ About this home
- ▼ Neighborhood
- ▶ Taxes
- ▶ Transit
- ▶ Schools

**Listen Live** 

**Tour this property**

**Request a Showing**

# Now, let's start up-sampling, slowly.



**1309 Chestnut Avenue**  
Austin, Texas, 78702


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\$369,000      2100 Sqft

About this home ∨

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Neighborhood ∧

Listen Live 

---

Taxes ∨

---

Transit ∨

---

Schools ∨

Tour this property

Request a Showing

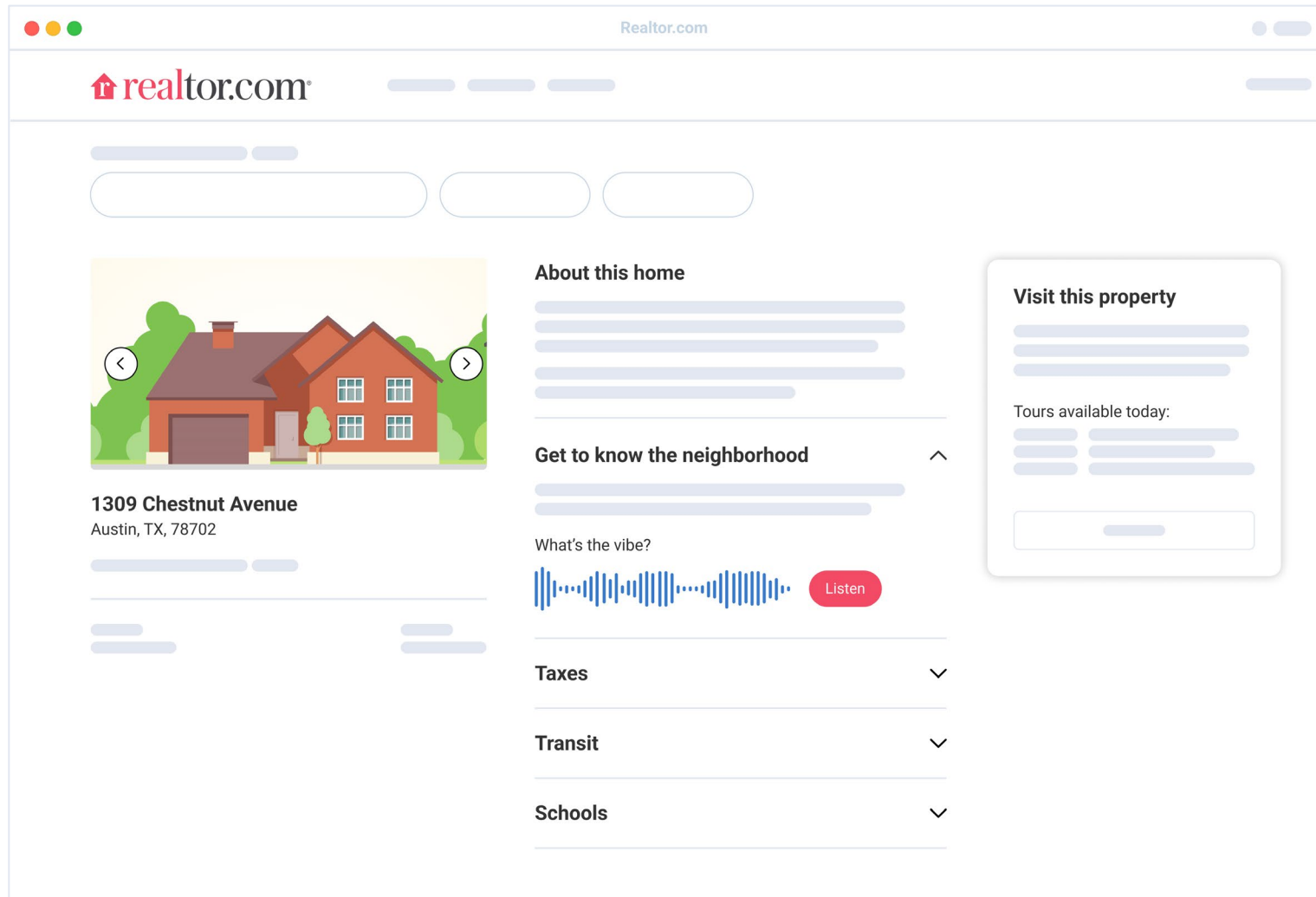
# Now, let's start up-sampling, slowly.

The wireframe depicts a real estate listing page with the following components:

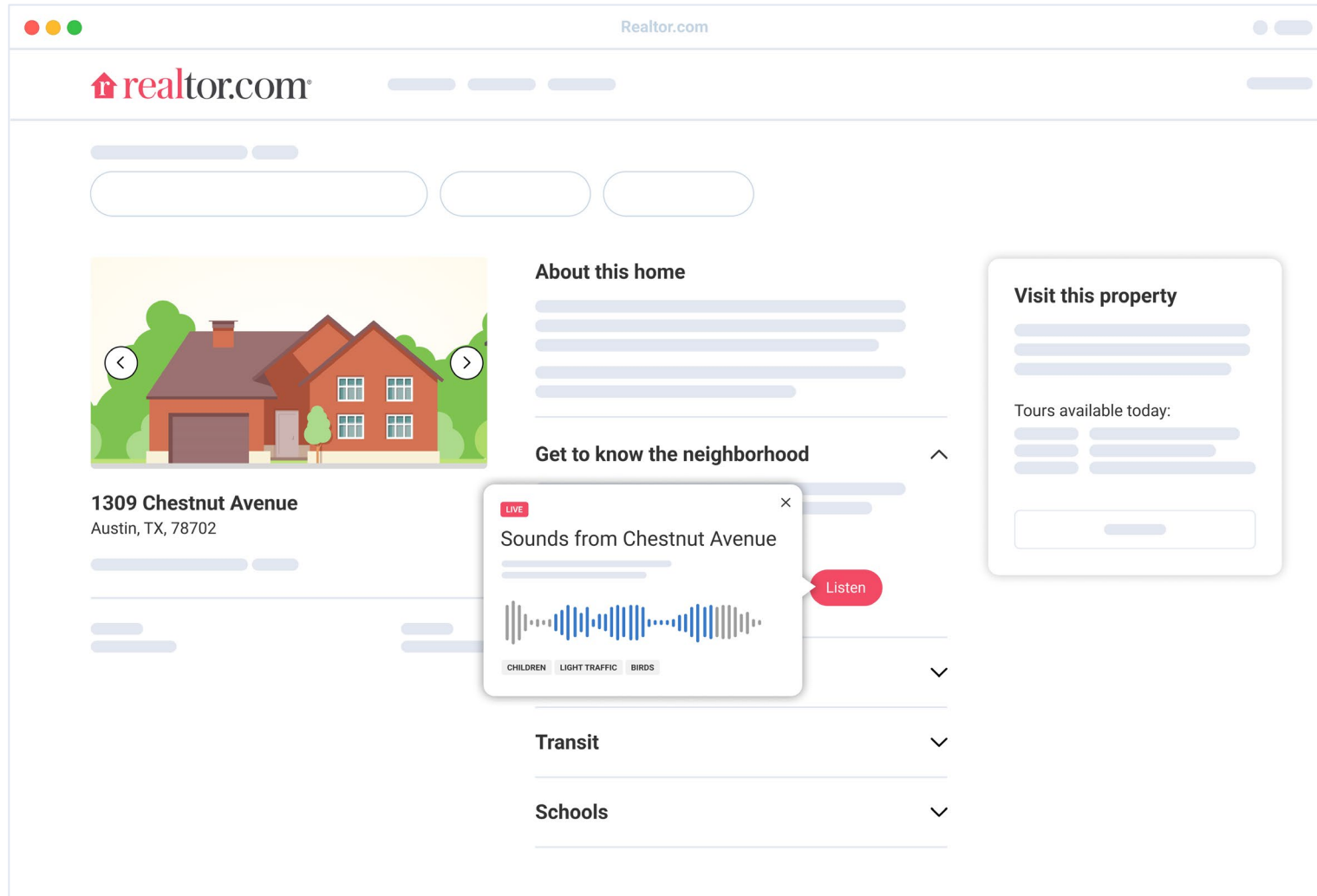
- Image:** A hand-drawn illustration of a two-story house with a brown roof and a two-car garage. It includes left and right navigation arrows.
- Address:** **1309 Chestnut Avenue**  
Austin, Texas, 78702
- Price and Area:** \$369,000  
2100 Sqft
- About this home:** A section with four horizontal bars representing text.
- Neighborhood:** A section with two horizontal bars and an upward-pointing chevron.
- Audio:** A blue waveform icon next to a red button labeled "Listen Live".
- Details:** Three expandable sections: "Taxes", "Transit", and "Schools", each with a downward-pointing chevron.
- Tour this property:** A light blue box containing three horizontal bars and a dark grey button labeled "Request a showing".



# Now, let's start up-sampling, slowly.

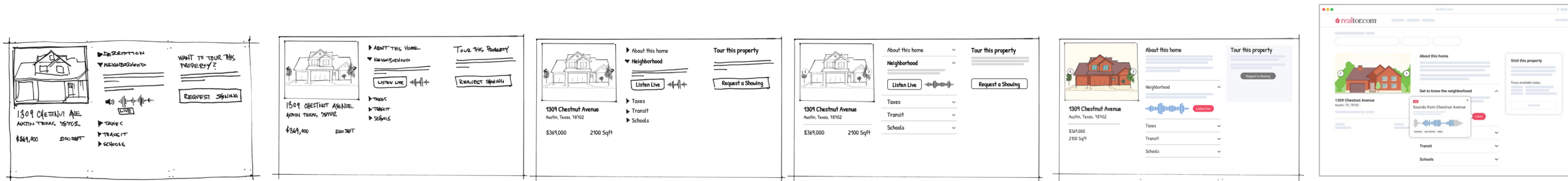


# Now, let's start up-sampling, slowly.



## Presentation sketches

# Reflect on the impact of fidelity, detail, and realism. As the sketches progress, what happens to...



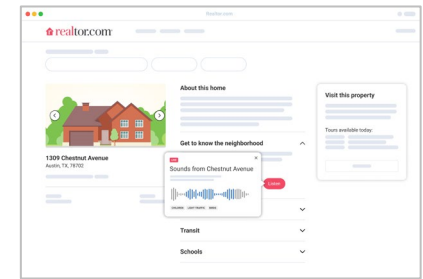
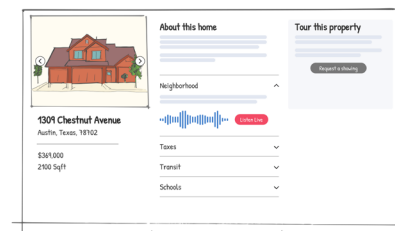
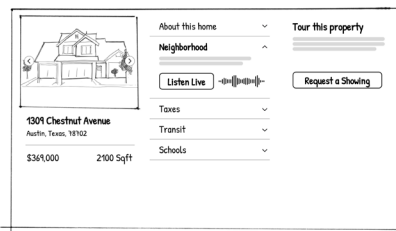
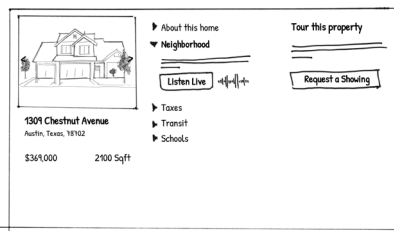
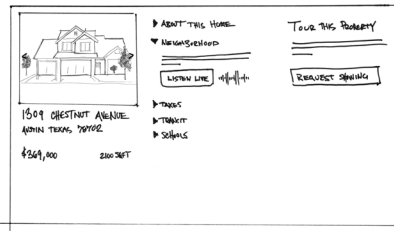
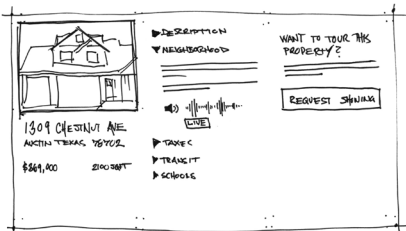
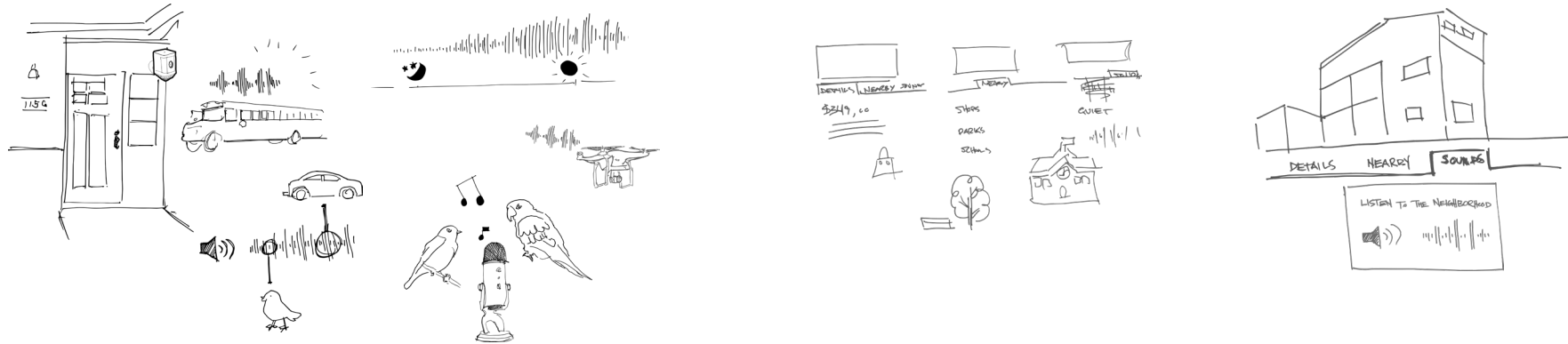
- Your ability to contribute to the idea, as a viewer?
- Your understanding of the innovation?
- Your view of “completeness”?

- The type of things you find yourself focusing on?
- The type of things you find yourself judging?

- The speed at which you form opinions?
- The feelings you have?
- The thoughts you have?

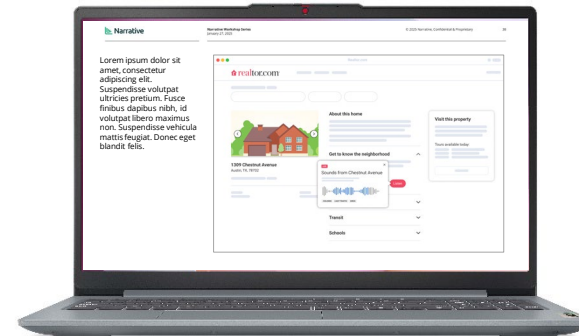
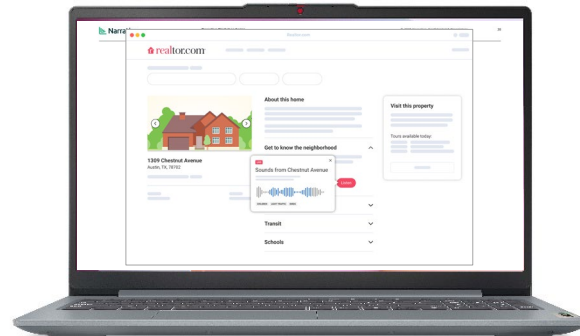
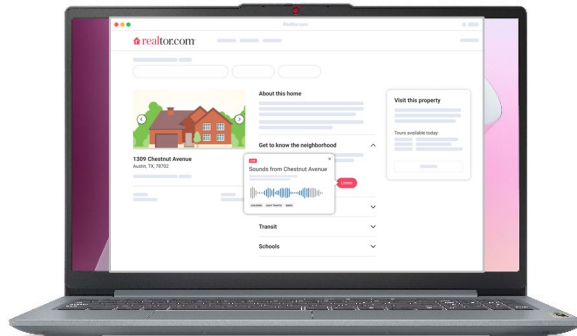
Presentation sketches

# Think about where the idea started..



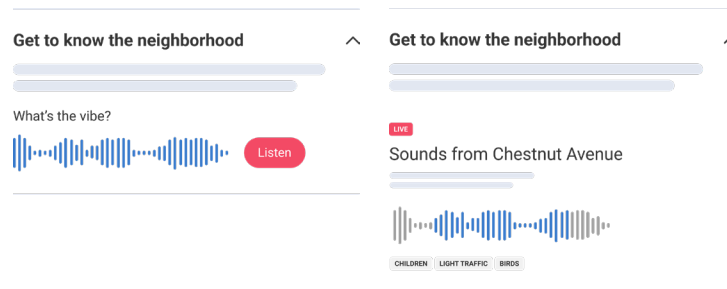
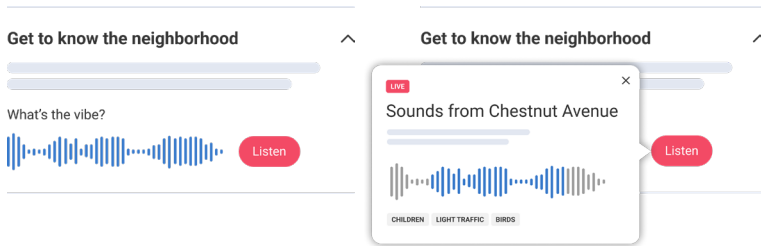
Tips

# Plan for where the sketch is going.

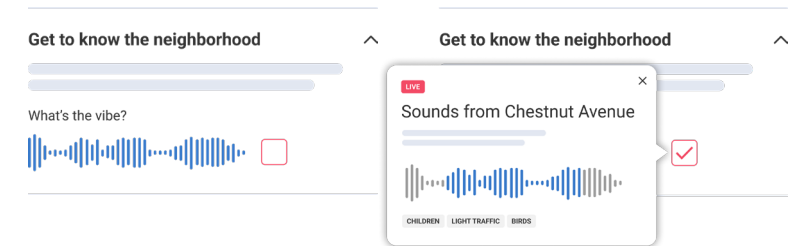


## Tips

# Use realistic interface elements and behaviors.



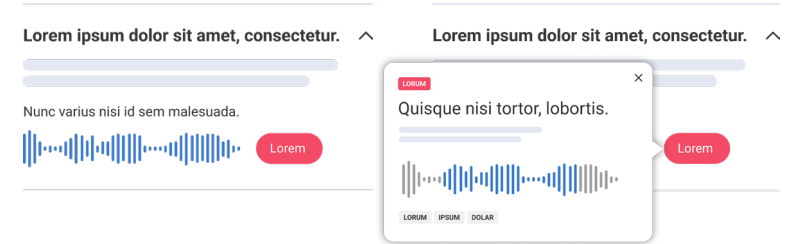
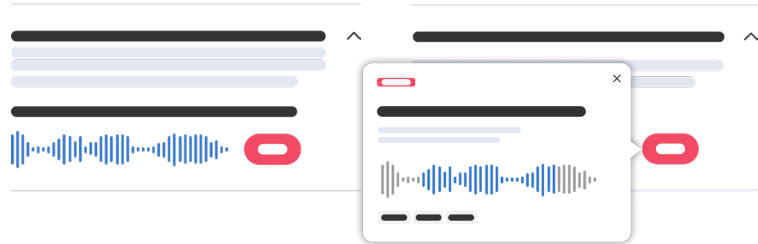
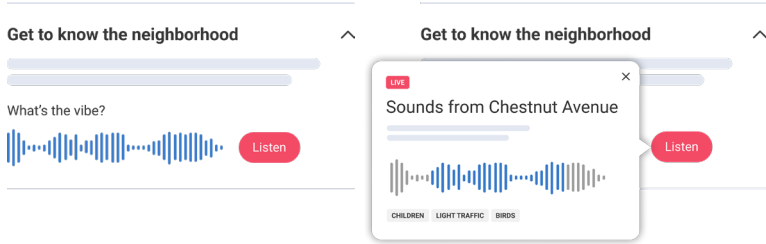
- Pressing a button doesn't typically replace an entire panel (including the button)
- How does a user exit this mode?



- A checkbox is typically used in a form
- Checking a box usually doesn't launch a new mode on-click

Tips

# Use real language for headers and major actions.



Tips

# Scan, don't photograph.





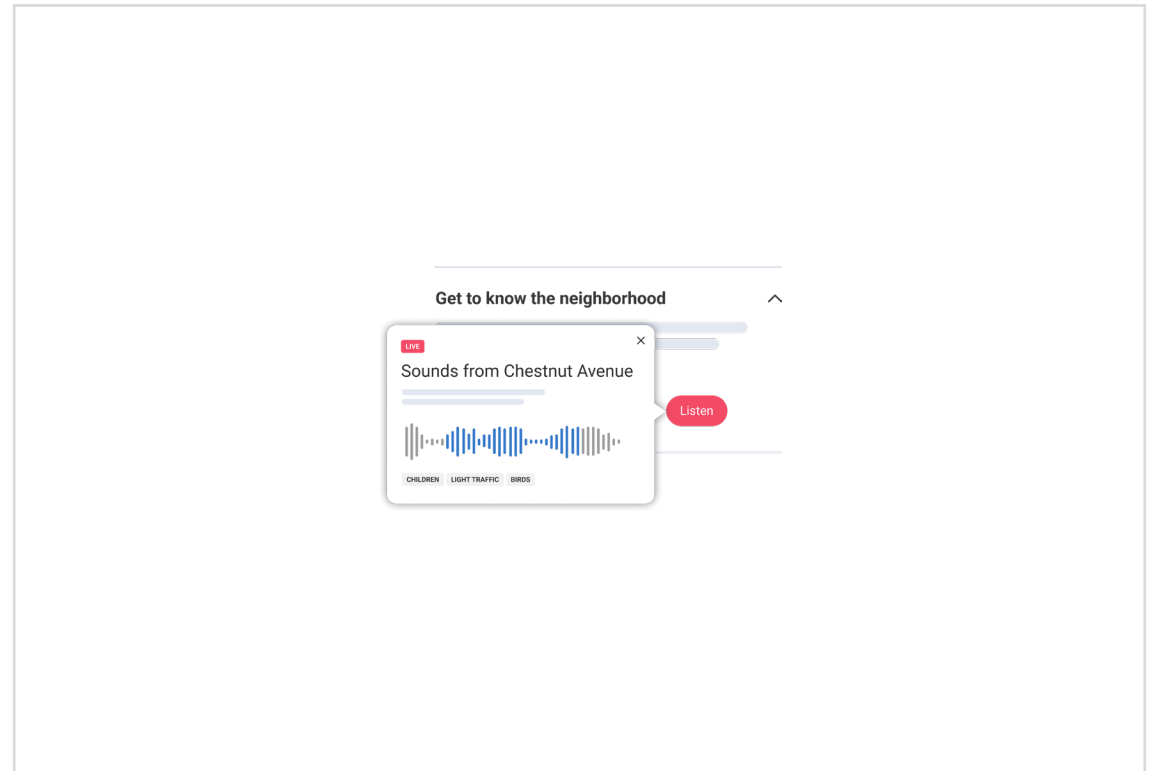
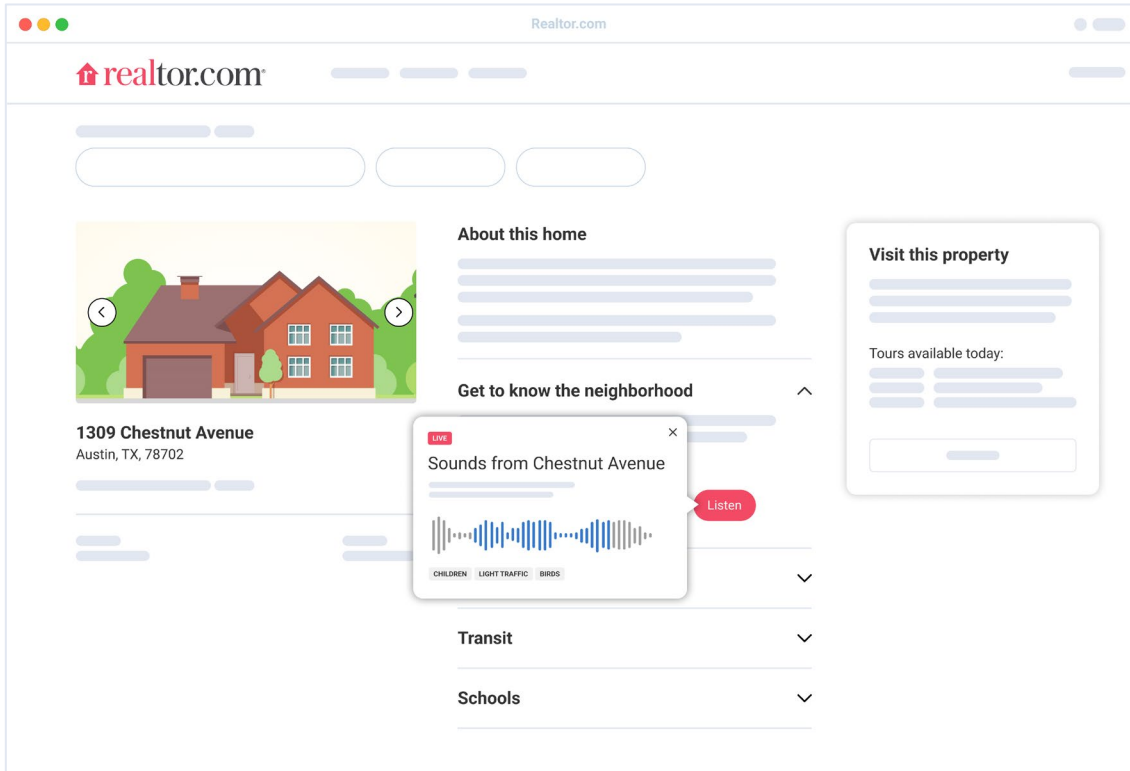
Tips

# Use type fidelity purposefully.



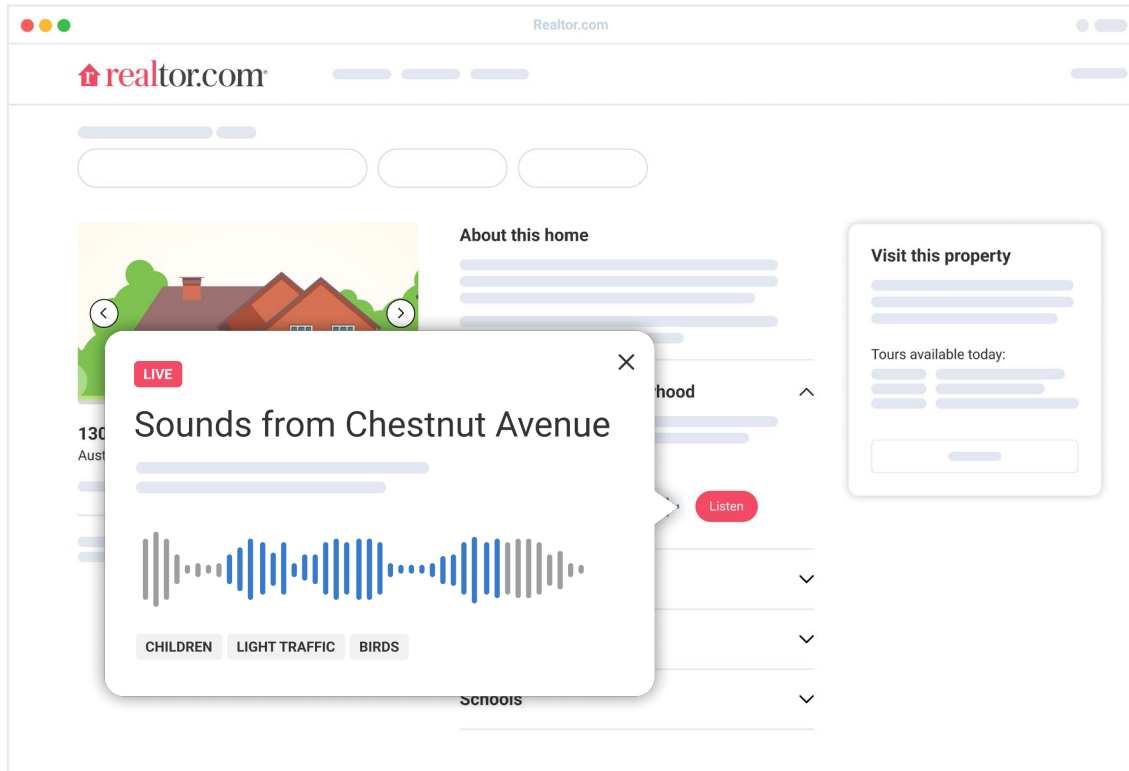
Tips

# Do you need the full screen context?



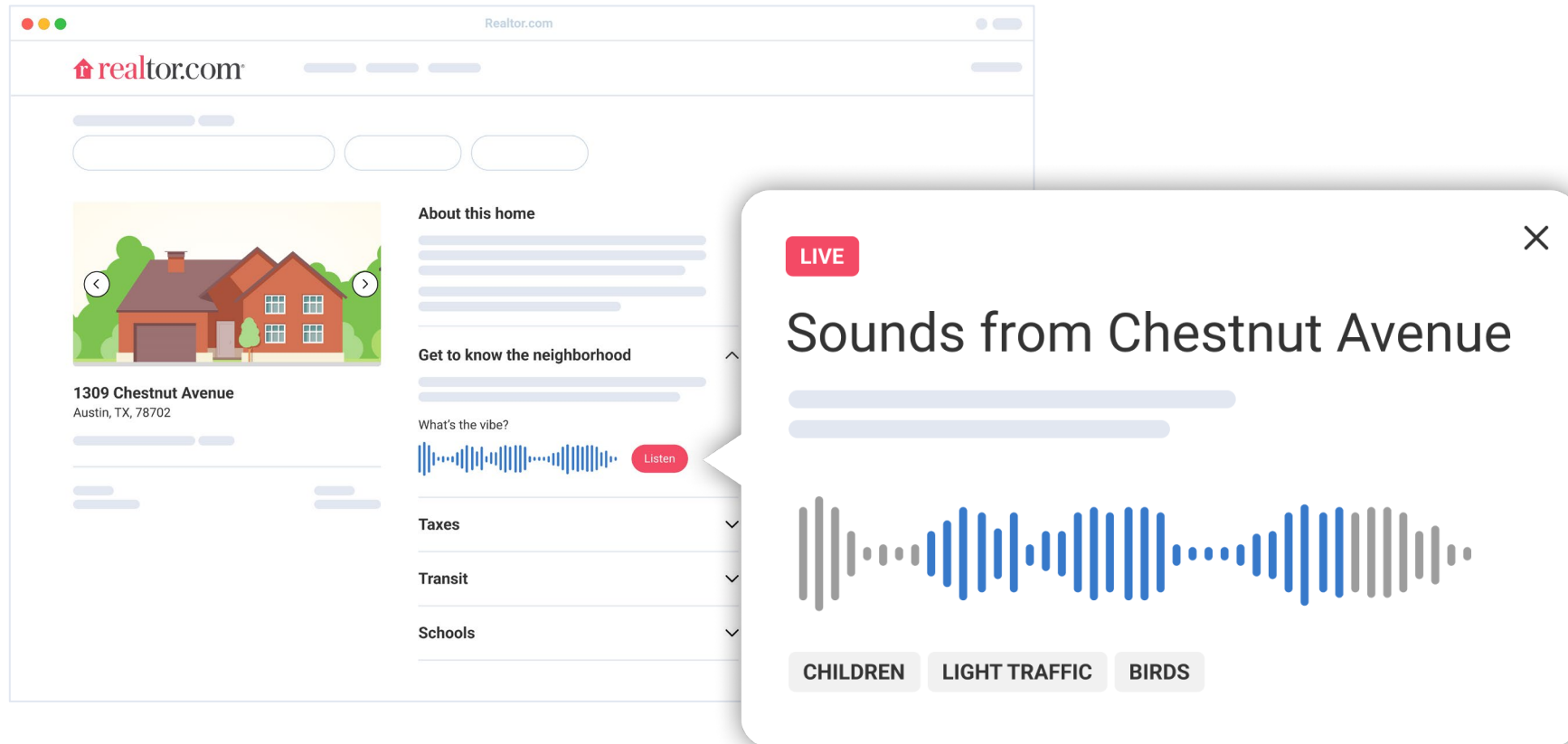
Tips

# What about oversize UI, to emphasize something important?



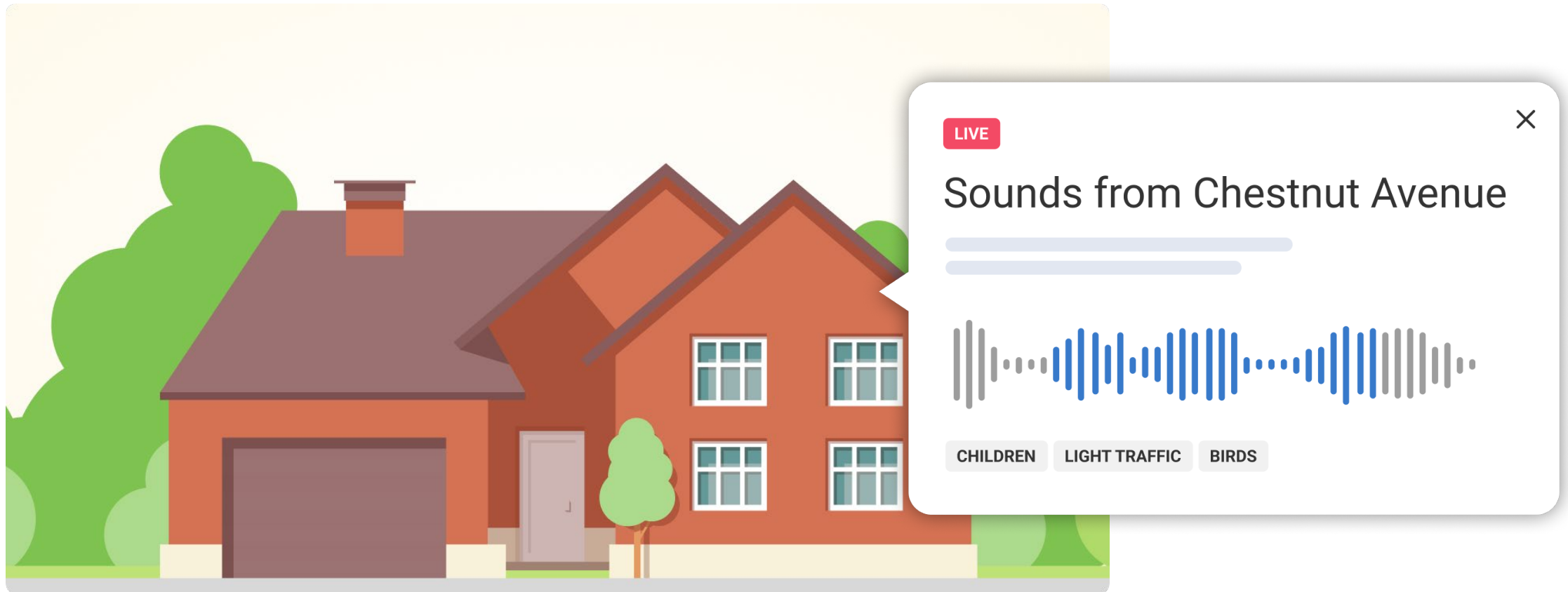
Tips

# What if it breaks the frame of the comp?



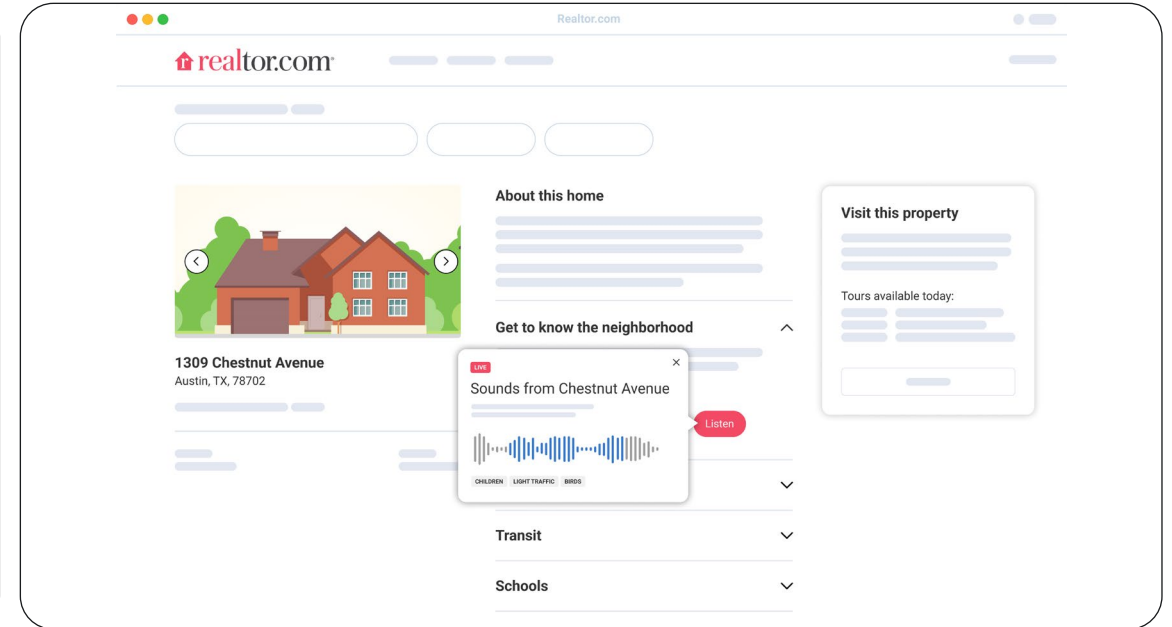
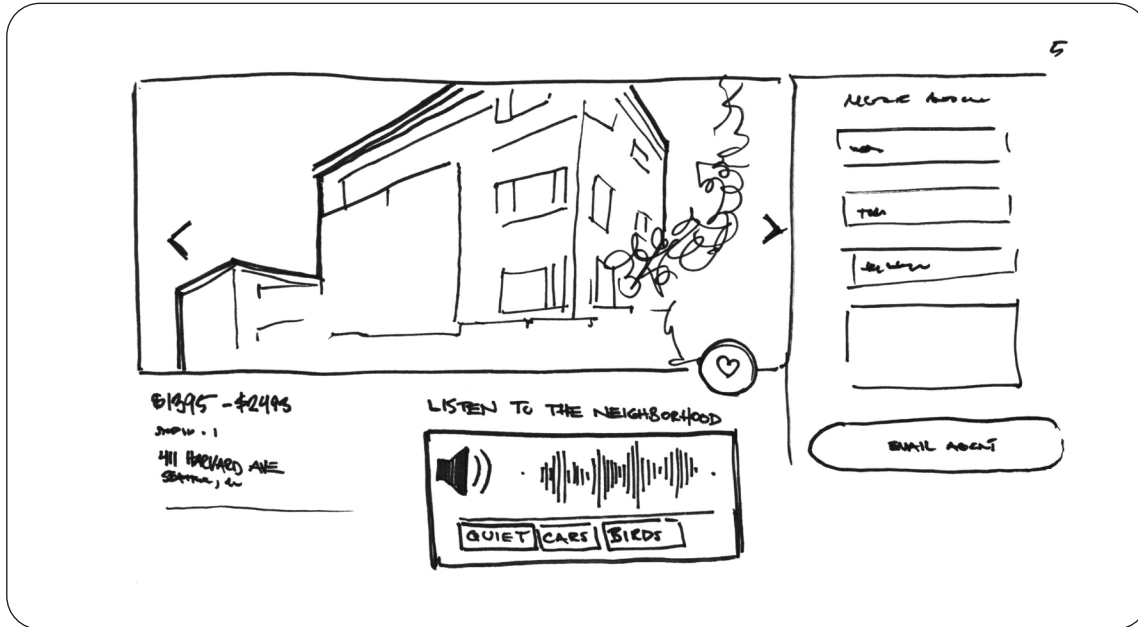
Tips

# What if it's abstracted?



Summary

# Remember ambiguity, detail, and realism.



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Summary

Me

You

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# Thank you!

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