

WIREFRAMES AND PROTOTYPES

TABLE OF CONTENTS

Wireframe/Prototype Summary	p. 2
Design Wireframes	p. 3
Favorites Wireframes	p. 5
Experts Wireframes	p. 7
Splash Wireframes	p. 9
A Few Design Elements	p. 10
High Fidelity Prototype	p. 11
Interview Questions	p. 12

IMAGINE

DESIGN

BUILD

FAVORITES

PROJECTS

EXPERTS

EXECUTIVE SUMMARY

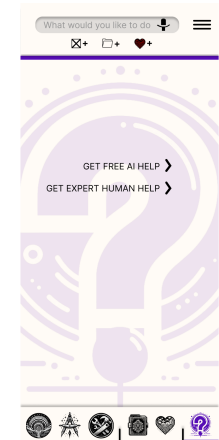
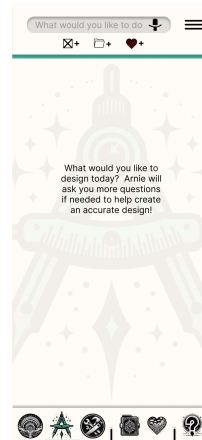
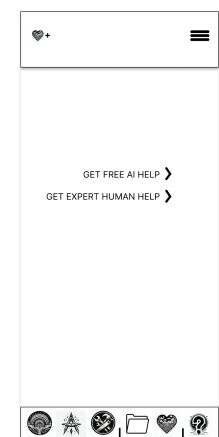
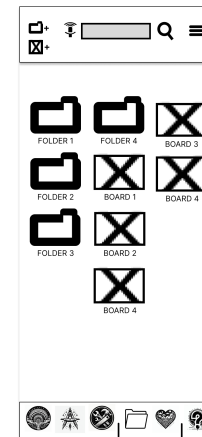
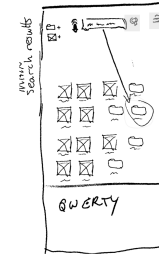
The DIY Homebuilder app is driven by a central AI assistant, currently named Arnie. This assistant can be user-named and personified.

Arnie leads the user through three main processes to accomplish their project: **Imagine, Design, and Build.**

Favorites and **Projects** sections organize all documents, and an **Experts** section gives users access to AI and live help and documentation.

After user research, I created low fidelity paper wireframes for three of the six sections in the app; Design, Favorites, and Experts.

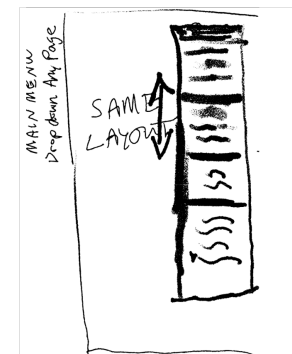
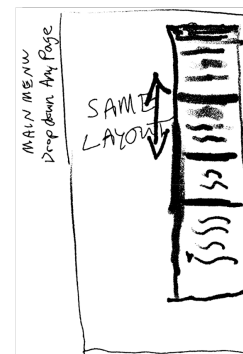
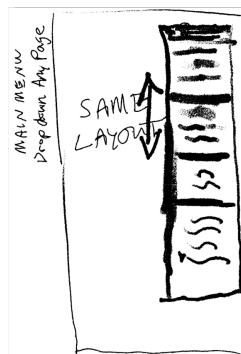
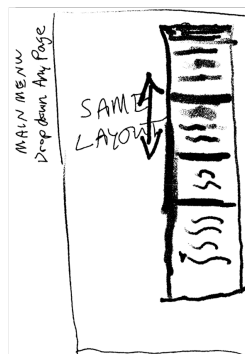
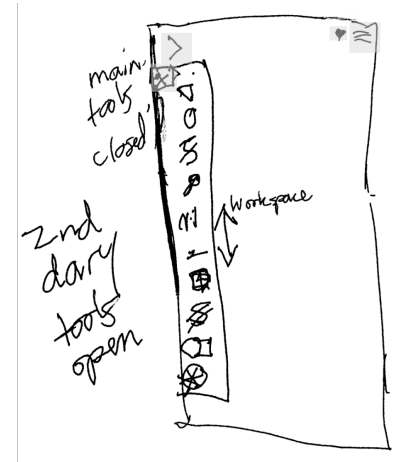
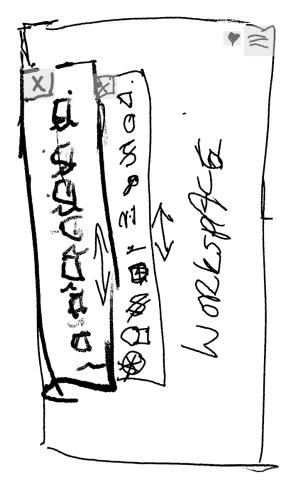
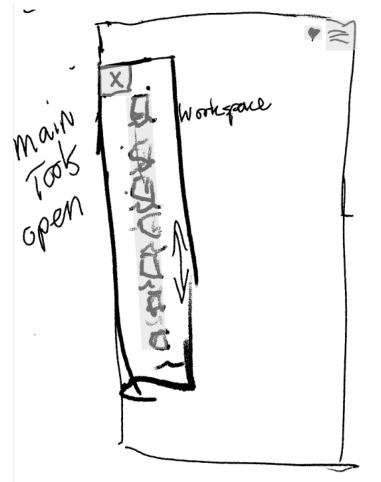
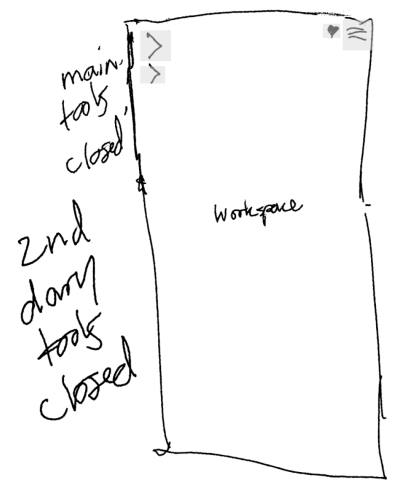
A single wireframe in low, mid, and high fidelity for each of the three sections is shown for these, with hi-fidelity wireframes of the home page for all six sections shown at the right.



LO-FI DESIGN

Paper sketches for each of the three sections and the splash wireframes is shown on the following pages.

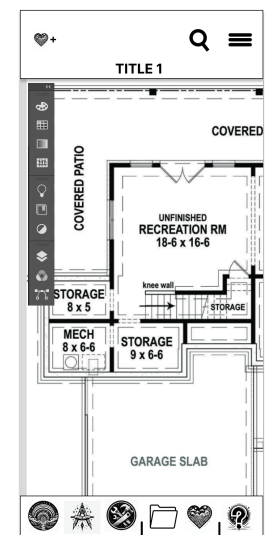
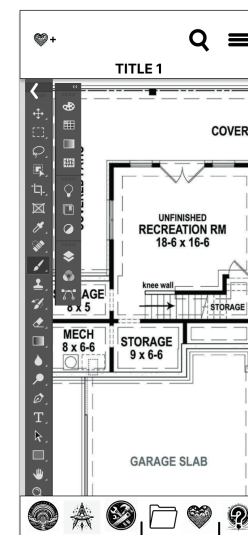
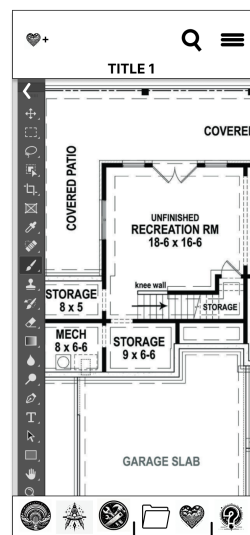
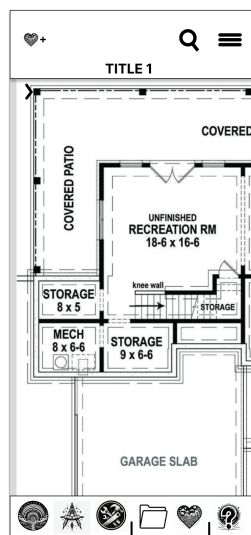
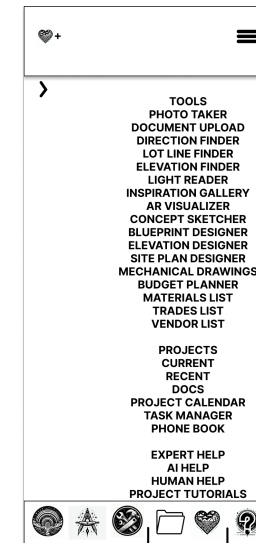
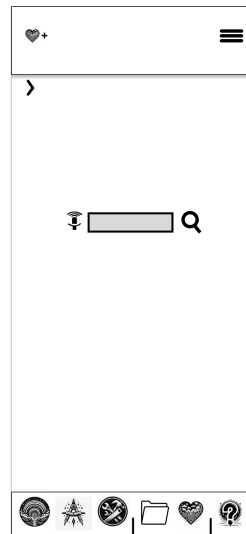
This page shows the Design feature. The top row shows the blank work space, with main and secondary tool bars, and the second row shows the open hamburger menu accessing other apps features.



MID-FI DESIGN

These show the header and footer menu bars, as well as the AI prompt bar in the center, with mic and qwerty keyboard for command input.

The hamburger menu for other app features is shown open on the right, and the second row shows a scrollable/pinch-zoom AI generated house blueprint with main and secondary tool menus open and closed.

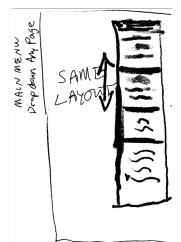
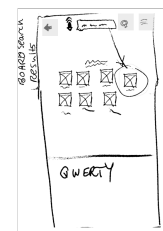
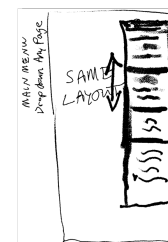
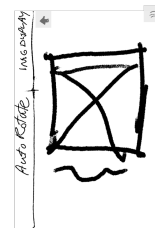
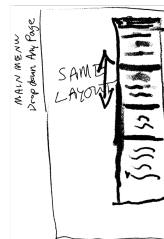
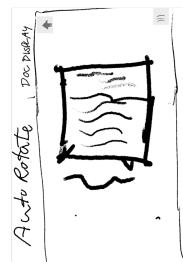
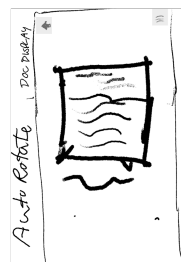
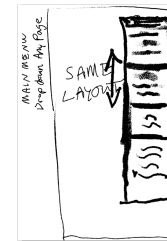
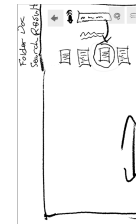
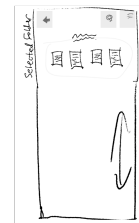
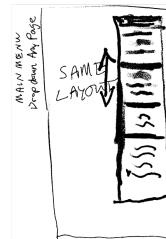
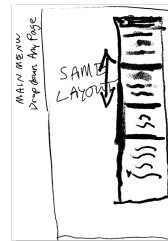
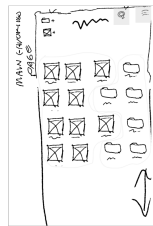
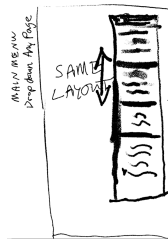
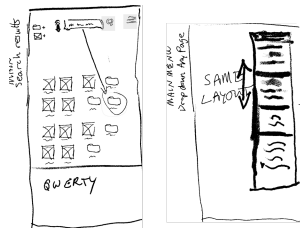


LO-FI FAVORITES

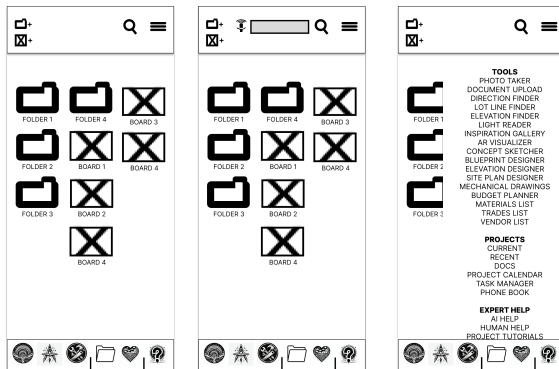
The wireframe to the left shows results from search query on the favorites page, which shows current boards and folders favorited from the rest of the app. They house all favorited visual media and docs for easy access during a project.

The second row shows the main favorites page before search, as well as an open board with enclosed visuals, an open folder with enclosed docs.

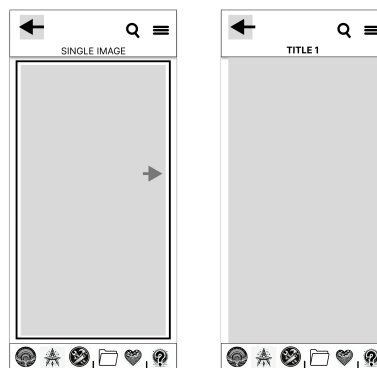
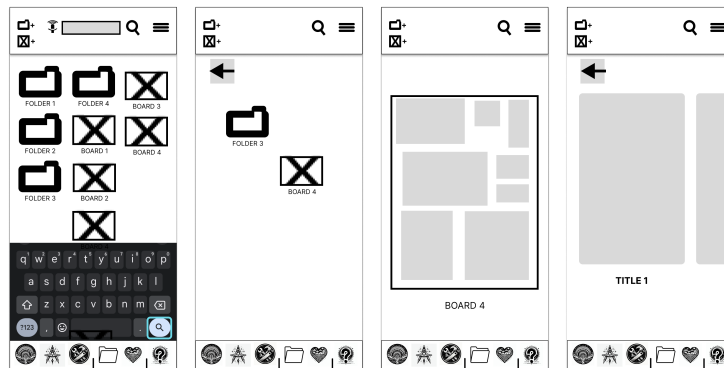
On the third row a selected doc and selected image pages are shown. The open hamburger menu is shown next to each page for prototyping purposes.



MID-FI FAVORITES



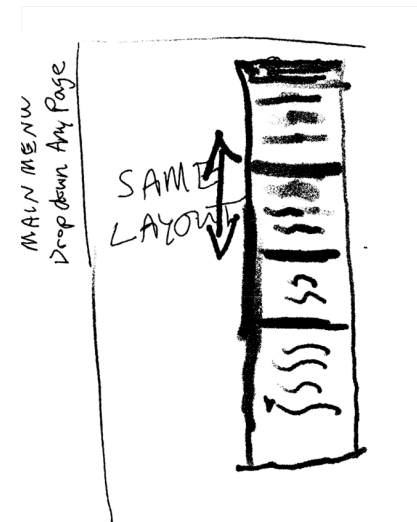
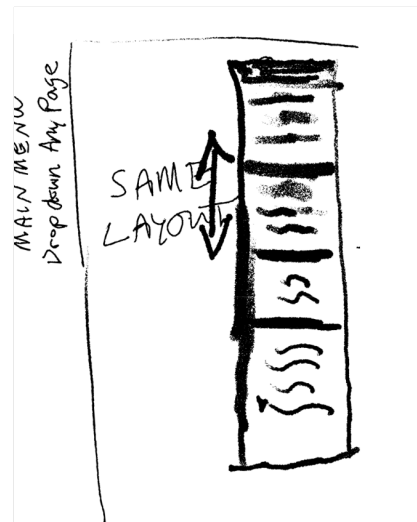
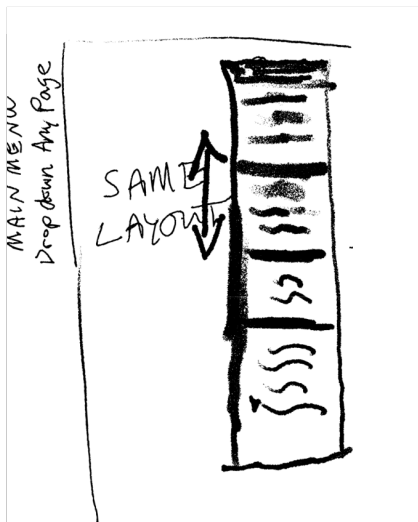
These wireframes show the main page, open hamburger menu, search page, selected folder and boards scroller pages, and open individual image and doc pages.



LO-FI EXPERTS

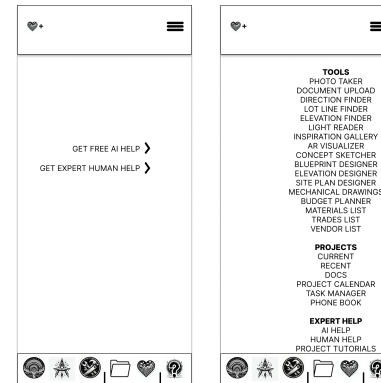


The Experts feature keeps with the simple AI prompt theme for getting either free AI or paid human help, which then simply opens to a results page with various types of information and links, as well as a pay portal (not shown) for human expert consultation and hire.

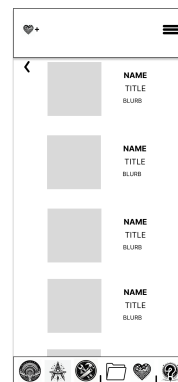


MID-FI EXPERTS

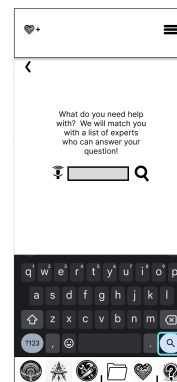
Main Expert page, with open hamburger menu to navigate to other sections of the app.



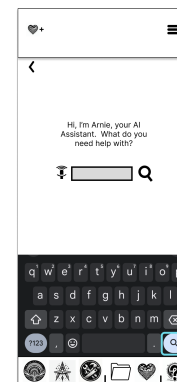
AI prompt bar with questions for the human experts (left) or for the AI assistant (right).



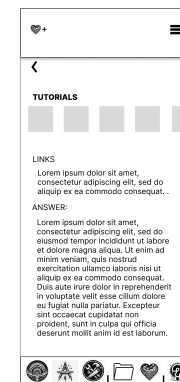
Returned results for human expert contact pool, and a selected expert profile page (left).



AI prompt bar with questions for the human experts

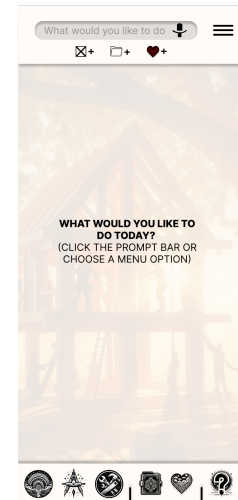
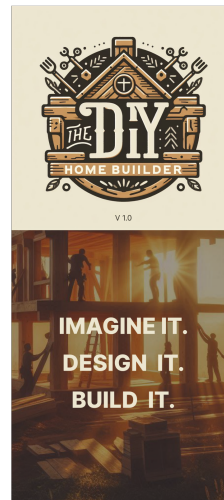
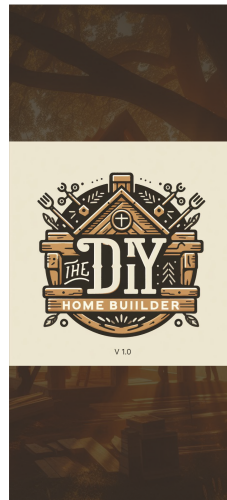
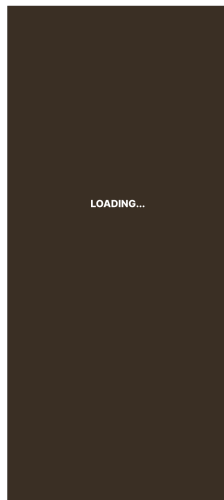


AI Assistant prompt page, and returned results page.



SPLASH HIGH FIDELITY WIREFRAMES

The first four pages show the opening sequence for the app, landing on the “home” page. There will be a first time on-boarding and return login process from this page. The onboarding will help the user set up their profile preferences, including personalizing the AI assistant, setting up the first project parameters, etc.



DESIGN ELEMENTS

ICONS

Based on my prior product research, user interviews and personas, I created design system and a high-fidelity clickable prototype demonstrating the Design, Favorites, and Experts features in the app.

Some common elements are shown at the right.

The prototype is shown on the following page.



new board



open menu icon



back button



new folder



close menu icon



mic icon



ADD FAVORITES BUTTON



prompt/command bar



prompt/command icon



folder icon



hamburger drop down menu



board icon



VIDEO PLAY icon



IMAGINE ICON



PROJECTS ICON



DESIGN ICON



EXPERTS ICON



BUILD ICON



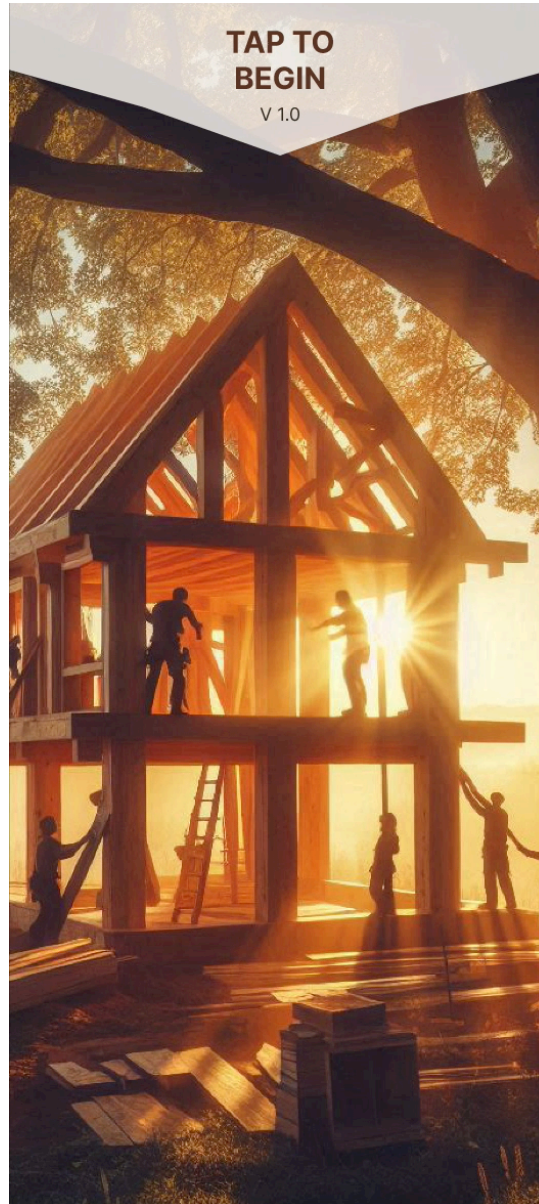
FAVORITES ICON



MENU BAR VERTICAL SEPARATOR

HIGH FIDELITY Clickable Prototype

A design system was developed and the high fidelity clickable prototype with these three sections was created.



INTERVIEW QUESTIONS

What methods have you used to reduce the cognitive load for your users?

The app has a hamburger menu that's always accessible with all functions laid out in a color coded fashion along with basic menu and app functions available. It also has each of the main app features laid out in a color coded footer menu with explainer bubbles for each feature. The app UI utilizes a design system that standardizes icons, components, functions, colors, and placement to give a consistent feel throughout the app. Finally, the app utilizes icons that are more universally recognized throughout the digital ecosystem.

What were your learnings or takeaways from the prototyping process?

Personally my first takeaway is the importance of having a good command of the design and prototyping apps being used during the development process. My frustration in this design process is not knowing how to use the advanced prototyping features of Figma in particular in order to accomplish some of the interactions of my app. Secondly, the app design process is definitely a feedback loop, gaining new info along the way and going back to improve and incorporate

that information into the continuing design process. The third is sometimes having to compromise on design goals with current knowledge level, and adjusting the scope of the development to accommodate those limits in skill level and time constraints.

How would you figure out whether your prototype does what it's supposed to?

User testing is important to accomplish this goal, as well as utilizing the prototyping features in Figma to test the prototype.

Did you draw inspiration from existing apps? How did this inspiration influence your work?

Since the app I am creating is like having several apps in one, I researched how apps with similar features were laid out and what information they contained, and the UI they used to present the info. I created similar features in my DIY app. The challenge currently is to flesh out each feature and to make it cohesive across the entire app, as different features serve different functions. In other

words, how to unify diverse functions into a cohesive whole as opposed to feeling like you're just using several different apps within one bundle. For instance, the Design feature in my app utilizes tool menus similar to what you might find in Adobe Photoshop. The Imagine and Favorites features utilize Pinterest-like layouts to categorize information, while the Experts feature is more of a phone book of data and feedback similar to a web search. Creating a cohesive UI across all of these features is the challenge.

How does your prototype meet the requirements for your project's business goals?

Revenue streams are generated through several avenues, including smart ads from content-related businesses, a subscription model based on app usage, and finders fees based on access to outside experts providing consultation and/or labor for the needs of the app user.