

# WIREFRAMES AND STORYBOARDS

Sherika Wynter

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**WIREFRAMES AND STORYBOARDS**

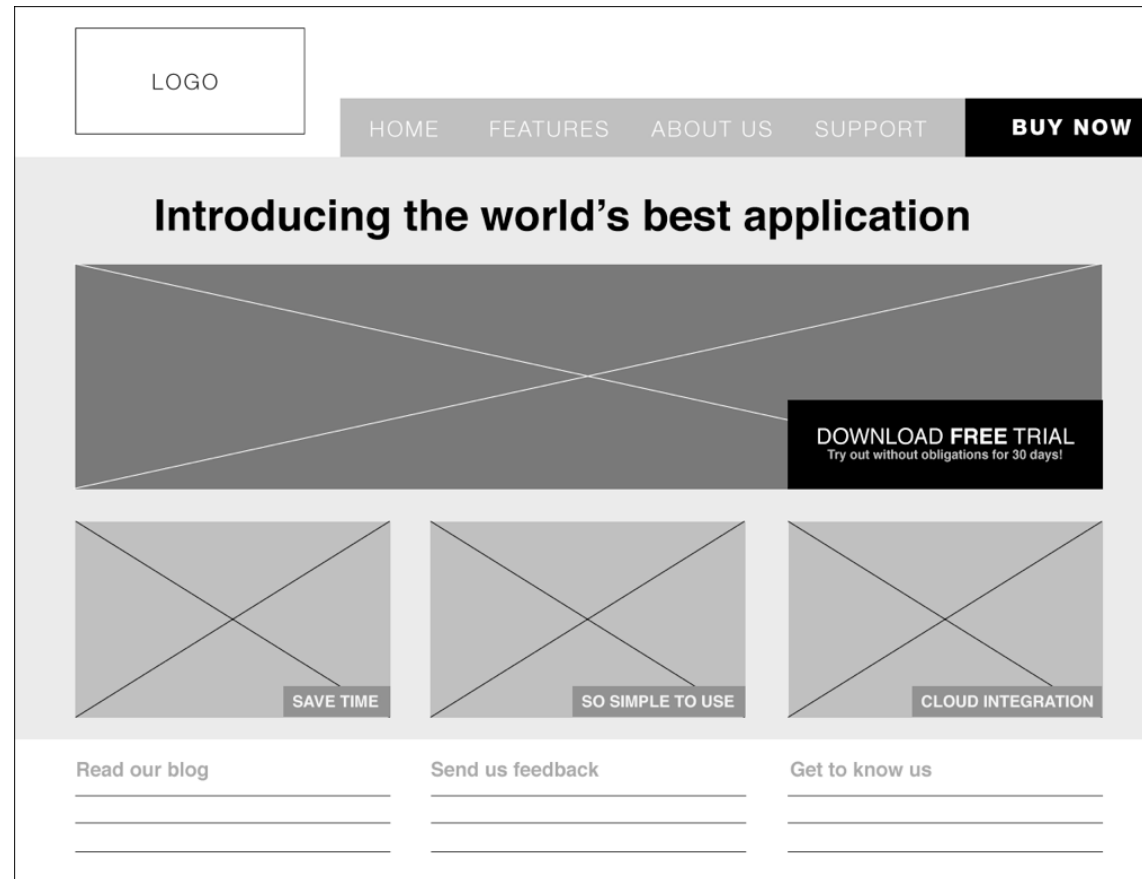
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**WIREFRAMES**

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# WIREFRAMES

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# WHAT IS WIREFRAMING?

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**WIREFRAMES**

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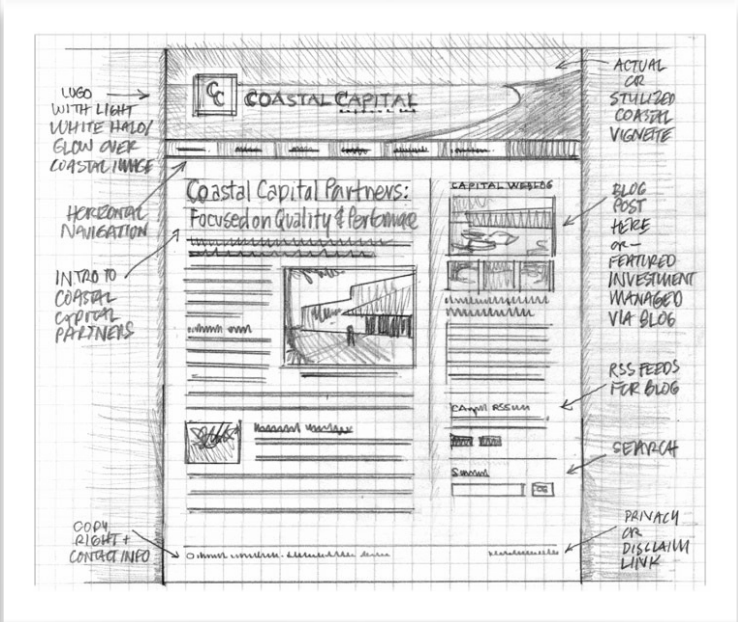
# **WHY IS WIREFRAMING IMPORTANT?**

**COMMUNICATE  
WITH  
STAKEHOLDERS**

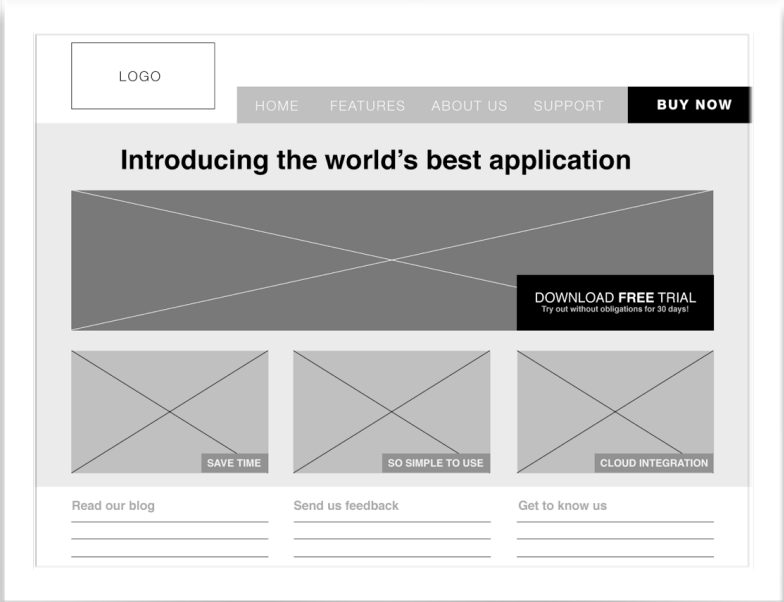
**TEST YOUR  
PRODUCT WITH  
USERS**

**TEAM COLLABORATION AND ITERATION**

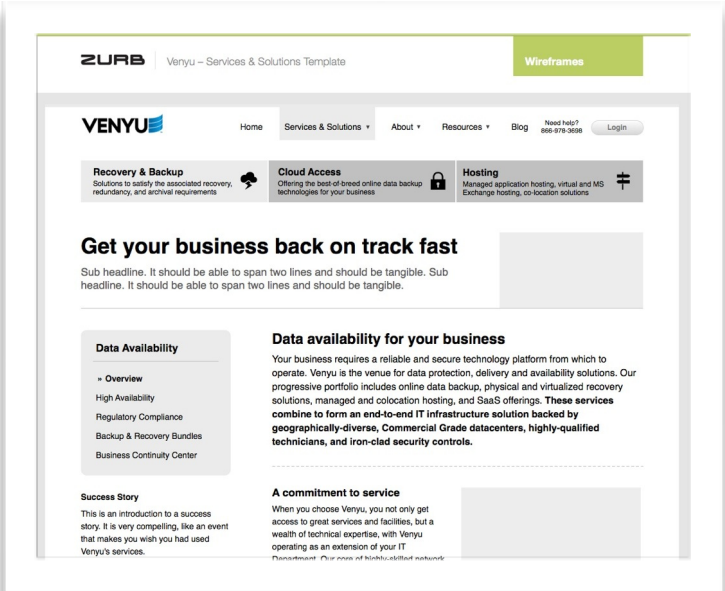
# WIREFRAMES



SKETCH



LO-FI

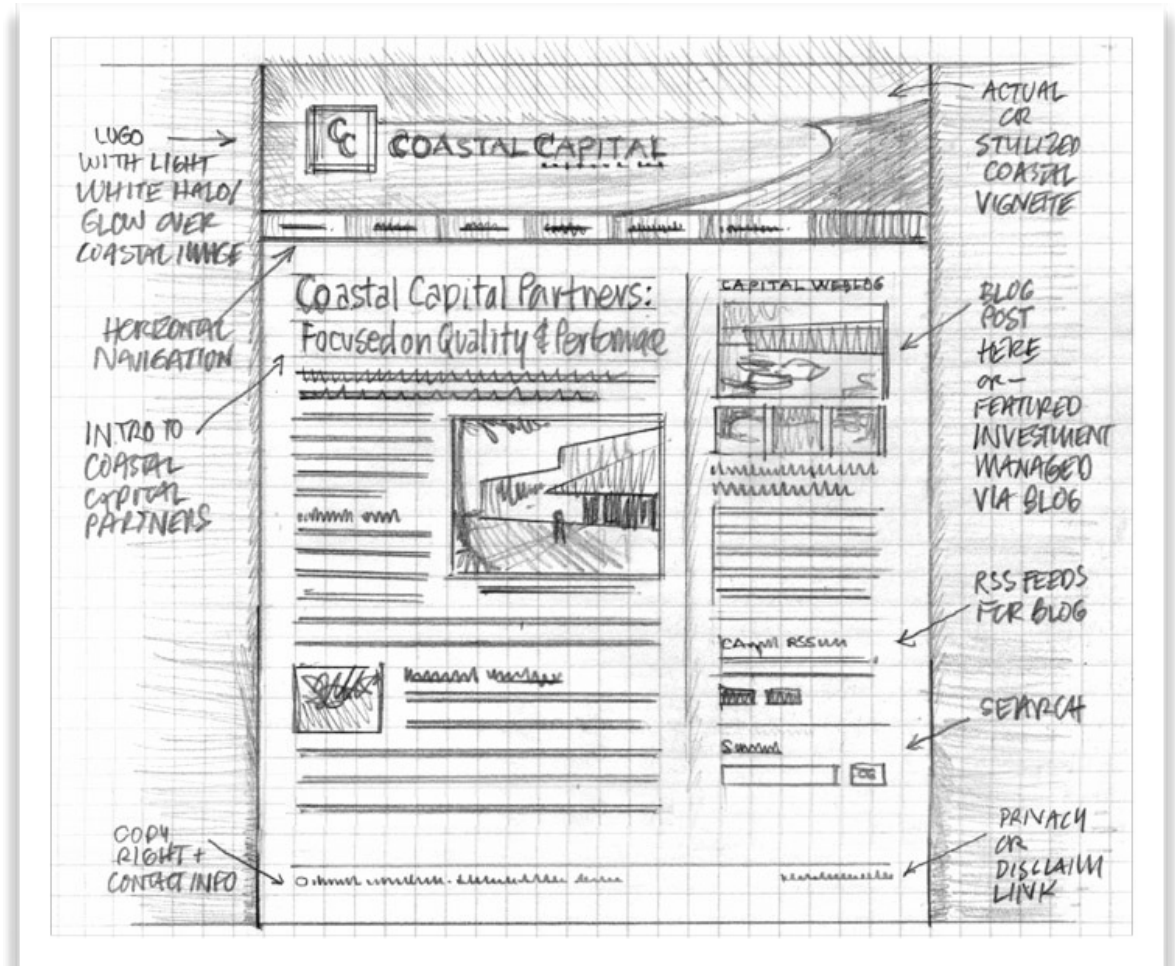


HI-FI

# WIREFRAMES

# SKETCH

- **INTENTIONALLY AMBIGUOUS**
- **RAPID EXPLORATION**
- **GREAT FOR BRAINSTORMING WITH CUSTOMERS AND TEAMS**



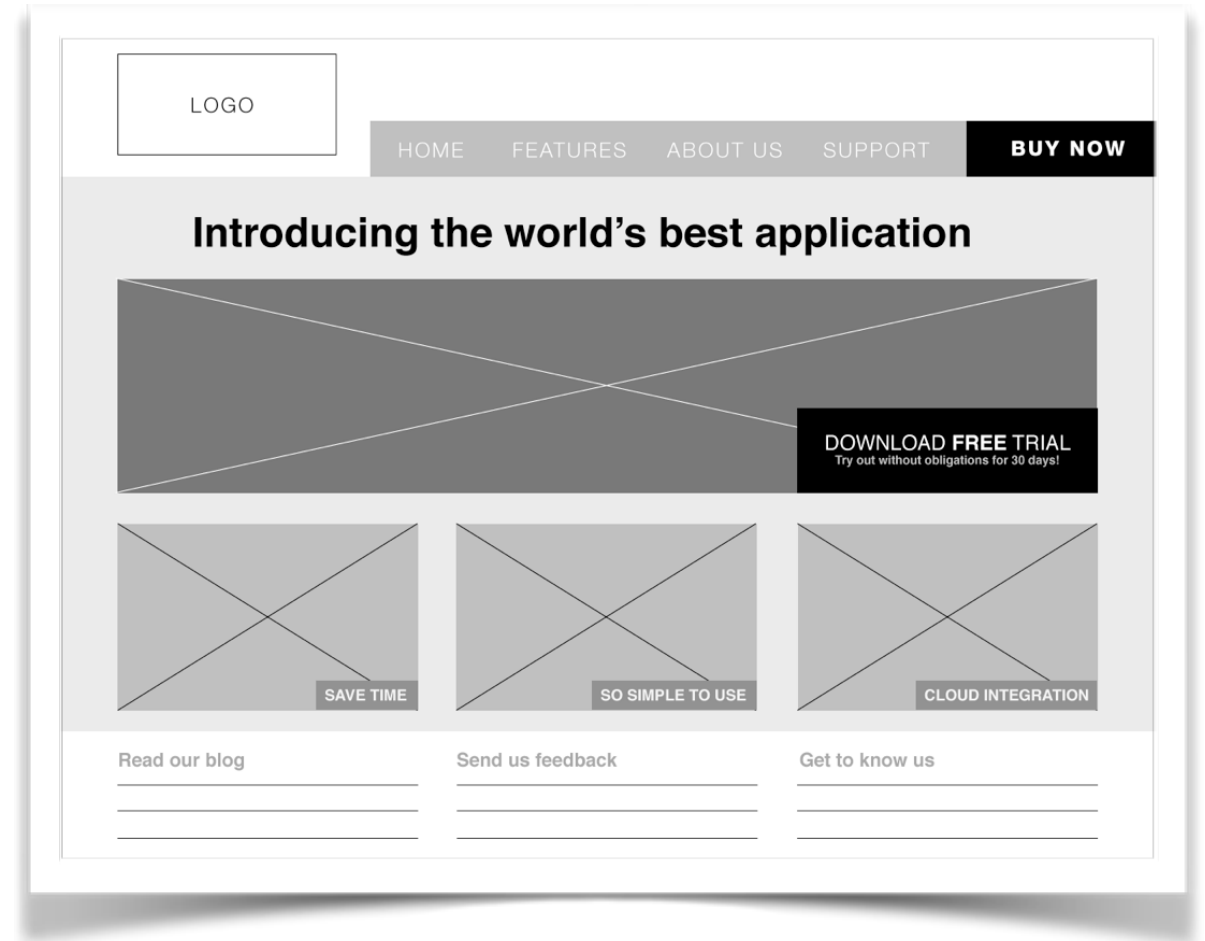
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# WIREFRAMES

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# LO-FI

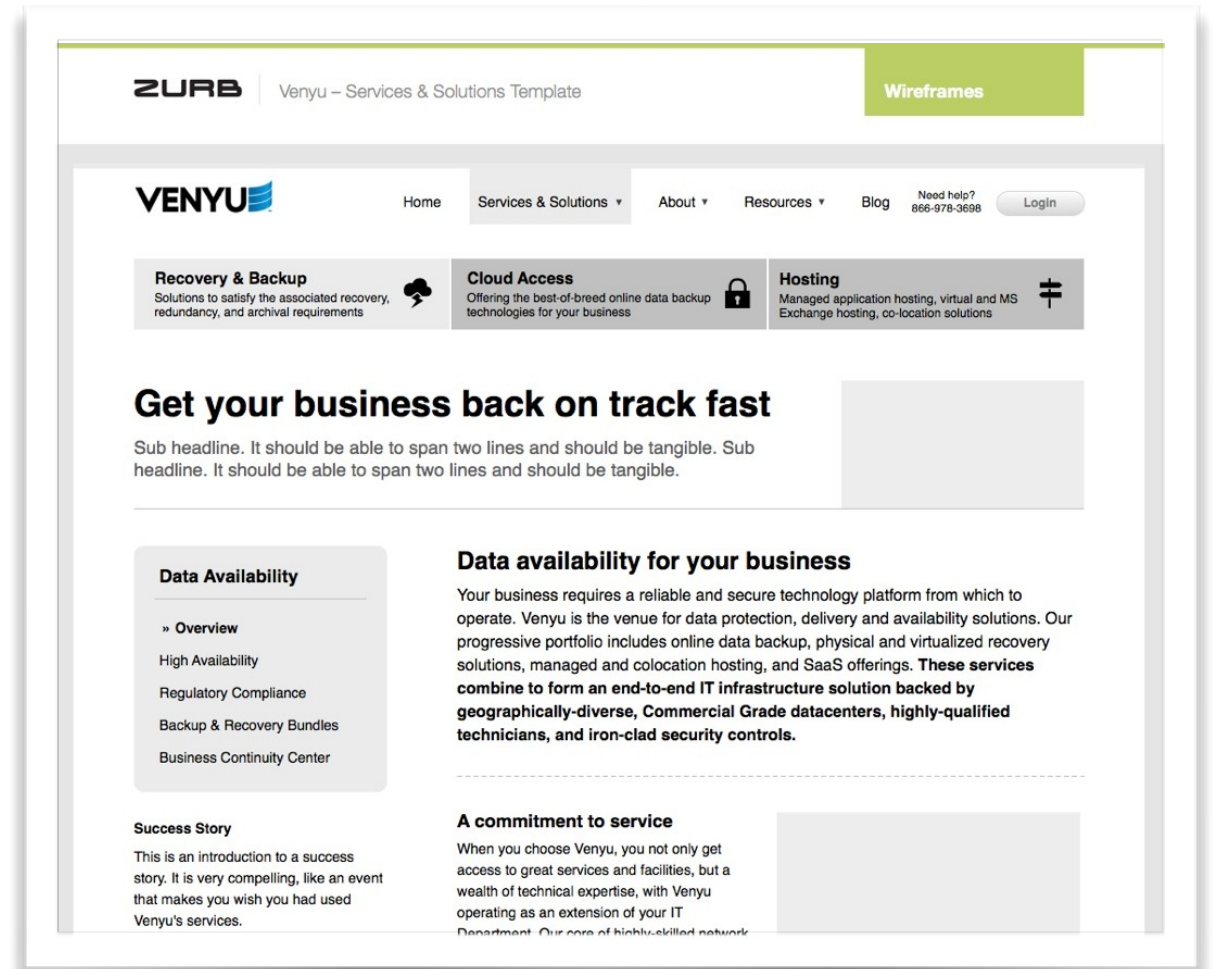
- **COMMUNICATES LAYOUT**
- **INFORMATION**
- **ARCHITECTURE**
- **TESTS UNDERSTANDING**
- **LACKS SPECIFIC CONTENT / IMAGES**



# 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...

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Content Layout  
Information Hierarchy  
Relationships  
Interface Functionality  
User Interaction

### DON'T FOCUS ON...

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Branding  
Color Schemes  
Actual Copy  
Polish

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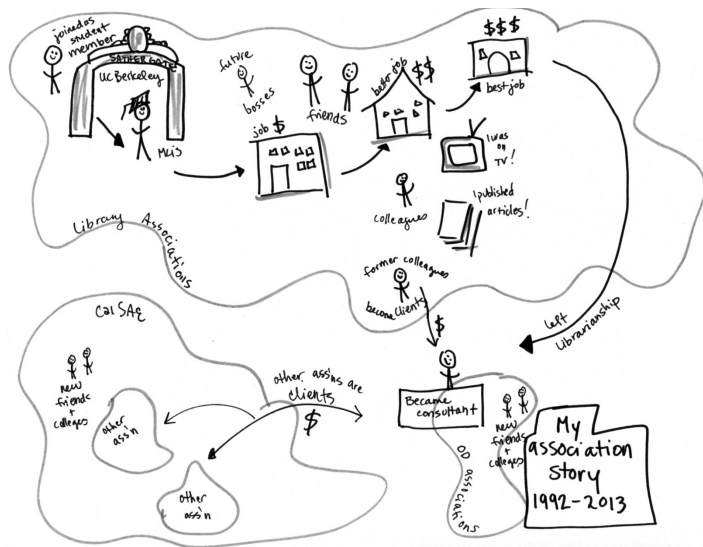
## WIREFRAMES

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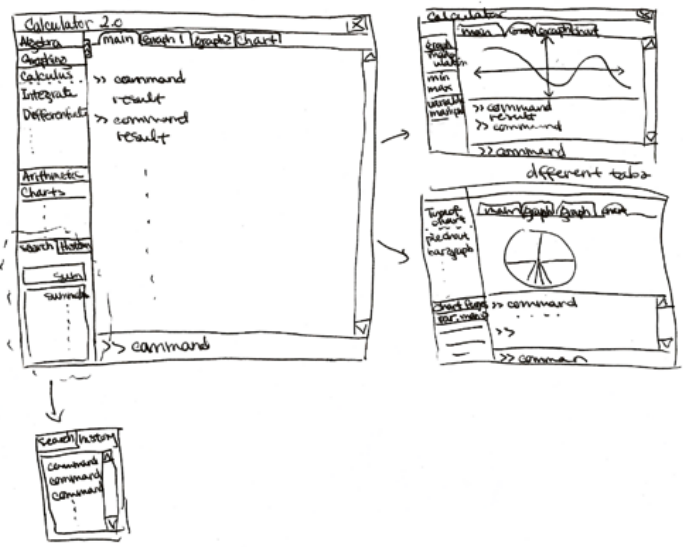
WHAT SHOULD YOU  
ALWAYS DO FIRST?

# WIREFRAMES

# SKETCH



# PROCESSES



# INTERFACES



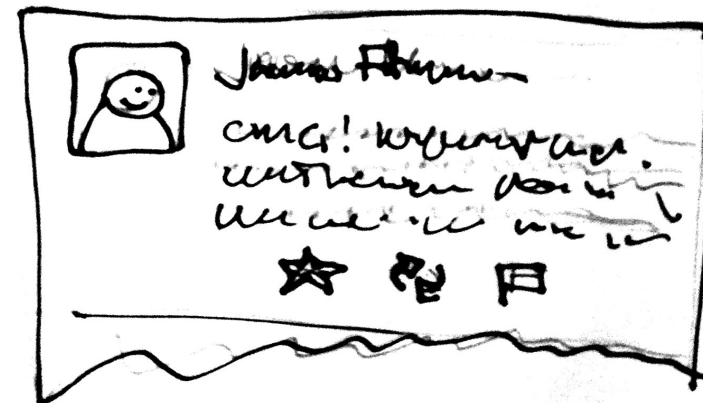
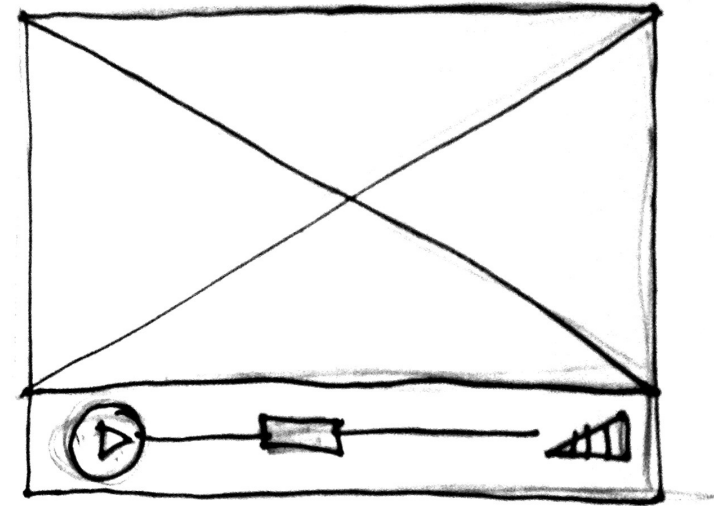
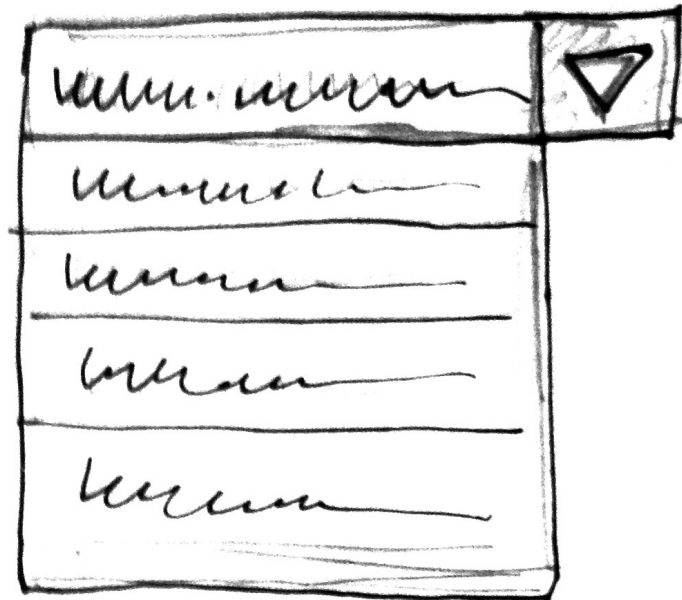
# SCENARIOS

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# WIREFRAMES

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## SOME SKETCHED ELEMENTS



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# WIREFRAMES

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# TOOLS



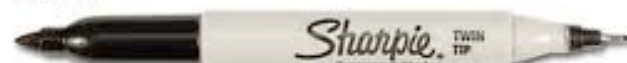
Ultra Fine Point



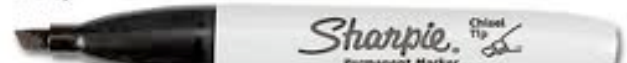
Fine Point



Retractable



Twin Tip



Chisel Tip



Warm Grey



Soft Yellow



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## WIREFRAMES

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# **\*WALK THE CLASS THROUGH HOW TO WIREFRAME A BASIC WEBSITE\***

Suggestion: Take a website and project on whiteboard. Draw over it the wireframes elements. Remove the projector and look at the basic wireframe.

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# ACTIVITY

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## **KEY OBJECTIVE(S)**

Sketch the initial wireframes for an app within a team.

## **TIMING**

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

## **DELIVERABLE**

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

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**WIREFRAMES AND STORYBOARDS**

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# STORYBOARDING

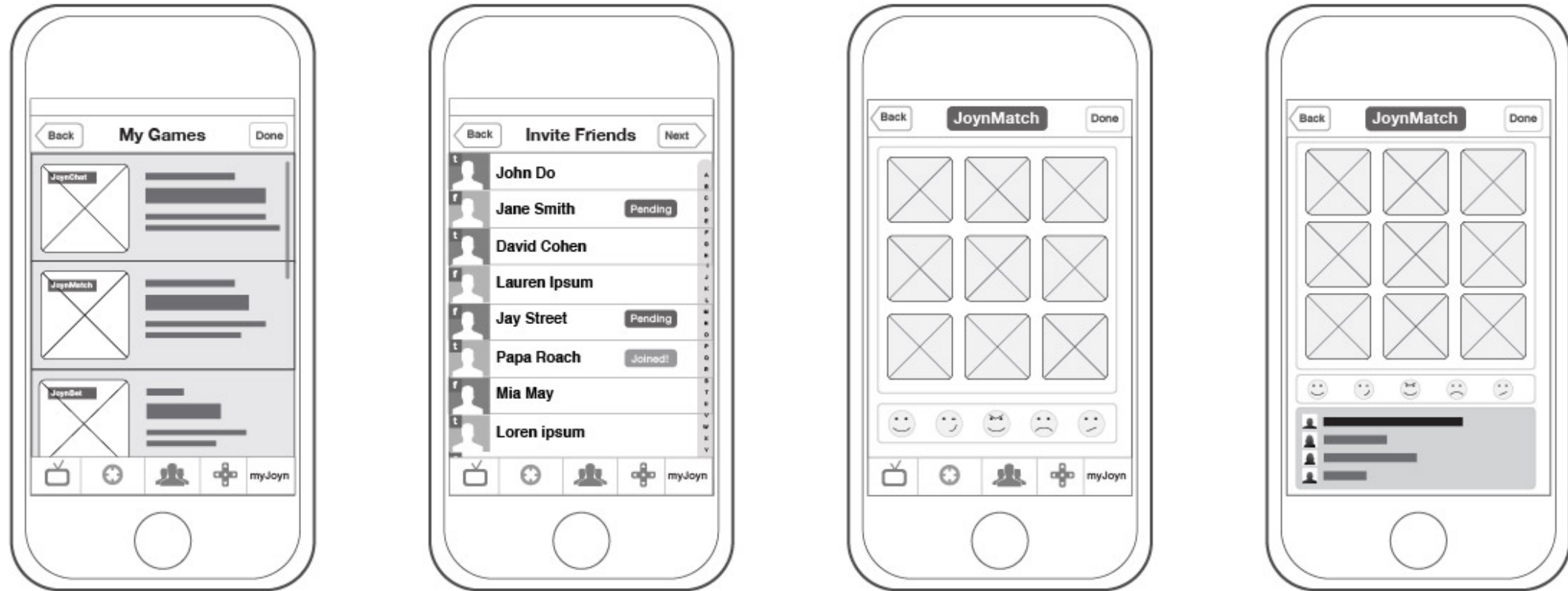


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## STORYBOARDING

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# WHAT ARE THE LIMITATIONS OF WIREFRAMING?

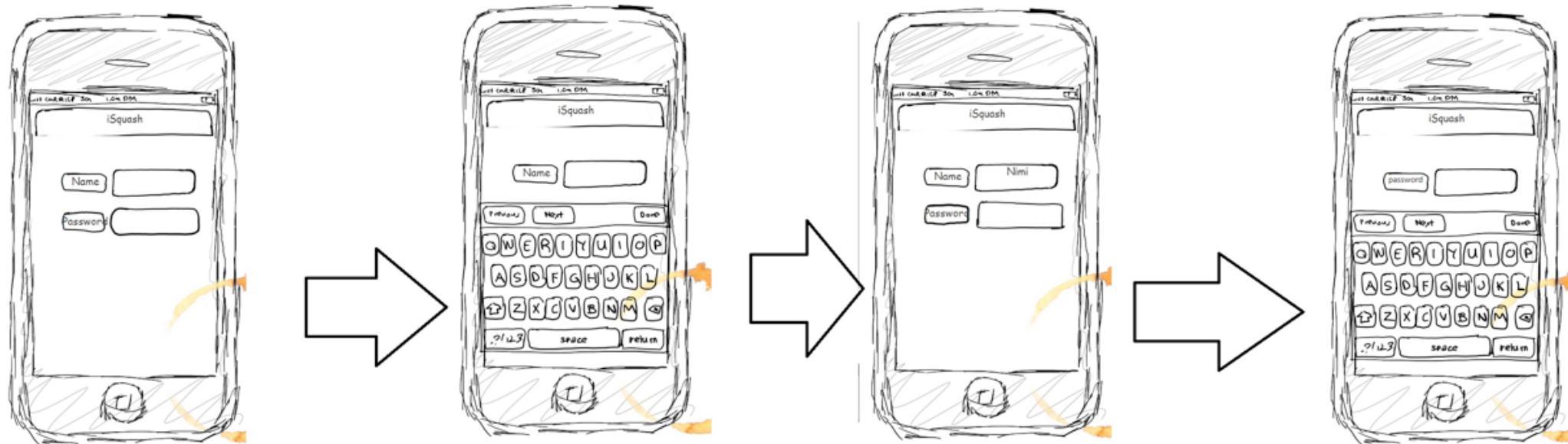


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# STORYBOARDING

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# 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.

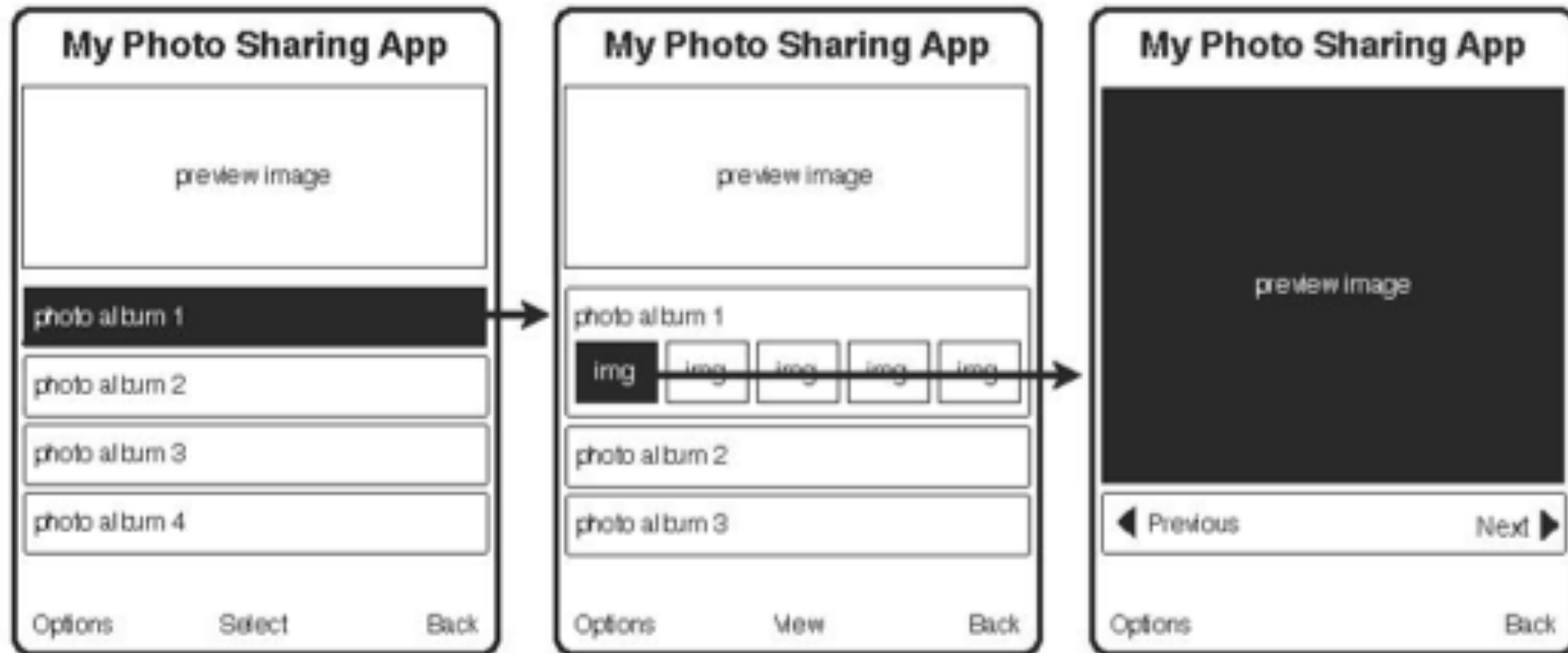
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## STORYBOARDING

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# WHY STORYBOARD?

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

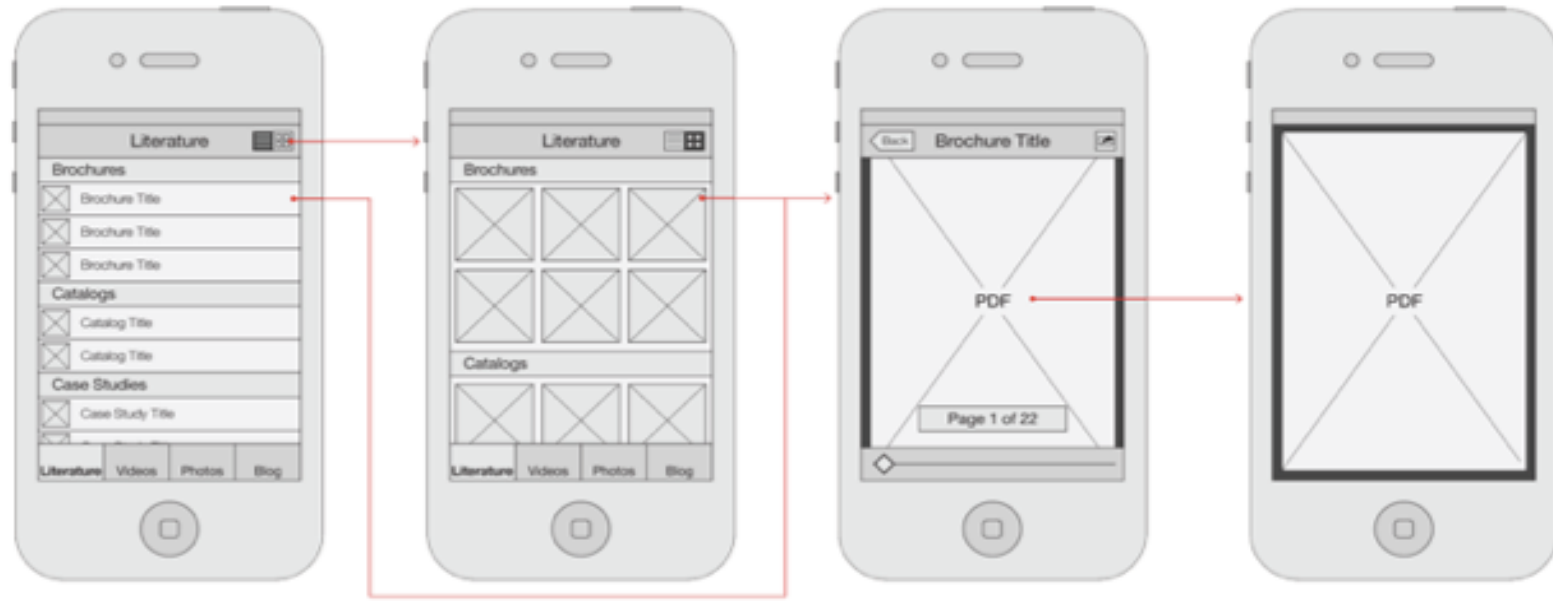


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# STORYBOARDING

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# WHAT CAN YOU COMMUNICATE?



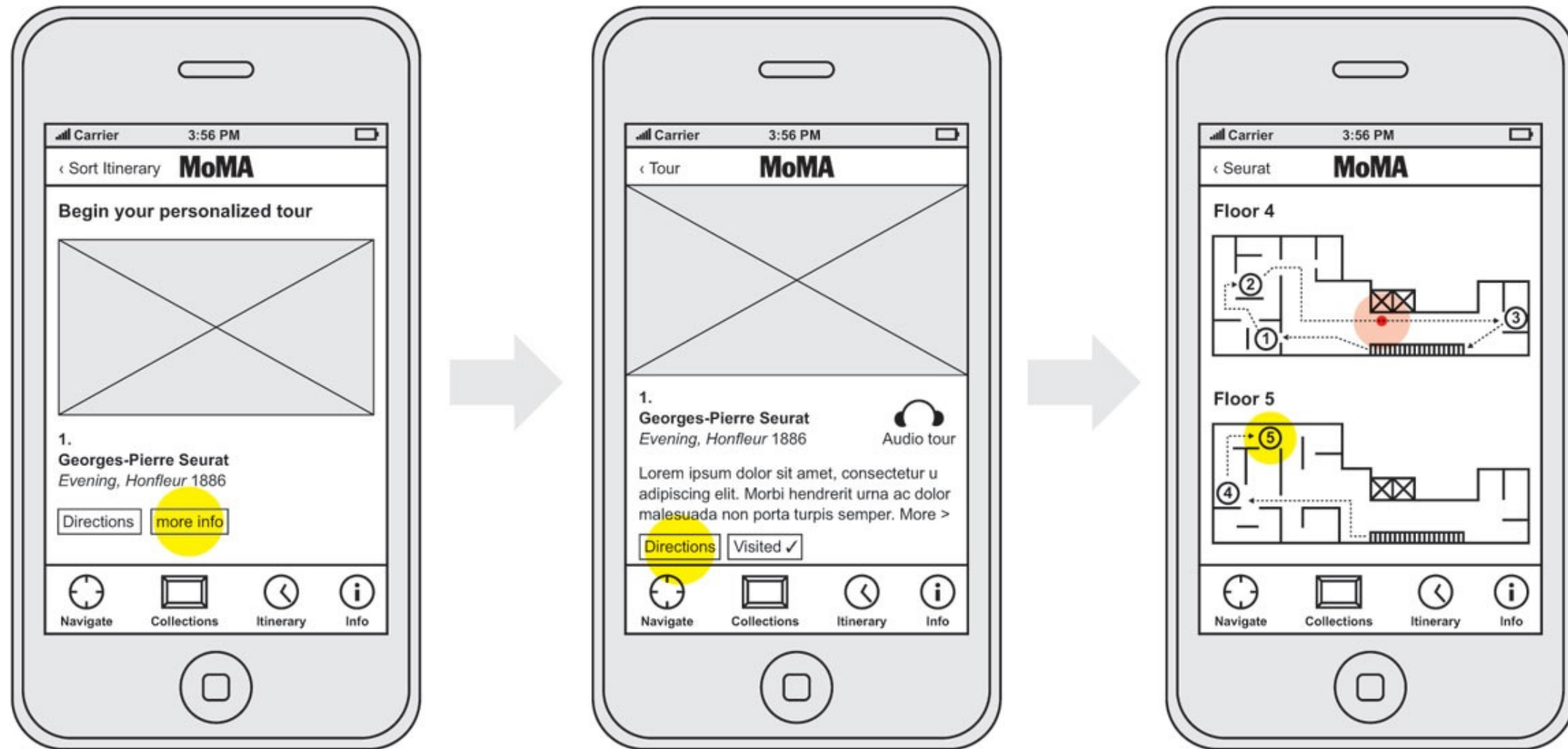
**LAYOUT**  
(WHAT IT LOOKS  
LIKE WHEN I...)

**FLOW**  
(WHAT COMES NEXT  
WHEN I...)

**BEHAVIOR**  
(WHAT HAPPENS  
WHEN...)

# STORYBOARDING

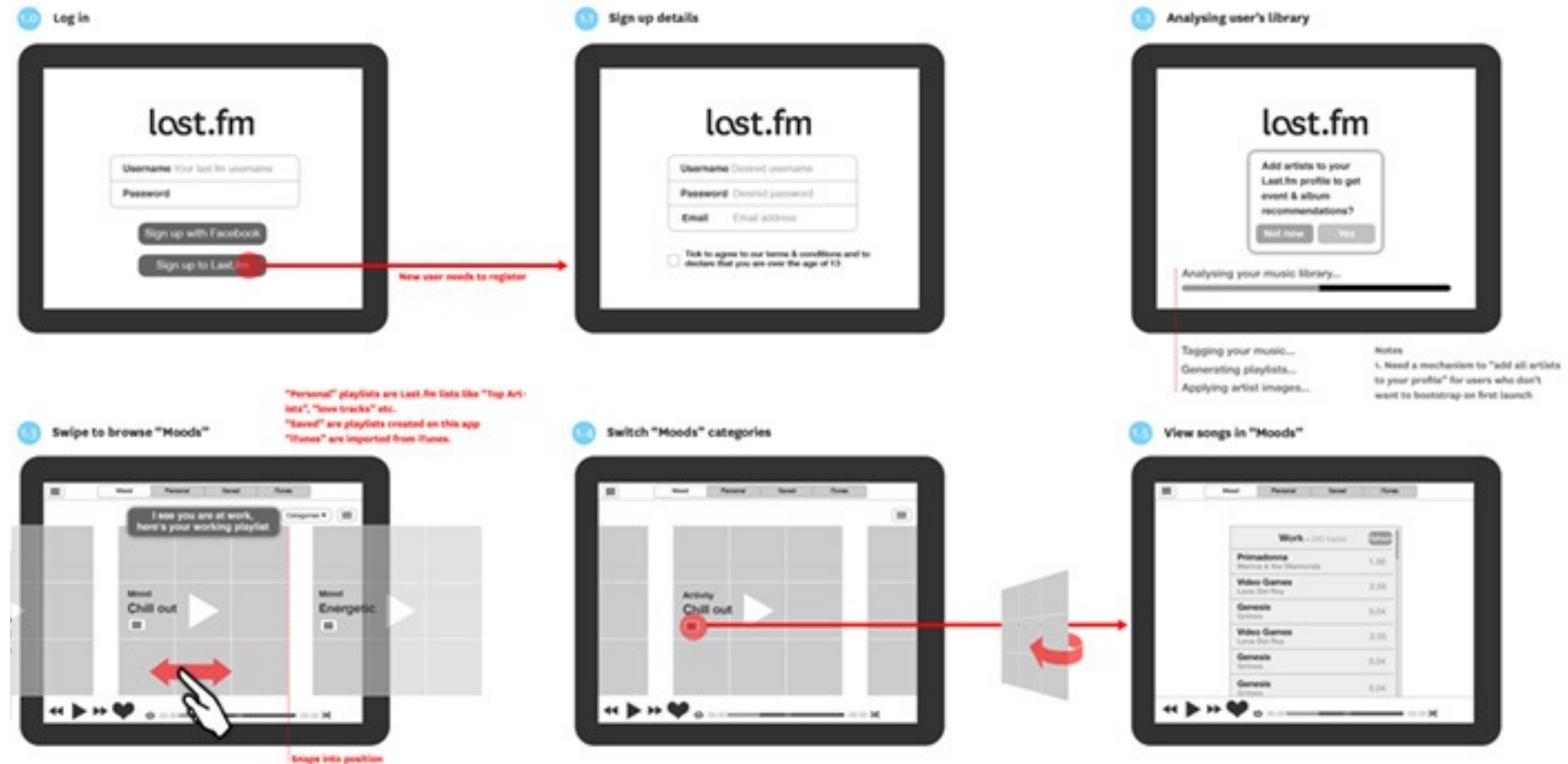
## OTHER EXAMPLES



# STORYBOARDING

## OTHER EXAMPLES

Last.fm iOS iPad app user flow  
Launch & "Moods" v.1



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# ACTIVITY

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## **KEY OBJECTIVE(S)**

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

## **TIMING**

- |        |  |
|--------|--|
| 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**

A storyboard for a dog walking app.

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## WIREFRAMING AND STORYBOARDING

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**UNDERSTANDING  
AND 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

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## WIREFRAMES AND STORYBOARDS

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# CREATE A STORYBOARD FOR YOUR PRODUCT MADE UP OF LO-FI WIREFRAMES.

Start by sketching out ideas and concepts for the flow.

Move on to low-fi wireframes and arrange them into a storyboard.

If you are confident with your design abilities, explore hi-fi wireframes.

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# 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)**