2020 SUMMER CUSTOMER SUCCESS REPORT

PROTOTYPING MANAGEMENT CATEGORY
PROTOTYPING MANAGEMENT OVERVIEW

Prototyping management software is leveraged to produce preliminary or incomplete versions of applications and software. The prototype is a simulation of the final order and it helps to test, record mistakes and deliver feedback. Developers use prototyping solutions to more speedily create, test and iterate their programs. Vertical and horizontal are the two commonly used kinds of prototypes.

Horizontal prototypes are utilized mainly to test user interfaces. Vertical prototypes are more comprehensive and simulate a high number of functions. From these tests, development teams can get feedback on a range of components that they and product teams can implement before an official launch. Wireframing and prototyping products have a few similar features, but wireframing solutions create preliminary outlines that have much less functionality and fidelity.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

---

**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards
Check out this list of the highest rated Prototyping Management software based on the FeaturedCustomers Customer Success Report.

Market Leaders:
- Framer
- InVision
- iRise
- Webflow

Top Performers:
- Framer
- Justinmind
- Marvel
- UXPin

Rising Stars:
- Axure
- HotGloo
- Proto.io
OVERALL BEST OF PROTOTYPING MANAGEMENT

BEST IN CATEGORY

invision
ABOUT INVISION

InVision is the Digital Product Design platform used to make the world's best customer experiences. We provide design tools and educational resources for teams to navigate every stage of the product design process, from ideation to development. Today, more than 5 million people use InVision to create a repeatable and streamlined design workflow; rapidly design and prototype products before writing code, and collaborate across their entire organization. That includes 100 percent of the Fortune 100, and organizations like Airbnb, Amazon, HBO, Netflix, Nike, Slack, Starbucks and Uber, who are now able to design better products, faster. Sign up for a free trial at invisionapp.com and begin streamlining your digital product workflow. Awards: Forbes Cloud 100 - 2014, 2017, 2018; Fast Company Innovation by Design Awards, Honorable Mention in the User Experience Category for InVision Studio; LinkedIn Top 50 Startups of 2016; AT&T Customer Partner Award for Fast Growth 2018; Webby Award in the Film & Video: Documentary Category for "THE LOOP"; Entrepreneur and CultureIQ's Top Company Cultures, 2017; G2 Crowd Best Prototyping Software Spring 2016 - InVision named a Leader.

122 Customer references from happy InVision users

VIEW ALL REFERENCES

“InVision makes it very easy for us to share mockups and discuss designs. Plus, with its hotspot feature, it serves as a great tool to quickly build a prototype and demoing ideas to peers. I’ve rarely used a product so simple that does so much I needed.”

David Talbot
Oracle

“InVision Studio can do everything similar products can do, plus so much more, including offering a better pinning tool and incorporating animations in prototyping. Not only are animations the correct direction for prototyping, but Studio goes above and beyond with the ability to link layers and auto transitions. Excellence is one of our company's values…”

Caitlin Cambron
Director of Design & UX, Interapt

“InVision allows me to get all the right people involved as early as possible and minimize roadblocks, avoiding the frustration of forgetting to think about something. I use it for wireframing, tracking comments, version control, final design audits, and even user testing.”

Paul Liddelow
Eventbrite

“We use InVision to turn our high-fidelity designs into clickable prototypes and present them to internal stakeholders and clients. It allows us to present our designs in a concise way and really helps demystify the designs in those early stages.”

Mark Berry
VML
MARKET LEADERS
ABOUT FIGMA

Figma is the first professional-grade, online tool created specifically for interface design. Built entirely in the browser, Figma enables the entire team’s design process to happen in one online tool.

“With Code Mode, I got all the specs I needed — whether it was size, color, or padding — which removed any guesswork and helped me code faster and more accurately.”

Aleksandra Worhacz
Front-end Developer, Xfive

“Because Figma is an all-in-one design, prototyping, and developer handoff tool, it saves Citrusbyte $20k/year.”

Alex Zapadenko
Design Manager, Citrusbyte

“With Figma I’m able to view and share digital concepts with simulated functionality without needing a login or having developers code the experience.”

Glenn Roper
Digital Brand Manager, Aisle Rocket Studios

“Figma has the capability to replace multiple tools in one swoop, giving us a single place to have our versioned work where anyone on the team can leave feedback and review new work. It’s pretty revolutionary, in my opinion.”

Noah Stokes
Director of Design, Dribbble
ABOUT WEBFLOW

Webflow empowers designers to create beautiful, responsive websites—without writing a single line of code, or relying on a developer. Its drag-and-drop interface looks, feels, and works like familiar desktop design tools, and writes clean, semantic code any developer would be proud of.

“Webflow is crazy good. I feel like you guys are the first to build the right UX around styling & CSS.”
Paul Irish
Chrome DevTools, Google

“Webflow is the first web design tool that I used that felt like more than a prototyping tool — and gave me the confidence to go live with what I built.”
JT Helms
Partner & Designer, Heco

“Webflow has empowered our marketing team to design, build, and iterate our marketing page without relying on any help from engineering. It’s allowed them to create their most important asset in a better, cheaper, and faster way.”
Jack Altman
Chief Executive Officer, Lattice

“With Webflow, our design and marketing teams now own web publishing — giving us the freedom to experiment, build, launch and test, all without consuming scarce engineering time.”
Sam Zaid
CEO, Getaround
ABOUT IRISE

iRise is an enterprise visualization software and services company that works with some of the most recognizable brands in the world, helping business and IT departments better communicate, collaborate, and ultimately deliver better software in less time. iRise is the only solution that allows all stakeholders to collaborate, adapt and innovate on their vision in real time throughout the entire software delivery process. Headquartered in El Segundo, Calif., iRise is backed by Morgan Stanley Venture Partners, and Deutsche Bank, and has sales offices across North America and in London.

“iRise provides Fortune® 1000 organizations with visual blueprints from which they can build their business applications and speed time to market. I look forward to collaborating with them on their vision.”

Carl Bass
CEO, Autodesk

“We estimate that iRise saves us 20-25% off the design phase, which is a huge expense reduction. So not only are we building the right product but we’re doing it faster and better.”

Gary Hoberman
Executive Vice President, MetLife

“Interactive, immersive software visualization is an important component to solving the endemic problem with requirements on software projects. iRise is the market leader with this capability, having proven the benefits of visualization across a broad set of industries and application types.”

Michael Loria
Vice President of Business Development, IBM

“iRise allows you to innovate, it allows you to explore different ways of doing things. The words ‘what if’ or ‘if we did it that way’ – you can’t build that into a functional specification, but you can certainly build it into the Agile style dialogue that iRise enables.”

David Lister
Global CIO, National Grid
2020 TOP PERFORMERS

- Framer
- Justinmind
- Marvel
- UXPin
ABOUT FRAMER

Framer is a new kind of design tool. One that redefines what it means to shape digital products. Unobstructed by the traditional distinction between designers and developers. It’s the best way to explore and discover what you want to create. Framer is a playground to tinker with interactivity and learn how to code. Learning to code is challenging, but its inevitable value is obvious. Once grasped, the creative possibilities are only limited by your imagination.

"Before Framer X, I would have to use plugins to fill my designs with data, but it wasn’t dynamic and not really close to real life. With Framer X, I can easily connect to our API and use components with native interactions baked in.”

Miranda Slayter
Senior UX Designer, Booking.com

"It reduces the work for the engineer, gives knowledge to the designer, and creates a better UX design interface. Building components with pre-built pieces makes development time much shorter.”

Michael Anama
Senior Engineer, Ticketmaster

"Framer X gives us the ability to set and then expose the customizable properties of a component in the UI of the app. This gives even non-technical designers the ability to creatively customize a component for crazy little effort on our side.”

Rob Walsh
UX Prototyper, Spotify

"By using live video and real data in Framer, we were able to get accurate feedback in user testing. This made the transition from design to engineering much smoother.”

George Kedenburg III
Facebook
Justinmind is the favorite prototyping tool of many and the best way to test your ideas before you start coding! Justinmind lets you create web and mobile app prototypes and high-fidelity website wireframes without coding. It offers capabilities typically found in diagramming tools like drag and drop placement, re-sizing, formatting and export/import of widgets. It has features for annotating widgets and defining interactions such as linking, animations, conditional linking, calculations, simulating tab controls, show/hide elements and database simulation with real data. Justinmind is a great tool for sophisticated prototyping results.

"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."

Boris Iglesias
UX Consultant, UX Strategist & Product Manager, Hockeystick

"Our team uses Justinmind to share ideas, collaborate, test assumptions, and prototype multiple design concepts for our web and mobile applications."

Randi Boyd
Principal, UX director, Inkcloud

"With the ability to create prototypes across different screen sizes and devices, we are able to validate hypotheses prior to creative design and build."

Chris Murray
VP/Director - User Experience, Digitas Health

"Justinmind Prototyper is far and away the best wireframe / prototyping tool in the market today. It is not only very easy to use but handles very complex cases. It has helped us at Oracle drive product development to convey concepts for building next generation software applications."

Sean Frogner
Director Product Management, Oracle
ABOUT MARVEL APP

Marvel App is a super simple design, prototyping, and collaboration platform for web, iOS, and Android, with over 1 million users. Their simple editor allows you to link all your designs together in a jiffy, then add gestures and transitions to make your prototype feel just like a real app or website. Create prototypes for the iPhone, iPad, Desktop, Apple TV, Apple Watch, and Android.

“With Marvel we cut our development time by more than half for big features. When re-building and re-designing our entire purchase flow to add saved card details, Marvel was instrumental in helping streamline the process by more than a fortnight.”

Mio
Chief Technology Officer, DICE

“We use Marvel a lot to show our customers what we’re working on next. They can then give us feedback, make new suggestions. It’s incredible. Marvel lets you see round the corner. Whenever we have a new idea or different direction for something, Marvel comes with us.”

Hugo Conejo
Head of Design, Monzo

“Everybody likes Marvel because it’s very simple, it’s straightforward. I can update it, share a link and boom, it’s there. That’s a gift.”

Cap Watkins
Vice President of Design, BuzzFeed

“We use the Sketch integration primarily, which syncs with Marvel and instantly updates as we need to. It takes no time at all.”

Richard Hiscutt
Global UX and Product Design Lead, Cookpad
UXPin wanted to make something special for the whole UX community, a tool that fits UxPin design process down to the last detail - and UxPin wanted to make it the professional tool for UX designers (something UxPin all needed). UxPin started with notepads in 2010 and they quickly grew in popularity, which is why UxPin decided in November 2011 to design a new, more complex notepad and an Online Wireframing & Documenting App to go with it. The rest is history in the making.

"What used to take days to gather feedback now takes hours. Since we can also create comments that only certain teams can view, we also improve the efficiency of communication. Add in the time we’ve saved from not emailing back-and-forth and manually redlining, and we’ve probably shaved months off timelines."
Mark Figueiredo
Senior UX Team Lead, T. Rowe Price

"Our team loves the speed and ease of use that UXPin provides when creating interactive prototypes. We save so much time when collaborating with developers and other teams across different continents."
Markus Knight
User Interactions Manager, Digital Sports, Adidas

"The ability to create full, realistic interactions has helped stakeholders better understand our designs, enabled our clients to usability test our prototypes more effectively, and allowed other roles in the org to demo our work with much more ease."
Grace Brewer
Senior UX Engineer, Netsmart

"UXPin’s online collaboration capabilities and easy account management combined with a variety of design aiding features gave us what we needed. On top of that is the way all the different UXPin App modules harmoniously work together and the whole iteration process which has been very helpful while working close with clients."
Paweł Ogonowski
Co-Founder and Chief Conversion Optimizer, Conversion
ABOUT AXURE SOFTWARE SOLUTIONS

Axure Software Solutions Inc. was founded to make software projects better through prototyping. The company’s flagship product, Axure RP, is used by user experience professionals, business analysts, and product managers to plan and prototype software applications for more than 25,000 companies, including 86% of the Fortune 100. In addition, more than 1 million projects have been published to Axure Share, the company’s online collaboration platform. Axure Software Solutions holds more than a dozen patents for its pioneering product.

“Axure fits very naturally into our lean workflow. As our projects grow, we’re able to stay in the same environment with Axure, which allows us to learn even faster.”
Archie Miller
Manager Interaction Design, CarMax

“Axure allows us to test everything, even the most complex use cases. Our prototypes look and act like the real thing.”
Julie
Managing Director, User Experience Lab

“With prototypes, you can pinpoint exactly what is in scope and what is out of scope. When we can all come to an agreement using Axure, you will always get what you see. This cuts down on the cost of rework.”
Charlotte Lee
CEO and Co-Founder, Kastling

“The prototypes we build in Axure are used in conjunction with client meetings. We use them in those meetings to help clients make decisions. In the end, we want to use the tool that lets us quickly communicate and rapidly iterate.”
Cody Iddings
Senior UX Designer, Digital Telepathy
ABOUT HOTGLOO

HotGloo is a kick-ass wireframe UX prototyping tool. With its focus on interaction and collaboration, HotGloo stands out from many other tools available. With HotGloo, it doesn’t matter if the project is a small website or a huge web project. Whether you are a designer, developer or project manager working in a start-up or a Fortune 500, HotGloo will help you wireframe your next web project.

“Mockups provide a simple and tangible way to see the general shape of a Website without getting into the weeds. A good first step is creating mockups using tools such as HotGloo.”

Mark Evans
Forbes

“From creating high fidelity wireframes to prototyping responsive websites, HotGloo is an invaluable asset in our designer’s toolbox.”

Jesse Chas
Designer, DigitalOcean

“Our projects finally can come to life in the most important stage, the wireframes. Getting an accurate feel for the interactivity of the site is one of the most important aspects of any interactive project and HotGloo makes it easy and accurate.”

Mark Unger
Director Creative, Push

“I've found HotGloo very powerful for guiding design as well as making product specifications with both designers and developers.”

Steven Renwick
Founder, Satago
Proto.io is a silly-fast way to create fully interactive mobile app prototypes. Launched in 2011 and designed specifically for mobile, Proto.io can simulate everything an app can do. That includes interactive touch gestures, screen transitions and animations. It is perhaps the only mobile prototyping tool that allows users to create realistic, sharable prototypes that work as a real app should and experience their prototype on the actual device. It is 100% web-based and offers a familiar and intuitive drag-and-drop User Interface (UI), with no coding required. It is ideal for User Experience professionals (UX), Interaction Designers (ID), mobile designers, coders, and app enthusiasts.

"As a designer Proto.io enables me to test ideas quickly and come up with new ideas. To me that’s an essential part of the design process. It also helps me create high fidelity prototypes with rich interactions in no time. Great for showcasing concepts and communicating the design to development.”

Martin Boerma
Interaction and Visual Designer, Appetite

"Proto.io is more than just silly-fast mobile prototyping - it is super-effective product designing. Nothing beats team members, users and clients evaluating a flow or mobile design on the device. Proto.io delivers the fantastic blend of high-fidelity and native feel without actual coding (or burden on your engineering team). Usability testing, stakeholder...

Troy Parke
Senior UX Design Manager, Big Fish Games

"Proto.io has some of the best interaction abilities out there. Its ideal for touch based prototypes and has a large range of transitions and animations. For me, it’s far better than say Axure for mobile and tablet based prototypes."

Susan Walsh
Experience Designer, Massive

"Proto.io is our tool of choice for prototyping mobile interactions in the concept phase. I found the custom transitions especially helpful in articulating the vision of the app to both customers and stakeholders.”

Loredana Crisan
Director of Mobile Design, Indiegogo