



Digital Wireframing

MAD9034

Major Project
User Flows | Ideation and
Design Concept Mockups

Major Project
Prototyping

Week 5 of 9

Major Project
Testing

Week 5 of 9

Major Project
Digital Wireframing |
Working with Risks and
Unknowns

Week 6 of 9

Major Project
Visual Design |
Animations, Transitions
and Interactivity

Week 7 of 9

Major Project
Final Testing

Week 8 of 9

Major Project
Usability Testing Report |
Final Presentation

Week 8 of 9

UX Design Process

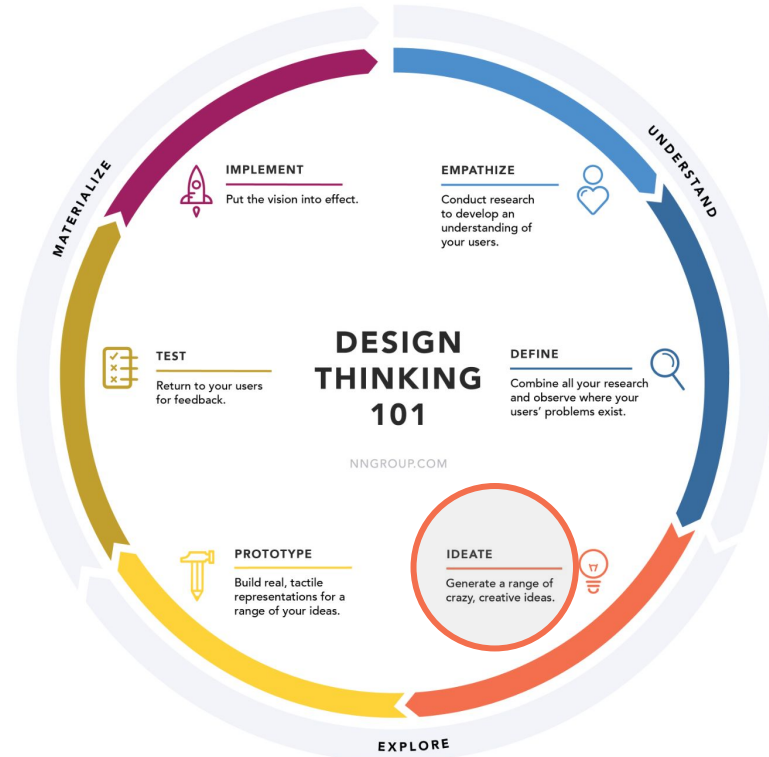
Wireframing

- 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: Wireframing

From concept design to detailed design

Concept Design

- Application framework & structure
- Navigation
- Flows
- Information prioritization



Detailed Design

- Screen layouts
- Controls & components
- Icons, labels
- Typography
- Visual design

Detailed Design

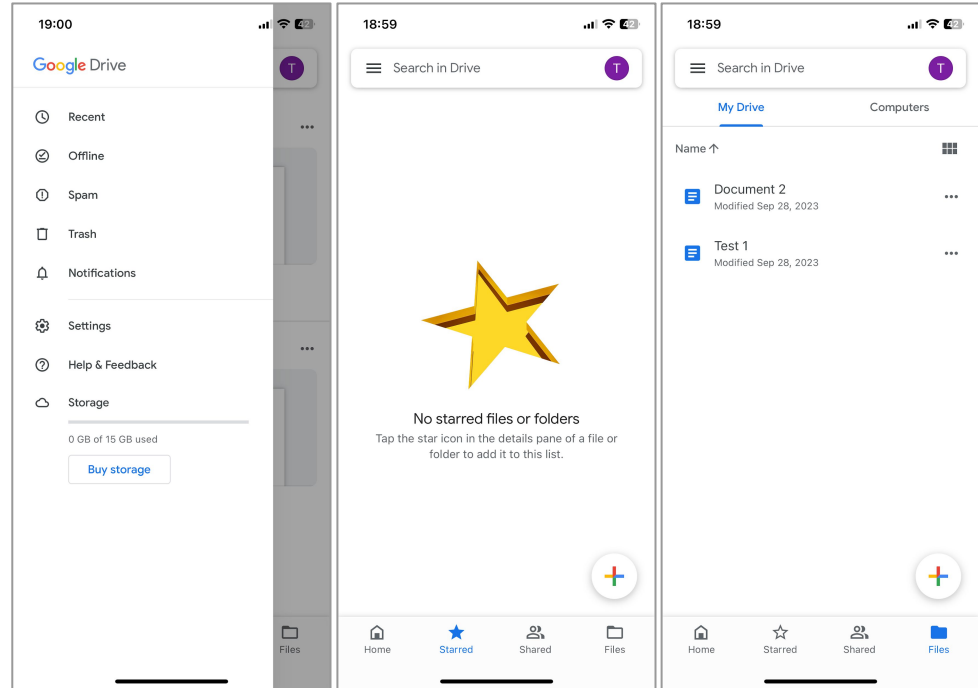
Components of detailed design

- Finalize navigation and overall framework/structure
- Screen layouts
- Controls & components
- Icons, labels
- Typography
- Visual design

Detailed Design

Navigation and framework

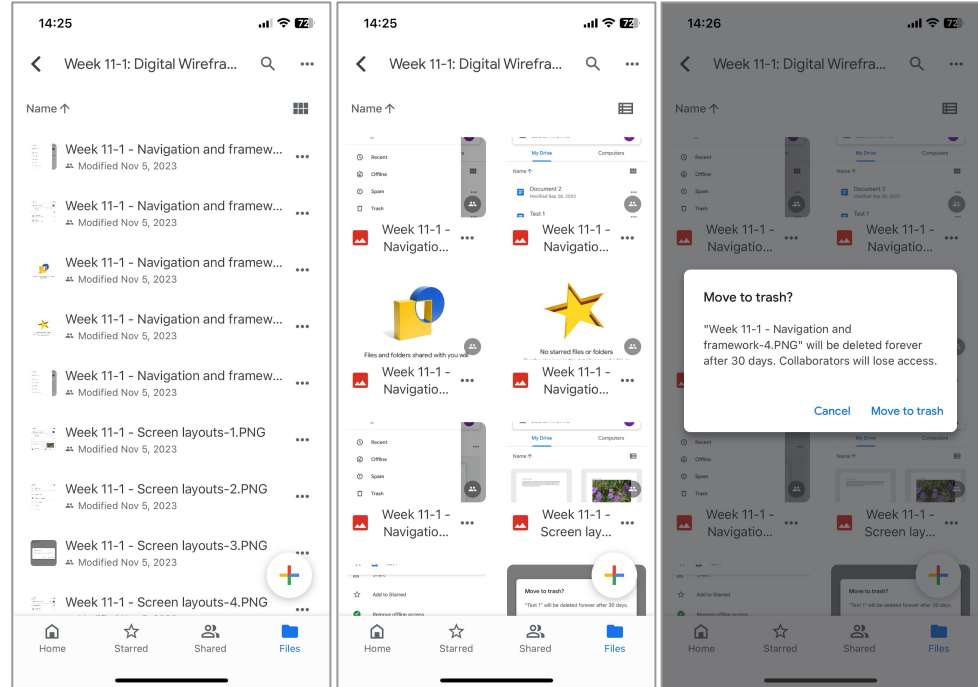
- Finalize navigation
- Finalize persistent elements such as: application header and other UI elements that repeat on each screen
- Think of empty pages



Detailed Design

Screen layouts

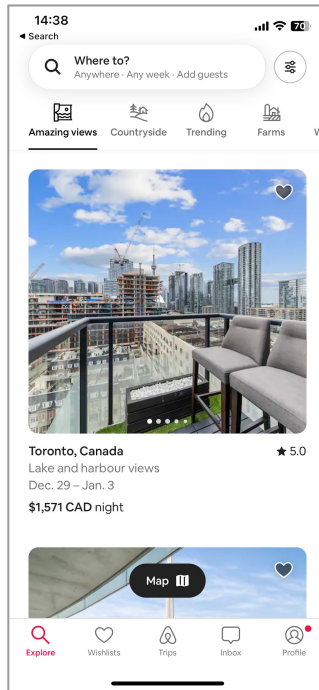
- Define the objects required on each screen
- Finalize the layout
- Decide what is consistent between screens and what needs to adapt
- Think of validations and error messages



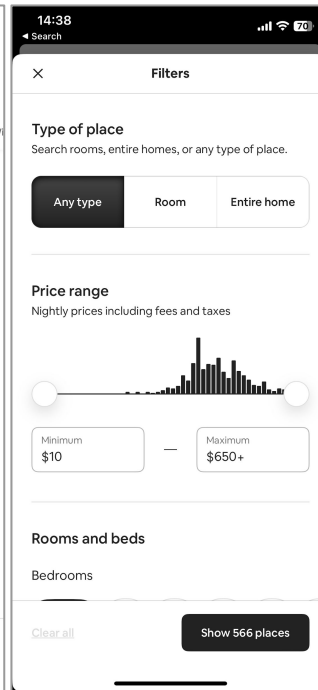
Detailed Design

Controls and components

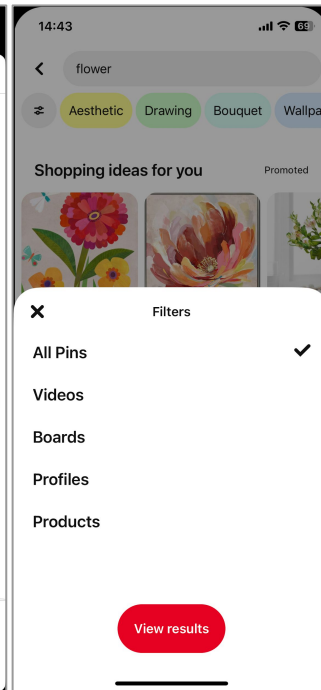
- Choose appropriate controls and components for users to interact with
- Buttons, Tabs, menus, calendar views, text fields, cards, filters, etc



Card component
Search
Tabs
Favourite button (Airbnb)



Filter component
Tabs
Slider (Airbnb)

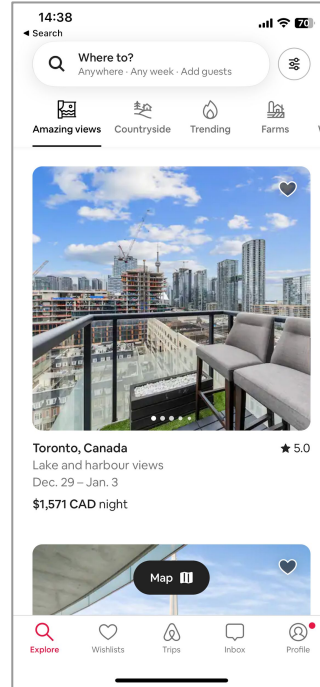


Filter component
Chips (Pinterest)

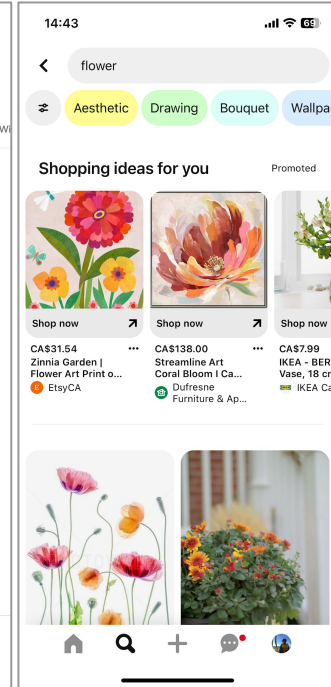
Detailed Design

Icons, Labels

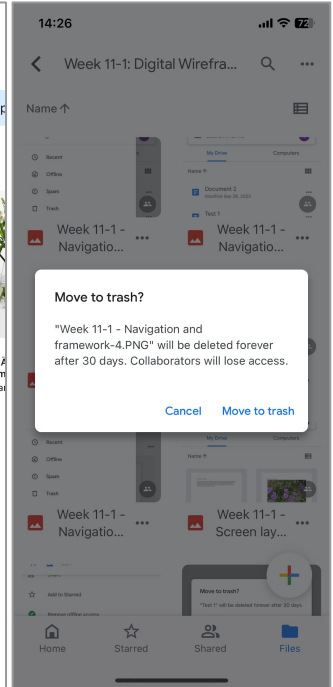
- When to use icons vs text labels or both
- Ensure icons are easily recognizable
- Ensure text label and text strings are clear and in-line with the voice and tone of the product



Search placeholder text
Icon and Labels
Rating icon
Filter icon (Airbnb)



Tab nav icons only
Filter icon
Other icons (Pinterest)



Message
Text labels (Google Drive)

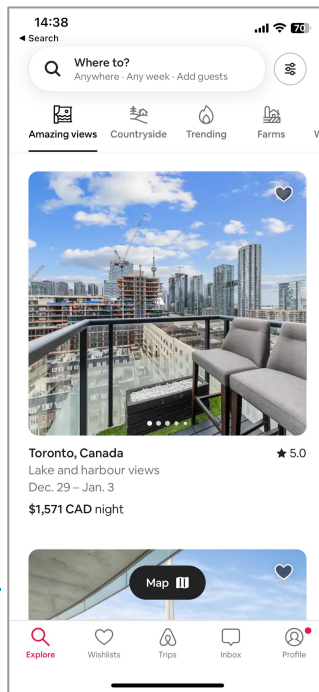
Detailed Design

Typography

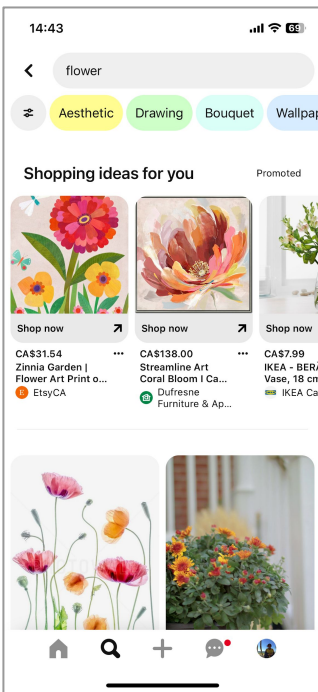
- Select appropriate typefaces for headings, subheadings, body text, menus, placeholder text, etc
- Think about hierarchy of information
- Think

The Right Way to Use Fonts in a Mobile App

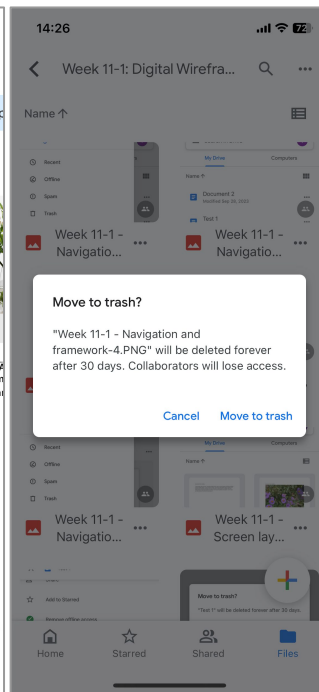
If you want to dig deeper into typography, look up [Ellen Lupton](#)'s work, TED talks, videos.



Search placeholder text
Icon and Labels
Rating icon
Filter icon (Airbnb)



Tab nav icons only
Filter icon
Other icons (Pinterest)



Message
Text labels (Google Drive)

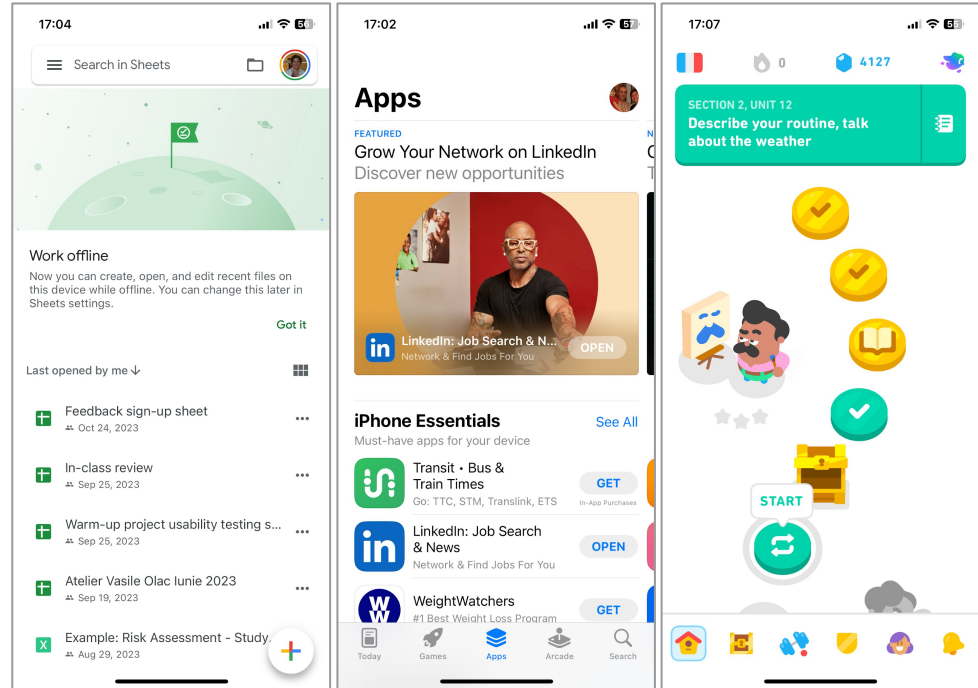
Detailed Design

Visual design

- Colour scheme
- Style elements
- Think about what is appropriate for your app
- Consider the product branding

[Web Design Colour Trends in 2023](#)

[Color Schemes for Your App: How to Choose One \[+ 5 examples\]](#)



Google

Apple

Duolingo

Design Guidelines

Current versions

Material Design

Material is a design system created by Google to help teams build high-quality digital experiences for Android, iOS, Flutter, and the web.

Material Design 3

Material 3 is the latest version of Google's open-source design system. Design and build beautiful, usable products with Material 3

Human Interface Guidelines

The HIG contains guidance and best practices that can help you design a great experience for any Apple platform.

Atlassian Design System

Use Atlassian's end-to-end design language to create simple, intuitive and beautiful experiences.

Design Guidelines

Benefits

- Reliable source of information based on extensive research and work with the goal to define efficient, effective, enjoyable interaction experiences
- You don't need to reinvent the wheel
- Ensure that your application feels familiar to users and easy to learn
- Because it's an expectation and a requirement

Detailed Design

Best practices

- Consistency
- Shortcuts for power users
- Meaningful feedback
- Confirmation and status indicators
- Plan for errors and handle them simply
- Allow for easy reversal of actions
- Give your users control
- Reduce demands on users' short-term memory

Digital Wireframing

Major project: Week 5 of 9

Mid-Term

Assignment Overview

What's expected

- Convert your hand drawn prototype into **digital wireframes**, using Figma.
- **Focus** your attention **on integrating user insights** (from concept testing) **and applying design principles** learned so far to refine the application's user flow and UI for an **optimal user experience**.
- Utilize a **grayscale** colour scheme
- Focus on **layout and content structure**, no colour needed at this stage.
- Maintain **consistent dimensions** based on the platform of your choice.

[Course website](#)

Today, in class

Wireframe initial concepts

Set up your Figma file 15-20 mins	Minimum 6 screens of the right size based on your platform of choice Import design kits from the Figma Community, or use what is provided to you in your Figma file under Low-fidelity Paper Prototype.
Screens to wireframe 15 mins	Start with the key screens for your mid-term Label your Figma frames according to the functionality of the screen
Start wireframing remainder of the class	Identify common elements between screens (headers, navigation, etc.) Wireframe them or put a placeholder if they need more thinking/work Go through all your screens, one by one, and do a first pass of the content for each screen. (don't worry about consistency yet!) Check for inconsistencies, areas that could be improved, areas where you have multiple solutions in mind, etc.) Iterate through those until you're happy with all screens. Use placeholders for icons while you work, and add them in when you have time

Next class

Instructor Feedback on the Mid-Term

- Have a first pass of all minimum 6 screens ready for next class
- Make sure they contain:
 - All the content
 - Appropriate navigation model used throughout
 - Appropriate controls used throughout
- Know which areas still need work
- **Come to next class prepared for a 1:1 feedback session with your teacher**

Coming up

Wireframe prototype test-ready



Mandatory

Be ready to get 1:1 feedback from your professor in class!