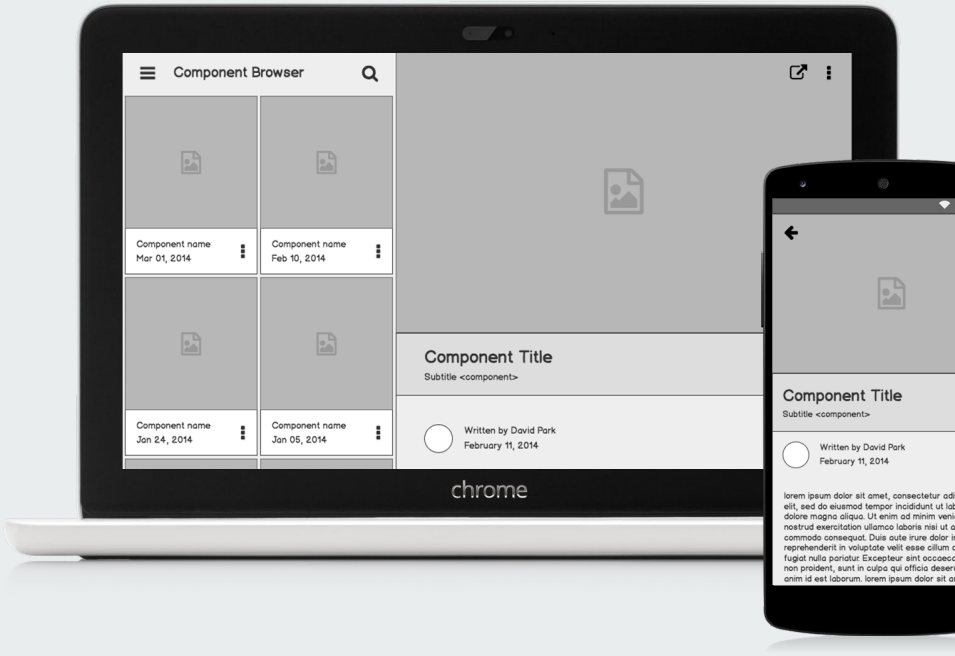
Project Wireframes

Problem statement and solution proposal



Outline

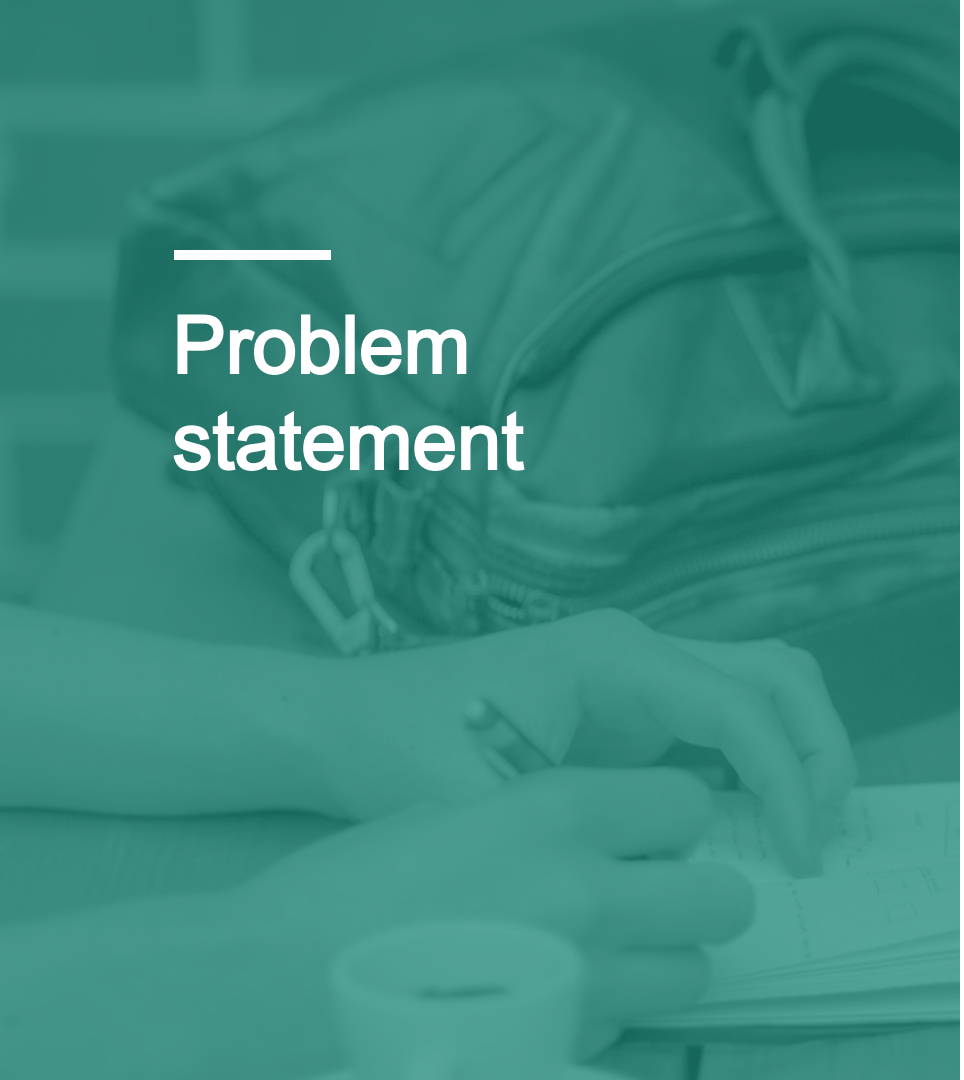
The Problem

Solution Proposal

Wireframes

Next Steps

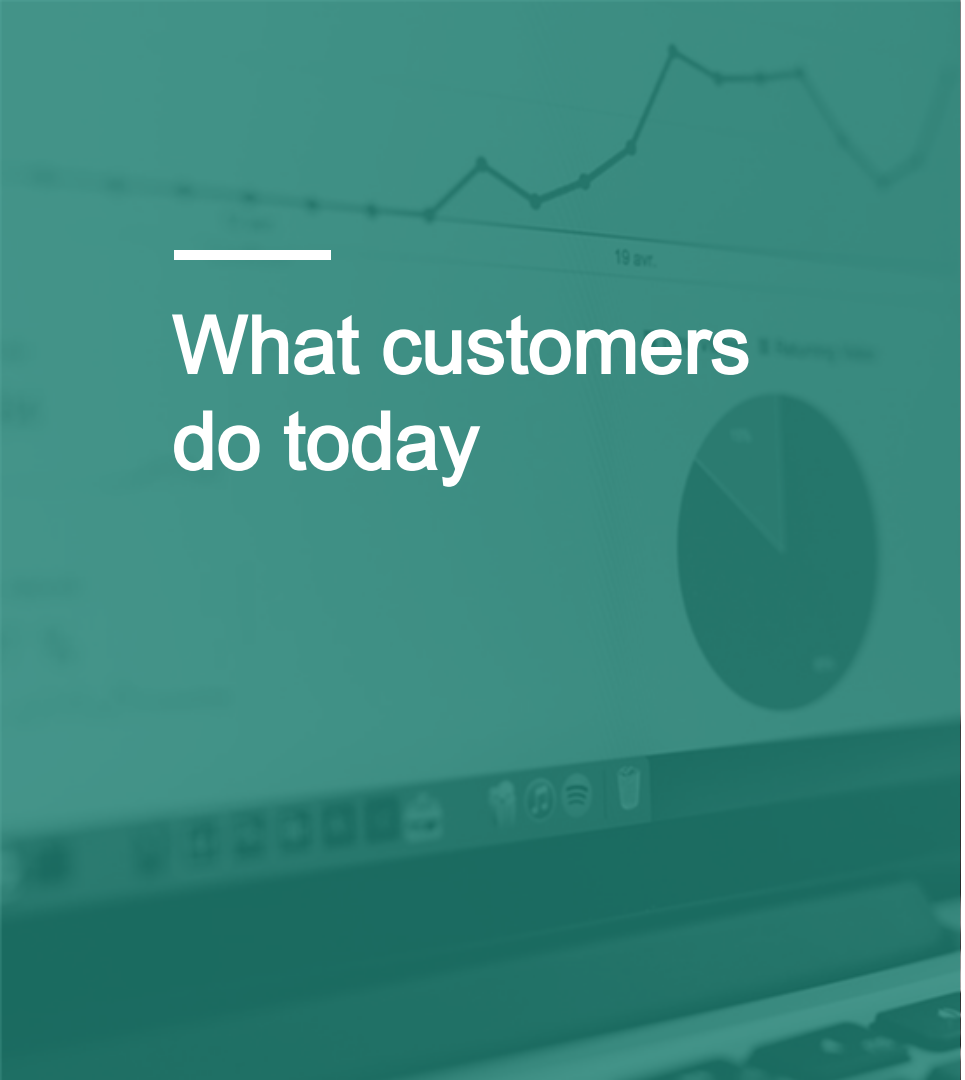
The Problem



Problem statement

State the problem you are solving in one or two sentences.

Make sure to explain why it is a real problem.



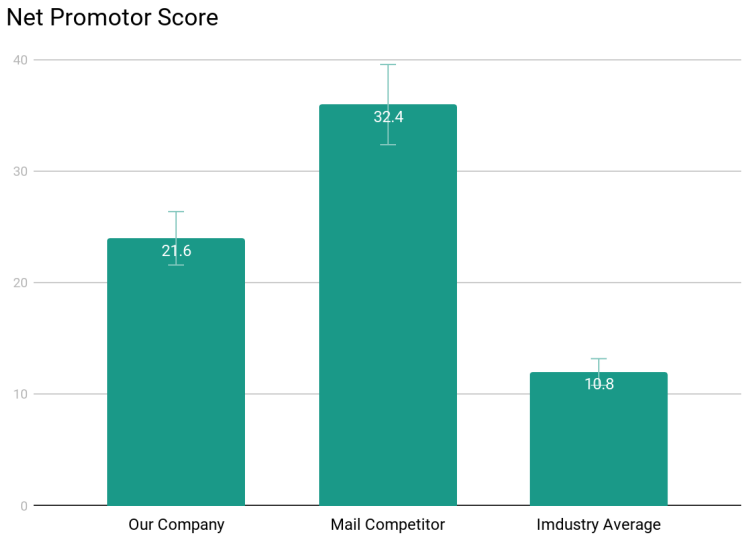
What customers do today

Justify your effort to try to solve the problem.

Highlight the pain points of the current solution or how customers deal with not having a solution to the problem.

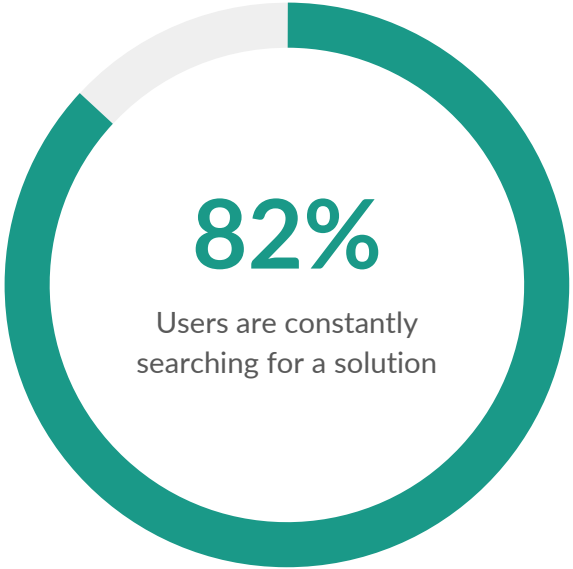
Supporting information 01

List any research or data you have to support the need for a solution.



Supporting information
02

Explain why you’re focusing on a particular part of the problem or a particular subset of users.



Supporting information
03

Reference your personas, if you have them.

Julia

Team Manager

Describe the content of Julia's job and the problem she and her team are currently facing.

Use cases / user stories

- ➔ Use cases, user stories, notes to set up the wireframes. Such as...
- ➔ “As an Administrator, I would like to restrict permissions based on role.”
- ➔ “As a Moderator, I would like to flag and approve comments.”
- ➔ Executives indicated that being able to see a summary of each segment of data was their #1 priority.
- ➔ Note: secondary admin workflow not planned for this release.

Assumptions

State your assumptions or any unknowns here.

Solution Proposal

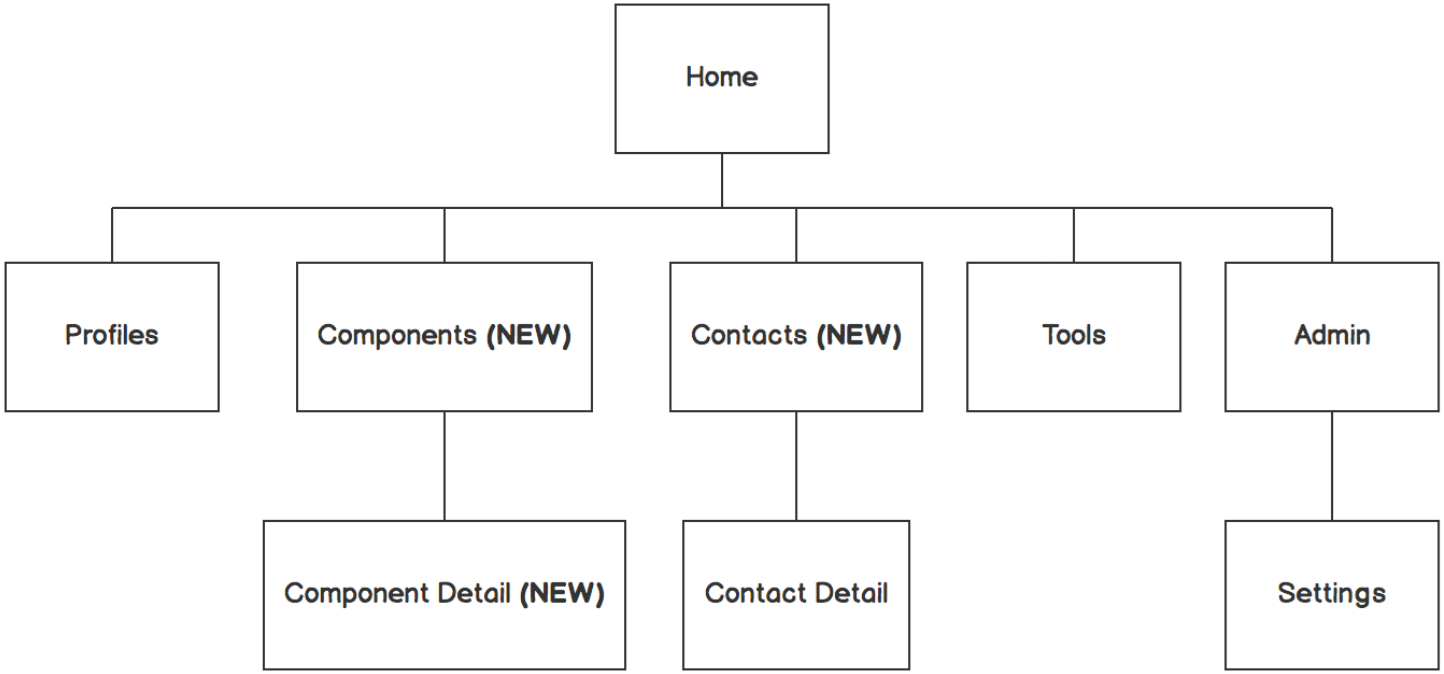
Solution description

Now that you've justified your attention to the problem, summarize your solution in one or two sentences.

Why it’s better than existing solutions

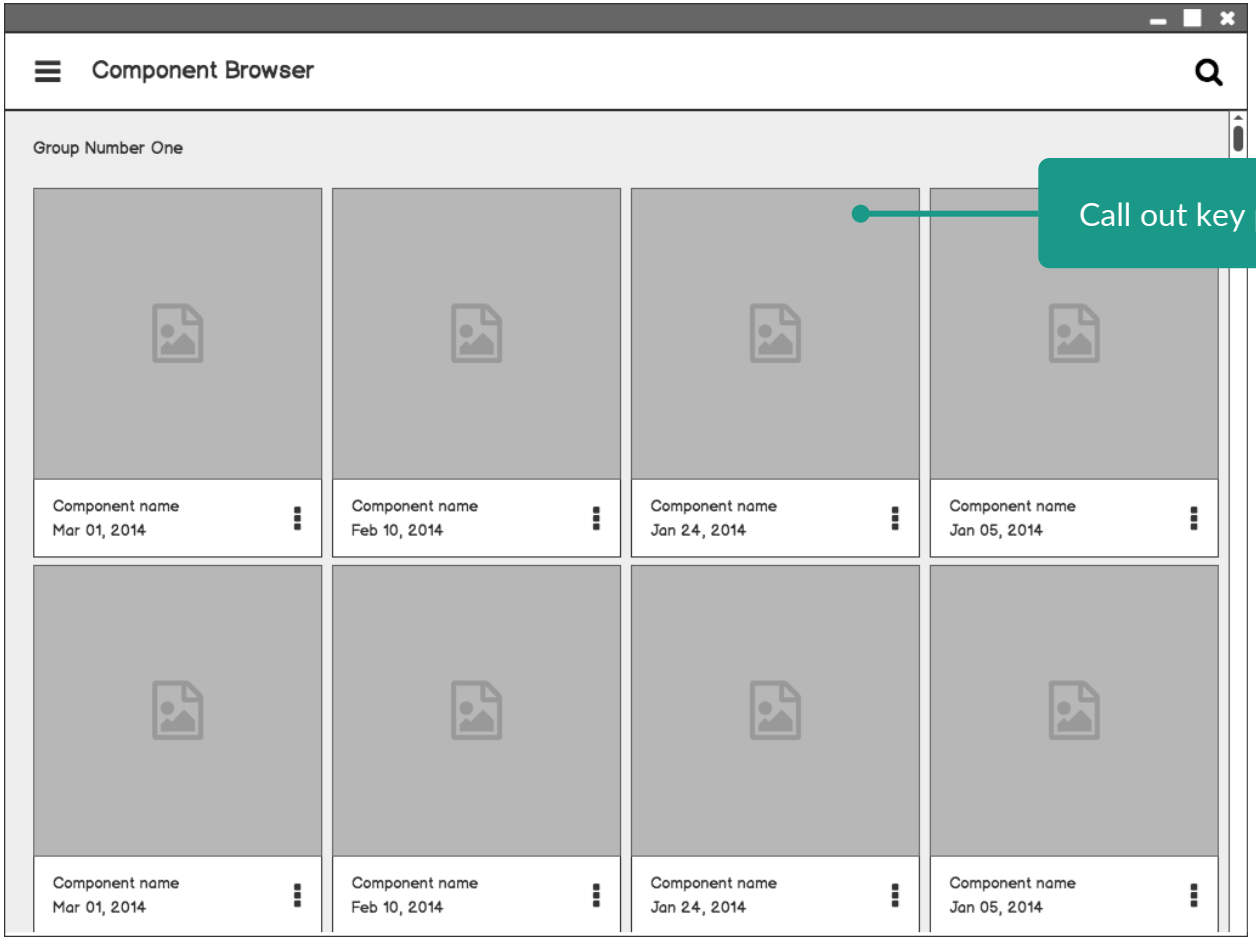
Return to the problem now that you’ve introduced your solution. Compare your solution to others and describe how it is superior.

Wireframes

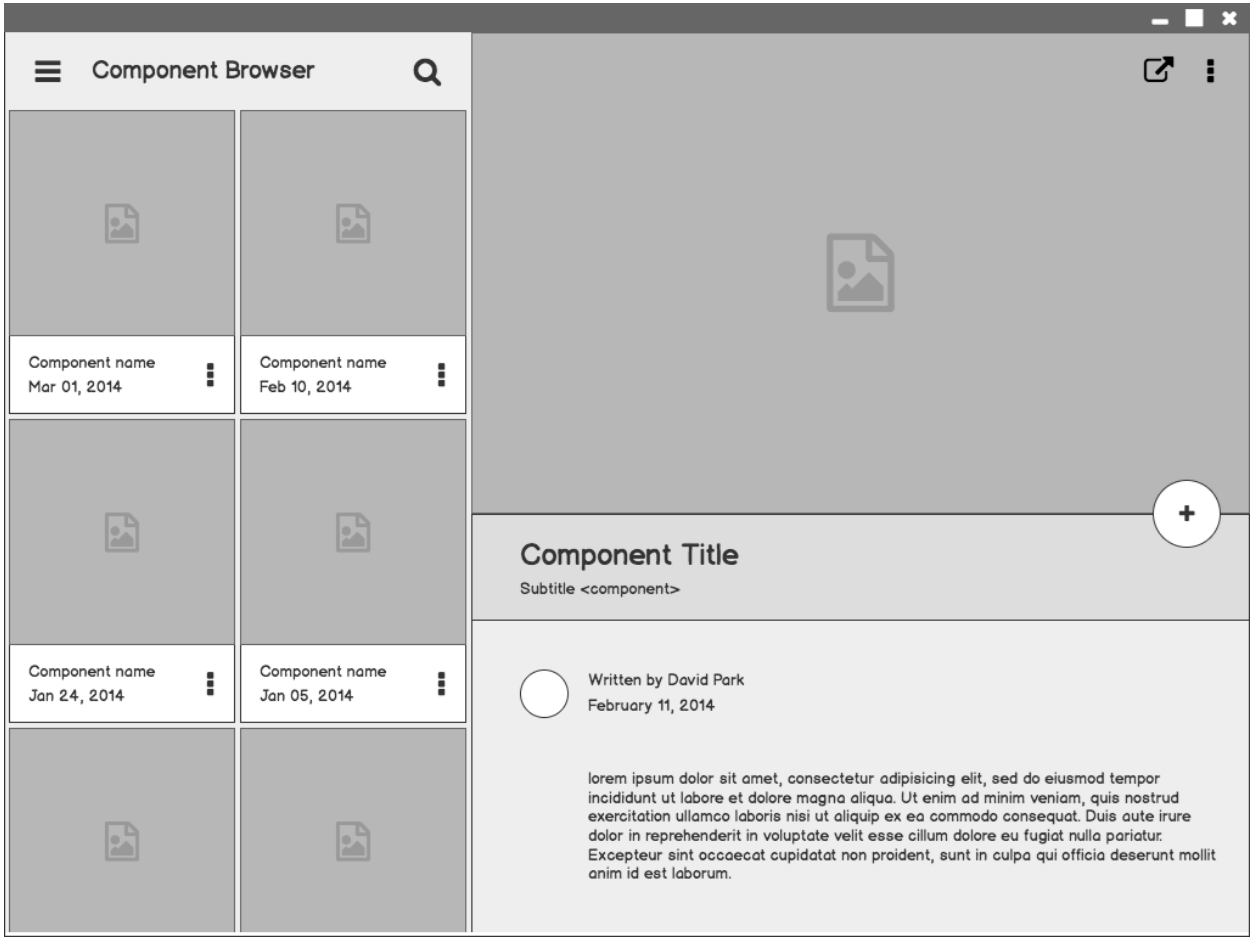


Information architecture

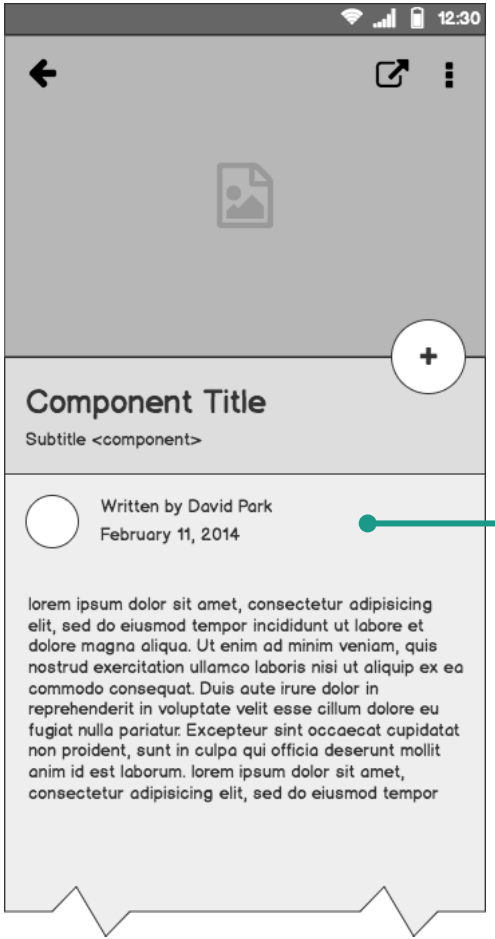
Balsamiq Tip | Information architecture is the flow of content across the site or application (more info).



Balsamiq Tip | Use the Balsamiq add-on to make your own wireframe.

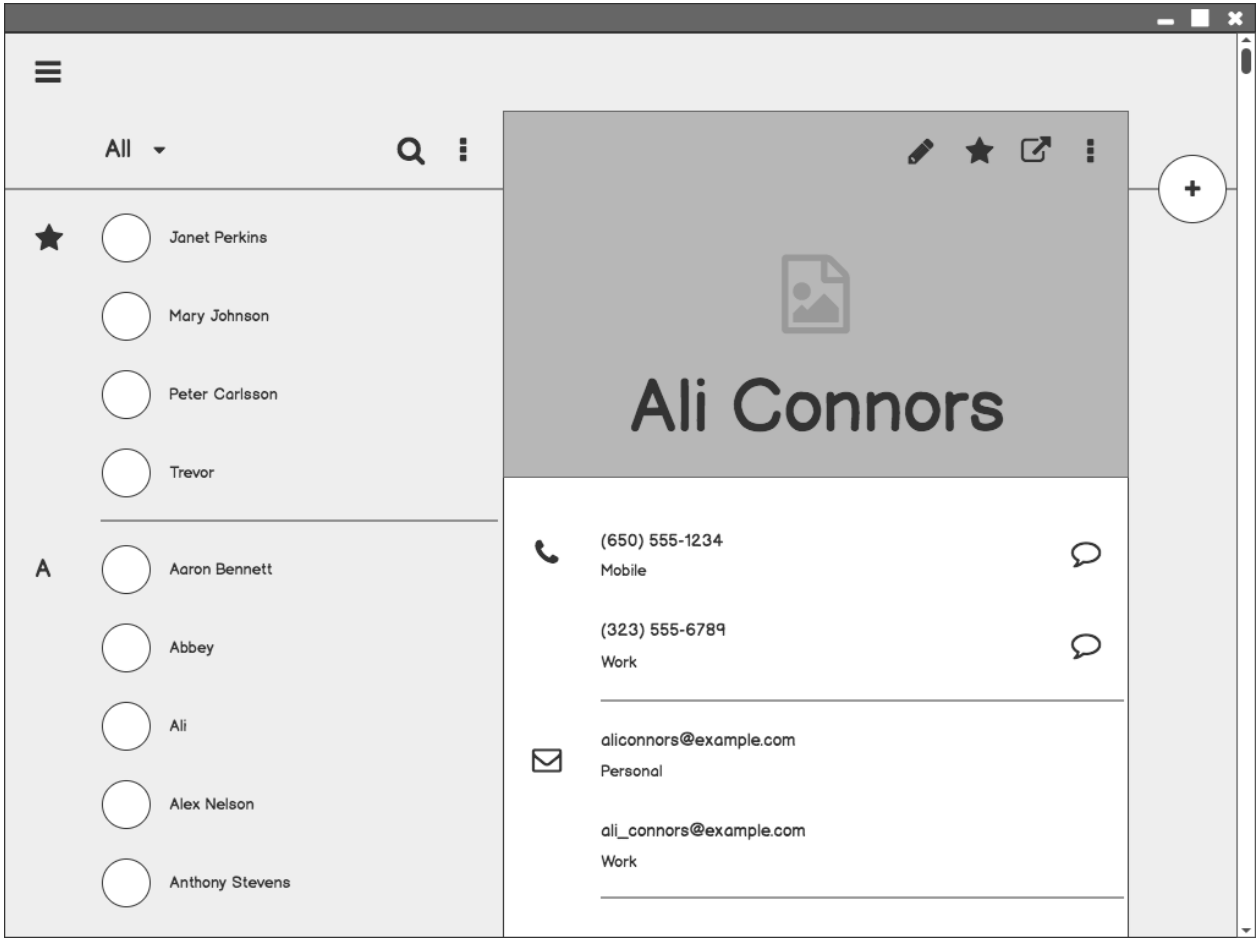


Component Detail



Articulate your design decisions by adding justifications

Component Detail (Mobile)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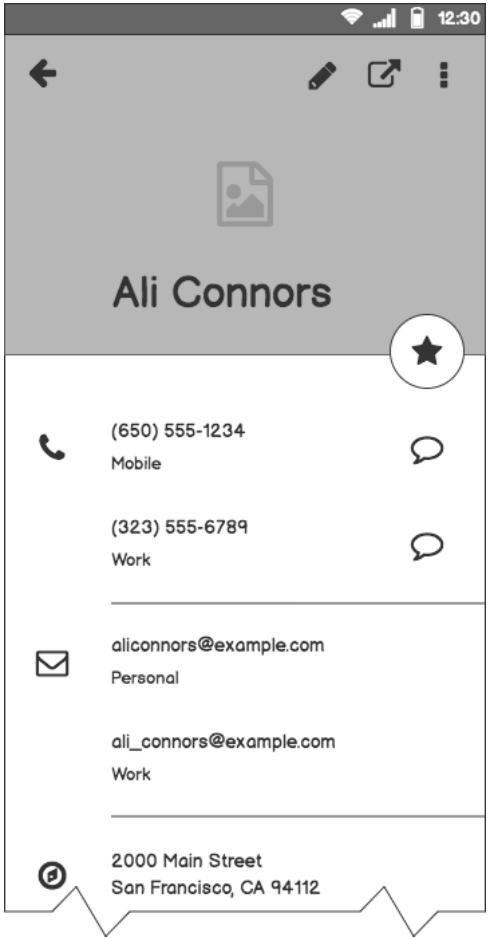
Contacts



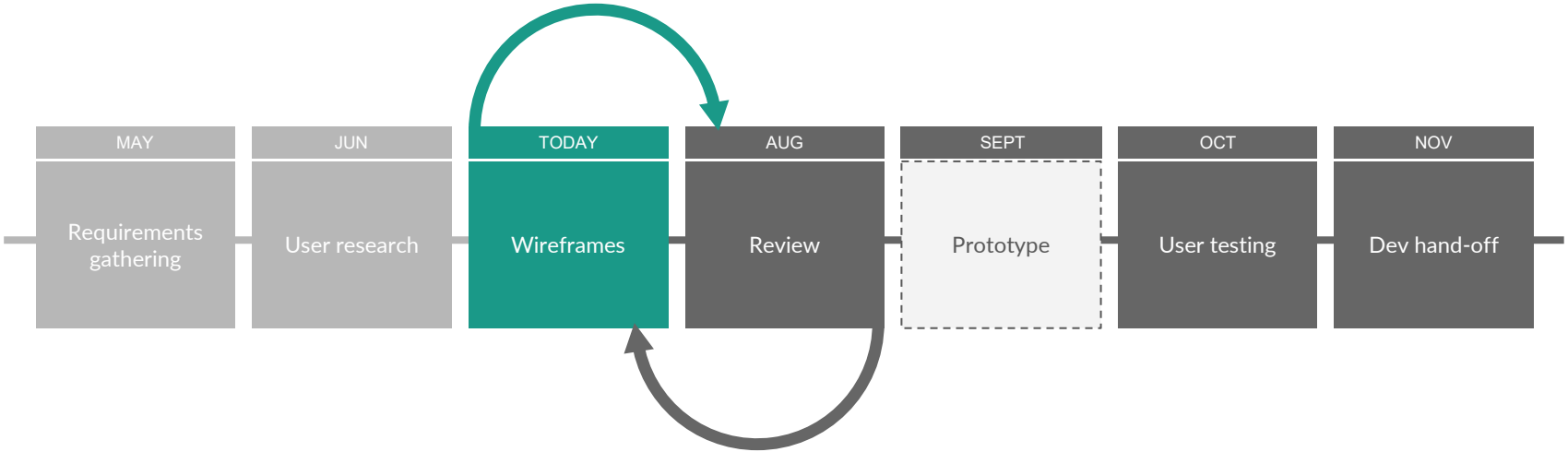
Contacts (Mobile)

Next Steps

What next?

- ➔ Present the timeline.
- ➔ Solicit comments on these slides or reviews on these wireframes in the Balsamiq add-on.
- ➔ User testing plan.

Timeline


MAY
Requirements gathering
JUN
User research
TODAY
Wireframes
AUG
Review
SEPT
Prototype
OCT
User testing
NOV
Dev hand-off

Questions?

References

Tips for Presenting Your Wireframes

3 Steps to Better UI Wireframes

Wireframing for Beginners