

Wireframes

Building From a Picture

- How to get that picture
- And what to do before building

Remember the start of course?

I said everyone had thoughts about UI/UX

- not always wrong!
- not always right!
- "you" are part of everyone

Questions at the start of a project

- What is your role?
 - Design?
 - Presentation Front End?
 - Full Front End?
 - Full Stack?
- Is there a designer involved?
 - What is their experience/training?
- Is there some client/executive involved?
 - With existing ideas?

4 Common Approaches

(names can vary)

- Wireframes
- Mockups
- Redlines
- Prototypes

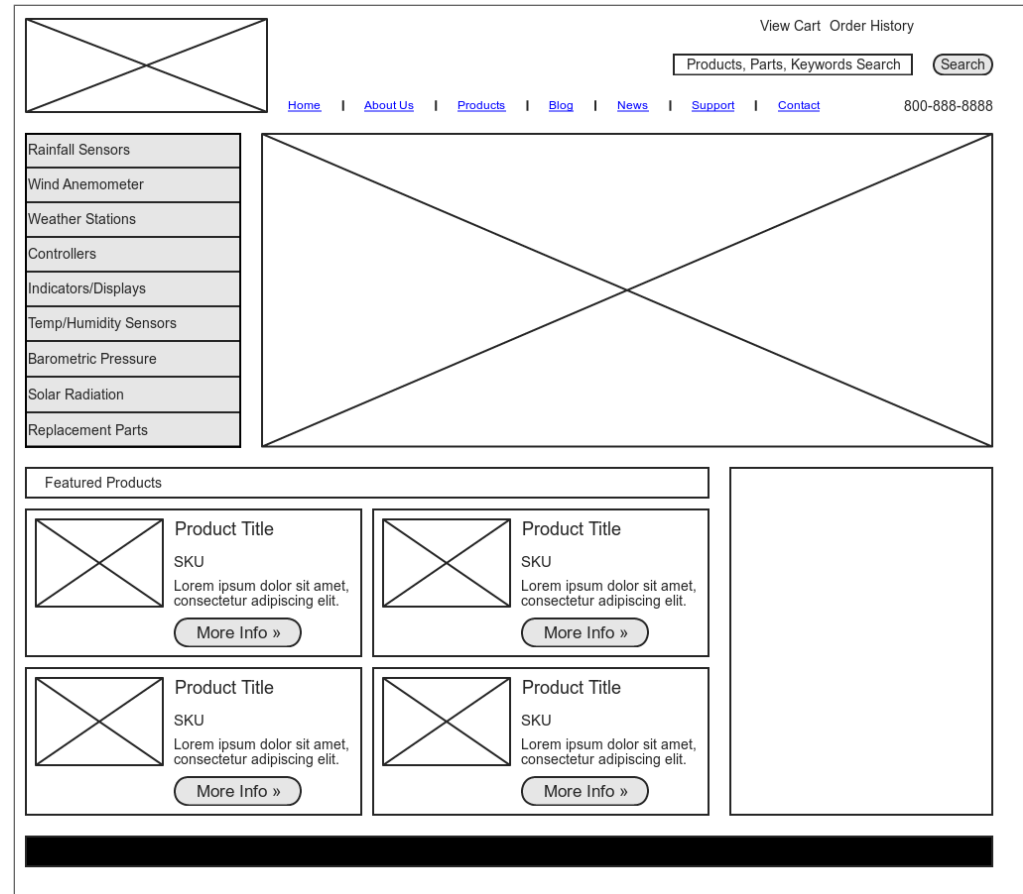
Boxes

Remember all of this is about aligning boxes

- boxes inside boxes
- boxes next to boxes
- Elements are boxes
 - Box Model!

Wireframes

- alignment focus
- not appearance

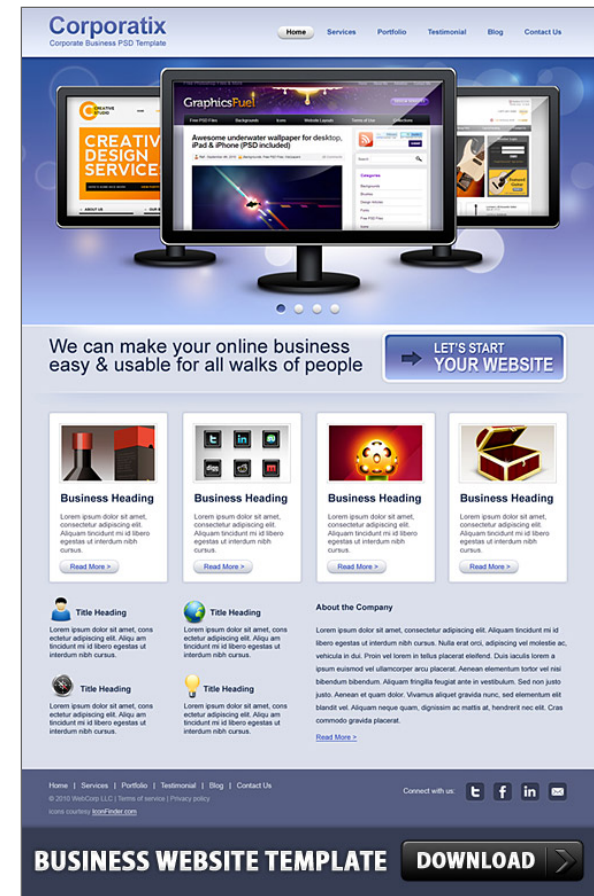


Wireframe Details

- Most freedom for your layout
- Most common if no designer

Mockups

- Just a picture
- May have multiple sizes




Mockup Details


- More demands than wireframe
 - but limited info!
 - can generate conflicts as they become real
 - designers often have one-off exceptions
 - computers hate one-off exceptions
- Not in HTML/CSS
 - Some effects may be hard/impossible
- Lacks interaction information

Redlines

A mockup with formatting, spacing, and font details


Welcome Jonathan, id: 93273406
Sign Out

CAMPAIGNS | REPORTS | CONVERSION TRACKING | SITE RETARGETING | FINANCE | MY ACCOUNT


YOUR ACCOUNT IS ACTIVE
 Deactivate your account. Your campaigns will no longer be active.

BALANCE: \$0
 Deposit Funds

jonathank Campaigns

Download Campaigns Data as .csv

Campaign ?	Status ?	Flight & Budget	Today	Yesterday
Test	Setup	Jul 25 to Jul 27, \$6 daily	\$0.00	\$0.00
Wixxx	No Funds	Jul 25 to Jul 27, unlimited	\$0.00	\$0.00
Test Campaign 2	No Funds	Jul 13 to Aug 3, \$5 daily	\$0.00	\$0.00

General Settings | Save | Cancel

Bids: You have the following notifications about your campaign:

- You have bids in IAB Standard Display:728x90 without any valid creatives.

Creatives:

Name	Budget	Starting	Amount	CPA Goal	Pause	Activate	Delete
Test Campaign 2	Daily Limit	07/13/2011	\$				
		08/03/2011					

Domains
 Segment Targeting
 Segment Stats

Campaign	Status	Flight & Budget	Today	Yesterday
Test Campaign	No Funds	Jul 13 to Aug 3, \$500 divide	\$0.00	\$0.00

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Redlines details

- Like Mockups, but a lot more detail
 - yet may be missing vital details
 - can generate conflicts as they become real
 - designers often have one-off exceptions
 - computers hate one-off exceptions
- Not in HTML/CSS
 - Some effects may be hard/impossible
- Lacks interaction information

Prototypes

An model/shell that shows some interactions



Prototypes Details

- Like Mockups, but with interaction
 - May not cover all interactions
 - Watch out for omissions
- Usually web-generated
 - Means you can get real CSS
 - Trash or Treasure, both happen

When designs are offered to you

What are you being asked?

- You might be committing to implement precisely!
- identify all potential problems
 - and how to resolve if real problems

They are asking two questions

- Can you do this?
- How long will it take?

They may not use those words

- But that is what they mean

Don't make the mistake I did!

- Them: (show design) "What do you think?"
- Me: "Looks good!"

Result: I had agreed I could do design as shown

- Any follow-up questions counted as my development time

Better answer

- Them: "How long will this take?"
 - (Or any variation)
- You: "Let me look over this and get back to you"

Devs are BAD at estimates!

- Never offer a guess

Instead:

- Identify any open questions
- Break down parts you need to do
 - Then you have basis for estimate

Identify Open Questions

What do you need to know to be able to actually implement design?

- Colors?
- Fonts?
- Spacing?
- Responsive/Adaptive behaviors?
- Validation Rules?
 - Error message text?
 - Error message locations?
 - Validation when? (blur/submit/change)
- Actual Text/Images?

Common Design issues

- Will text FIT the space?
- Alignment relationships of items?
 - Does size depend on size of something else?
- Watch for wrapping/overflow!
 - Mocks often have same sizes (bad)
 - Consider vertical as well as horizontal
- Non-standard fonts
 - Can cause slowness/break
- Carousels (J ° □ °) J _ L L

Take Notes!

- Keep records of questions you ask!
 - Easy to lose track
 - Helps create a record of work you've done
- Note when you miss an issue!
 - Don't miss it the next time
- A lot happens between project/feature starts
 - Easy to get distracted, fail to improve

Building a Page from a Mockup (etc)

- Break down into "building blocks"
 - Actual blocks (html containers)
 - Often are components
- Remember a page is boxes of boxes
 - Boxes with boxes in them
 - Boxes next to boxes
- Identify those boxes