

GETTING REAL

With Responsive Wireframes

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**HI, MY NAME IS
JARED PONCHOT**

& I'm a unicorn

1. WHY WIREFRAME
2. WHY WORKING WIREFRAMES
3. HOW TO

BLESSING!

WHY WIREFRAME

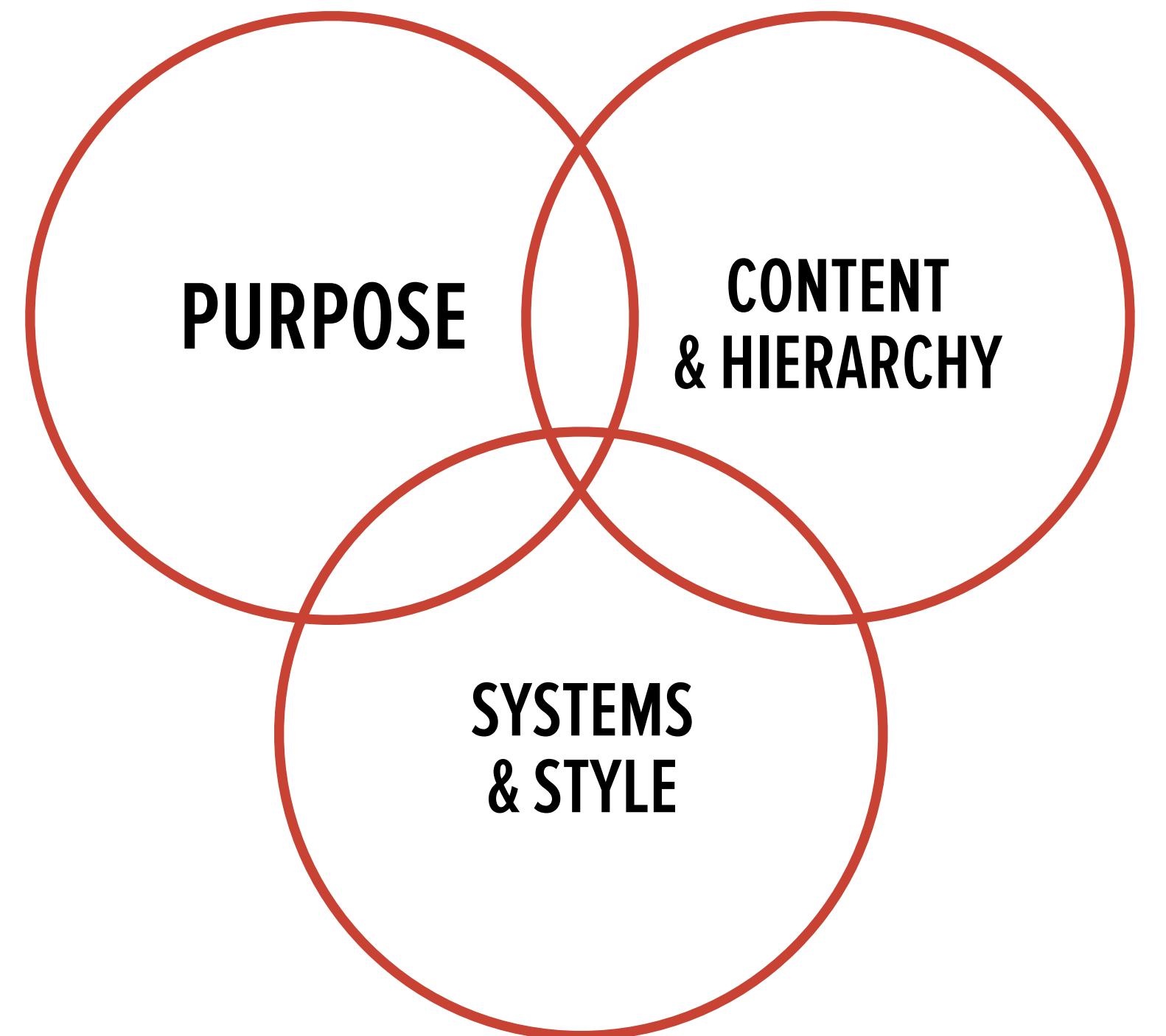
CHEAP & UGLY

**FURTHER CLARIFY ...
CONTENT, STRUCTURE &
PRIORITY**

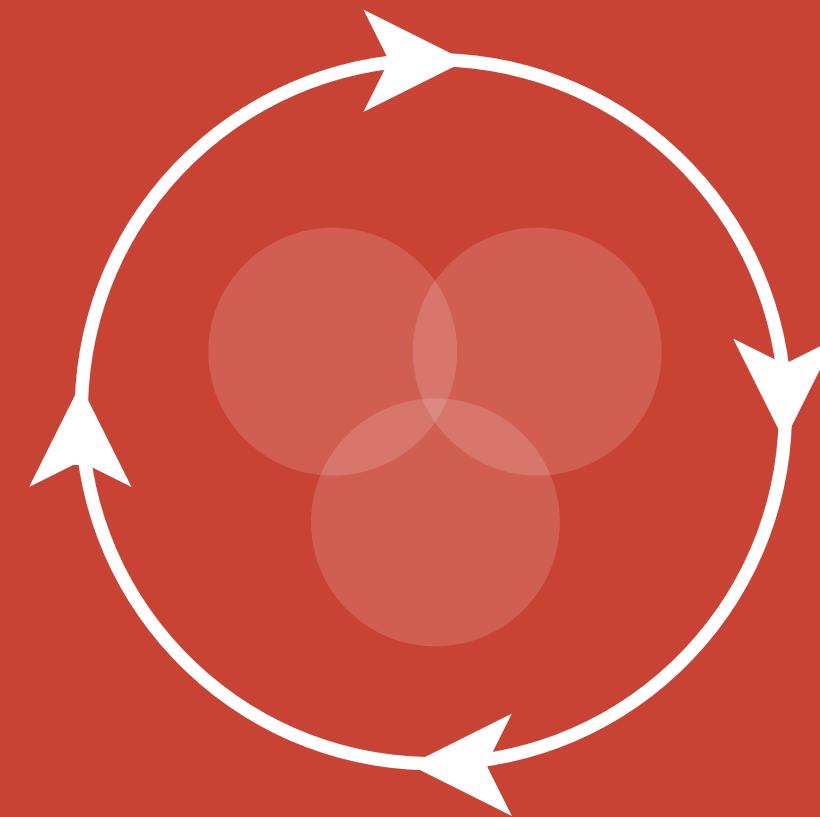
(lately)

DESIGN DELIVERABLES

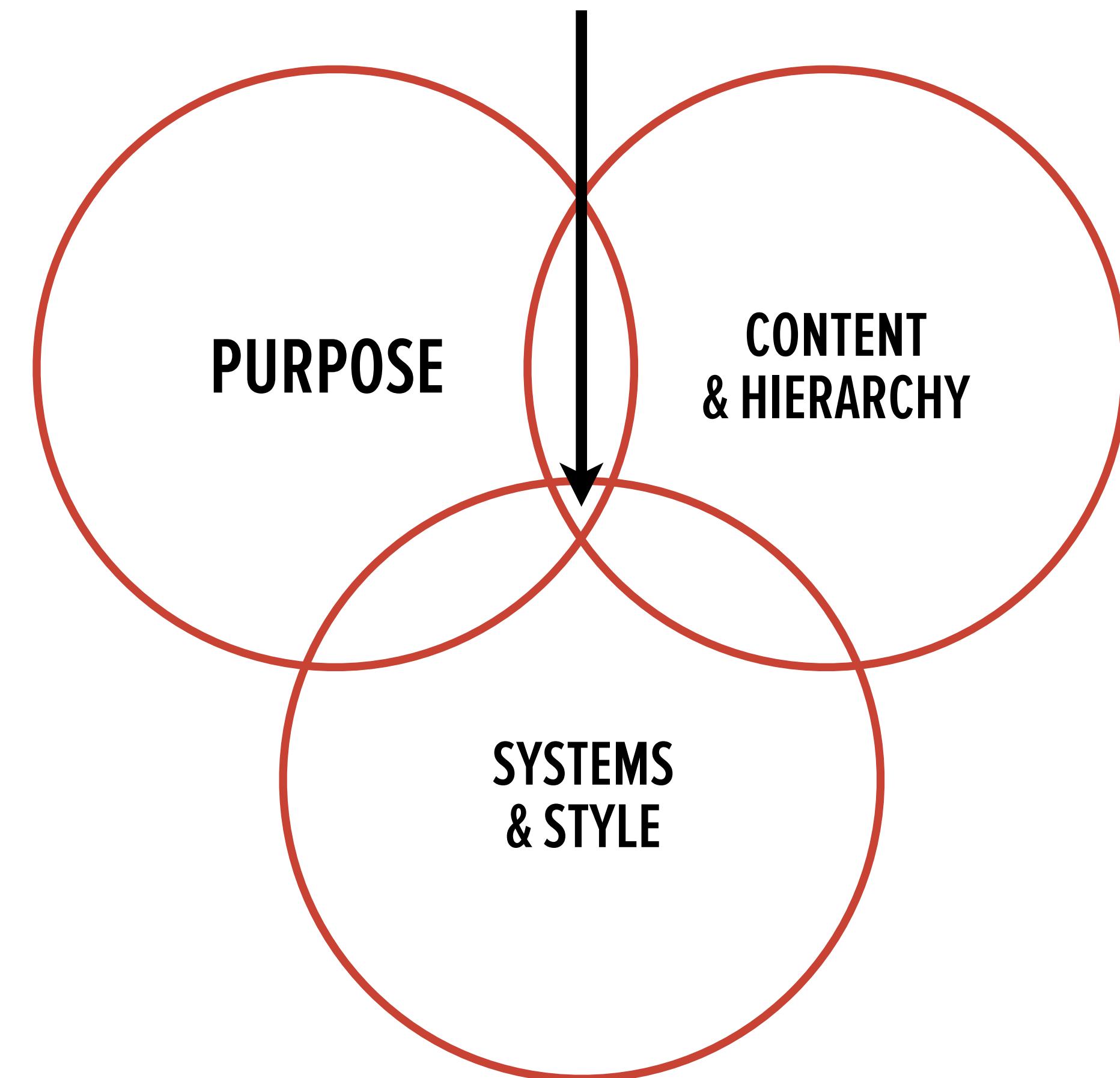
- Purpose Document
- Content Model
- Component Hierarchy Document
- Responsive Wireframes
- Style Explorations
- Styled Wireframe
- Component Collage



STRATEGY DESIGN DEVELOPMENT



WIREFRAMES



DESIGN IS THE CONSCIOUS EFFORT
TO IMPOSE A MEANINFUL ORDER

— *Victor Papanek*

WHY RESPONSIVE WIREFRAMES?



OfficeSpace

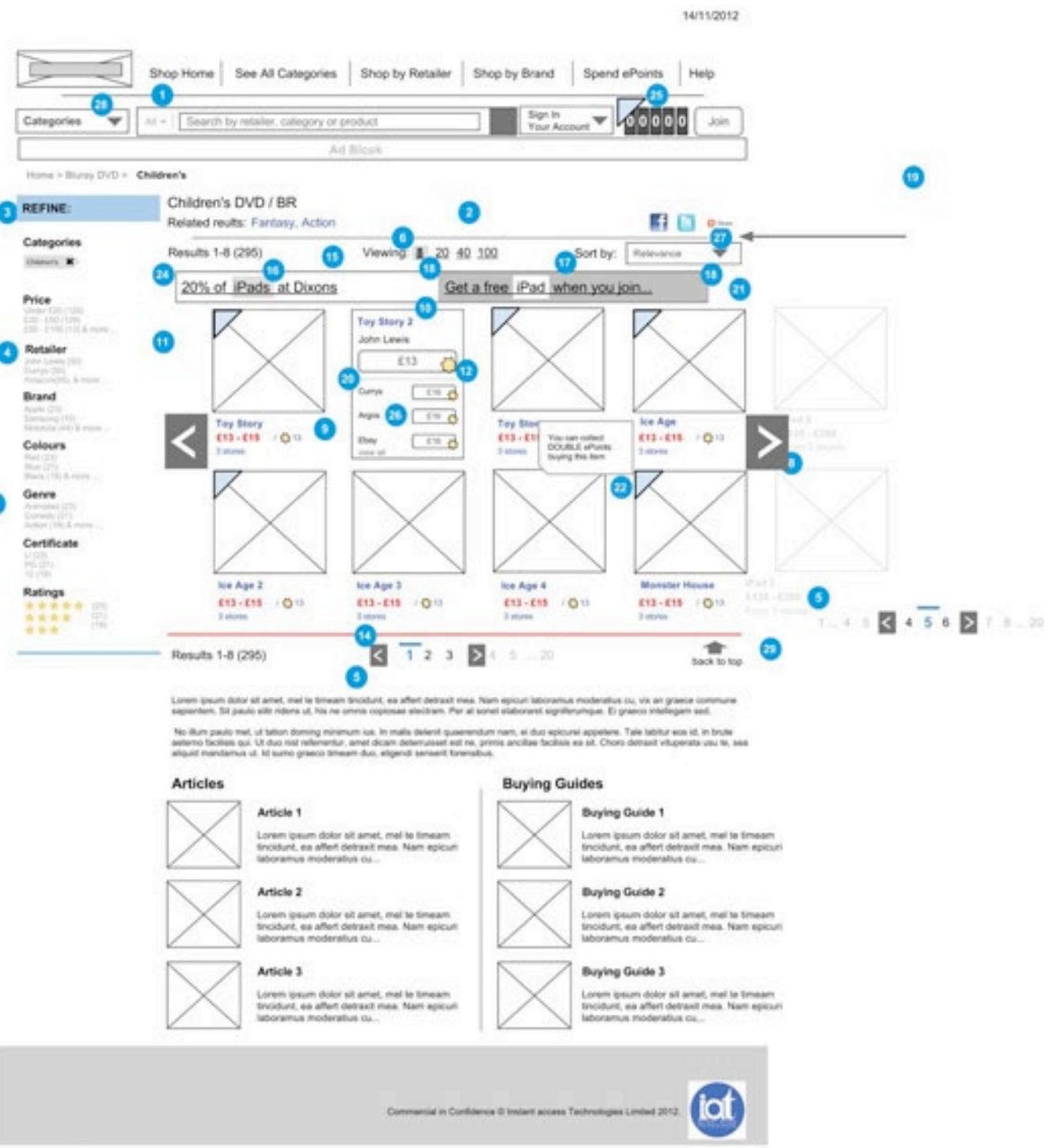




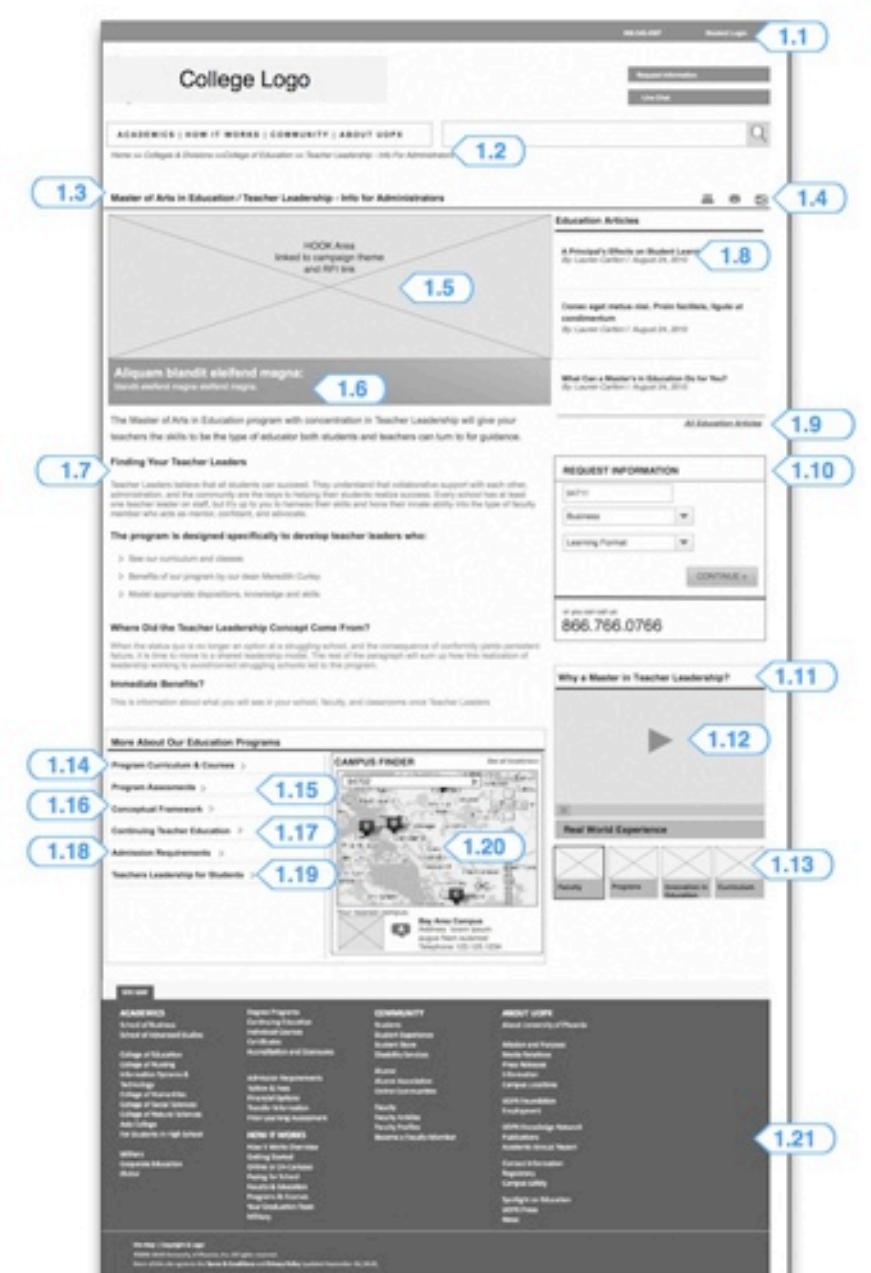
Category Page V 1

1. The term searched for
2. Related results. These links will take you directly to a category page, negating the search term
3. Filters/Taxonomy: The Hierarchy of sections are arranged by 1. Departments/Cat, 2. Price, 3. Retailer, 4. Brand & 5. Colours. Additional filters appear after the user has selected one of the filters from the taxonomy above. Once it is known what category the results are to be filtered by, we can show any additional filters that match the taxonomy.
The filter column can be collapsed (refer to _filters closed)
4. Filter sections can be collapsed by [clicking] the blue box (refer to _section closed)
5. The line represents the page you are on. The page number is emboldened and colour changed.
The scrolling of the pagination is similar to the Hero Cell, clicking on the arrow will take you forward or backward a page.
The logic for display of the pagination is that:
on page 1, page numbers 1, 2 & 3 are always displayed with a "... to represent that there are more pages.
all other pages, the page before and after are displayed and page 1 (always present). If there are pages before and after the page numbers displayed (excluding page number 2) there will be a "... to represent the presence of more pages.
Please refer to the example to the right.
6. Number of results per page. The default is 8, but this can change to 10 if the user collapses the filter column (refer to _filters closed)
7. Scrolling back from page 1 takes you to the last page in the results
8. Scrolls to next page in list. The scroll buttons will be fixed (float) in position when vertically scrolling. These should be made quite large as some users did not spot them in user testing.
9. ePoints value taken from lowest priced product
10. When a user hovers over a product, the strip, ePoints amount, and the strip over the points ticker light up. A second after the strip over the points light up, the cell will flip to a flipped over state. The cell is also flipped over on [click] (not tables). The flipped over state for products shows the best price that has been promoted, then the next best prices below
11. Mouse over a section that has hidden filters expands the column. (clicking the arrow also expands it intended for tables). (refer to _more filters)
12. Number of Points in the corner
13. Page progress arrows. The style should be the same as that of the big arrows above to represent that they do the same function. If there are no more pages before or after the respective arrow is greyed out

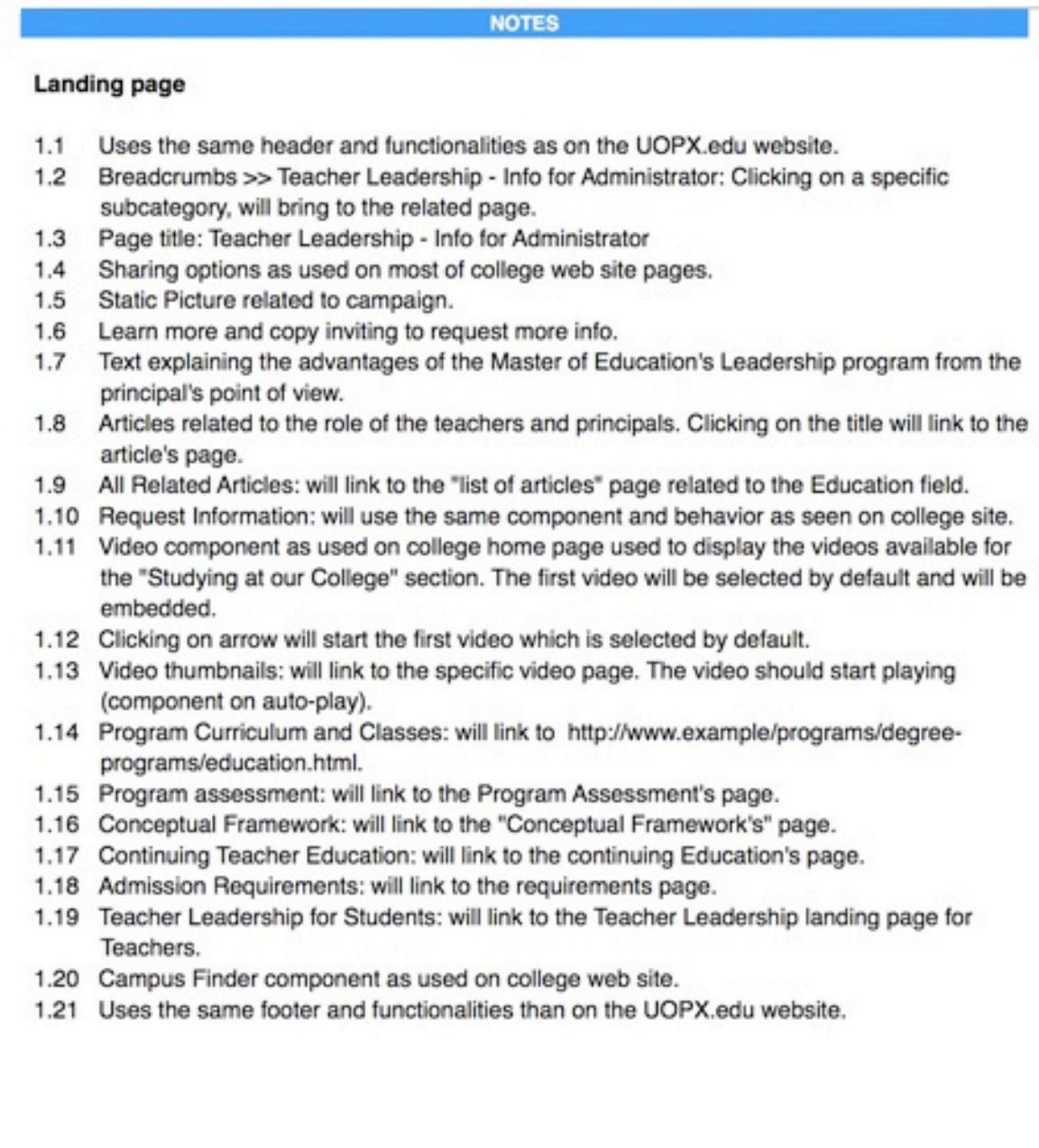
14. This is a bar that links to our vouchers based upon the search query. The title for the top voucher is displayed in the bar
15. The search term that matches the synonym in the title is highlighted for a stronger visual cue.
For when [Clicking] on a highlighted voucher/ideal refer to _vouchers and deals
17. This is a bar that links to our deals based upon the search query. The title for the top deal is displayed in the bar
18. More takes you to the voucher/ideal page. (Refer to _vouchers and deals)
19. The content above this line is static and doesn't scroll vertically. This is in reference to when the user wishes to see more than 8/10 results per page.
20. When a user is taken to a product page and then selects the back button on the browser, or via the navigation, then the filters which they selected before going to the product page. They should also be returned to the page (e.g. page 3 of the search results) they were on before progressing to the product page.



21. If there were no deals but 1 voucher, then the message bar would be all taken up by the voucher bar stretching across the full width. This also applies if there are no vouchers but 1 deal. If there are 2 or more vouchers and no deals, then both message parts of the message bar would be vouchers and vice versa.
If there were no deals and no vouchers, then the content below would be...
22. Points multiplier strip. This will be applied on all search results WHERE APPLICABLE. If a user rolls over the points multiplier than a tool tip pops out with the following copy:
"you can collect xxxxx ePoints buying this item." Also on hover over the strip on the points counter changes state and the ePoints value for that product (Point X) change colour/light up.
23. Scrolls user to top of page
Perhaps consider adding a wishlist/saved items in future iterations.



24. DESIGN SUGGESTION
Most users did not notice "20% off iPads at Dixons" and "Get a free iPad when you join".
25. DESIGN SUGGESTION
No user noticed the ePoints feature.
26. DESIGN SUGGESTION
No call to action for the product detail e.g. Nobody noticed "£135" is clickable.
27. Sort by includes "relevance", "low to high", "high to low" prices and "most viewed".
28. On [click] the departments will drop and cover the "refine" filters.
29. Scrolls user to top of page



30. Media/Flash/Hedonic Image
Title for Hero Shot
Book this Special Package
Global Headlines | Create your own Global Cruises With You Moment! [Go](#)
17. Perhaps consider adding a wishlist/saved items in future iterations.
18. My Global Cruises Link: goes to section X.0
19. Global Cruises VIP Club Link: goes to section X.0
20. Specials Link: goes to section X.0
21. Plan a Trip Link: goes to section X.0
22. Before Your Trip Link: goes to section X.0
23. Book this Special Package Link: goes to section X.0
24. Global Headlines Link: goes to section X.0
25. Create your own Global Cruises With You Moment! Link: goes to section X.0
26. Book this Special Package Button: goes to section X.0

NOTES

Landing page

- 1.1 Uses the same header and functionalities as on the UOPX.edu website.
- 1.2 Breadcrumbs >> Teacher Leadership - Info for Administrator: Clicking on a specific subcategory, will bring to the related page.
- 1.3 Page title: Teacher Leadership - Info for Administrator
- 1.4 Sharing options as used on most of college web site pages.
- 1.5 Static Picture related to campaign.
- 1.6 Learn more and copy inviting to request more info.
- 1.7 Text explaining the advantages of the Master of Education's Leadership program from the principal's point of view.
- 1.8 Articles related to the role of the teachers and principals. Clicking on the title will link to the article's page.
- 1.9 All Related Articles: will link to the "list of articles" page related to the Education field.
- 1.10 Request Information: will use the same component and behavior as seen on college site.
- 1.11 Video component as used on college home page used to display the videos available for the "Studying at our College" section. The first video will be selected by default and will be embedded.
- 1.12 Clicking on arrow will start the first video which is selected by default.
- 1.13 Video thumbnails: will link to the specific video page. The video should start playing (component on auto-play).
- 1.14 Program Curriculum and Classes: will link to <http://www.example/programs/degree-programs/education.html>.
- 1.15 Program assessment: will link to the Program Assessment's page.
- 1.16 Conceptual Framework: will link to the "Conceptual Framework's" page.
- 1.17 Continuing Teacher Education: will link to the continuing Education's page.
- 1.18 Admission Requirements: will link to the requirements page.
- 1.19 Teacher Leadership for Students: will link to the Teacher Leadership landing page for Teachers.
- 1.20 Campus Finder component as used on college web site.
- 1.21 Uses the same footer and functionalities than on the UOPX.edu website.

Annotated Notes	
1.0	Travel Alerts: link through to 0.2.0.0
2.0	Branding/Logo links Home Page
3.0	Search with predictive suggestion defined user scenario 3.3.X
4.0	New Itineraries drop down with link: display Itinerary link to section 4.X
5.0	Popular Itineraries - dropdown showing top 5 most popular itineraries
6.0	Destinations Link: goes to section X.0
7.0	Travel Experience Link: goes to section X.0
8.0	Plan a Trip Link: goes to section X.0
9.0	Before Your Trip Link: goes to section X.0
10.0	Global Cruises VIP Club Link: goes to section X.0
11.0	Specials Link: goes to section X.0
12.0	My Global Cruises Link: goes to section X.0



Photo by lukew <http://www.flickr.com/photos/lukew/7382743430/in/photostream>

“
GETTING REAL DELIVERS BETTER RESULTS
BECAUSE IT FORCES YOU TO DEAL WITH
THE ACTUAL PROBLEMS YOU'RE TRYING
TO SOLVE INSTEAD OF YOUR IDEAS ABOUT
THOSE PROBLEMS. IT FORCES YOU TO
DEAL WITH REALITY.

— from 37Signals “Getting Real”

“
WORKING SOFTWARE ALWAYS TRUMPS
DOCUMENTS ABOUT WORKING SOFTWARE.
”

— *from the Agile Manifesto*

**BONUS REASON:
IT'S NOT THAT HARD!**

**USE A FRAMEWORK
or ROLL YOUR OWN?**

FRAMEWORK PROS

- Low learning curve
- Speed
- Built-in grid
- Built-in styles
- Built-in components (some)
- Pre-tested in browsers
- Open-source community
- Widespread use
- Support
- Upgrades & updates
- Easy knowledge transfer

FRAMEWORK CONS

- Working with someone else's code
- Learning curve
- Might not be the best fit for your situation

ROLL YOUR OWN PROS

- Ownership
- Flexibility
- Customization
- More likely creates HTML/styles for final product
- Build up your own component / style library

ROLL YOUR OWN CONS

- Initial time/thought investment
- Lots of choices to be made (grid, directory structure, etc.)
- Possibly longer implementation time
- On your own for support & testing
- Create your own documentation

PROTOTYPING FRAMEWORKS

- Twitter Bootstrap
- Zurb Foundation
- Skeleton

BOOTSTRAP

Pros

- Popular
- Lots of documentation
- 5 break points
- Templates & Components
- Active development

Cons

- Not semantic
- Not mobile first

SKELETON

Pros

- Good documentation
- 5 break points

Cons

- Not popular
- Not semantic
- Not mobile first

FOUNDATION

Pros

- Popular
- Mobile first
- Optionally semantic
- Templates & Components
- Active development
- Paid training available

Cons

- Only 1 break point

GET SKETCHY

GETTING STARTED WITH FOUNDATION

THE PLACES YOU'LL GO

- › **DOWNLOAD:** <http://foundation.zurb.com>
- › **DOCUMENTATION:** <http://foundation.zurb.com/docs/>
- › **TEMPLATES:** <http://foundation.zurb.com/templates.php>

GETTING STARTED

- Grid
- Templates
- Other Goodies

THE GRID

- › 12 columns (small and large)
- › Nestable
- › Fluid, with an arbitrary max-width

x = number of grid columns

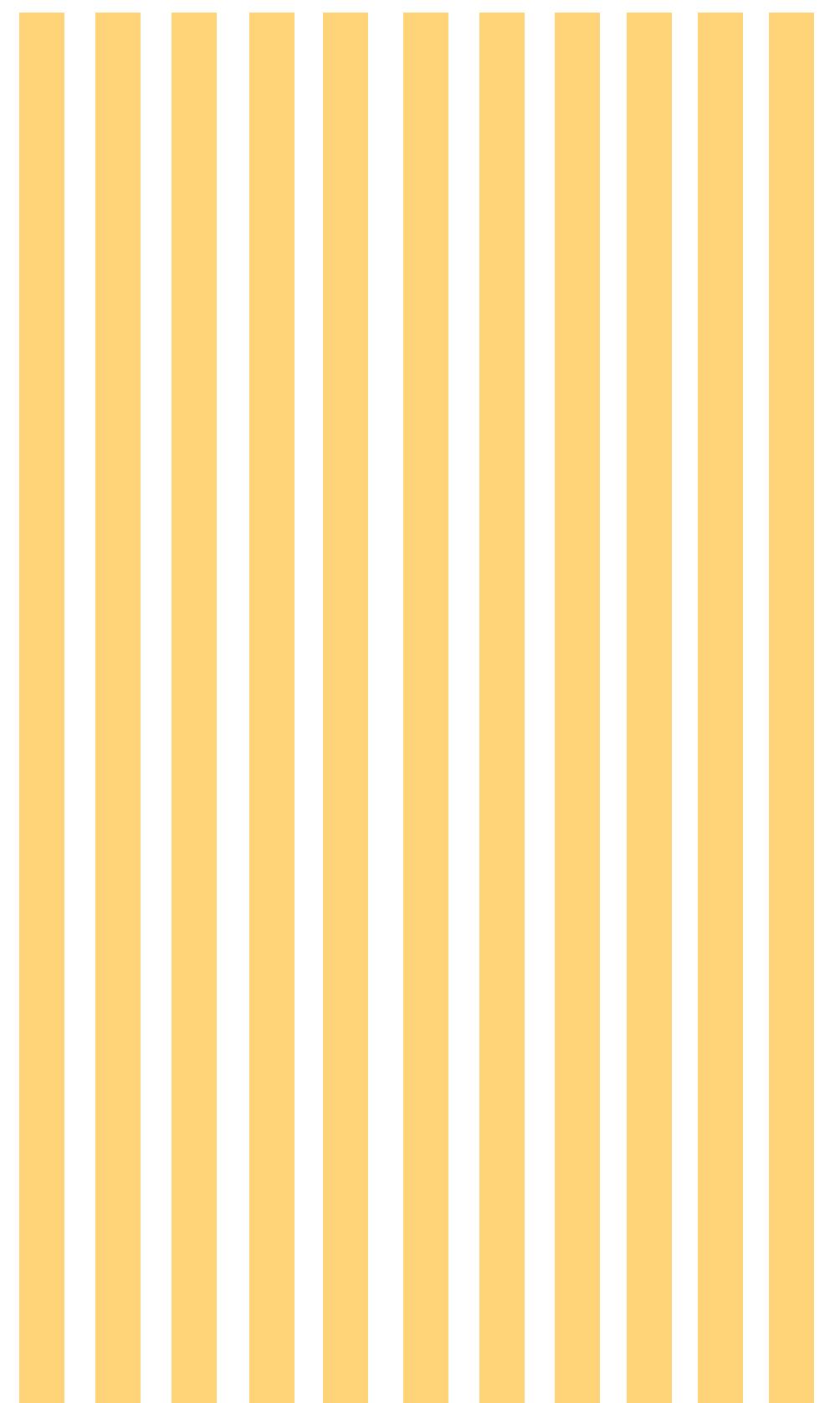
Small screen: “small-x columns”

Large screen: “large-x columns”

```
<div class="row">
  <div class="small-12 large-8 columns">...</div>
</div>
```

```
<div class="row">  
  <div class="small-12 large-8 columns">...</div>  
</div>
```

small-12

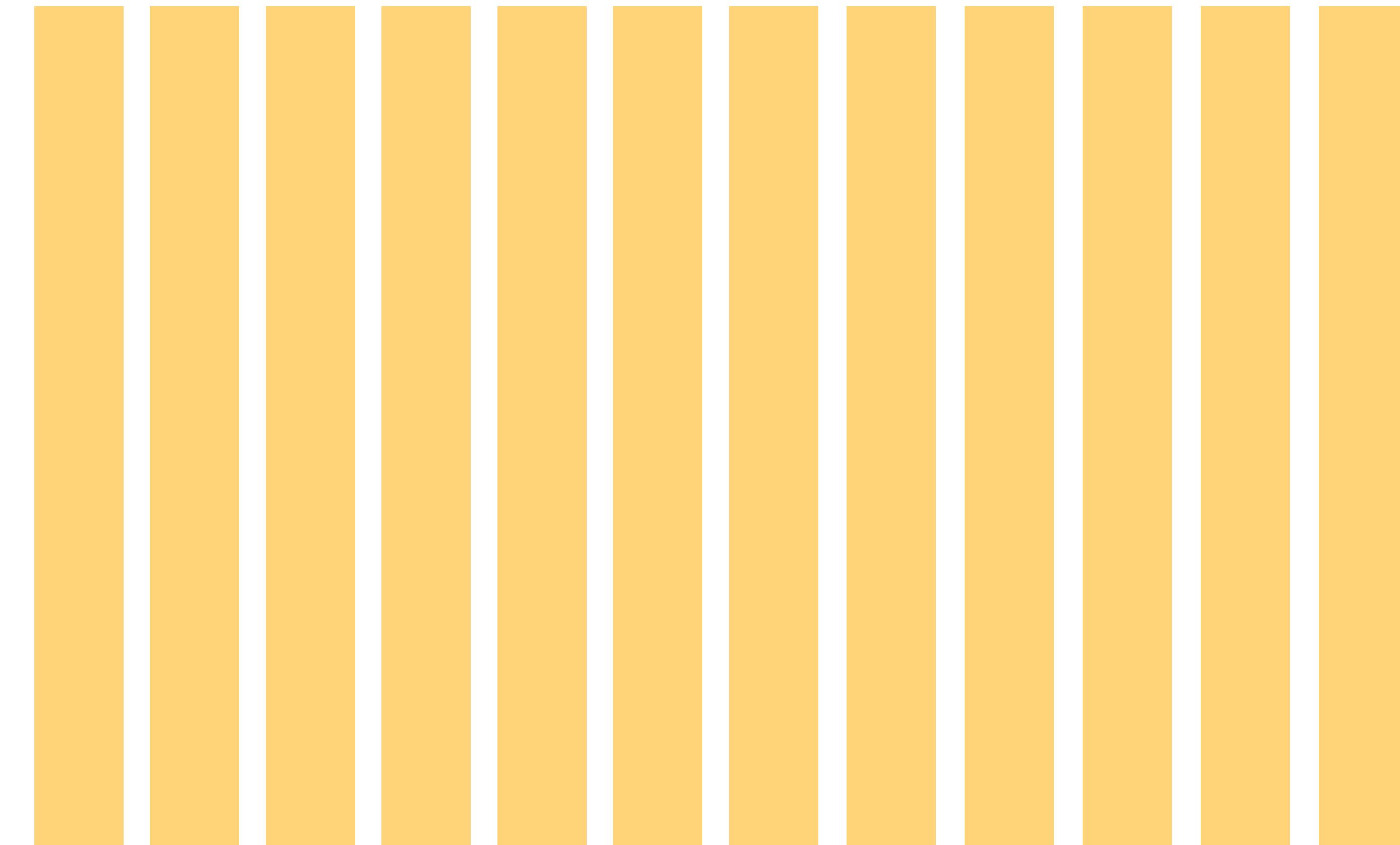
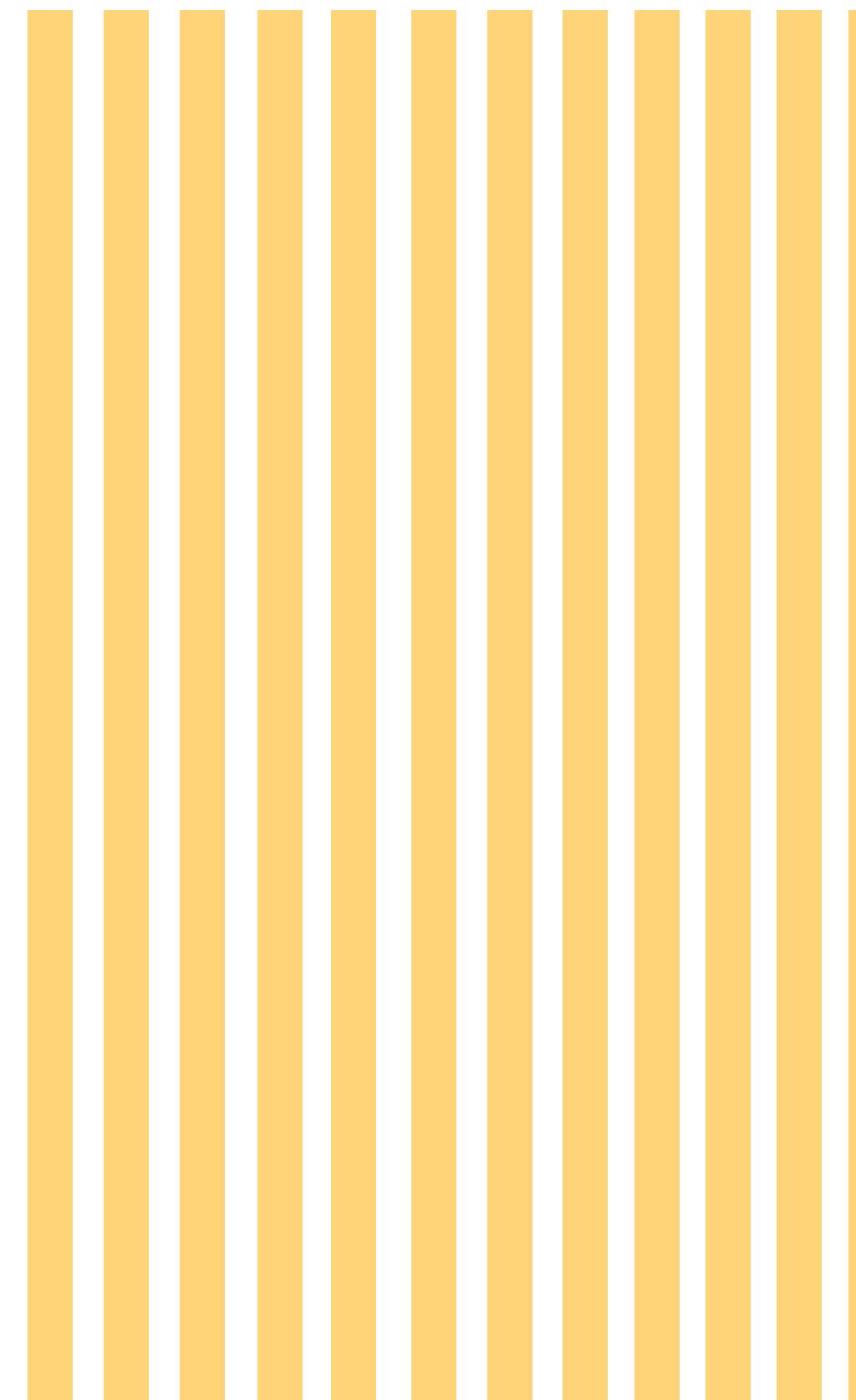


large-8



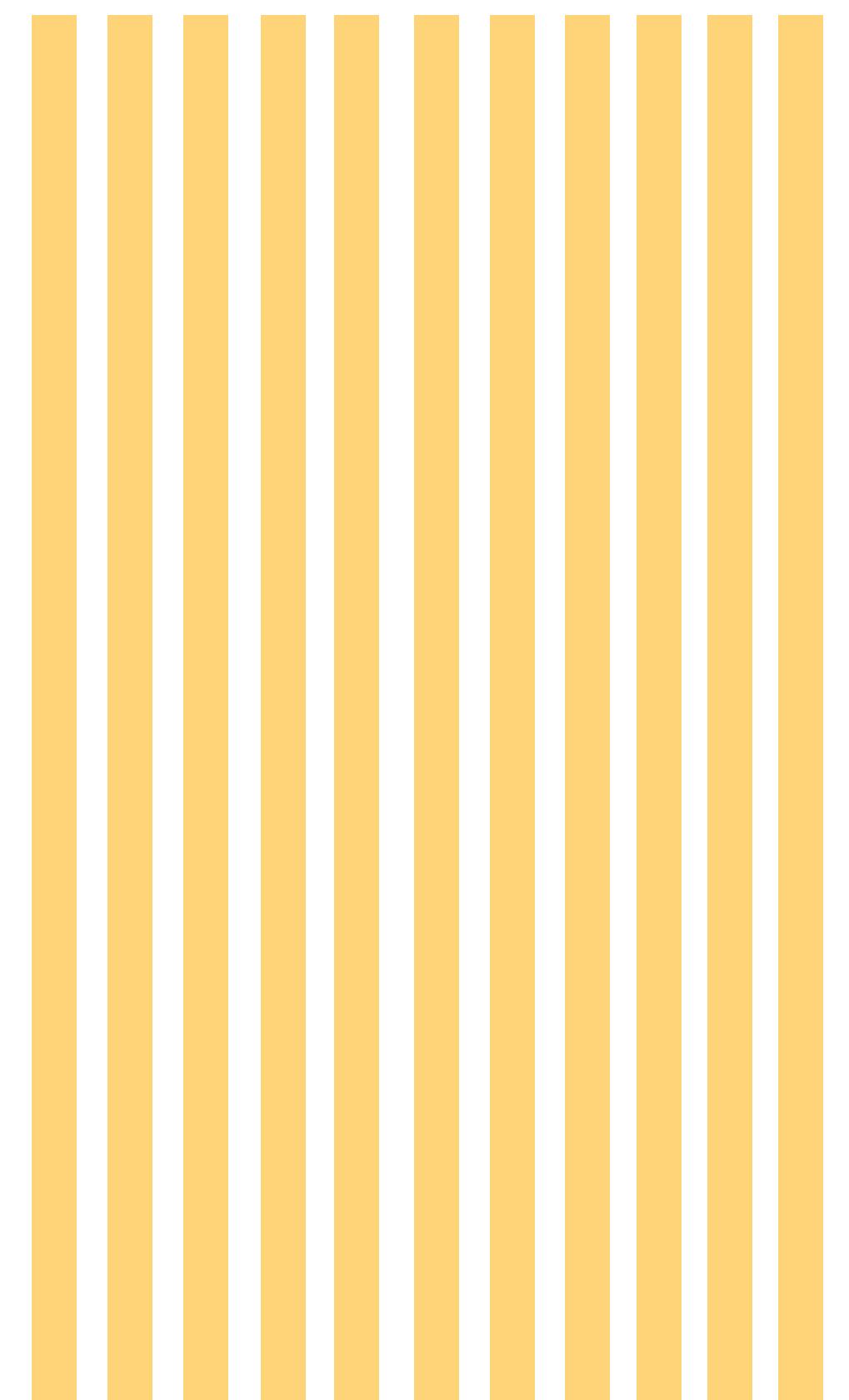
```
<div class="row">  
  <div class="small-12 columns">...</div>  
</div>
```

small-12



```
<div class="row">  
  <div class="small-12 large-8 large-offset-4 columns">...</div>  
</div>
```

small-12

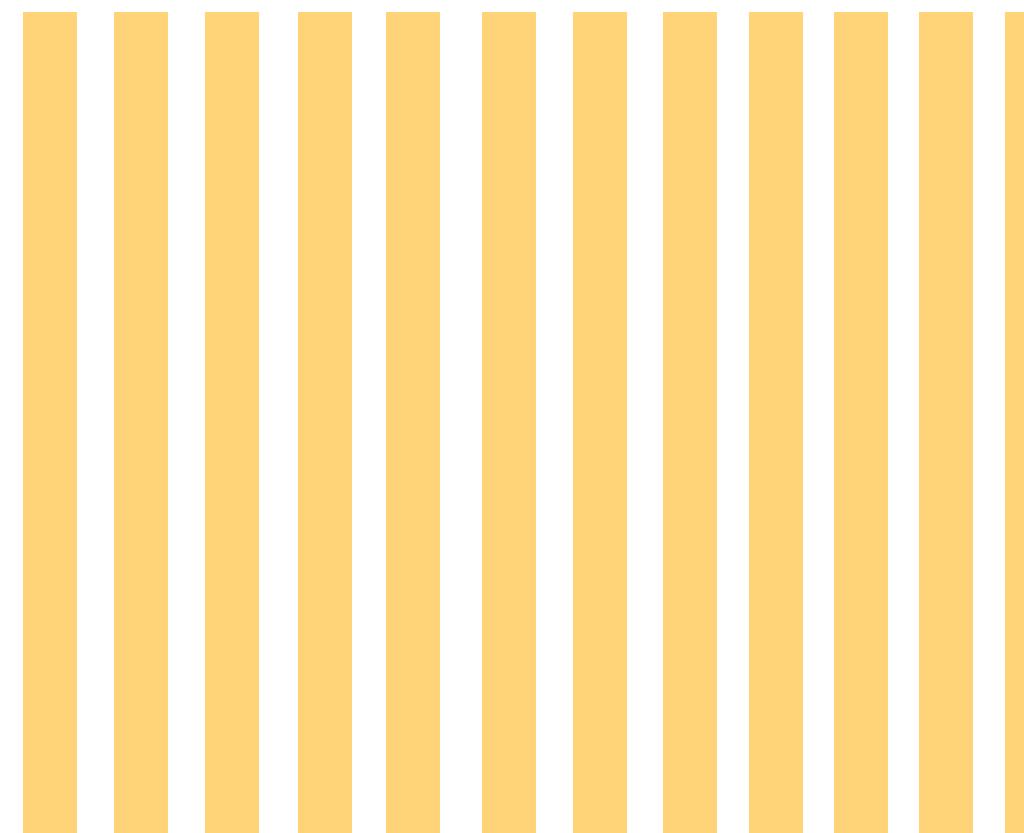


large-8 large-offset-4

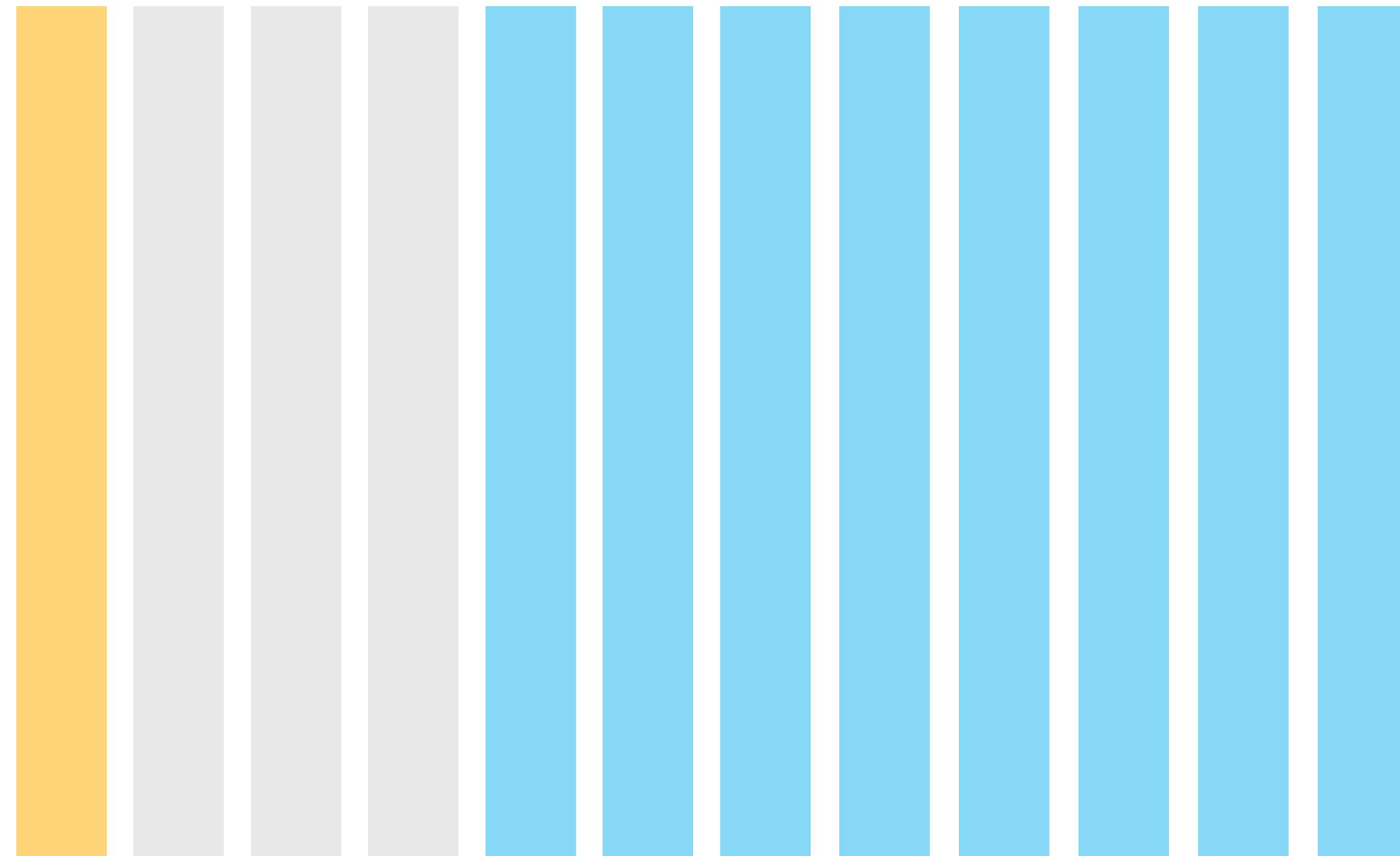


```
<div class="row">
  <div class="small-12 large-1 columns">...</div>
  <div class="small-12 large-8 large-offset-3 columns">...</div>
</div>
```

small-12

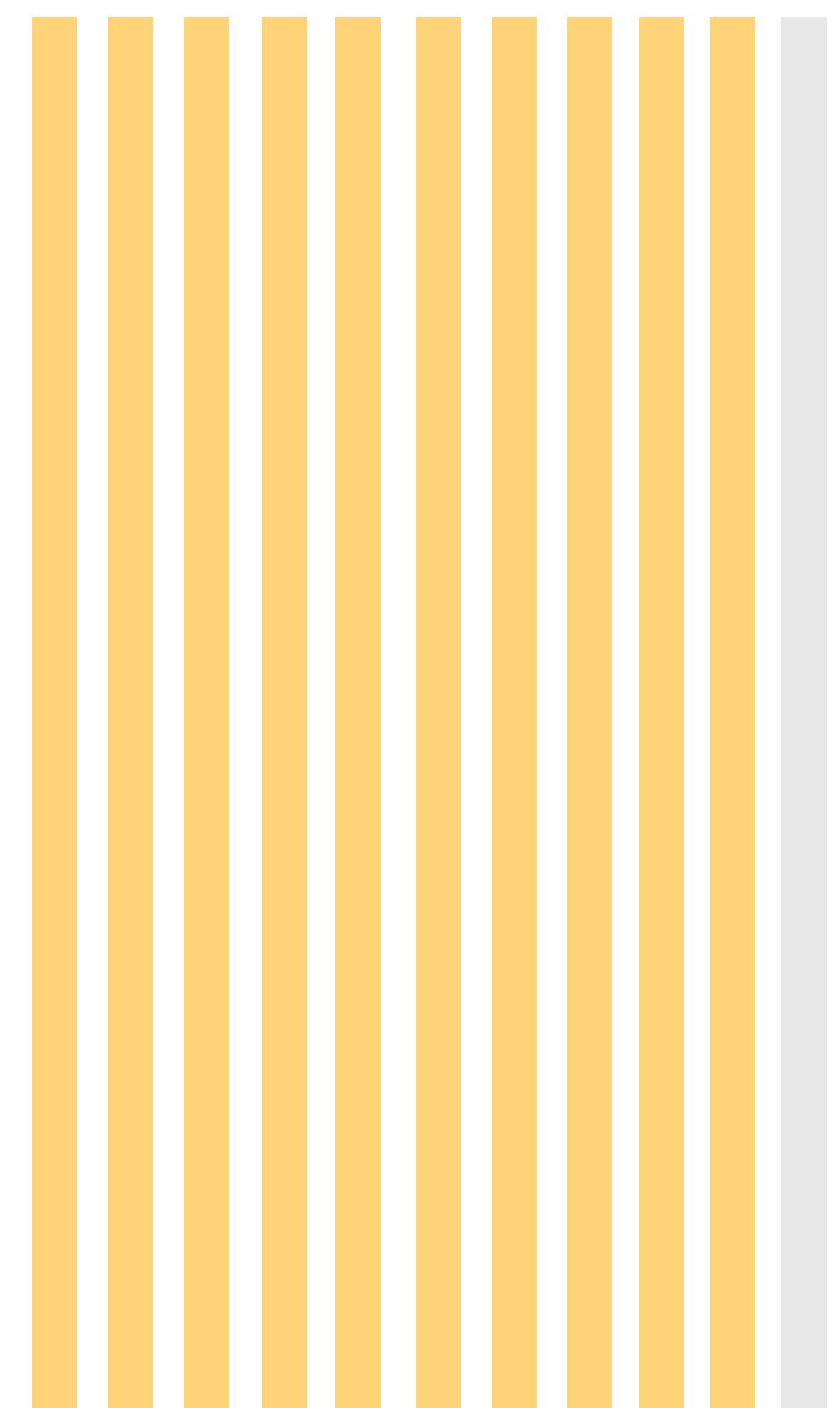


large-8 large-offset-3

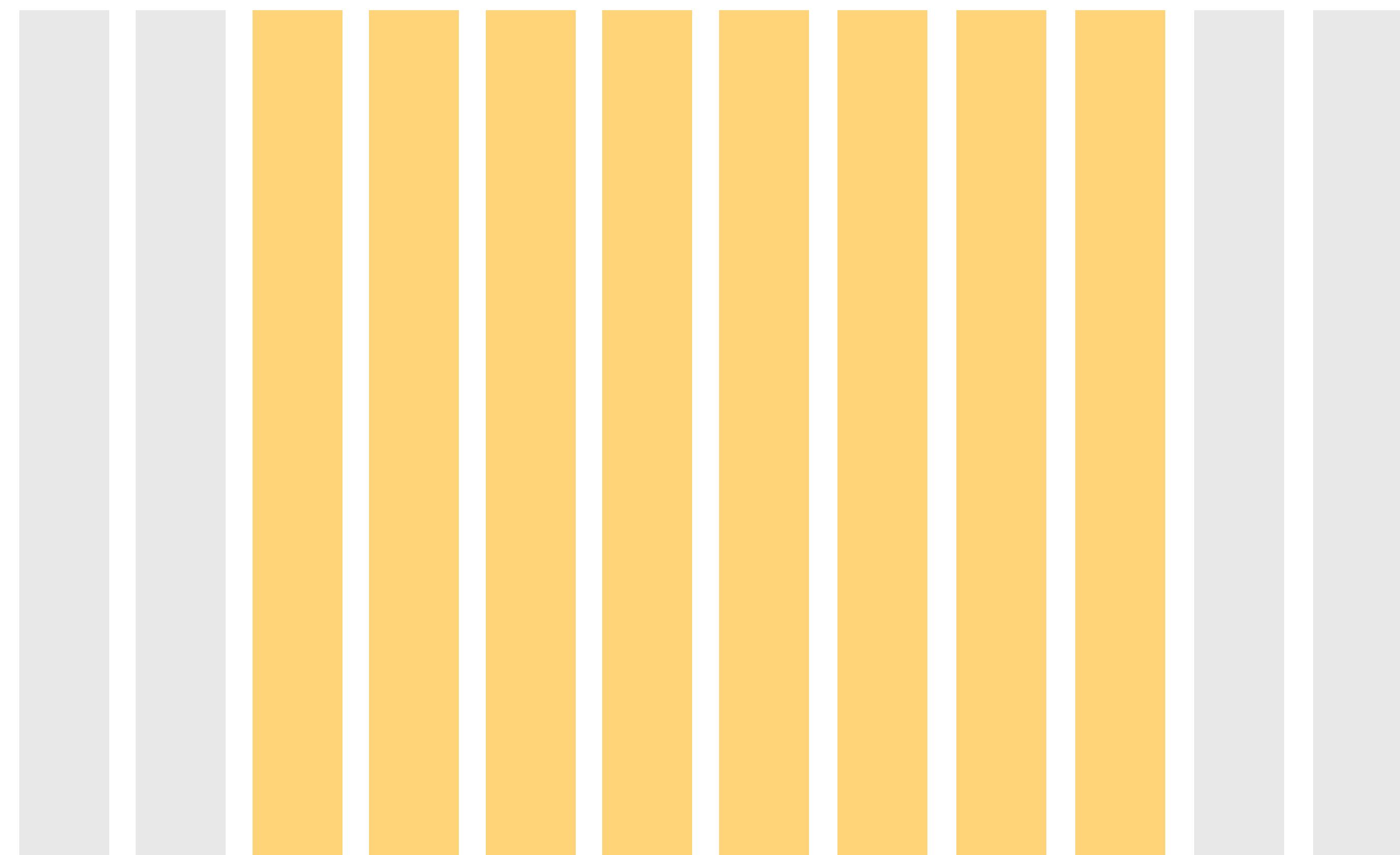


```
<div class="row">  
  <div class="small-10 large-8 large-centered columns">...</div>  
</div>
```

small-10

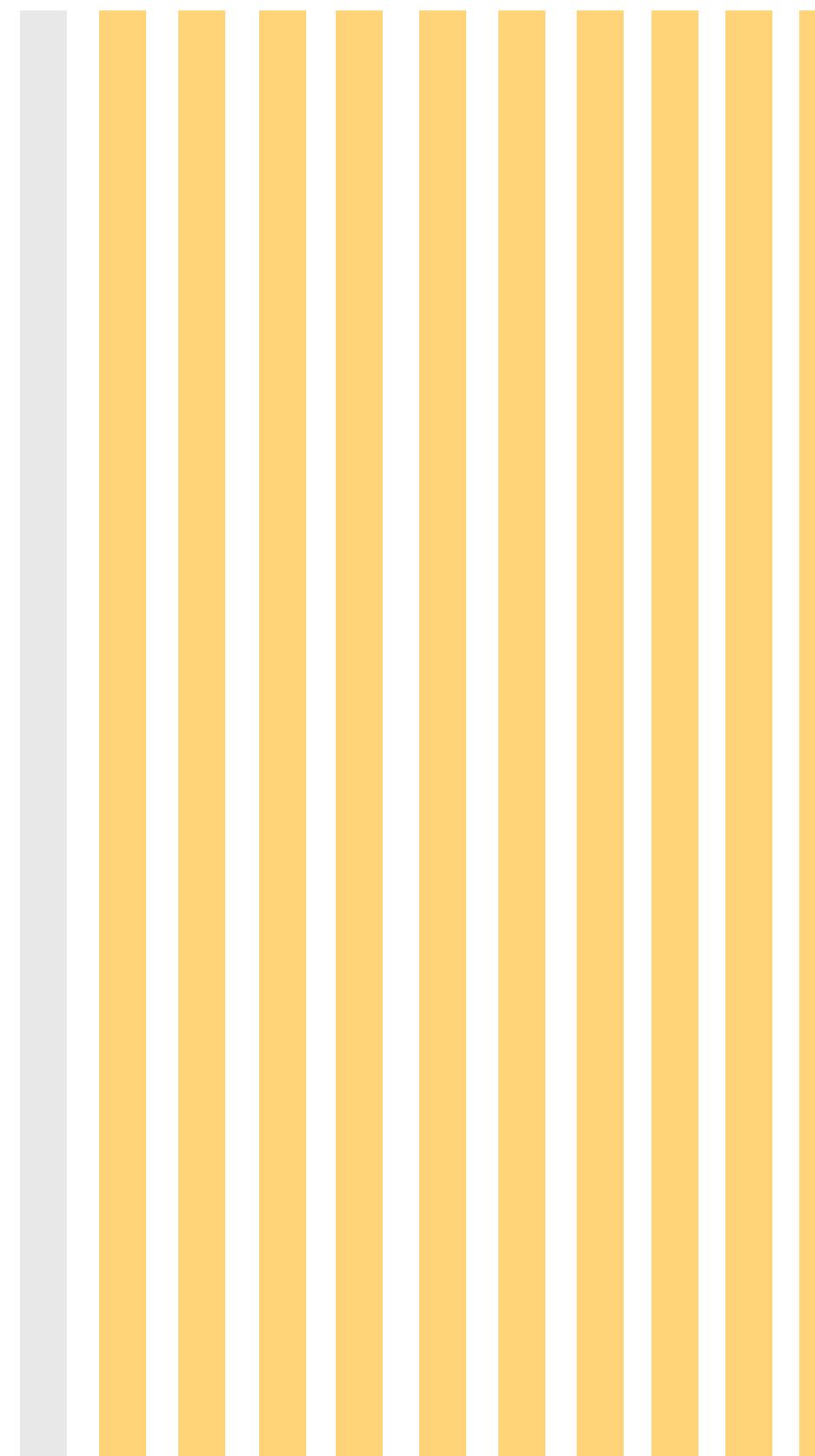


large-8 large-centered



```
<div class="row">  
  <div class="small-10 small-centered large-8 large-uncentered  
columns">...</div>  
</div>
```

small-10

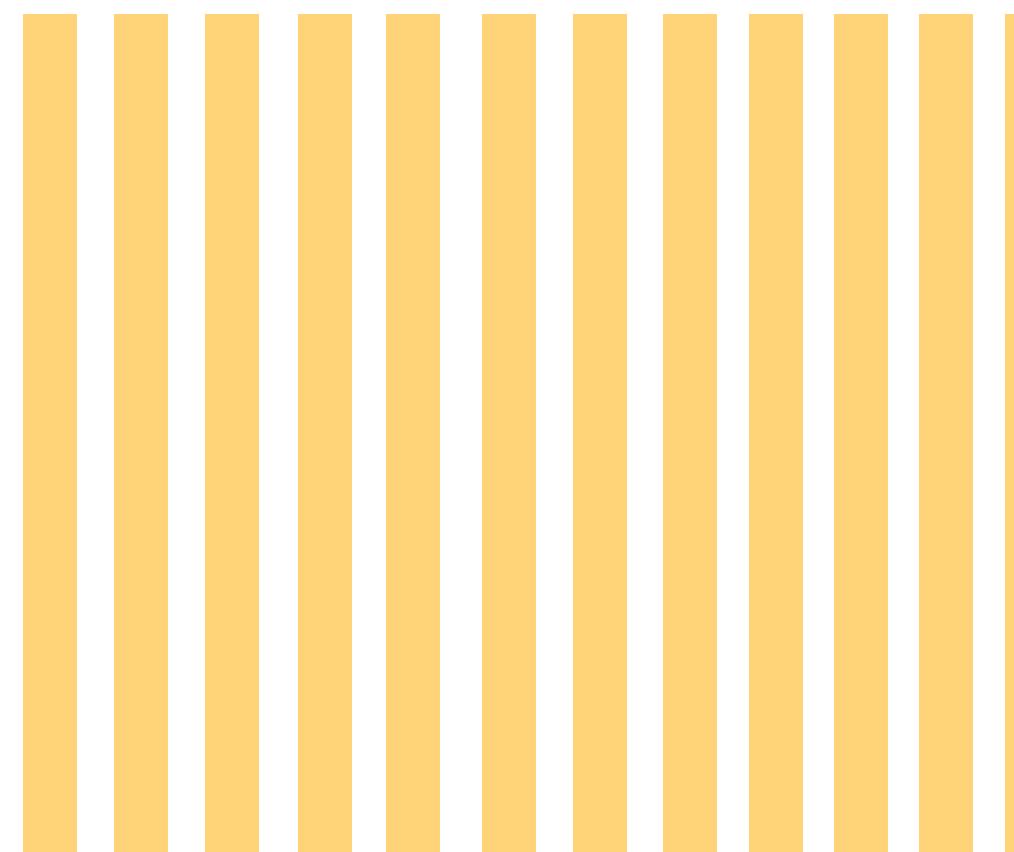


large-8 large-uncentered

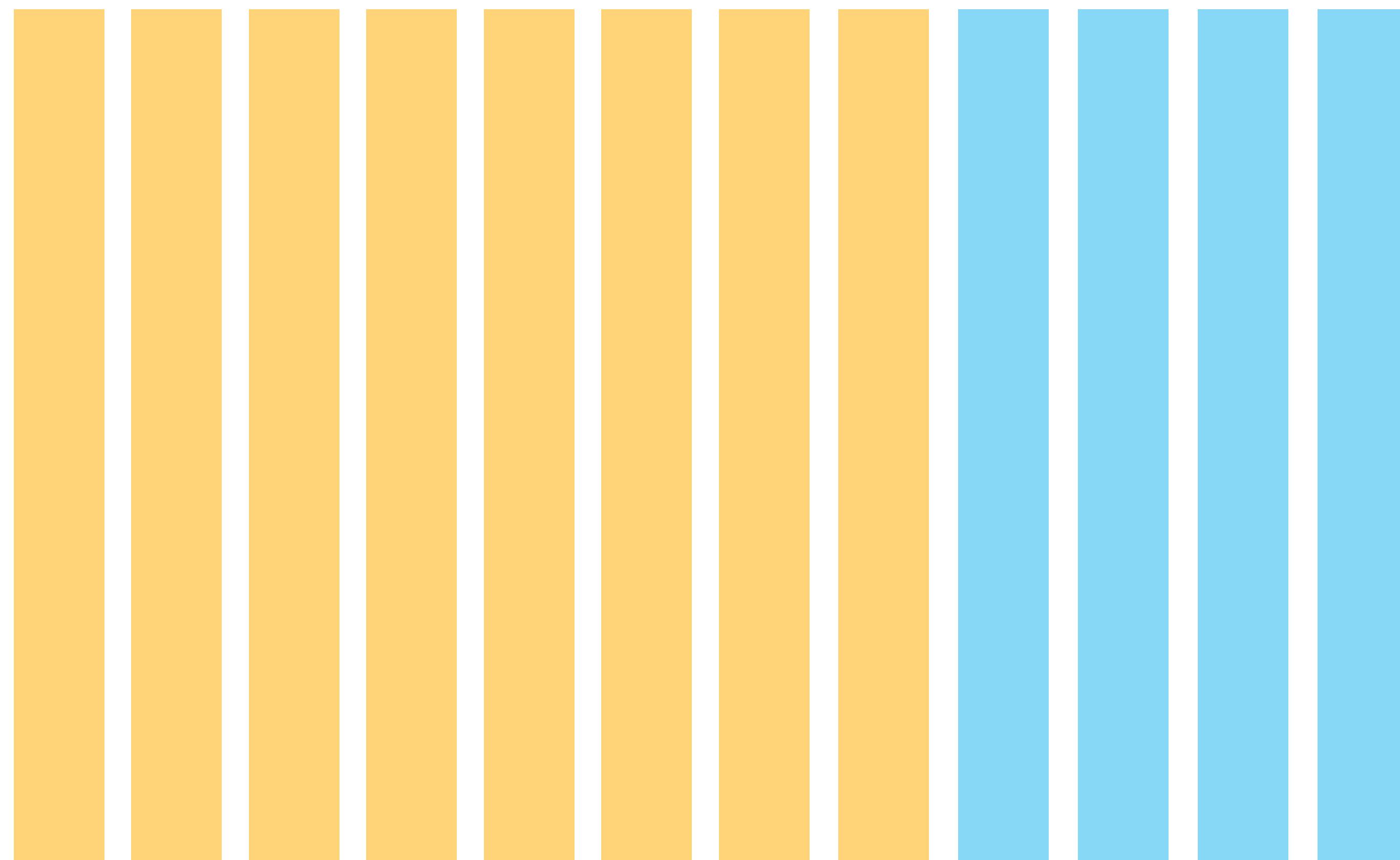


```
<div class="row">  
  <div class="small-12 large-8 columns">...</div>  
  <div class="small-12 large-4 columns">...</div>  
</div>
```

small-12

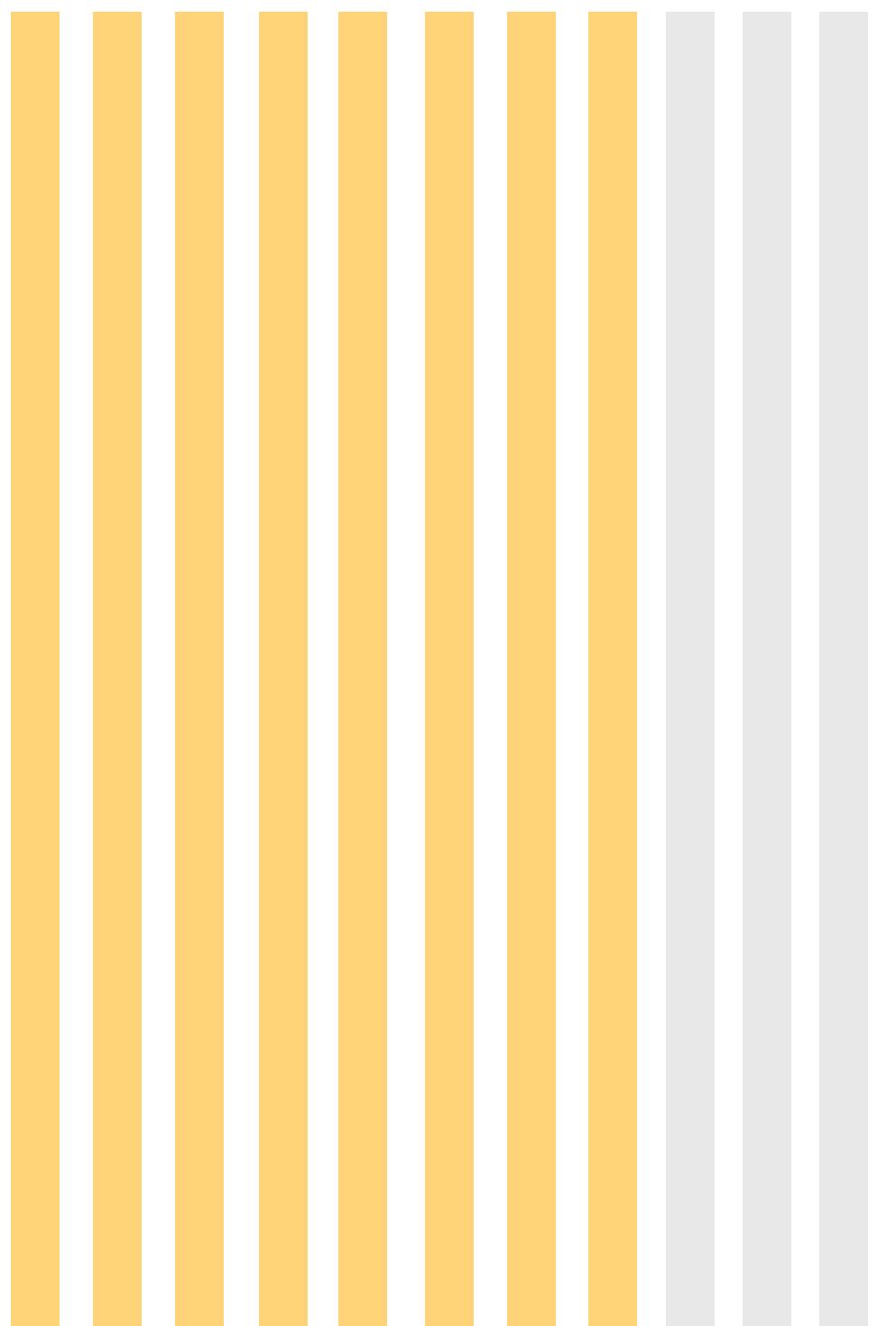


large-8 & large-4



```
<div class="row">
  <div class="small-12 large-5 columns">
    <div class="row">
      <div class="small-8 columns">...</div>
    </div>
  </div>
</div>
```

small-8 within small-12



small-8 within large-5



[← Home](#)

HTML Templates

[Icon Fonts](#)

[Off-Canvas Layouts](#)

[Responsive Tables](#)

[SVG Social Icons](#)

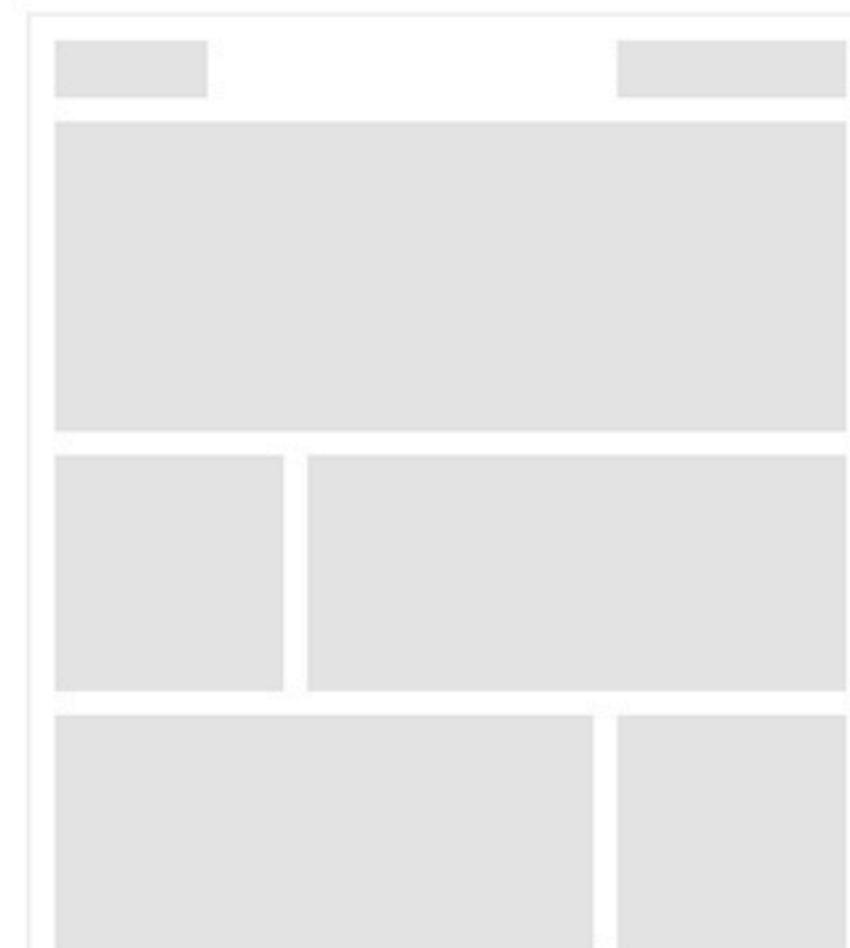
[Stencils](#)

How to Use Our Templates

Using the grid you can build tons of layouts. Without using a single line of CSS outside of what comes with Foundation, we've created eight layouts for you to start from and build on. It's dead simple to use these simple HTML templates, just grab the code and drop it between the `<body>` tags of a Foundation page.

Available Templates

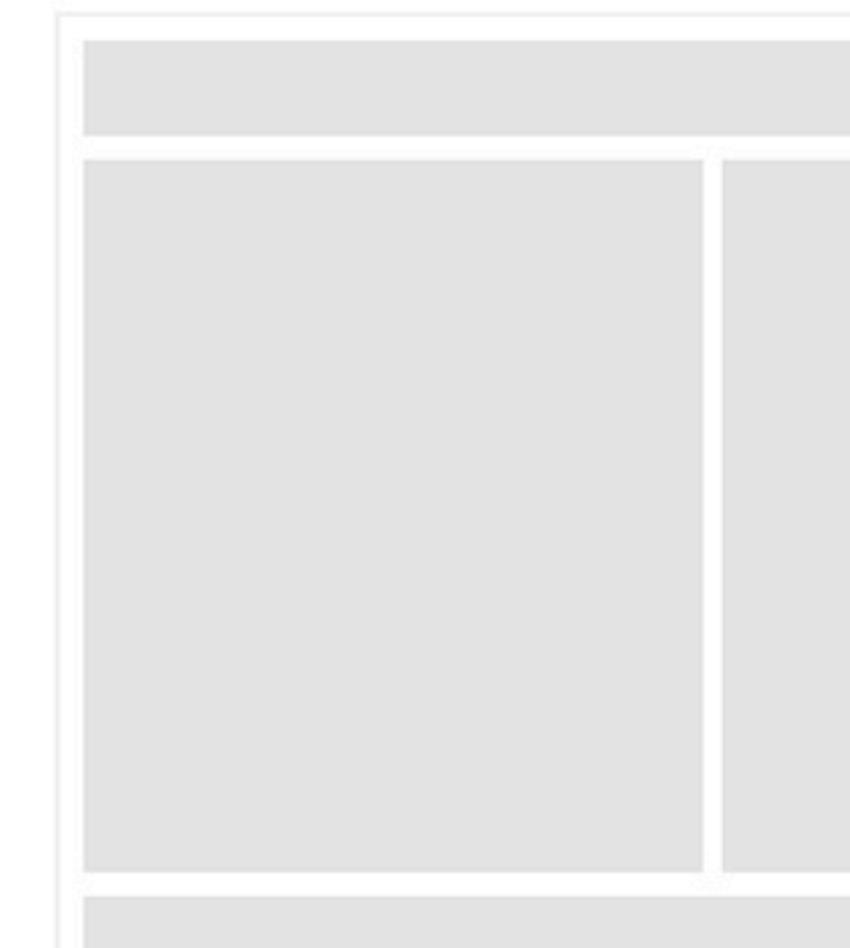
Click to view the templates in the browser. Press `option/alt` to download them for your next project.



Banded

[More Info](#)

[HTML](#)



Blog

[More Info](#)

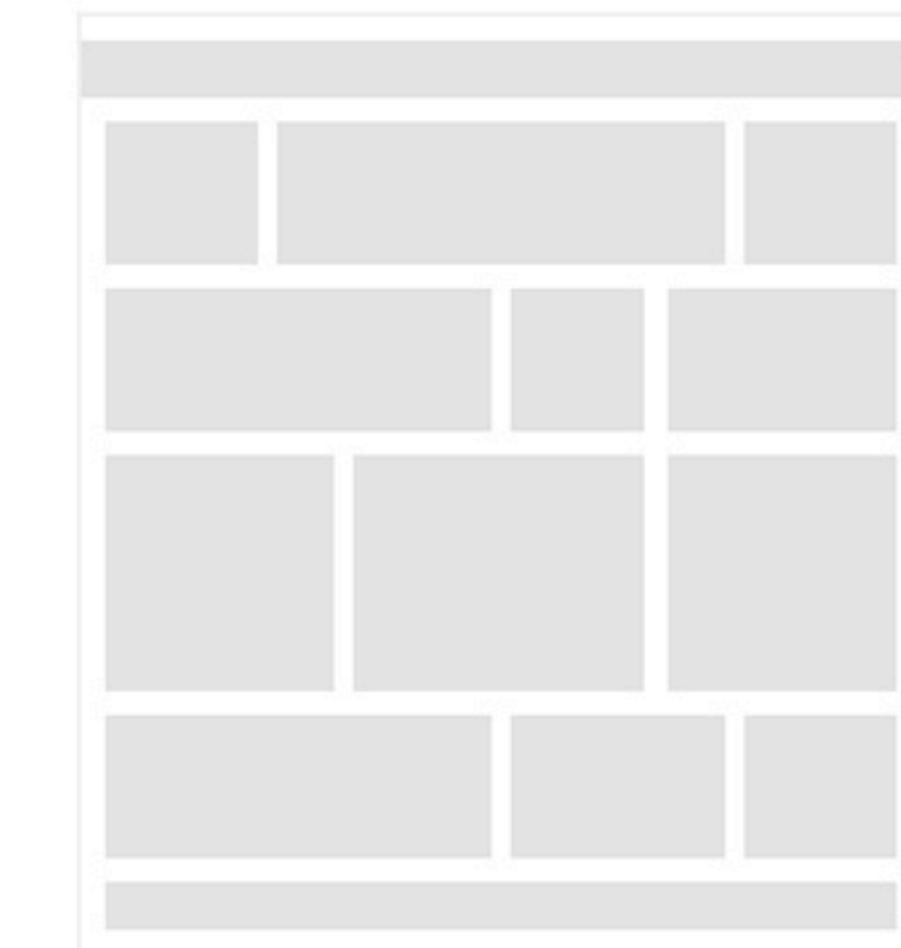
[HTML](#)



Feed

[More Info](#)

[HTML](#)



Grid

[More Info](#)

[HTML](#)

Blog Post Title

Written by [John Smith](#) on August 12, 2012.

Bacon ipsum dolor sit amet nulla ham qui sint exercitation eiusmod commodo, chuck quis velit. Aute in reprehenderit, dolore aliqua non est magna in labore pig pork biltong. Eiusmod swine spare ribs reprehenderit culpa.

Boudin aliqua adipisicing rump corned beef. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami.

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami.

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon

Categories

[News](#)[Code](#)[Design](#)[Fun](#)[Weasels](#)

Featured

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow.

Swine short ribs meatball irure bacon nulla pork belly cupidatat meatloaf cow.

[Read More →](#)

Panel Title

This is a three columns grid panel with an arbitrary height.

Panel Title

This is a six columns grid panel with an arbitrary height.
Bacon ipsum dolor sit amet salami ham hock biltong ball
tip drumstick sirloin pancetta meatball short loin.

Panel Title

This is a three columns grid panel with an arbitrary height.

Panel Title

This is a six columns grid panel with an arbitrary height.
Bacon ipsum dolor sit amet salami ham hock biltong ball
tip drumstick sirloin pancetta meatball short loin.

200 x 200

Panel Title

This is a four columns grid panel with an arbitrary height. Bacon ipsum dolor sit amet salami.

400 x 300

400 x 300

400 x 300

1 of 3



Slide Image 1



Upcoming Shows

Blog

COMPONENTS & ELEMENTS

- Navigation
- Buttons
- Forms
- Typography
- Components

Using Foundation

Grid

Navigation

Pagination

Side Nav

Sub Nav

Top Bar

Breadcrumbs

Buttons

Forms

Typography

css Components

Javascript

FAQ

Top Bar

The Foundation Top Bar gives you a great way to display a complex navigation bar on small or large screens.



Build With HTML Classes

The top bar is a pretty complex piece of magical UI goodness, which makes it really difficult to create a mixin from it. We rely on many presentational classes to accomplish the styles and there's a lot happening in the JS.

Basic Needs

The top bar has four main elements, three of which are needed for proper functionality: **ul.title-area**, a **ul class="right/left"** element enclosed in a **section class="top-bar-section"**, and the **li.toggle-topbar** element that will expand the menu in the mobile layout. You can leave out the **li class="name"** as long as you include the **.toggle-topbar** element.

Positioning the Bar

Using Foundation

Grid

Navigation

Buttons

Buttons

Button Groups

Dropdown Buttons

Split Buttons

Forms

Typography

CSS Components

Javascript

FAQ

Button Groups

Button groups are great when you need to display a group of actions in a bar. These build off the button styles and work perfectly with the grid.



Build With Predefined HTML Classes

There are two ways to build button groups in Foundation 4: with our predefined HTML classes or with our structure and mixins. Building button groups using our predefined classes is a breeze, you'll just wrap a `button` inside an ``.

The button styles will work the same as they do when building a single button, but they'll float next to each

Using Foundation

Grid

Navigation

Buttons

Forms

Forms

Custom Forms

Switch

Typography

CSS Components

Javascript

FAQ

Support

Forms

With Foundation, we set out to create an easy to handle, powerful and versatile form layout system. A combination of form styles and the Foundation grid means you can do basically anything.

Fieldset

Input Label

large-12.columns

Input Label

large-4.columns

Input Label

large-4.columns

Input Label

small-9.columns .com

Textarea Label

small-12.columns

Building Forms with HTML

OK, so you have a client that needs a form with an unhuman layout. "You can't back down because of some legal reason," he says. What are you to do? Foundation has you covered with versatile forms that looks

Using Foundation

Grid

Navigation

Buttons

Forms

Typography

Type

Inline Lists

Labels

Keystrokes

CSS Components

Javascript

FAQ

Inline Lists

You can use this simple construct when you just need a horizontal list of links, like in a footer, and want more control than just spaces between them.

[Link 1](#) [Link 2](#) [Link 3](#) [Link 4](#) [Link 5](#)

Build With Predefined HTML Classes

There are two ways to build inline lists in Foundation 4: with our predefined HTML or with our mixins.

Building inline lists using our predefined classes is easy. You'll start with an unordered list and add a class of **.inline-list** to it. From there, you just need to add list items with links in them.

```
<ul class="inline-list">
  <li><a href="#">Link 1</a></li>
  <li><a href="#">Link 2</a></li>
  <li><a href="#">Link 3</a></li>
  <li><a href="#">Link 4</a></li>
  <li><a href="#">Link 5</a></li>
</ul>
```

HTML

For these styles to come across, make sure you have the default Foundation CSS package or that you've included the `list.html` file from the `src/assets/stylesheets` folder in your project's `app/assets/stylesheets` folder.

Using Foundation

Grid

Navigation

Buttons

Forms

Typography

CSS Components

Global Styles

Alert Boxes

Panels

Pricing Tables

Progress Bars

Tables

Thumbnails

Flex Video

Panels

A panel is a simple, helpful Foundation component that enables you to outline sections of your page easily. This allows you to view your page sections as you add content to them or add emphasis to a section. The width is controlled by the grid columns you put them inside.

This is a regular panel.

It has an easy to override visual style, and is appropriately subdued.

This is a callout panel.

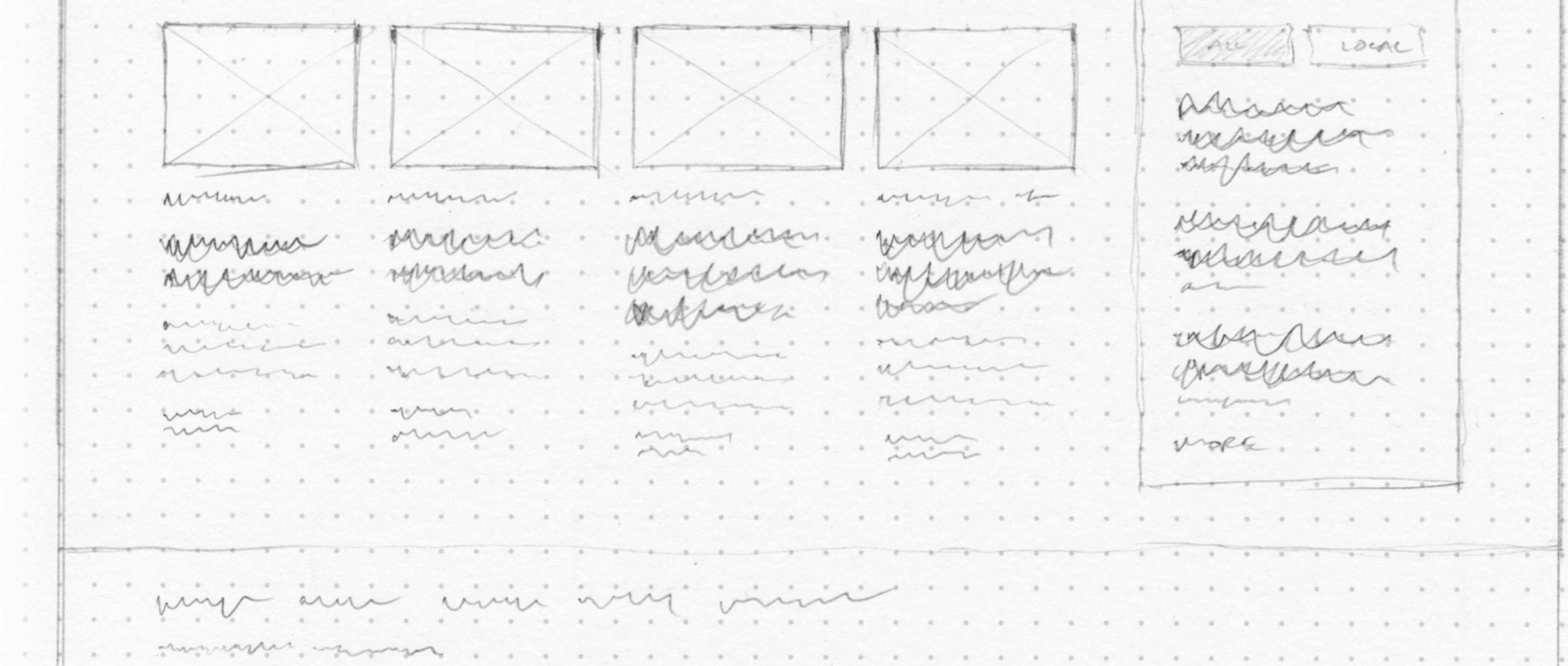
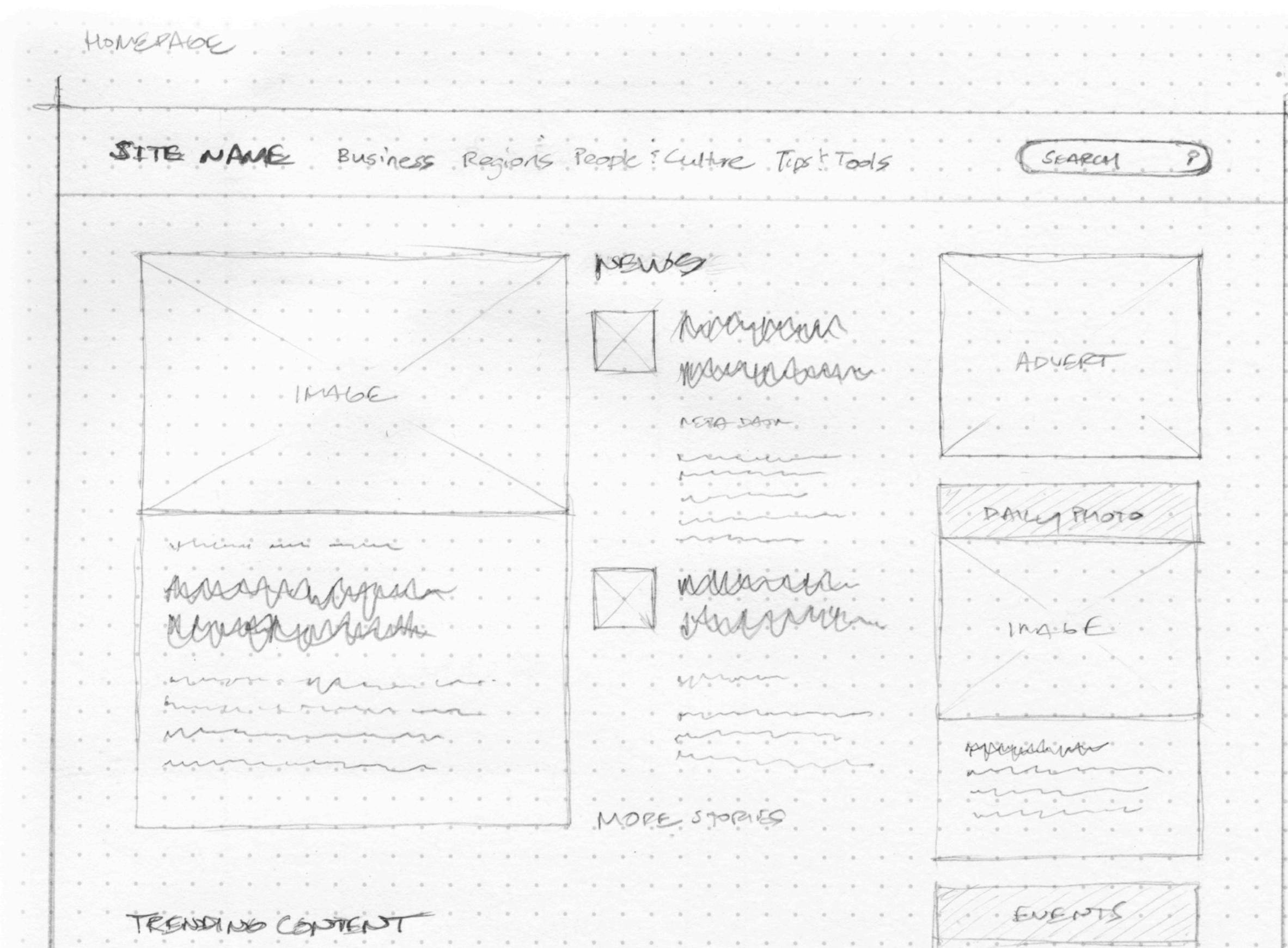
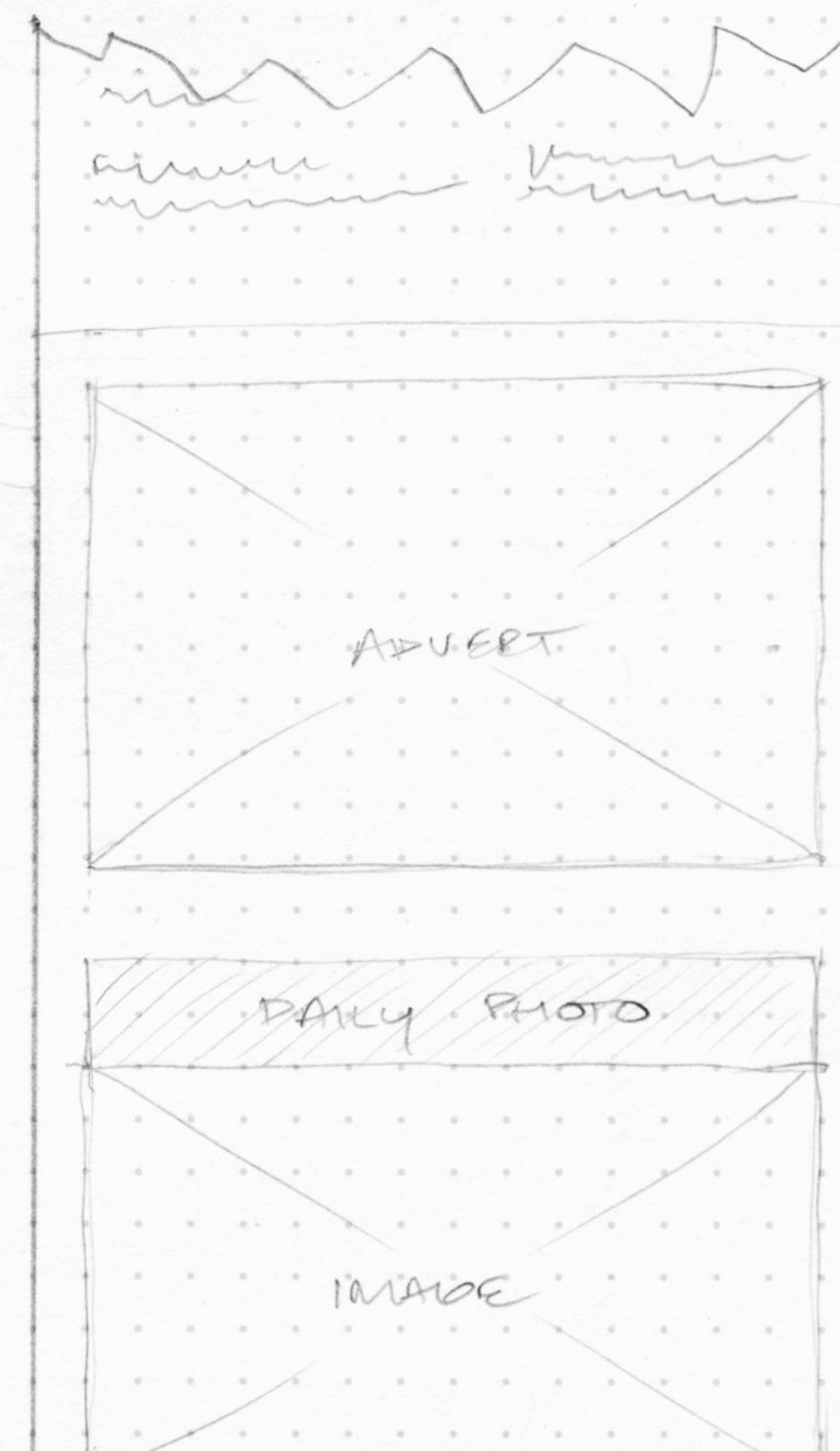
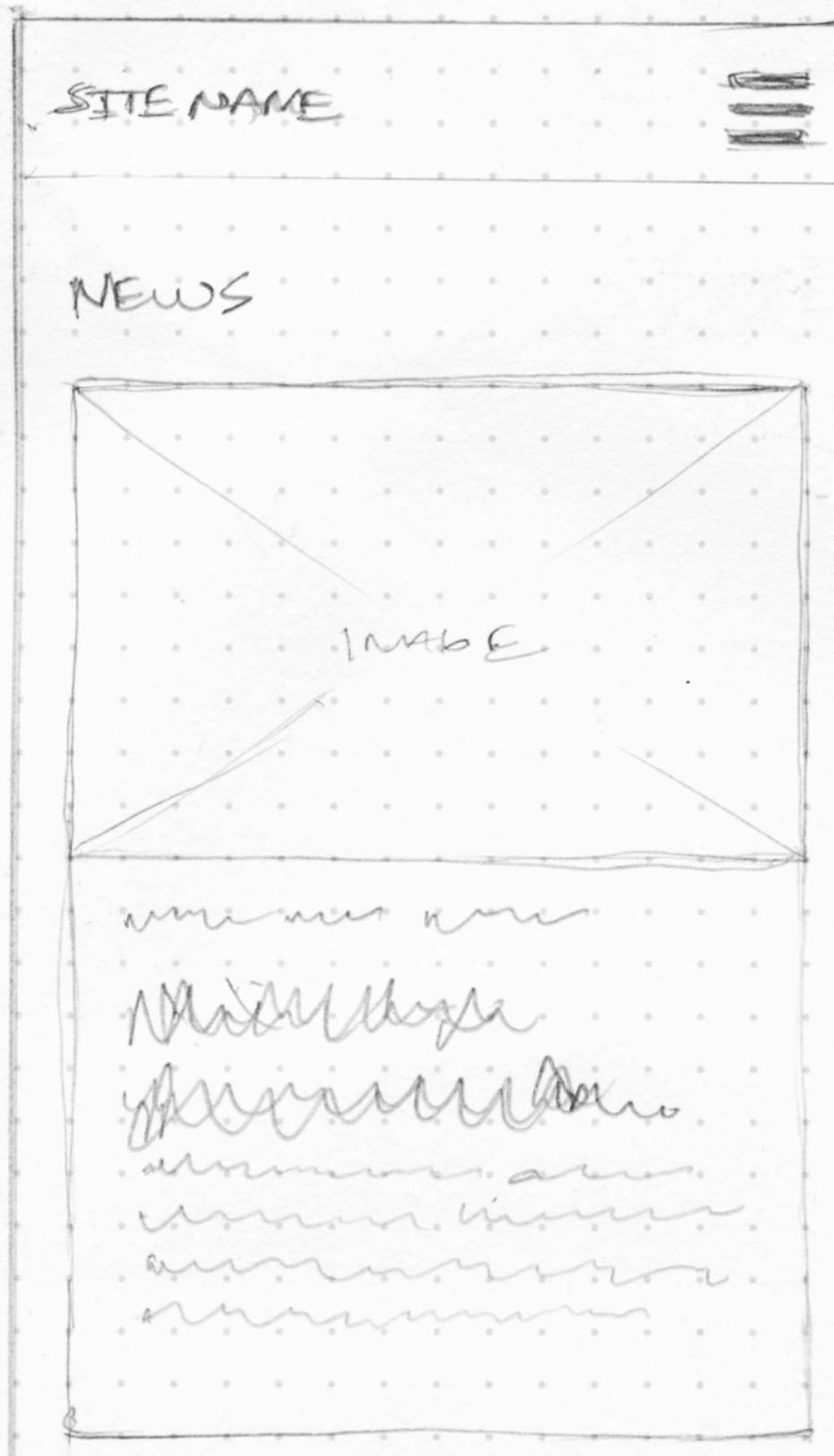
It's a little ostentatious, but useful for important content.

Build With Predefined HTML Classes

There are two ways to build panels in Foundation 4, either with our predefined HTML or with our mixin. Building panels using our predefined class isn't hard at all. You'll start with `<div>` and add a class of `.panel` to it. From there, you just need to add content inside, anything will do.

Available HTML class options:

LET'S GIVE IT A TRY!



[insert_terrifying_live_demo]

HELPFUL LINKS

- <http://foundation.zurb.com>
- <http://susy.oddbird.net>
- <http://html5boilerplate.com>
- <http://incident57.com/codekit/>
- <http://html5doctor.com>
- <http://www.dontfeartheinternet.com/html/html>
- <http://www.codeschool.com/courses/assembling-sass>
- <http://bradfrost.github.io/this-is-responsive/resources.html#frameworks>

THANKS!

Jared Ponchot // @jponch // Artifact Austin 2013