Wireframes

Wireframes

- A visual representation of an interface; used to communicate the structure, content, information hierarchy, functionality, and behavior of an interface.
- Before making the visual design, you first make decisions about the structure, content, layout, etc. Wireframes are a tool to communicate these ideas.
- “Blueprint for design” Get everyone on the same page
- Easier to change a wireframe, than a design!

Purpose of Wireframes

- **Ensuring the site or app is built according to goals.** Wireframing sets expectations about
  - how features will be implemented by showing how features will work,
  - where they will be located and
  - how much benefit they'll provide.
  - May be those feature you can pull out because it doesn’t fit into your site's goals.

Purpose of Wireframes

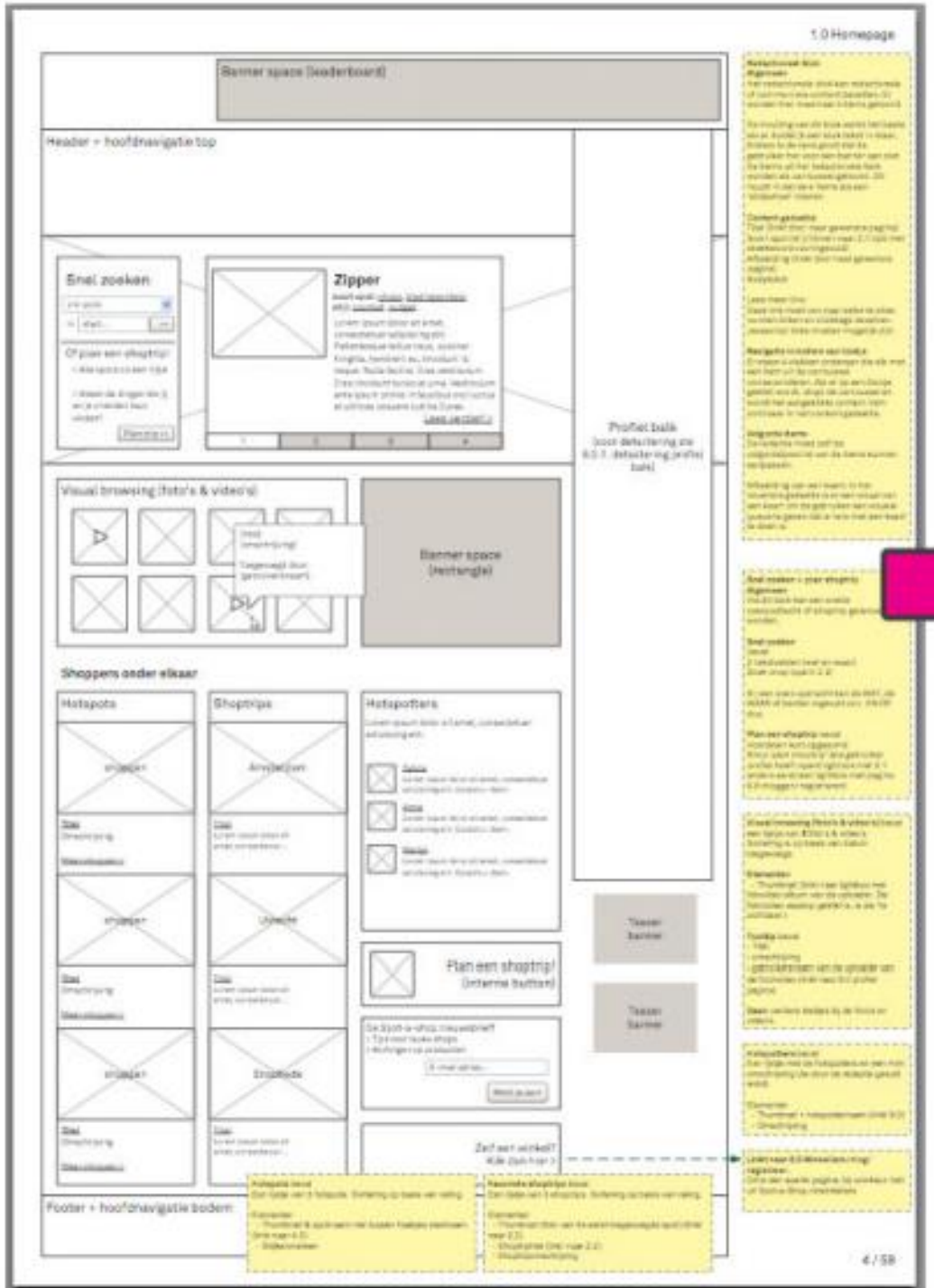
- **Focusing on usability.** Wireframing provides an objective look at
  - link names,
  - paths to conversion,
  - ease of use, navigation
  - the placement of features.
  - help you identify flaws in site architecture or features
  - show you how well it flows from a user perspective.

Purpose of Wireframes

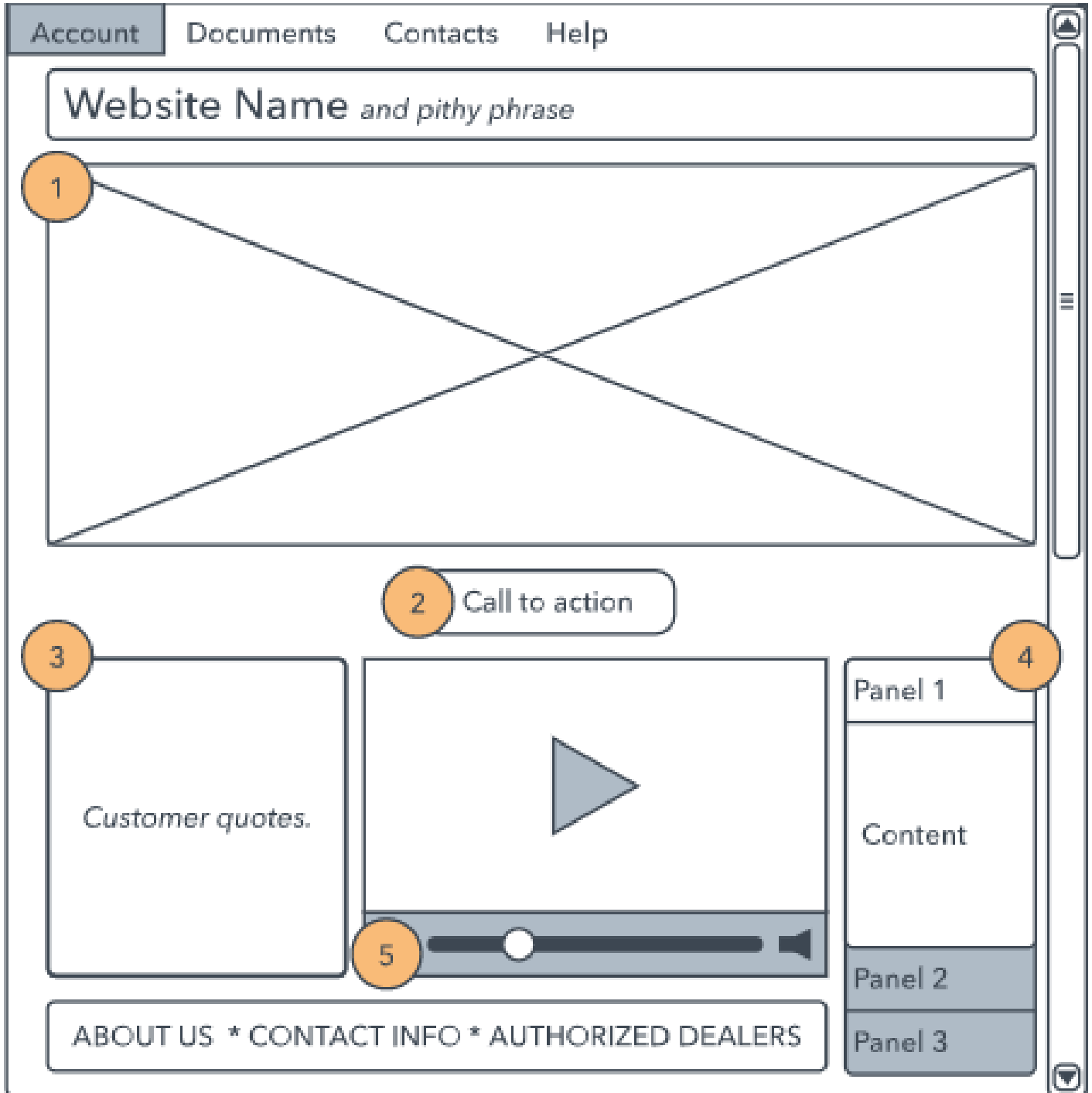
- **Content growth capacity -**
  - Your website needs to be able to accommodate that growth with minimal impact to the site architecture, usability, and design.
- **Feedback and painless iteration.**
  - Instead of merging the full functionality, layout and creative elements into a single step, wireframes guarantee that these considerations are taken on separately.
  - This allows stakeholders to provide feedback much sooner in the process. Creating wireframes using software makes the iterative process much easier

Before you design, you need wireframes

- **Structure** - How will the pieces of this site be put together?
- **Content** - What will be displayed on this site?
- **Information Hierarchy**
  - How is this information organized and displayed?
- **Functionality** How will this interface work?
- **Behavior**
  - How does it interact with the user?
  - How does it behave?


1.0 Homepage
Banner space (leaderboard)
Header + hoofdnavigatie top
Snel zoeken
Zipper
Profiel balk
Visual browsing (foto's & video's)
Banner space (rectangle)
Shoppers onder elkaar
Hotspots
Shoptrips
Hotspotters
Plan een shoptrip! (interne button)
Zelf een winkel?
Footer + hoofdnavigatie bodem
4 / 58

Leaderboard
spot a shop
Gisella
Zoeken
Amsterdam
Lorem Ipsum
Shoptrip: Amsterdam Beauty
Rectangle
Shoptrips
Hotspots
Hotspotters
Zelf een winkel?
De Spot a shop nieuwsbrief
Banner
Banner



Notes

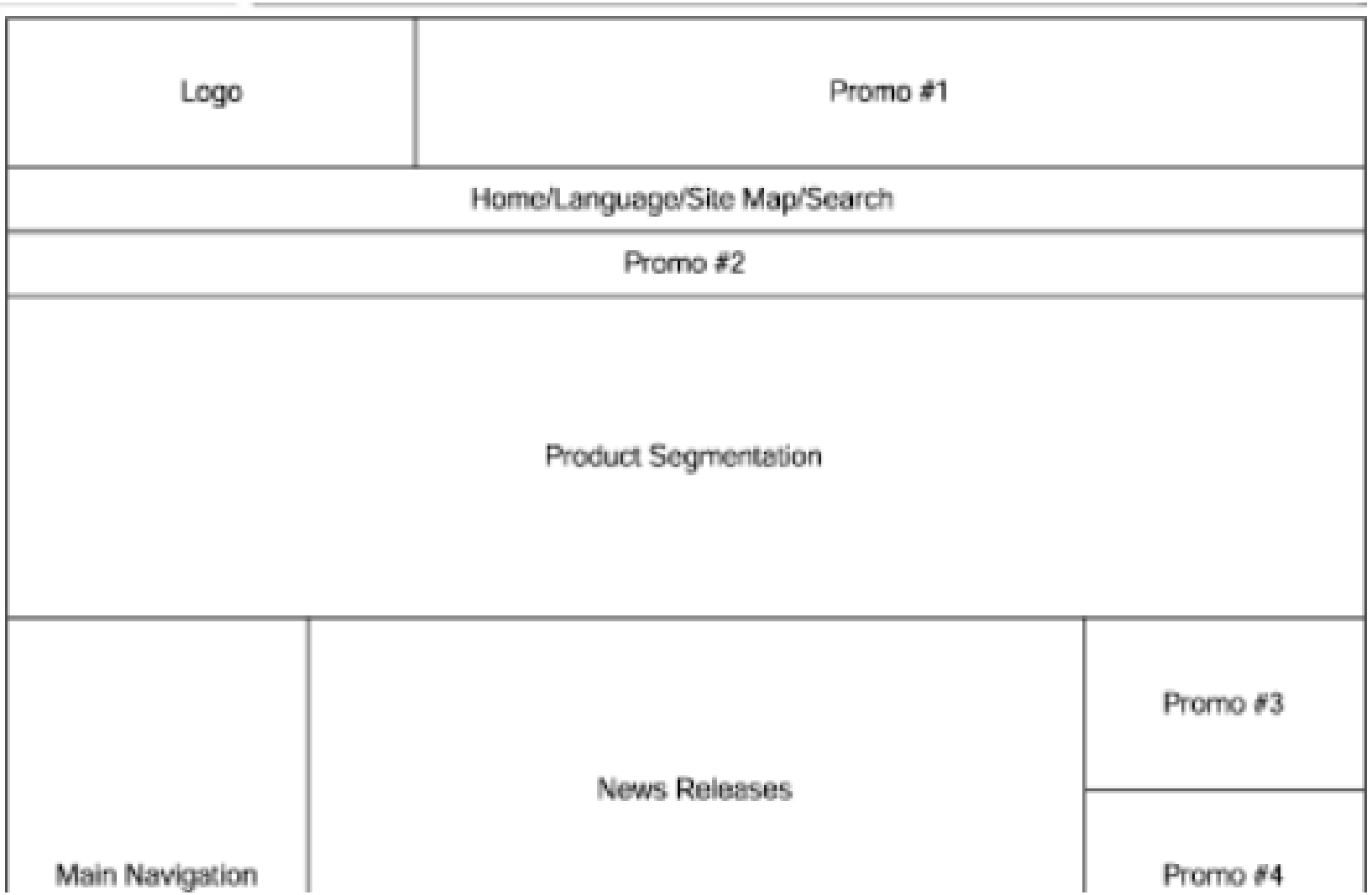
1 Details about the image
2 Where this links to
3 List of possible quotes
4 Drop down menus that link to other pages
5 Content of video

Types of Wireframes

1. Sketches

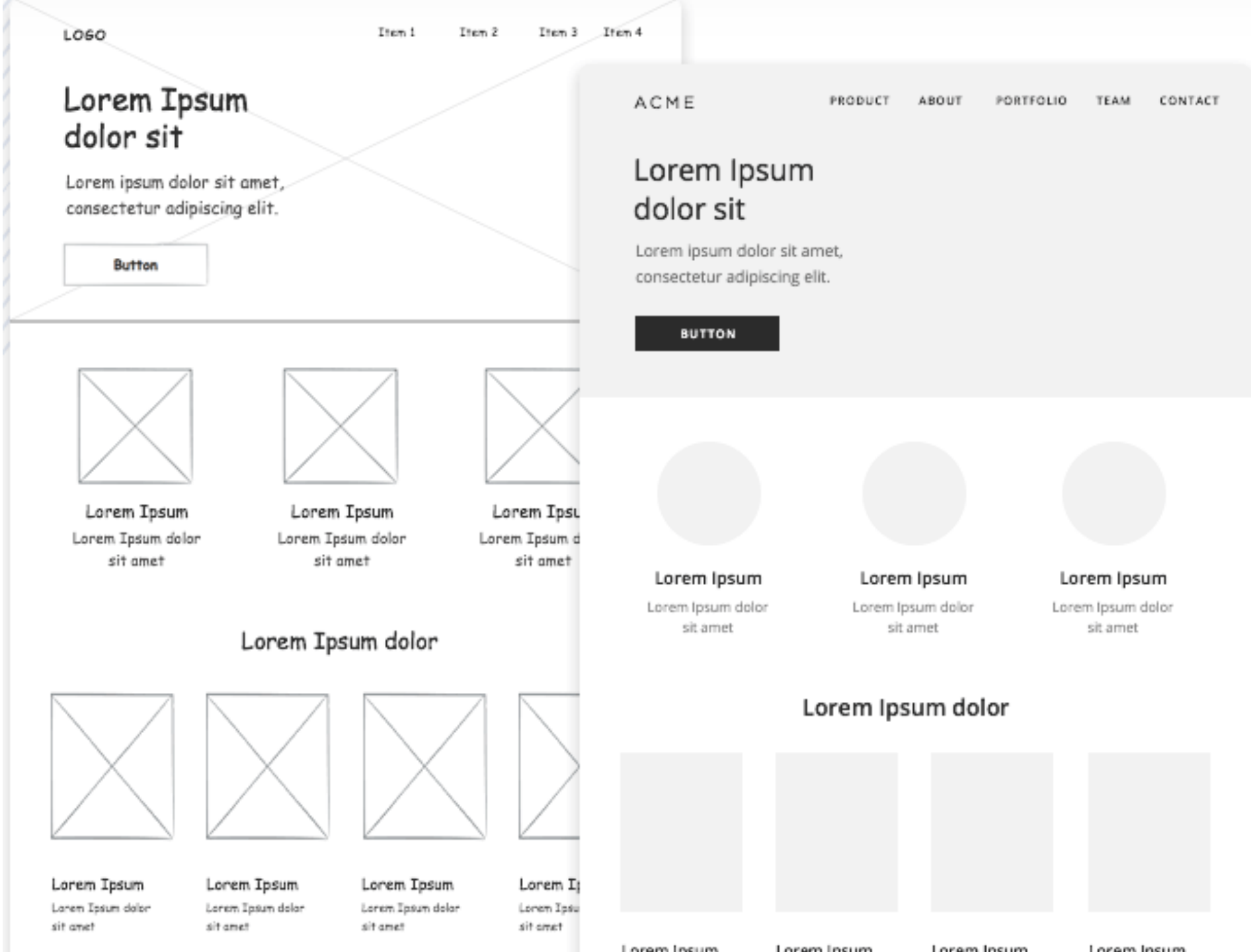
- Quick/experiment
- Good for feedback

Types of Wireframes



2. Lo-fidelity

- Block diagrams
- Good for testing flows


LOGO
Item 1
Item 2
Item 3
Item 4
Lorem Ipsum dolor sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Button
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsu
Lorem Ipsum dolor
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsum
Lorem Ipsum dolor sit amet
ACME
PRODUCT
ABOUT
PORTFOLIO
TEAM
CONTACT
Lorem Ipsum dolor sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
BUTTON
Lorem Ipsum
Lorem Ipsum dolor sit amet
Lorem Ipsum
Lorem Ipsum dolor sit amet
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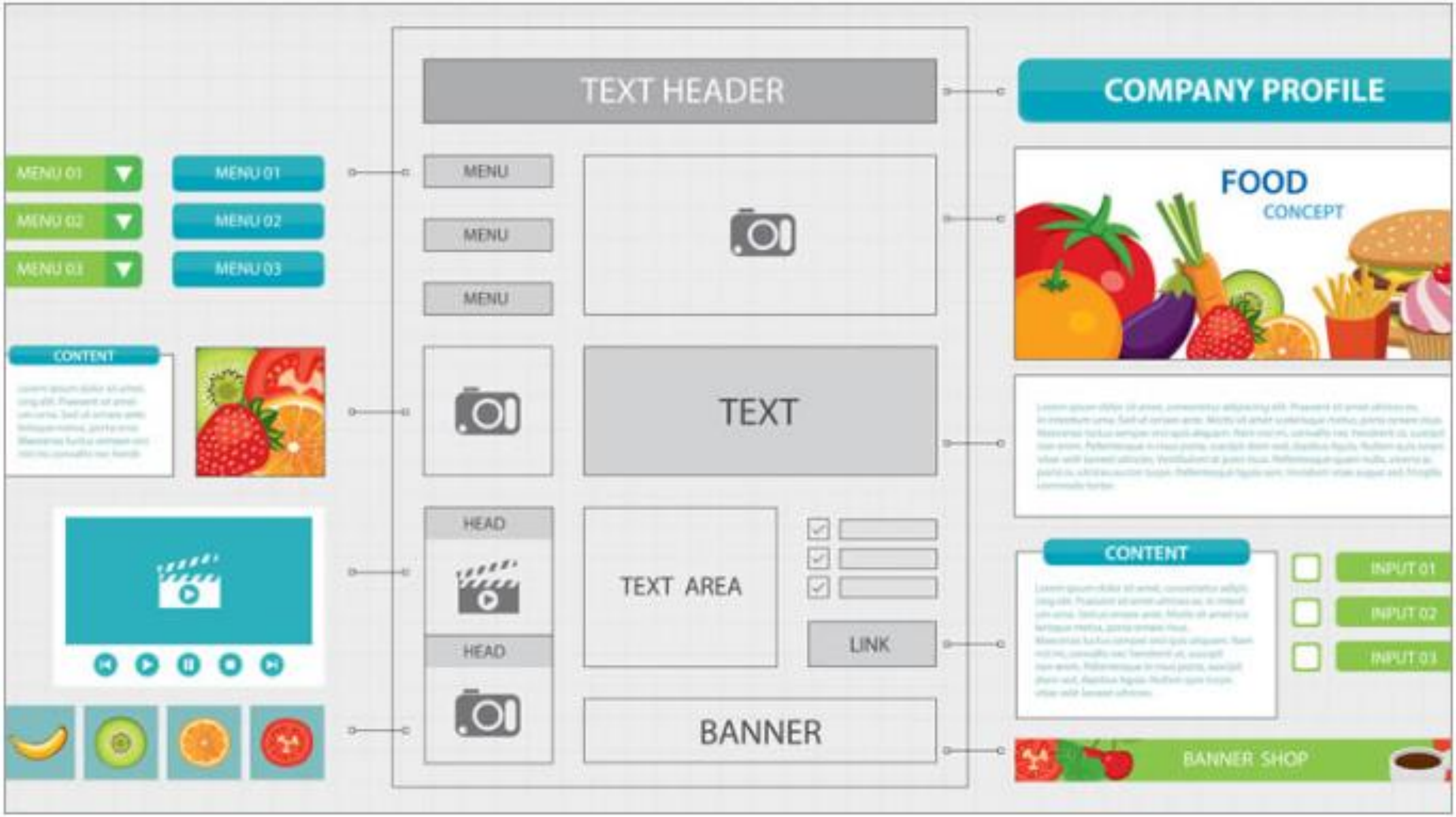
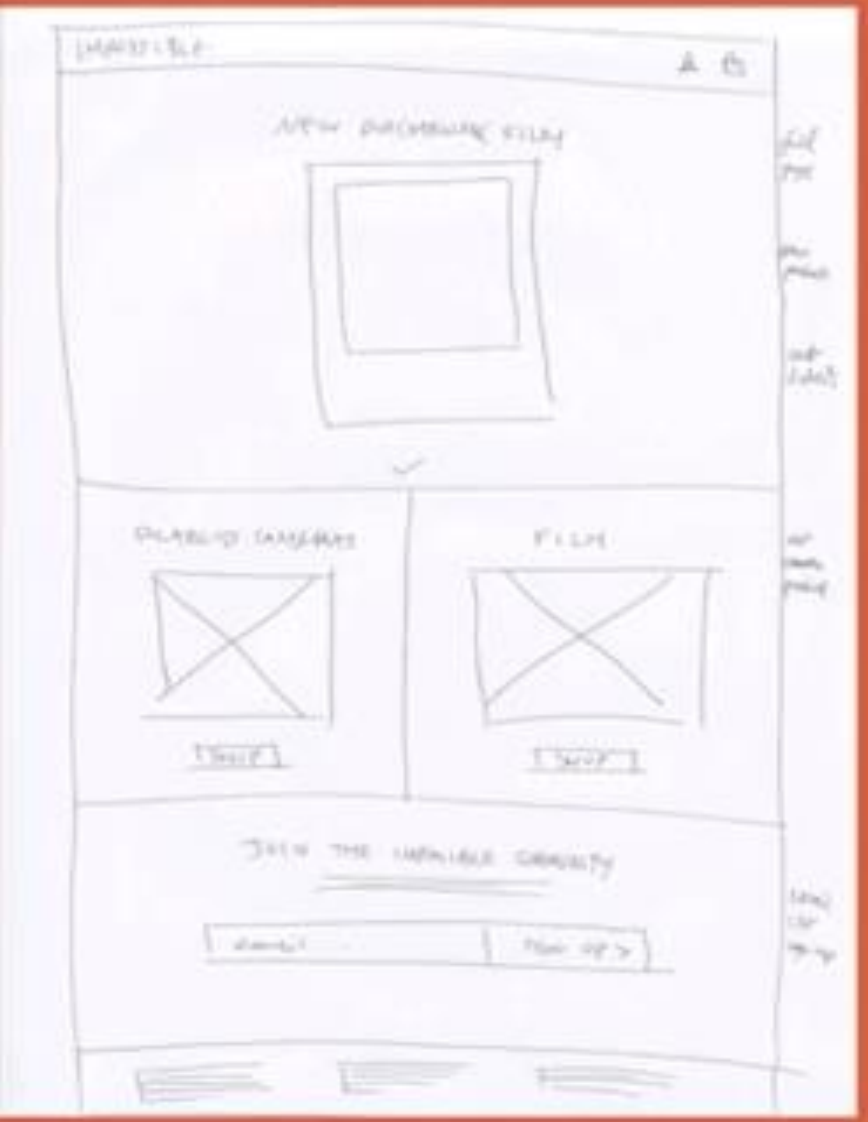
Types of Wireframes

3. Hi-fidelity

- Detailed wireframes
- Describe Content and Behavior
- Blueprint for final Design
- Easily Understood


TEXT HEADER
COMPANY PROFILE
MENU 01
MENU 02
MENU 03
MENU 01
MENU 02
MENU 03
MENU
MENU
MENU
FOOD
CONCEPT
CONTENT
TEXT
HEAD
HEAD
TEXT AREA
LINK
CONTENT
INPUT 01
INPUT 02
INPUT 03
BANNER
BANNER SHOP



Sketch

Lo-fidelity

Hi-fidelity

Mockup

- A mockup is a static high-profile and high-fidelity visual draft of a design or device, used to represent the structure of information, visualize the content and demonstrate the basic functionalities in a static way.
- Unlike wireframe, mockups provide visual details, such as colors and typography. While wireframes are design placeholders, mockups are built to give the viewer a more realistic impression of how the end product will look.
- mockup adds visual richness to the foundation laid out by the wireframe.

Why use Mockup

1. Organize project details

- Mockups can help the designer to uncover visual elements on each step of design process
- Visual hierarchies, that show the difference between design elements such as font and color, should be determined at the mockup phase of the design process.
- With the visual elements more refined than with wireframes, mockups allow stakeholders to actually review the visual side of the project.

Why use Mockup

2. Find errors early on

- Much like working with a wireframe, mockups allow for easy and quick revisions that can stack up pretty quickly, as they do not require code or programming.

3. Translate ideas into a stakeholder language

- For clients and stakeholders, presenting a digital mockup can be best the way to go, as simply using a flat design might not be enough in terms of visualization and translating ideation.

Why use Mockup

4. Communicate ideas between team members

- it can also act as a way for great communication among the members of the design teams.
- Mockups may help facilitate work across disciplinary borders, bringing together teams working on different objectives.

5. Design implementation

- How does your initial design flow and perform? By looking at a mockup, you should have a good idea of how the final product will look and a some idea of how it might function.

Wireframe & Mockup Tools

- Online Tools
  - https://moqups.com/
  - https://mockflow.com
- Photoshop

Demo with moqups.com
&
Let’s Get Started