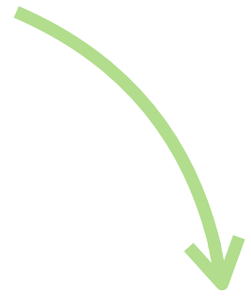
Wireframing for user workflows

Treat wireframes as state machines

- Can help reveal poor page flow
    - Dead ends
    - Overly complicated paths
    - Error message handling

Wireframing a series of HTTP requests



incoming arc *points to* **starting state**

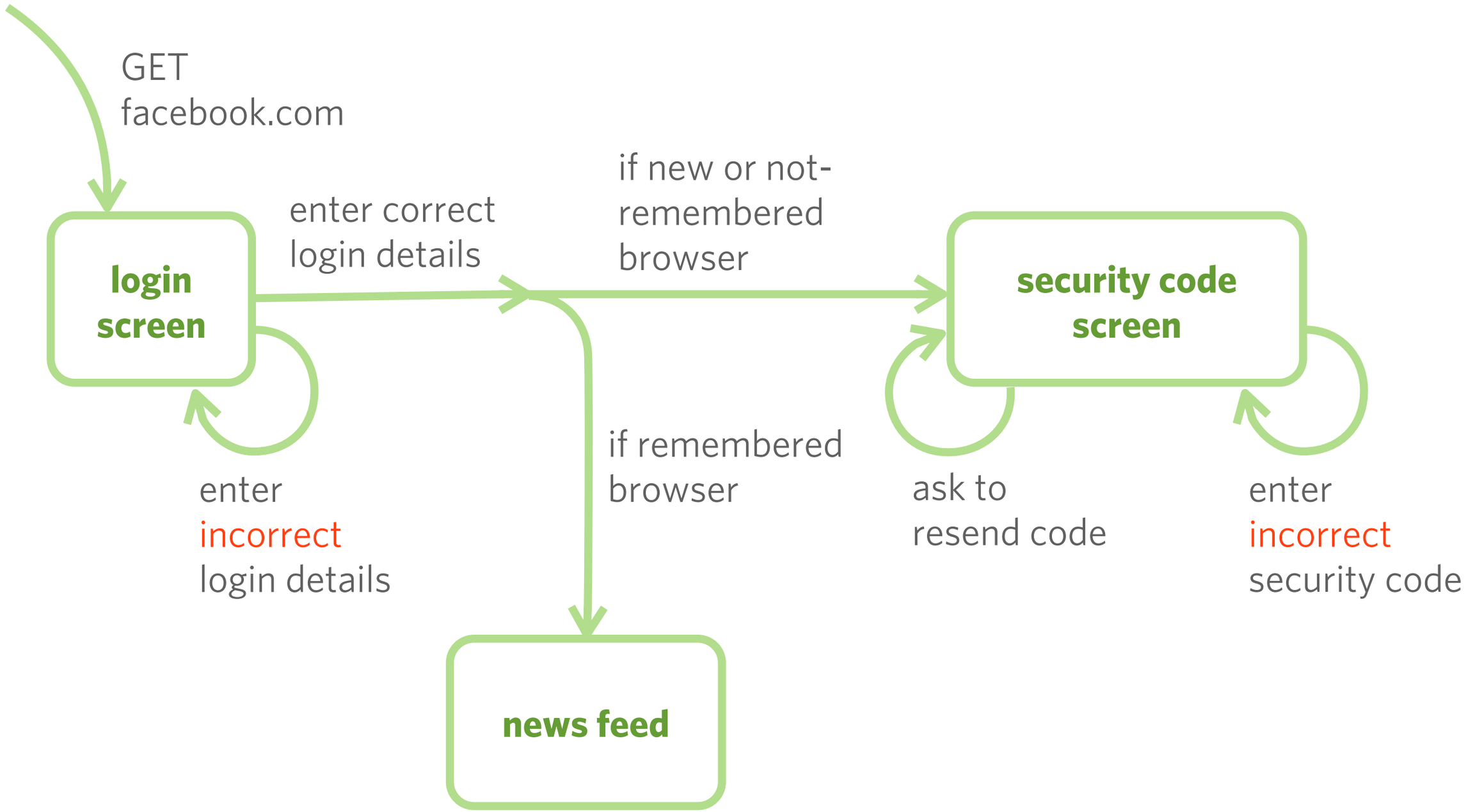
rounded rectangles *represent* different **views (states)**

labeled arrows

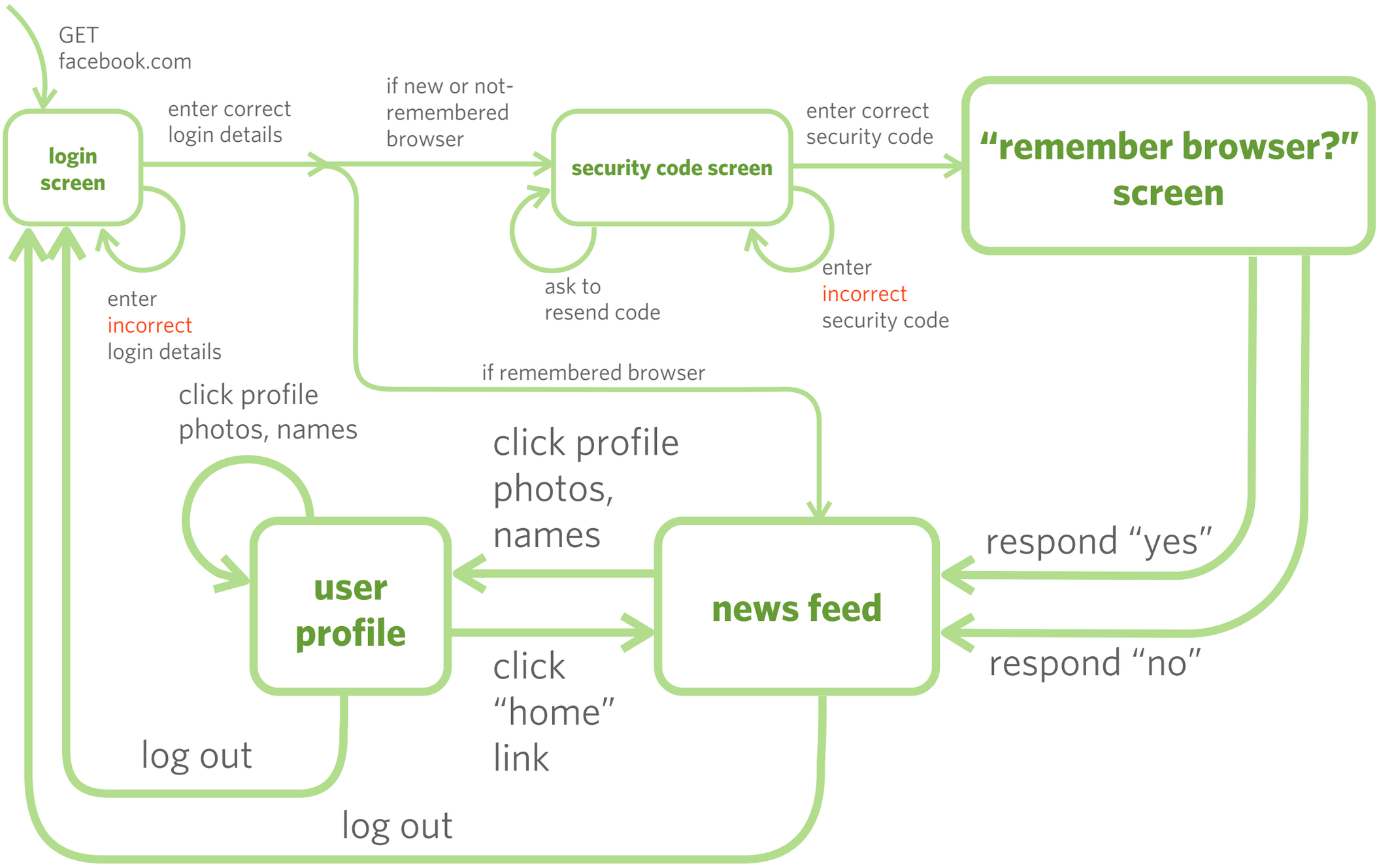
represent **state transitions**

arrow labels *represent* **HTTP requests, transition trigger actions**

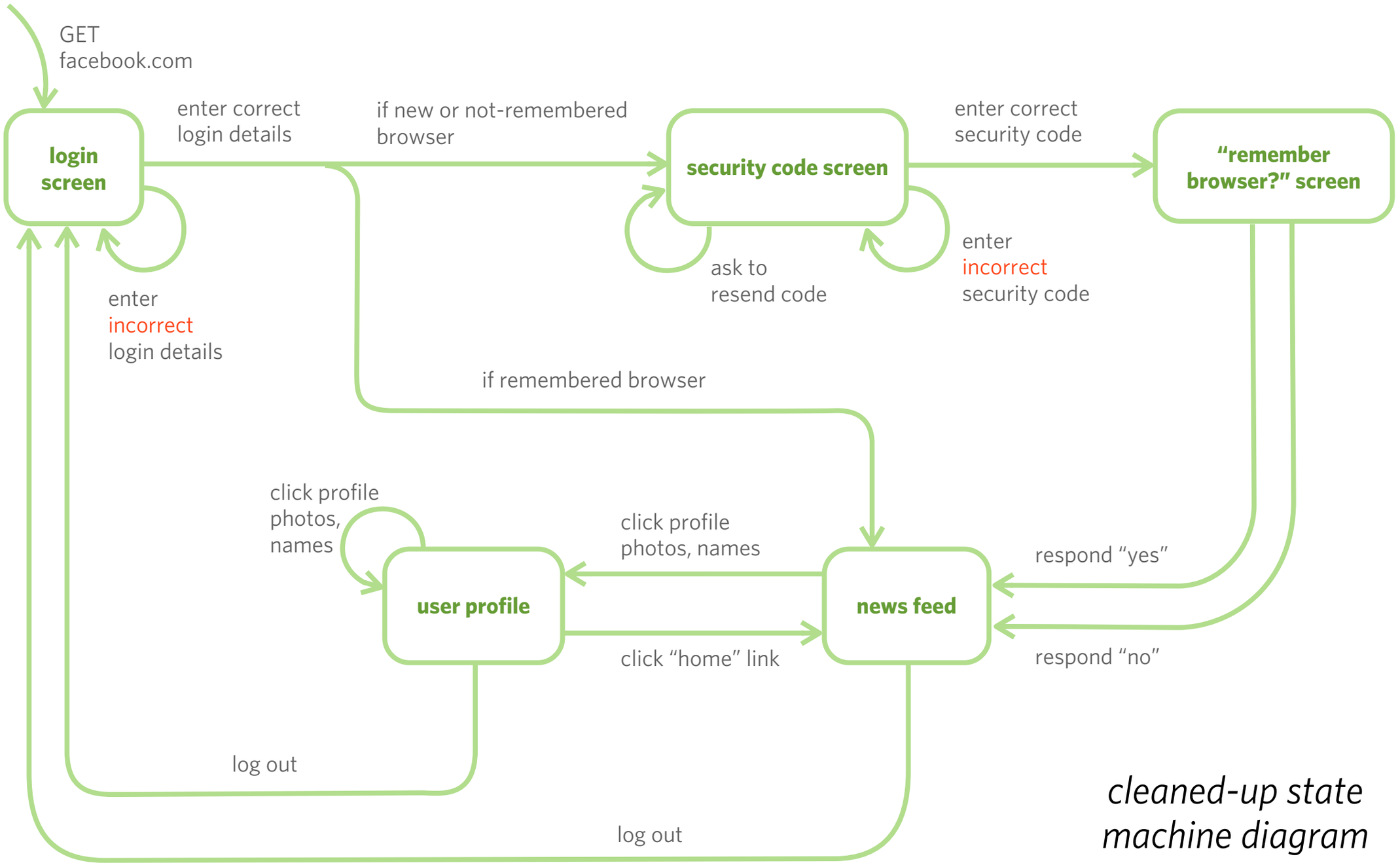
Logging in & out of Facebook *(with 2-factor authentication)*



Logging in & out of Facebook *(with 2-factor authentication)*

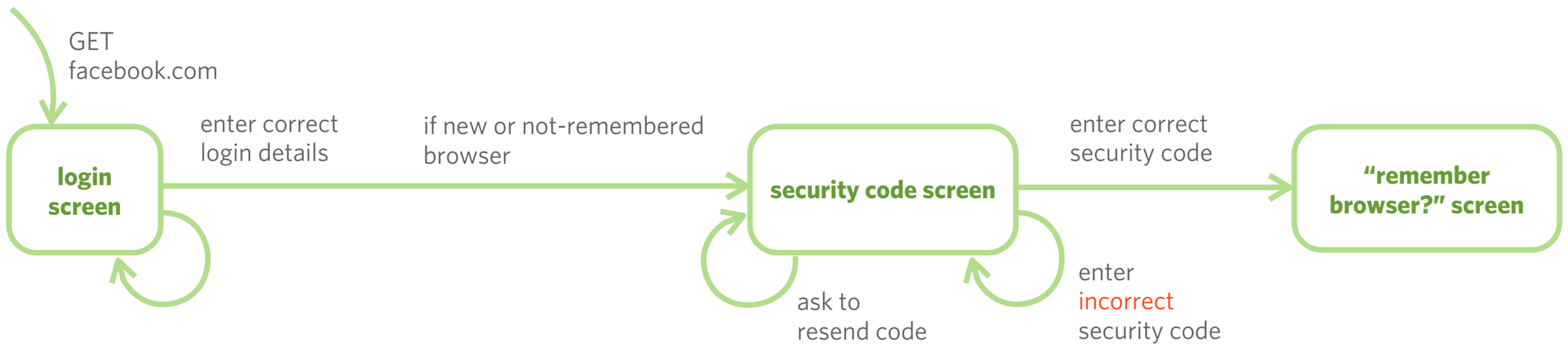


Logging in & out of Facebook *(with 2-factor authentication)*



cleaned-up state machine diagram

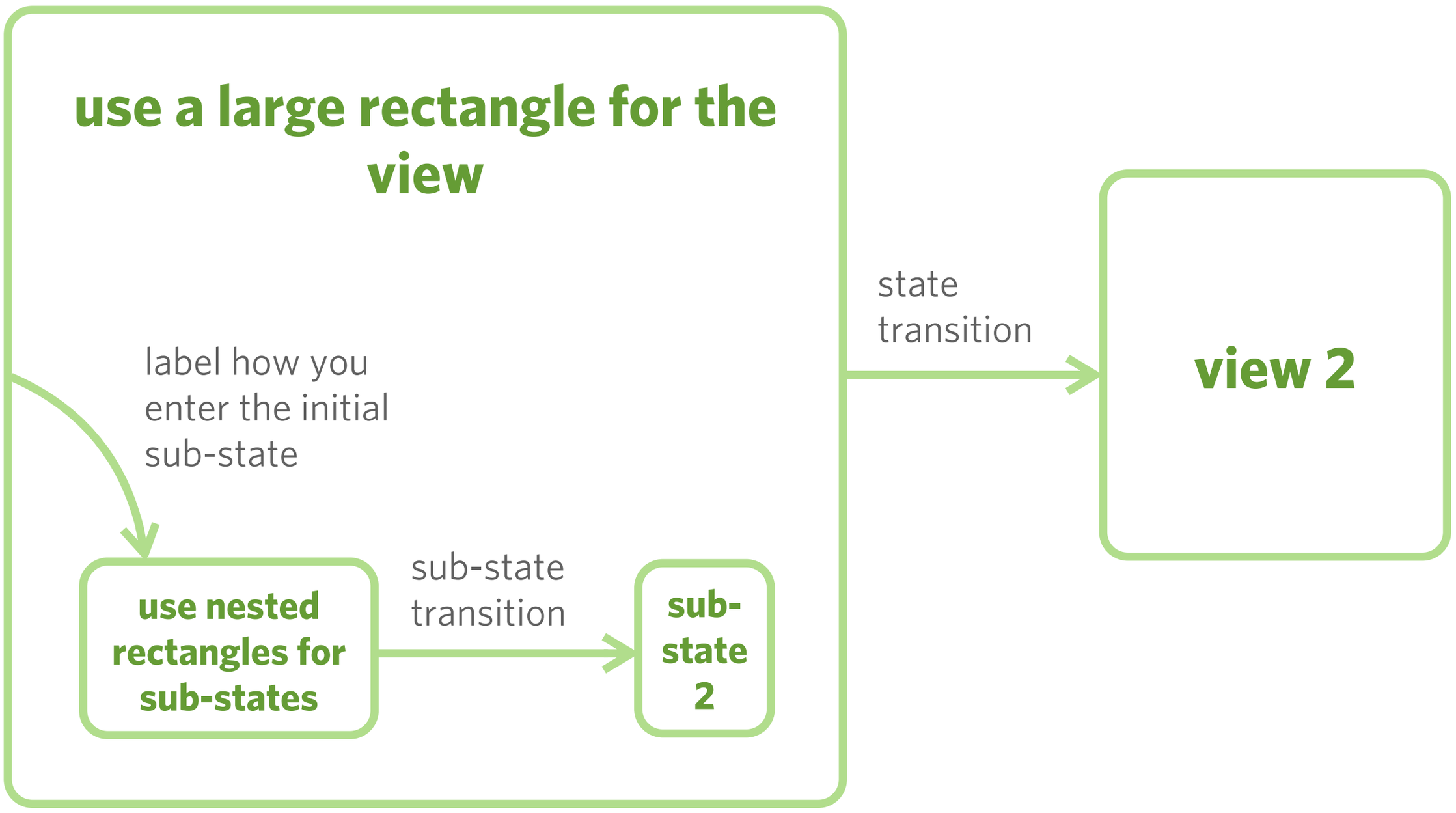
What can we learn from this wireframe?



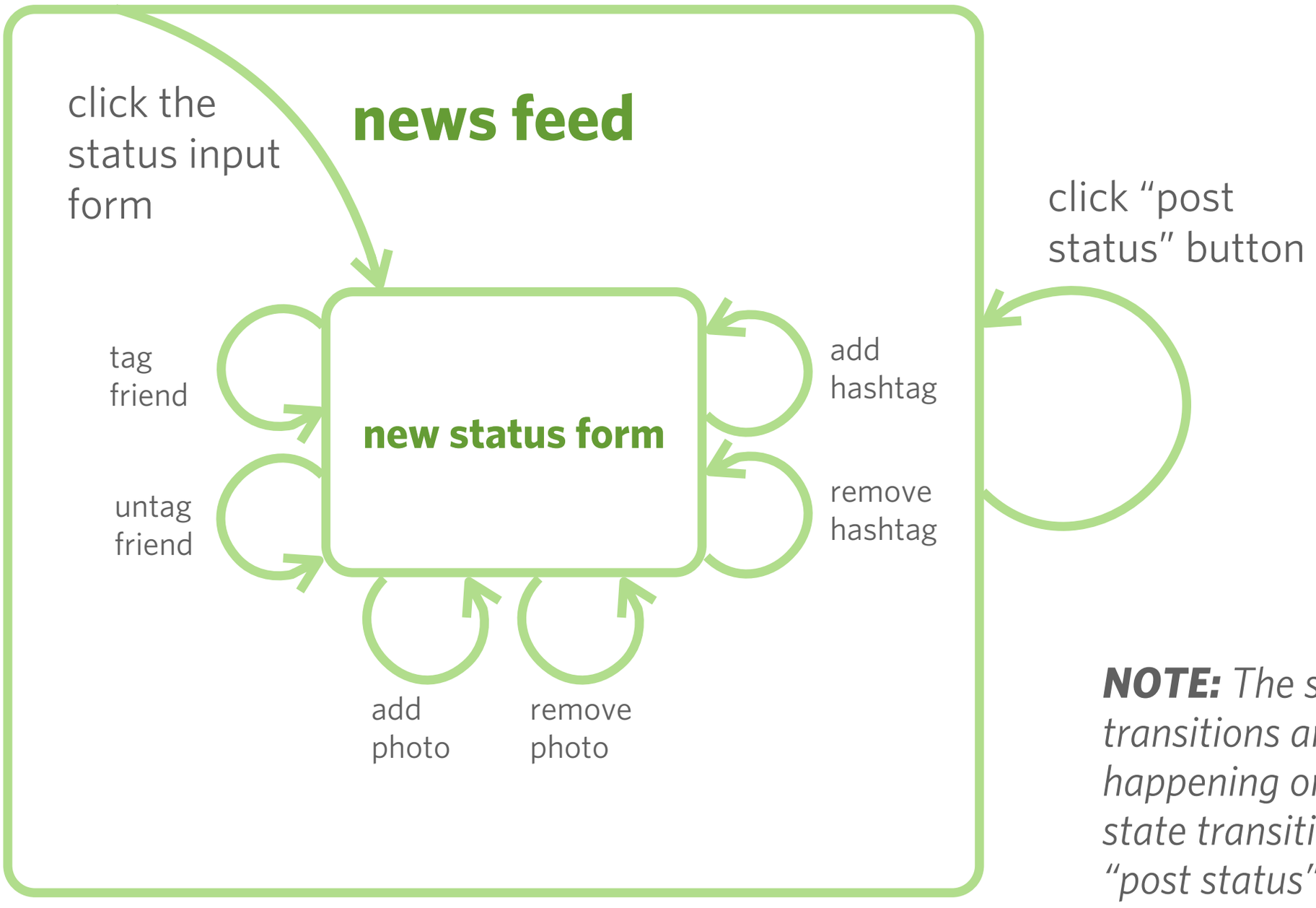
- It takes 3 pages to log in for new browsers! 2-factor auth **purposefully** adds friction for security.

- Facebook presents the option of "remembering browsers" if the user wants some added security, but not *too* much friction.

Wireframing AJAXed/client-side interactions

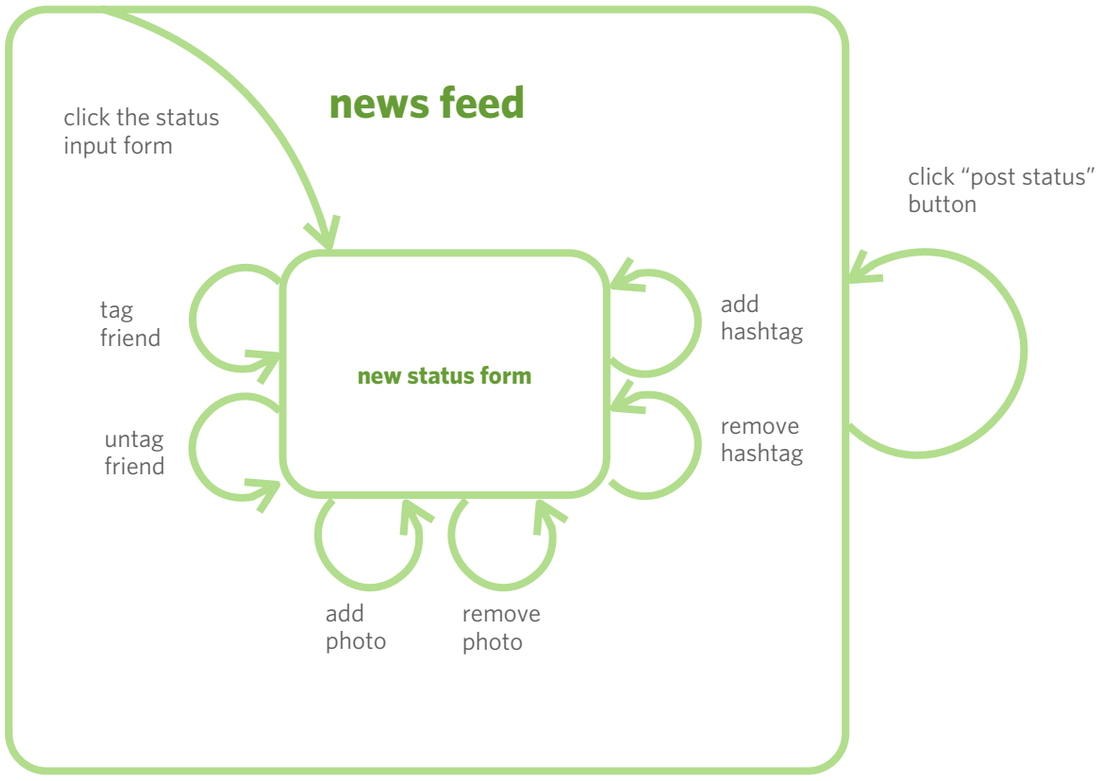


Posting a new status on Facebook



NOTE: *The sub-state transitions are local updates happening on the client. The state transition (clicking “post status”) sends the entire update to the server.*

What can we learn from this wireframe?



Facebook wants everyone to stay on the News Feed, so the page supports both read and write.

Not the entire new status form is visible when you’re just browsing. When a user expresses an *interest* in updating his status, he’ll click the box.

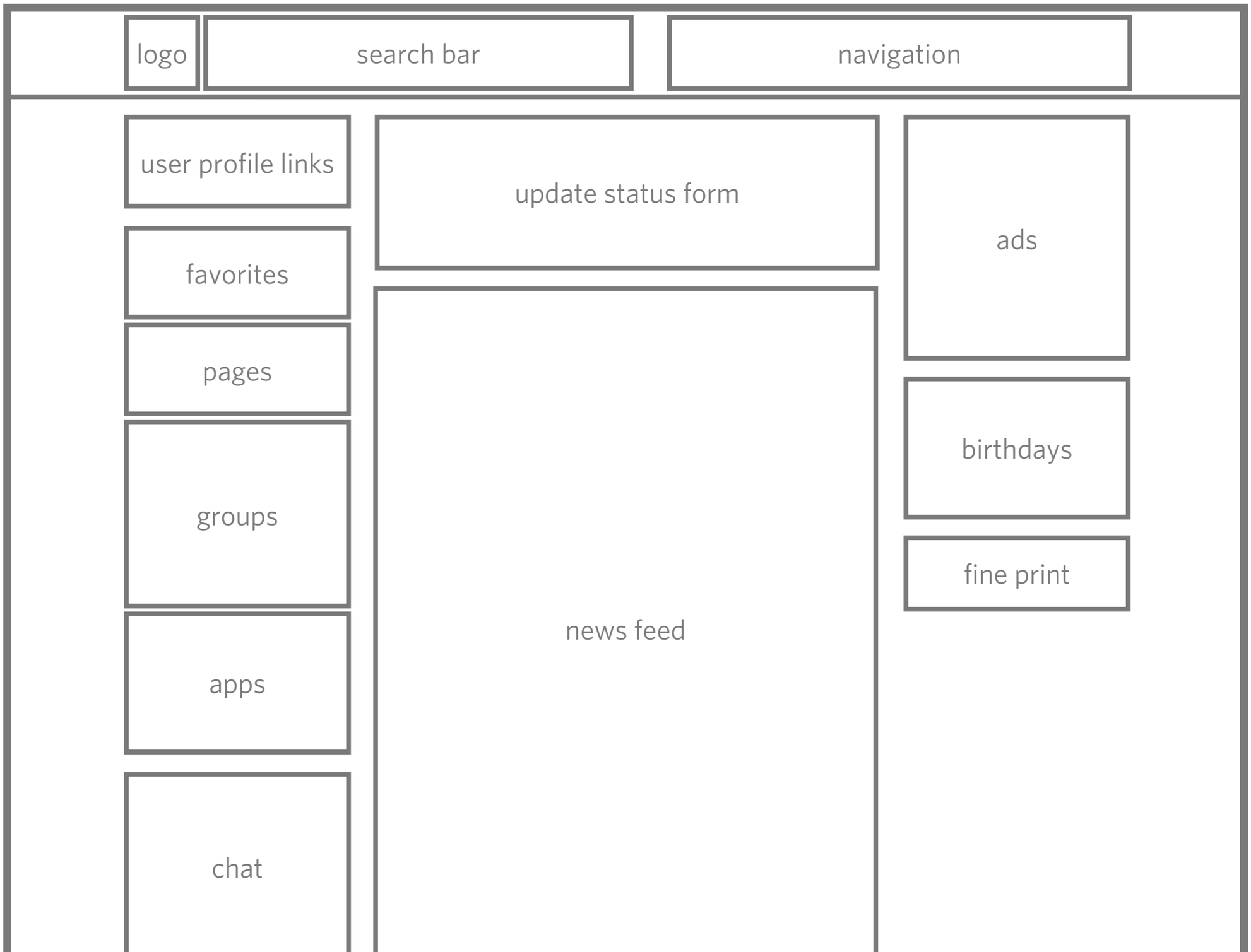
Clicks (and hovers) are ways for users to express interest.
Reduce friction by reducing # clicks needed to get something done.

Wireframing for page layout

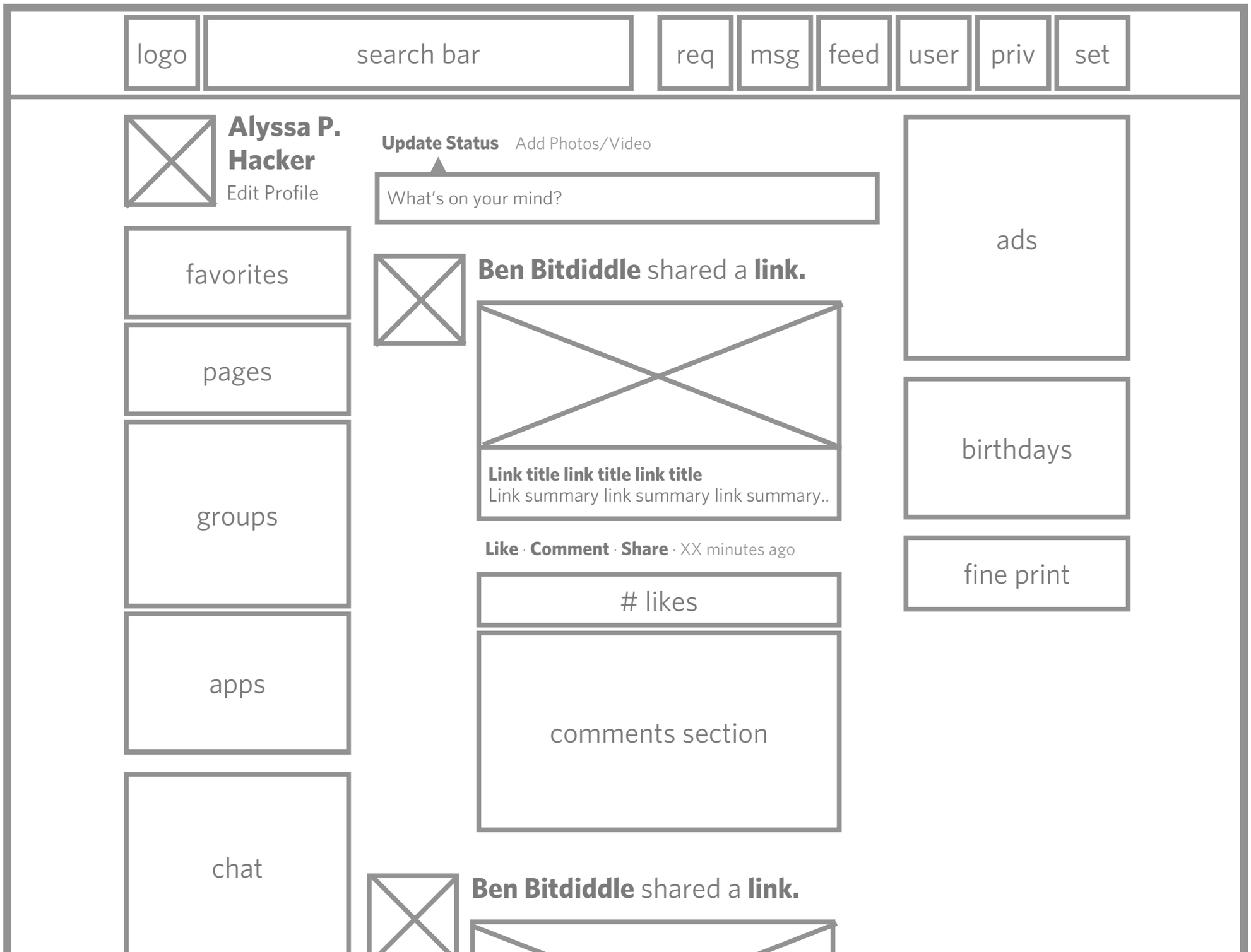
Wireframing individual pages

- Separate page structure from aesthetics
- Focus on position & hierarchy
- No colors or images

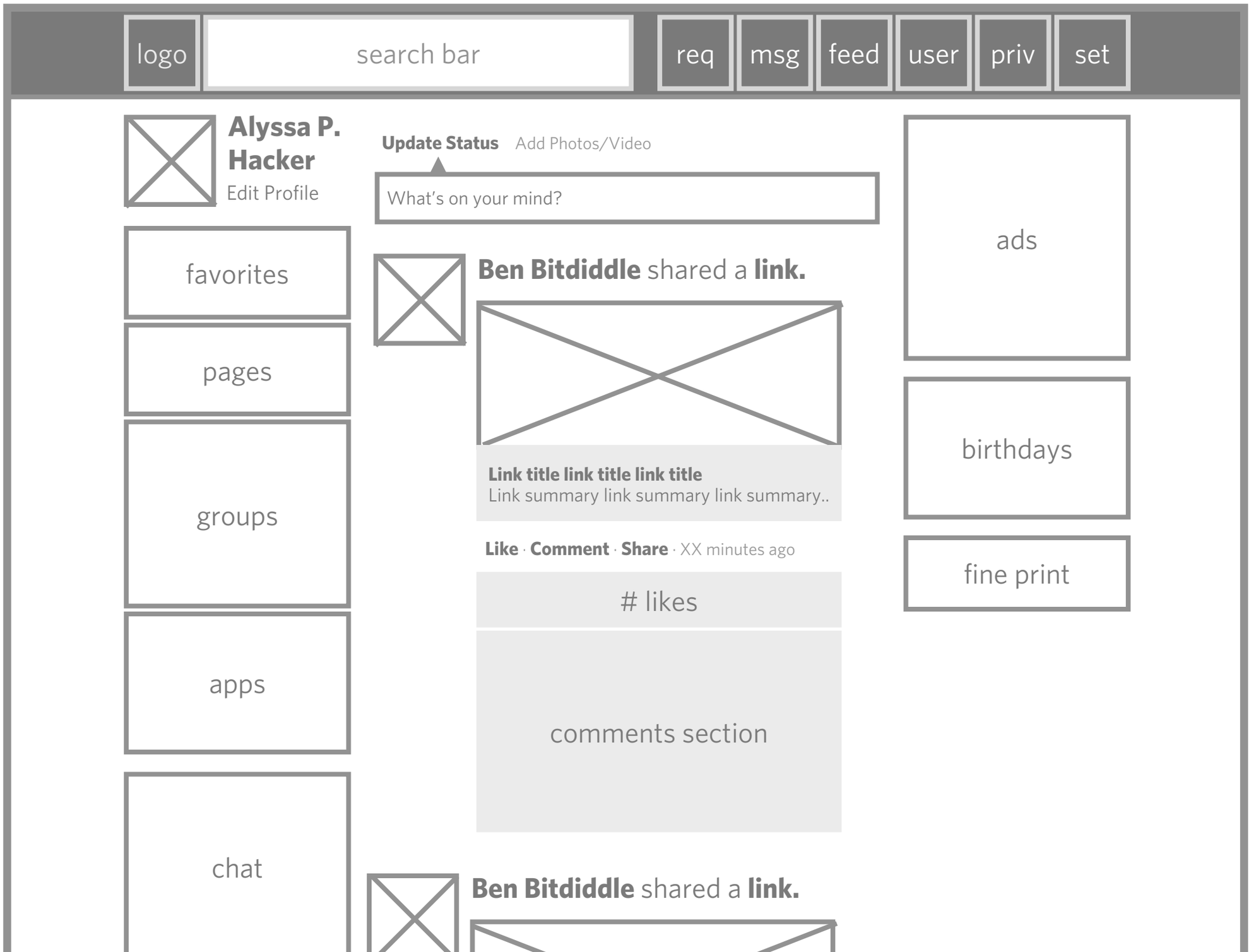
1. Determine layout with boxes



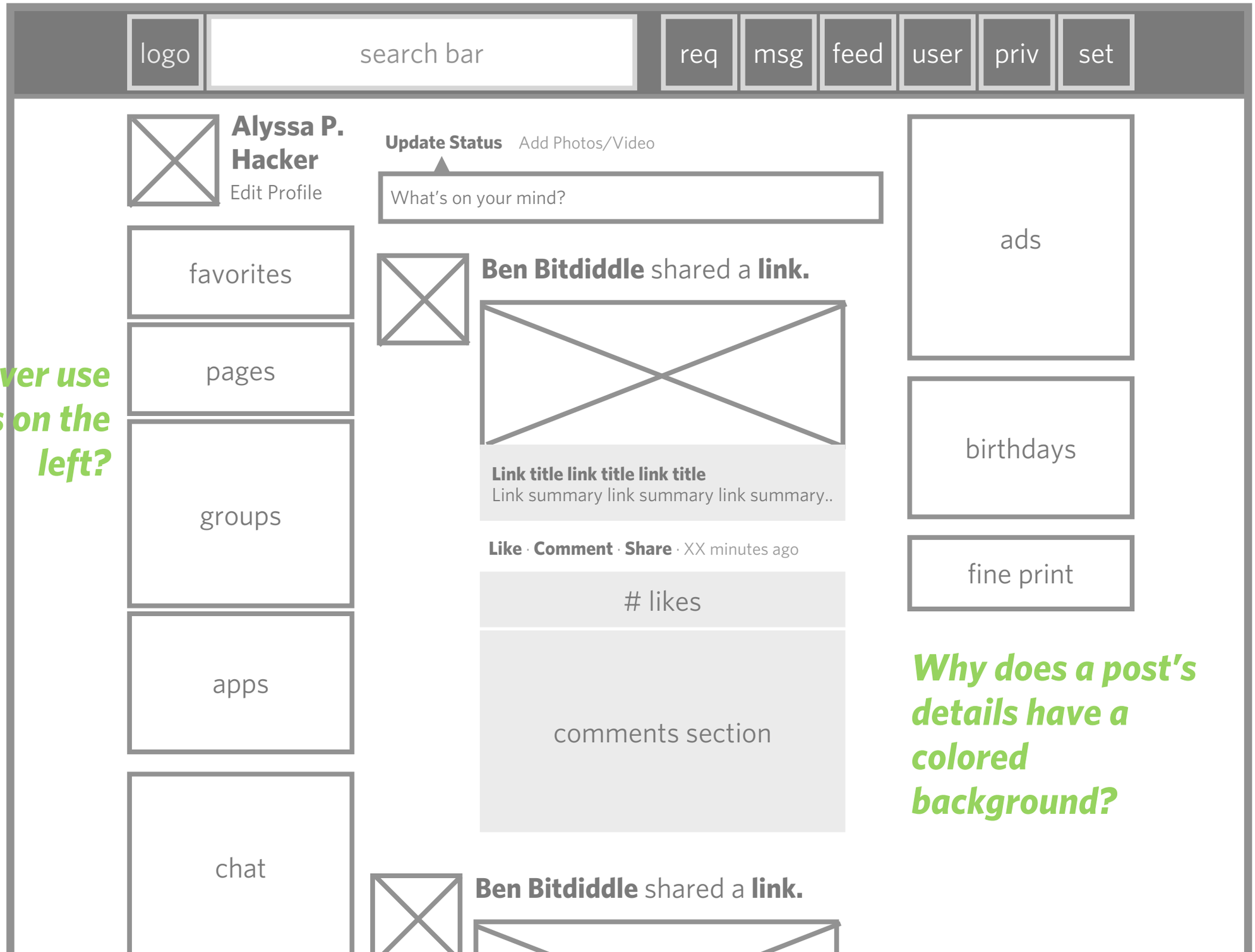
2. Add information hierarchy



3. Add grayscale coloring



What can we learn from this wireframe?



Do you ever use these links on the left?

Why does a post's details have a colored background?

What can we learn from this wireframe?

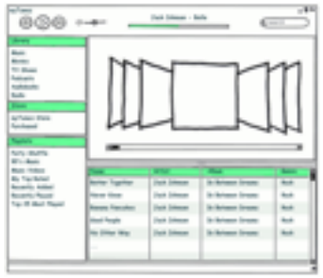
- ***Why does a post's details have a colored background?***
  - Groups details together. User will treat it as 1 unit when skimming.
  - Actions on a post are *not* on a colored background - they are designed to stand out.
- ***Do you ever use the links on the left?***
  - In New Timeline, the entire left column is gone and placed in a drawer menu instead.
  - **Find the balance between a flat page structure and not overwhelming the user with options.**

Wireframing tools

- **Pencil & paper!**

- **Keynote & PowerPoint**
  All wireframes here were made in Keynote.

- **Balsamiq** *balsamiq.com*
  Software for wireframes.



- **OmniGraffle** *omnigroup.com/omnigraffle*
  Software for wireframes.

Wireframing tools

- **Lucidchart** *lucidchart.com*
  Software for flowcharts & wireframes.

- **Wirify** *wirify.com*
  Browser extension that lets you see a “wireframed version” of a website, to show you the difference between a wireframe and the final implementation.