

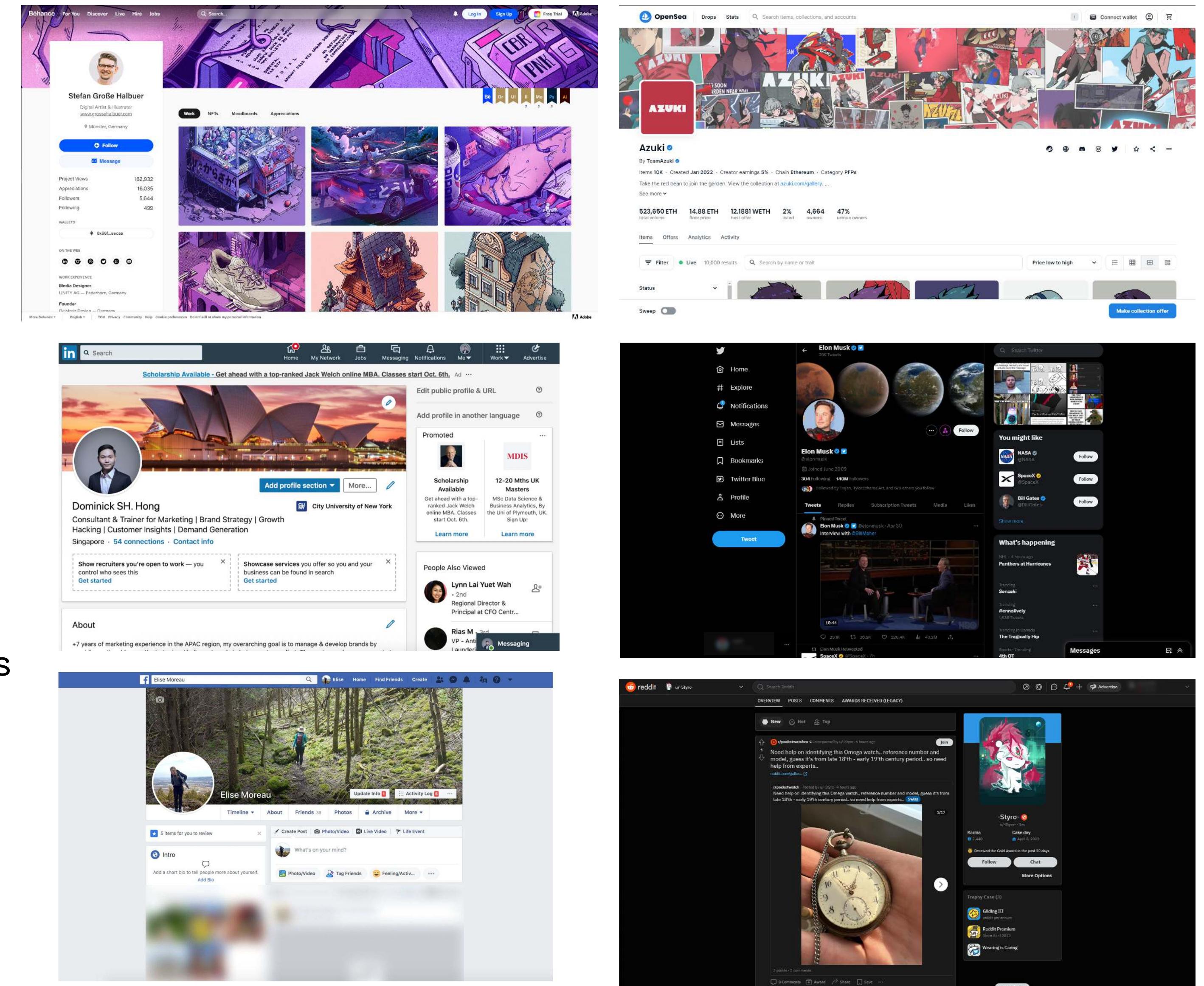
# IAT 334 - A01

Sketches, Wireframes and Mockups

Micole Lai  
301424117

# Observations

- Top menu bar is common
- Site icon on left
- Profile, notifications, new post on right
- Profile pictures tend to be on left side
- Buttons highlighted with color or contrast
- Interactions that user has done are colored
- Notification count in red
- Subtitles/details in lighter opacity
- Clear separation between different sections

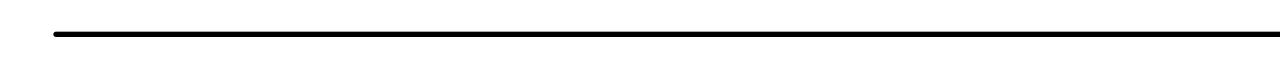


# Target Audience

Collector communities

People that collect items such as

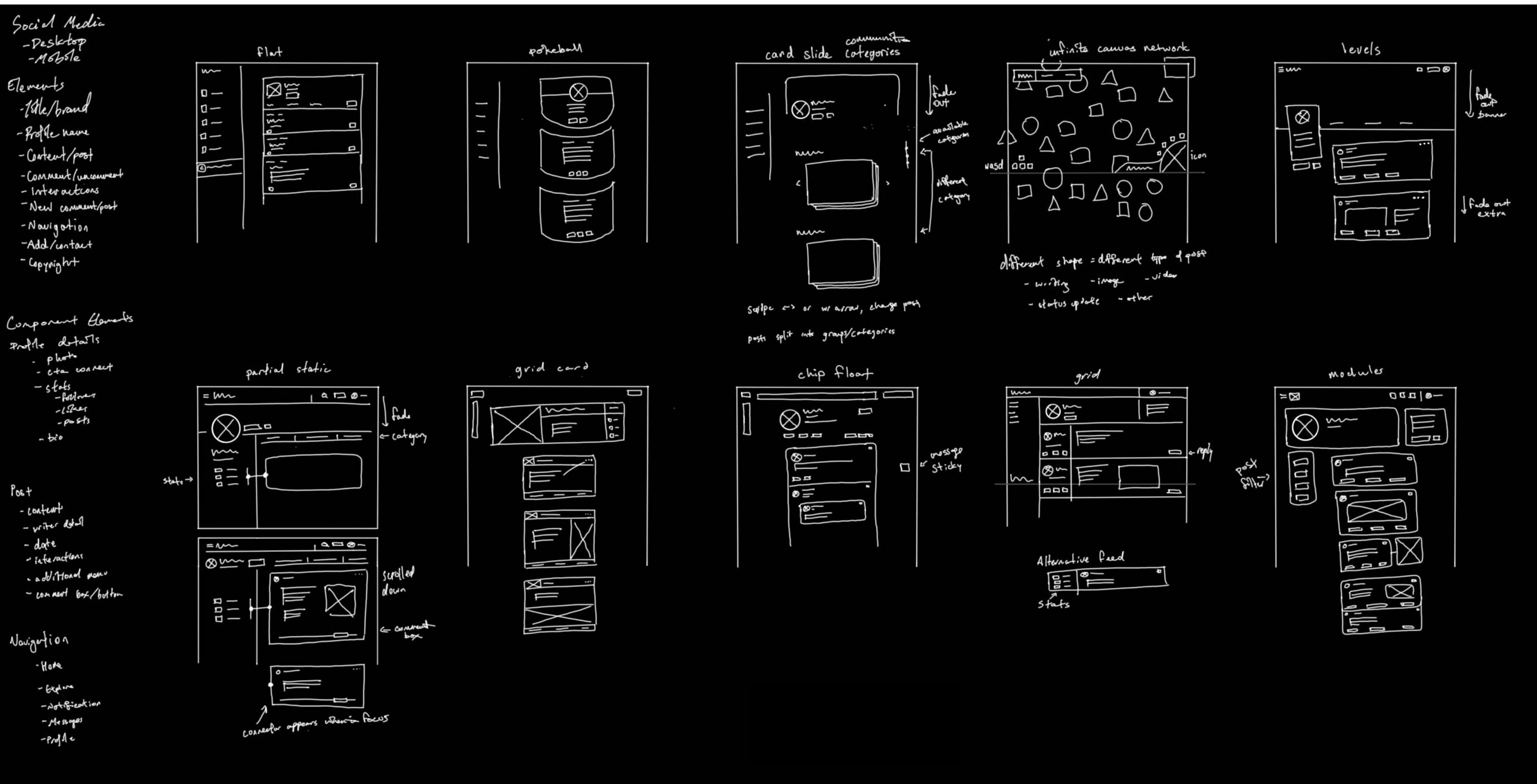
- books/comics
- games
- music
- **watches**
- cars
- stamps
- models
- coins



For the purposes of this design exercise, I will be visualizing how a community of watch collectors may utilise the platform.

Some considerations for collector items are product reference numbers

# Low-fidelity Wireframe



# Mid-fidelity Wireframe

**Collectify**

Jane Doe Horologist

Following: 100  
Followers: 100  
Collected: 100  
Likes: 100

Views  
Likes  
Comments  
Reference Number

POSTS COLLECTIONS TRADE WATCHLIST

Bio message: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis tellus.

Featured items: Three placeholder boxes.

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

MICOLE LAI © 301424117 IAT 334 Summer 2023 D102 Assignment 1 Collectify

**Collectify**

Jane Doe Horologist

Following: 100  
Followers: 100  
Collected: 100  
Likes: 100

POSTS COLLECTIONS TRADE WATCHLIST

Views  
Likes  
Comments  
Reference Number

POSTS COLLECTIONS TRADE WATCHLIST

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

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**Collectify**

Jane Doe Horologist

Following: 100  
Followers: 100  
Collected: 100  
Likes: 100

POSTS COLLECTIONS TRADE WATCHLIST

Bio message: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis tellus.

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

Jane Doe: Bio message, post by Emily Davis.

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# High-fidelity Wireframe

The wireframe illustrates a mobile application interface for a platform called "Collectify".

**Header:** The top navigation bar includes a search icon, a plus sign for creating new content, a notification bell with a red badge showing '20+', and a user profile for 'John S.'.

**User Profile:** The profile page for 'Jane Doe' (Horologist) features her profile picture, a 'Follow' button, and tabs for 'Posts', 'Collections', 'Trade', and 'Watchlist'. It displays her statistics: Following 100, Followers 100, Collected 100, and Likes 100. Below these are social sharing icons for Instagram, Facebook, and Twitter.

**Post View:** A post by Jane Doe (10 mins ago) shows a message: "Hey 🌟 I'm Jane, a fan of all things to do with timekeeping and the beauty of intricate mechanical watches." It includes three images of luxury watches under the heading "Favourite items". The post has 2 likes, 0 comments, and 10 views, with a reference code: Ref: 26420SO.OO.A002CA.01.

**Post Detail:** A detailed view of a post by Jane Doe (10 mins ago) featuring a luxury watch with a blue dial and silver case. The post text is: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos." Below it is another snippet: "Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis tellus. Curabitur tempus urna at Read more...". There is a 'Comment' button at the bottom.

**Comment Section:** A comment by Emily Davis (1 day ago) on the same post reads: "Worem ipsum dolor sit amet, consectetur adipiscing elit." There is a 'Comment' button below this comment.

**Footer:** The footer contains the Collectify logo and links to IAT 334, Summer 2023, D102, Assignment 1, and copyright information for Micole Lai © 301424117.

# High-fidelity Wireframe

The wireframe illustrates a user profile page for 'Jane Doe' on the 'Collectify' platform. The interface includes a header with a search bar, new post button, notification count (20+), and a current user indicator. Below the header, there's a navigation menu, a follow/message button, and profile tabs for Posts, Collections, Trade, and Watchlist. The main content area features a bio/intro message from Jane Doe, which reads: 'Hey 🎉 I'm Jane, a fan of all things to do with timekeeping and the beauty of intricate mechanical watches.' It also displays three favorite items, each shown in a small thumbnail image. On the left side, there's a sidebar with profile details (Following: 100, Followers: 100, Collected: 100, Likes: 100) and social media connect links (Instagram, Facebook, Twitter).

Toggle nav menu

Search New post Notification Current user

Follow/message

Profile details

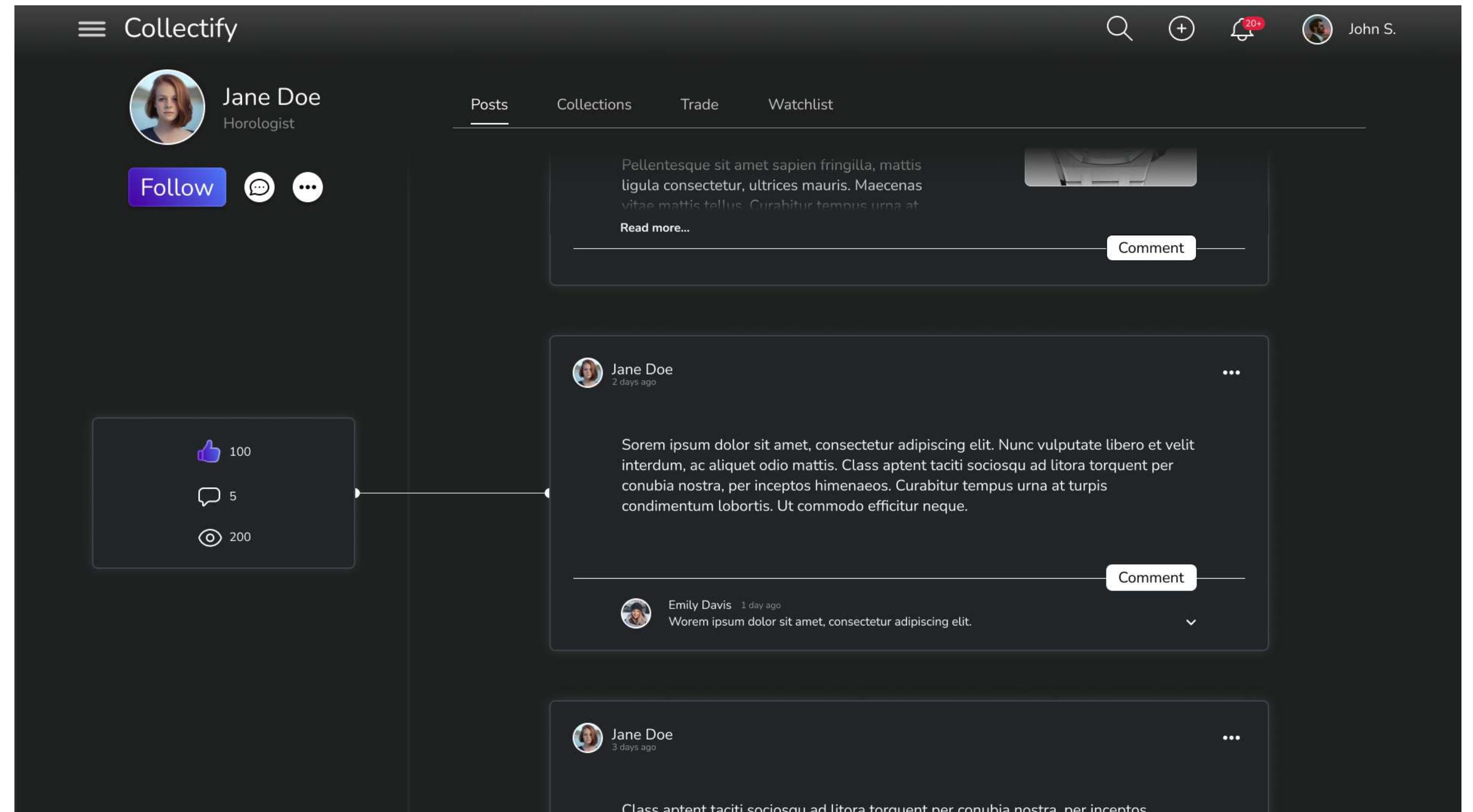
Connect

Bio/intro message

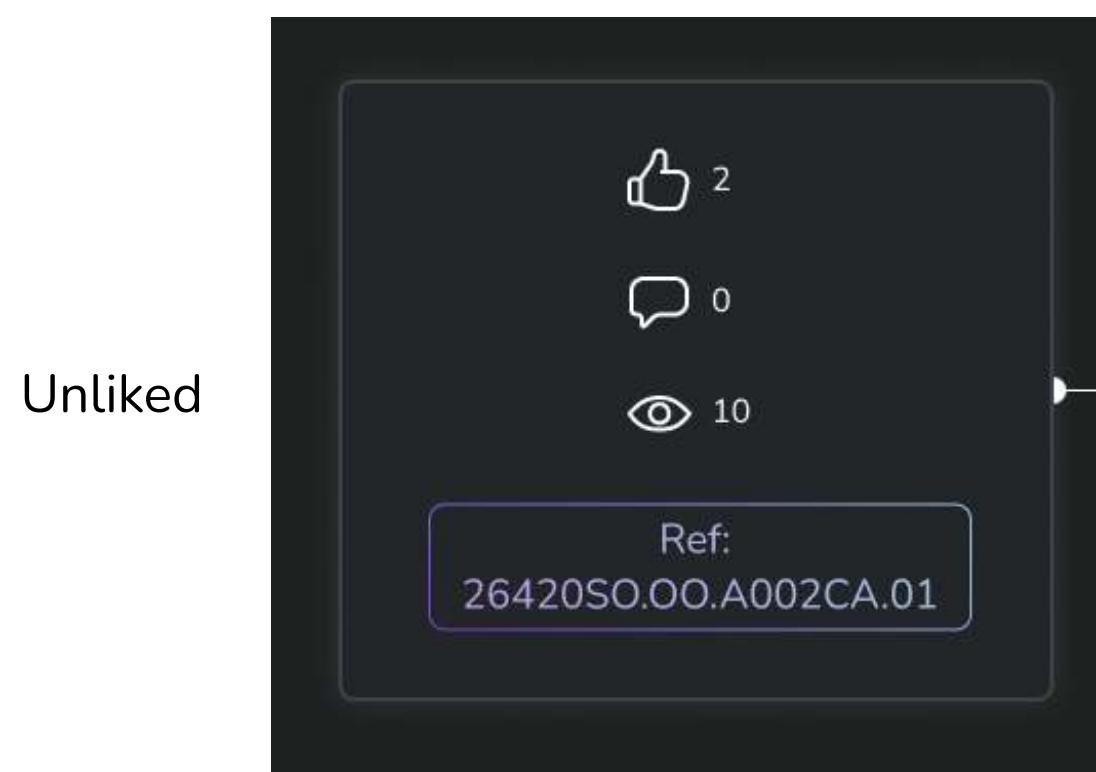
Profile tabs

# High-fidelity Wireframe

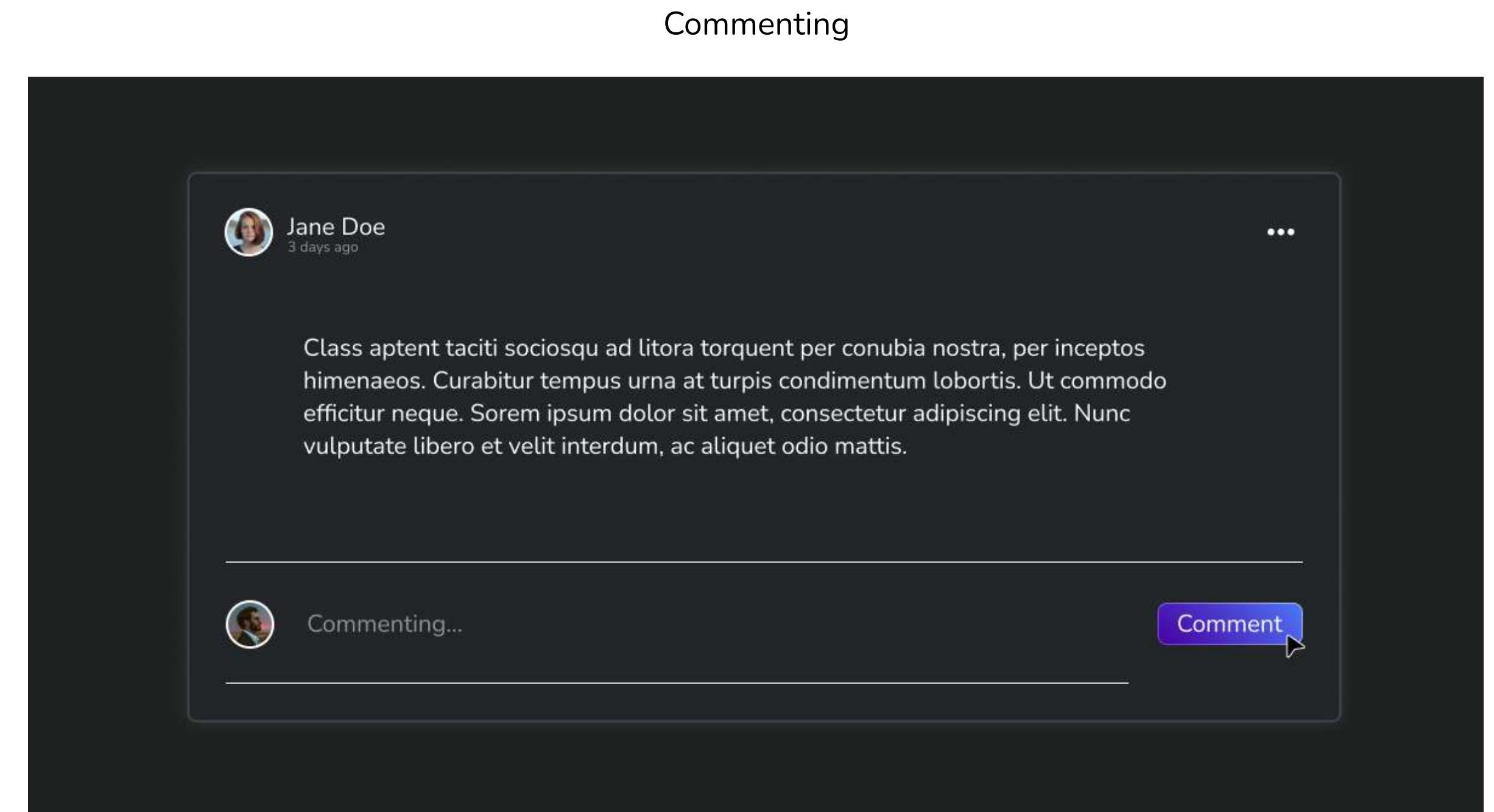
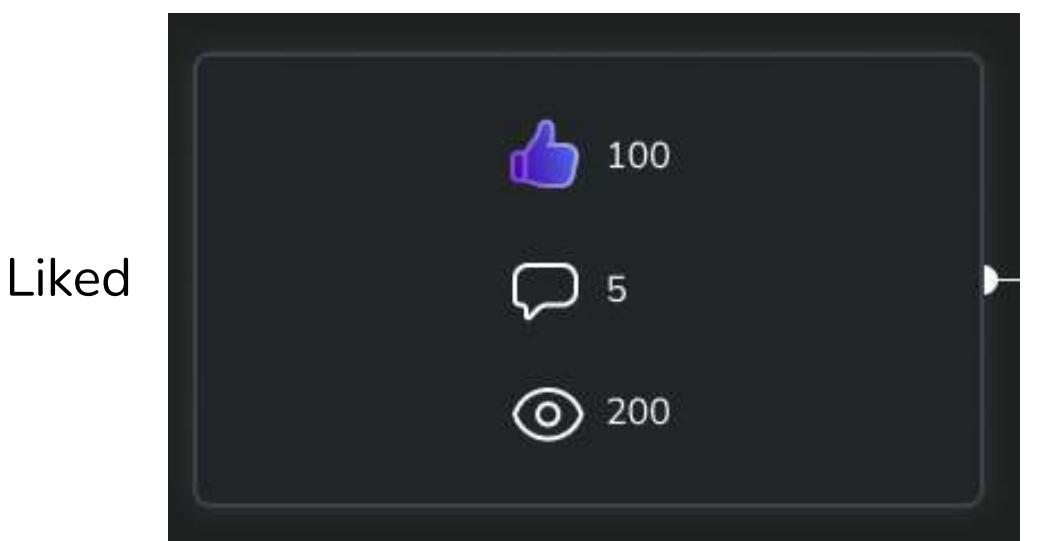
Scrolled state



# High-fidelity Wireframe Interactions



Watch reference  
number



Button hover

# References

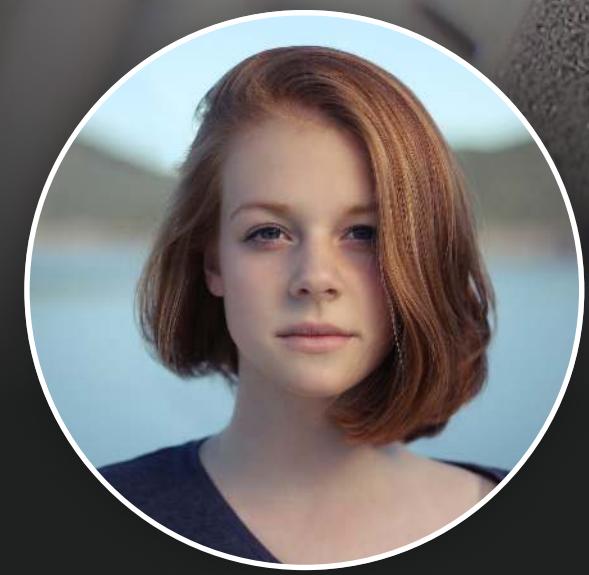
## Observation Websites

<https://opensea.io/>  
<https://twitter.com/>  
<https://www.reddit.com/>  
<https://www.facebook.com/>  
<https://www.linkedin.com/>  
<https://www.behance.net/>

## Images

<https://unsplash.com/photos/rDEOVtE7vOs>  
<https://unsplash.com/photos/rBPOfVqROzY>  
<https://unsplash.com/photos/al6s6JpnZis>  
<https://unsplash.com/photos/O703kpzlsQI>  
[https://unsplash.com/photos/z1f3d6\\_w7dA](https://unsplash.com/photos/z1f3d6_w7dA)  
<https://www.audemarspiguet.com/com/en/watch-collection/royal-oak/26510ST.OO.1220ST.01.html>

Other social media icons vectorized from Instagram/Facebook/Twitter icons

[Follow](#)

Posts

Collections

Trade

Watchlist

Jane Doe

Horologist

Following 100

Followers 100

Collected 100

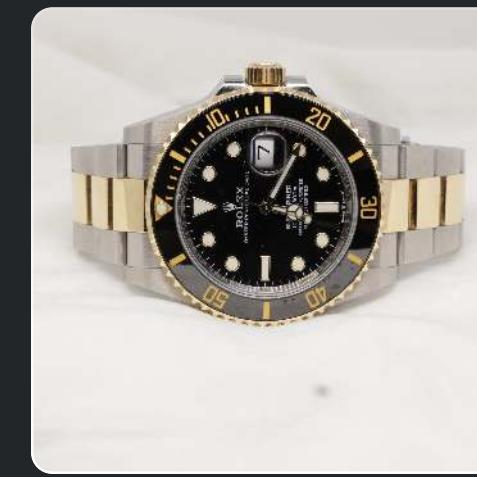
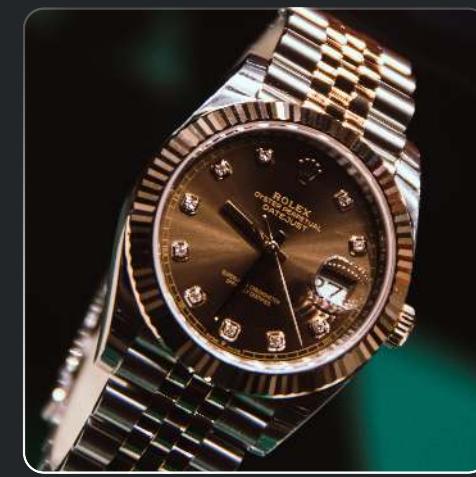
Likes 100



Hey 🙋

I'm Jane, a fan of all things to do with timekeeping and the beauty of intricate mechanical watches.

Favourite items



2



0



10

Ref:  
26420SO.OO.A002CA.01Jane Doe  
10 mins ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis tellus. Curabitur tempus urna at

[Read more...](#)[Comment](#)Jane Doe  
2 days ago

Sorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur tempus urna at turpis condimentum lobortis. Ut commodo efficitur neque.

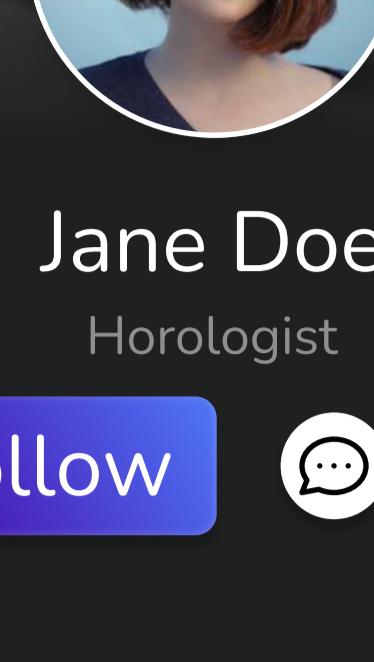
[Comment](#)

Emily Davis 1 day ago

Worem ipsum dolor sit amet, consectetur adipiscing elit.



# Collectify



## Jane Doe

Horologist

[Follow](#)

Following

100

Followers

100

Collected

100

Likes

100



POSTS

COLLECTIONS

TRADE

WATCHLIST

Hey 🙌

I'm Jane, a fan of all things to do with timekeeping and the beauty of intricate mechanical watches.



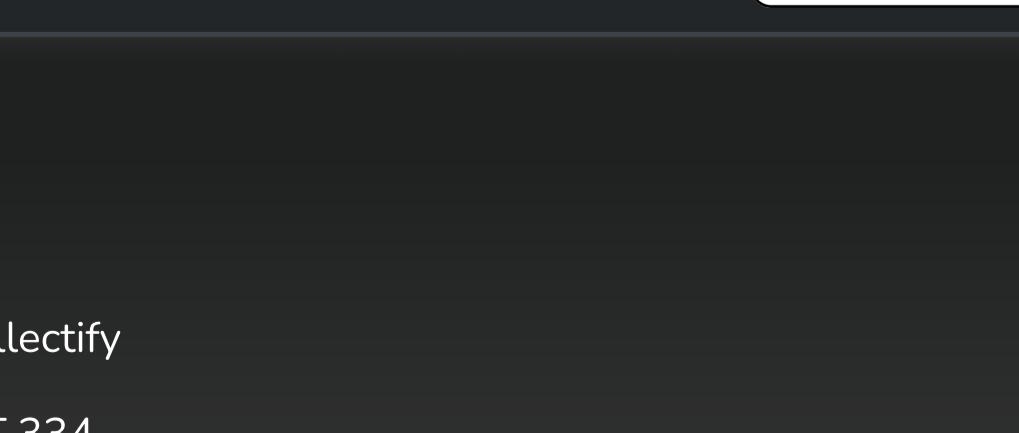
Jane Doe

10 mins ago

...

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Read more...

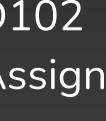


Like 2

Comment 0

Share 10

Comment



Jane Doe

2 days ago

...

Sorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur tempus urna at turpis condimentum lobortis. Ut commodo efficitur neque.

Like 100

Comment 5

Share 200

Comment

Collectify

IAT 334

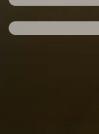
Summer 2023

D102

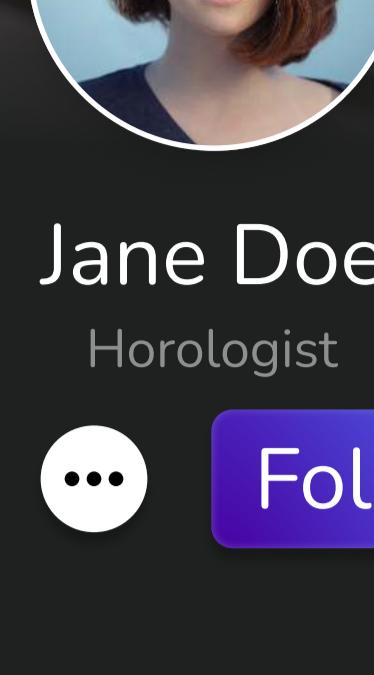
Assignment 1

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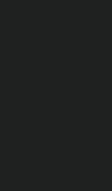


# Collectify



Jane Doe

Horologist



Follow

Following

100

Followers

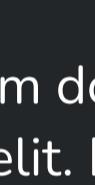
100

Collected

100

Likes

100



POSTS

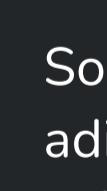
COLLECTIONS

TRADE

WATCHLIST

Hey 🙌

I'm Jane, a fan of all things to do with timekeeping and the beauty of intricate mechanical watches.



Jane Doe

10 mins ago

...

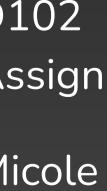
*“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.”*

*Read more...*



100 0 10

Comment



Jane Doe

2 days ago

...

*“Sorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur tempus urna at turpis condimentum lobortis. Ut commodo efficitur neque.”*

100 5 200

Comment

Collectify

IAT 334

Summer 2023

D102

Assignment 1

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