

# 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

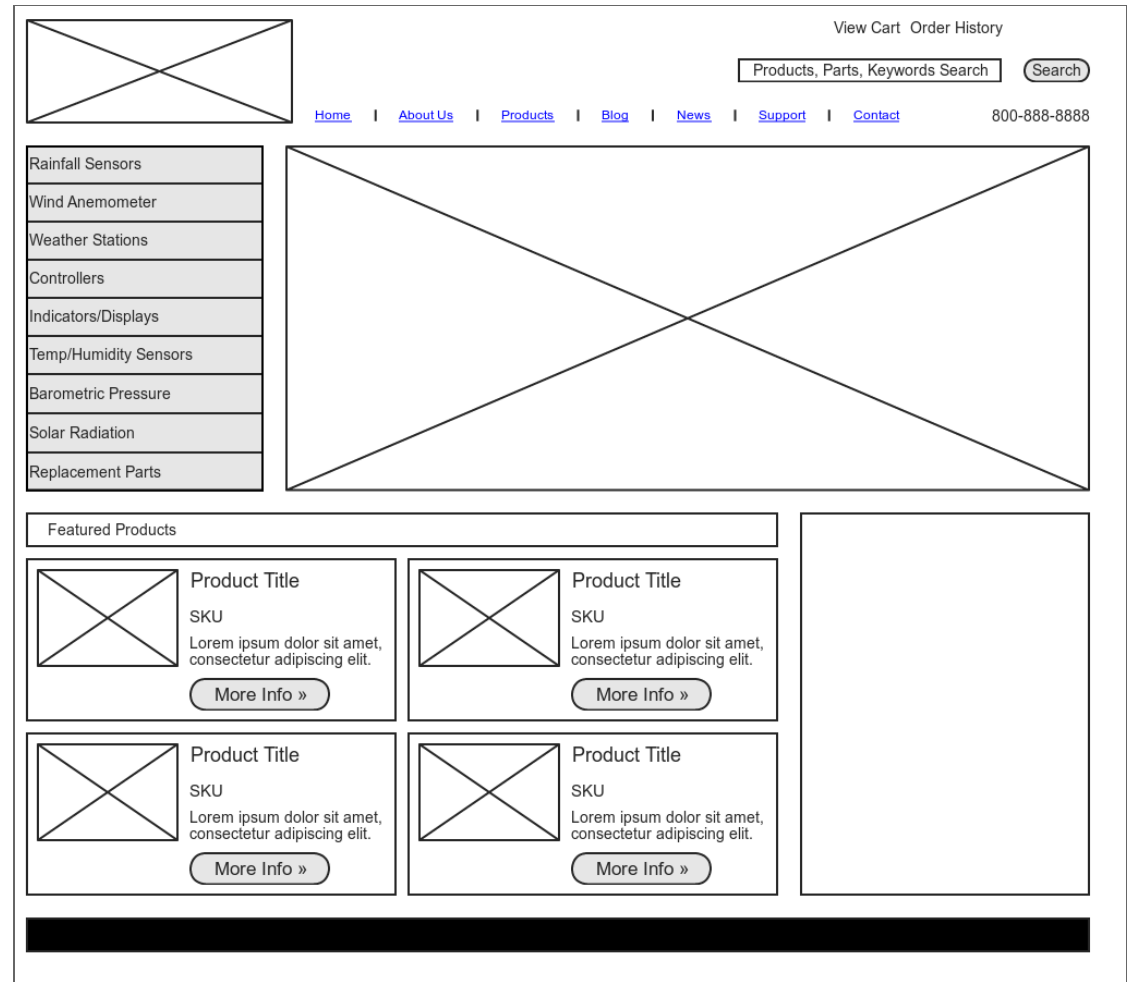
# Boxes

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

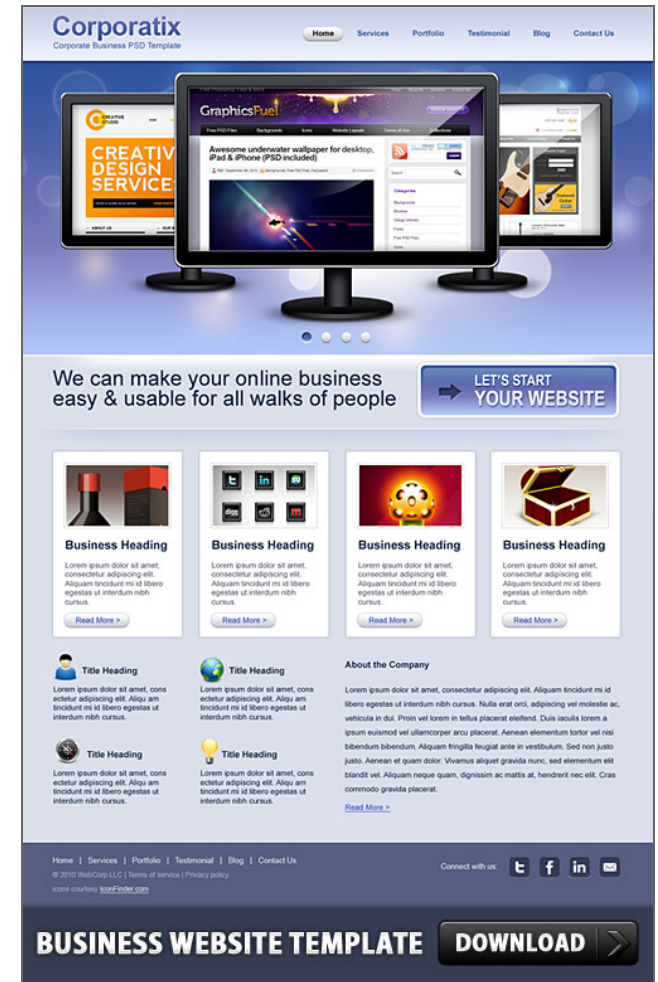


# Wireframe Details

- 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

Add Campaign

Download Campaigns Data as CSV

Campaign ?	Status ?	Flight & Budget	Today	Yesterday
Test	Setup	Jul 25 to Jul 27, \$6 daily	\$0.00	\$0.00
Wizzz	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

You have the following notifications about your campaign:

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

Name: Test Campaign 2

Budget: Daily Limit

Pause

Starting: 07/13/2011

Amount: 5

Activate

Ending: 08/03/2011

CPA Goal: \$

Delete

Domains

Segment Targeting

Segment Stats

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

# Common Design issues

- Mobile?
  - Consider responsive/adaptive
- Multi-column grid?
- Watch for wrapping/overflow!
  - Mocks often have same sizes (bad)
- Validation/Error messages?
  - Where do they go?
- Non-standard fonts
  - can cause slowness/break
- Carousels 