

Wireframe Presentation Script

This is the basic script we use when emailing a URL to a client to review a wireframe. Consider adapting it as necessary, because clients will have different levels of understanding as to what all of this means 😊

Per our discussion, in this email you'll find a link to the wireframe prototype, which shows our proposed navigation, page and content structure of the [CLIENT] website. It can be accessed the link at the bottom of the email.

However, **please read through this entire email** before you click the link :-)

What You're Looking At:

As we've discussed earlier, think of this wireframe as a sort of "skeleton" for the new website. Wireframes usually lack typographic style, color, or graphics, since the main focus lies in **functionality, behavior, and priority of content**. The wireframes show all of the pages that will be included in the website, and all items that will be on each page from a functionality standpoint.

The goal here is to allow all of us to focus on **layout, content** and **user needs** without the distraction of color, type, and other design elements.

All navigation links work, so you can click through the site just as you would a normal web site.

What You Should Be Looking For / Feedback We Need:

- Are all navigation categories present and accounted for?
- Is all necessary content present and accounted for?
- Is there content that should be moved or deleted?
- Is there content (or pages) that won't exist at launch, but may be added later?
- Is all labeling accurate and understandable — from Page Titles to Navigation Menu items to Form and Field Labels?
- Is all necessary functionality (e.g. forms) present and accounted for?
- Does the visual organization of the content on each page make sense?
- Do workflows (e.g. forms, checkout process, etc.) include all necessary inputs and functionality?

What You Shouldn't Pay Any Attention To:

Visual design elements or "look & feel" -- this is not a finished design.

Fonts, colors, shapes -- these will be determined in the next phase of the project.

The size or shape of Image placeholders (rectangles with "IMAGE" in the center).

"Greeking" or Lorem Ipsum text. This is a placeholder for actual content to be created/ supplied by [CLIENT] later.

Launching the Prototype:

To launch the prototype in your web browser, just click this link:

[URL]

We look forward to your update this coming Monday, and please feel free to ask any questions you may have between now and then. Enjoy!