

# WIREFRAMES AND STORYBOARDS

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*PDM7 Instructor*

# LEARNING OBJECTIVES

- › Identify the importance of creating wireframes for a given product or project.
- › Identify different methods of wireframing, including sketch, lo-fi, and hi-fi.
- › Clearly define storyboarding, why it's important, and what it communicates

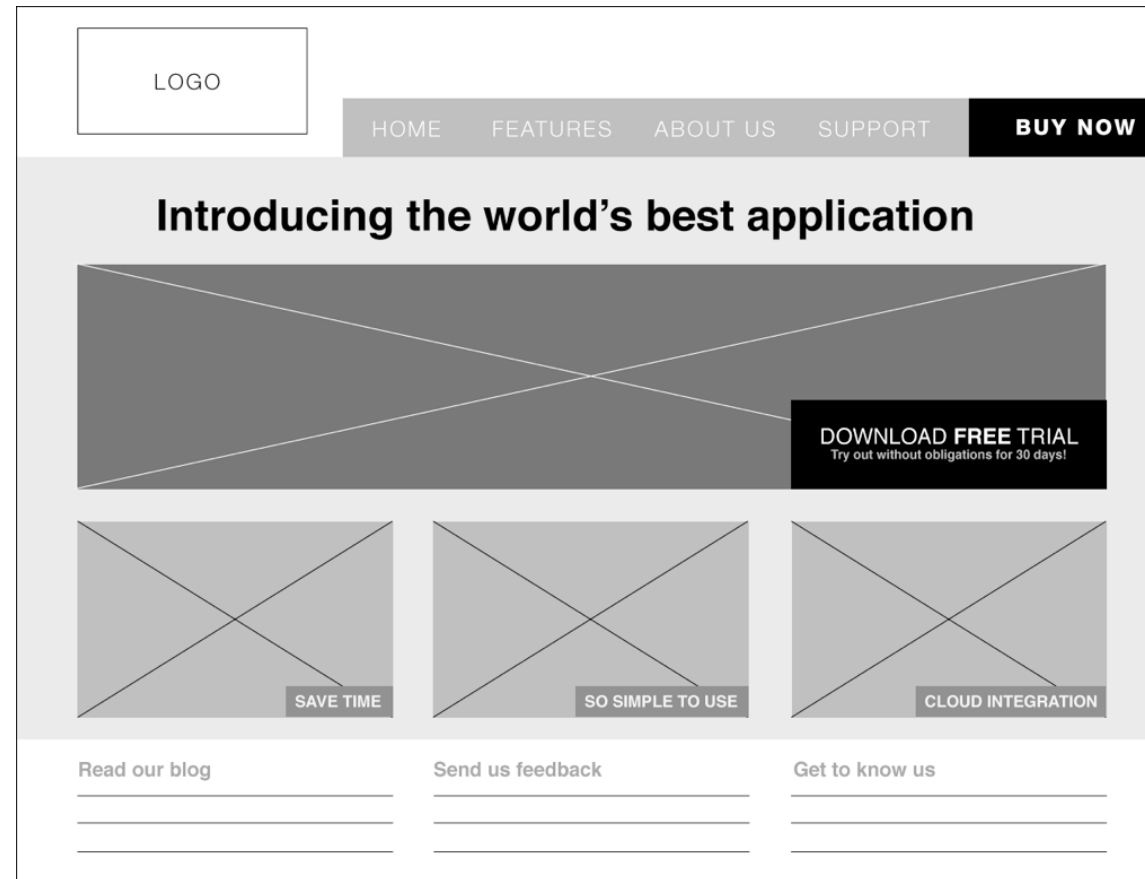
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## WIREFRAMES AND STORYBOARDS

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# WIREFRAMES

# WIREFRAMES



# WHAT IS WIREFRAMING?

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## WIREFRAMES

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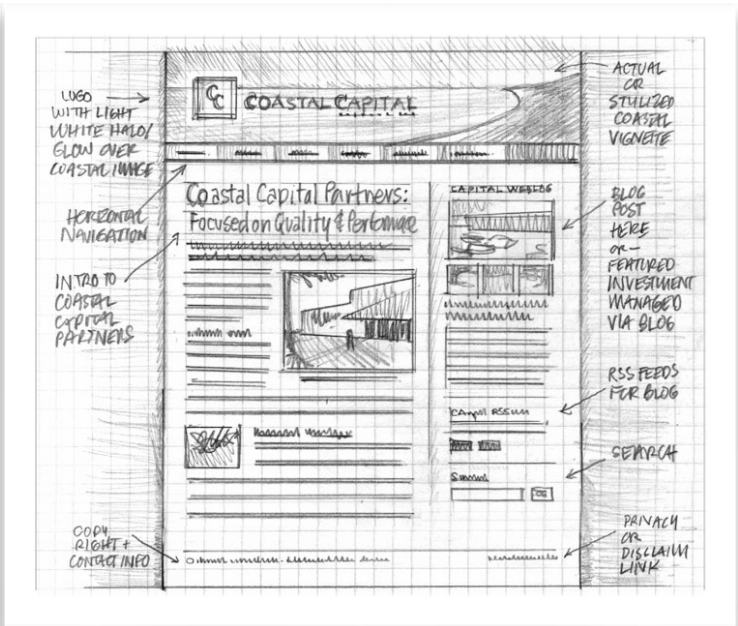
# WHY IS WIREFRAMING **IMPORTANT?**

COMMUNICATE WITH  
STAKEHOLDERS

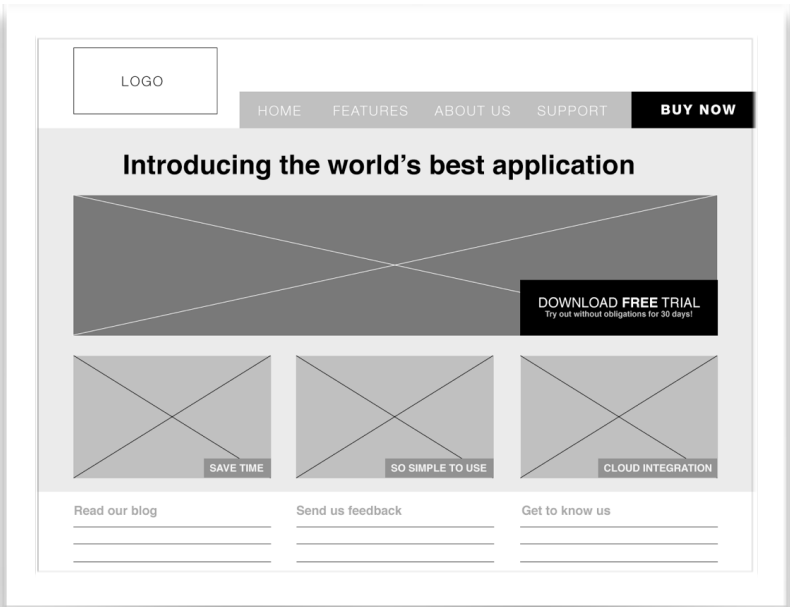
TEST YOUR  
PRODUCT WITH USERS

TEAM COLLABORATION  
AND ITERATION

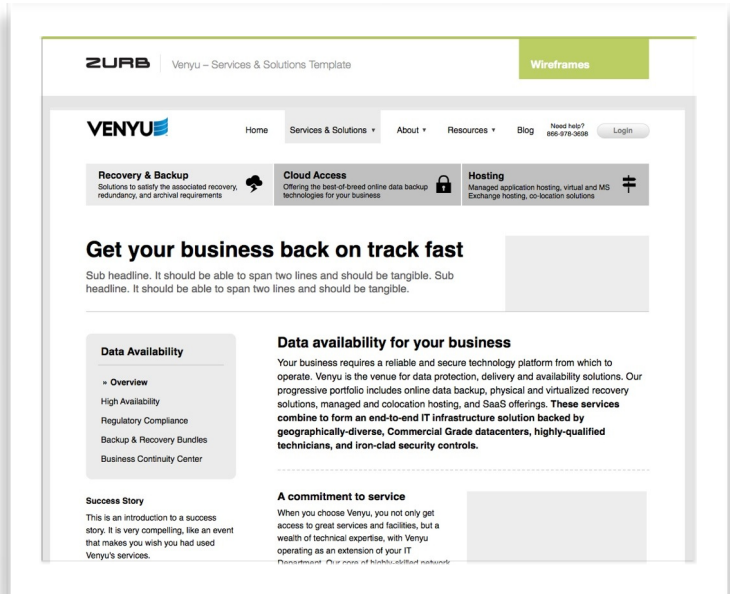
# WIREFRAMES



SKETCH



LO-FI



HI-FI

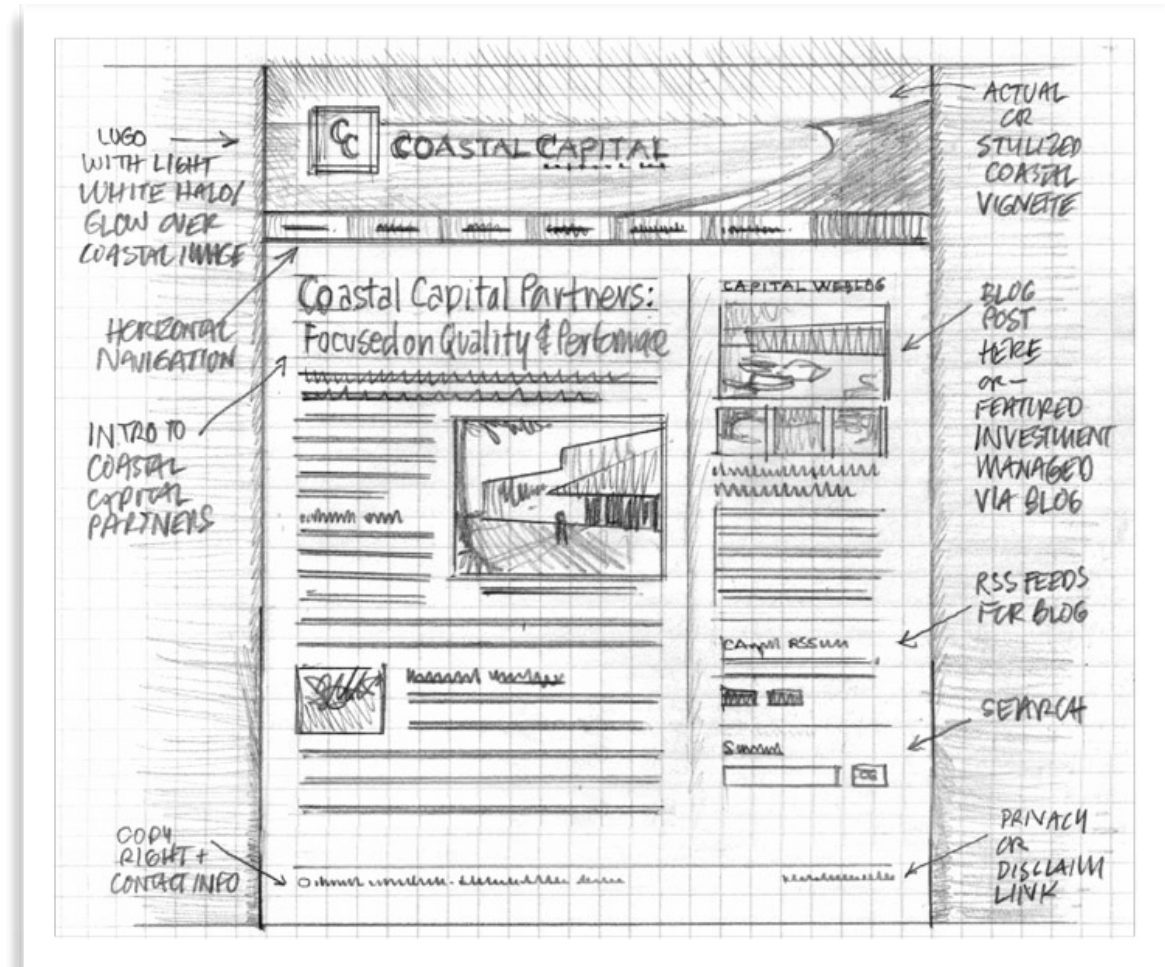
## WIREFRAMES

# SKETCH

INTENTIONALLY AMBIGUOUS

RAPID EXPLORATION

GREAT FOR BRAINSTORMING  
WITH CUSTOMERS AND TEAMS



# WIREFRAMES

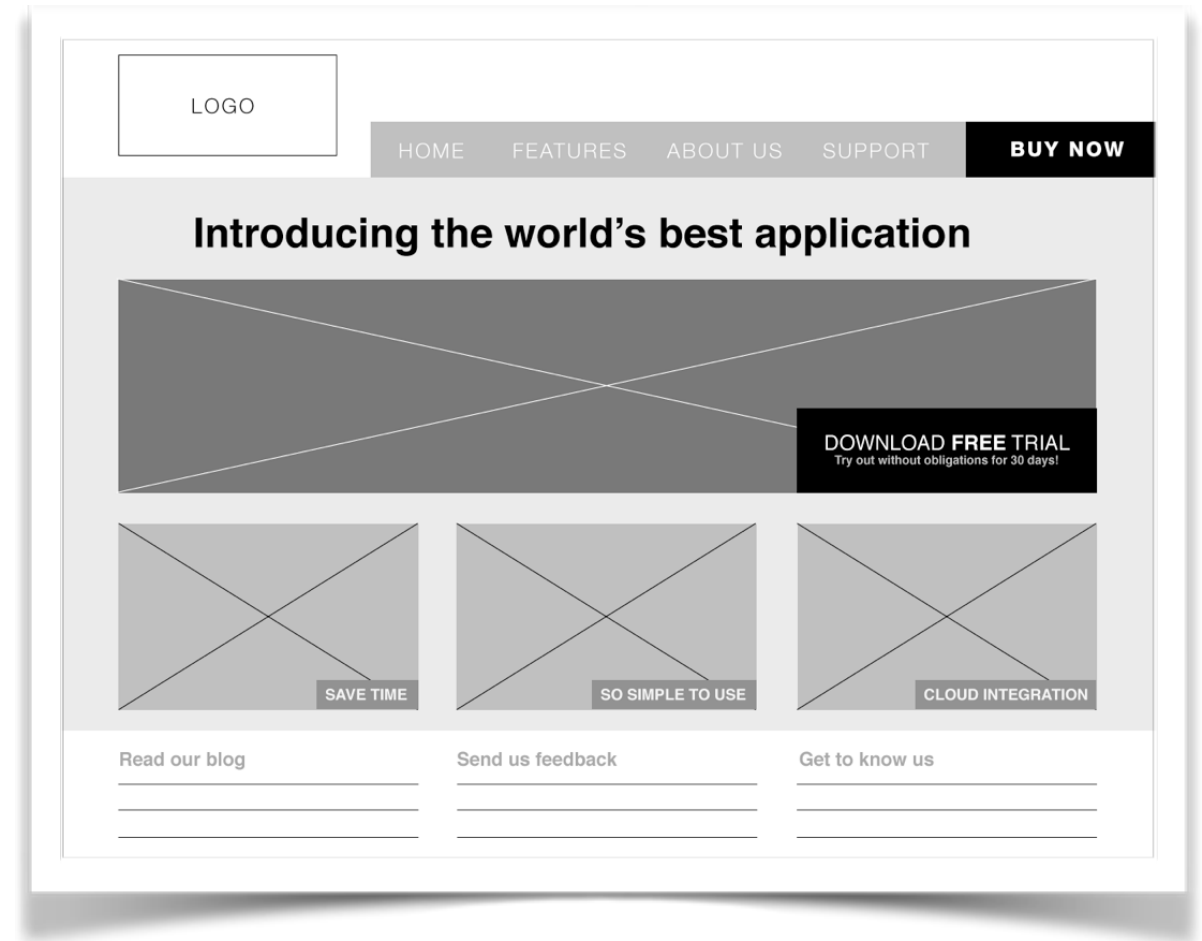
# LO-FI

**COMMUNICATES LAYOUT**

**INFORMATION ARCHITECTURE**

**TESTS UNDERSTANDING**

**LACKS SPECIFIC CONTENT / IMAGES**





# WIREFRAMES

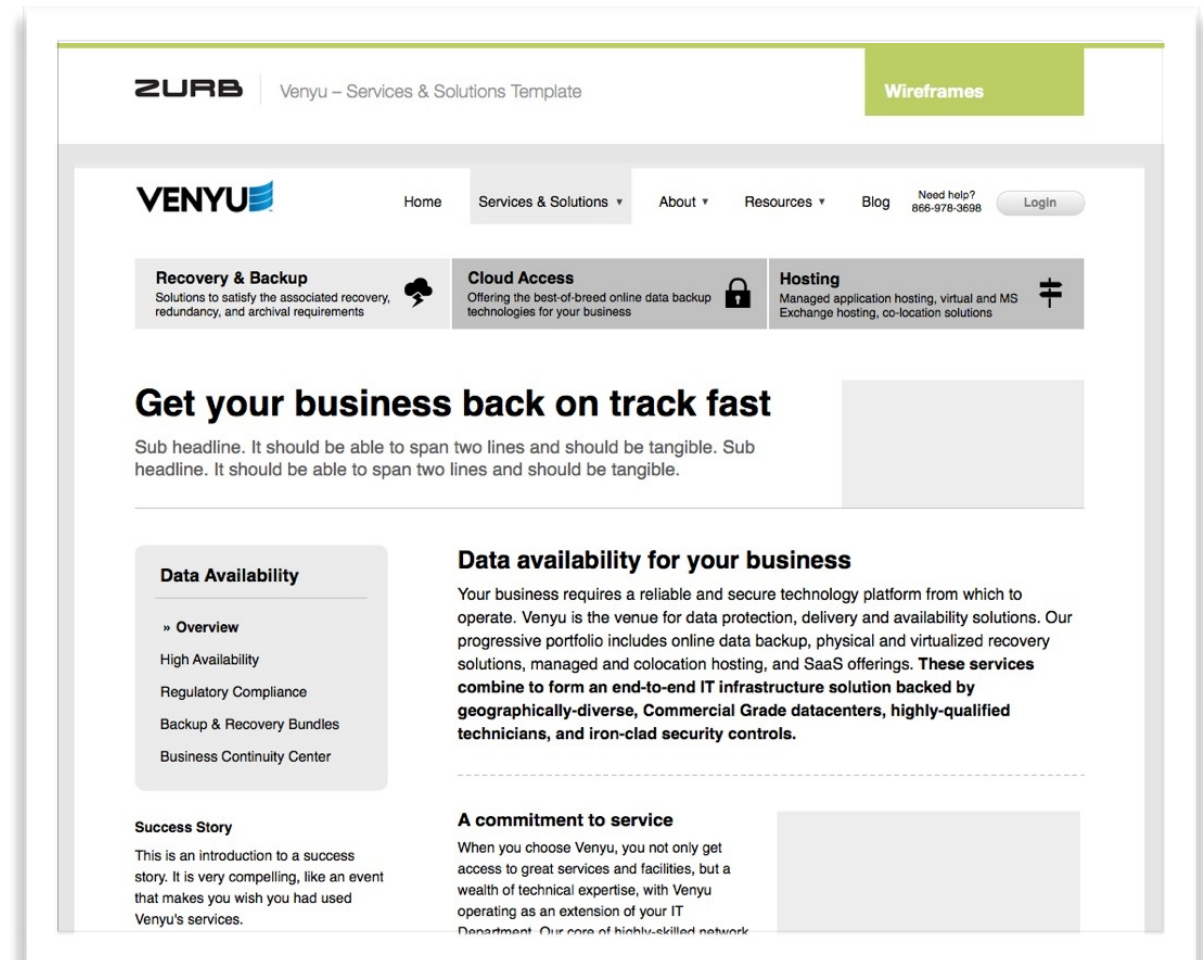
# HI-FI

COMMUNICATES EXPERIENCE

MORE DETAIL / BRAND FOCUS

CLOSEST TO ACTUAL PRODUCT

LAST STEP BEFORE DEVELOPMENT



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# WIREFRAMES

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## WHEN WIREFRAMING...

### DO FOCUS ON...

Content Layout  
Information Hierarchy  
Relationships  
Interface Functionality  
User Interaction

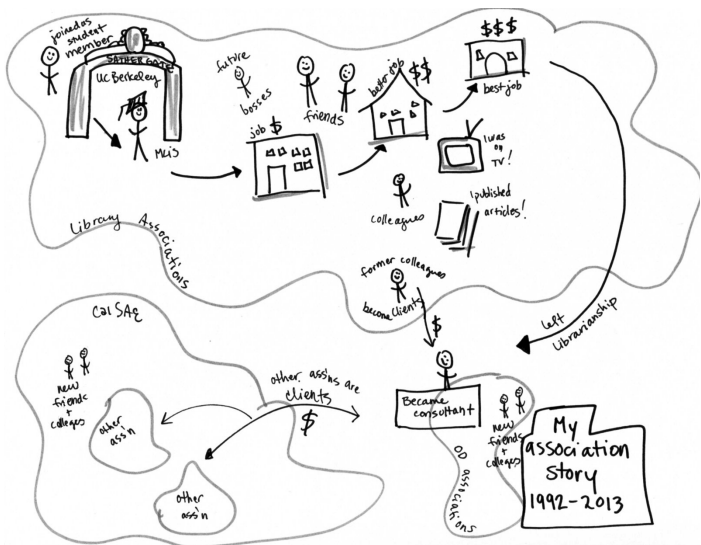
### DON'T FOCUS ON...

Branding  
Color Schemes  
Actual Copy  
Polish

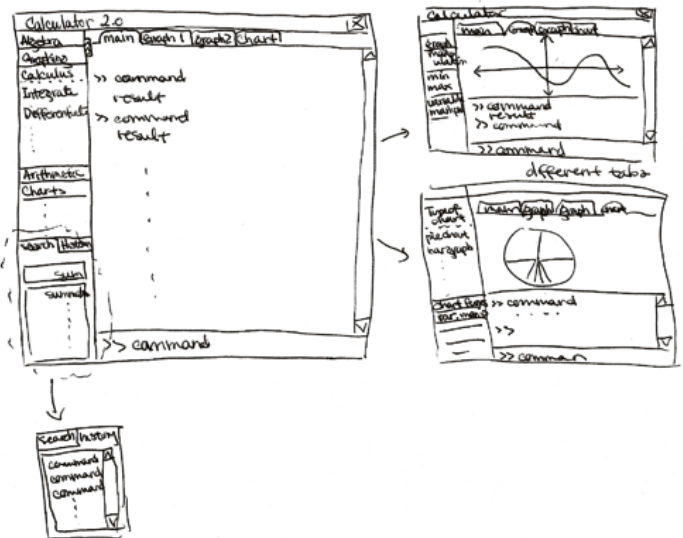
**WHAT SHOULD YOU  
ALWAYS DO FIRST?**

# WIREFRAMES

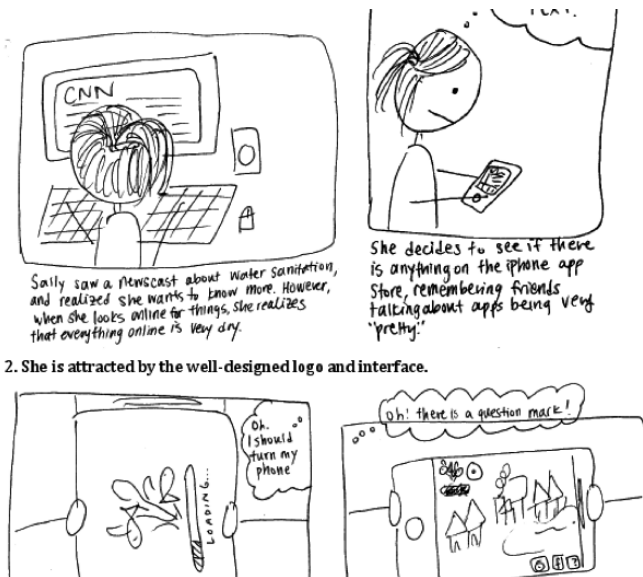
# SKETCH



# PROCESSES



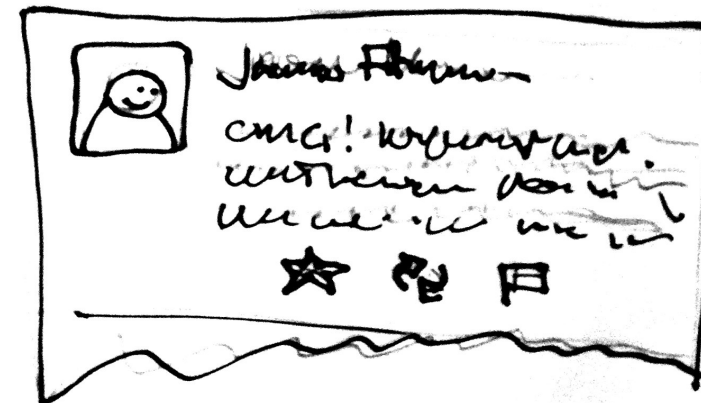
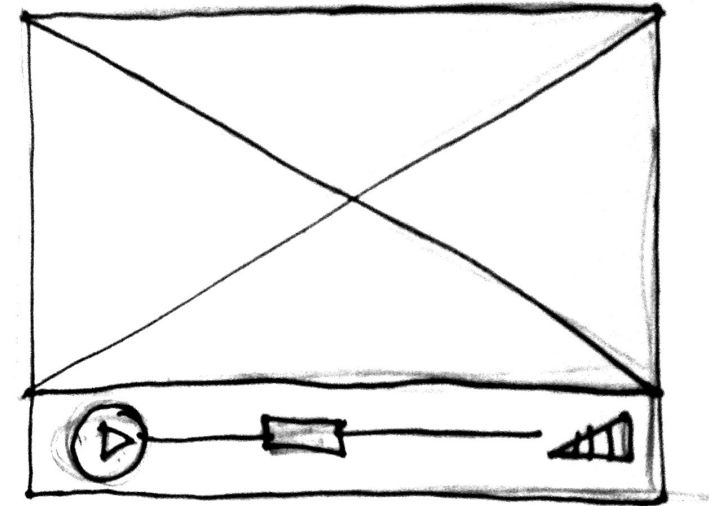
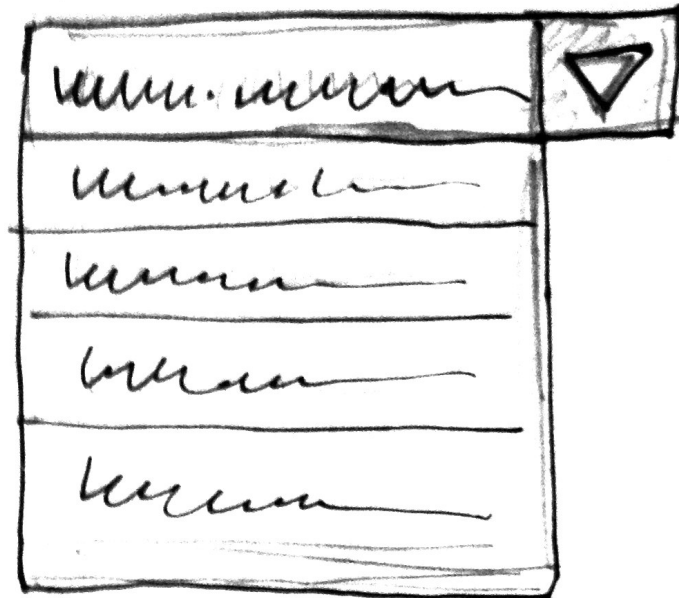
# INTERFACES



# SCENARIOS

## WIREFRAMES

# SOME SKETCHED ELEMENTS



# WIREFRAMES

# TOOLS



# ACTIVITY

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## EXERCISE

### **KEY OBJECTIVE(S)**

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Sketch the initial wireframes for an app within a team.

### **TIMING**

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- |               |   |
|---------------|---|
| <i>2 min</i>  | 1. In groups of 4, fold your paper into 6 boxes (six up).                           |
| <i>5 min</i>  | 2. Sketch individually ideas for an app to find and schedule a dog walker.          |
| <i>10 min</i> | 3. Share with the team and give quick feedback.                                     |
| <i>15 min</i> | 4. Create quick sketches as a team of a few wireframes for the app in another 6-up. |

### **DELIVERABLE**

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A six-up with high level sketches for a dog walking app.

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## WIREFRAMES AND STORYBOARDS

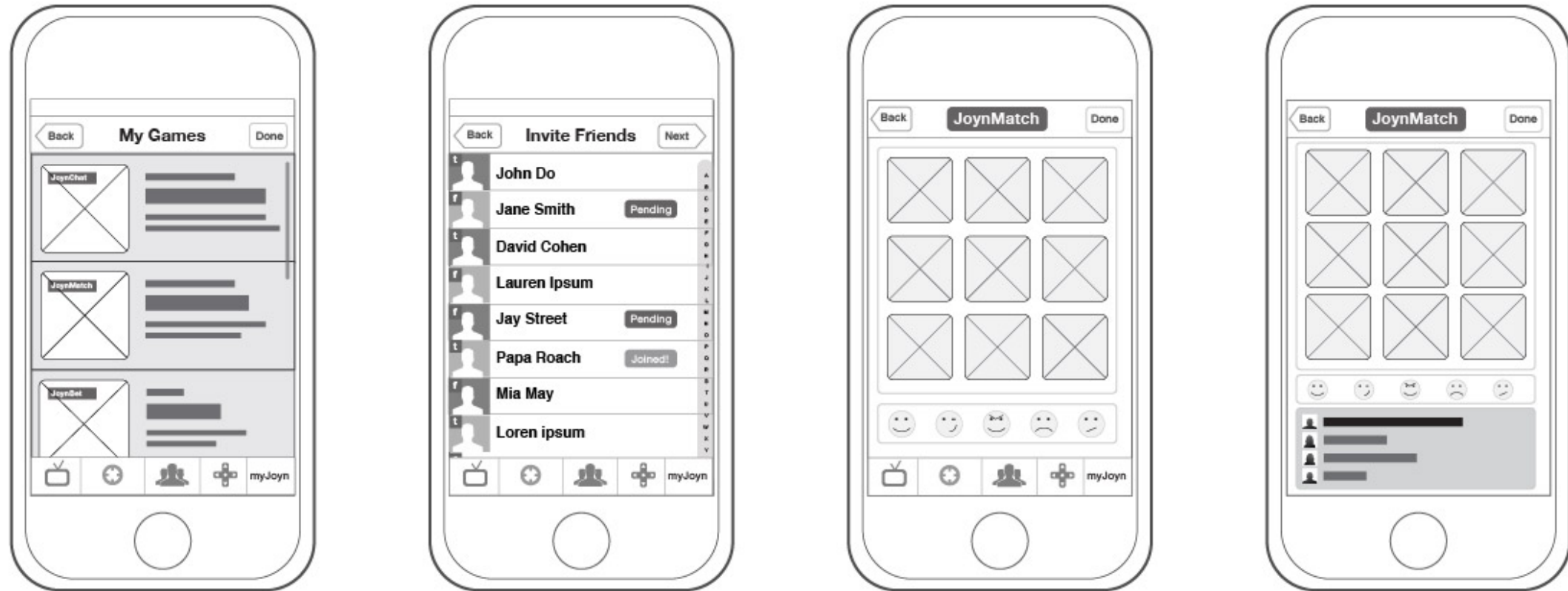
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# STORYBOARDING



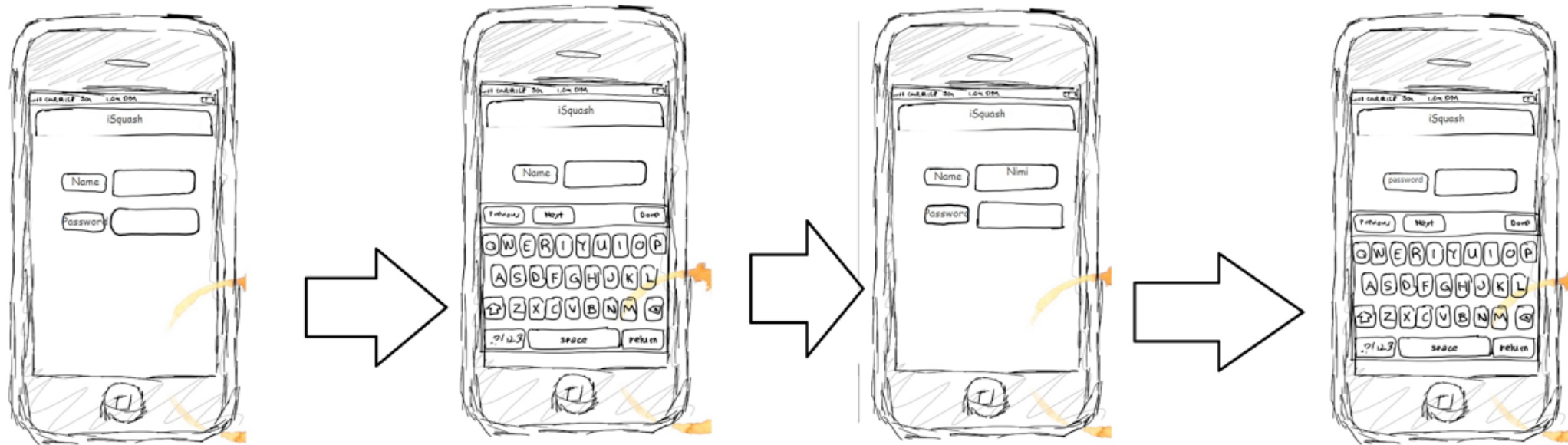
# STORYBOARDING

## WHAT ARE THE LIMITATIONS OF WIREFRAMING?



# STORYBOARDING

## STORYBOARDING

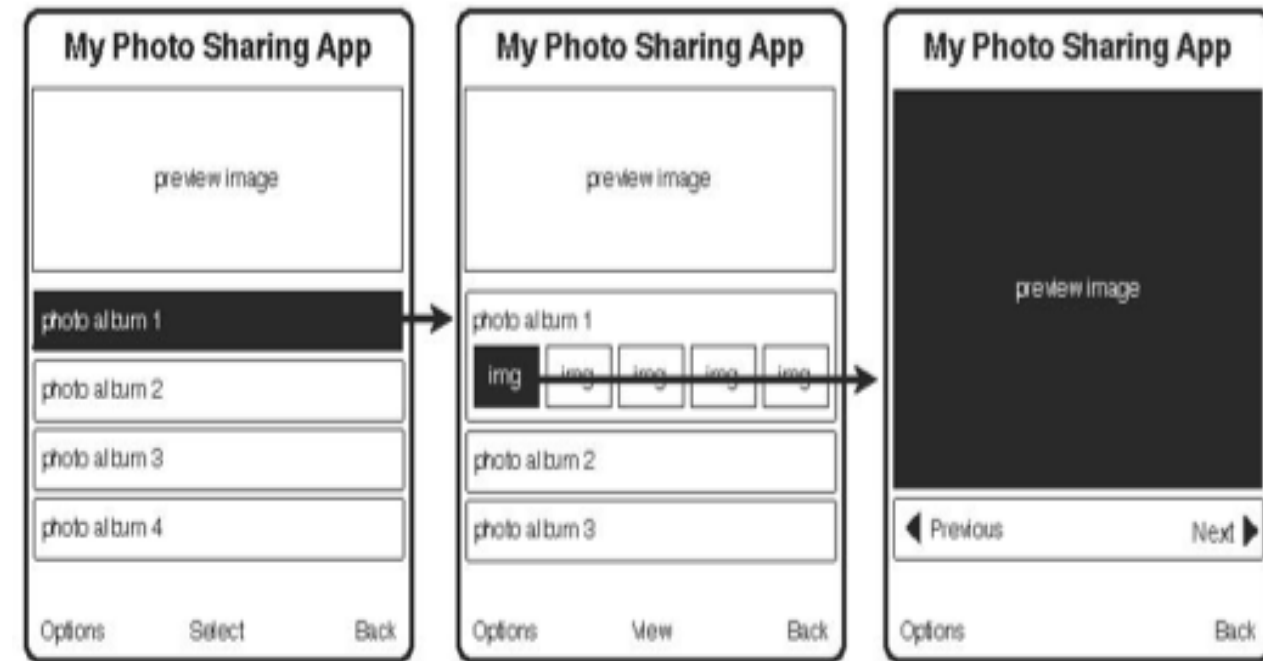


**A PANEL OR SERIES OF PANELS OF ROUGH SKETCHES OR WIREFRAMES OUTLINING THE SEQUENCE OF EVENTS THAT A CUSTOMER WILL EXPERIENCE WHILE USING YOUR PRODUCT DURING A SPECIFIC ACTIVITY.**

## STORYBOARDING

# WHY STORYBOARD?

GIVE **CONTEXT** AND  
**EXPLORE** COMPLEX  
INTERACTIONS

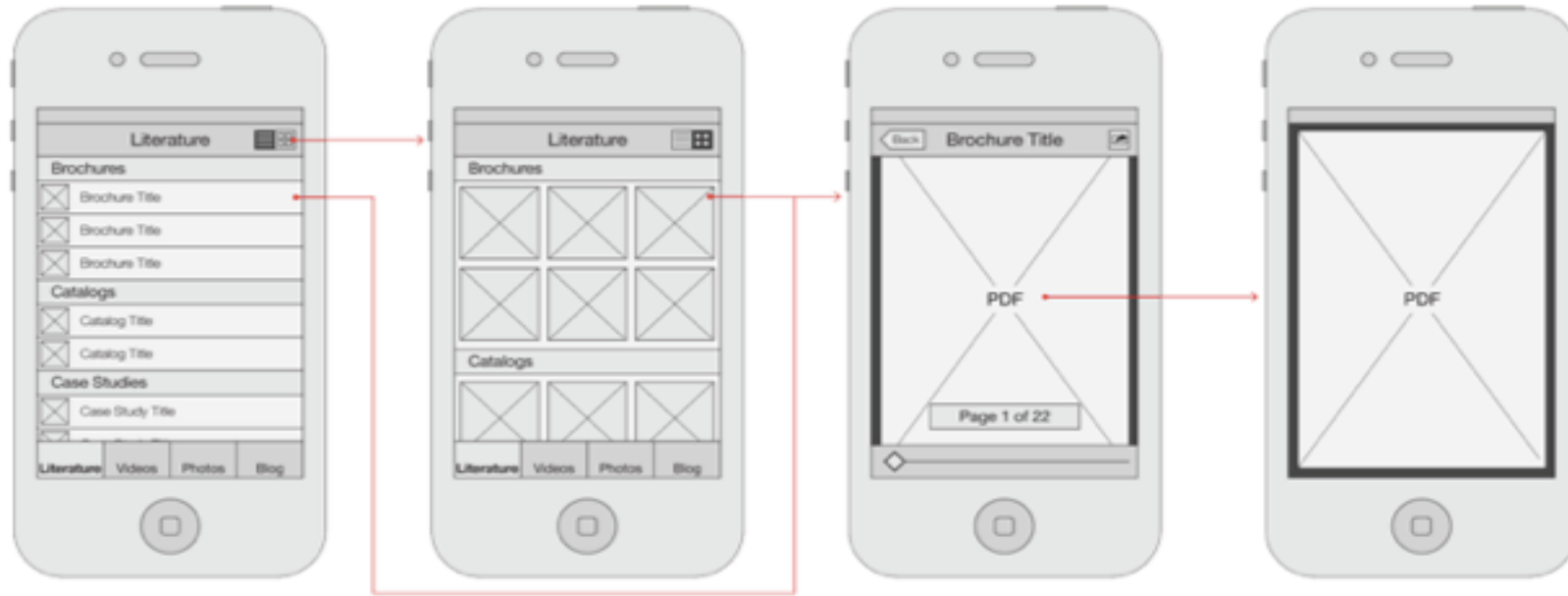


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## STORYBOARDING

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# WHAT CAN YOU COMMUNICATE?



## LAYOUT

(WHAT IT LOOKS LIKE WHEN I...)

## FLOW

(WHAT COMES NEXT WHEN I...)

## BEHAVIOR

(WHAT HAPPENS WHEN...)

# STORYBOARDING

## OTHER EXAMPLES



1.0 Log in



1.1 Sign up details



1.2 Analysing user's library



Tagging your music...  
Generating playlists...  
Applying artist images...

Notes  
1. Need a mechanism to "add all artists to your profile" for users who don't want to bootstrap on first launch

1.3 Swipe to browse "Moods"



"Personal" playlists are Last.fm lists like "Top Artists", "Love tracks" etc.  
"Saved" are playlists created on this app  
"iTunes" are imported from iTunes.

Snaps into position

1.4 Switch "Moods" categories



1.5 View songs in "Moods"



"Smartmixes" need to work offline - so need to be cached on first launch of the app.

# ACTIVITY

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## EXERCISE

### **KEY OBJECTIVE(S)**

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Turn your wireframes into a storyboard for an app within a team.

### **TIMING**

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- 5 min* 1. In the same groups of 4, think about the user flow for the dog walking app.
- 10 min* 2. Arrange your wireframes into a storyboard and annotate them.
- 15 min* 3. Add new wireframes to fill in gaps of the flow.

### **DELIVERABLE**

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A storyboard for a dog walking app.

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## WIREFRAMING AND STORYBOARDING

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**USABILITY**  
**OVER**  
**PRETTY.**



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## WIREFRAMING AND STORYBOARDING

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# RESOURCES

1. [A Beginner's Guide to Wireframing](#)
2. [10 Free Wireframing Tools for Designers](#)

# TOOLS

1. [Pencil Project](#)
2. [Omnigraffle](#)
3. [Mockflow](#)
4. [Proto.io](#)

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**INSERT CLASS TITLE**

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# **HOMEWORK**

## PRODUCT DEVELOPMENT LIFE CYCLE

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# Q&A

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**PRODUCT DEVELOPMENT LIFE CYCLE**

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**EXIT TICKETS**

**[HTTP://GA.CO/PDMTICKET](http://ga.co/pdmticket)**