JUSTINMIND

How top companies prototype killer products

Real world case studies
from Justinmind

Written by Cassandra Naji & Emily Grace Adiseshiah from Justinmind, the enterprise software prototyping tool

How top companies prototype killer products

Real-world case studies
from Justinmind

Prototyping has become standard practice in the definition phase of enterprise software creation. It has proved time and time again to be an effective approach to visualizing the final software before additional resources are put towards finalization.

In this eBook, Justinmind Enterprise and Pro users have provided in-depth testimonials that depict how prototyping with Justinmind has benefited their projects, teams, and clients.

Our eBook has two themes

The first theme is Enterprise, exploring how prototyping enables requirements definition and management, validation of functional specifications, agile scrum management and the handling of the user experience throughout the software creation process.

The second half of the eBook relates to how prototyping aids design teams in creating digital products, with a focus on collaboration, interaction design and user testing.

PROTOTYPING ENTERPRISE SOFTWARE

PROTOTYPING IN THE UX DESIGN PROCESS

PROTOTYPING ENTERPRISE SOFTWARE

1 PAVING THE WAY FOR RISK-FREE SOFTWARE DEFINITION:

ENTERPRISE PROTOTYPING AT TIETO

Nordic IT software and service company Tieto has approximately 800 clients in more than 20 countries, and offers full life-cycle services and business renewal for both the private and public IT sectors. Tieto's Senior UX Consultant, Markku Lukkarinen, was looking to reduce rework and improve visualization in the software definition process. Here he tells us how Justinmind helped him to deliver fully functional and authentic web and app prototypes to his clients for evaluation and minimize the need for unnecessary rework throughout the software definition lifecycle.

Markku Lukkarinen
Tieto's Senior UX Consultant

Markku comes from a user experience and user interface design background. His daily activities involve prototyping in order to help clients and stakeholders visualize their future web and mobile end products prior to software development.

To provide his clients with a service that goes above and beyond, he needed a usable and flexible yet highly capable prototyping tool.

THE PROTOTYPING PROCESS AT TIETO

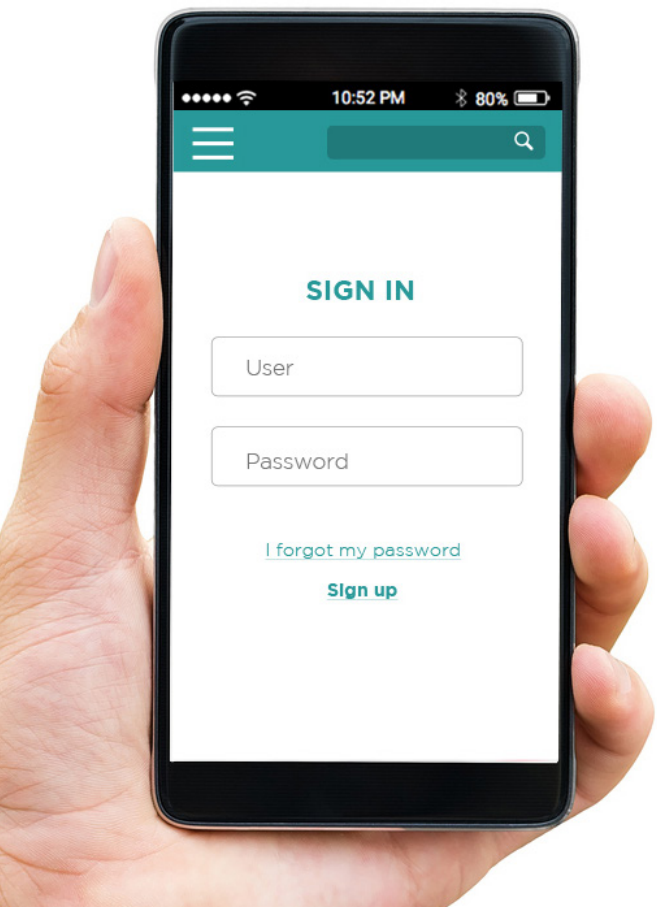
THE PROCESS

1. Working to improve processes used every day at Tieto, the UX projects that Markku is involved in typically start with a field study, to better understand the target users and gauge software usability.

2. Next, he'll start to pull ideas together in a **static wireframe.**

3. Then he'll meet with the client and present them with the preliminary wireframe.

4. User testing with hi-fi simulations of his prototypes.



A few iterations later and Markku will present clients with a fully functional prototype that works in real time.

In contrast to the earlier static wireframe, this prototype would typically be a working prototype, with interaction capabilities and visual design elements in place – much like the final software.

IMPROVING TIETO'S SOFTWARE UPDATING PROCESS

At Tieto, the process of releasing software updates was rather outdated, involving drawing up static layouts of key pages and features.

If the client approved these layouts, only then could the developers start work – a process that usually took several weeks before something of substance could be presented to the client.

And if the client wasn't satisfied with the software, a lot of painful repetition was usually required.

But when Tieto's UX team started to use a prototyping tool, they began to notice a reduction in rework thanks to more accurate implementation of requirements. Markku and team were easily able to produce fully functional prototypes that allowed the client to see and experience their apps and websites in simulation from early on. The benefit of a truly functional prototype is that you can visualize and test concepts globally.

FUSING FUNCTIONALITY WITH DESIGN

As part of its business strategy for 2016-2020, Tieto aims to be first choice for its clients' business renewal through efficient, focused operations and great user experience. It's no surprise then that prototyping is a part of the process.

Markku explains that *design and functionality should not be separated, rather blended, preferably in a single design tool.*

> ***"Justinmind allows us to fuse design and functionality in a good design environment with outstanding prototyping and collaboration features in one package"***

COLLABORATIVE PROTOTYPING FOR TEAM OPTIMIZATION

TEAMWORK

A recent venture at Tieto involved ticketing renewal for **HSL**, the Helsinki public transportation company. The project combined hardware and software solutions for various ticket vending machines, drivers' machines and websites and all backend systems.

Markku and team were in charge of producing prototypes with possible solutions.

This was right about the time that Justinmind introduced their Teamwork features, enabling the team to work simultaneously together in the same prototype – in an **Agile fashion**. With team members producing content and working flexibly, tasks are completed within a repeatable work cycle and work doesn't lose momentum.

> *"Justinmind had a big impact on our efficiency, since each person was producing content at the same time. Of course the core features alone gave us a huge advantage. We weren't making prototypes for your usual platforms like iPhones, Androids or Windows. We were making totally customized touch-UI for a range of unusual devices.* ***The flexibility of Justinmind*** *made all of this possible"*

KEEPING EVERYONE ALIGNED WITH PUBLISH AND REVIEW FEATURES

With Justinmind's review features, you can invite teams and clients to review prototypes. The prototype can be reviewed multiple times and published versions can be replaced with new ones, so that the rest of the team can easily keep track of changes and comments made during the workshop or as a result of it.

1

DIGITAL PROPOTYPING

Teams create high fidelity, fully functional prototypes.

2

COLLABORATIVE WORK

Teams can work simultaneously and stakeholders can review and comment on prototypes.

3

IMMEDIATE CHANGES

Iterate instantly via the cloud-based online account.

"I can share the prototype through the cloud with my colleagues and clients, and get their feedback, and then quickly do the requested changes and put it back to the cloud to let the clients see it. They are so happy when you do that"

“As much as developers like specifications, they love using the prototypes from the cloud. Specifications have their time and place but nobody wants to rely solely on hundreds of pages of specs. A working prototype is like a light in darkness”

“I really can’t stress enough how happy I am with this software, it totally changed the way I work.”

STREAMLINE YOUR SOFTWARE DEFINITION PROCESS

CONTACT JUSTINMIND ENTERPRISE

TAKEAWAY

Markku was looking to make the transition from software definition to development more coherent.

By producing fully functional web and mobile prototypes with 100% visualization for clients and teams, he was able to evaluate the products, test out different ideas and concepts and ultimately help the development team bring their clients better digital end products.

2 INTERACTIVE PROTOTYPING IN THE SCIENTIFIC PUBLISHING FIELD

Interactive prototyping helps Jack Bellis, Sr. Information Architect at Elsevier, present software in the scientific publishing field. Elsevier is one of the world's largest scientific and technology publishers. Jack works as an interaction designer, creating prototypes for scientific and medical apps for clinical research. In a highly technical, scientific environment, one of the biggest challenges for Jack is the ability to provide visual software to clients and have them fully grasp how the end product will be. With Justinmind, Jack reduces his clients' knowledge gap in the software creation phases.

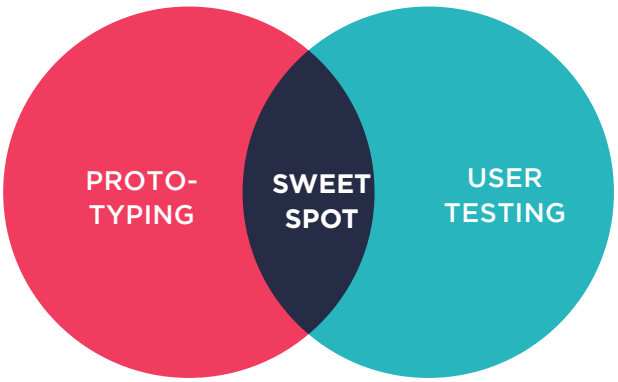
Jack Bellis
Sr. Information Architect at Elsevier

Working on projects concerning chemical synthesis, engineering research, and material selection, Jack has to deal with lots of different types of clients. With each client, Jack faces an uphill battle to try and present his designs in a coherent way.

*With such different clients, Jack has to **tailor his prototype** aesthetics and functionality levels for each individual project.*

PROTOTYPING TO IMPROVE COMMUNICATION AND VISUALIZATION BY INTRODUCING

By introducing a prototyping tool into the mix, "you have more of an idea of what you have to expect", Jack says. As an interaction designer, he gets into the visual design as well as the more technical angles, such as web and app prototyping and user testing *– in his own words: "the sweet spot for interaction design".* His main points of contact are typically doctors, scientific researchers, and product managers – these are the individuals who he will eventually test his designs on.



INTERACTIVITY AT THE CLICK OF A BUTTON

One of the main challenges for Jack is how to interpret a software's interaction prior to development. In UX design, low fidelity wireframes, sketches, mockups, and paper prototypes are often used. And whilst it has been said that your prototype should be **disposable and you shouldn't spend too much time on the details,** it is also important to choose the right tools and workflow for your particular project and your particular client.

As Jack has it: *"interaction is at the core of a lot of products these days and to ask people to imagine that level of interaction is not realistic".* He gives the example of database fields, which are creeping in as a business requirement for discovery tools – something that Elsevier produces on the regular.

BRIDGING THE GAP BETWEEN SOFTWARE AND BUSINESS REQUIREMENTS

Before Jack started using Justinmind, project specification documents were the only way to specify the functions that his system would perform. Without offering a visual perspective of the potential software, the development team was left to assume a lot of the details. Similarly, by not giving the client a clear view of their to-be product, they had no reliable model of the design.

Without having a clear idea of how the software is going to turn out, changes and updates may be needed further down the line.

*But by introducing a **visual and collaborative prototyping** tool to his projects, Jack was able to ensure that everyone could visualize the end product from early on.*

> *"Requirements definition has always been a problem in software, and making it come to life with interactive prototyping really made a difference to a lot of people"*

With Justinmind it's possible to get high-fidelity prototypes that reproduce all the requirements, simulating end-to-end flows.

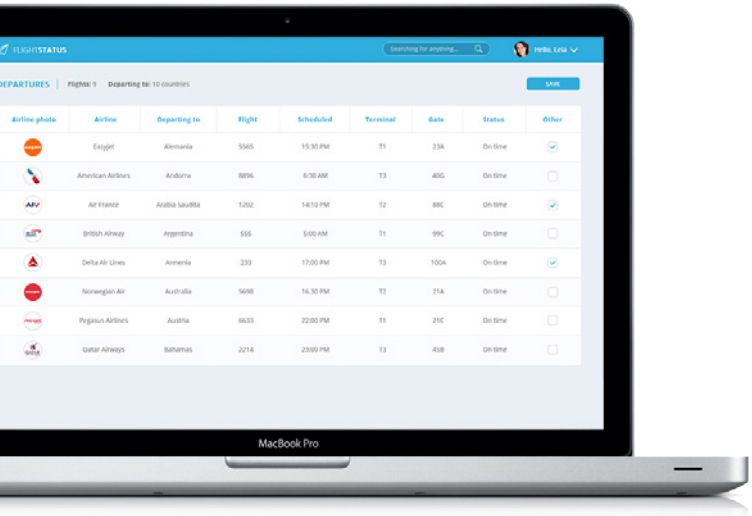
The requirements management features included in Justinmind, such as **versioning requirements, integration with 3rd party tools, and requirements categorization**, are only some of the **many features** of the app.

KEEPING IT REAL WITH DATA-DRIVEN PROTOTYPING

A set of features that Jack uses extensively in his work are the data features. When he works with projects where the data is the project, like with **discovery tools**, he needs a product that enables him to populate data masters (and by extension, data grids and simulated queries) with database data.

Web prototypes can be filled with plenty of records from existing databases.

The forms simulation and validation features that Justinmind offers allowed Jack to build content driven forms and simulate live form filling and input submission, as well as error messages, leaving nothing to imagination. For scientific users it is in fact extremely difficult to imagine data.



"When you're not really proving anything because of the interactions and you're only proving something because of the richness of the results or the manipulations of the results it's very difficult to get users of those tools to use their imagination about the result. It doesn't work to say 'this is just sample data'. Twenty fake records are not the right substitute"

SUPERCHARGE YOUR WEB AND APP PROTOTYPING

CONTACT JUSTINMIND ENTERPRISE

THE OUTCOME

The speed and intuition of Justinmind makes it a real winner in Jack's book. Not only do prototypes help clients visualize their end products, but teams can create something real very quickly, and the result is clickable - usable.

With a speedier design process, Jack had more time to invest in communication and collaborating with his team, his stakeholders and his user testers.

3 PROTOTYPING OUTSTANDING DIGITAL EXPERIENCES

ACROSS WEB & MOBILE AT AMPERSAND AND AMPERSAND

Award-winning mobile and web agency Ampersand and Ampersand works towards delivering optimal solutions across web and mobile, including wearables, nearables and the Internet of Things.

Siraj Salim
Ampersand and Ampersand's CTO

*By introducing Justinmind into his team's workflow, Ampersand and Ampersand's CTO **Siraj Salim** has been able to remodel the outdated process of documentation and client briefing, and create better digital products through improved team alignment.*

Siraj has spent the last 14 years creating outstanding digital experiences across web, tablet, mobile and native apps. In that time, he has developed a concrete understanding of technology ranging from UX strategy and product conception down to the Software Development lifecycle. He now uses Justinmind in the Ampersand and Ampersand design process across a number of industries including healthcare, education, retail and E-commerce, gaming, travel and tourism and events.

At Ampersand and Ampersand, prototyping and wireframing have been the forefront of the process from the very beginning. Siraj recalls how Ampersand and Ampersand's internal processes used to involve heavy documentation coupled with low-fidelity wireframes and HTML-based prototypes. He explains that development never takes place until the design and requirements are accurately defined.

So when the team started looking into high fidelity tools three years ago, they were able to start bridging the gap between workflows.

> ***"I would have loved a hi-fi prototype 10 years ago. It's great for clients as well as developers to help everyone visualize the requirements."***

PROTOTYPING FOR VIDEO-GAME MARKETPLACE

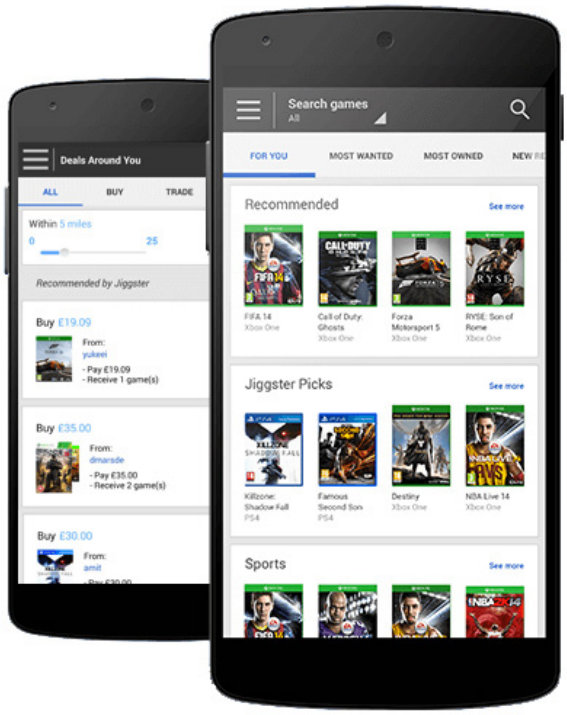
JIGGSTER APP WITH BBH

Siraj and team created **Jiggster**, a video game marketplace app for Android, around the time that video-game Grand Theft Auto V was about to be released. *The app was intended for the gaming community, to allow users to create their own stack of games, including a games wish-list as well as list the games that they´d like to sell.* The idea behind the app came from frustrated gamers, tired of overpaying for second-hand games.

Siraj stresses that being able to demonstrate the precision of your design is paramount for online and video gaming, where the graphics are the real selling point. However, when Jiggster was born, the Javascript controls for Android were not as advanced as they were for iOS. As a result, when designing the video-games marketplace app, Siraj had to improvise.

As a workaround, he used Justinmind's API to simulate functions of the Android Operating System. The tool's interactive features were just the job: Siraj used interactive buttons and menus from Justinmind's ready-made widget libraries. The UI elements for Android kept his prototype in line with OS industry standards.

See more from Jiggster in this YouTube video.



REALIZATION OF AN IDEA THROUGH PROTOTYPING

Siraj recognizes that it's not always ideal to use paper when you're trying to realize the true market potential of your product or idea. Yes, **paper can be an important part of the design process**, but a lot of the time your clients and team are going to need more in order to visualize the end result.

Be it a fully functional product or a screen which requires a quick description of how it should be, exploring interaction and functionality at the prototyping stage can really make a difference when presenting an idea.

"Because of the level of detail we can put into a high-fidelity prototype, I can produce a very visual documentation for the team; highlighting areas and the business logic behind it. It reduces the documentation you would have to do otherwise."

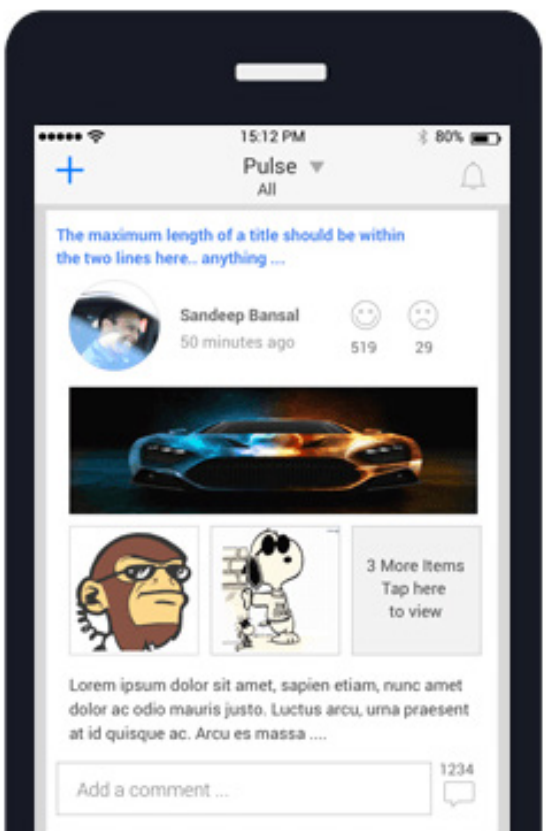
AMPERSAND AND AMPERSAND'S WORKFLOW WITH JUSTINMIND

APP DESIGN FOR USABILITY IN HEALTHCARE

HEALTHCARE MOBILE APP

(CLIENT UNDISCLOSED)

This was a prototype that Siraj designed for a healthcare provider, a project independent of Ampersand and Ampersand. When designing this with Justinmind, Siraj was wary of overwhelming the user with too much functionality. The prototype includes an interactive carousel, transition effects, scroll bars, embedded video, and a filterable, character-sensitive search bar. Siraj used red route analysis for usability and to identify functionality.



QUALITY CONTROL

Justinmind has enabled Siraj's team to experiment with ideas rapidly and get effective solutions to clients on time.

Screen interations are quick and easy to achieve, allowing Siraj to obtain user feedback effectively.

Iterations with version history and history logs help Siraj maintain quality and change control throughout the design process. For his clients, risk analysis is extremely valuable.

THE COLLABORATION FACTOR: IN HOUSE AND OUT

When it comes to cross-team collaboration, high-fidelity prototyping with Justinmind is the way to go. With an aesthetically authentic and interactive simulation of his software, Siraj was able to get everyone to align their workflows. This is especially important for the design-development shift. The front end team has a great advantage of viewing transitions and creating resources accordingly. The backend team knows how to transition between screens in the case of mobile and how to show results when searching.

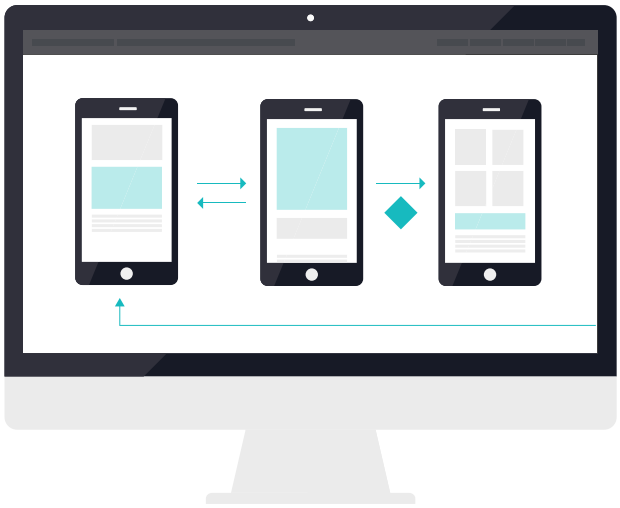
What's more, being able to present visual models of their designs helps to keep clients involved in the design portion of the project.

> *"They get to see how the product is going to function even before they invest a single penny in the development. Justinmind's reviewer functionality really helps here: allowing me to offer a 360 degree experience of our designs to our clients. It's inception to delivery"*

TAKEAWAY

So what's next for Siraj? He's keen to start using our scenario simulation so that he can offer his clients and stakeholders an even more complete package of his products. For Siraj, the end experience is key.

He understands that simple, meaningful and user-friendly design and implementation are essential to great user experience.



"Justinmind not only allows you to create great user experiences, it's actually been designed with its users in mind"

PROTOTYPING IN THE UX DESIGN PROCESS

4

PROTOTYPING INNOVATIVE UX STRATEGY

THROUGH THE EYES OF A PRODUCT MANAGER

UX Consultant & Strategist and Product Manager at financial data platform Hockeystick, Boris Iglesias uses Justinmind Enterprise to present his UX strategy to clients and stakeholders in the form of interactive prototypes. He has extensive knowledge and experience using a range of wireframes, mockups and prototyping tools, including a sweeping array of weapons in his UX Design and prototyping arsenal. We spoke with the Justinmind specialist about his experience with our tool at Hockeystick and beyond.

Boris Iglesias
UX Consultant & Strategist and Product Manager at Hockeystick

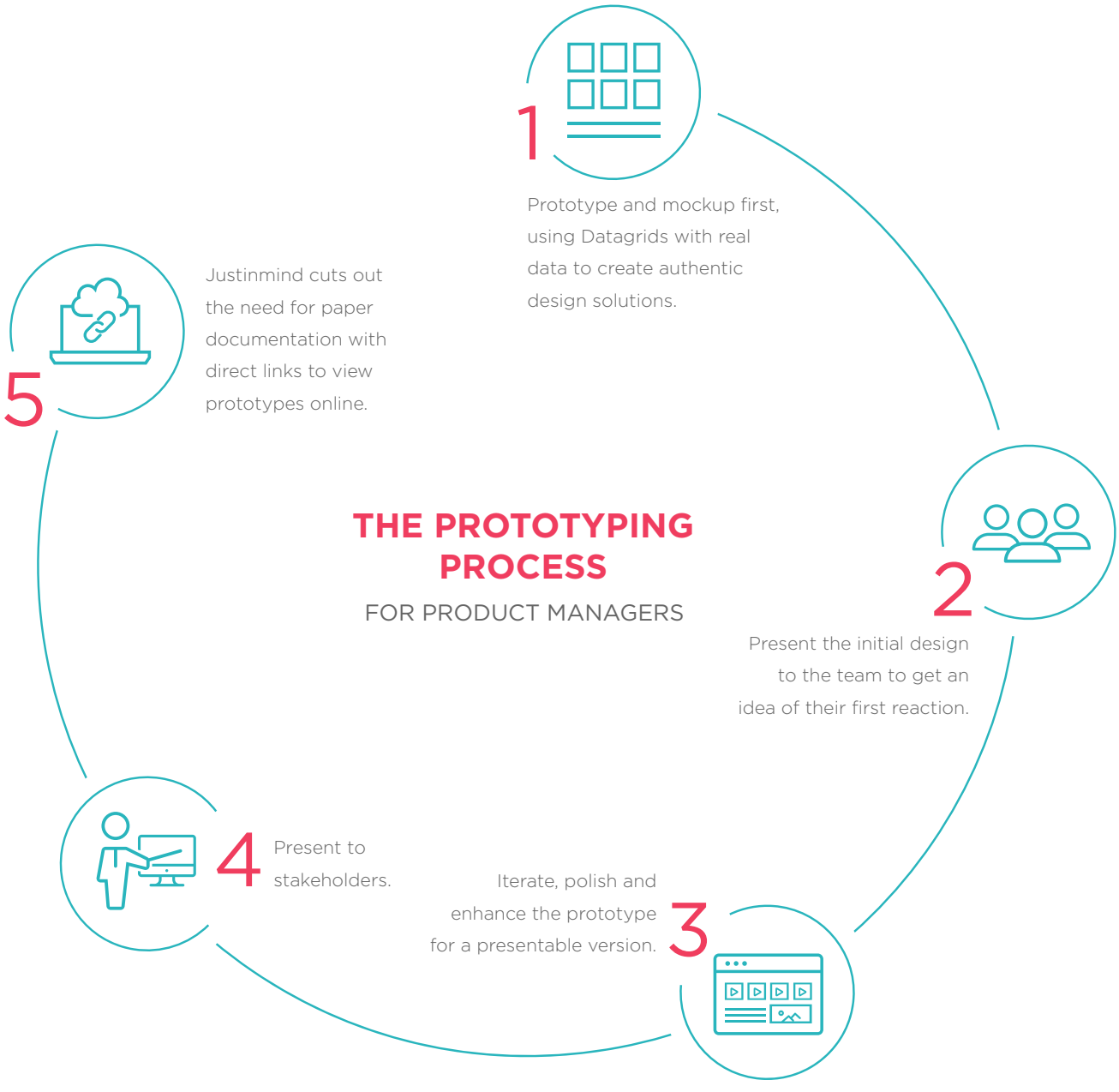
PROTOTYPING DUE DILIGENCE ACTIVITIES AT HOCKEYSTICK

As Hockeystick's UX Lead, Boris' work involves designing data models and new apps to help bring startups and investors together. Boris and team were working on an app codenamed "DealFlow" that handles the due diligence process their clients will perform when looking to connect with startups.

He chose Justinmind as a prototyping tool to enable his clients to evaluate their options on the market for investment deals.

His team is using a prototyping design framework to improve the visualization of DealFlow. Whilst paper can be a great starting point, in a complex app design it's hard to see the bigger picture without exploring the screen flows. This is what led Boris to prototype his designs with Justinmind, with the aim of obtaining sign off from new clients who had little UX knowledge.

The team was able to create lifelike design models, both visually and in terms of functionality. Clients could then easily visualize what the end product would look like.


THE PROTOTYPING PROCESS
FOR PRODUCT MANAGERS
1
Prototype and mockup first, using Datagrids with real data to create authentic design solutions.
2
Present the initial design to the team to get an idea of their first reaction.
3
Iterate, polish and enhance the prototype for a presentable version.
4
Present to stakeholders.
5
Justinmind cuts out the need for paper documentation with direct links to view prototypes online.

MANAGE REQUIREMENTS - IN REAL-TIME

CSIS3 AT CITY OF TORONTO (2012)

Consulting for a government body, **City of Toronto**, Boris helped to coordinate the different phases of the product.

This assignment involved business requirements, workflows and process maps that required proper documentation.

Part of the project's definition involved requirements sessions with the client's business team. Rather than capturing the requirements information using traditional specification documents, Boris used Justinmind Enterprise's Requirements features to show them visually and document them securely.

He was able to trace and manage all requirements and visually confirm to the client that each had been implemented. Additionally, Boris was able to create customized requirements fields, and personalize the documentation to fit the client's specs.

Document and trace requirements

Manage requirements

Customize requirements

Happy stakeholders & better products

THE BEST BIT

At the end of the first prototyping iteration, Boris was also able to test his prototypes on-site with real users, which further helped him to ensure that all requirements were accounted for.

IMPROVING USER SEGMENTATION WITH INTERACTIVE PROTOTYPING AND UX PERSONAS

OANDA MOBILE APP RENOVATION (2013)

OANDA is a Canadian-based foreign exchange service. Boris was commissioned to address the kinks in the mobile app design process.

*This process involved the creation of **UX personas** from user profiles and quantitative research to improve user segmentation on the Registration Funnel.*

Boris worked on building a new prototype to address some of the issues with high drop-off rates, identifying gaps throughout the sign up funnel.

Using the table UI element inside dynamic panels allowed him to produce the frame of the mobile screen. He then used scrollbars to simulate a mobile screen scroll – which worked "very smoothly". Boris was able to simulate the design on real mobile devices and therefore test with real users, confirming that the personas were realistic representations of his key audience segments.

> ***"Justinmind's scrolling capability resembles real mobile scrolling down to a tee."***

THE BEST BIT

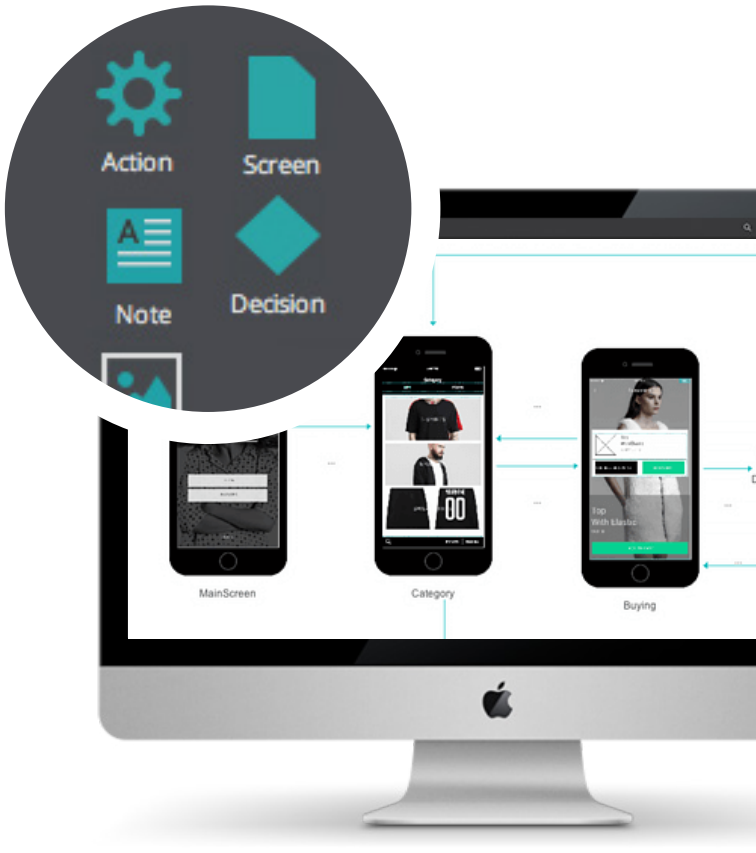
Boris also presented his prototype designs to clients and stakeholders on device, in person, to obtain sign off. The finished high-fidelity prototype looked and behaved exactly like the final mobile experience.

LEARNING BY DOING - INNOVATIVE REQUIREMENTS DOCUMENTATION PERSONAS

UX DELIVERABLES FOR CANADA POST (2014-2015)

"It was paramount that our stakeholders understood every aspect of the wireframes."

In April 2014, Boris began building UX deliverables for some major projects within the Digital Delivery Network at Canada Post. Being a government agency, requirements and specifications featured heavily on the Canada Post Single Sign On project. Boris was required to document all aspects of the design relating to user navigation flow. *This is where he used Justinmind scenarios tool to define use cases and critical paths,* as well as validate his prototypes. He built a prototype with several controls to engage into scenarios on the homepage, so that the reviewers were able to navigate through each workflow from start to finish, and this worked very effectively with stakeholders.



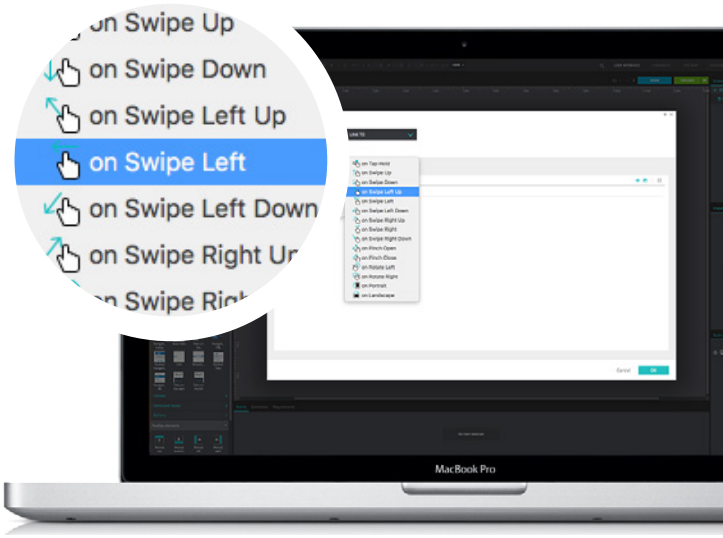
THE BEST BIT

Boris counsels that the Justinmind scenarios are a great way to "present the wireframes to high-end stakeholders in order to secure client approval."

TAKEAWAY

Among Boris' favorite Justinmind features is the Events system. The intuitive, drag & drop events allow him to map out interactions and flow logic.

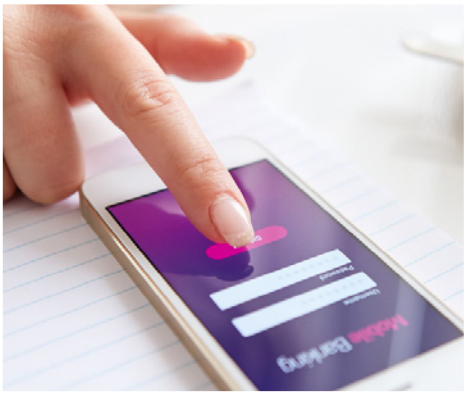
For mobile, he is able to easily navigate between screens using mobile gestures from the Events panel; these were intuitive and quick to implement.



STREAMLINE YOUR SOFTWARE DEFINITION PROCESS

CONTACT JUSTINMIND ENTERPRISE

"From what I've seen, there is currently no other tool that allows me to simulate mobile gestures so easily. The events system in Justinmind is what really sets you guys apart from the rest. The interaction in your tool is extremely powerful and intuitive for designers, who do not have programming knowledge."



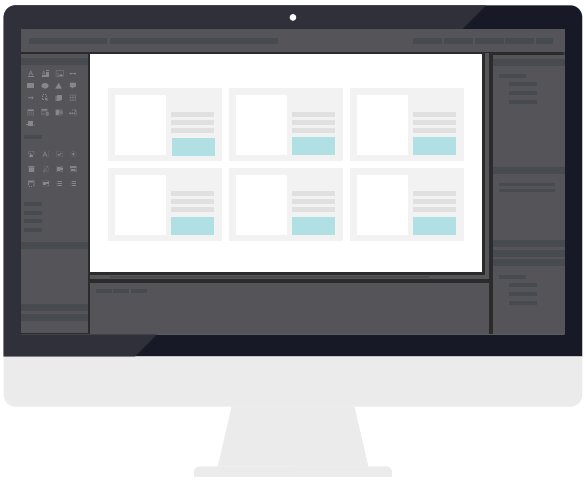
5

REDEFINING THE BUSINESS ANALYSIS AND DESIGN CONNECTION

AT UNIVERSITY THROUGH DIGITAL PROTOTYPING

In this day and age, it's easy enough to make something new, but what really counts is making something better. It's no surprise, therefore, that digital design and business analysis have become defining disciplines of this decade. On that note, James Moustafellos and Richard Flanagan, Assistant Professors of the MIS department of Temple University, are revamping their traditional Digital Design course in order to create a process of defining business requirements as well as designing meaningful solutions.

James Moustafellos
Assistant Professor of the MIS department of Temple University



By prototyping with Justinmind, they are bridging the gap between Design and Business Requirements at Temple. We discover how they are prototyping within the digital design syllabus in this case study.

SHIFTING PRIORITIES: THE PROTOTYPING PROCESS

In their Digital Design and Innovation classes, Temple University students learn the importance of understanding the problem prior to designing a solution. In the digital sphere, the growing emphasis on design is shifting the focus to solutions without truly understanding the problem. In sharp contrast, James and Richard's classes work towards understanding the problem above anything else.

How do they do this? By working with live clients-real organizations or small businesses. They analyze their client's goals and processes to come up with digital tools to increase performance, and help clients meet their business objectives.

In teams of four or five, the students are required to complete an initial set of interviews intended to engage the client and teach the students how to assess the client's objectives and identify possible weaknesses. And thus, by creating awareness of the client's requirements, the students acquire the knowledge to contribute a meaningful solution.

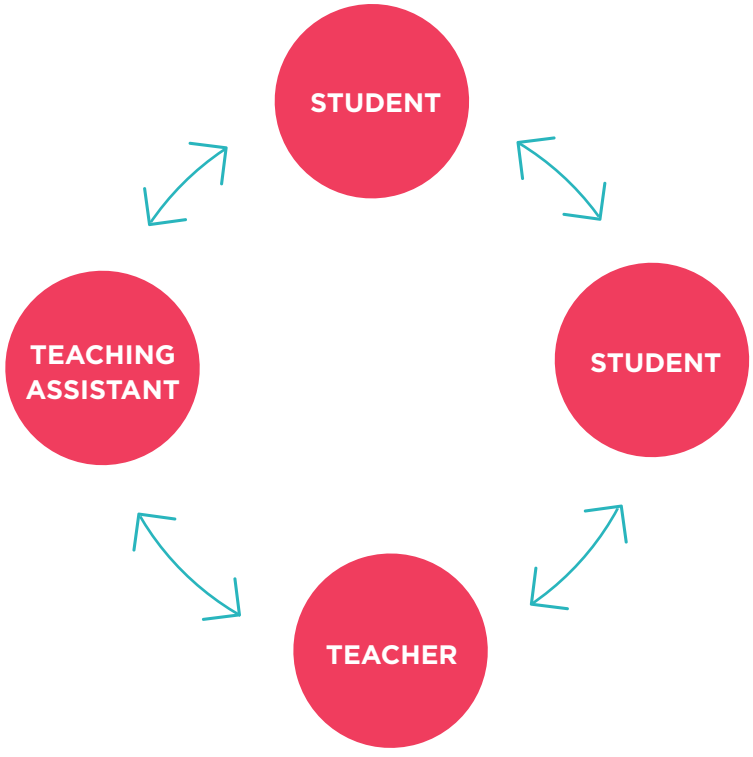
They then spend the semester learning how to use Justinmind, ***building solutions in the form of interactive prototypes*** *and then presenting them to the department and finally to the client, at the end of the semester.*

LEARNING TO LEARN: THE PROTOTYPING LEARNING CURVE WITH JUSTINMIND

"It's all about learning how to solve the problem, and Justinmind does this very well." (James)

James and Richard use Justinmind to help their students conceptualize, visualize and ultimately design business solutions. Richard stresses that "prototyping is a thinking cognitive experience, for the designer". As a characteristic of the learning curve, the professors don't actually instruct their classes on how to use Justinmind. Rather, they teach the students to develop an idea into a palpable solution, using Justinmind's interactive prototypes. The syllabus involves lab time so that the students are directly exposed to wireframing, from early on in the course as a learning material.

The students learn how to use the tool through ***peer to peer*** *interaction*, with former-student teaching assistants, or individually, playing around with the tool, and watching Justinmind tutorials for additional guidance.



> *"Earlier prototyping wasn't nearly as sophisticated and certainly not as integrative. We see Justinmind as a **teaching tool** and that's why we've made it a **required component of the course.**" (James)*

Richard explains that the students learn how to learn with Justinmind. The class is introduced to Justinmind within the first three weeks of the course and it typically takes them around three to four weeks, out of the 14 week semester, to wrap their heads around how it works.

The students perform exercises in class related to the coursework, and are then given a week to create a prototype on their own that's somehow related to the in-class exercises. They work on three similar sets of exercises, with the idea being to introduce them to Justinmind before they get started on their final project. This is usually where the learning curve occurs and when they begin the final project, they can put what they've learned into practice.

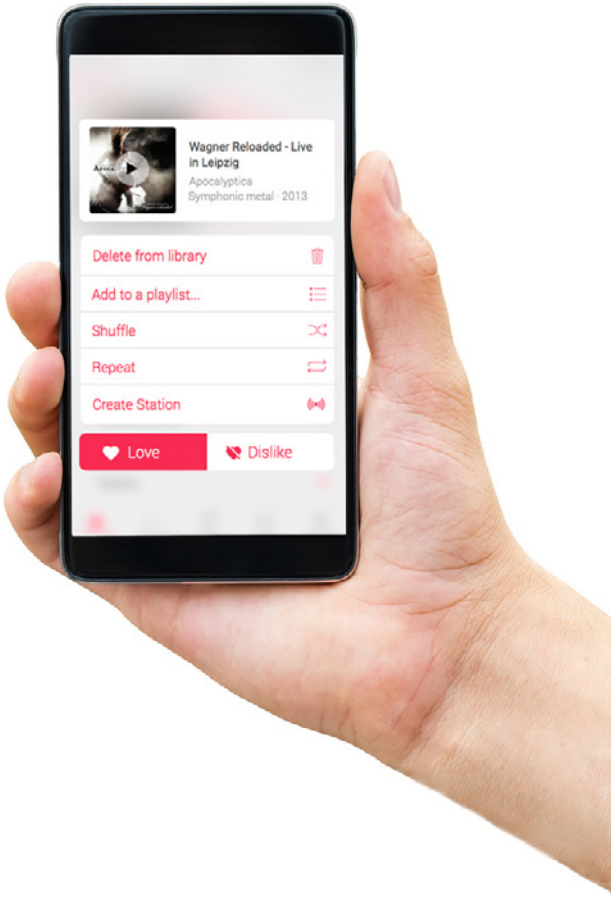
> *"What they need to do is learn how to learn a new tool, quickly. We consider this a very important aspect of learning for which Justinmind has been an integral element." (Richard)*

MAKING A GREAT FIRST IMPRESSION

Student Loi Tran says that the wide selection of pre-installed widgets libraries was particularly helpful to his learning experience with Justinmind.

The libraries have an extensive selection of widgets to choose from, including Android Lollipop Widgets and iOS8 Icons.

Another feature that has been used widely by the MIS students are the dynamic panels. *With Justinmind's Dynamic panels, they can customize dynamic content without having to switch between screens, capturing and holding the user's attention for longer.* They can also organize the panels so that the user is not overwhelmed with information. Richard indicates that: "The first year we taught this course, I think only one student was using dynamic panels. Now, there are dynamic panels in everything. The % of the tool that's being used has increased tremendously."



"You can pull up each widget and see how it actually works and then recreate, redesign and retool it to do something else. The widgets are definitely a good add on."

"Justinmind has changed our teaching. The prototype incorporates all of the important aspects that we're working on." (James)

FORGOTTEN PHILADELPHIA: FROM A MOBILE APP MOCK UP TO A REAL-LIFE APP

Mary Rose Muccie, one of the student's clients, is Director of Temple University Press. *The Press staff was interested in creating an app around a book,* ***Forgotten Philadelphia***. Written by Thomas H. Keels, and published by the Temple University Press in 2007, Forgotten Philadelphia shows current buildings in the city of Philadelphia as well as what used to be there and has since been demolished, through photos and descriptive text.

Three student teams created a mobile app mock-up for Forgotten Philadelphia, and their ideas blew the Press staff away.

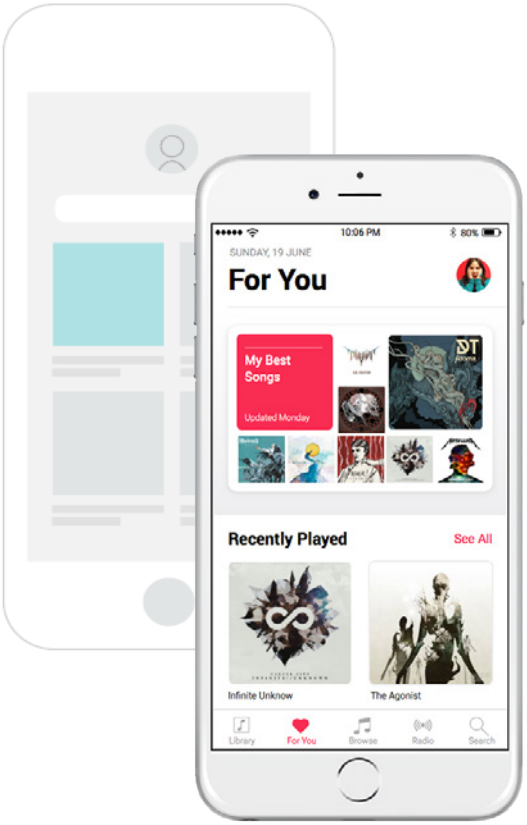
The Press had an idea about how a Forgotten Philadelphia app could be useful for tourists or historians to view a particular building and see what used to be there.

Using the tool's high fidelity features, the students were able to walk the staff through the prototypes in the way that a tourist might walk around a city.

Mary Rose was particularly taken by the way she could interact with the prototype, in particular the rich interactions and gesture simulation surfacing the content then and there, as well as the use of social media within the mobile app prototype.

> ***"Thanks to interactive prototyping with Justinmind, the students brought the idea to life."***

From an end-user perspective, the Press really understood what the students had envisioned by using Justinmind.



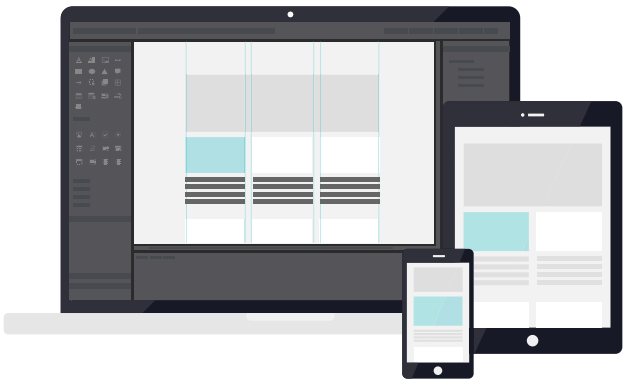
Not only as a tool to design and come up with solutions to their problems, but ultimately to **communicate to them the tangible solutions.** With Justinmind, the students were not only able to deliver responsive feedback to their client's needs, but they were also able to provide insight into their decision making and thought processes, **surpassing the Press' expectations.**

One of the strongest things about Justinmind is that it's more than just a prototyping tool, it embodies the end product." (James)

THE OUTCOME: DEVELOPING THE PROTOTYPE

The Press staff are so impressed with the Justinmind prototype that they are now moving forward to develop the Forgotten Philadelphia mobile app. Mary Rose expressed that *if the students hadn't been able to show the Press staff what they had come up with using Justinmind, they wouldn't have been able to fully appreciate their ideas and designs, or their usability possibilities.* She explains that it would have been extremely difficult for them to take their ideas forward into the developing stage.

> ***"The general response is that they are blown away." (Richard)***

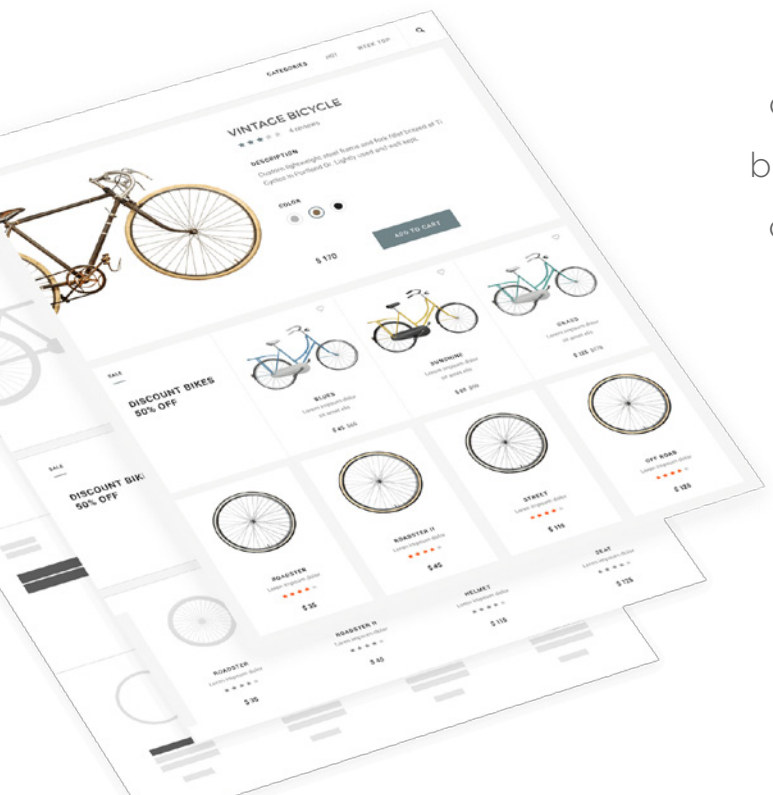


James and Richard are restructuring the MIS department's approach to the Business Analysis and Design connection. Through smart and interactive prototyping with Justinmind, their students understand the requirements for an effective and pragmatic solution to their client's needs.

IN CLOSING,

Justinmind prototyping is helping individuals and teams to supercharge their software and UX processes and deliver better digital solutions to clients.

Stay tuned for more case studies. And if want to see how Justinmind prototyping can benefit you, all you have to do is try it out for yourself.



WE WANT TO HEAR FROM YOU!

If you'd like to share your experience of prototyping winning products in the business world, or simply reach out, you can do so via our Twitter handle or via email at jim.info@justinmind.com.

www.justinmind.com

jim.info@justinmind.com

180 Sansome St. Fl. 2
San Francisco
CA 94104, USA