



Project Based Internship

Wireframe & Visual Design

Wireframing and tips, 7 Laws of UX Design

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Wireframing

Creating Wireframes

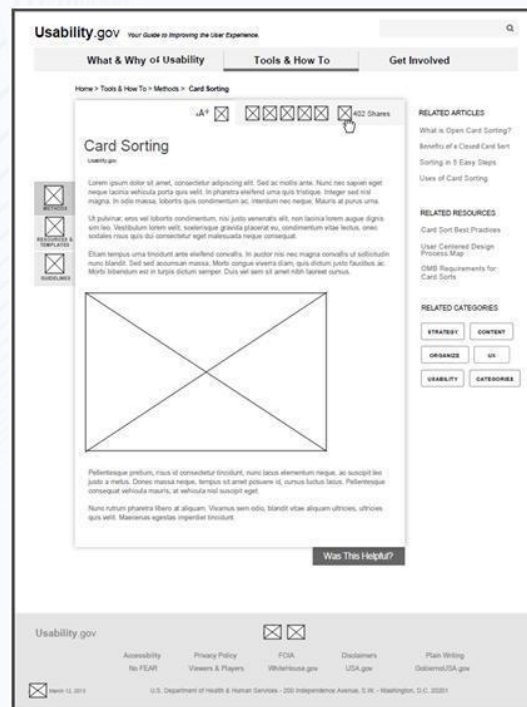
It's important to keep in mind that wireframes are guides to where the major navigation and content elements of your site are going to appear on the page.

Since the goal of the illustrations is not to depict visual design, keep it simple.

- Do not use colors. If you would typically use color to distinguish items, instead rely on various gray tones to communicate the differences.
- Do not use images. Images distract from the task at hand. To indicate where you intend to place an image and its size, you can instead use a rectangular box sized to dimension with an "x" through it.
- Use only one generic font. Typography should not be a part of the wireframing discussion. Within the wireframes, however, you may still resize the font to indicate various headers and changes in the hierarchy of the text information on the page.

Since wireframes are two-dimensional, it's important to remember that they don't do well with showing interactive features of the interface like drop-downs, hover states, accordions that implement show-hide functionality, or auto-rotating carousels.

Important Elements Illustrated in Wireframes:



Although wireframes differ from site to site, the following elements often are included as standard elements on wireframes:

- Logo
- Search field
- Breadcrumb
- Headers, including page title as the H1 and subheads H2-Hx
- Navigation systems, including global navigation and local navigation
- Body content
- Share buttons
- Contact information
- Footer

Wireframing (Tips)

The aim is to communicate the structure of a possible solution so your team can identify solid user experience (UX) design foundations to build on and stakeholders can offer feedback on a visual item.

So, you should show what elements your users would expect to find and how these work in flow. To begin, you should:

1. Focus on functionality, accessibility, layout and navigation to make a design easier to use, produce and sell – Leave nice-to-have features out.
2. Structure a hierarchy with a list of prioritized elements for each page – Determine the information architecture early so you can categorize information clearly.
3. Divide the screen into large blocks for content.
4. Fine-tune these blocks with details – links, placeholders for images, etc.
5. Maintain a clean grid-oriented view of all content – Apply best practice design principles to maximize ease of use.
6. Use annotations to help others understand your wireframes faster.
7. Put mobile first – When you start wireframing for the smallest screens, you can achieve better consistency across devices.
8. With higher-fidelity wireframing, be more specific – Although you shouldn't overdo content, still show what needs to appear and accurate sizes of fonts, icons, links, etc.
9. Keep your wireframes concise – Don't worry about finer details such as aesthetic appeal.

Remember, wireframes are primarily tools for collaboration toward making better prototypes and products faster. As such, they're deliverables you shouldn't overinvest in. Your best wireframes will prove your ability to strip back to basics and recognize constraints in user-centered design. They'll therefore confirm your expertise as you and your design team iterate toward the most effective solution in a project.

7 laws of UX design

Von Restorff Effect

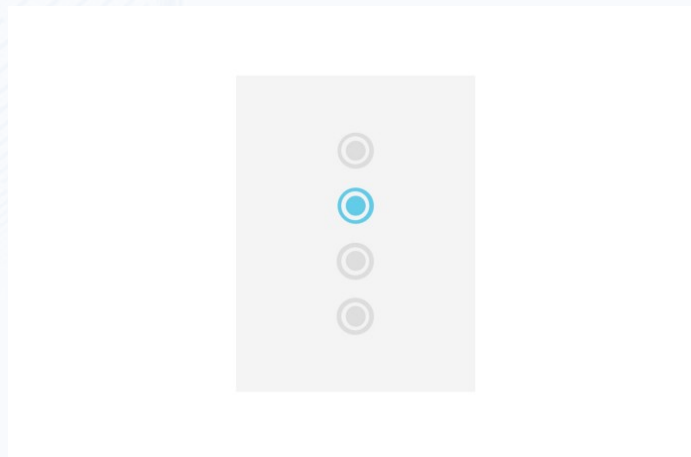
Also known as the Isolation Effect, it predicts that when multiple similar objects are present, the one that differs from the rest is most likely remembered. In design, you can make that important information or key actions more distinctive than others.



Hick's Law

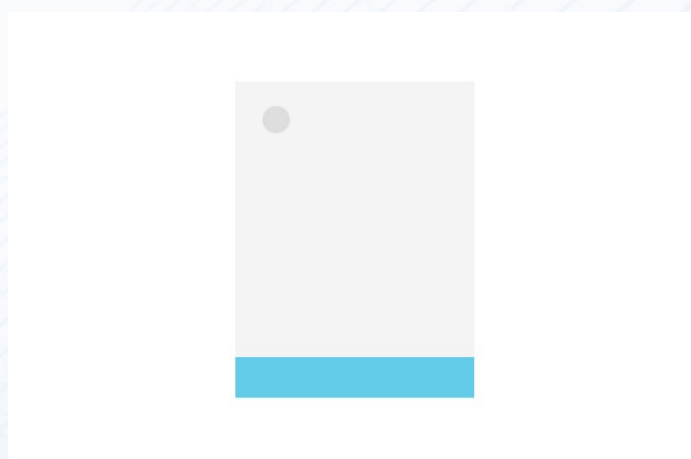
This is where how long to make a decision depends on how many and how complex the choices are. For example, too many choices might take the user a

long time to choose. So try to simplify these things out, try not to overwhelm users by highlighting the recommended options. Additionally, use progressive onboarding to minimize cognitive load. To simplify, apply the KISS principle (Keep it Simple, Stupid).



Fitts's Law

Fitt's Law is like Hick's Law but it measures how long the target will take to acquire based on its distance and size of the target. You can shorten the time by making it huge enough and placed on the bottom to make it easy to reach.



Zeigarnik Effect

The Zeigarnik effect states that incomplete or interrupted tasks are most likely to be remembered. You could help the users remember certain uncompleted tasks by adding a simple progress bar.



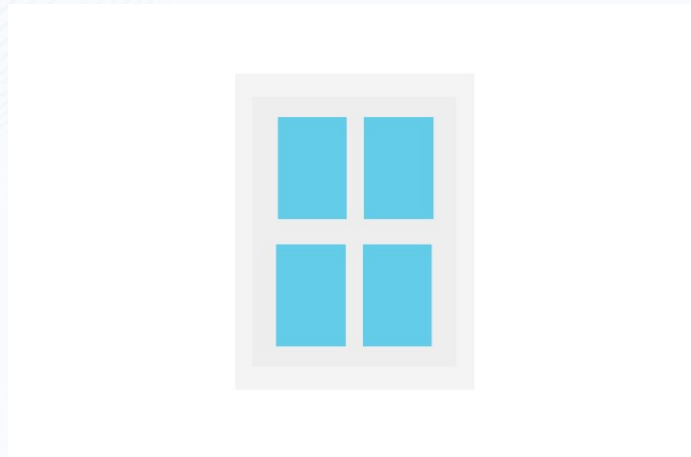
Serial Position Effect

This effect states that the first and the last terms are most likely remembered. Placing the least important items in the middle of the list and the key information on the first and last series is a good rule of thumb.



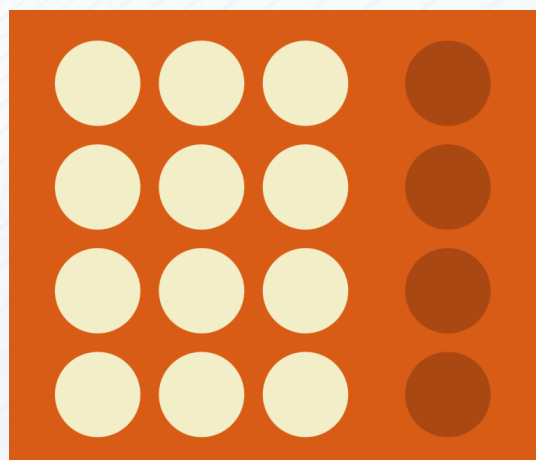
Law of Common Region

Elements can be grouped together, right? Well, the Law of Common Region expresses that elements are grouped together when they share an area with a clear boundary between them. Consider adding a border to an element or define a background behind an element to create a common region.



Law of Proximity

Objects that are near or proximate tend to be grouped together. Proximity establishes relationships and it helps users understand and organize information faster and more efficient.



References

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