Wireframing for product Managers

△ what is a wireframe

  ↳ a visual guide for a website, web app or mobile app that basically lays out a rough structure for where the content is going to go

△ why wireframe → the first rough translation of a product idea

△ low-fidelity wireframe

  ⊢→ not very exact / precise
  ⊢→ not a lot of detail

△ user's feedback adds more detail to wireframe

△ Product manager usually sketches out wireframes in small teams / startup

△

LOW	Fidelity	High
⌐ wireframe	⌐ Mockup	⌐ prototype
for structure	for visuals	for usability & interaction

wireframing tools

- **wireframe**
  - PoP
  - Hotgloo
  - Omni Graffle
  - Axure
  - Balsamiq

- **Mockup**
  - UX Pin
  - Axure
  - Illustraitor
  - sketch
  - photoshop

- **Prototype**
  - Axure
  - PoP
  - keynote
  - vision
  - Proto.io