



Axure Users Meetup, Chicago May 2, 2013

# **Axure Planning and Logistics**

**Ezra Schwartz**

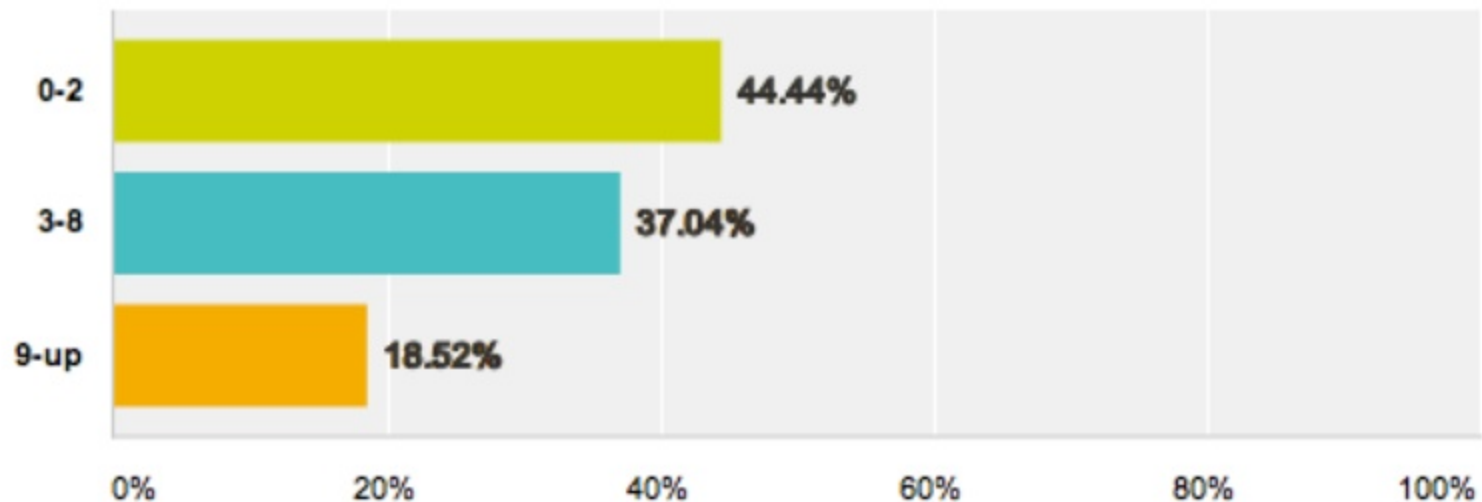
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# Introductions

Attendee responses to a pre-session survey – Q1

## Years of UX Experience

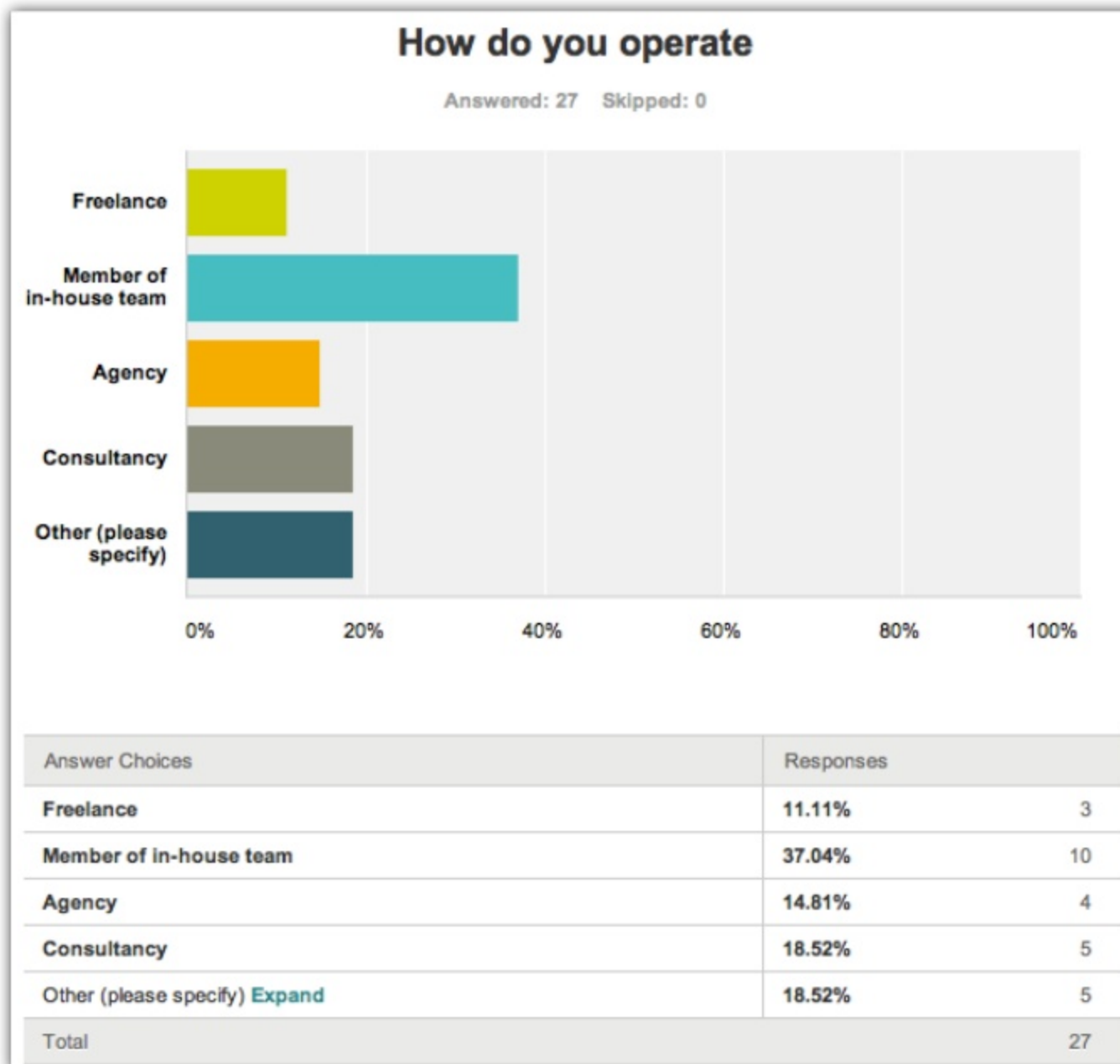
Answered: 27 Skipped: 0



Answer Choices	Responses	
0-2	44.44%	12
3-8	37.04%	10
9-up	18.52%	5
Total		27

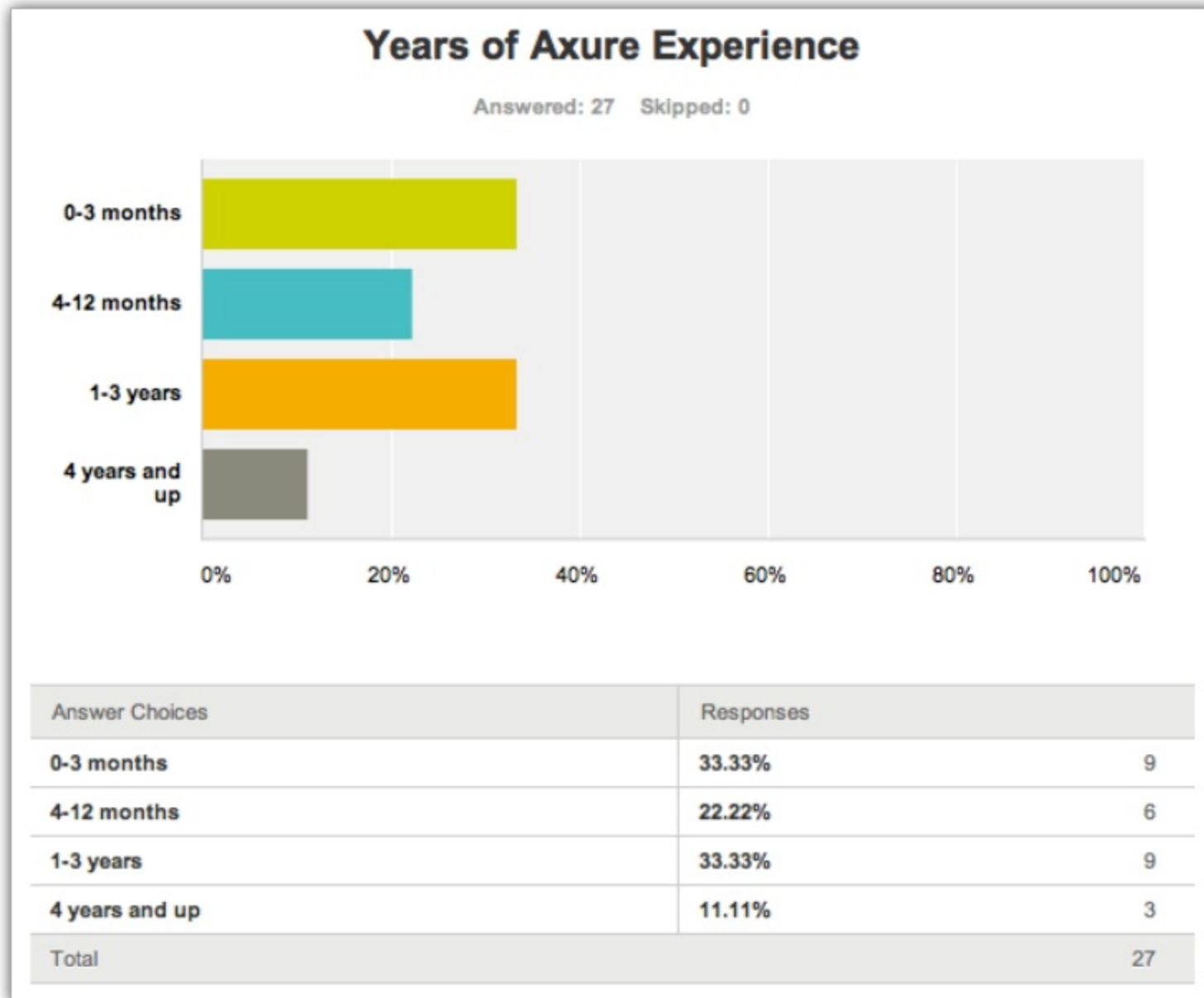
# Introductions

Attendee responses to a pre-session survey – Q2



# Introductions

Attendee responses to a pre-session survey – Q3

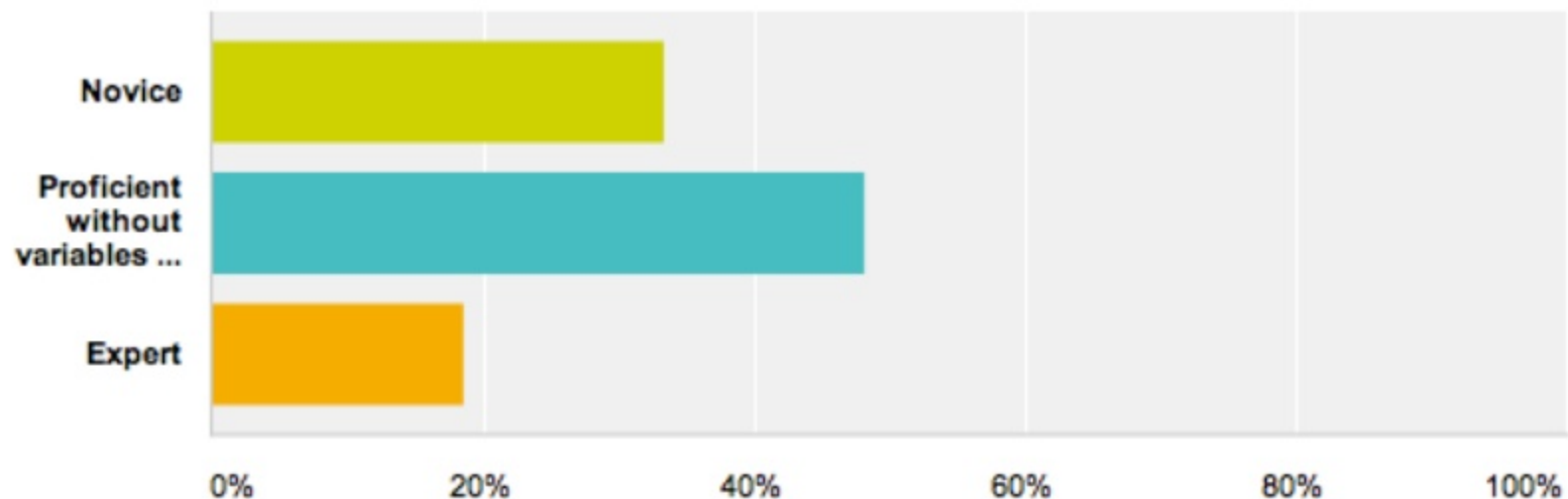


# Introductions

Attendee responses to a pre-session survey – Q4

## Axure proficiency

Answered: 27 Skipped: 0



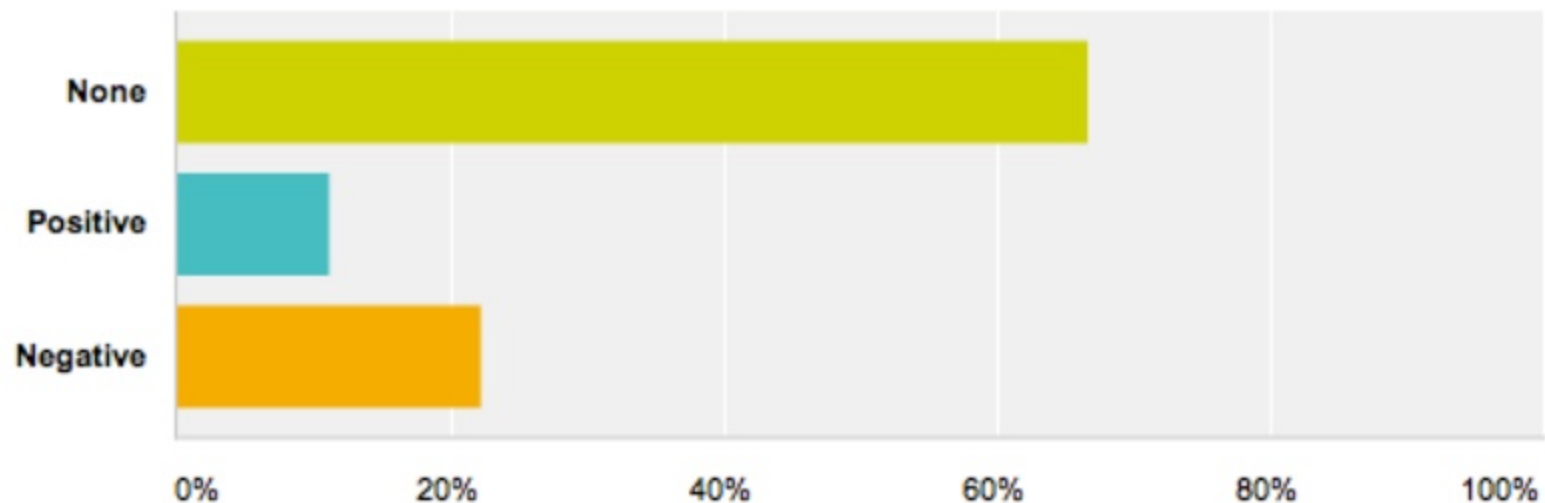
Answer Choices	Responses	
Novice	33.33%	9
Proficient without variables and functions	48.15%	13
Expert	18.52%	5
Total		27

# Introductions

Attendee responses to a pre-session survey – Q5

## Experience with Spec generators

Answered: 27 Skipped: 0



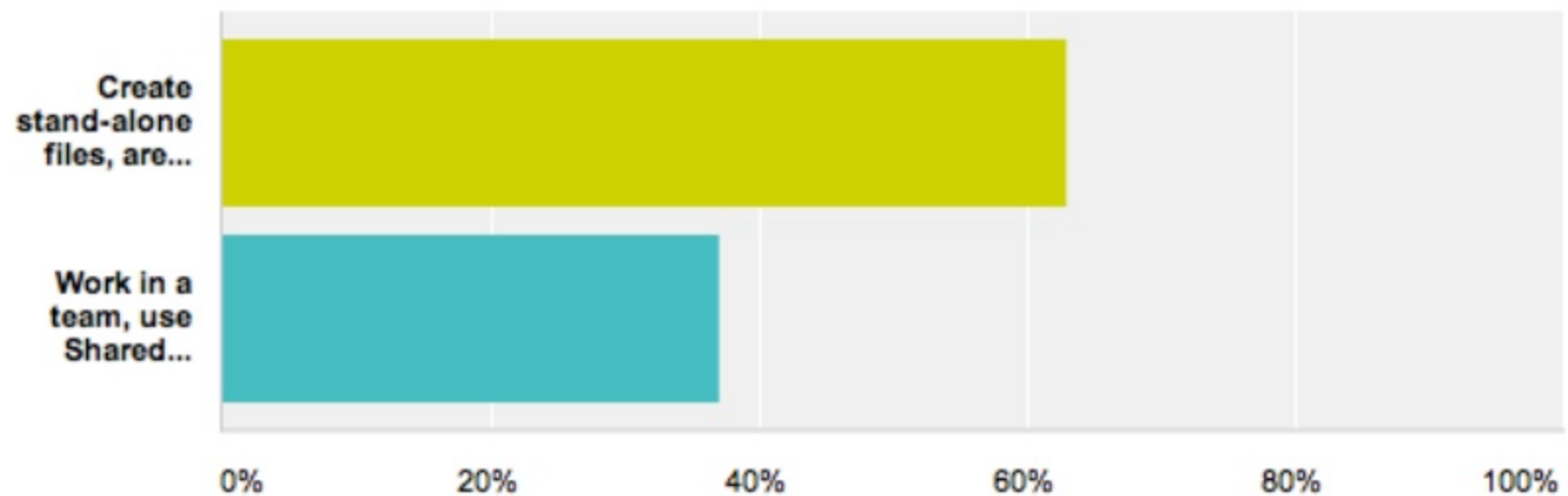
Answer Choices	Responses	
None	66.67%	18
Positive	11.11%	3
Negative	22.22%	6
Total		27

# Introductions

Attendee responses to a pre-session survey – Q6

## You typically...

Answered: 27 Skipped: 0



Answer Choices	Responses	
Create stand-alone files, are the only user	62.96%	17
Work in a team, use Shared Projects	37.04%	10
Total		27

# 1 thing about me

(The rest you can find on the web)

Working (with Elizabeth Srail) on the book:

**‘Prototyping Essentials with Axure 7’**



## 1.5 more things about me

(you will not find on the web):

### **Thing 1:**

Working on a large  
'responsive' project

# 1.5 more things about me

(you will not find on the web):

## Thing 1/2

**Axure is NOT being used.**

# So, what gives?



# 1. Times They Are a-Changin'

*what, again?!*

**Mobile First** changes how organizations drive their UX needs.

**UX Risk:** Axure prototypes are getting more complex because we need to optimize UX for 3+ delivery layouts .

## 2. Anything Goes

New and emerging interaction models for touch, speech, display, body & brain. The meaning of UX changes radically.

**UX Risk:** Axure prototypes are limited to when it comes to simulating experiences across multitude of interaction styles.

### 3. Axure Scalability

Axure implementation is a risk for UX teams, especially on complex projects:

- Skill levels
- Keeping team in sync
- Consistency of construction
- Generating Specs
- Quality and coverage of annotations



# **Axure Planning & Logistics**

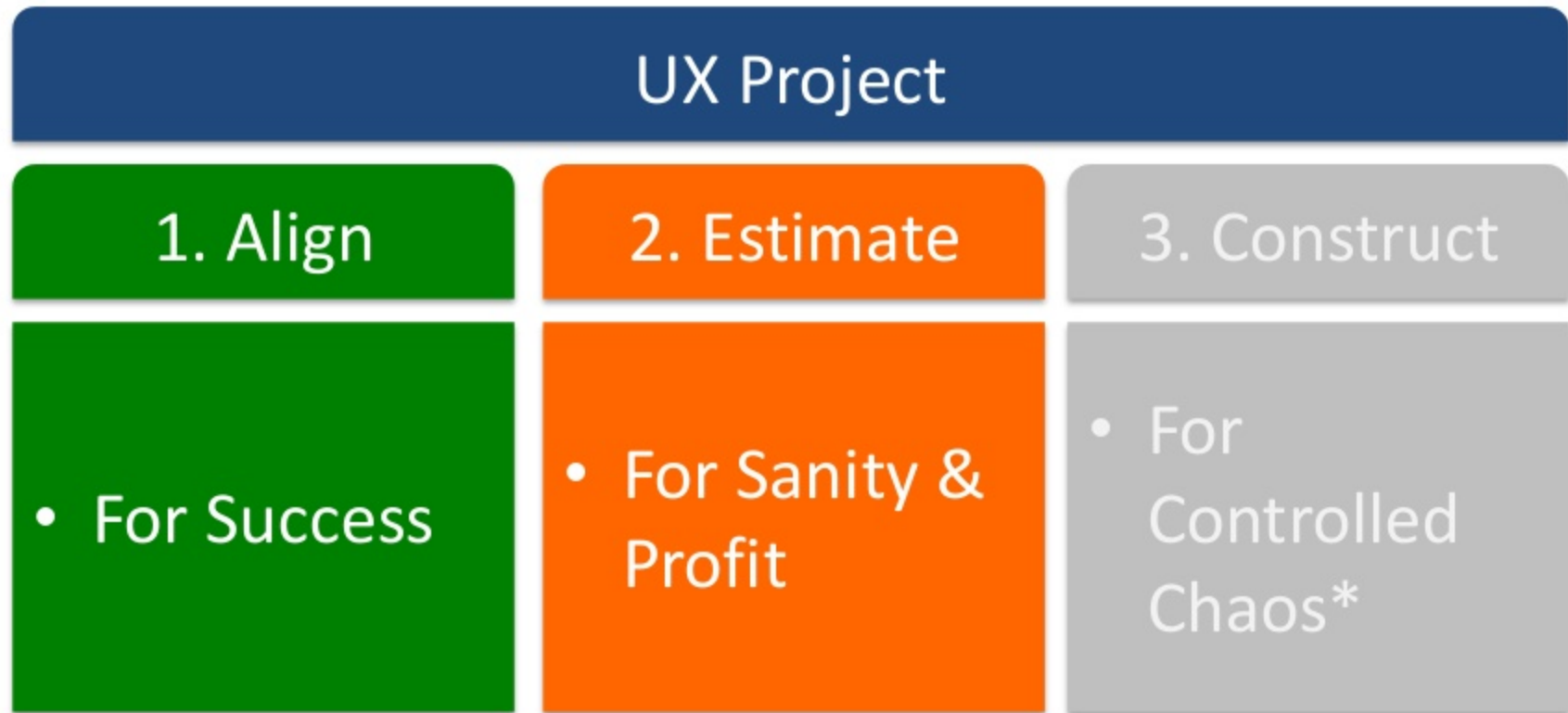
## **Session Objective:**

**Learn how to operate  
Axure with your brain\*.**

**Think first, Axure next.**

\* = Not included with purchase.

# Axure Planning & Logistics



\*= But that's for another meetup.





**Tonight:**  
**Xtremely-Rapid Axure UX...**

# The Simulation:



**iPetChicken.Com**

**Friendship is Better than Soup.™**

# What is it?

## iPetChicken.com:

**“A marketplace for pet chickens”**

- Local framers offer live pet chickens.
- People choose & purchase live pet.
- Vets offer chick care.
- Up-sale market for accessories.
- Cleaning and sanitation services.
- Many more features...

**Client**

## Pay Attention to Details

### iPetChicken.com:

- New brand, well established company.
- Must to be up in 3 months.
- We kinda know what we want.
- **CAN YOU DO IT?**

**Client**

O. K...

**You**

Underlined text signs of potential trouble.