



# WEB LAYOUT AND WIREFRAMES

Nick Anderson  
Instructor, All Around Cool Guy

## OBJECTIVES

- Articulate the anatomy of a typical web page
- Layout website pages which conform to agreed-upon aesthetic principles
- Create modular/atomic layouts
- Articulate the benefits and shortcomings of wireframes
- Create wireframes appropriately to communicate design
- Recall web- and desktop-based wireframing tools and evaluate them for the needs of a project

# WHAT IS LAYOUT AND WHY IS IT IMPORTANT?

Good page layout is essential for making a  
useable web product.

Also, it is surprisingly difficult to pull off.

# WHY IS LAYOUT IMPORTANT?

## Good Layout

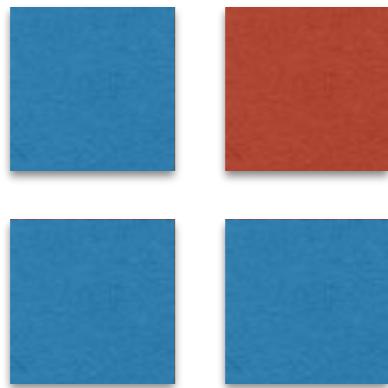
- Users can scan the page
- Users can quickly find what they want
- Users can learn the interface quickly

## Bad Layout

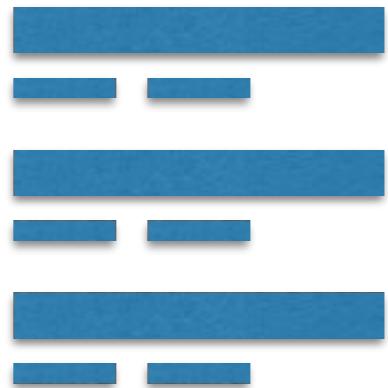
- Users have to work to find what they need
- Users are less efficient at accomplishing their tasks
- Users may become lost or disoriented

# IT'S ALL CRAP!

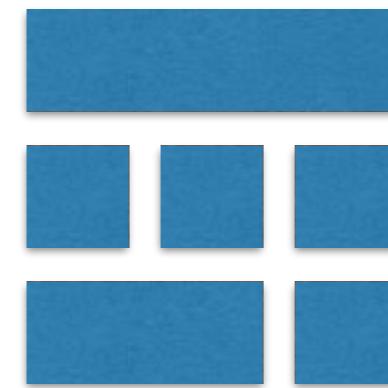
## CRAP



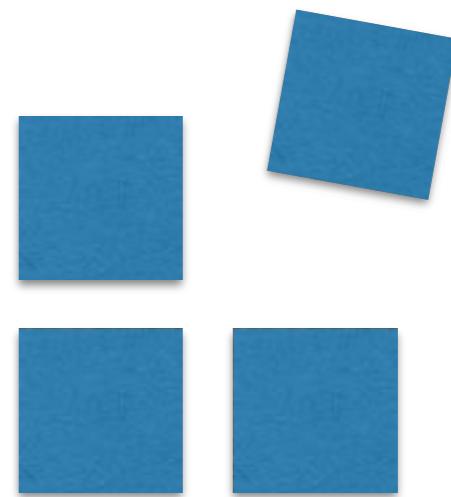
Contrast



Repetition



Alignment



Proximity

## CONTRAST

- Elements that are visually differentiated direct the eye and the viewer's attention
- Elements with the greatest contrast are perceived as the most important
- Contrast can be created through size, color, shape, and more



# Send Better Email

The screenshot shows the Mailchimp email editor interface. At the top left is the Mailchimp logo and the text "Double Double Newsletter". At the top right are "Help" and "Save & Exit" buttons. Below the header is a preview area showing a newsletter layout. The layout features a white header section with the text "DOUBLE DOUBLE" in large, bold, sans-serif letters, with "RECORDS" in smaller letters below it. The main body of the newsletter has a teal background and shows a woman's face at the bottom. To the right of the preview is a sidebar with a "Layout" tab selected, along with "Content", "Design", and "Comments" tabs. The sidebar also contains icons for social media sharing (Twitter, Facebook, Google+, LinkedIn) and image insertion.

# REPETITION

- Repetition creates consistency and continuity
- Repetition within a page causes the repeated elements to be perceived as similar to each other
- Repetition across pages help users track non-essential elements in their periphery
- Keep colors, type styles, navigation, and branding consistent





Duff Beer 24 Can Pack  
£29.99



Brooklyn Brew Shop Beer Making Kits  
from £14.99



Scorpion Vodka  
from £12.99



Giant Gummi Bear  
£34.99



Wine Handbags



Gin and Tonic Gourmet Popcorn



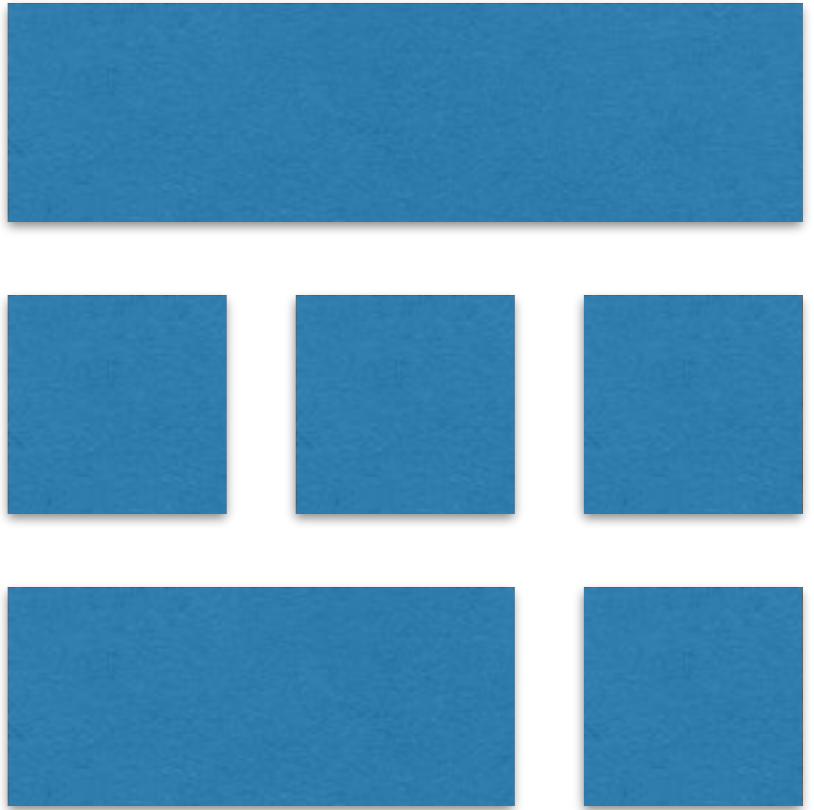
Marmite Chocolate



Molecular Gastronomy Kit

## ALIGNMENT

- Aligning elements on a grid helps to guide the eye and reinforce relationships between elements
- Grids can create effective negative space that helps users define distinctions between elements
- Alignment makes pages easier to scan



JAN  
22

# Discourse in web design

Where does a common language for discourse start? Not just one for us as web designers, but one that will give structure to others who don't as deeply understand what we do?

SEP  
24

## Don't be dumb, use smart quotes →

Today is National Punctuation Day (it's totally a thing). To celebrate, I made a single-serving site to spread awareness of a horrible vestige in today's typography: dumb quotes. [...](#)

"Don't b

SEP  
15

## Just Enough Research, by Erika Hall →

Last week brought another wonderful title to the A Book Apart library, *Just Enough Research* by Erika Hall.

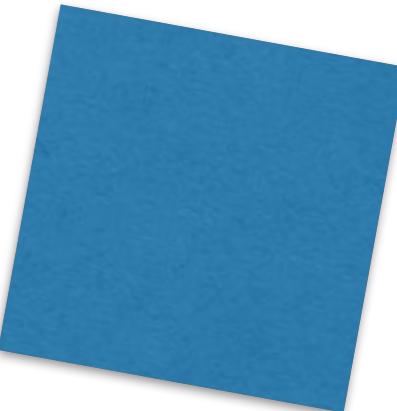
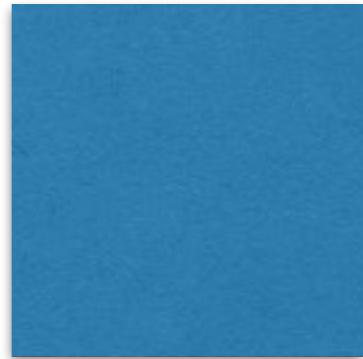
Erika Hall

ON SALE  
NOW!

JUST ENOUGH

# **PROXIMITY**

- Items that are close together are perceived as being related
- The relative proximity of elements conveys the strength of the relationship





Timekeeping



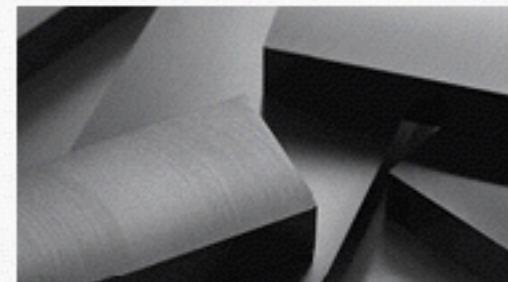
New Ways to Connect



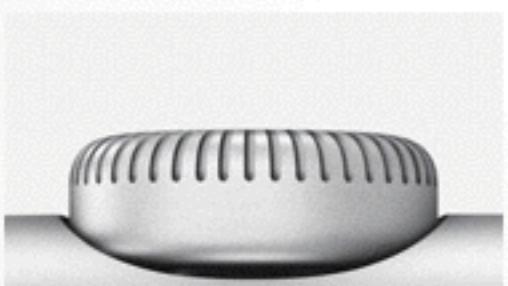
Health & Fitness



Design



Craftsmanship



Technology



Built-in Apps



Apple Pay



App Store Apps



Guided Tours



Films



Apple Watch



Apple Watch Sport



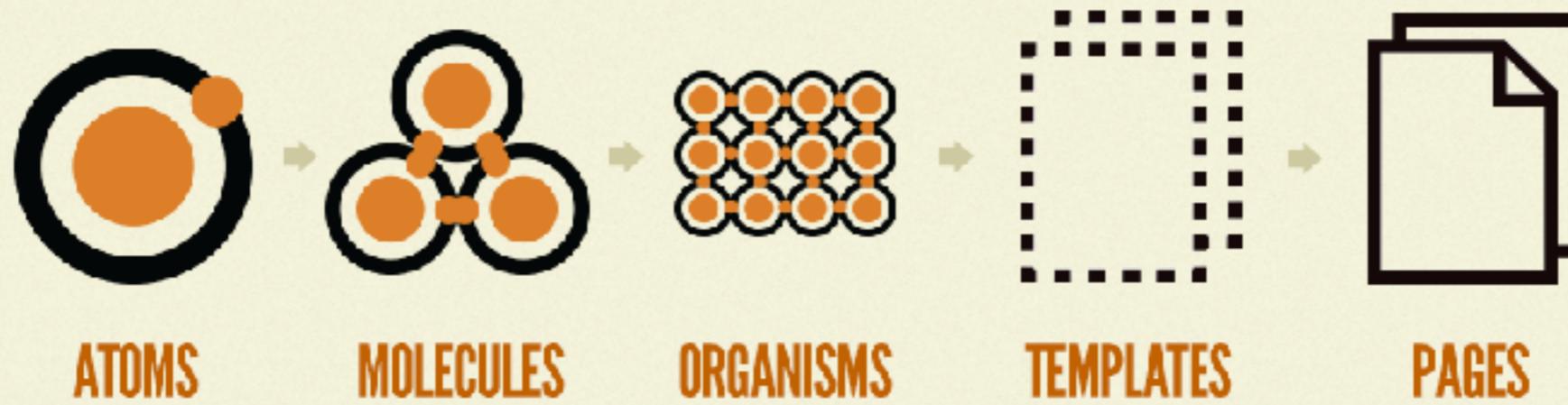
Apple Watch Edition



Gallery

# ATOMIC DESIGN

# ATOMIC DESIGN



- Don't think of each page individually — think of the *components* that make up a page
- Designing in this modular fashion helps you create consistency across multiple pages and templates

## ATOMS

SEARCH THE SITE

LABEL

ENTER KEYWORD

INPUT

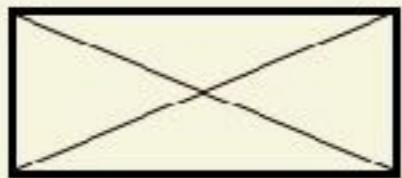
SEARCH

BUTTON

SEARCH THE SITE

ENTER KEYWORD

SEARCH

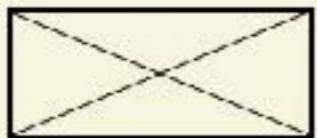


[Home](#) [About](#) [Blog](#) [Contact](#)

SEARCH THE SITE

ENTER KEYWORD

SEARCH



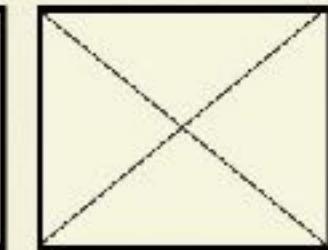
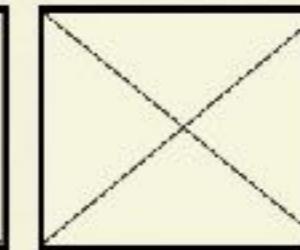
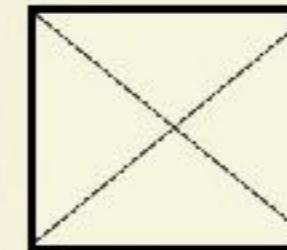
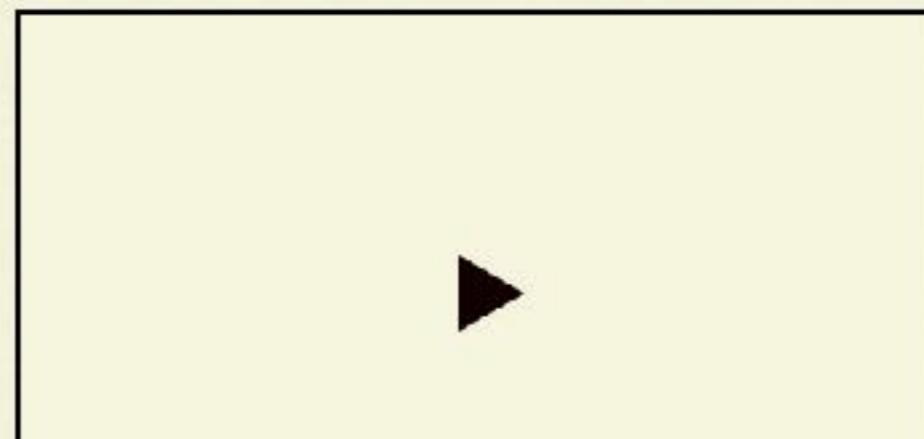
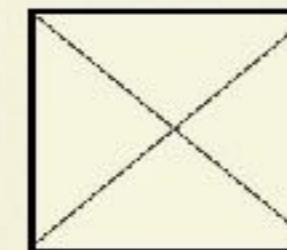
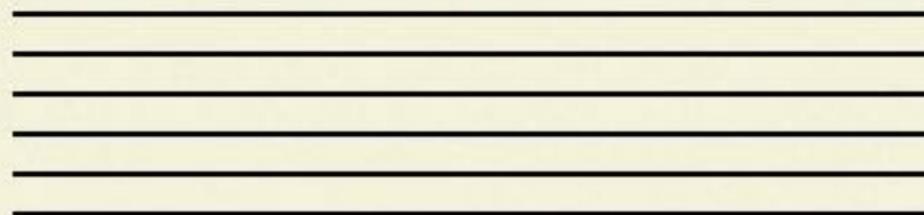
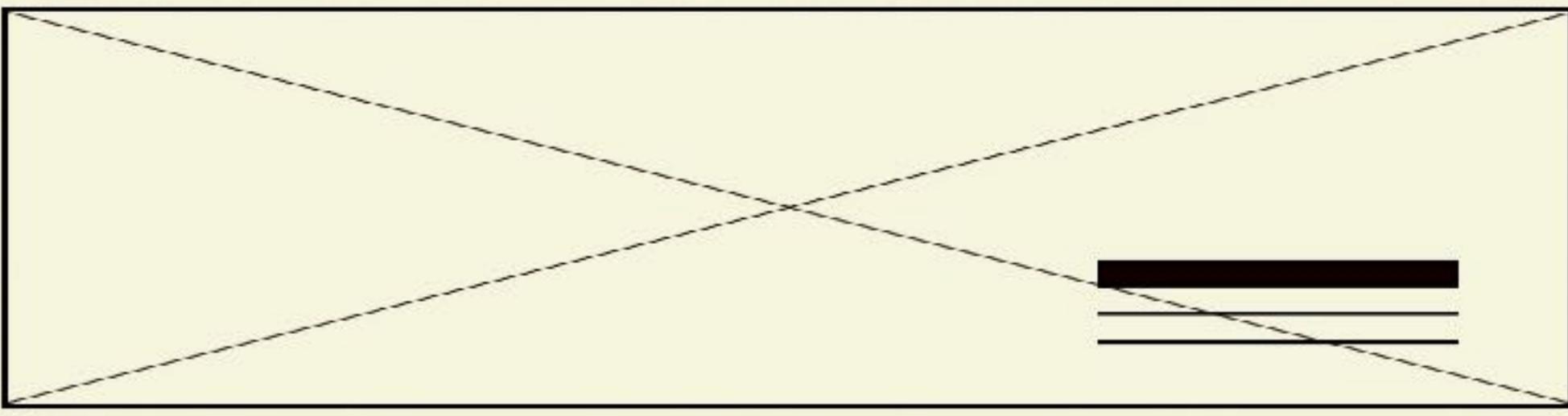
Home About Blog Contact

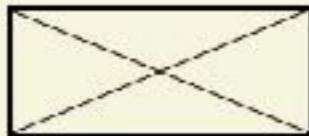
SEARCH THE SITE

ENTER KEYWORD

SEARCH

# TEMPLATE

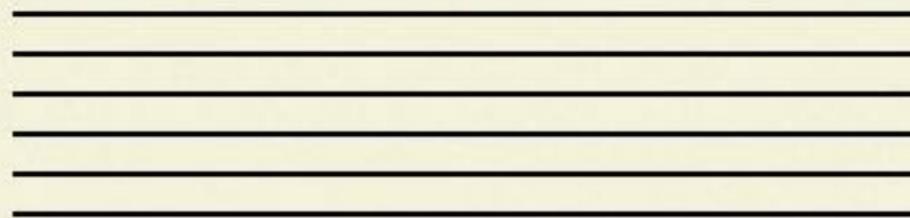




# PAGE

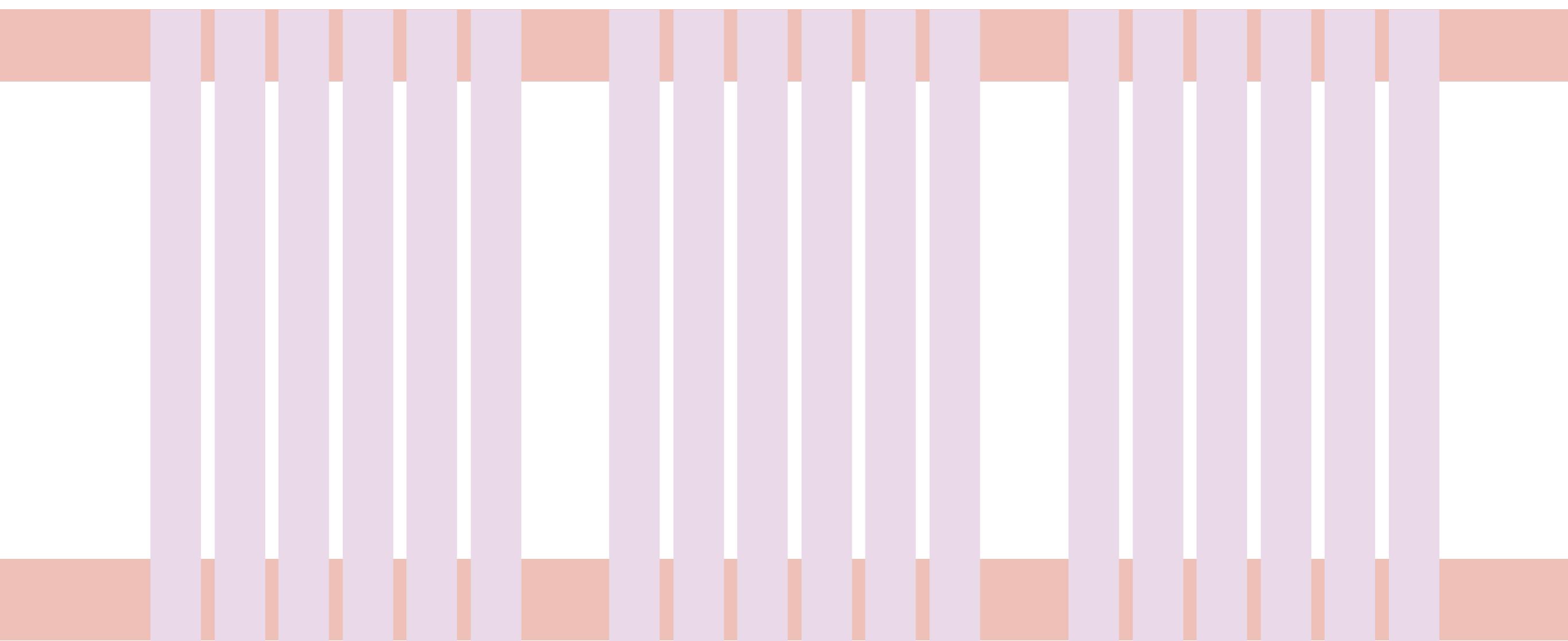


This Is Real Content.



# **EMBRACE THE 12-COLUMN GRID**

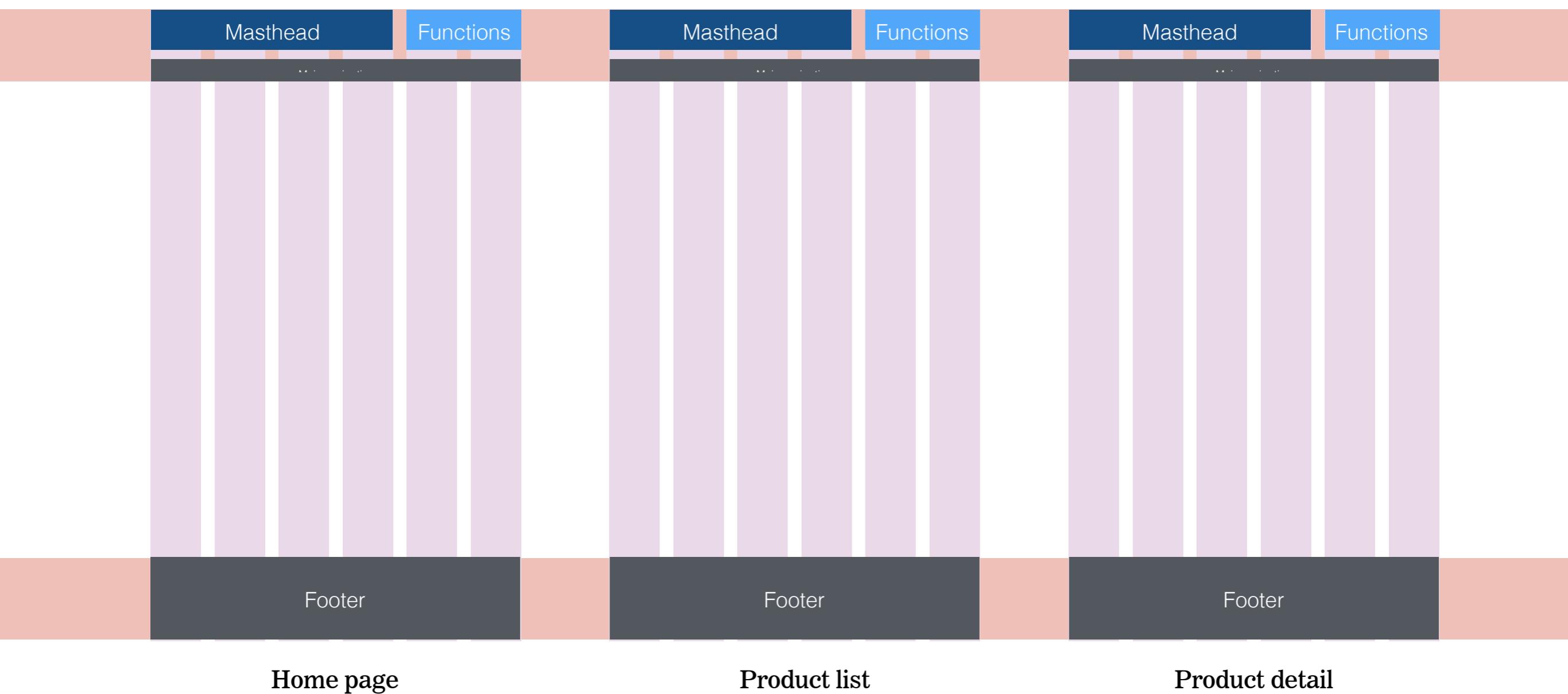
- It is both a design standard, and now a development standard thanks to CSS Frameworks like Bootstrap.

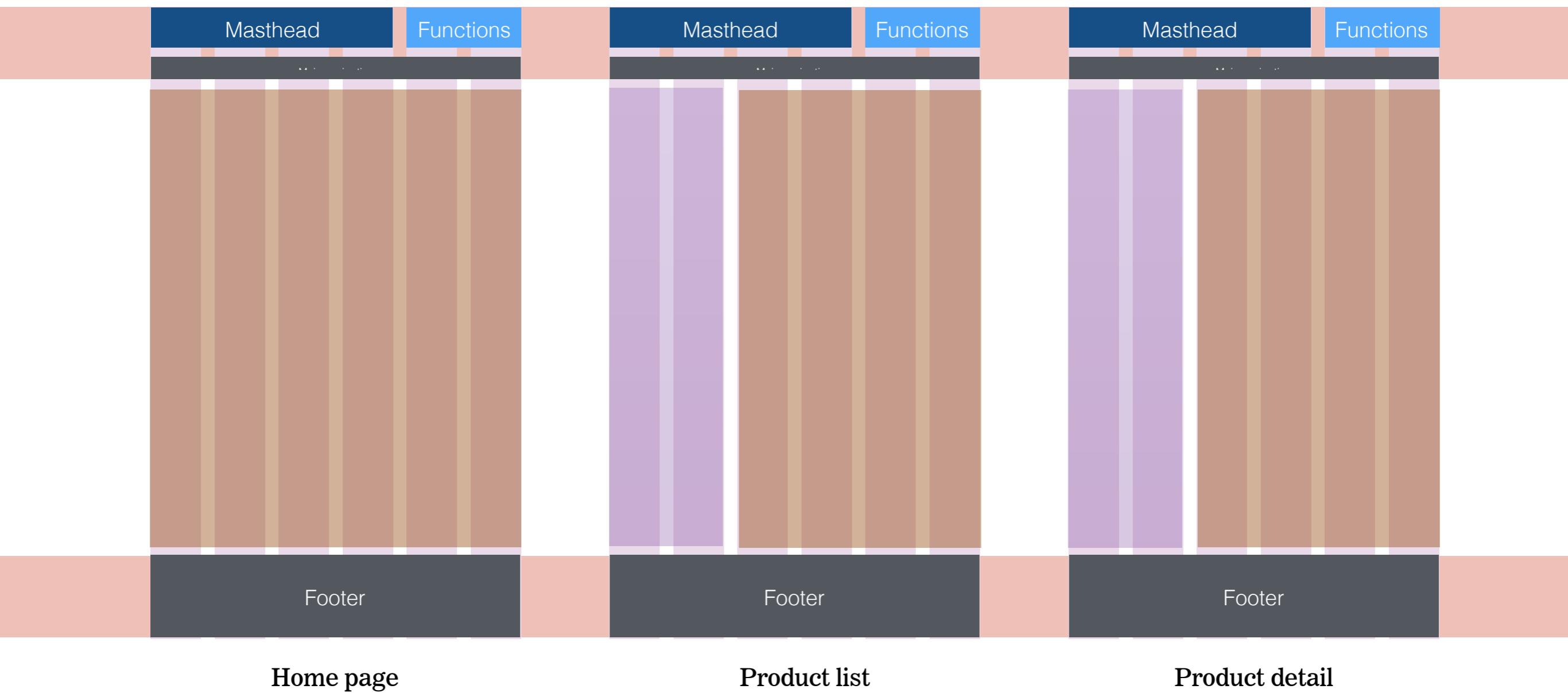


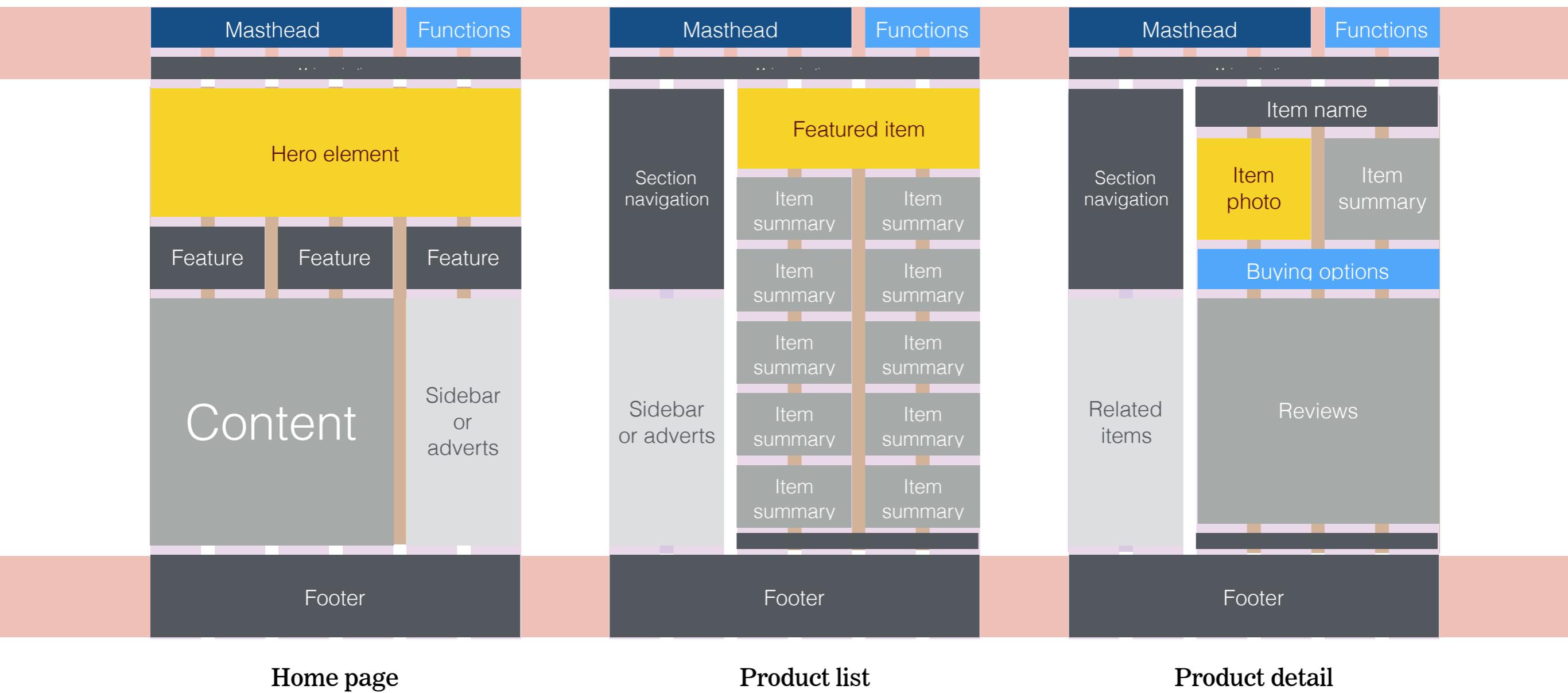
Home page

Product list

Product detail







# TIPS FOR DESIGNING MODULAR LAYOUTS

- Sketch first, but keep it low-fi
- Always be thinking about how you can reuse elements
- If you can, consider how you would write HTML to create it

## EXAMPLES

### Templates

- Home page
- Product listing
- Product detail
- Search results
- Shopping cart
- Checkout screens

### Elements

- Header
- Footer
- Search control
- Navigation
- Product summary
- Sign In Form

**LET'S TRY IT**

---

## **ACTIVITY 10 min**

---



Question:

### **Break down a page into a modular template**

1. Visit a website you like (must have multiple pages)
2. Go through a few pages, familiarizing yourself with the design
3. Isolate and jot down a few atoms, elements, and organisms you see repeated through the site

# WIREFRAMES OVERVIEW

# WIREFRAMES ARE:

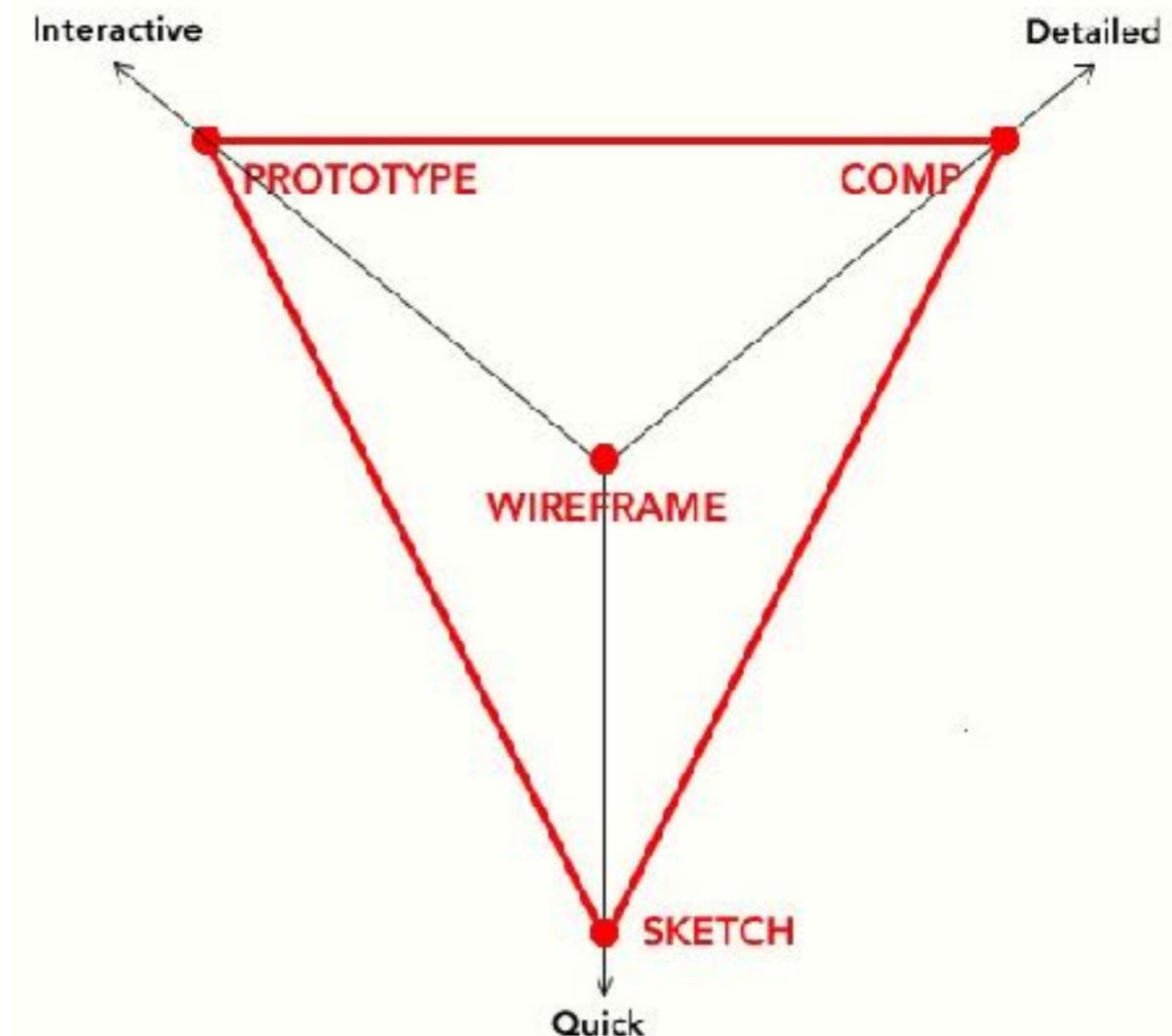
- Page-level schematics
- Medium- to high-fidelity representations of what users will see
- Typically annotated to describe interaction details

# WHEN DO THEY COME IN HANDY?

- When you're sketching simple concepts
- When you're refining UI details
- As paper prototypes
- To guide implementation

# ARE THEY WORTH MAKING?

- Depends on time/budget
- Level of fidelity/interactivity will vary based on needs



# WIREFRAMES SHOULD EXPRESS:

- Design concept or intent
- Hierarchy of elements on a page
- Functionality
- Page layout
- Relative proportions of items
- Interactions

# CHALLENGES

- Keeping the documentation up-to-date
- Separating the concerns of structure, navigation, layout, interaction
- Fitting the level of detail to the audience
- Explaining the wireframe to clients

## WIRES VS MOCKUPS

Mock-up



Wireframe

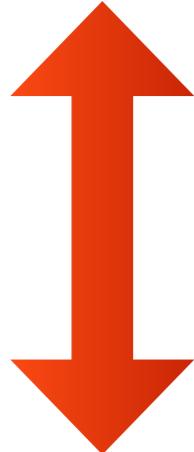
# WIRES VS MOCKUPS

- Wireframes are mostly black and white and focus on structure and elements; usually they come first
- The term “mockups” generally refers to the visual design of an interface, including graphics, typography, etc.; usually they are prepared in Sketch or Photoshop
- Don’t skip the wireframing step; this is not recommended because it is like building a house without a blueprint.

# WIREFRAME FIDELITY

# WIREFRAMES CAN BE LO-FI OR HI-FI

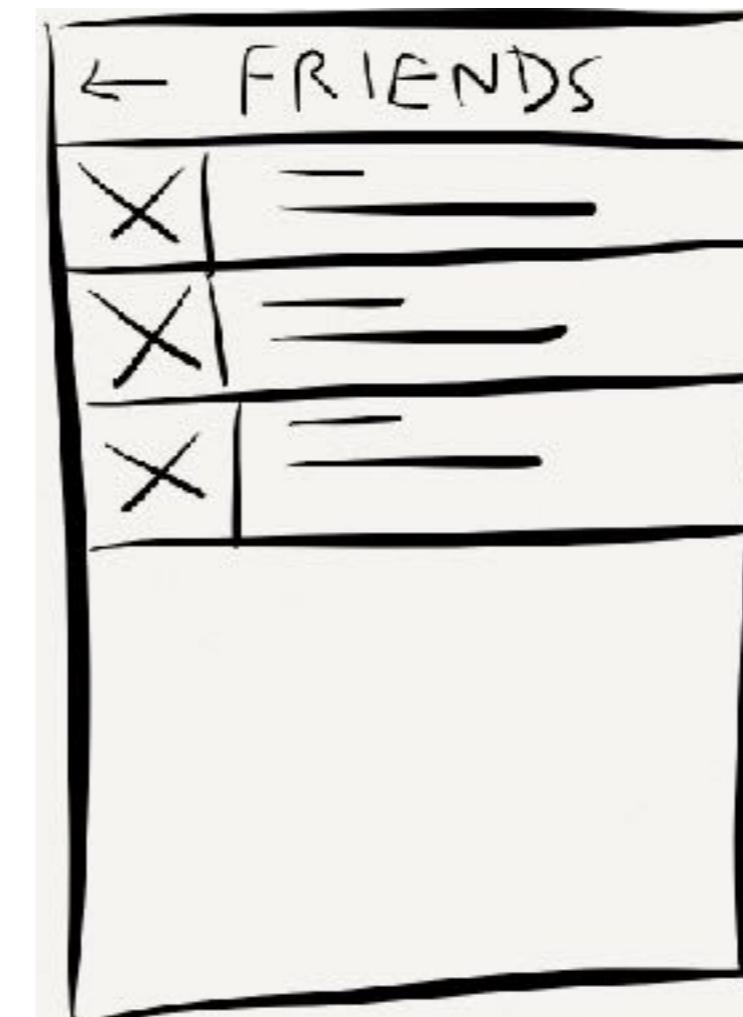
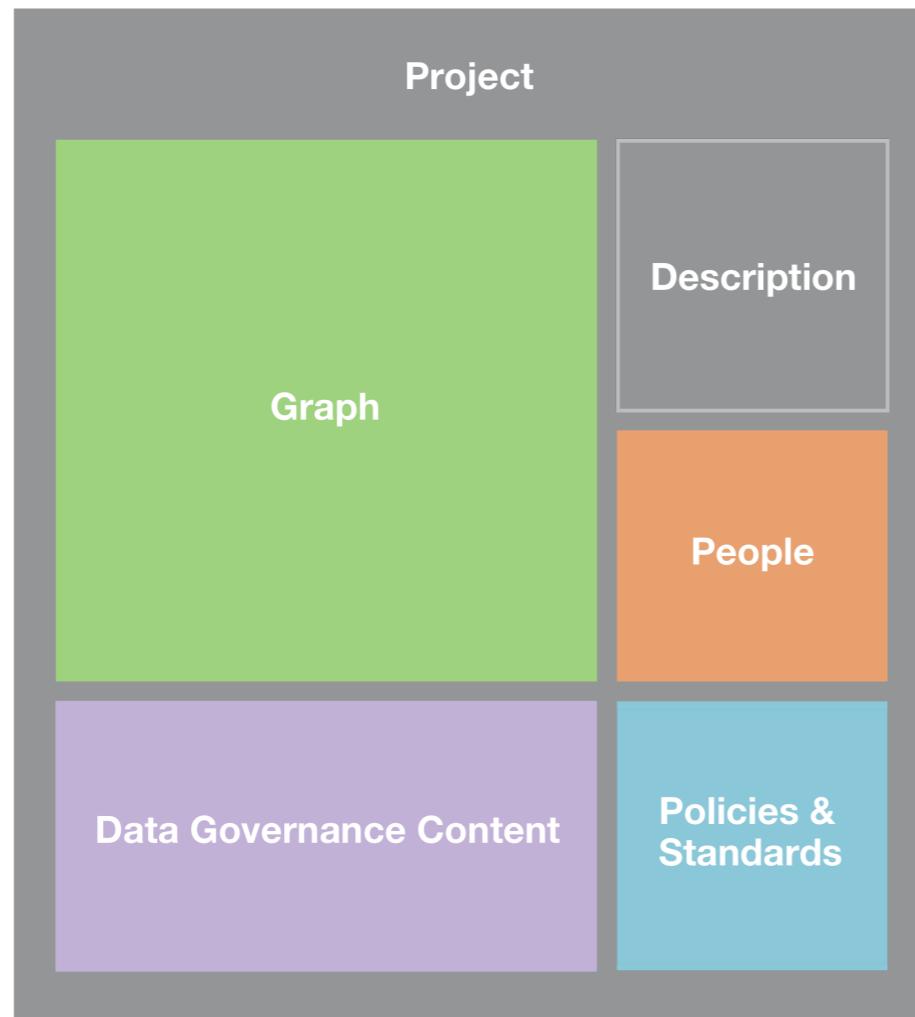
Low Fidelity



High Fidelity

- Block-level diagram
- High-level wireframe
- Detailed wireframe
- Annotated wireframe
- Visual mockup
- Complete product specification

## BLOCK-LEVEL DIAGRAM



# HIGH-LEVEL WIREFRAME

Project Navigation

Utility Links

The wireframe illustrates a high-level view of a project management application. It features a header with 'OVERVIEW' and navigation tabs for 'PEOPLE', 'TASKS', 'MESSAGES', and 'POLICIES'. Below the header is a section for 'GFCID RECOVERY' with a progress bar at 0%. A large 'METRICS' area contains a pie chart and a bar chart, with a callout 'LAUNCH DATA PROFILER TO ADD CHARTS OR GRAPHS'. An 'ACTIVITY' feed shows two recent items: 'JILL J. ADDED JOHN V. TO PROJECT @ JAN 2, 2011' and 'JILL J. CREATED "GFCID RECOVERY" @ JAN 2, 2011'. The right side of the screen contains 'Utility Links' including 'SEARCH', 'DESCRIPTION', 'TAGS', 'POLICIES' (with an '+ ADD POLICIES' button), 'TASK' (with an '+ ADD TASK' button), 'MESSAGE' (with an '+ ADD MESSAGE' button), 'PEOPLE' (listing 'JILL JOHNSON ADMIN' and 'JOHN VERITE'), and 'PERSON' (with an '+ ADD PERSON' button). A 'Global Navigation' area is also present.

**Title, Status**  
The Project will display the Title, Status, and possibly Progress bar.

**Metrics**  
The first time a user views the Project, they will be prompted to add accompanying charts or graphs.  
Data can be pulled from Data Profiler.

**Activity Feed**  
The Project will display a list of relevant activity (eg. Messages, People, Tasks, Notes).  
Because the Project has just been created, the feed will probably only display one or two items.

**Subscribing**  
The user can subscribe to the feed via RSS or Email.

**Global Navigation**  
This space can house global navigation for the Portal.

**Search**  
The user can search within the Project.

**Policies**  
The user can add links to relevant Policies.

**Quick Links**  
Action-oriented links for easy access to common user tasks (eg. create a task, write a message).

**People**  
The system will display People on this Project.  
The user can add People.

## DETAILED WIREFRAME

The wireframe depicts a web application interface for a 'Data Governance Portal' under the 'citi' brand. The top navigation bar includes links for 'About', 'Contact Us', 'Settings', 'Profile', 'Help', a dropdown menu set to 'All', and a search bar. Below the header is a secondary navigation bar with links for 'Home', 'Data Quality', 'Policies', 'Data Dictionary', 'Discussions', 'Updates', 'People', 'Sign Out', 'Projects', and 'Admin'. A sub-navigation bar below the secondary one includes 'Overview', 'Messages', 'Tasks', 'Milestones', 'Activity', and 'Files'. A success message box displays a checkmark and the text 'Success! You have cancelled a pending invite.' with a 'Undo' link. The main content area is titled 'GFCID Recovery' and shows a status dropdown set to 'Solution Found'. It features a 'Metrics [edit]' section containing placeholder text and a pie chart showing 42.3% completion. A 'Description' panel is partially visible. The 'Progress' section shows a progress bar at 80% complete. The 'Tasks' section lists several items, all of which are checked off. A 'Messages' panel shows a list of recent messages from users Joe J. and Sam B. regarding GFCID issues. The 'Milestones' section is partially visible at the bottom right.

# DETAILED WIREFRAME W/ANNOTATIONS

Global Navigation

Consumer Delivery Areas

Create New Delivery Area

Delivery Area Name:  1

Schedule

Days	Open Time	Close Time	Start Date	End Date	Temp Override	Edit/Delete
M,T,W,Th,F	0:00 AM	0:00 AM	00/00/0000	00/00/0000	Yes	<input type="button"/>
Sa,Sun	Table cell	<input type="button"/>				

Add Additional Schedule 3

Default Tip Percentage:  2  
10

Minimum Tip Percentage:  9  
10

Delivery Fee Amount:  7

Delivery Fee is Percent:

Tax Rate:  10  
.0875

Order Lead Time:  30

Delivery Estimate

Normal:  30

Busy:  60

Very Busy:  90

Activation Date:  11  
03 / 15 / 2012

Save 4      Cancel

Search for New York Address:  8

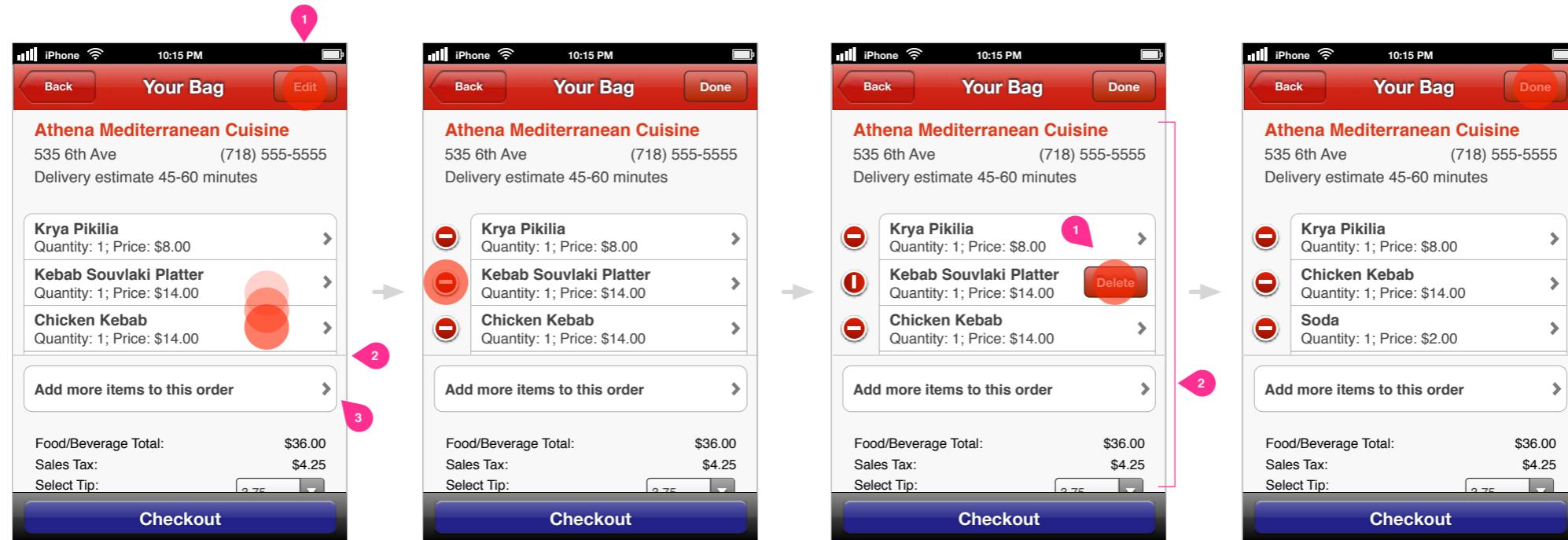
Look Up      Clear Map      Undo

VENDOR ID: 18316

## Notes

- Save | Cancel**  
If user clicks on Save, system should commit entry, return user to Default view (1.0.a) and add new Delivery Area to list as Active.
- Form**  
User can use keyboard to Tab from one field to the next in order from left to right, top to bottom for mouse less entry.
- Add Additional Schedule Link**  
If user clicks on Add Additional Schedule, system should display modal 1.0.b.2 over this screen.
- Save | Cancel**  
User can tab from last entry in form to Save button and hit Enter/Return to save entry.
- Create New Delivery Area**  
Area should have fixed width (suggested 430px, ideally 390px, but to be determined in graphic design comps).
- Map Area**
- Delivery Area**  
User can create new delivery area on map.
- Map Toggle**  
User can click on toggle button to make map take up entire width of screen (see screen 1.0.b.1). See Google My Maps for sample interaction.
- Edit Schedule**  
If user clicks on Edit icon, system should invoke Edit Schedule modal (1.0.b.3)
- Tooltip**  
See requirements documentation for tooltip content.
- Activation Date**  
Date should default to today's date. User can change date to a future date. If user clicks on the calendar icon, system should display calendar picker. Interaction can work like the date picker in the consumer Order History (<https://www.seamless.com/Food-Delivery/orderhistory.m>) or like anywhere else in our admin tools if we already have a pattern for it.

# VISUAL MOCKUP W/ANNOTATIONS



- Bag: Default View**
1. User can see an Edit button in the navbar.
  2. User can see that there are more items below the fold so that they know that they can scroll.
  3. User can see chevron in Add more items... button.

If user taps Edit, system should slide items over to the right and display delete icons (see Twitter iPhone app DM mass delete functionality for an example).

- Bag: Edit Mode**
- User can select which item(s) to delete by tapping on the delete icon.
- User can tap on any active elements on the screen.
- User can scroll the items area as in default mode.

- Bag: Edit Mode with item selected**
1. User can delete item by tapping on Delete icon.
  2. User can make Delete button go away by tapping anywhere else in main area of the screen.

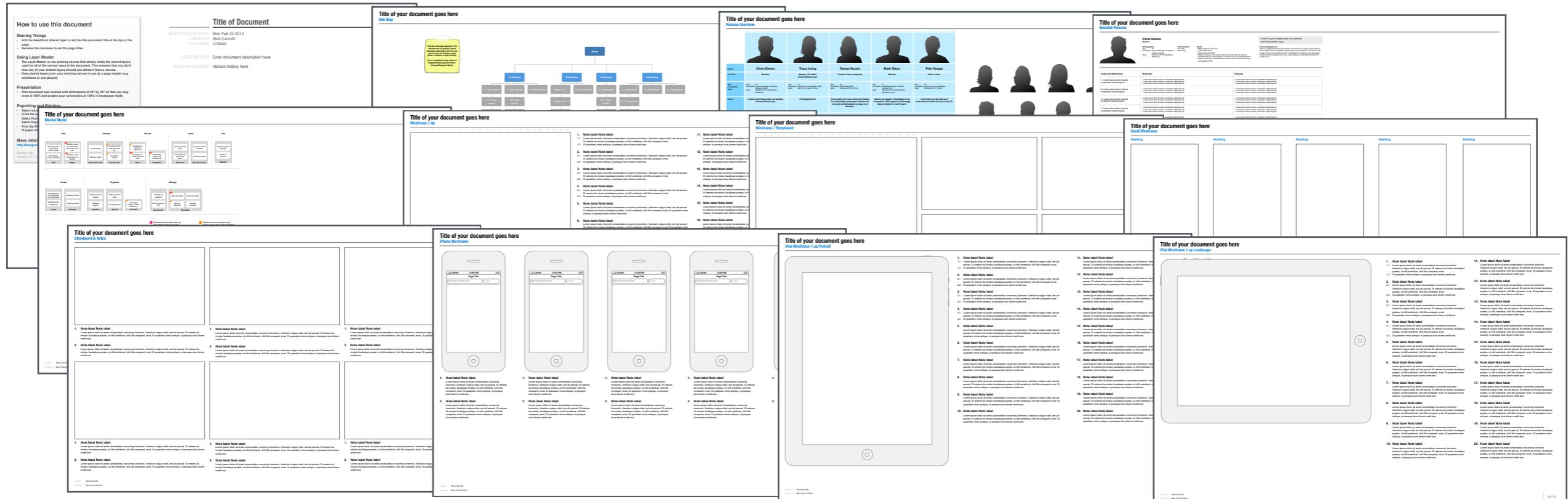
**Bag: Edit Mode**

If user deletes item, system should slide items up so that they are next in the list (in this example, Soda slides up in the list).

User can hit Done so that they can exit Edit mode, return to Bag Default View, and checkout.

User can checkout without hitting Done button - any items they have deleted should not be included in their order.

# COMPLETE PRODUCT SPEC



# HOW TO WIREFRAME

## LO-FI & FREE



Balsamiq



Mockingbird



Google Drawing



MockFlow

## INDUSTRY STANDARDS



Sketch



Invision

axure



Axure



Photoshop/Illustrator



## LOWEST FI



Pencil/Paper



Microsoft Paint



Excel

# TIPS FOR BEGINNERS

- Focus on what you need to communicate, and leave all other info out
- Keep it simple: black and white
- Justify every element on every interface
- Annotate as you go along
- Adopt things from other people's wireframes to create your own style
- Focus on software that you're comfortable with and become an expert

# TYPOGRAPHY CRASH COURSE

# SHORTCUTS TO DECENT TYPOGRAPHY

## DO

Use a max of 1 or 2 typefaces.

## DO

Choose your two only from this list:

- Helvetica
- Futura
- Gotham
- Times
- Proxima Nova

# SHORTCUTS TO DECENT TYPOGRAPHY

DO

Show hierarchy  
through size and  
weight of just one or  
two typefaces.

PERFECT VECTOR ICONS  
FOR DEVELOPERS & DESIGNERS

Sets of vector icons in different style ready  
for websites, apps or your blog

VIEW ICONS

Proxima Nova Bold 40 Gray

Proxima Nova Regular 30 Gray

Proxima Nova Regular 20 White

# SHORTCUTS TO DECENT TYPOGRAPHY

## DON'T

- › Use all caps except for short headlines
- › Use Papyrus or *Comic Sans*

**LET'S TRY IT**

## ACTIVITY - WDI

---



Question:

### **Start wireframing your project 1 idea!**

1. Even if you don't have a definite idea - sketch out what you have so far (experimentation may lead to a breakthrough!)
2. Use whatever tools you want
3. Hold onto what you make - wireframes will be a requirement for project 1

## ACTIVITY - UXDI

---



To do:

Start your wireframes for your e-commerce project.

- Sketch first! Take photos!
- Force yourself to try different ideas (even ‘bad’ ones) I want to see a diversity of options in your appendix next week.
- Suggestions to generate ideas:
  - Buddy up / quick sketch / share&borrow
  - Borrow ideas from patterntap.com
  - Borrow ideas from sites you like

## ACTIVITY - UXDI

---



To do:

When you are ready to digitize:

- Get/use a wireframe kit
- Focus on structure, not style
  - **Black, white & gray only—no colors, no photos**
  - **Two typefaces max, from the list provided**
- Helvetica
- Futura
- Gotham
- Times
- Proxima Nova

(these are required, not suggested, for P2)

# Q & A