

Activity: Wireframing

SE for Startups

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Activity:

Wireframing & basic identity for snow plow app

We will build the next class around the ideas that you propose.

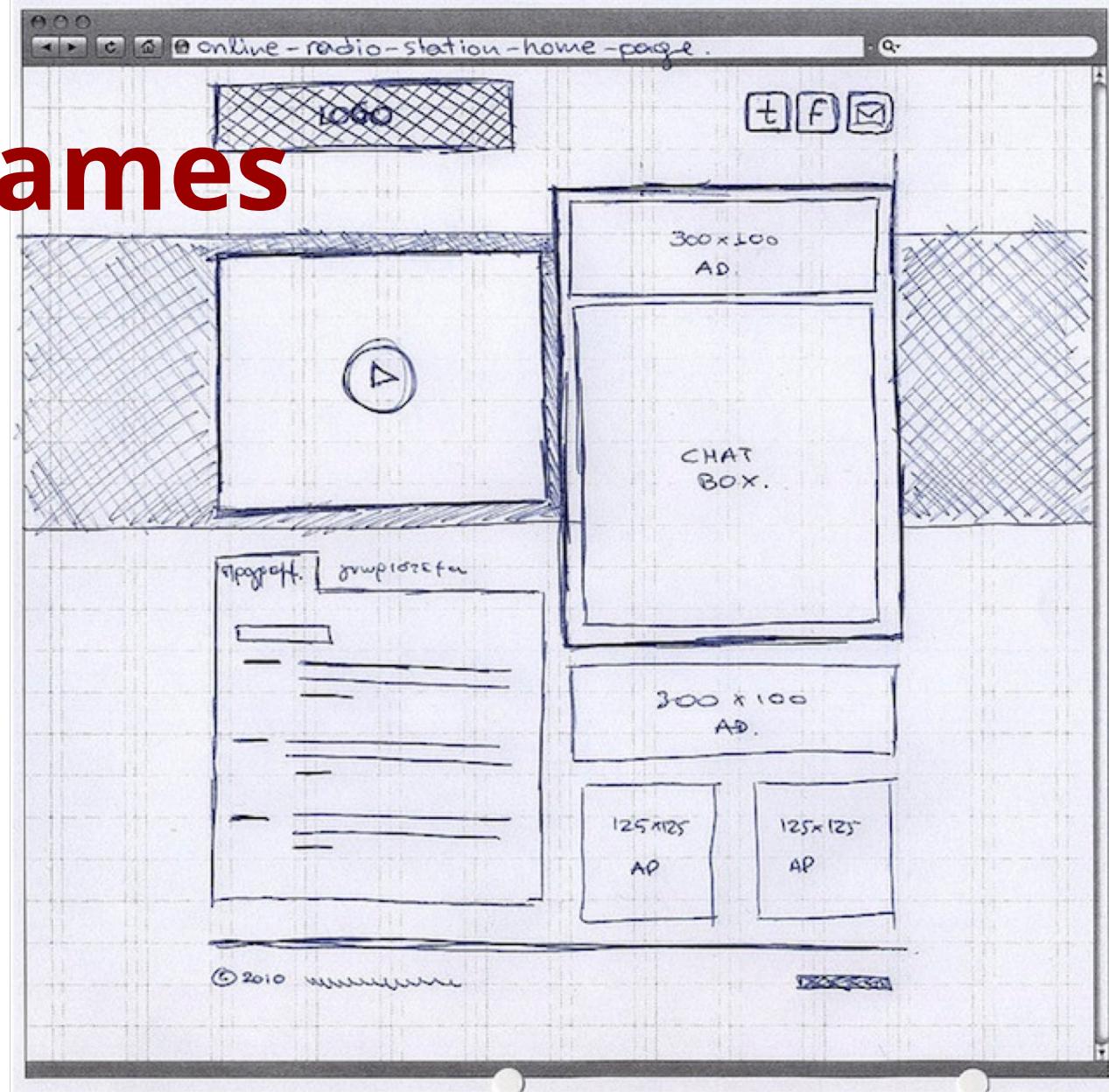
Wireframes?

A low-risk way to explore your user interface and user experience.

Usually done in two steps:

1. Several iterations of hand-drawn wireframes with notes/ideas of behaviors sketched in
2. digital wireframes

Wireframes



Wireframes

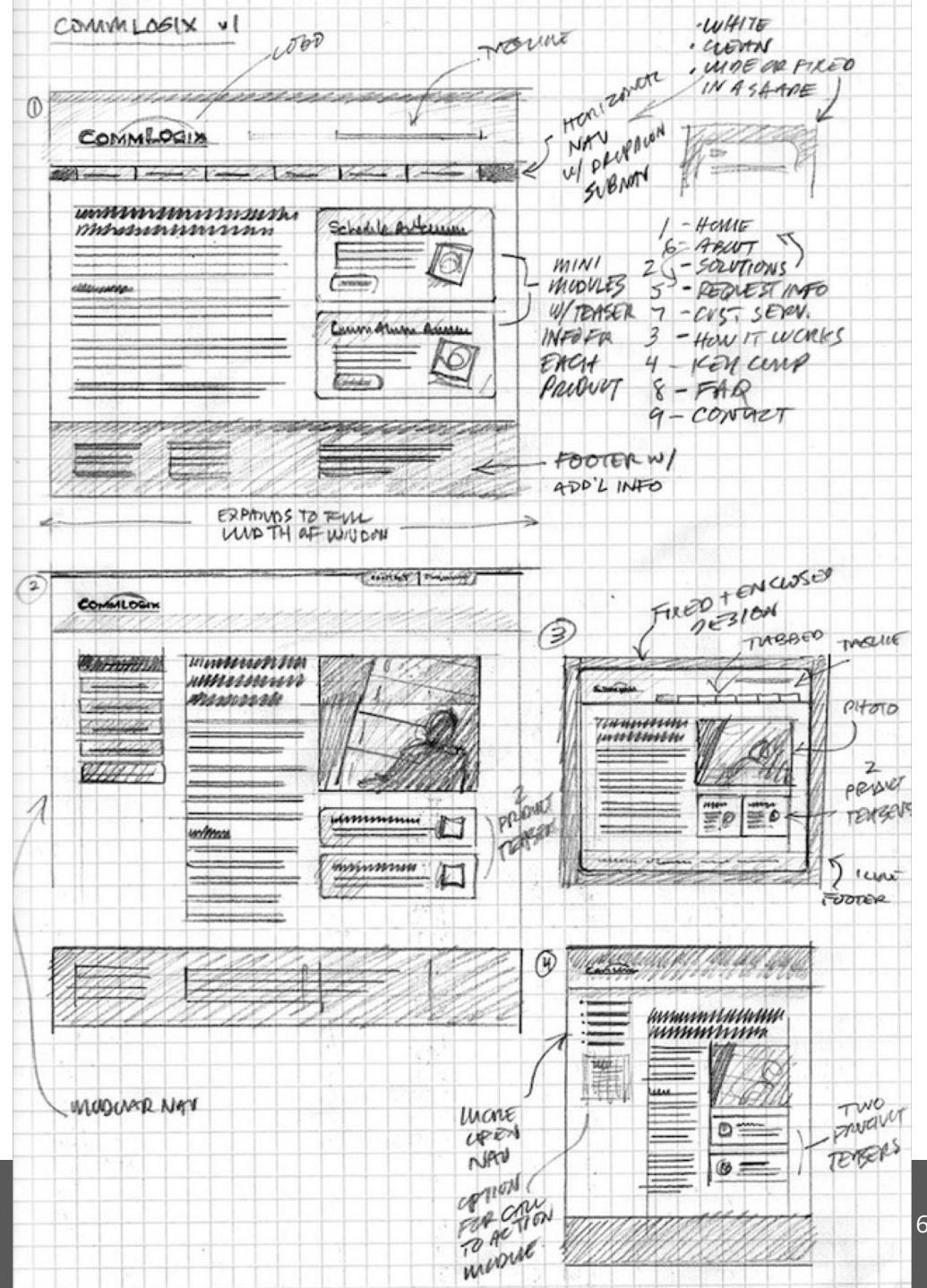
The wireframe shows a top navigation bar with two large buttons (1, 2), followed by a grid section (3) containing a large central box and several smaller boxes (4, 5). Below this is a 'RECENT ARTICLES' section (6) with horizontal lines and a 'POPULAR' section (8) at the bottom with horizontal bars.

- 1 - LOGO AND TAGLINE
- 2 - NAVIGATION , SEARCH & SUBSCRIBE
- 3 - LATEST ARTICLE PREVIEW
- 4 - LATEST ARTICLE CALENDAR & INFO
- 5 - ADS 125x125
- 6 - RECENT POSTS AREA, SHOWING LATEST FIVE ARTICLES WITH LINK TO ARCHIVE AT THE END. ARCHIVE LOOKS THE SAME AS THIS VIEW. MAYBE TO INCLUDE CATEGORY?
- 7 - EACH ARTICLE HAS TITLE, DESCRIPTION AND CALENDAR & INFO
- 8 - POPULAR POSTS SHOWS 6 MOST POPULAR POSTS: 2 FROM ARTICLES, 2 FREEBIES AND 2 TUTORIALS. EACH ARTICLE HAS TITLE AND CATEGORY / DATE? IS DATE RELEVANT?

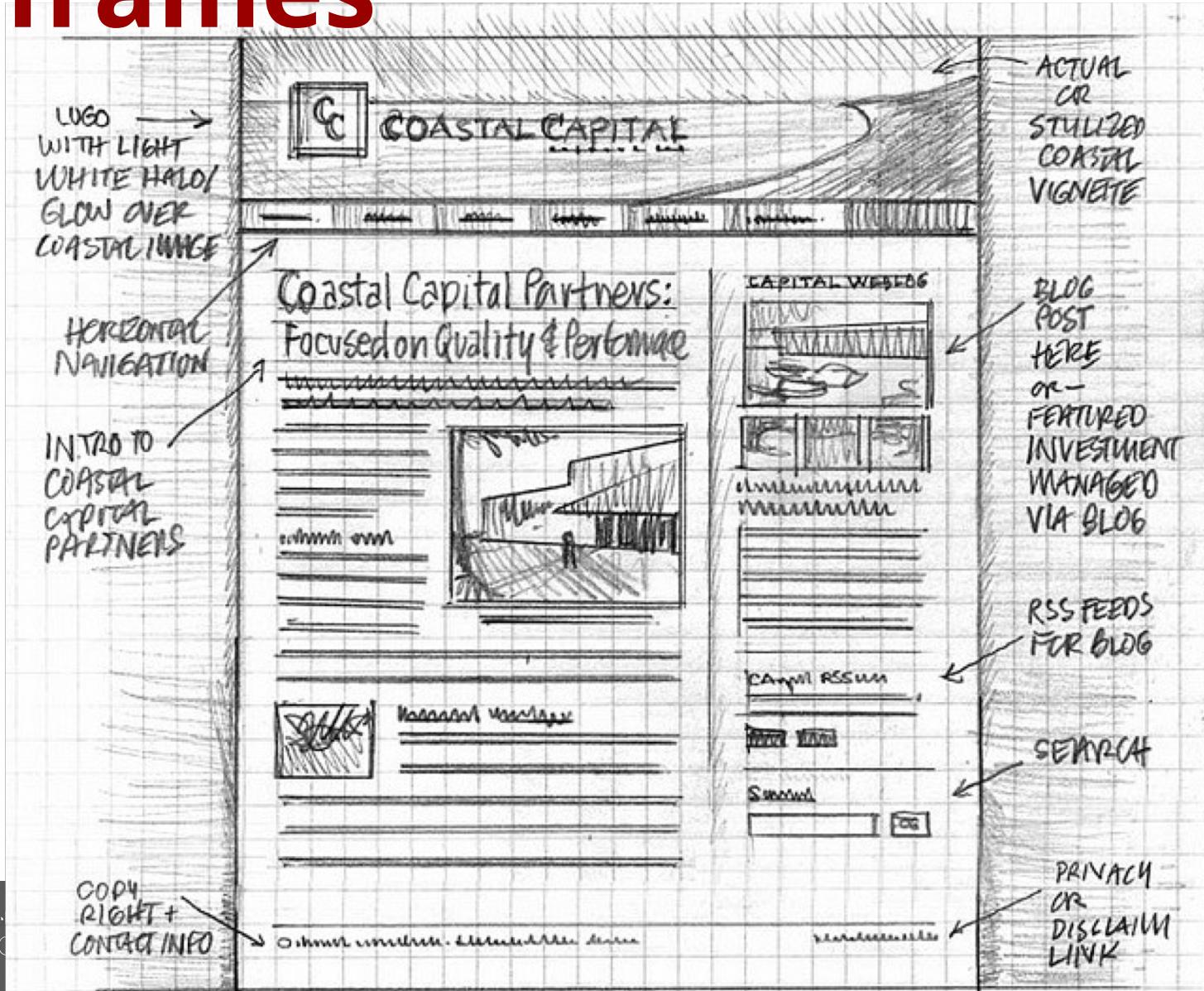
4
13 DEC 2008
@ 74 COMMENTS
EV • NEXT

8
Adaptive
in User Interface
Fore

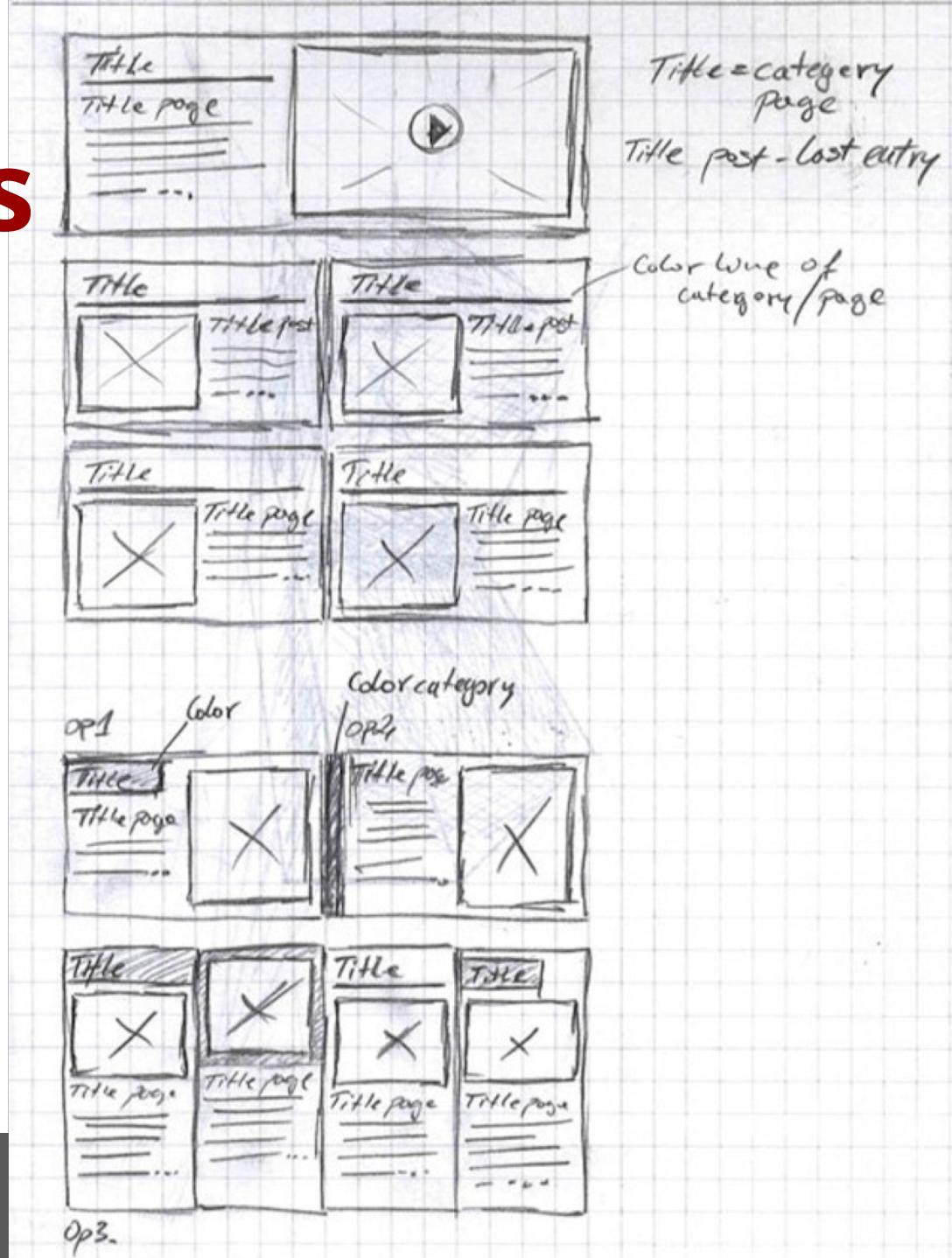
Wireframes



Wireframes



Wireframes



Hand-drawn wireframes:

- Start with at least 3.
- Quick iterations.
- Explore as many different layout ideas as possible. They should not all look similar!

Digital Wireframes

Giant Hello

1000 coins | Buy Coins | Account | Apps | Pages | Search

Rodrigo Soares

Home | Profile | Mail | Photos | Gifts | ...

What are you up to?

1 new message
1 new photo comment
20 new gifts

Latest...

mr received a gift from a friend

give gift

mr - 3 hours ago
me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

Invite More Friends

Friend's name
Friend's email

Invite

mr - 3 hours ago
me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

Accept Invite

XXX-XXX-XXX

Enter Code

mr - 3 hours ago
me and my dancers are going to watch them and announce a contest soon. u could do it solo or in a group.

Invites Sent

tony yesterday
geroge yesterday

mr received a gift from a friend

Cool New Stuff

Friends

Fan of

Invite • view all

add more • view all

Boring stuff

Report
Jobs
For parents
Safety
Terms
Privacy

Cool stuff

Blog
What's Giant Hello?
Meet the team
Contact us
Help
API

Digital Wireframes

Giant Hello

The Social Network for Kids!

Log In Sign Up Pages Parental Controls

Cool New Games

Farm Ville
Farm Ville is a game where you can farm with your friends.

Mall World
The place where you can be your own boss, run your own fashion boutique, and shop to your heart's content.

What's Hot Celebs updates

Boring stuff

- Report
- Jobs
- For parents
- Safety
- Terms
- Privacy

Cool stuff

- Blog
- What's Giant Hello?
- Meet the team
- Contact us
- Help
- API

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Sign Up

Choose Username

Password

Re-Type Password

Email (optional)

Birthday

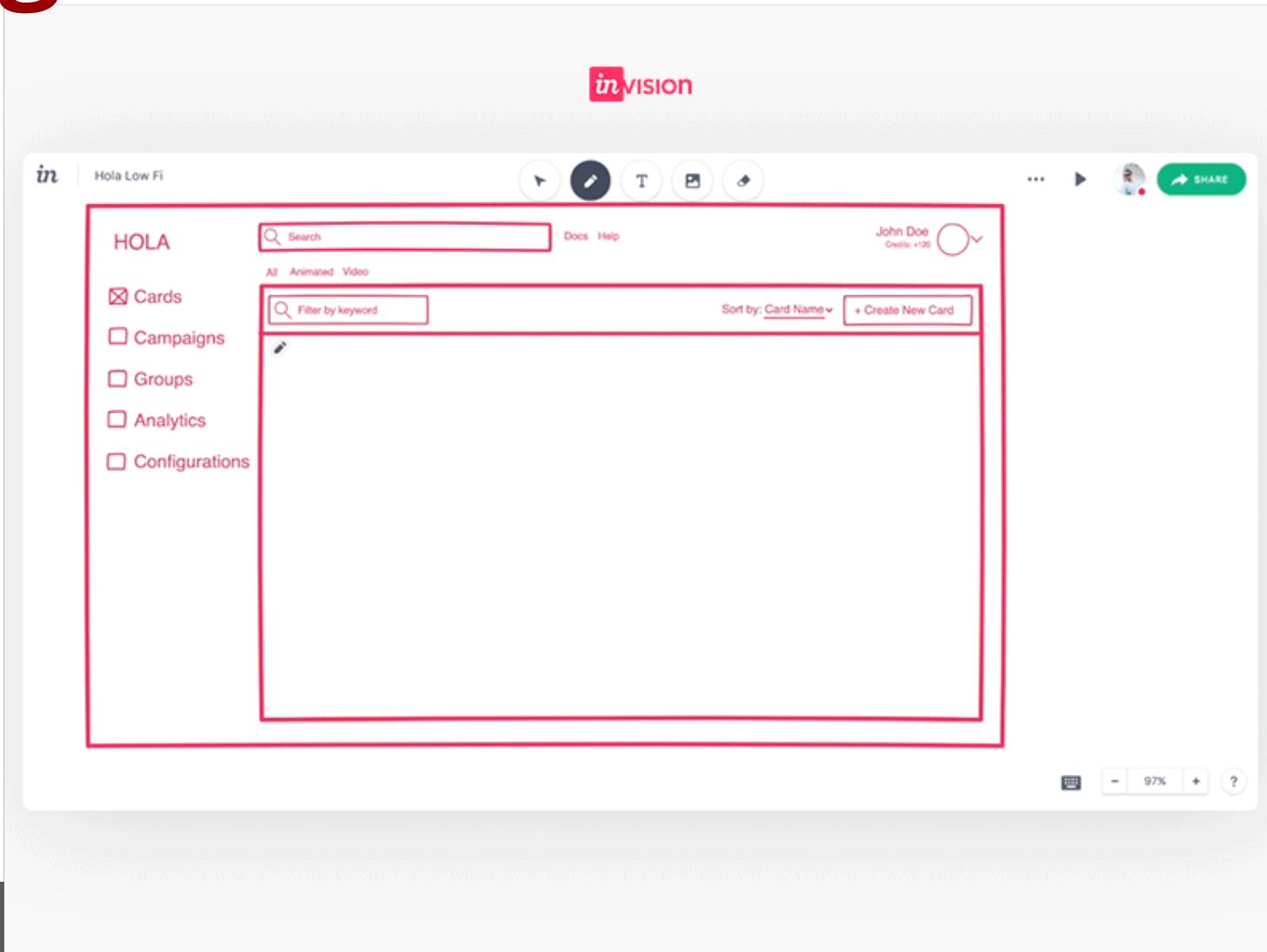
Boy Girl

Sign Up

institute for SOFTWARE RESEARCH

Carnegie Mellon University School of Computer

Digital Wireframes



Digital wireframe:

- Should be what you want to pitch to your team and/or potentially the customer.
- Should be a collection of things you liked from your hand-drawn iterations.
- Make it clear and uncluttered!

You can do it online, for free on
<https://wireframe.cc>

Or <https://invisionapp.com>

Identity?

Lay the groundwork for your company/app's identity

Propose:

- color scheme,
- fonts, and
- describe an idea for a logo/name.

Lay the groundwork for your company/app's identity

Propose:

- **color scheme,**
 - To borrow from interior and fashion design, the 60-30-10 rule states that **three** colors should be used in varying degrees (60%, 30%, 10%) to create the perfect harmony.
 - The **primary color** should cover about 60% of the space and create the overall unifying theme of the design.
 - The 30% should contrast with the 60% to create a visually striking effect.
 - The 10% is an 'accent color', which should complement either your primary or secondary color.

Deliverables

5 sheets of paper:

- **3 hand-drawn wireframe iterations**
- **1 printed out digital wireframe:**
from those 3 hand-drawn wireframe, select elements that you feel are the strongest, and make a wireframe.cc sketch of it
- **Identity: 1 printed out paper with:**
 - (1) a color scheme
 - (2) 2 font samples (*1 for headers, 1 for body text in your pages*)
 - (3) logo/name idea/description