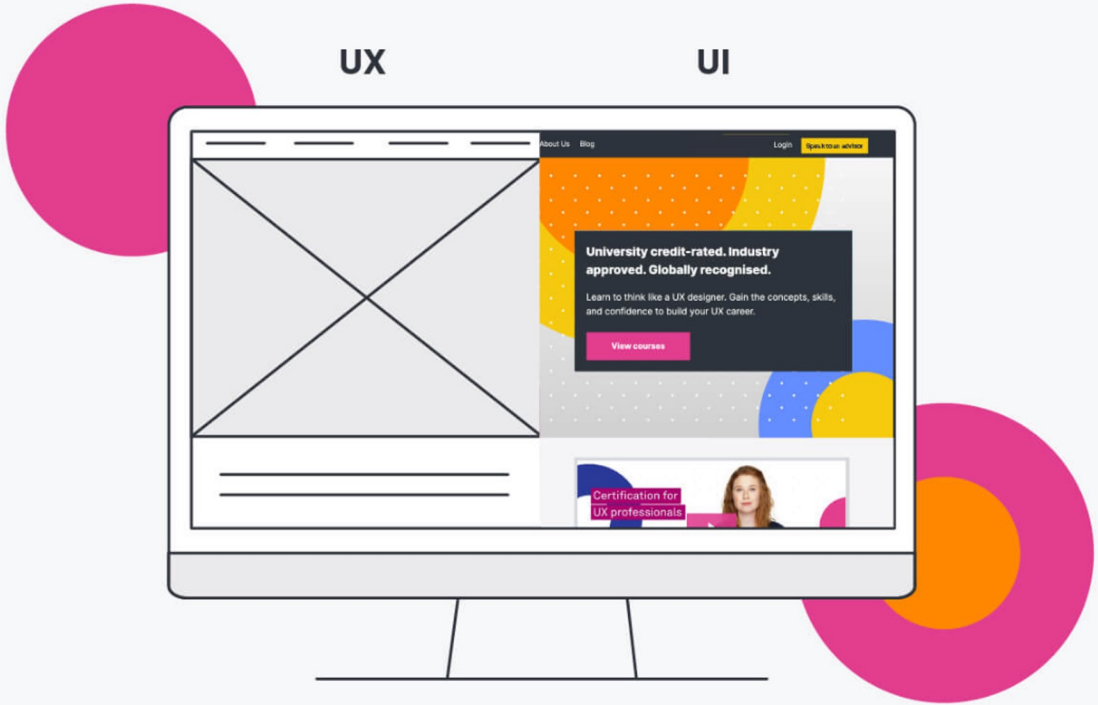
UI DESIGN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Contents of the session:

1. What is a wireframe
2. Low/mid/high fidelity wireframes
3. Best practices for creating wireframes

By Shreya Malhotra

What is a wireframe

A wireframe is a simple visual guide that represents the skeletal framework of a website or digital product. Think of it as the blueprint for your final design.

Though wireframes are most often created by designers, they need to be basic enough so that everyone from other designers, stakeholders, devs, and users can understand the ideas.

Wireframes are not the time to set anything in stone. In fact, the opposite. The power of wireframes is that they provide an opportunity to gather more information through usability research and stakeholder input. Because wireframes are so simple, people can more easily focus on functionality and the user experience rather than getting hung up on colors and other aesthetic elements.

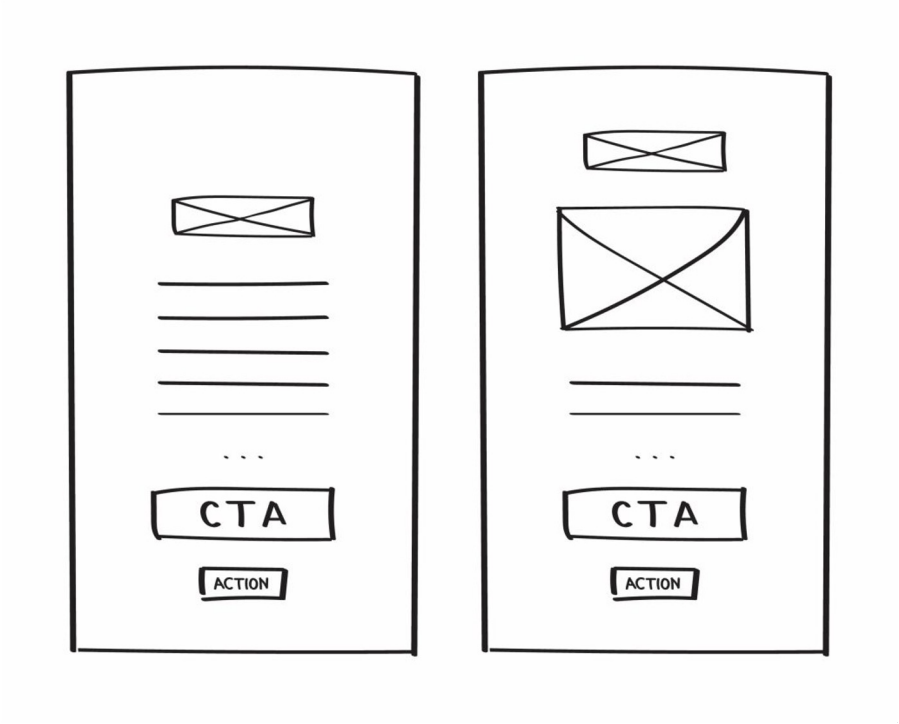
By Shreya Malhotra

Low-fidelity wireframes

Low-fidelity wireframes are basic visual representations of the webpage and usually serve as the design's starting point.

Low fidelity wireframes are done in **grayscale** with a focus on **layout** and high-level **interactions**.

UI elements and content are represented by **basic shapes** like squares, triangles, circles, and lines.



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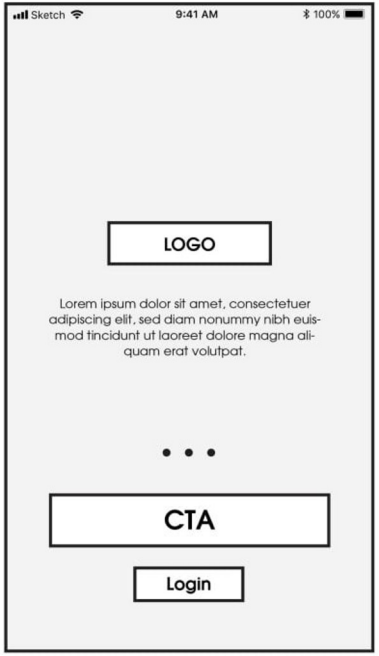
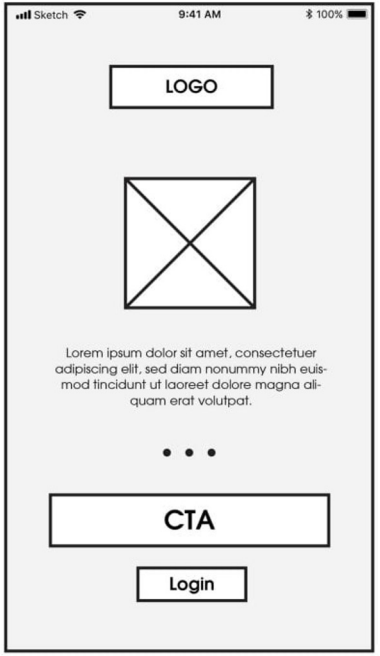
Mid-fidelity wireframes

Medium fidelity wireframes can help to communicate to teams how aesthetic features can support essential functionalities.

Designers can create medium-fidelity wireframes in a monochrome or grayscale palette. It's best to create medium-fidelity wireframes manually. But using digital tools to create more detailed and realistic UI components can also be meaningful for understanding how some aesthetic details could merge with essential functionalities.





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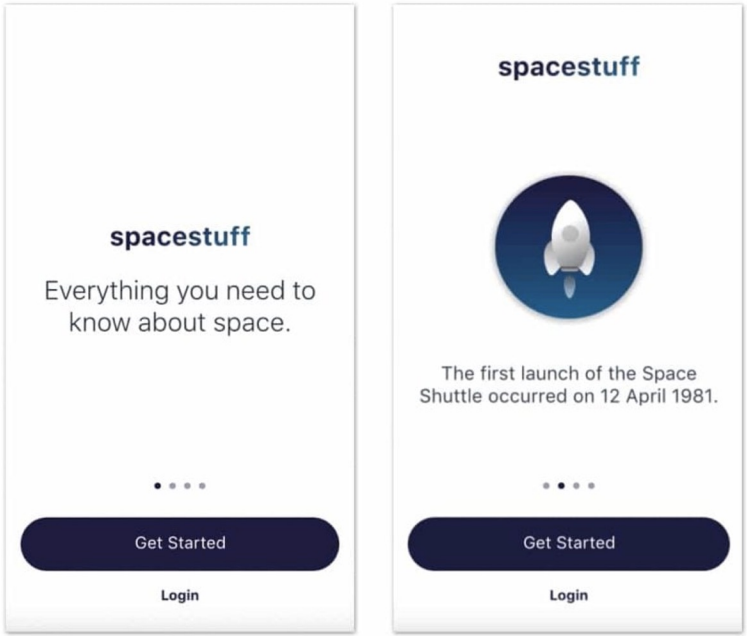
High-fidelity wireframes

High fidelity wireframes take more effort to create, but they are effective in that they reveal how a product will look at project completion.

To create high fidelity wireframes one must solely use digital tools.

The core difference from the other types of wireframes is that high fidelity wireframes are built-in with color and present screens that are closer to how they would appear in the final version of the software.



Best practices for creating wireframes

There are **no hard and fast rules** for what you need to include in your wireframe and what you must leave out, but there are some **best practices** to help you get the most out of your work.

- **Keep aesthetic elements simple**
  Colors should be grayscale: white, black, and the grays in between.

- **Use two fonts max**
  At this stage you are using typography to communicate the hierarchy of information. Limit yourself to two fonts to make the hierarchy clear. Change the font size and use bold and italic as needed to differentiate and call attention to different pieces of information in your wireframe.

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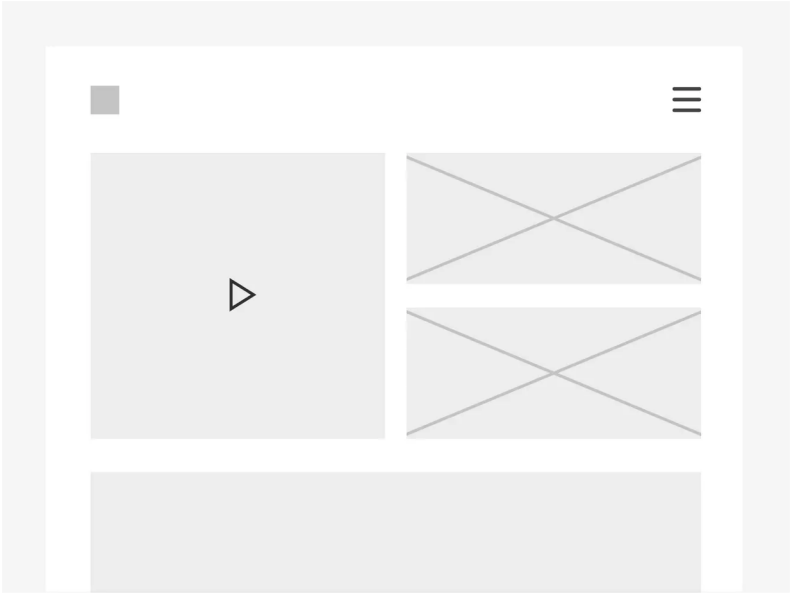
Best practices for creating wireframes

- **Represent graphics and images with boxes**
  Keep the focus on the layout by using simple symbols that relay the future placement of graphics and images. Call out video placements with a triangle as a play button on applicable boxes. Image placement can be represented as squares or rectangles with Xs through them.



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Best practices for creating wireframes

- **Consider screen size**
  Wireframes should be equally creative and technical.

  Supported devices — Your design adapts to support desktop and mobile. You'll want to wireframe how the design changes in each instance.

  Screen orientation — Depending on if you're looking at the design in portrait or landscape, some things might need to shift and resize.

  Context of use — If a specific feature in your product is more geared to desktop use, consider cutting it from the mobile version upfront. Reducing the design to match how people will actually use it saves a lot of time and money.

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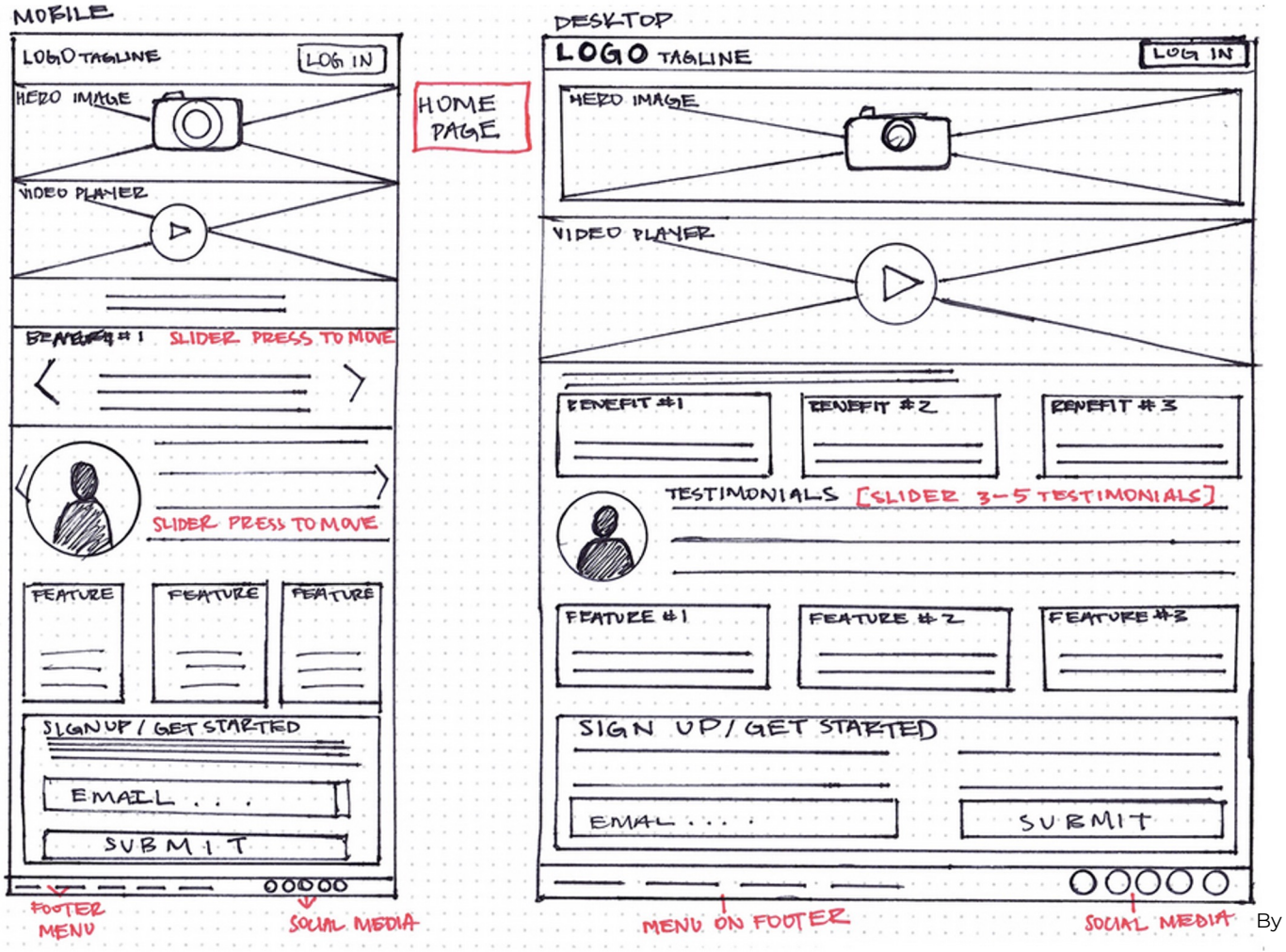

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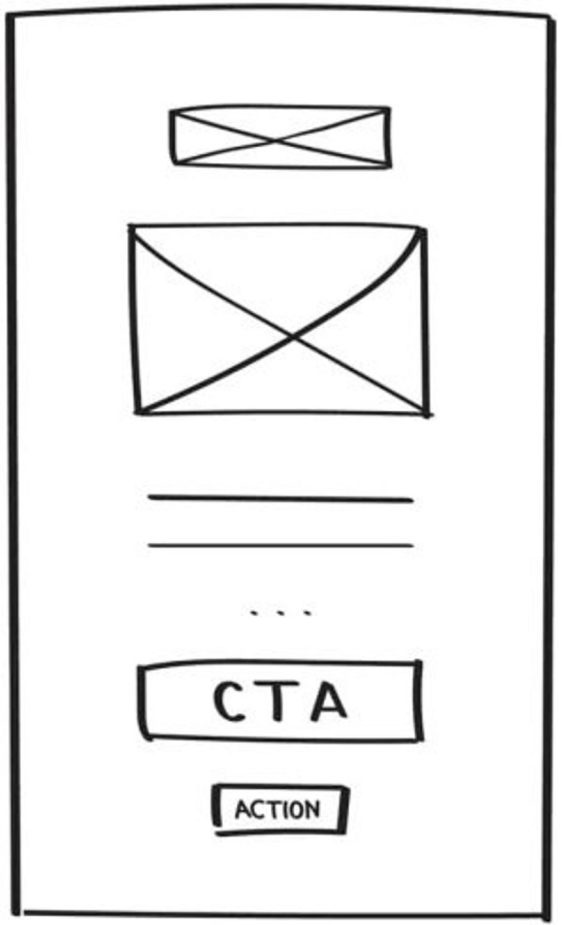

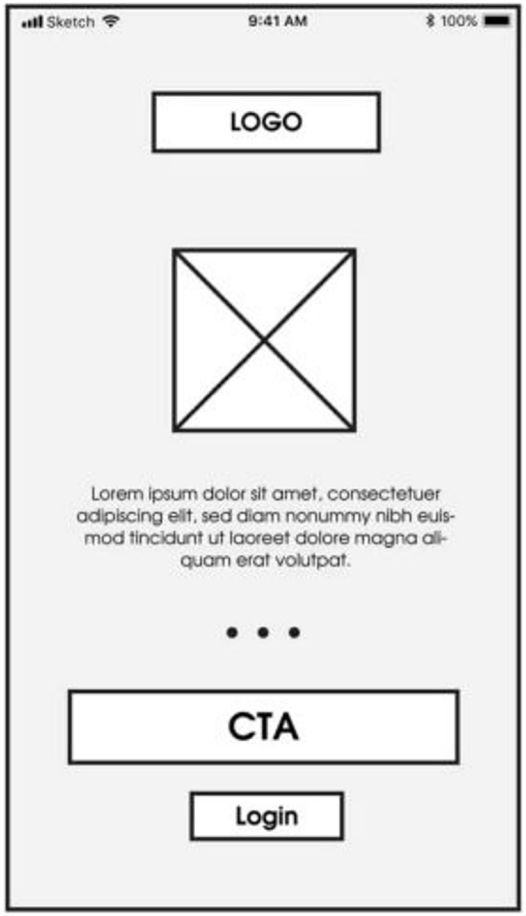

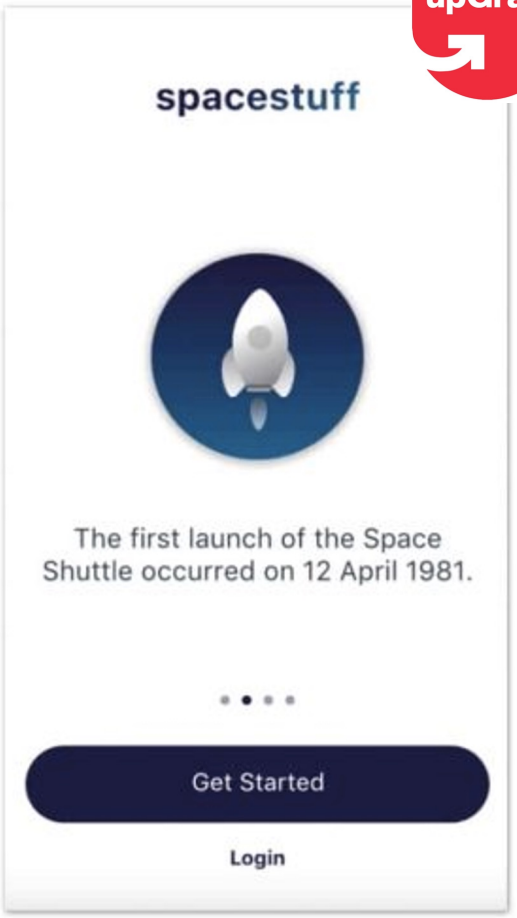

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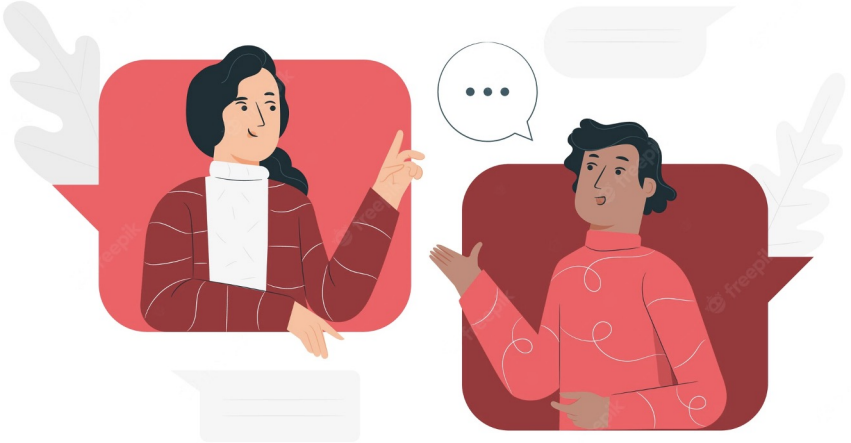
Thank you!



Let’s have a conversation!