



Prototyping Essentials with Axure Second Edition

By Ezra Schwartz, Elizabeth Srail

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A comprehensive strategy and planning guide for the production of worldclass UX artifacts such as annotated wireframes, immersive prototypes, and detailed documentation

About This Book

- Learn in a progressive and structured way to plan and construct highly compelling interactive, responsive prototypes that will impress and excite decision makers, stakeholders, and users
- Discover how, without any programming knowledge, you can quickly simulate complex interactions for applications such as e-commerce and global enterprise systems
- Acquire effective time-saving methods for constructing and annotating wireframes, interactive prototypes, and UX specifications
- A hands-on guide that walks you through the iterative process of UX prototyping as an individual designer or member of a team, including planning collaboration, wireframe construction, interaction design, annotations, and specifications
- Comprehensive coverage of Axure 7, the leading UX tool used by tens of thousands of user experience professionals, business analysts, and product managers in global corporations, governments, large institutions, leading interactive agencies, and thousands of small and medium businesses worldwide

Who This Book Is For

If you are a UX practitioner, a business analyst involved UX projects, or a product manager involved in UX projects, this book is for you. Consultants or in-house staff who work for agencies or individual practitioners will also benefit from this book. Familiarity with Axure will help but is not mandatory.

What You Will Learn

- Plan and construct compelling interactive prototypes that impress and excite decision-makers, stakeholders, and users
- Quickly simulate complex interactions for Web and mobile without programming knowledge. If you can program, the sky is the limit
- Acquire effective time-saving methods to construct annotated wireframes, interactive prototypes, and UX specifications
- Follow the iterative, collaborative process of UX prototyping as an individual designer or member of a team
- Keep UX on schedule and budget through planning, effort estimation and risk assessment
- Maximize your investment in Axure 7, the leading UX tool, with this comprehensive coverage of workflow and features

In Detail

Designing the user experience has never been more exciting, while prototyping it has never been more challenging. Whether you are an individual practitioner or a member of a UX team, a consultant, or an in-house UX resource, this book will teach you how to plan, construct, and document top-quality, device/OS-agnostic artifacts and deliverables such as task and user flows, persona briefs, wireframes, prototypes, and specifications with Axure 7, the leading UX industry design tool.

Axure 7 is used worldwide by tens of thousands of UX professionals, business analysts, and product managers in global corporations, governments, large institutions, leading interactive agencies, and consultancies.

Prototyping Essentials with Axure Second Edition is a detailed, practical primer on Axure 7.0 and is a complete rewrite of the previous edition due to the numerous new features in Axure 7.0. Demand for skilled Axure professionals is high and familiarity with Axure is an expected prerequisite skill for UX designers worldwide.

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Editorial Review

About the Author

Ezra Schwartz

Ezra Schwartz helps organizations realize their strategic vision for a worldclass user experience. As a principal experience architect, he holds lead positions in missioncritical projects for global corporations. An advisor to management and stakeholders, Ezra is an expert in transforming largescale, datadriven systems into mobilefirst, device/OSagnostic UX frameworks. Ezra enjoys solving the numerous challenges involved in complex systems, the organizations that build them, and the people who use them. He draws on his wealth of experience from projects in the financial, education, aviation, healthcare, telecom, publishing, research, manufacturing, and software industries. Ezra feels very fortunate to be practicing in a domain that affords him the opportunities to travel and associate with the exceptional cast of international experts he gets to collaborate with. He values mentoring and giving back to his professional and social communities. Ezra is the founder and organizer of AxureWorld.org, a free communitydriven international conference dedicated to UX prototyping. He talks regularly about UX at conferences and on his blog, www.artandtech.com.

Elizabeth Srail

Elizabeth Srail has been creating and leading designs since 2001, and throughout that time, she has learned that employing the lesson her parents taught her at a young age, which is to "put yourself in that person's shoes", is the key to a successful design. In an age where everyone is talking, mostly through social media, Elizabeth has been listening. She takes what she hears from the users and stakeholders, and removes or diminishes the problems these people face with designs that are thoughtful, easytouse, fun, and pretty. She employs that same lesson when managing others as well and believes that kindness is the greatest illustration of strength. In addition, Elizabeth has guided large organizations by educating leaders on the nuances of the UX process and advising them on how best to implement this practice into their current delivery methodology. Elizabeth started using Axure in 2008 and was happy that Axure allowed her to demonstrate her vision by creating interactivity without having to code and without having to use words to sell her designs; the design and experience spoke for themselves. She met Ezra in February 2009, and in the following years, they collaborated on how best to optimize Axure, often discussing and debating the evolution of the UX practice. Elizabeth is a devoted practitioner and teacher of Ashtanga yoga. Practicing yoga has allowed her to be more creative and handle the stressors of work with poise.

Users Review

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Walter Goodwin:

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