Assignment template: Creating a Wireframe Planning Outline

Use this template to complete your wireframe planning outline. Fill in each section using your research, user goals, and prioritized features. Replace content in parentheses with your own responses.

Step 1: Select your key screens

(List at least four core screens you will design, such as home page, product detail page, artisan profile, and checkout.)

Your selected screens:

1. Home/Product Grid

2. Product Detail Page

3. Artisan Profile

4. Checkout

Step 2: Use previous insights

(Summarize how your persona, empathy map, problem statements, success metrics, and feature prioritization help you determine what to include on each screen.)

The insights from our user research, particularly the personas of Olivia and other conscious gift-givers, have highlighted the importance of transparency, storytelling, and a seamless shopping experience. The empathy map reveals that users seek emotional connections with the products and artisans, and they value trust and authenticity. Problem statements have emphasized the need for clear product information, artisan stories, and an intuitive checkout process. Success metrics, such as click-through rates and conversion rates, will guide us in ensuring that the layout is effective in driving user engagement and purchases. The feature prioritization matrix has helped us identify core features like high-quality images, transparent sourcing information, and customer reviews, which will be prominently featured on the selected screens.

Step 3: Wireframe planning table

(Fill in the table below with details for at least four key screens. Add more rows as needed.)

Screen	User goal or task	Key features or components	Visual priority (High/Med/Low)	Related success metrics
Home/Product Grid	Discover unique handcrafted products	Product grid, category filters, featured artisans, hero banner	High: Hero banner, Product grid; Medium: Category filters, Featured artisans	Click-Through Rate (CTR), Time Spent on Page
Product Detail Page	Learn about a product and make a purchase decision	High-quality product images, detailed product description, artisan story, customer reviews, add to cart button	High: Product images, Add to cart button; Medium: Product description, Artisan story, Customer reviews	Time on Task (Viewing Product Details), Conversion Rate (Add to Cart)
Artisan Profile	Connect with the artisan and learn about their crafting process	Artisan bio, crafting process description, product showcase, process videos	High: Artisan bio, Product showcase; Medium: Crafting process description, Process videos	Page Views per Session, Bounce Rate
Checkout	Complete the purchase securely and efficiently	Order summary, shipping and payment information, promo code field, secure payment gateway	High: Order summary, Secure payment gateway; Medium: Shipping and payment information, Promo code field	Cart Abandonment Rate, Time to Complete Checkout

Step 4: Layout considerations

(For each screen listed above, write at least three layout notes. Mention what users should see first, what should appear without scrolling, and how the mobile version might differ.)

Home/Product Grid:

- The hero banner should immediately capture the user's attention with a striking image and a compelling tagline that reflects the brand's mission.

- The product grid should be the next visual priority, ensuring that products are presented in a clean, organized manner with high-quality thumbnails and brief descriptions.

- On mobile, the hero banner should remain prominent, but the product grid should adapt to a single-column layout for better readability and interaction.

Product Detail Page:

- High-quality product images should be the first thing users see, with a zoom feature for detailed viewing.

- The add to cart button should be prominently placed and easily accessible, ideally above the fold.

- On mobile, the layout should prioritize vertical scrolling, with images and key information (price, add to cart) always visible at the top of the screen.

Artisan Profile:

- The artisan's bio and a high-quality profile picture should be at the top of the page to establish an immediate connection.

- The product showcase should be below the bio, with a selection of the artisan's best work.

- On mobile, the layout should ensure that the artisan's bio and key products are easily accessible without excessive scrolling, with a focus on a clean, single-column design.

Checkout:

- The order summary should be clearly visible at the top of the page, allowing users to review their purchase at a glance.

- The shipping and payment information fields should be straightforward and secure, with clear labels and error messages.

- On mobile, the layout should prioritize a streamlined, single-column form that minimizes scrolling and simplifies the checkout process.