

# 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

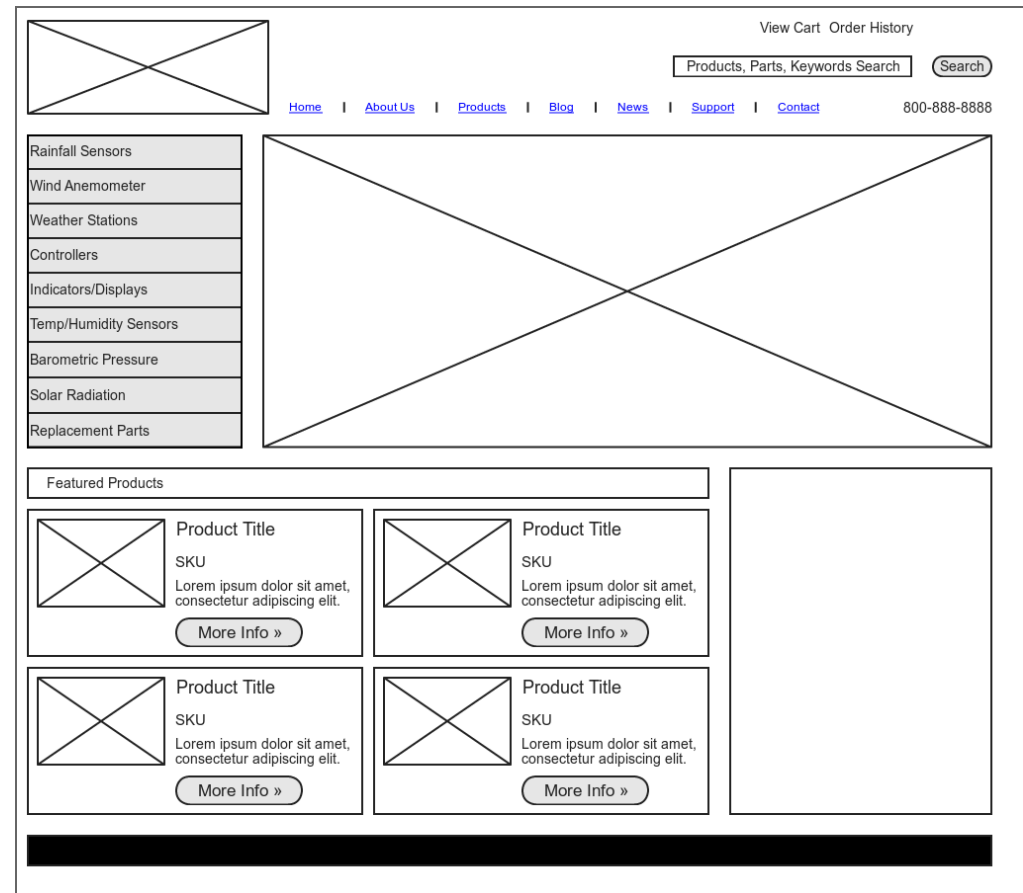
# Boxes

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

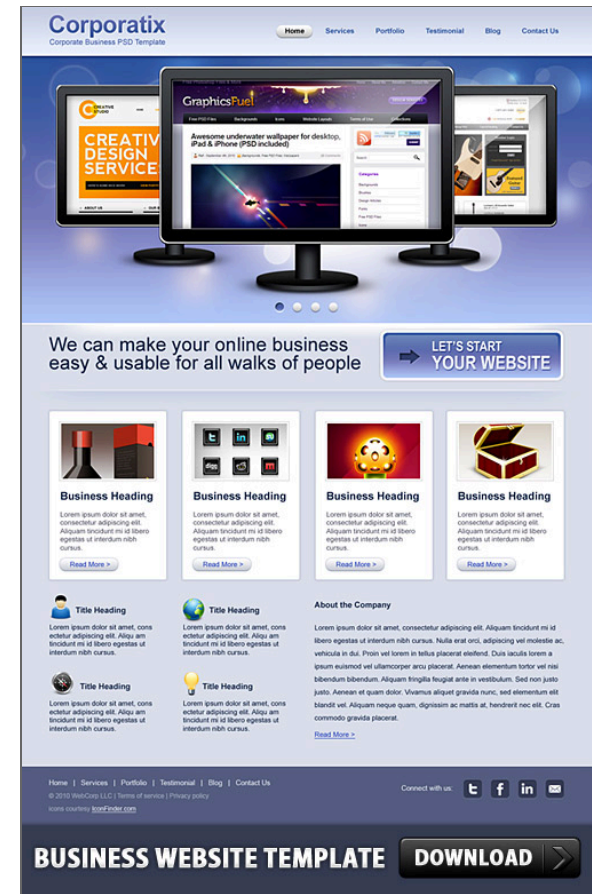


# Wireframe Details

- 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

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| Campaign ?                               | Status ? | Flight & Budget             | Today  | Yesterday |
|--|----------|-----------------------------|--------|-----------|
| <b>+</b> <a href="#">Test</a>            | Setup    | Jul 25 to Jul 27, \$6 daily | \$0.00 | \$0.00    |
| <b>+</b> <a href="#">Wixxx</a>           | No Funds | Jul 25 to Jul 27, unlimited | \$0.00 | \$0.00    |
| <b>-</b> <a href="#">Test Campaign 2</a> | No Funds | Jul 13 to Aug 3, \$5 daily  | \$0.00 | \$0.00    |

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**You have the following notifications about your campaign:**

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

**Bids**

**Creatives**

**URLs**

**Geo Targeting**

**Scheduling**

**Domains**

**Segment Targeting**

**Segment Stats**

**Name:** Test Campaign 2

**Budget:**  **Daily Limit:**

**Starting:** 07/13/2011

**Amount:**

**Ending:** 08/03/2011

**CPA Goal:**

**Pause** **Activate** **Delete**

| Campaign ?                             | Status ? | Flight & Budget               | Today  | Yesterday |
|--|----------|-------------------------------|--------|-----------|
| <b>+</b> <a href="#">Test Campaign</a> | 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 ˘ ˘

# 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