

# SKETCHING & WIREFRAMES

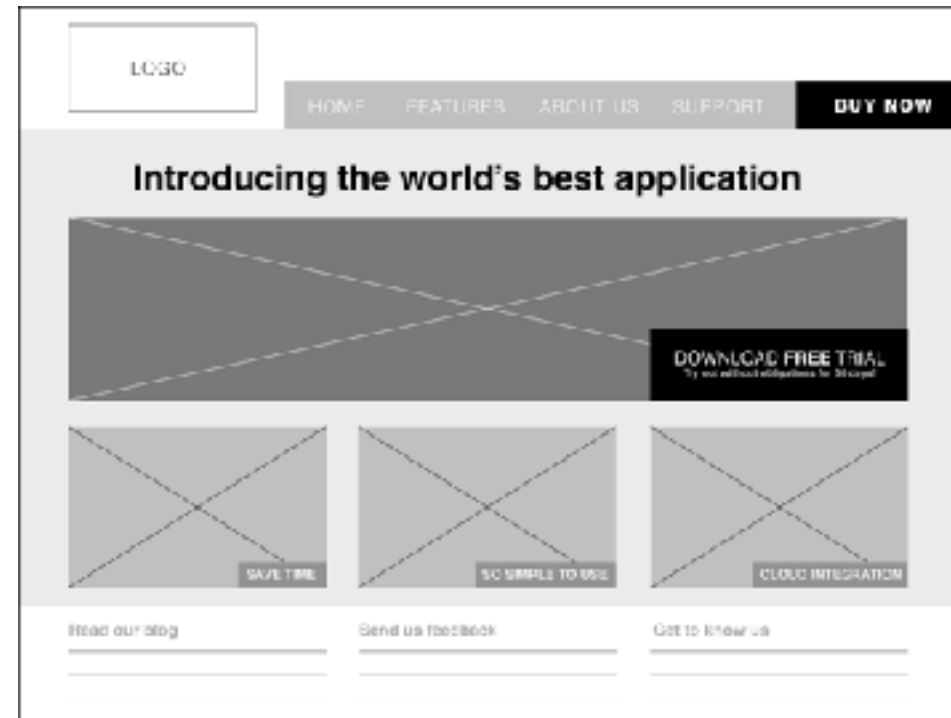
**Dave Lynam**  
Founder, Kaizen

# **LEARNING OBJECTIVES**

- Discuss how design fits into the product world.
- Identify different methods & fidelity of wireframing
- Create and provide feedback for sketches.
- Discuss the five elements of usability and their role in PM.
- Explain how usability testing fits into a PM's role.
- Define and craft a task scenario.

# WHAT ARE WIREFRAMES?

A visual guide for a website or app that we use for planning, communicating, and testing ideas.



# WHY IS WIREFRAMING **IMPORTANT?**

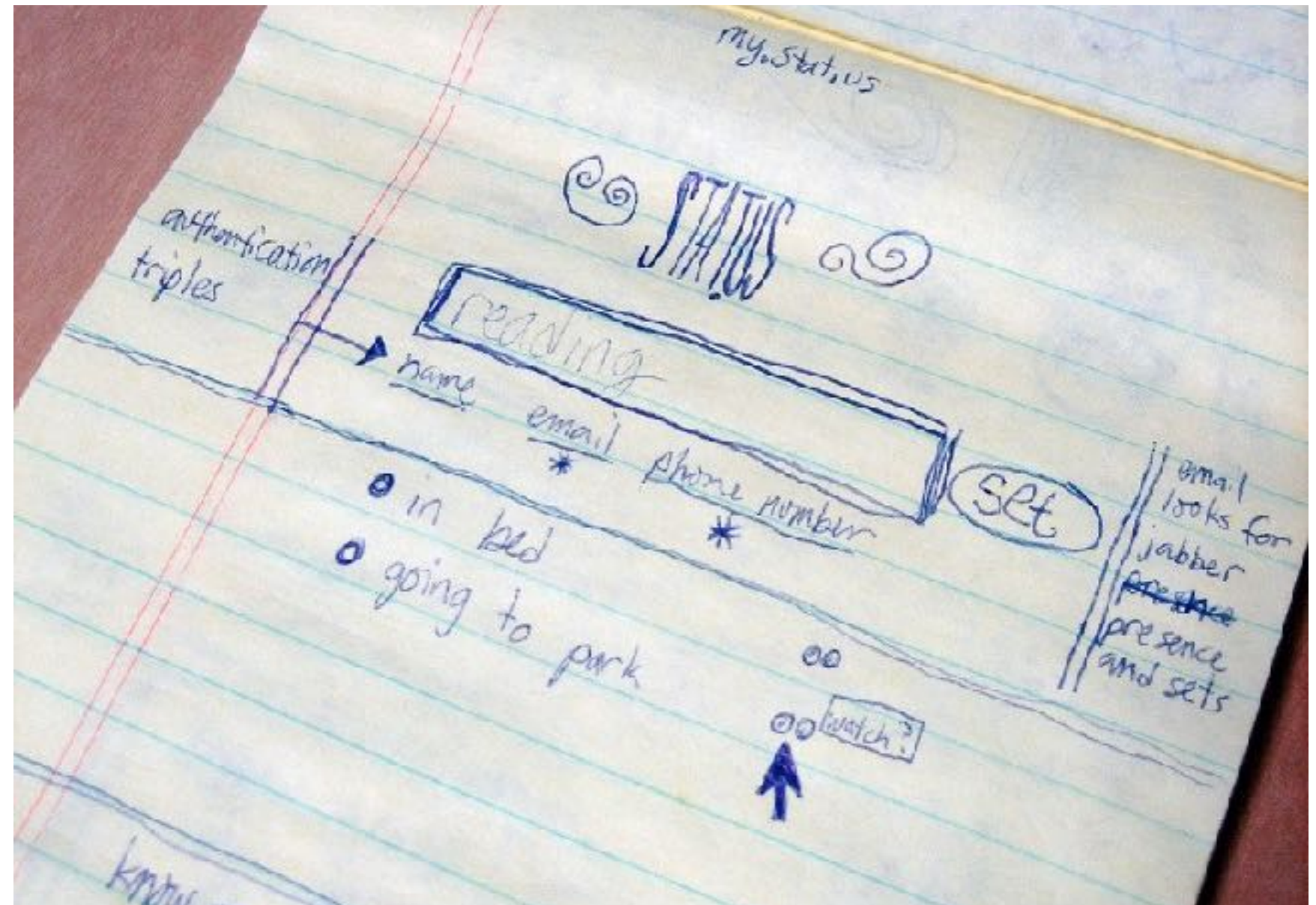
COMMUNICATE WITH  
STAKEHOLDERS

TEST YOUR PRODUCT  
WITH USERS

TEAM COLLABORATION AND ITERATION

## SKETCHING & WIREFRAMING

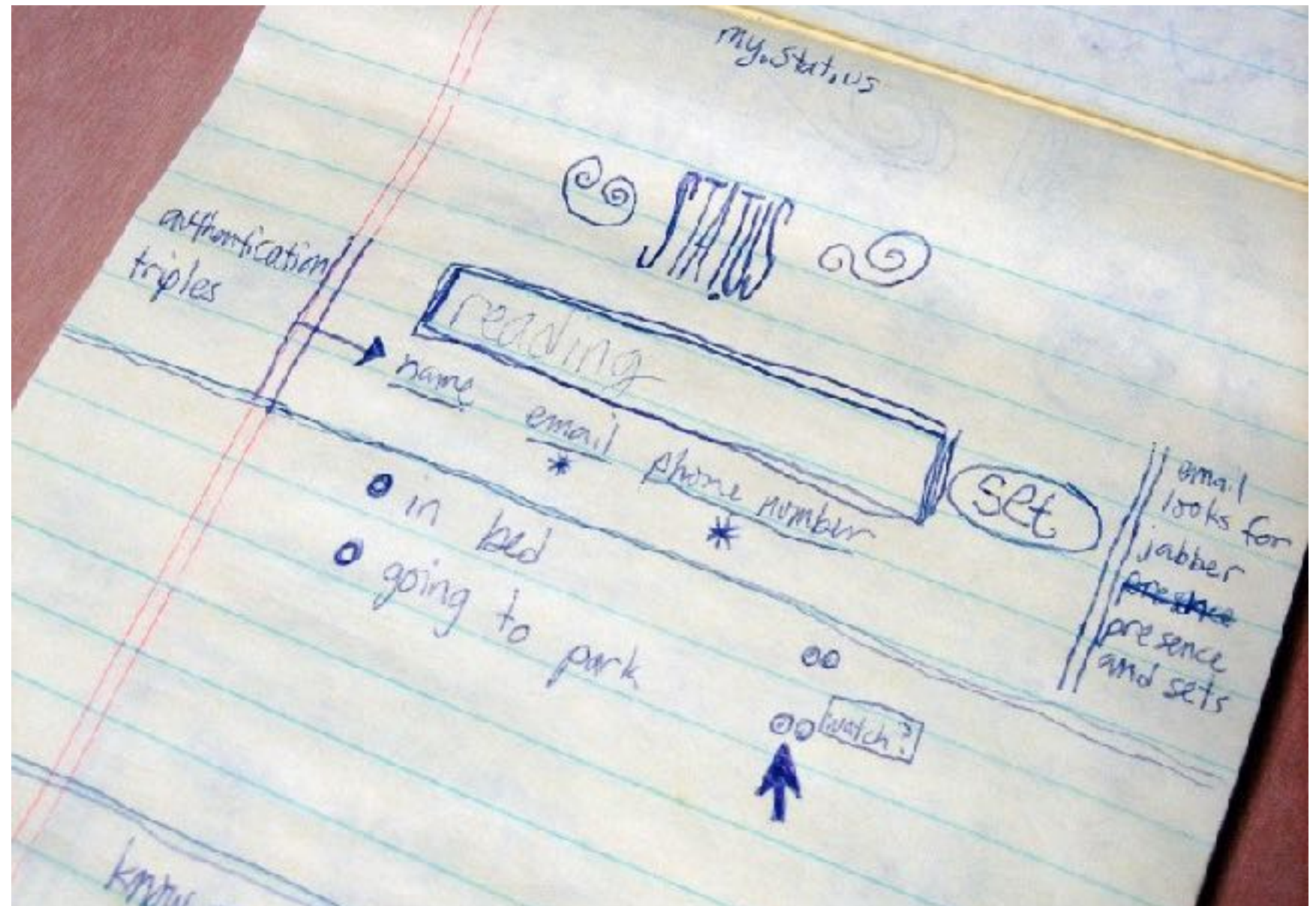
### RECOGNISE THIS?





## SKETCHING & WIREFRAMING

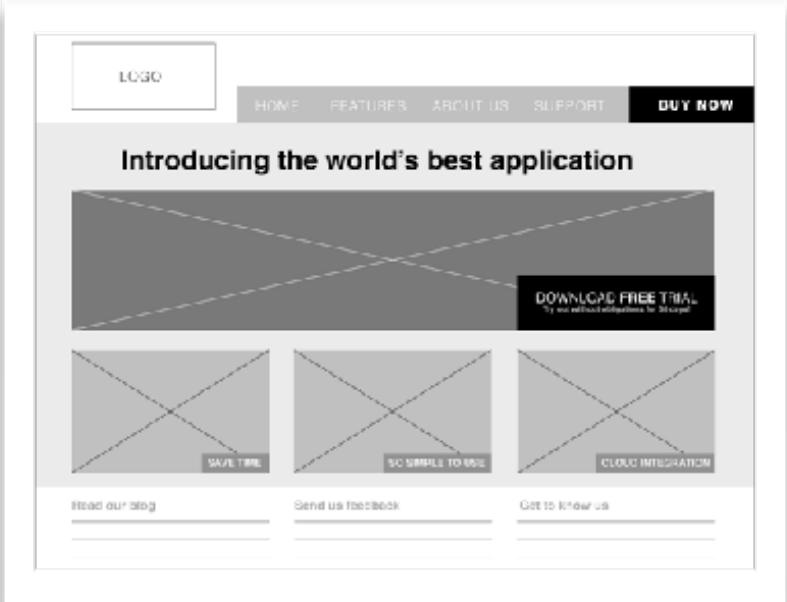
RECOGNISE THIS?



# KNOW YOUR FIDELITY



SKETCH



LO-FI / WIREFRAME



HI-FI / MOCKUP

# SKETCH

- › Intentionally ambiguous & rapid
- › Identify key interactions
- › Great for brainstorming with customers and teams

### Questions:

- › What problem does this solve?
- › If the user reaches the end, is that success?
- › Do you think anything would distract the user from achieving the main goal?



Daniel Libeskind (Royal Ontario Museum)

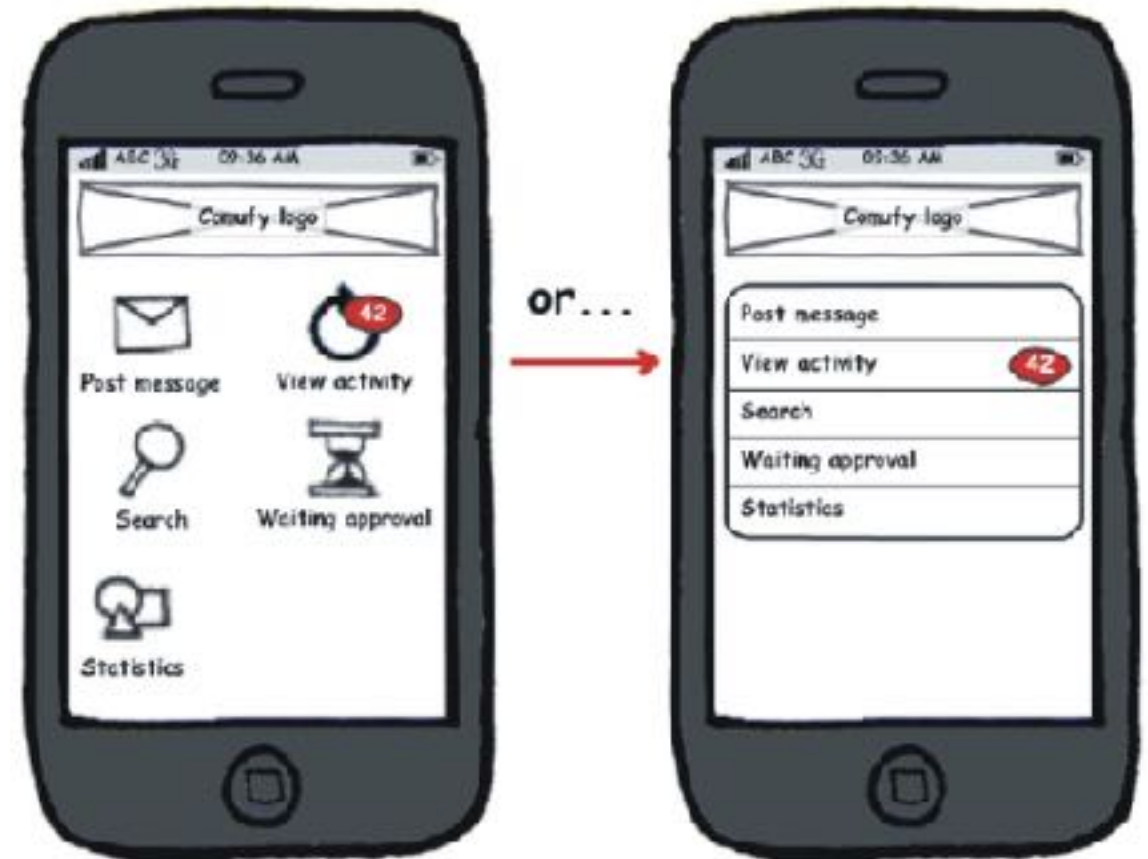


## LO-FI

- › **Layout & Information Architecture**
- › **May be missing some content or images**
- › **Test usability with users**

### Questions:

- › **Does a user have all the info they need?**
- › **What is the call-to-action for this step?**
- › **“How would you complete this action....” using the wireframe.**

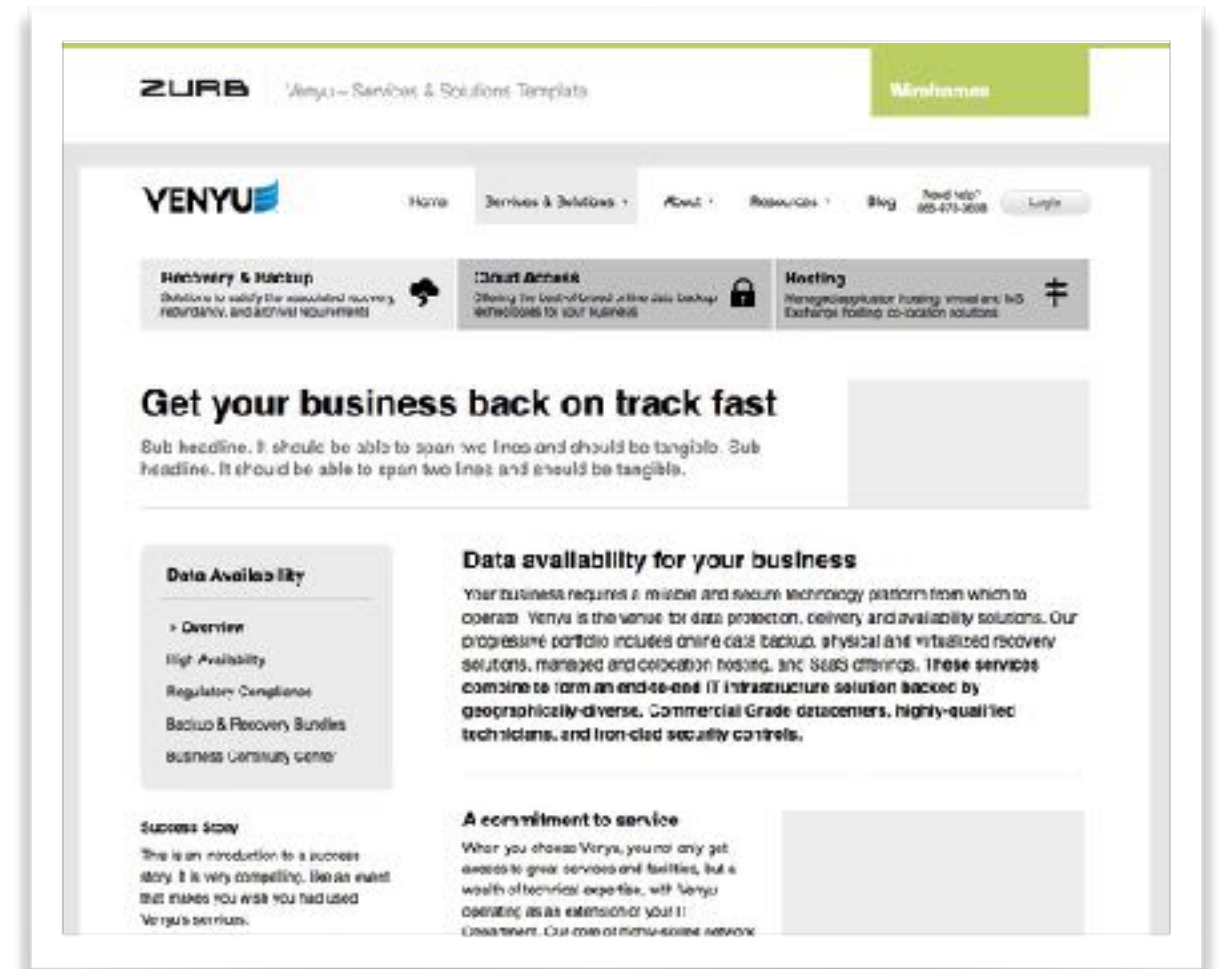


## HI-FI

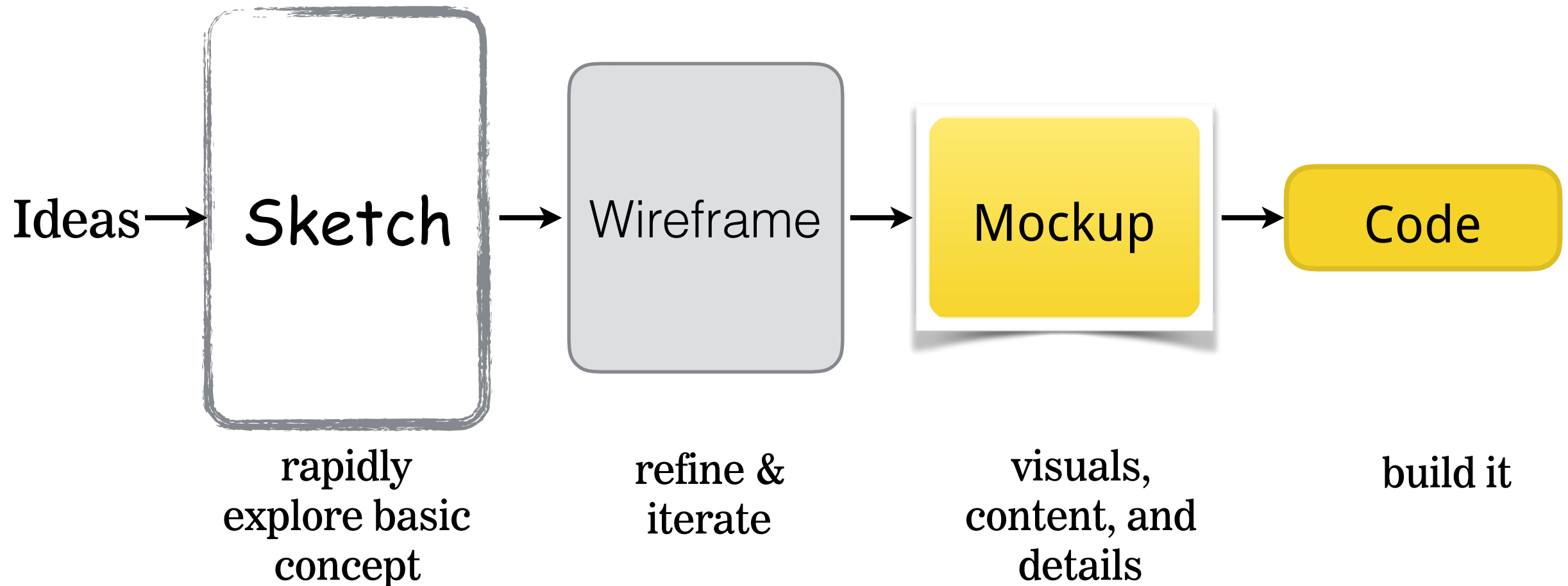
- Communicates experience details
- Last step before development
- Does the copy/style represent our brand?

## Questions

- Does it represent the brand?
- Can we make it more clear?
- Can we remove anything and still succeed?



# HOW DO THEY RELATE?



## WHEN WORKING IN LO-FI

### DO FOCUS ON...

Content Layout  
Information Architecture  
Relationships  
Interface Functionality  
User Interaction

### DON'T FOCUS ON...

Branding  
Color Schemes  
Polish

# **SKETCH IT**



## INTRO TO SKETCHING

---

# SKETCHING IS SUPPOSED TO BE...



Messy



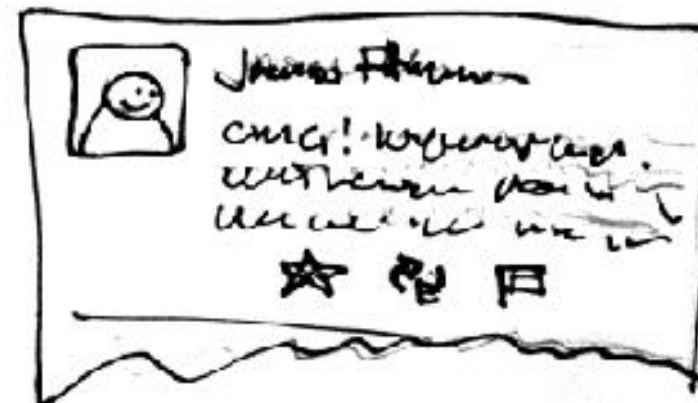
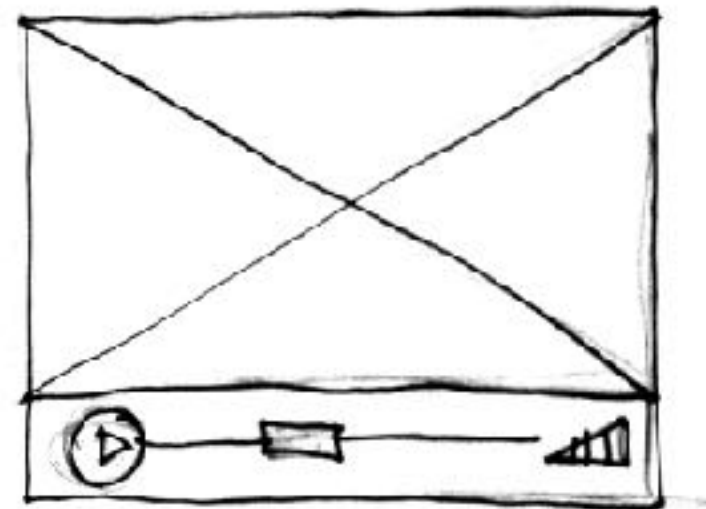
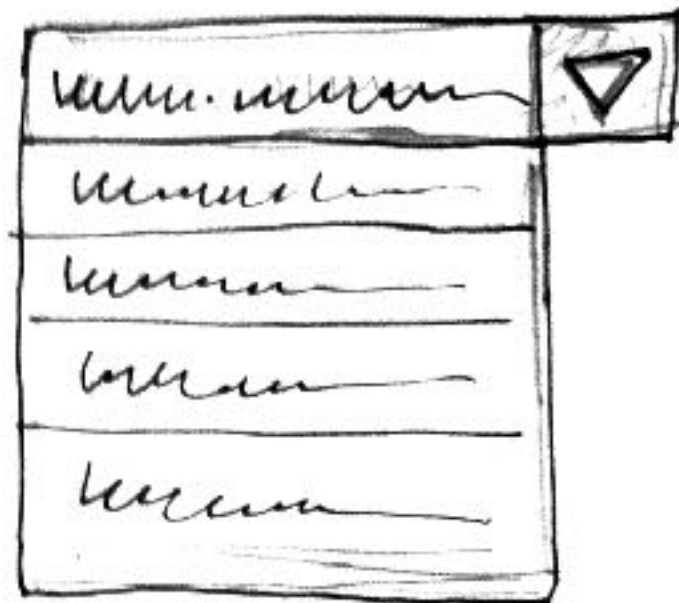
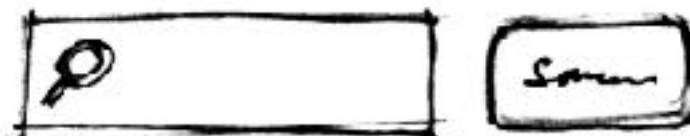
Incomplete



Transitory

# WIREFRAMES

## SOME SKETCHED ELEMENTS



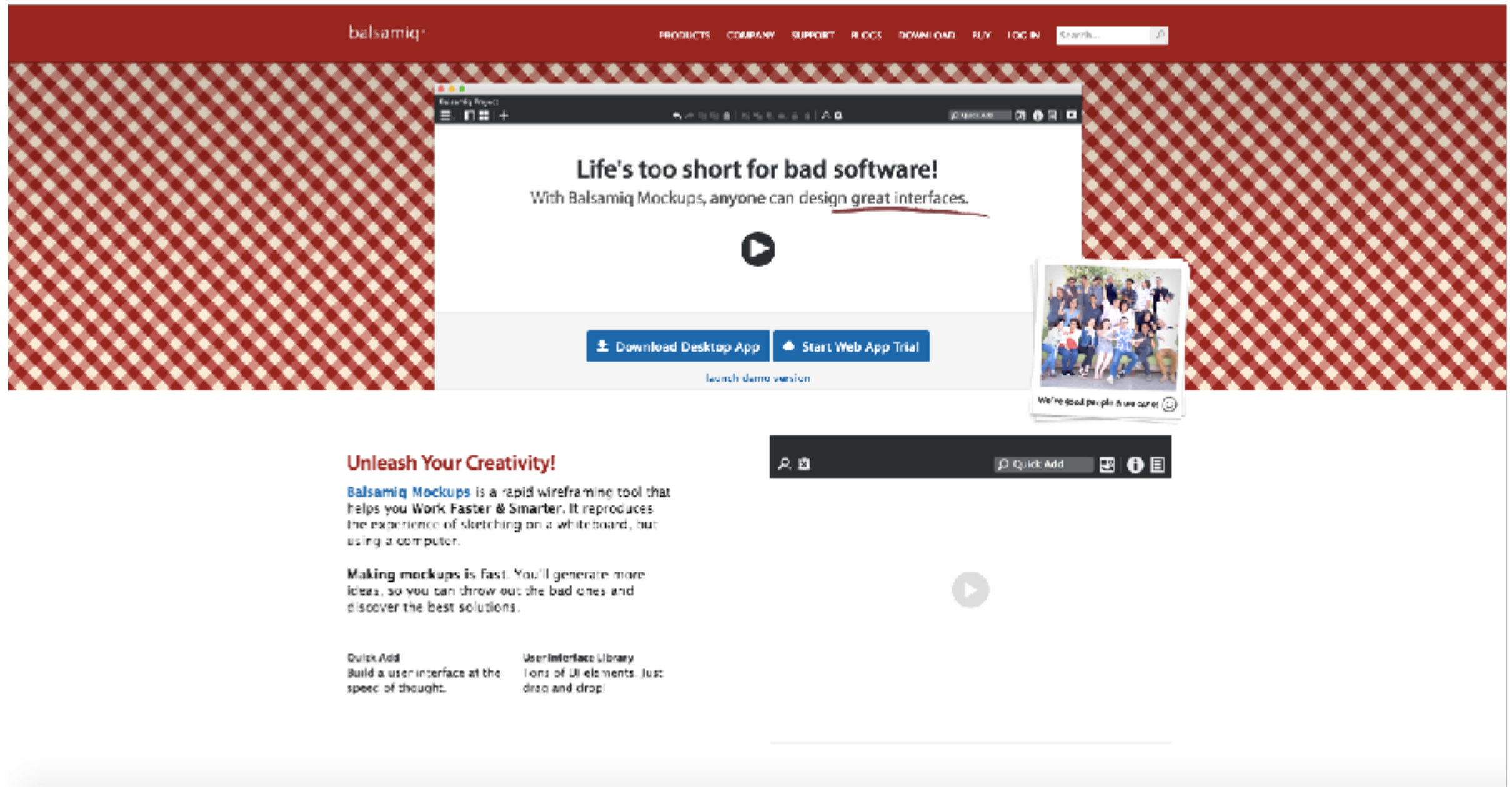
---

**LET'S DRAW**

---

**A GREAT WAY TO LEARN  
WIREFRAMING IS TO  
COPY OTHER DESIGNS**

# INTRO TO SKETCHING



**UNDERSTANDING  
AND USABILITY  
OVER  
PRETTY.**



---

## CRITIQUE

---

# CRITIQUE CRITICISE

### DO

- › Ask the presenter clarifying questions to understand how their solution serves the goals/user need
- › Try to identify problems that the presenter might have missed
- › Be candid, but respectful.
- › Be sure to identify what IS working as well as what's not working.

### DON'T

- › Get defensive when explaining your designs.
- › Say “I like” or “I don’t like” - instead talk about how it does or does not serve the goals.

# WHAT IF I MANAGE A PHYSICAL PRODUCT?



---

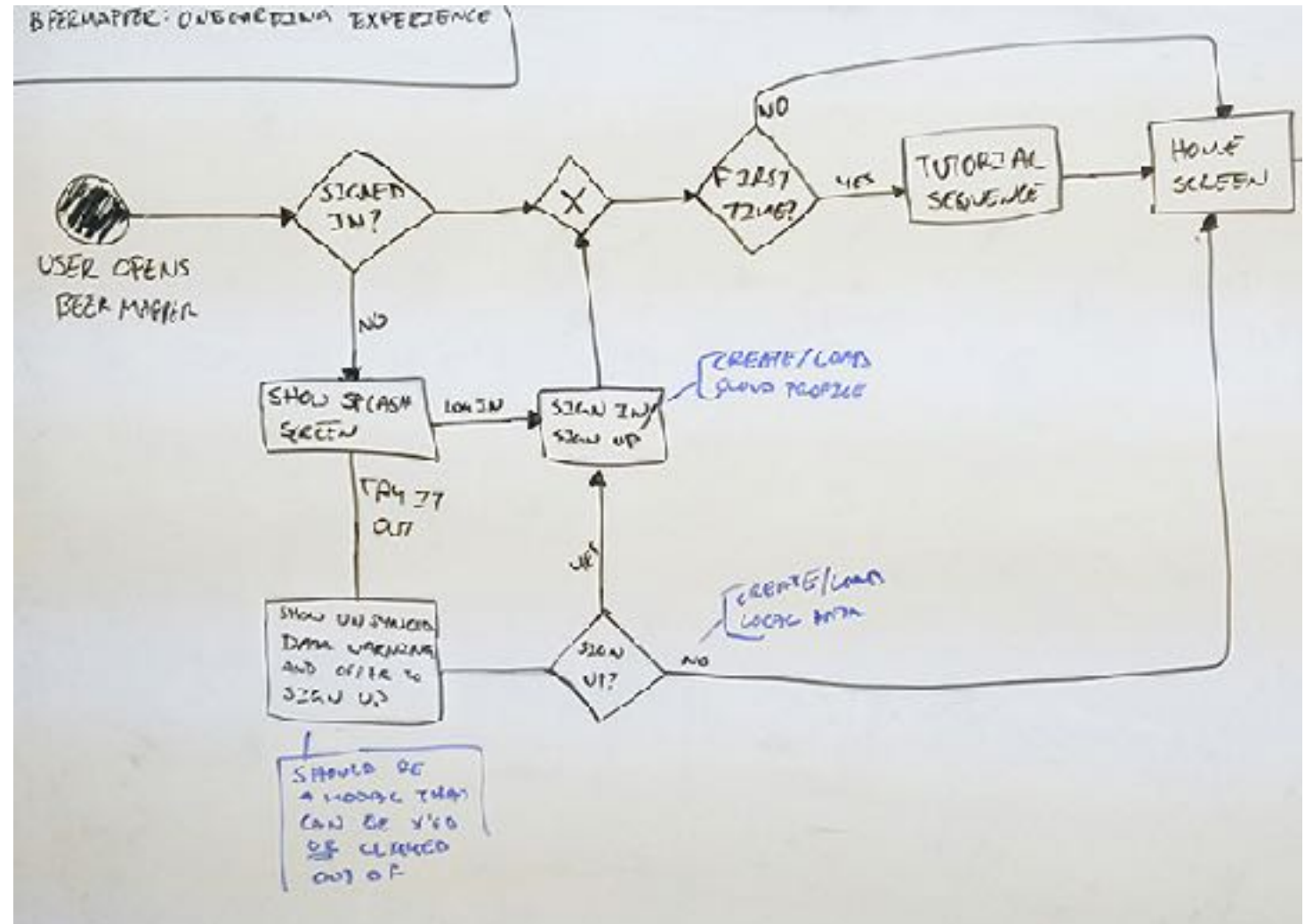
**GA GENERAL ASSEMBLY**

---

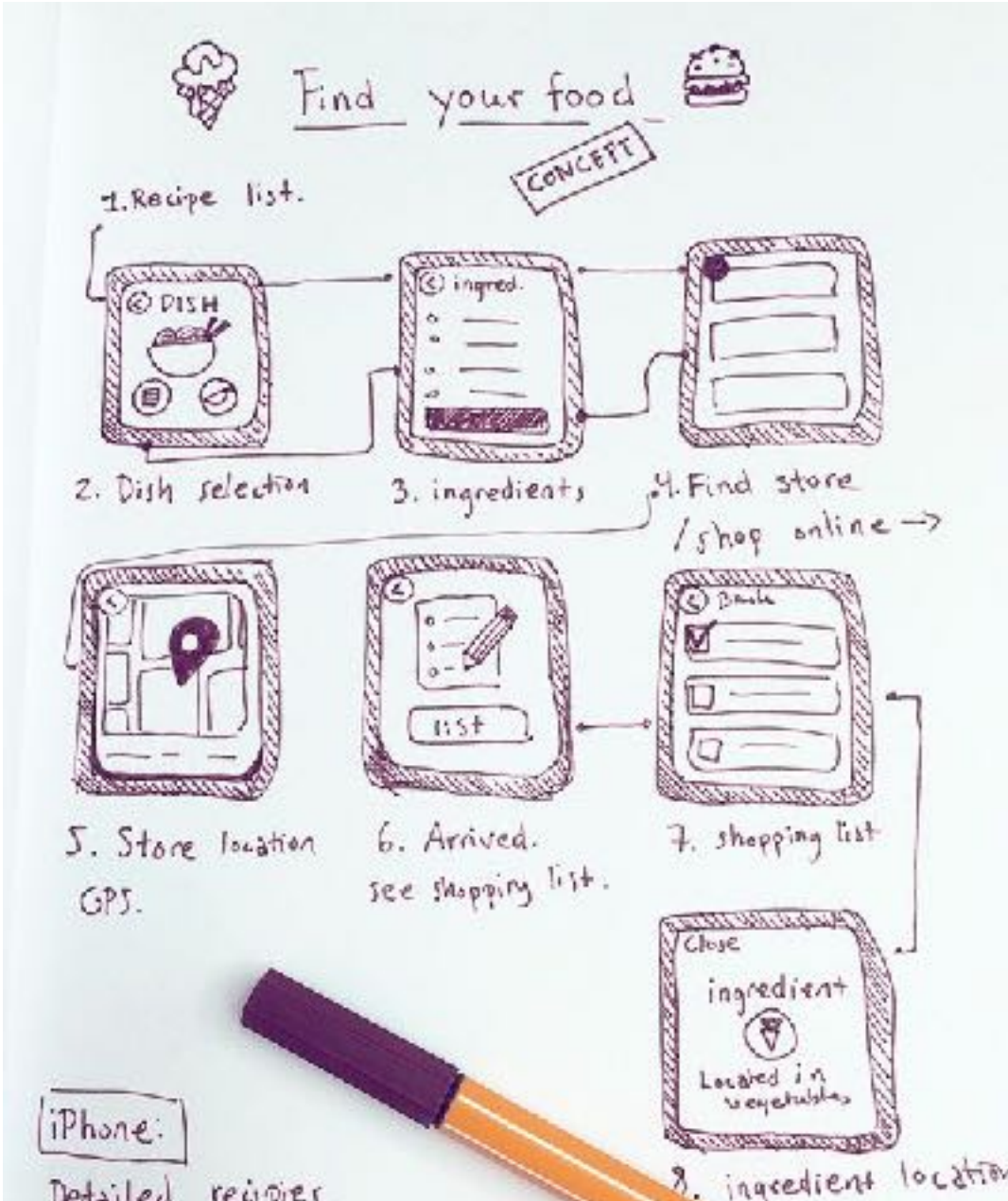
**CAPTURE THE FLOW**

# FLOW CHART/USER FLOW

- ▶ Capture sequence of activities
- ▶ Helps you plan out what to sketch or wireframe next
- ▶ Focus on “screens” or major views in your app
- ▶ Lines represent transitions due to user action
- ▶ Have many different styles

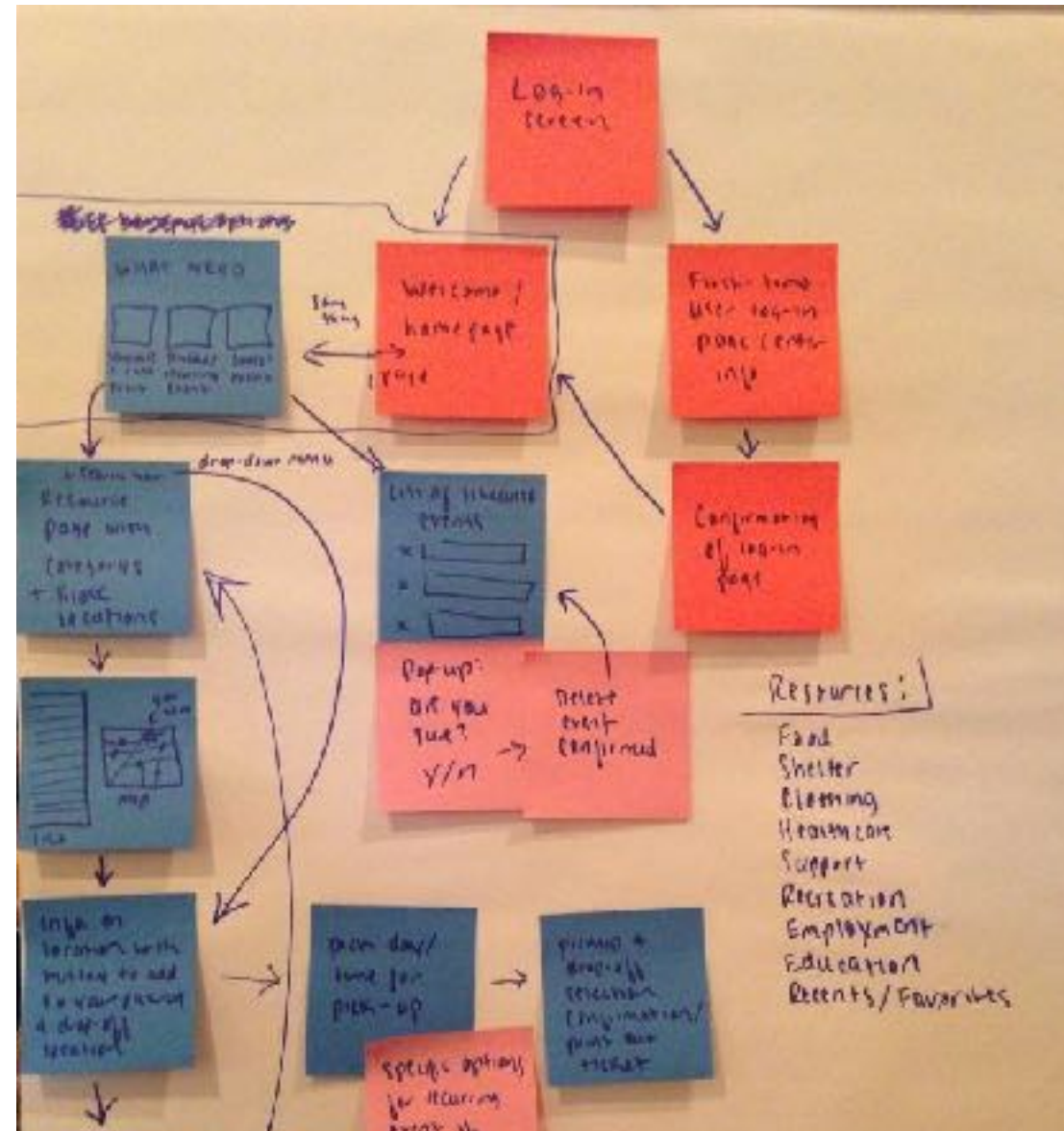


WIRES + FLOWS =  
APP FLOW





IT LOOKS LIKE THIS  
(POST ITS)



# INDEPENDENT PRACTICE: FLOWS

---

# INDEPENDENT PRACTICE: USER FLOWS

---



## EXERCISE

### **DIRECTIONS**

1. Determine the simplest journey to the ah ha moment in your product HINT: Your user journey will help here!
2. Fold an A3 piece of paper to create 6 boxes
3. Sketch multiple ideas for each stage in the flow (one idea per box)
4. Decide which idea helps the user to achieve their goal at each stage in the flow
5. Draw tidier wireframes of each major screen in your flow.

### **DELIVERABLE**

Sketched wireframe of each major screen in your primary user journey

# USABILITY

**Dave Lynam**  
Founder, Kaizen

---

**WHAT IS USABILITY?**

---

**WHAT IS USABILITY?**



---

**WHAT IS USABILITY?**

---

# WHAT IS USABILITY?



**JAKOB NIELSEN**

**USABILITY IS A **QUALITY ATTRIBUTE**  
THAT ASSESSES HOW EASY USER  
INTERFACES ARE TO USE.**

## WHAT IS USABILITY?

---

# HAMMERING IN A NAIL



Utility Using a wrench to hammer a nail.

Usability Using a hammer to hammer a nail.

Desirability Does the hammer have a nice grip?

Brand Experience I feel great about the company!

## WHAT IS USABILITY?

---

# HOW DO WE MEASURE USABILITY?

- **L**earnability
- **E**fficiency
- **M**emorability
- **E**rror Management
- **S**atisfaction



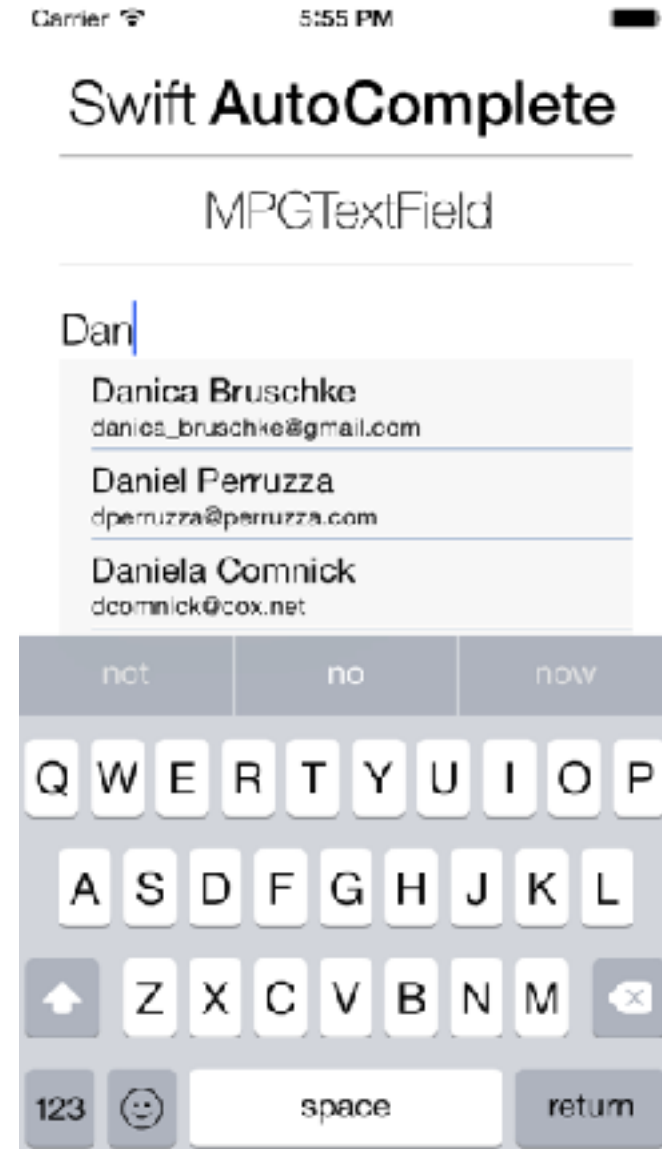
# LEARNABILITY

- ▶ How effectively can users learn how to use your product.
- ▶ Do you use familiar design conventions?



## EFFICIENCY

- Does the user have clear instructions?
- Use technology to help users complete familiar tasks faster (i.e. autocomplete)
- Shortcuts for common process.





# MEMORABILITY

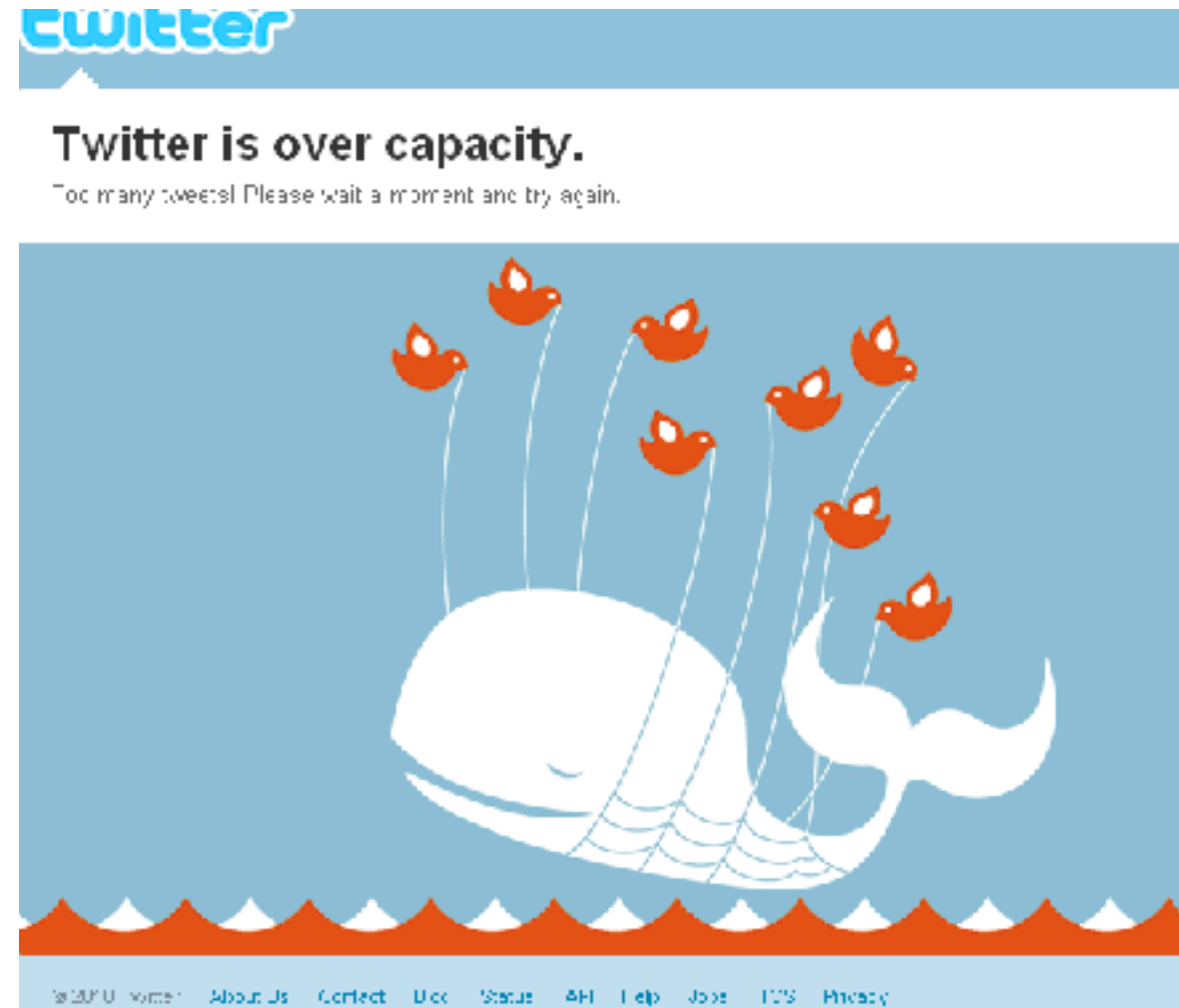
- Can a user remember how to use the product in between uses?
- Are changes called out?
- Are UI elements placed in familiar places?
- Are navigation conventions followed?





# ERROR MANAGEMENT

- Errors should be clear as possible
- Give users instructions about how to resolve
- Visible in the current view
- Avoid making users repeat tasks
- Pleasant if possible!



# SATISFACTION

- Visually appealing
- Strong technical execution  
(faster is always better)
- Pleasant experiences/surprise  
and delight



---

# ACTIVITY: LOOKING FOR LEMERS

---



## EXERCISE

### **DIRECTIONS**

1. Go to <https://deliveroo.co.uk/> and walk through the process of ordering some food.
2. Write down notes for your experience with each of the LEMERS criteria.  
Be specific! Look at major and minor features.  
Try veering away from the “happy path” and see what happens.
3. Discuss as a group.

### **DELIVERABLE**

Notes and observations for each of the LEMERS criteria.

---

**TASK SCENARIOS**

---

# TASK SCENARIOS

---

## HOW IT'S DONE

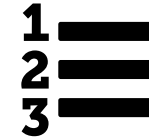
---



1. Set Your Target



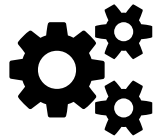
2. Identify  
Personas



3. Write Tasks



4. Prep Script



5. Have a build  
ready



6. Recruit users



7. Practice



8. Test



9. Debrief



10. Fix issues

## TASK SCENARIOS

---

### **(SAMPLE SCENARIO AND TASK)**

*“You’re unhappy with your doctor and want to choose a new one close to your work. Book an appointment with this new doctor.”*



---

## TASK SCENARIOS

---

### OPEN ENDED:

*“You came home from work late and realised you forgot to shop for groceries. You want to order a take away but you aren’t sure who will deliver to you at this time.*

*Find a restaurant that will deliver your food of choice within a quick timeframe”.*

---

## TASK SCENARIOS

---

### CLOSED:

*“You are trying to book a trip to Australia using Avios and are considering taking out a new credit card to accumulate more points.*

*Go to BA.com and determine how many points you need to fly economy between London and Sydney next June”*

**USABILITY TESTING METHODS**

---

# USABILITY TESTING METHODS

---

## USABILITY TESTING METHODS

---

# STEP 1: PREPARE A PROTOTYPE

What kinds of prototypes can you use?

Anything that lets you test your tasks!

- Paper Prototypes
- Wireframes
- Clickable prototypes
- Working Code / Released Products / Competitor Products


# USABILITY TESTING METHODS

## TWITTER'S USABILITY LAB

## USABILITY TESTING METHODS

# REMOTE TESTING

The world's most popular user research platform



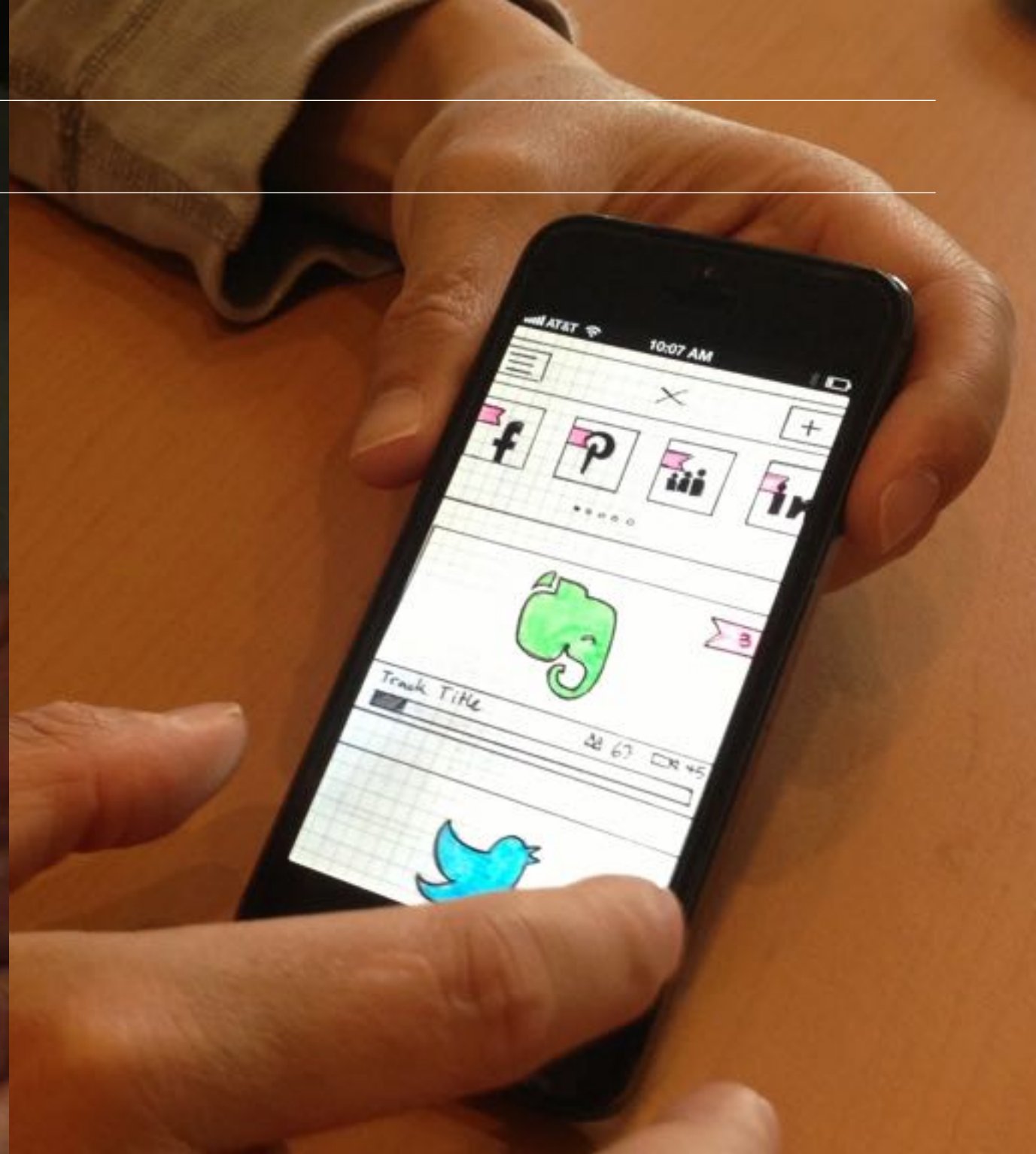
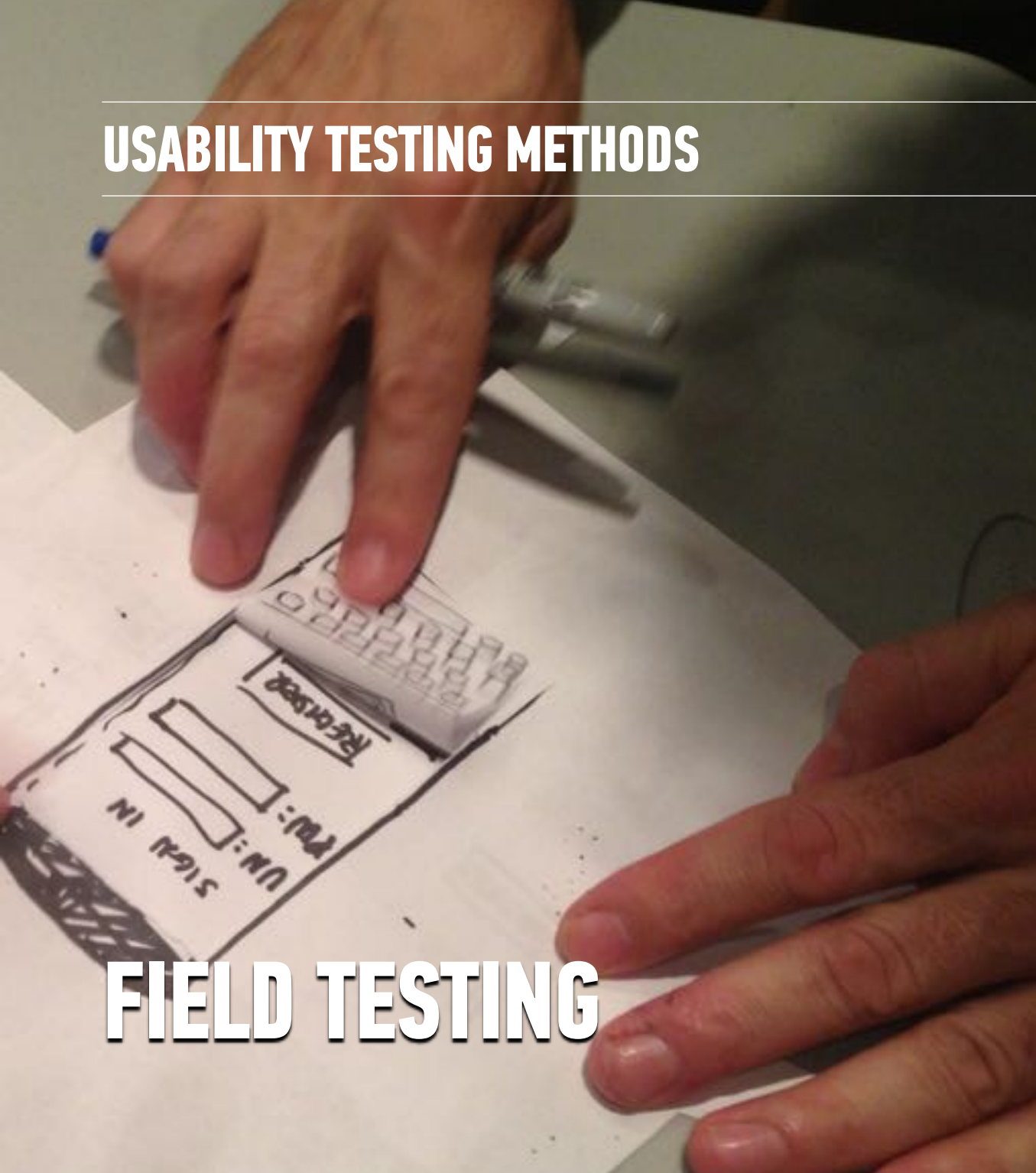
- Get videos and metrics...**  
Receive insights from videos and metrics in as little as an hour
- Of your target audience...**  
With our large panel of real, everyday users, you can test with your exact target market
- Using any website...**  
You can test any public website on computers, tablets, or phones
- Or using any mobile app**  
Test your released and unreleased app on iOS and Android devices
- Create and analyze your own tests...**  
On our Basic plan, you can run a test in minutes and get results in as little as an hour
- Or we can handle things for you**  
With our Pro plans, we'll do all of the legwork, and you'll get the results





# USABILITY TESTING METHODS

## FIELD TESTING





---

## USABILITY TESTING METHODS

---

# USABILITY TESTING BEST PRACTICES

- As little as 3 - 5 user tests can expose 80% of usability issues.
- Ask users to speak their thoughts constantly while completing the tasks (Think aloud protocol).
- User Testing as Competitive Research - conduct usability tests on competitive products or similar implementations in other markets to understand where they excel or struggle.
- Improve discovered issues and test again! Should be a fast moving process.

---

# INDEPENDENT PRACTICE: USABILITY TEST WITH PAPER PROTOTYPE

---



## EXERCISE

### **DIRECTIONS**

1. Think of an appropriate task scenario for your product and write that out
2. Revisit your sketch and make sure there is sufficient detail to allow you to test
3. Find a test participant and ask them to carry out the task scenario

### **DELIVERABLE**

A usability test with a paper prototype and some learning from the results

# CONCLUSION

---

**WRAP-UP**

---

**BEFORE NEXT CLASS**

---

## BEFORE NEXT CLASS

---

# TOMORROW

- Define your one metric that matters
- Complete the early sketches / wireframes for the main user journey of your project idea
  - Test it out on a potential user