InVision and MocksUp Team to Bring Designers Powerful Prototyping Solutions

InVision announced that it has teamed with MocksUp, a popular user experience (UX) prototyping technology to provide MocksUp users with continued services after May 28, 2012 when the MocksUp site and operations will shutdown.

The integrated company will set a new standard for the creation of high-fidelity prototypes that enable designers to share meaningful design simulations for powerful impact. With InVision, existing MocksUp customers can continue to create fully interactive wireframes and prototypes the easy and beautiful way. In business since 2009, MocksUp brings to InVision a well established user-base of top design talent and exposure to a new audience of prospects and customers. Introduced in June 2011, InVision has quickly risen to become the gold standard for UX prototyping made beautiful, attracting a who's who of the design world. To date, 25,000 designers have used the platform to create more than 150,000 screens.

"We enthusiastically welcome MocksUp users to the InVision family, and know they will be satisfied with the familiarity of our complementary product and the ability to present and collaborate on digital experiences in a groundbreaking way," said Clark Valberg, Co-Founder of InVision. "By inheriting the MocksUp user base, we've taken another step forward in our mission of becoming the de facto UX prototyping tool used by designers everywhere."

The legacy of Steve Jobs and the heavy concentration in applications for mobile devices and social networking that are defining the current internet economy have put a premium on UX design with designers emerging as corporate rock stars and critical to a company's long-term success. UX design principles have become a key component of product development making tools like InVision a must-have technology. Unlike most software prototyping tools on the market that give designers a fixed toolbox of low-fidelity widgets and components - making it difficult for the designer to provide clients with an accurate idea of what the finished product will look like or for stakeholders to give meaningful feedback - InVision allows designers to easily create simulations of applications that fully express their ideas before writing a single line of code.

"We started MocksUp as a side-project sprung from our love of design and development," said Adam Howell, Co-Founder of MocksUp. "But after several years, we've found ourselves in different places unable to commit the time needed to take MocksUp to the next level. For the good of our loyal customers, we've made the difficult decision to shutdown, but with great thanks and admiration we know our users will be extremely pleased with the InVision platform."

The InVision platform is highly interactive, visually rich and user-friendly enabling

designers to build screens using the design software of their choice. The platform's unique collaboration and social engagement features let decision-makers and archetypal end-users engage with the prototype online, leave meaningful feedback and contribute to design iteration. Because design is fully integrated with social, it widens the circle of people who can give feedback on business software, ensuring that the needs of all stakeholders are met - from executives and investors to end-users. The open dialogue and exchange of ideas lets designers be responsive and ensures that the web and mobile products they create are functional, usable, beautiful and meaningful - revolutionizing the software design process.

For more information about the MocksUp shut down, visit http://blog.mocksup.com/2012/04/28/mocksup-says-goodbye-teams-up-with-invision/ [1]

or more information visit www.invisionapp.com [2].

Posted by Janine E. Mooney, Editor

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