Designing a mobile web experience with XD.

Adobe Creative Cloud Learning Series

Get a behind-the-scenes look at the design process for the Russell Brown MAX Madness mobile web gallery using Adobe XD.

Behind the scenes of MAX Madness with Adobe XD.

Delivering an optimized mobile web experience can really resonate with your users. Learn how Codify Design Studio used Adobe XD to strategize, design, and prototype the user experience of a mobile-optimized web experience for conference attendees.

Getting the right "feel" for the design.

The first thing we did was gather imagery and samples that matched the theme of the event—which was "a circus of Mad Max." This included researching characters, posters, and other collateral relating to the movie franchise, as well as other post-apocalyptic imagery.
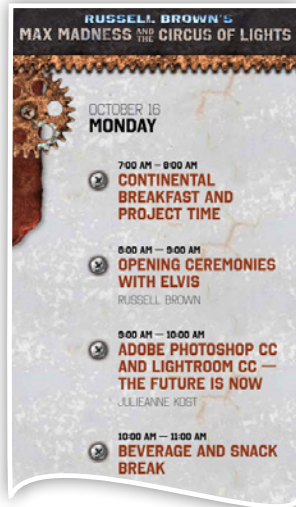

**Event Imagery by
Gilbert Gomez**

**Photography by
Helen Montez-Carr**

Russell then tapped designer Gilbert Gomez for a main event image and photographer Helen Montez-Carr for some Nevada-inspired grit and grunge photos. The results helped inspire the UX design and development of the final product.
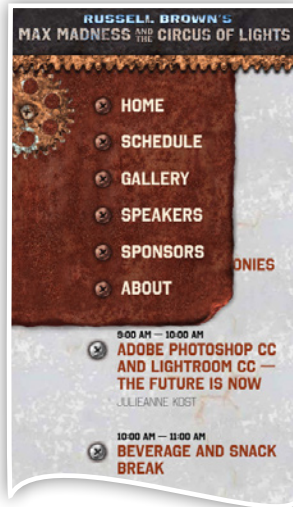
Artboards, styles, and symbols.

Armed with a story and imagery, we fired up Adobe XD and started to design the story. Inspired by a gear-powered window mirror, we thought it would be cool to have a gear-powered navigation menu. We also liked the idea of using screws for buttons and the truck radiator supports for photo frames.
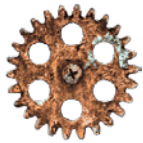
Artboard:
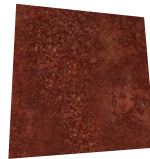**Schedule**

Artboard:
Opened Menu

Artboard:
Speakers

Artboard:
Speaker Page

Side mirror gear
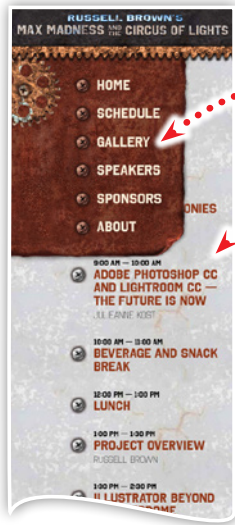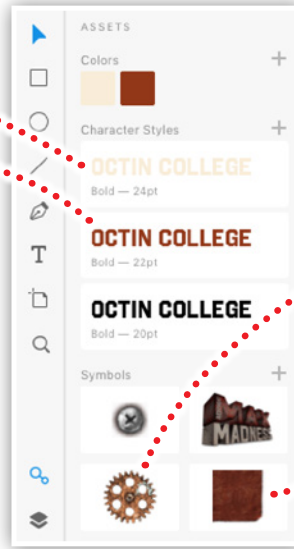

Rusted screws

Rust texture

Radiator supports

We used artboards in Adobe XD to design the key pages of the experience and explain how the design would indicate the user's progress throughout the experience. One artboard, in particular, even depicted the opened state of the gear-driven menu.
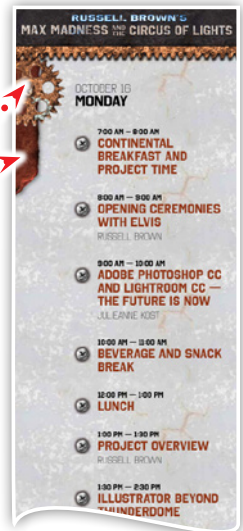
Since there are design elements that need to be repeated on each artboard, we used symbols to link and control these common elements. Symbols give us the ability to move, scale, and adjust design elements across a range of artboards.

Character Styles allow for quick and consistent formatting

Assets panel in Adobe XD

Symbols allow for reusable artwork across artboards

And finally, defining Character Styles allowed us to quickly experiment with various font sizes, font-faces, colors, and spacing options across our entire design. This made design experiments and revisions a breeze.

Prototype a mobile web experience with Adobe XD.

Creating a compelling layout is just one aspect of designing a user expedience. The more challenging part comes when you add interactivity to your design. Experience Design requires strategy, design, and functional prototyping—and Adobe XD gives you the power to do it all!
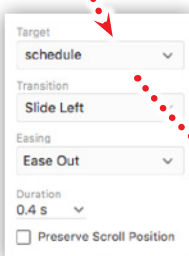
Bring your design to life with an interactive prototype.

Once you have a design that you're happy with, it's time to demonstrate your interactive vision to your stakeholders. In more traditional workflows, this process can be very time and resource intensive. While developing paper mock-ups or semi-functioning web pages can provide a rough idea of a user's journey through your design, they still fall short of replicating a more accurate "feel" for your project's interactions.
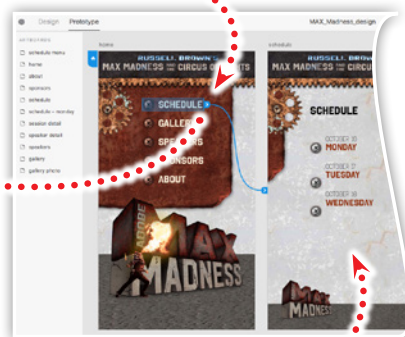
This is where Adobe XD really shines!

Creating links between design elements and artboards can be done very quickly while providing a more accurate depiction of the interaction design. To activate Adobe XD's interactive tools, simply switch to Prototype mode within your document. Next, select an element, such as a navigation button, and click the blue arrow attached to the selection.

In the Prototype mode, select a navigation element and click the blue behavior tab
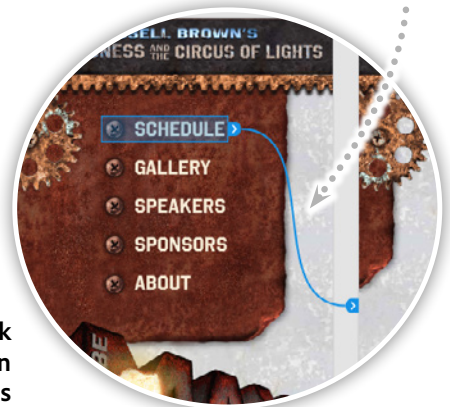
Adobe XD document

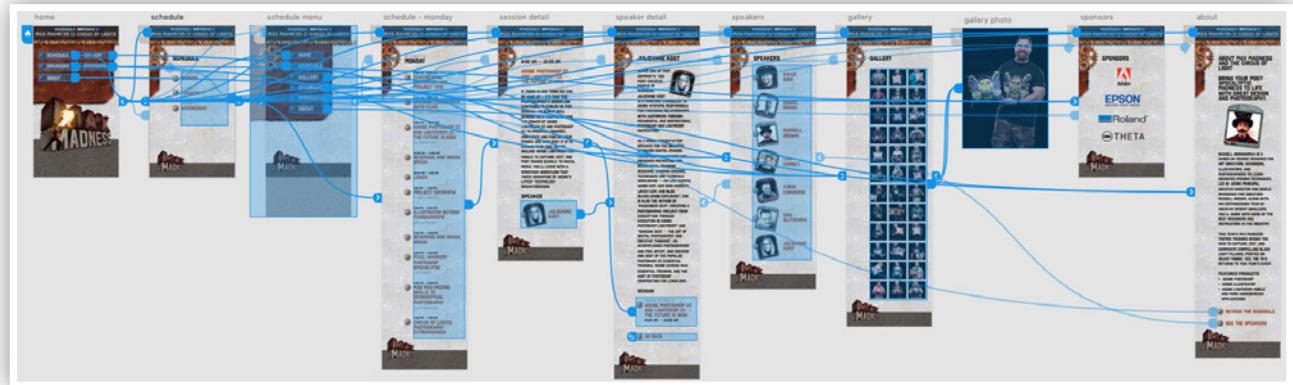**Choose the artboard that corresponds to this navigation element, along with a transition type and duration**

Interactive link created between artboards

The behavior dialog box allows you to assign an interaction to the selected element, which includes the destination artboard, a transition style, an easing effect, and a duration for the transition. To complete your prototype, continue selecting navigation elements within your design and link them to their corresponding artboards.
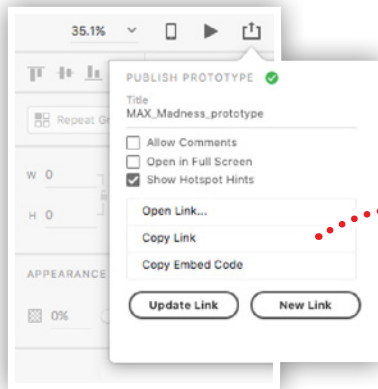

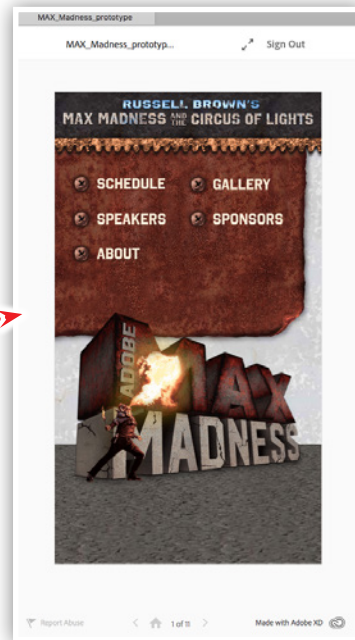**Completed interactive prototype created in Adobe XD**

After you get the hang of it, you'll be able to wire up a functional prototype in just a few minutes. The above example shows a series of linked navigation elements across a range of artboards.
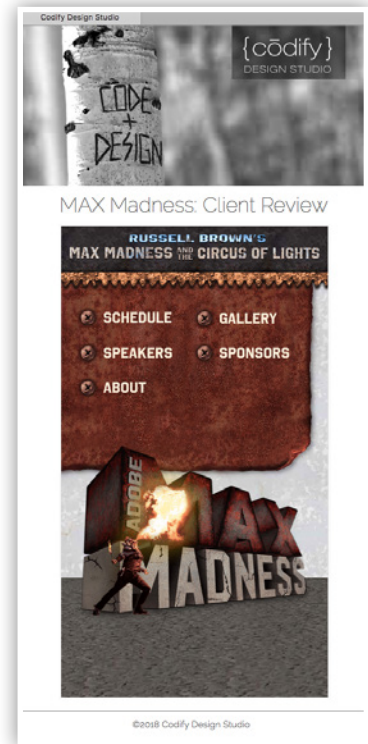
Publishing your prototype for review.

When your prototype is ready for review, you can publish it to your Creative Cloud account, then share a link with anyone who has access to a web browser.

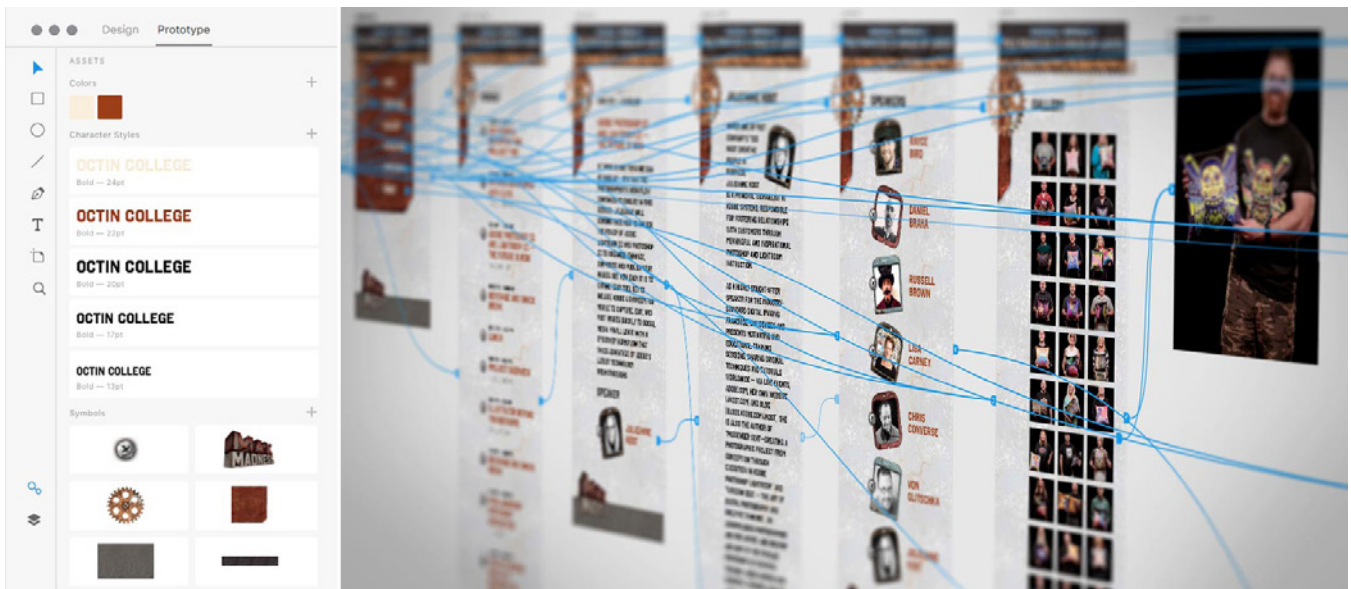**From the Share menu, choose Publish Prototype, then Create Public Link to see the link options**

The Copy Link option gives you a publicly accessible URL to upir prototype hosted on xd.adobe.com

The Embed Code allows you to include your prototype on your own web page

There are two main options for viewing and interacting with a prototype published to the Creative Cloud. The first option is to copy and share a public link. This link, in turn, will create a web page that will serve up your interactive prototype. This is hosted on xd.adobe.com and is accessible by anyone who has the link.

The second option provides you with an embed code. This allows you to include the interactive prototype within any web page on your website or extranet. Use this option to maintain your website's branding and gain full control over the URL that contains your prototype.

Watch these features in action.

Join Chris Converse in the recorded webinar and get a behind-the-scenes look at the design process for the MAX Madness mobile event website — unveiled at the Adobe MAX Creativity Conference in Las Vegas.

Learn how Codify Design Studio used Adobe XD to strategize, design, and prototype a mobile web experience for this theme-based design event.

In this session you'll learn the following:

• Work with artboards
• Create Styles for Colors and Text
• Define and reuse symbols
• Produce an interactive prototype (without code!)

Adobe Creative Cloud e-Learning Series

Watch the live recording here:

[Designing a Mobile Web Experience with XD](#)