Designing and Prototyping with
Adobe Experience Design

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Abstract— **Designing and prototyping a website is one of the most critical activities in system development. Web design has been identified as a key factor for the success of the websites. Many people design in traditional ways, sketch, using photoshop or illustrator. Adobe has announced Adobe Experience Design (XD) which is designed for UI/UX Designer. In this paper, you will see a review about Adobe Experience Design and how easy to wireframe and build a prototype.**

Keywords—Design; Prototype; Web design; Adobe XD; UI/UX

I. INTRODUCTION

Information technology is a technology used to process data, including processing, obtaining, storing, manipulating data in various ways to produce qualified information. In the era of digitalization like now, Internet usage has increased rapidly. By 2010, Internet users accounted for 28.8% of the total population (Internet World Stats, 2010). And currently, it increased up to 49.6% (Internet World Stats, 2017). With the increasing in usage of computer and with Internet usage, websites is fast becoming the primary port of call for any information, business, shopping, and services. Websites have become the most important public communication portal for most. And web design is a key factor in engaging users.
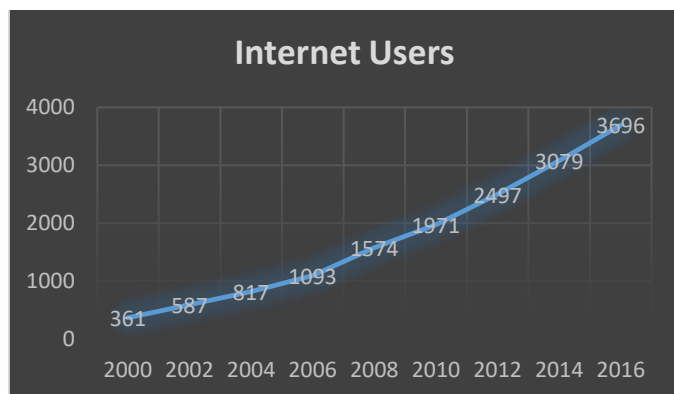

Figure 1 - Internet users in the world from 2000 - 2016

As the growth of computer technology, which is primarily in software, we inevitably also have to follow its development. The rapid development of digitalization also encouraged the development of software. Many software are created to facilitate the work including graphic design. Adobe Experience Design (Adobe XD) is such an example.

This Adobe-made software is intended for designer especially for those working in the UX field. This software was released in March 2016 and currently still in Beta version. Many features are offered to facilitate designer to create application interface. Starting with an icon, button, then connecting the view to the different page.

II. LITERATURE STUDY

A. Web Design

Web design is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design. While the terms web design and web development are often used interchangeably, web design is technically a subset of the broader category of web development. According to Carlos Flavian, Raquell Gurrea, and Carlos Orus (2009), web design is a key factor for the acceptance and success of the websites and electronic commerce.

B. About Adobe Experience Design CC

Adobe Experience Design, or better known as Adobe XD, is one of the graphics software that intended specifically for mobile application designers or commonly referred to UI / UX Designer.

Adobe XD was firstly named as Project Comet and was released in March 2016. Adobe XD still in beta version (v. 0.6.24). When it launched, this software was only available for Mac. And in December 2016, Adobe introduced XD for windows 10.

There are 5 key features that make this software

1. Focused design tools

   This tool serves to create a wire frame / framework, screen layouts and production, and mockup design.

2. Prototyping tools

   This is useful to set the flow, triggers, and transitions as part of the design.

3. Built in sharing

Recording a video during the process or creating prototype or share a link to an interactive prototype hosted on Adobe Creative Cloud

4. Support for bringing in existing assets from Photoshop, Illustrator, and Sketch.

   Can import any assets design from Photoshop, Illustrator, and Sketch

5. Fast performance

   Create project together without any slow down

XD has the ability to read (import) raster image and vector-formatted images such as .png, .gif, .jpg, .jpeg, and others. Adobe XD can be saved as format .xd and also can be export for a design, web, ios, or android as PNG or SVG format.

III. PROPOSE METHODE
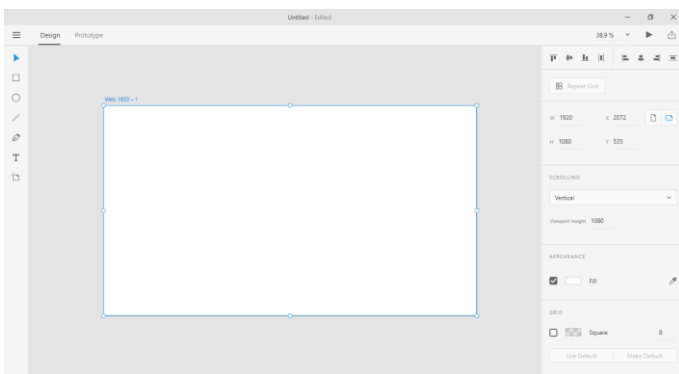
Figure 2 - Adobe XD Layout

Adobe XD is a very useful and easy to use to facilitate the designer especially UI/UX designer. Its interface is very simple in comparison to Photoshop or other Adobe software; easy to learn to those who hate to try out new tools.

A. Creating and Selecting Object

There are some tools to creating or selecting any objects on the left side. Here are the tools

- Select Tool
- Rectangle Tool – to create a rectangle or square object. You can also draw a rounded border rectangle
- Ellipse Tool – to create a circle or ellipse object
- Line Tool – to draw a line, curves
- Pen Tool – create a combination object between straight line and curves directly
- Text – create text object
- Artboard – a special group layers. A Container with a rectangular boundary that. In many ways, behaves like a layer group.

Figure 3 - Tools
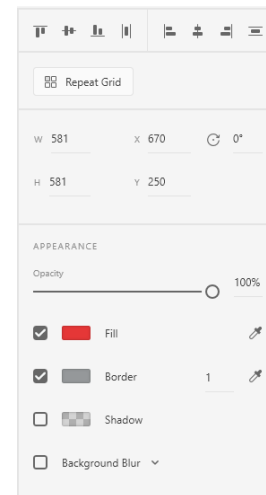
B. Design Tools and Styling

Figure 4 - Design and Style Object

On the right-hand side, there are several tools to design and style the object or layers, such as sizing, moving, coloring, border, rotating, etc. It also has Repeat Grid that allows the designer to select layers (or groups of layers) and tile them horizontally and/or vertically like stacked cards.
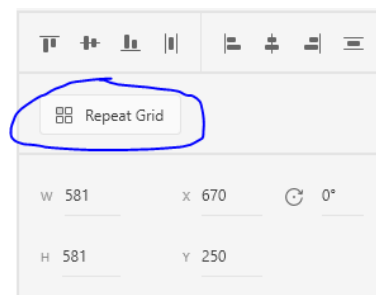

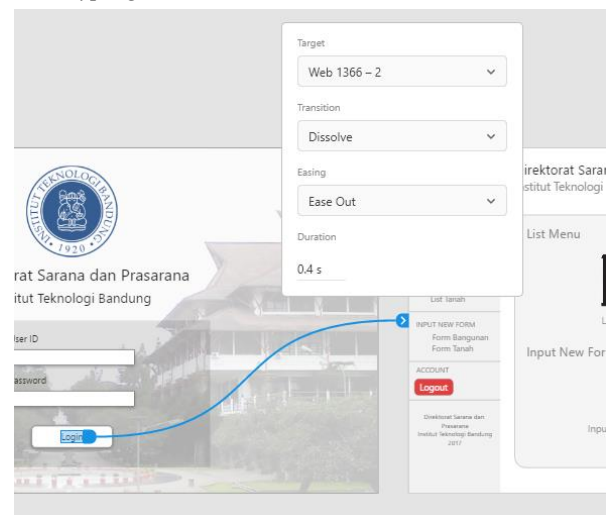*Figure 5 - Repeat Grid Tool*

C. Prototyping

Figure 6 - Layout for prototyping

Prototyping is the main feature that's going to set Adobe XD apart from Sketch. This feature demonstrates dynamic user flows or transitions.

In this prototype, select the content block, and click the right blue arrow then drag to set the target page. The Target floating menu appears, you can choose the transition, the easing, and the duration animation.
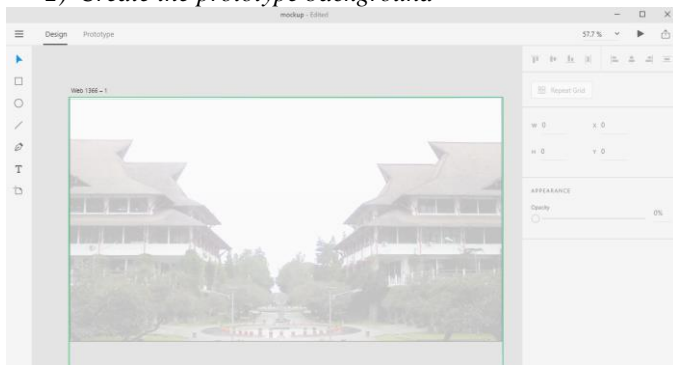
D. Basic tutorial
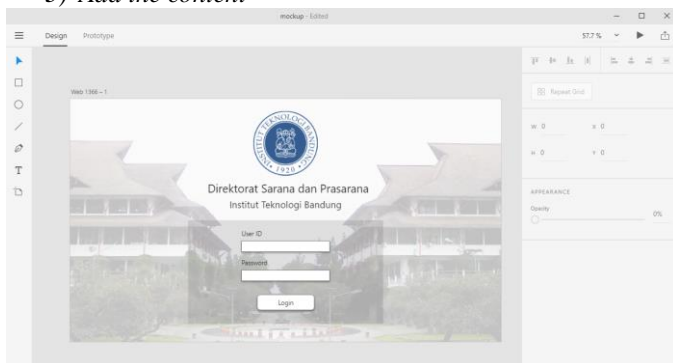
1) Create the project
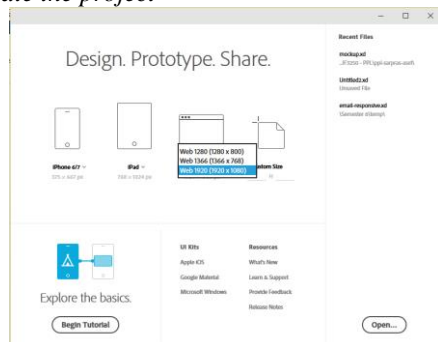
Once Adobe XD is opened, the Welcome screen appears and allows you to choose the project type. Select the web.

2) Create the prototype background
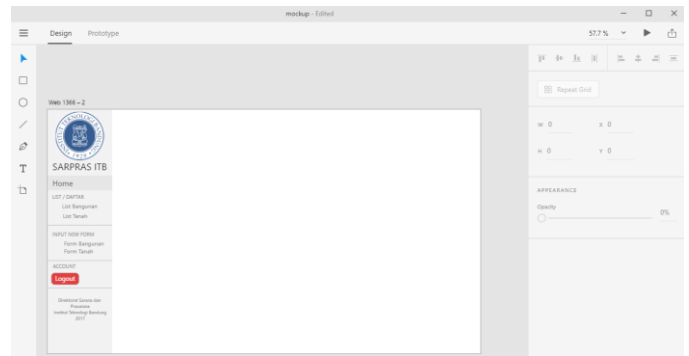

Import the image background, and make it blur

3) Add the content

4) Create new page

In order to create a new layout page, click on the Artboard tool from the Tools panel on the left. Then, select the web 1366 template from the right to create a new page.

5) Create a navigation container

6) Creating the navigation

7) Add the content

8) Connecting the pages
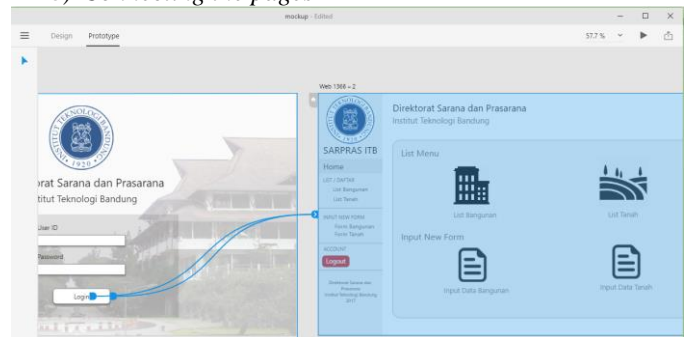
IV. EXPERIMENT RESULT

This is all of the pages of the project

Figure 3 - Home page

Mockups are finished. Then, add the interaction between pages through the prototype tab. And this is the result. You can play the prototype by click the play icon on the upper right toolbar.
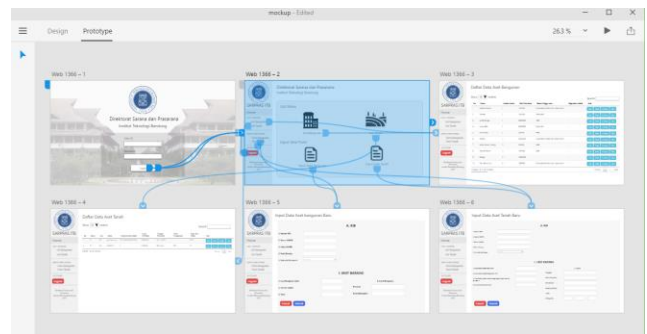
V. CONCLUSION

From the result above, we can see that the interface of Adobe Experience Design is very simple, very easy to learn, its interface is amazingly trimmed down, very minimal and like to stick to what they know different than other Adobe software like photoshop or illustrator. Adobe XD is quite impressive and I'd urge you to at least try it out.

ACKNOWLEDGMENT *(Heading 5)*

First of all, I would like to express my thanks to God because given me to complete this task just in time. Special thank to my lecturers, Mr. Rinaldi Munir, Mrs. Ayu Purwarianti, and Mrs Dessi Puji Lestari for an opportunity to do this exploration paper, which can help me in doing a lot of research and paper later. I'm making this paper not only for marks but to also increase my knowledge. Again, thank you to all who help me.

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STATEMENT

I hereby state that this paper I have been writing is original, not a translation of one's paper, nor a plagiarism

Bandung, May 6th 2017

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