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Wireframes are a visual guide that represents the skeletal framework of a website.

Aim of a wireframe is to provide a visual understanding of a page early in a project to get stakeholder and project team approval before the creative phase gets under way.

Quicker and cheaper to review and amend the structure of the key pages in a wireframe format.

Often used to complete the User Centered Design process, wireframes are also used at the beginning of the design phase.