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Introduction to Wireframing and UX/UI Design

What We’ll Cover

- What is UX Design?
- What is UI Design?
- UX vs UI: How they work together
- The role & importance of wireframing
- Wireframing basics & types
- Wireframing process & best practices
- Tools, examples, mistakes & summary

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What is UX Design?

User Experience (UX) design revolves around creating a comprehensive user journey within a product or service. It involves crafting experiences that deeply connect with users encompassing branding, usability, functionality, and design. UX designers prioritize understanding users' emotions. Ensuring a seamless interaction that leaves them satisfied.

Core Principles of UX Design

- **User-Centricity -** Design for real people, not assumptions (empathy maps, user needs first)
- **Usability -** Easy to learn, efficient to use, few errors, satisfying (Nielsen’s usability heuristics)
- **Consistency -** Same actions = same results across the product
- **Hierarchy & Flow -** Guide users logically through tasks (information architecture)

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Core Principles of UX Design

- **Accessibility** — Inclusive for everyone (color contrast, screen readers, keyboard navigation)
- **Feedback & Control** — Users know what’s happening & feel in control
- **Iteration & Validation** — Test early, often, with real users

What is UI Design?

> User interface (UI) design focuses on the visual elements directly engaged by users. UI designers are responsible for creating appealing interfaces that are easy to use emphasizing aesthetics and visual components such, as buttons, icons, and menus.

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Core Principles of UI Design

- Visual Hierarchy — Guide the eye to what’s most important first (size, color, contrast, position)
- Consistency — Same styles, icons, spacing, language everywhere
- Contrast & Readability — Make text & elements pop (color theory basics, 4.5:1 contrast ratio)

Core Principles of UI Design

- Typography — Right fonts, sizes, weights, line spacing for clarity & mood
- Color — Evoke emotion, highlight actions, ensure accessibility
- Spacing & Alignment — Use white space & grids for clean, balanced layouts
- Affordance & Feedback — Buttons should look clickable; show hover/click

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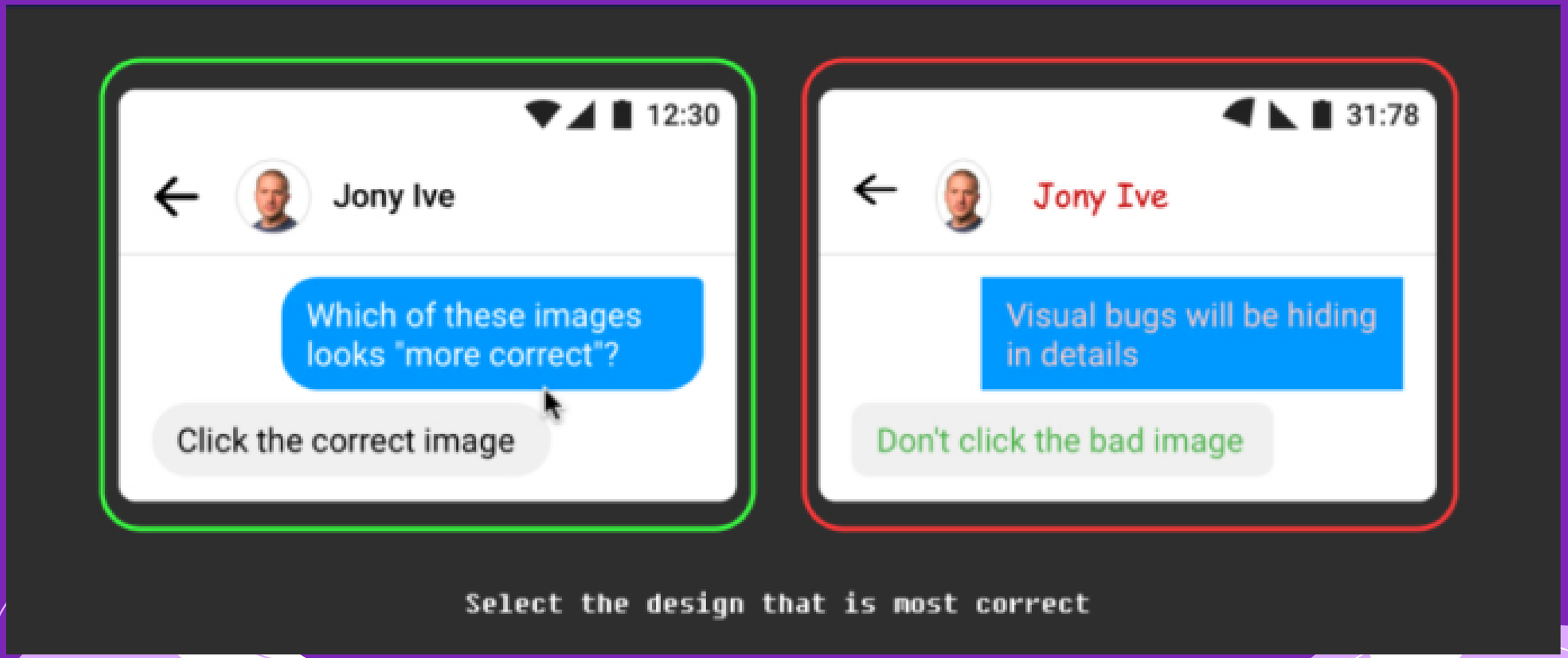
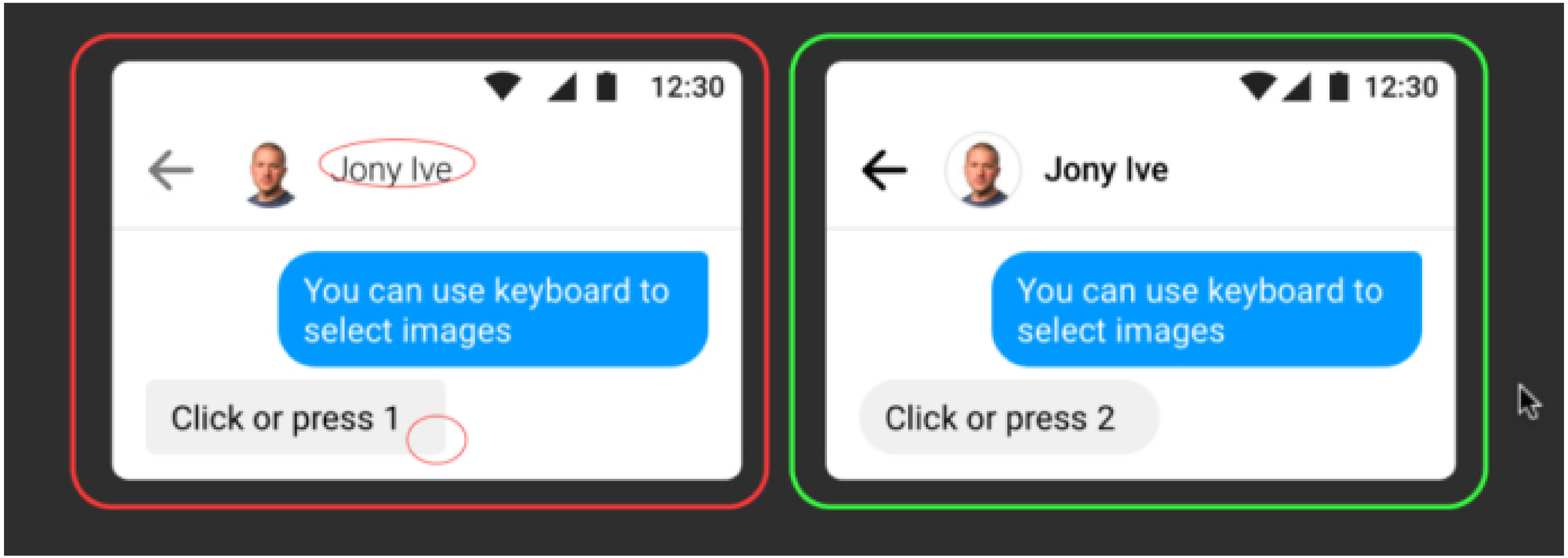
Bad vs Good

UI/UX design

Can you identify the Good and the Bad?


12:30
Jony Ive
Which of these images looks "more correct"?
Click the correct image
31:78
Jony Ive
Visual bugs will be hiding in details
Don't click the bad image
Select the design that is most correct


12:30
Jony Ive
You can use keyboard to select images
Click or press 1
12:30
Jony Ive
You can use keyboard to select images
Click or press 2

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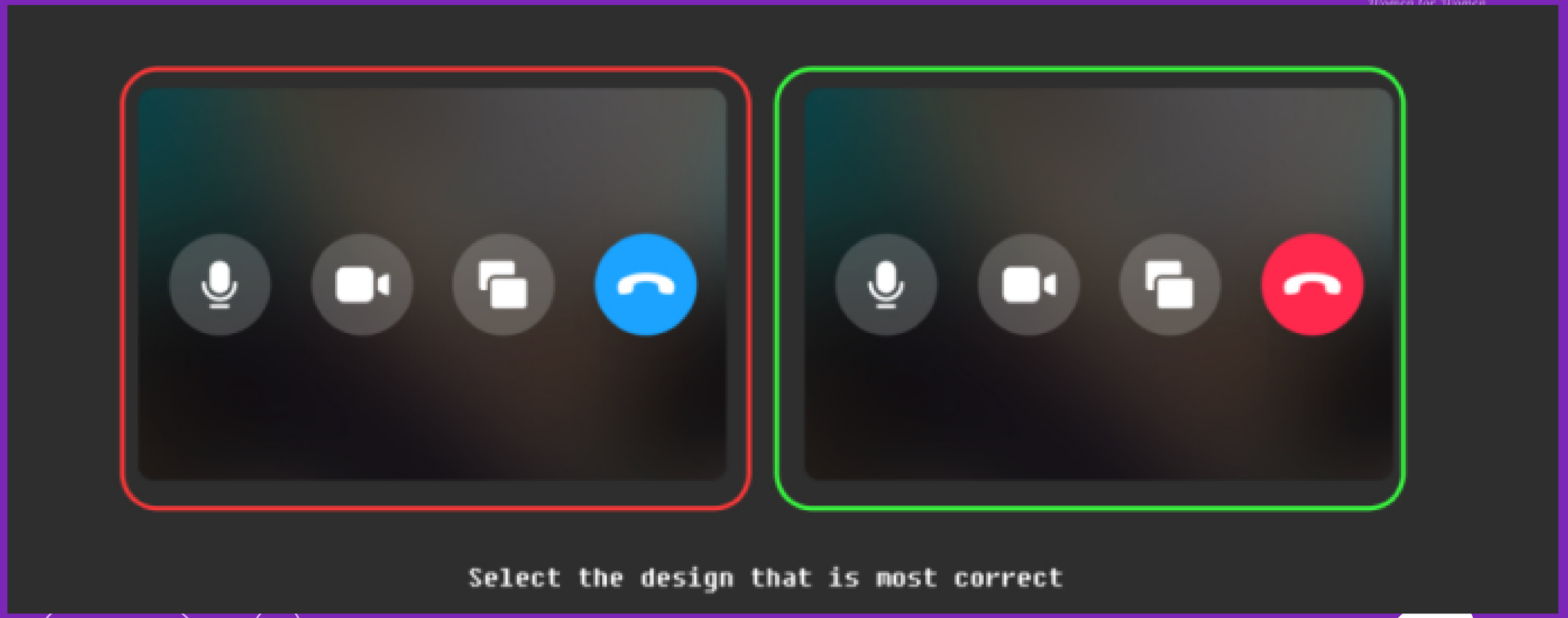

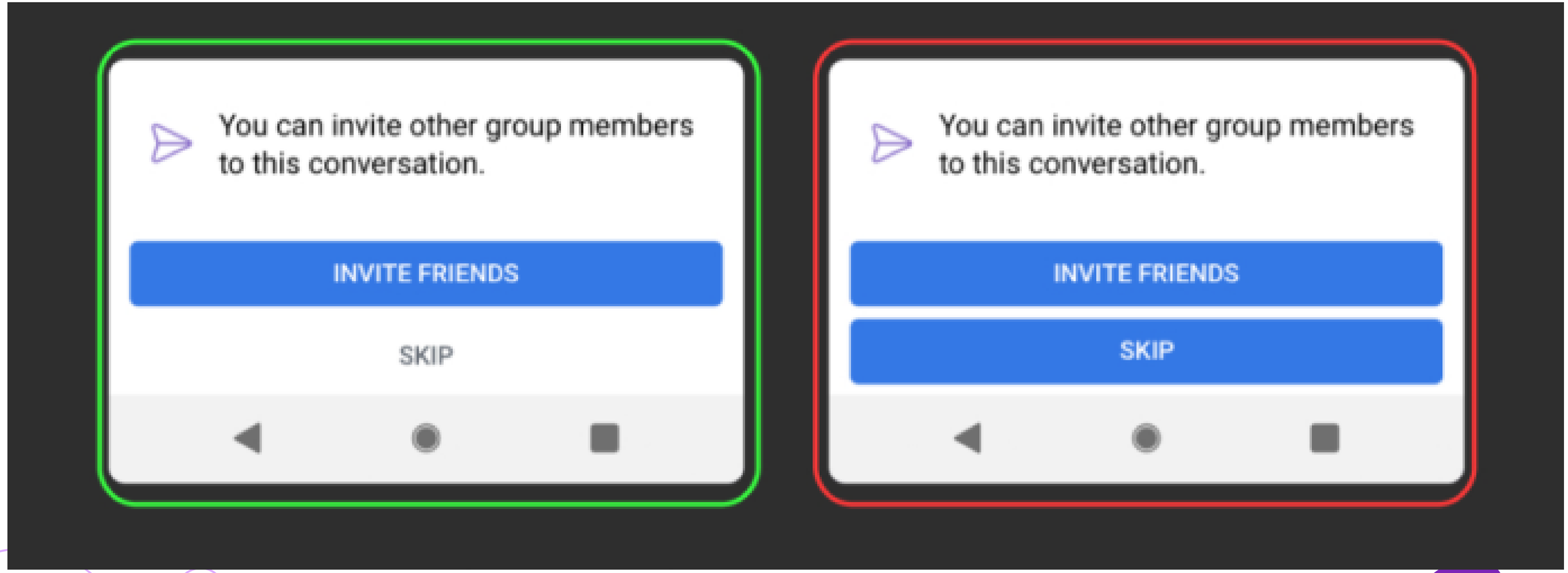
You can invite other group members to this conversation.
INVITE FRIENDS
SKIP
You can invite other group members to this conversation.
INVITE FRIENDS
SKIP

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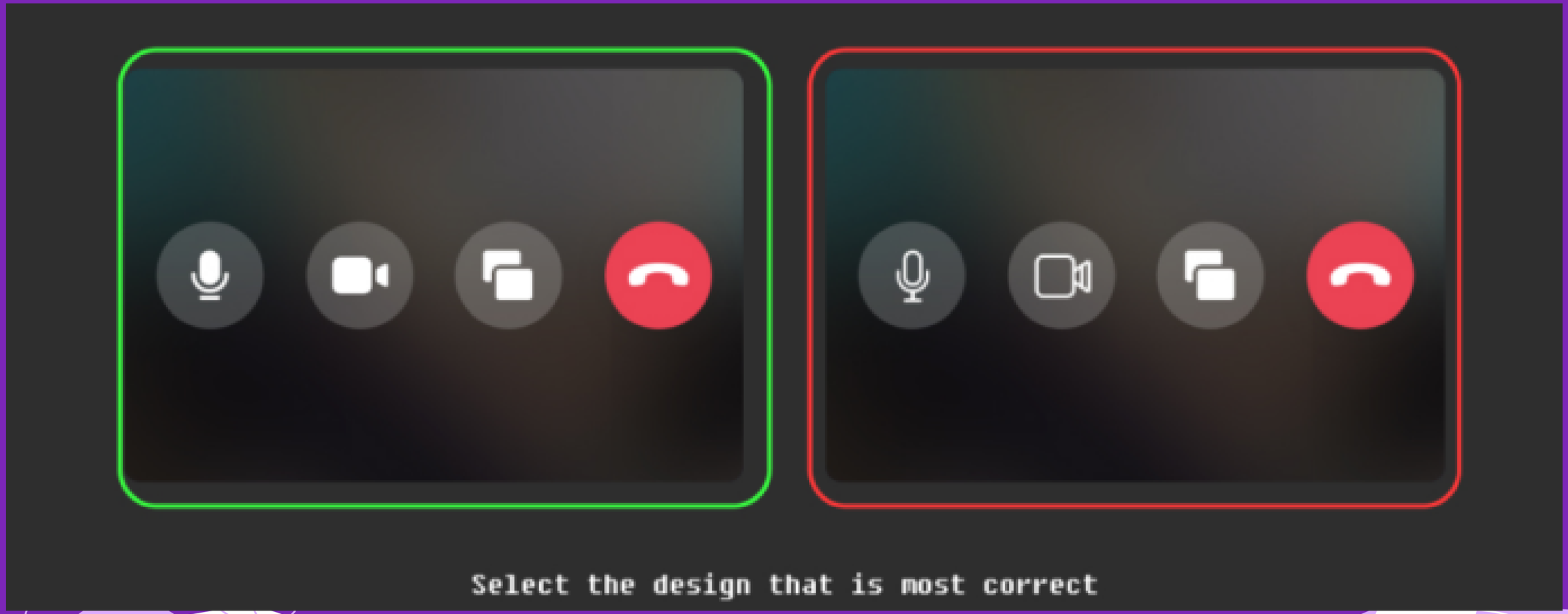

Select the design that is most correct

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What is a Wireframe?

A wireframe is a blueprint that is useful for helping you, your team and stakeholders think and communicate about the structure of the software, website, product you're building. Starting your projects with wireframes, before any code is written, and any visual design is done, will save you a lot of time, and will help you and your team in testing more ideas before locking on a single one.

Types of Wireframes

Low-Fidelity

Quick sketches for early concepts

Mid-Fidelity

Structured layouts for user flows

High-Fidelity

Detailed mockups for final approval

1. Low-Fidelity Wireframes (Lo-Fi)

Idea-Driven Sketches

Explore concepts quickly using simple shapes to define layout and structure.

Speed Over Detail

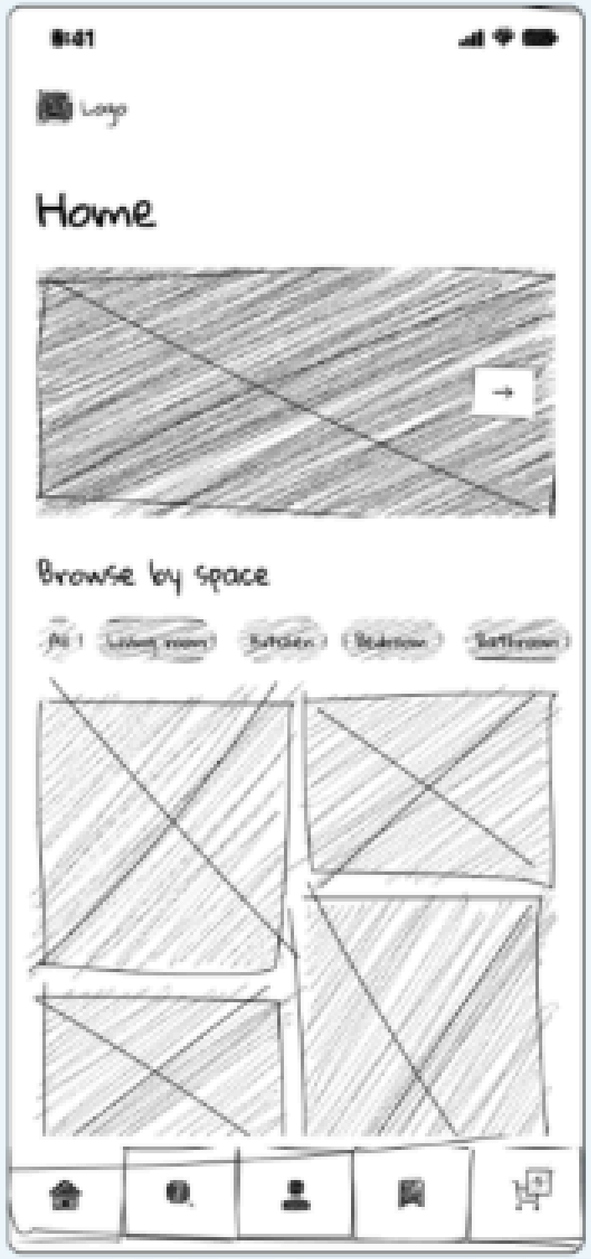
Focus on rapid creation and iteration without worrying about visuals or polish.

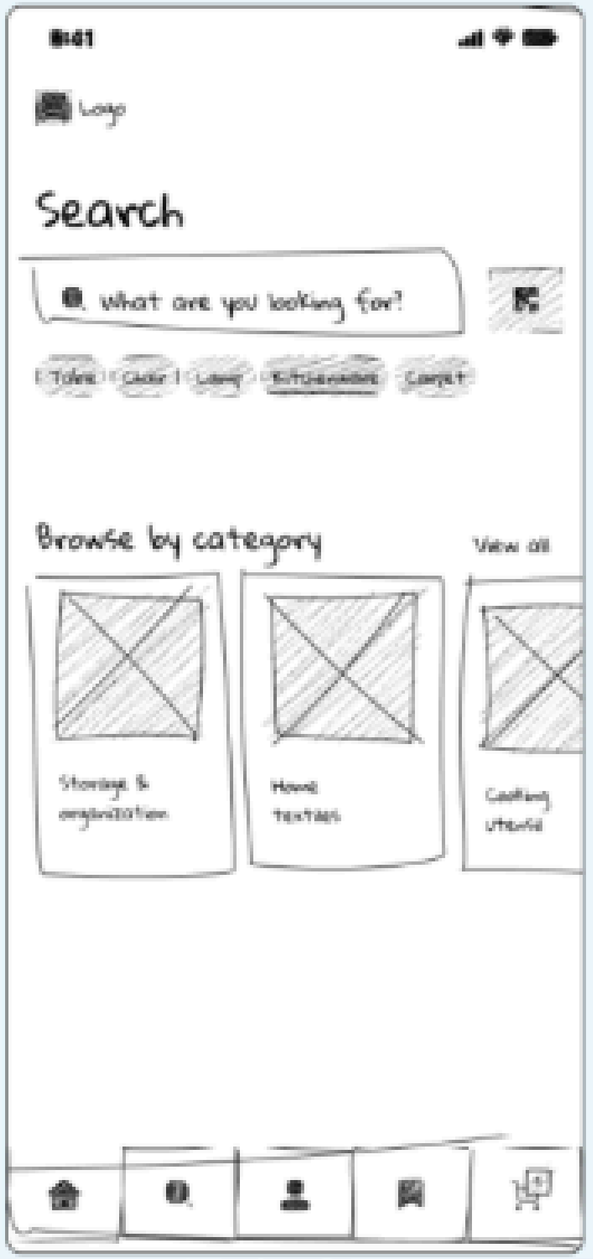
Early Feedback

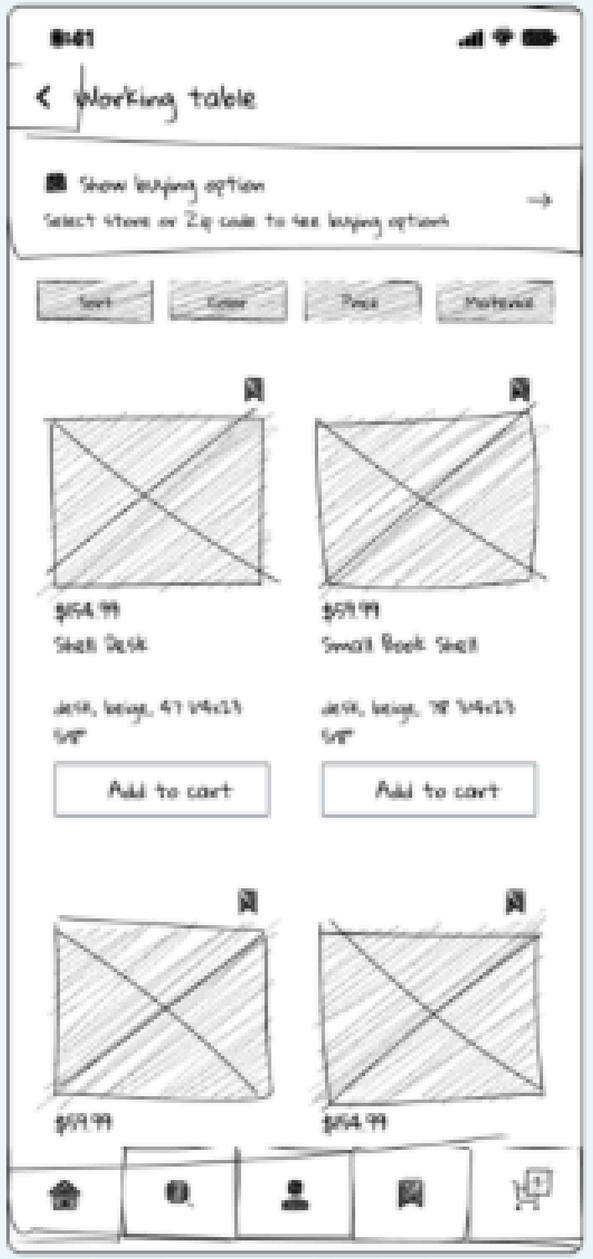
Validate ideas, user flows, and content placement early with stakeholders or users.

Concept Validation

Ensure the core experience makes sense before investing time in details.







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2. Mid-Fidelity Wireframes (Mid-Fi)

Structured Layouts

Refine digital experiences with precise spacing and clear visual hierarchy for intuitive navigation.

Function-Focused Aesthetic

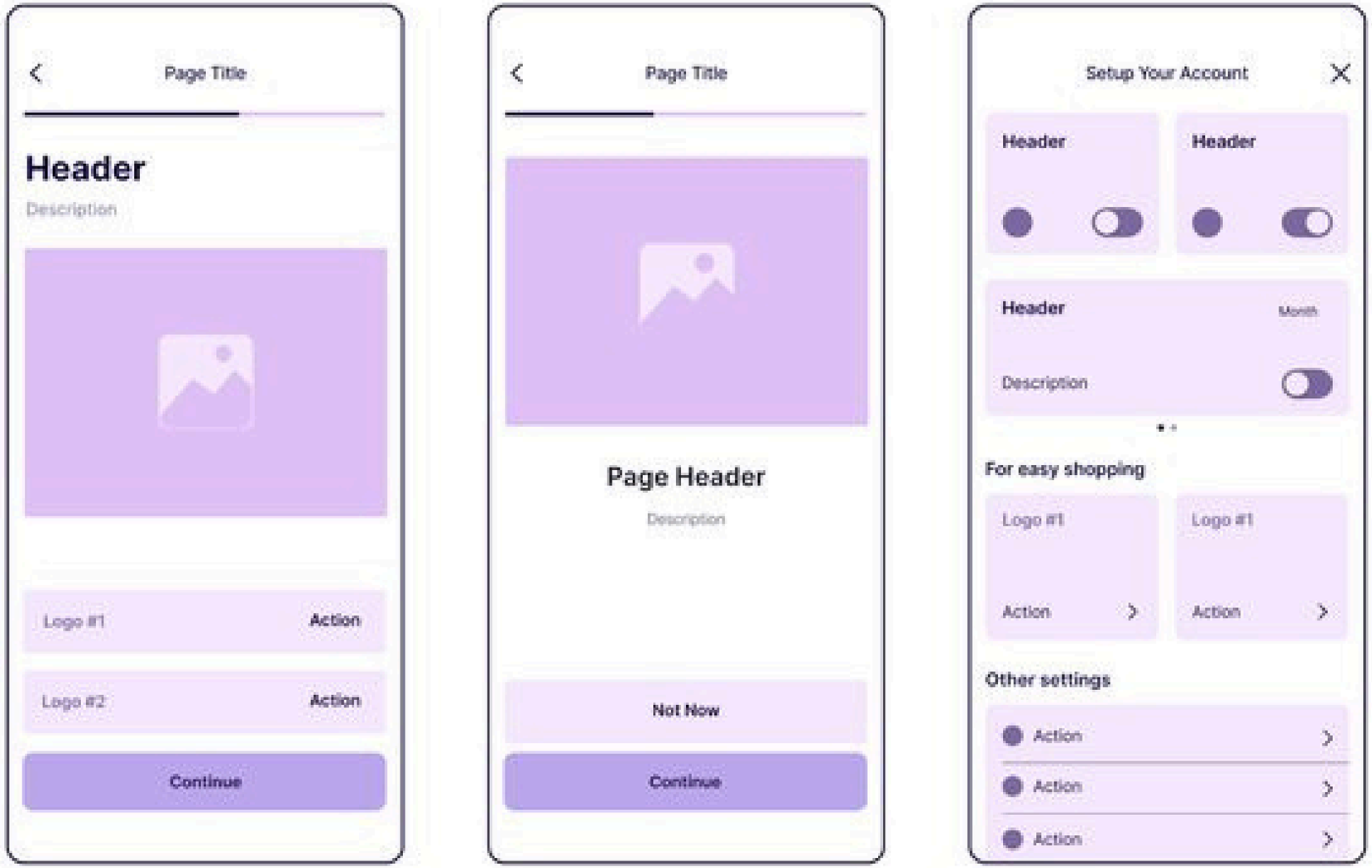
Utilize grayscale designs to emphasize functionality over aesthetics, ensuring core mechanics are sound.

Basic Interactions

Incorporate functional elements like buttons, links, and forms to test user flow and responsiveness.

Refine & Handoff

Optimize user flows and prepare for seamless developer handoff by detailing interactions and specifications.


Page Title
Header
Description
Logo #1
Action
Logo #2
Action
Continue
Page Title
Page Header
Description
Not Now
Continue
Setup Your Account
Header
Header
Header
Month
Description
For easy shopping
Logo #1
Action
Logo #1
Action
Other settings
Action
Action
Action

3. High-Fidelity Wireframes (Hi-Fi)

Near-Final Structure

Present accurate spacing, alignment, and proportions close to the final product.

Realistic Content

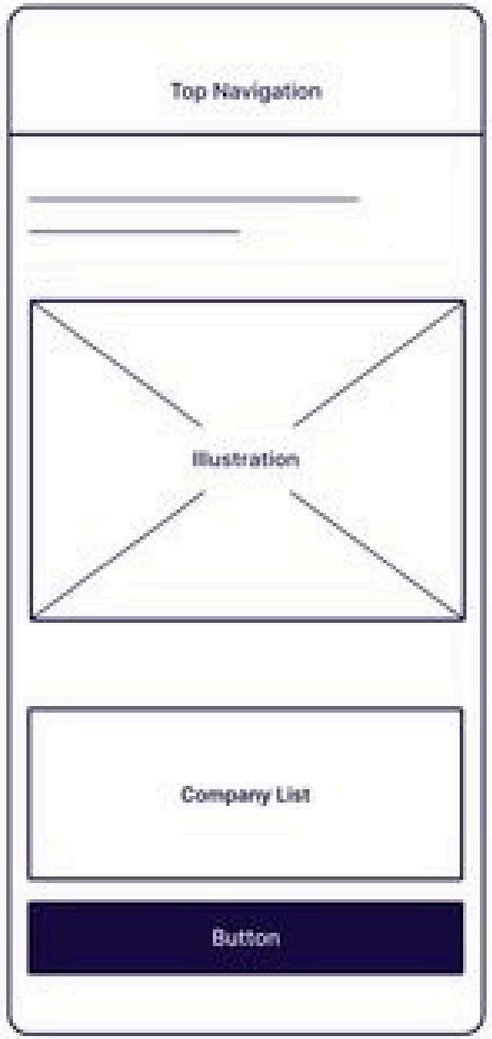
Use real text, icons, and data to reflect real user experiences.

Interactive Prototypes

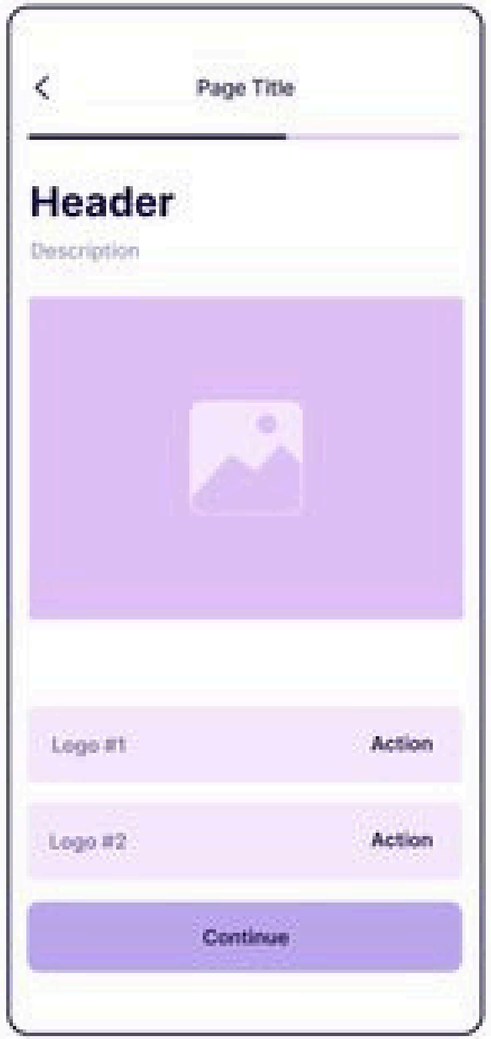
Include clickable elements to test usability and interactions more realistically.

UX Approval & Handoff

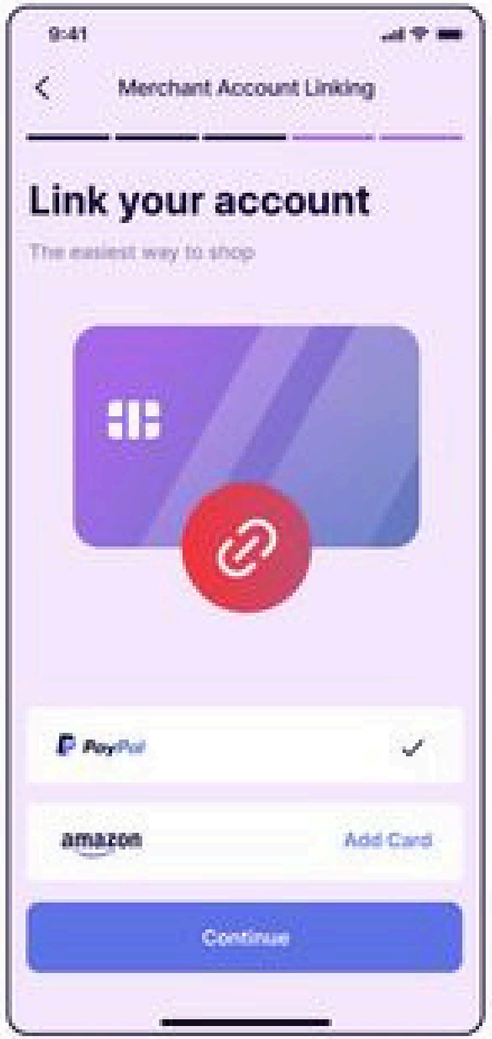
Support usability testing and prepare designs for UI/visual design or development.


Top Navigation
Illustration
Company List
Button

Low


Page Title
Header
Description
Logo #1
Action
Logo #2
Action
Continue

Mid


9:41
Merchant Account Linking
Link your account
The easiest way to shop
PayPal
amazon
Add Card
Continue

High

Why Wireframe? Key Benefits

- Fast & cheap to create and change
- Focuses on structure & usability (no visual distractions)
- Builds early team & stakeholder alignment
- Ideal for quick user flow testing & feedback
- Saves major time & money later

Do’s of Wireframing

1. **Research before wireframing**
    - Understand user needs + business goals first
    - Set clear objectives for what the wireframes should achieve
2. **Keep wireframes simple**
    - Prioritize speed and clarity
    - Avoid unnecessary details to stay focused on ideas

Do’s of Wireframing

3. Generate many ideas & variations

- Create multiple options → more chances to find the best solution
- Explore benefits and drawbacks of each approach
- Test with non-team members

4. Make wireframes easy to understand

Wireframes are communication tools

- Add clear annotations & explanations
- Use words to clarify important details

Don’ts of Wireframing

1. **Don’t skip any part of the app**
    - Wireframe every screen — even “obvious” ones
    - Prevents missing critical user flows & interactions
2. **Don’t use colors (unless intentional)**
    - Stick to grayscale to avoid visual distraction
    - Focus remains on layout, content & functionality

Don’ts of Wireframing

3. **Don’t try to make wireframes look pretty**
    - Wireframes are not final designs
    - Focus on usefulness & communication, not visual polish
    - Save aesthetics for UI design stage
4. **Don’t get too attached to your wireframes**
    - Be ready to discard them
    - Wireframes are disposable → create many → keep only the best
    - Goal is exploration, not perfection

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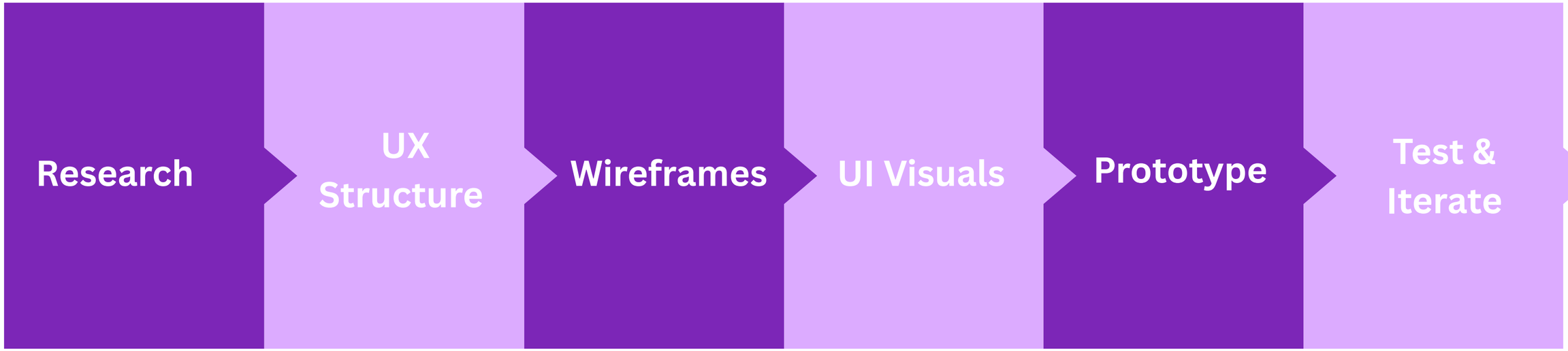
How UX & UI Work Together

Standard Design Process



How UX & UI Work Together

Without strong UX

- *Pretty but frustrating*
- *Users get lost or give up quickly*

Example: Stunning app that no one can figure out how to use

Without strong UI

- *Works logically but looks outdated, cluttered, or unprofessional*

Example: Perfectly logical app that looks like it’s from 2005

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The Role of Wireframing in UX/UI

- Wireframing is the blueprint stage that bridges UX structure to UI visuals
- Happens after research & user flows, before heavy visual design

Tools

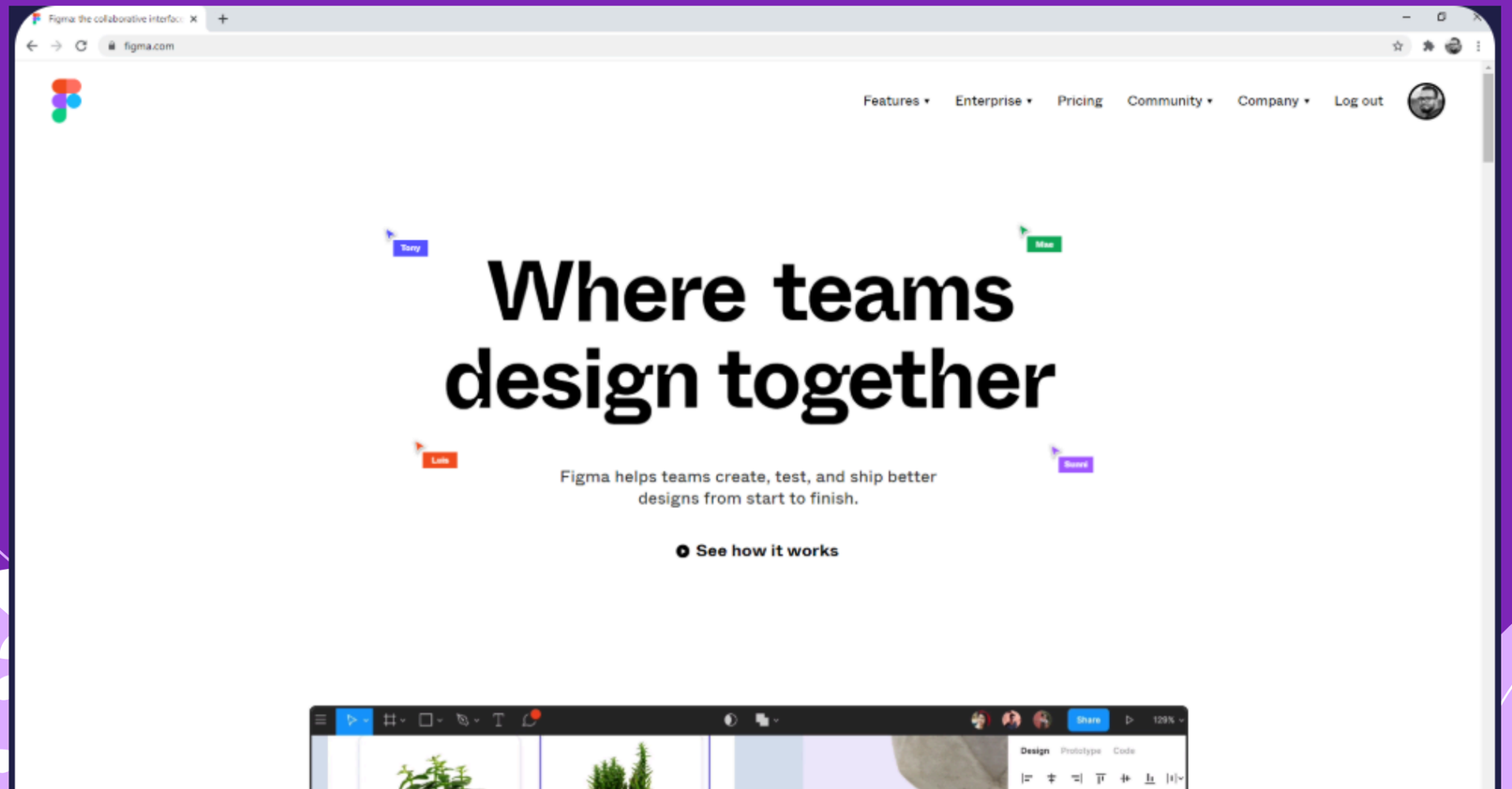
- UX/Wireframing: Figma, Balsamiq, Miro, pen & paper



- UI/Prototyping: Figma, Adobe XD, Sketch


Figma

Figma is called the collaborative interface design tool. And it stands out for its collaboration feature. Figma also provides a lot of useful resources, plugins, and techniques that make your workflow smoother.



Q/A

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THANK YOU!