**Documentation on Nudge Creation**

**Wireframes**

*Before we get into the details, please note that wireframes are not mockups or designs. You should focus on the user experience, not how your site looks.*

*I often jump right on things like the color palette and the images used. This is a lot of fun, but it's definitely not what wireframes are for.*

*Wireframe is the highest level. The focus is on structure. Define what elements you want on this page and where they should be placed on this page. If there is a link, please describe the link destination.*

*Wireframes help you keep track of the space you're using on your page. This is especially useful when making copy decisions. It's absolutely important to keep track of how much space your copy takes up (especially if everything has to be translated into German).*

*It is recommended not to use the sample text "lorem ipsum". An important part of your site's communication is the text you use. Using real words helps express the purpose of this page (note the space the text takes up).*

***Preparing wireframe:***

*It turns out wireframes are there to tell people why the page needs to exist. Before starting this process, we need a list of requirements. Consider things like your buyer persona and what you want your users to do when they're on the page.*

*Here are some things to consider:*

*Do you want a web form? Where will you put your logo? Do you have a specific message to convey? How should the content of the page be designed? Will the content fit on one page or should it be divided into many smaller pieces?*

*Based on the needs of the people visiting this page We want to optimize your experience. Before you open the program and create a wireframe, you need to know which side you want to map.*

*Wireframe is a tool for visualizing plans. Another way to look at it is that there may be no project that can be realized without proper planning. Create a wireframe.*

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