



Ideating with Wireframes

MAD9034



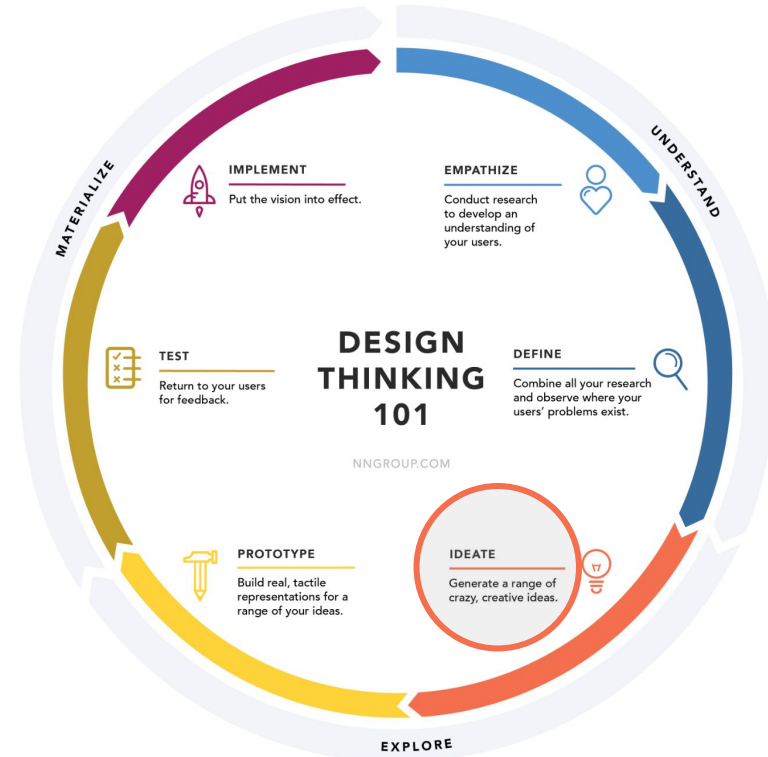
UX Design Process

Ideation

- Empathize
- Define
- Design/Ideate

Experience and explore possible solutions

- Ideation
 - Scenario Mapping
 - User task flow diagram
 - Wireframes (UI layout/user flow)
 - Interaction design
 - Visual design
- Prototype
 - Test
 - Implement + Measure



Ideation

Definition and Goals

Ideation is a creative process intended to generate many ideas.

Goals

- Ask questions, innovate, “blue sky” ideas
- Multiple perspectives
- Uncover unexpected areas of innovation
- Generate a large volume of ideas

Benefits

- Multiple ideas to evaluate and determine if it is worthwhile
- Your first idea will often be a predictable solution. Push past it, towards less-conventional solutions!
- You can take the best parts of multiple ideas

Ideation

Principles of Ideation

- Open mind
- Volume
- Divergent thinking
- No wrong ideas



[Image source](#)

Wireframes

Definition and Goals

An website (mobile application) **wireframe**, also known as a **page schematic** or **screen blueprint**, is a visual guide that represents the **skeletal framework** of a website (mobile application). [...]

Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose. The purpose is usually driven by a business objective and a creative idea.

[Wikipedia](#)

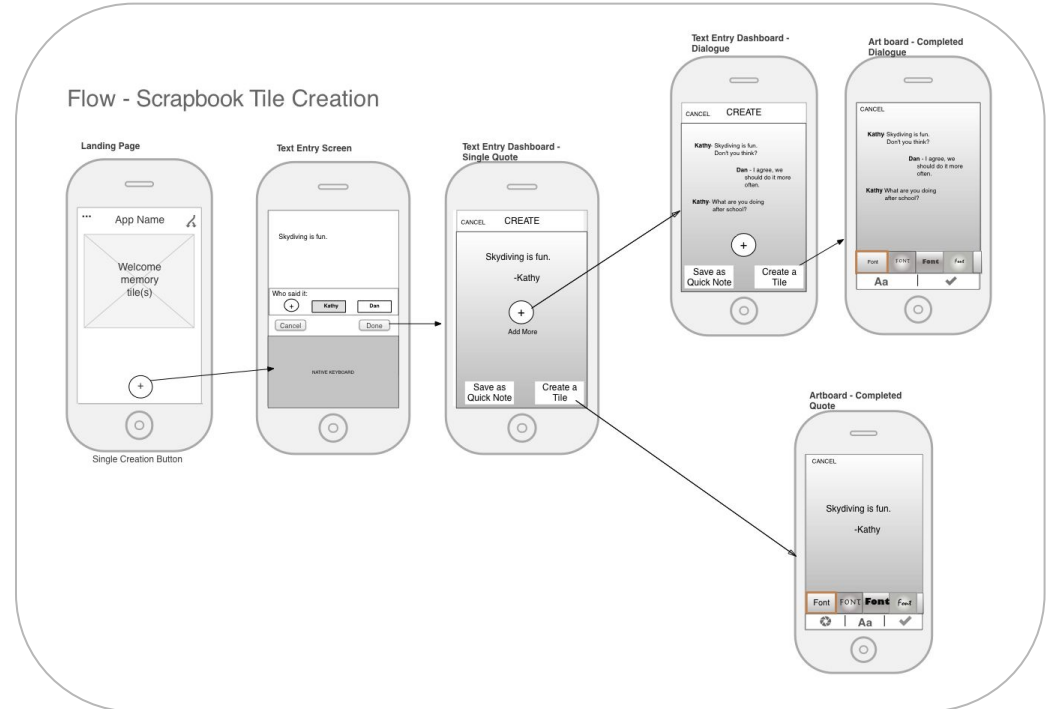
Goals

- **Explore ideas** *(so you can develop them further)*
- **Share ideas** *(so you can get alignment)*
- **Communicate ideas** *(so you can get things built)*

Wireflows

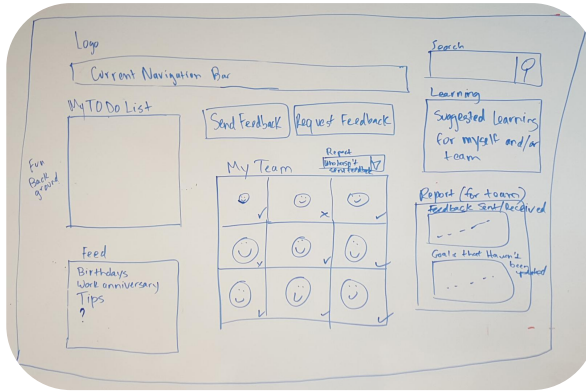
Benefits

- Connect the app's IA to its visual design showing paths between screens/pages
- Consistency in displaying particular types of information in the UI
- Determine general layout design and intended/required functionality of each screen
- Prioritize content > position and space allocated to a given item

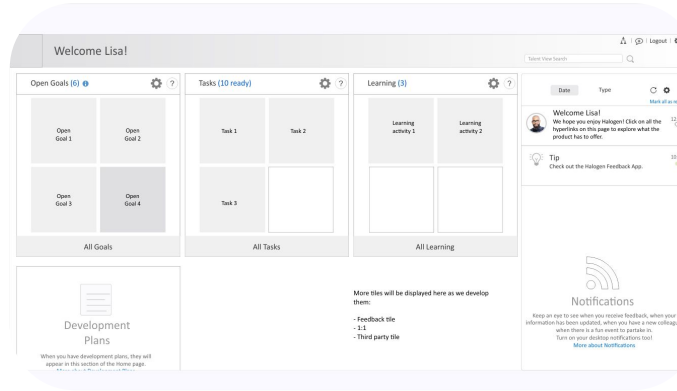


Wireframe Fidelity

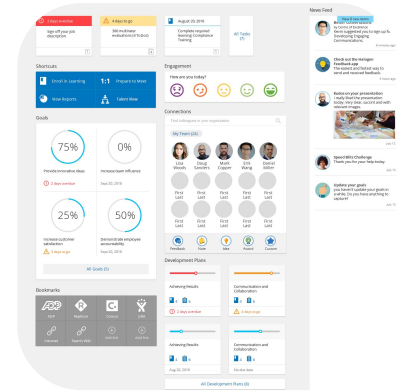
Low Fidelity Low detail



Mid-fidelity Moderate detail



High-fidelity Lots of detail



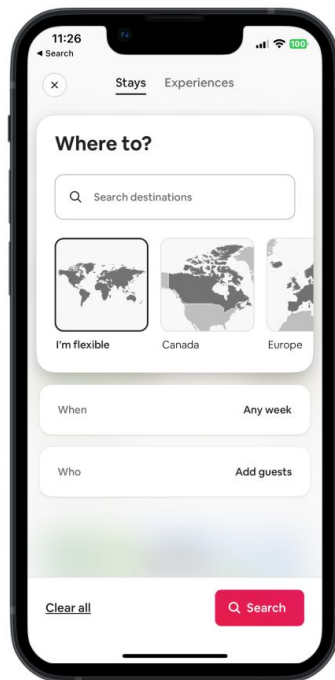
How to Draw a Wireframe (Even if You Can't Draw)

Mobile Design Patterns

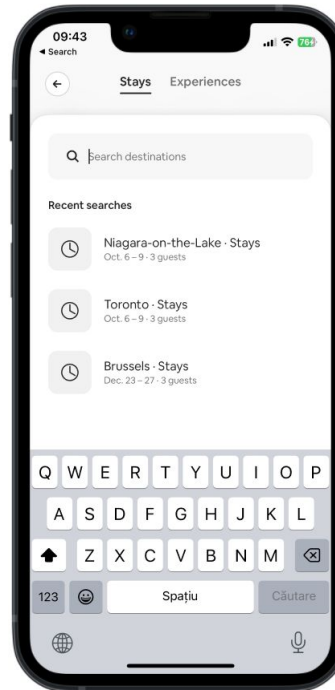
Objects



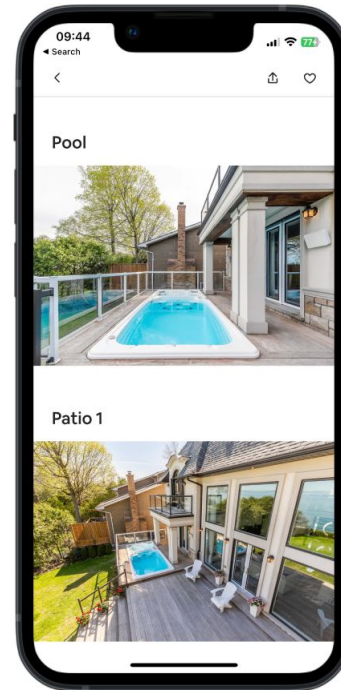
Search



Type

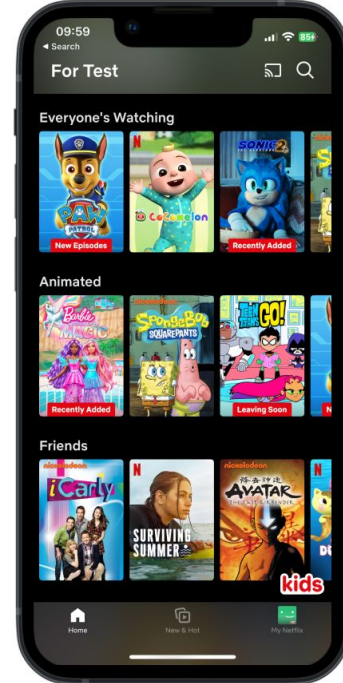
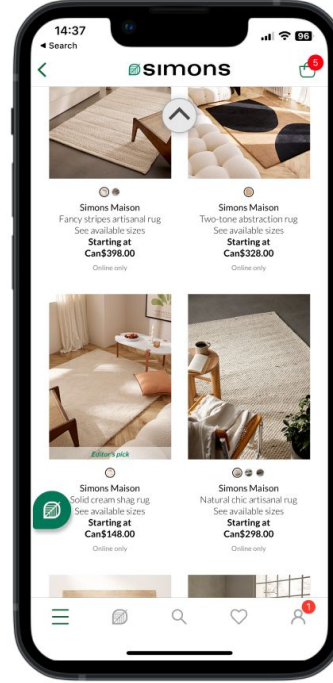
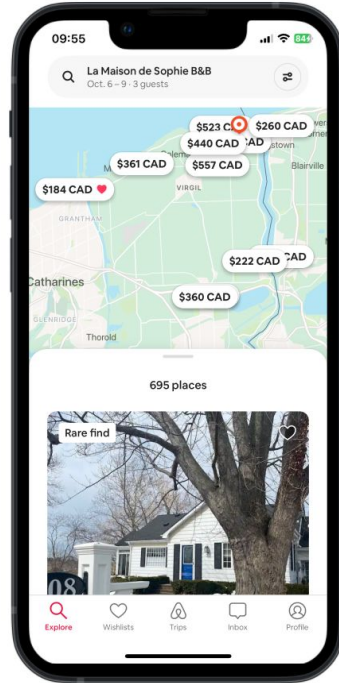


Image



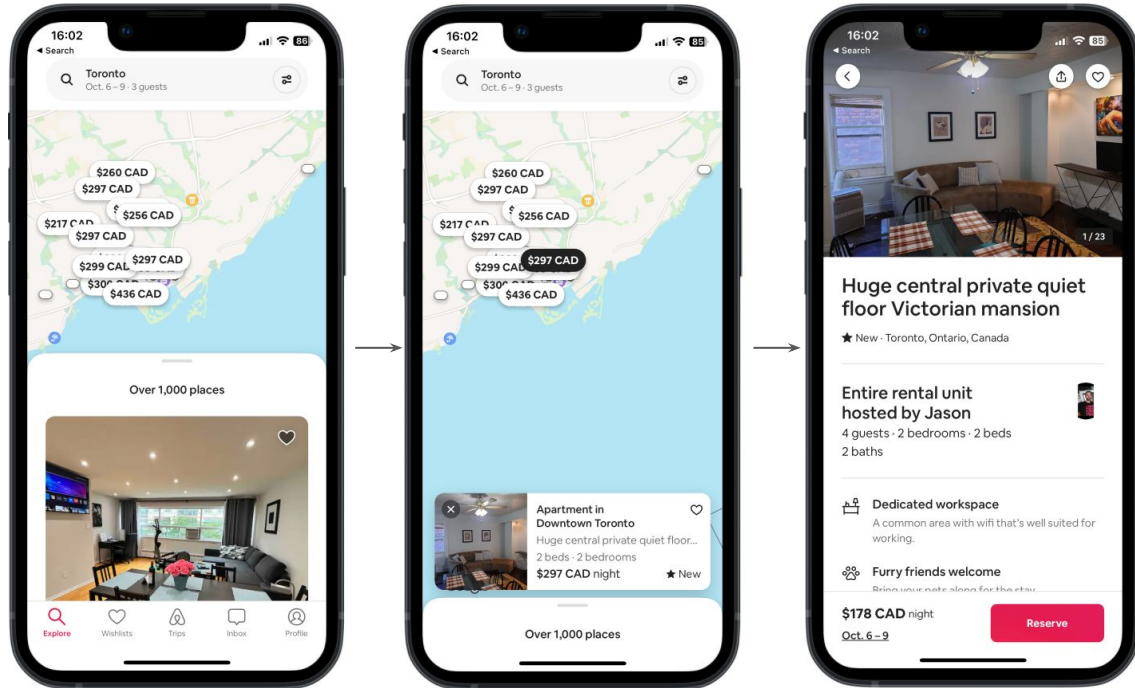
Mobile Design Patterns

Choice



Mobile Design Patterns

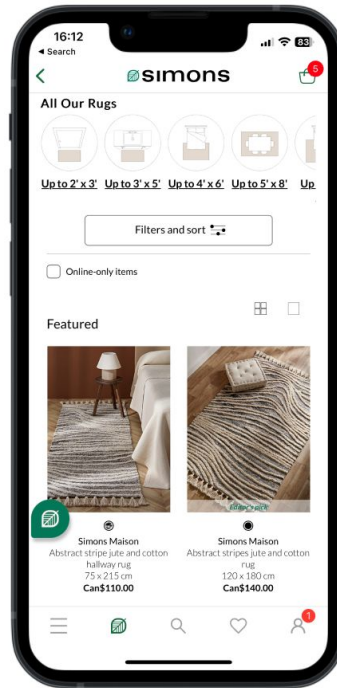
Progressive Disclosure



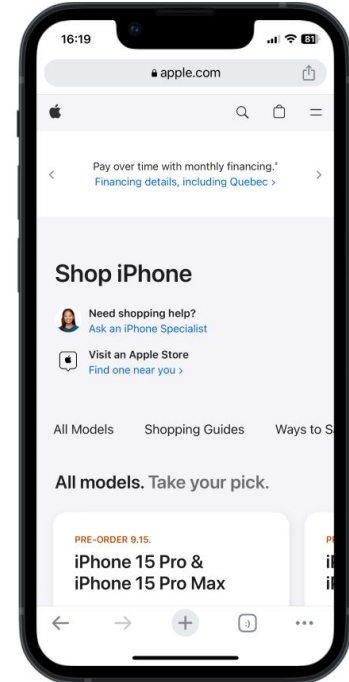
Mobile Design Patterns

Exemplars | Front doors

Exemplars



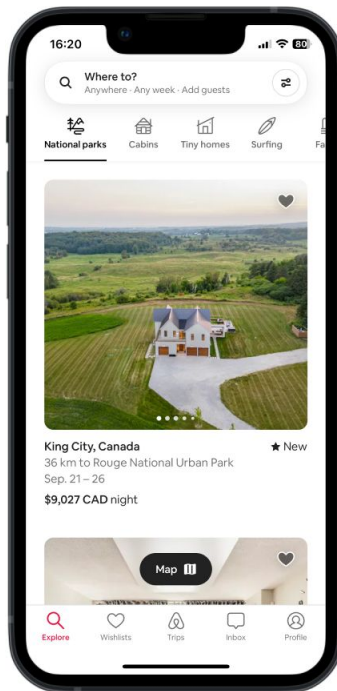
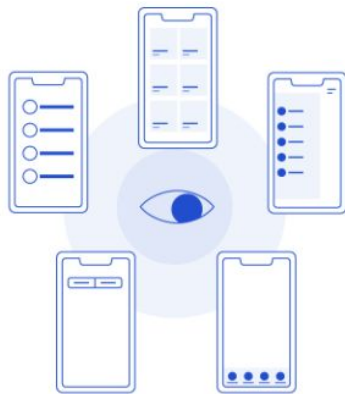
Front doors



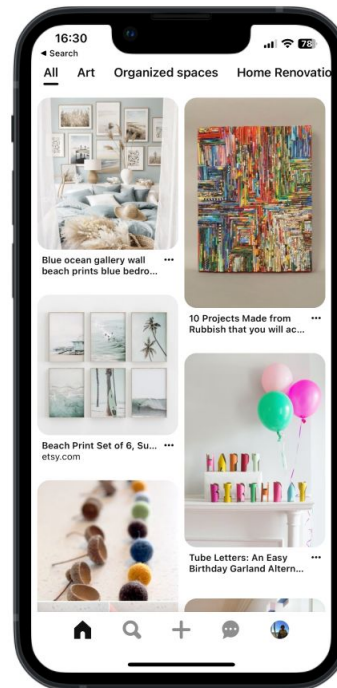
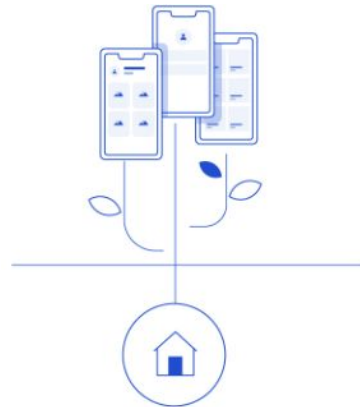
Mobile Design Patterns

Multiple classification | Growth

Multiple classification



Growth



Navigation

Definition and Goals

A website's (app's) overall **navigational scheme** includes several navigational pieces such as global, local, supplemental, and contextual navigation; all of these are vital aspects of the broad topic of web (app) navigation. Hierarchical navigation systems are vital as well since it is the primary navigation system.

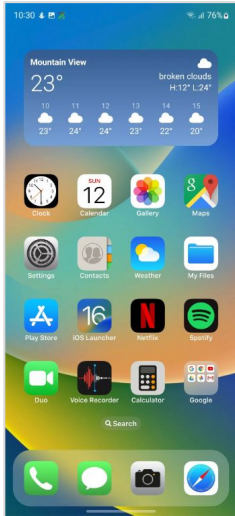
[Wikipedia](#)

Goals

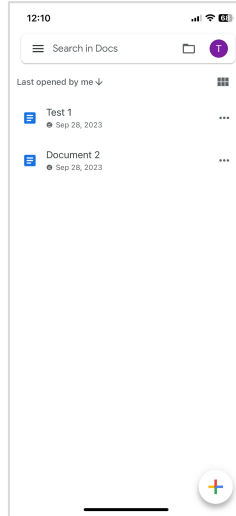
- Always know where the user is
- Always have easy access to go back, exit or start again (home)
- Always have the right information prioritized/disclosed

Mobile Navigation

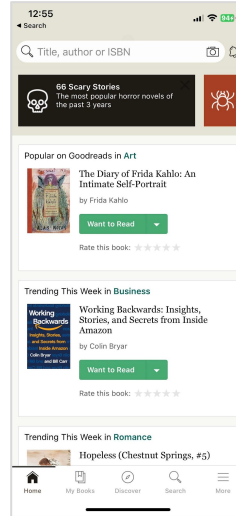
Examples of navigation patterns



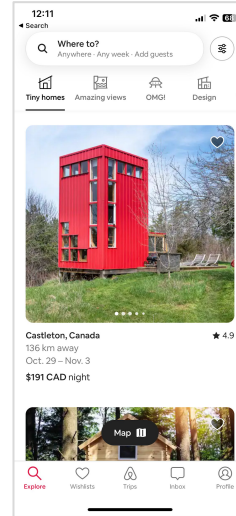
Springboard/
App. Launcher



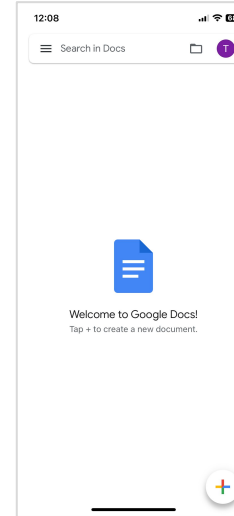
List



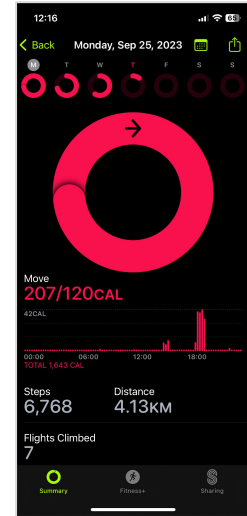
Cards



Tabs



Floating button



Dashboard

[Mobile Navigation Patterns and Examples](#)

Wireframes

Scenario > IA > User Flow > Wireframes

Your **scenario(s)** and your **user flows** will guide your initial wireframing.

Your **scenarios** will tell you:

- What your users are thinking when they reach a screen
- What expectations, obstacles, and assumptions users may have
- What each screen should contain and how to prioritize the info

Your **user flows** will tell you:

- Which screens to wireframe first
- How screens connect to one another

Wireframing **without** scenarios and user flows is just **making stuff up**.

Wireframes

Scenario > IA > User Flow > Wireframes

Using **your scenario** identify:

- The goals and context
- What is specifically involved in each task



Cynthia (persona name)
primary user
Early shopper

Scenario: Cynthia wants to create a shopping list with presents for her family

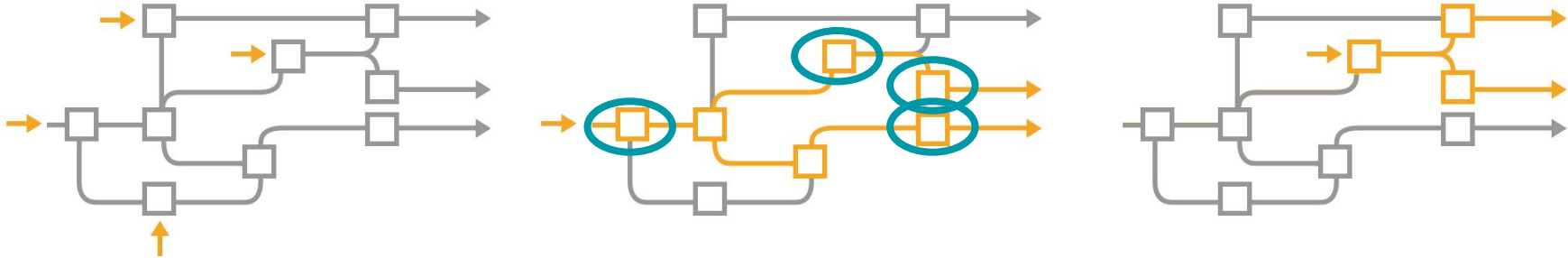
Summary	Tasks	Context
Cynthia is a grandparent who likes to get her Christmas shopping done early, before she travels to see her family. She asks her family to send her their wish lists that she wants to turn into a shopping list to eventually purchase the presents.	<ul style="list-style-type: none">• Sends a request to the family to add items to a wish list• Receives notification when items are added to the wish list• Browses the wish list and selects items to add to the shopping list• Buys the presents online• Checks off the items on the wish list that she bought	Cynthia likes to use her iPad in the comfort of her home, to check the wish lists published by her family and chose the items she wants to purchase.

Wireframes

Scenario > IA > **User Flow** > Wireframes

Using **your user flows** identify:

- Which screens are key to many user flows
- Which screens they must connect with



Wireframes

Major project: Week 4 of 9

Low Fidelity Prototype

Due next week

- Based on your scenario, and information architecture, you are to create a **test-ready mobile application design concept** in a form of a low-fidelity prototype. It can be a paper prototype, or a **low-fidelity**, Figma prototype.
- **Test-ready**
 - Low fidelity prototype of your proposed application design concept that will be ready for quick user testing
 - Show enough real content and controls that enable users to point to UI elements and tell you how they might interact with it
- **Use the selected platform:** iOS, Android, or web application

Low Fidelity Prototype

Due next week

Create a **low fidelity prototype** (paper or Figma) with the goal **to test** your design concept. To test your design concept successfully, your participants need to be able to:

- Search and Browse
- Navigate to a screen to perform a specific task
- Switch from the first task to another task
- Complete a task and deciding where to go next

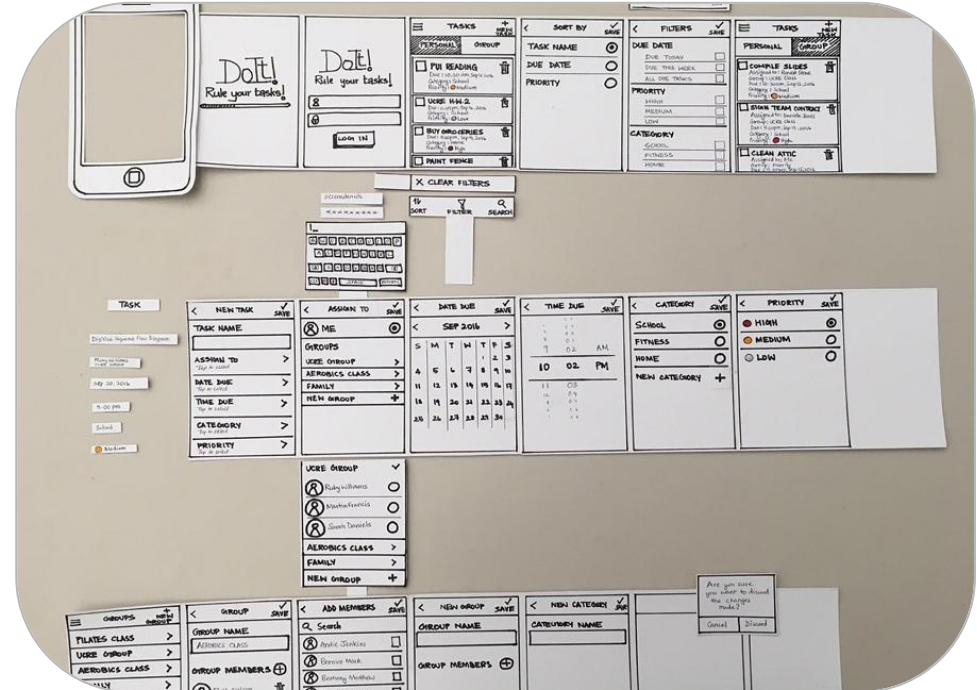
Low Fidelity Prototype

Due next week

Low-fidelity prototype

No interactivity. No colour.

Enough realistic content and controls for users to point to elements and tell you what they understand and how they might interact with it



[Image source](#)

Today, in class

Wireframe initial concepts

Become familiar with the design guidelines for your platform Throughout this assignment	iOS , Android , or mobile web Print templates to use for your paper prototype!
Screens to wireframe 20 mins	Start with 2-3 key screens, at different levels of your IA Identify what content each screen must contain
Ideate, sketch solutions remainder of the class	Sketch navigation elements, layout design, interactive controls, etc. Show your concepts to a classmate or your professor for feedback.
Select the concept to develop Between today and the next class	Decide what concept or combination of concepts you want to prototype in the next class . Start your prototype if you want.
Create the end-to-end prototype Next class	Create an end-to-end low-fidelity prototype for testing a complete user flow. (This is what you submit)

Coming up

Wireframe prototype test-ready



Mandatory

Be ready to build your end-to-end low-fidelity prototype in class!