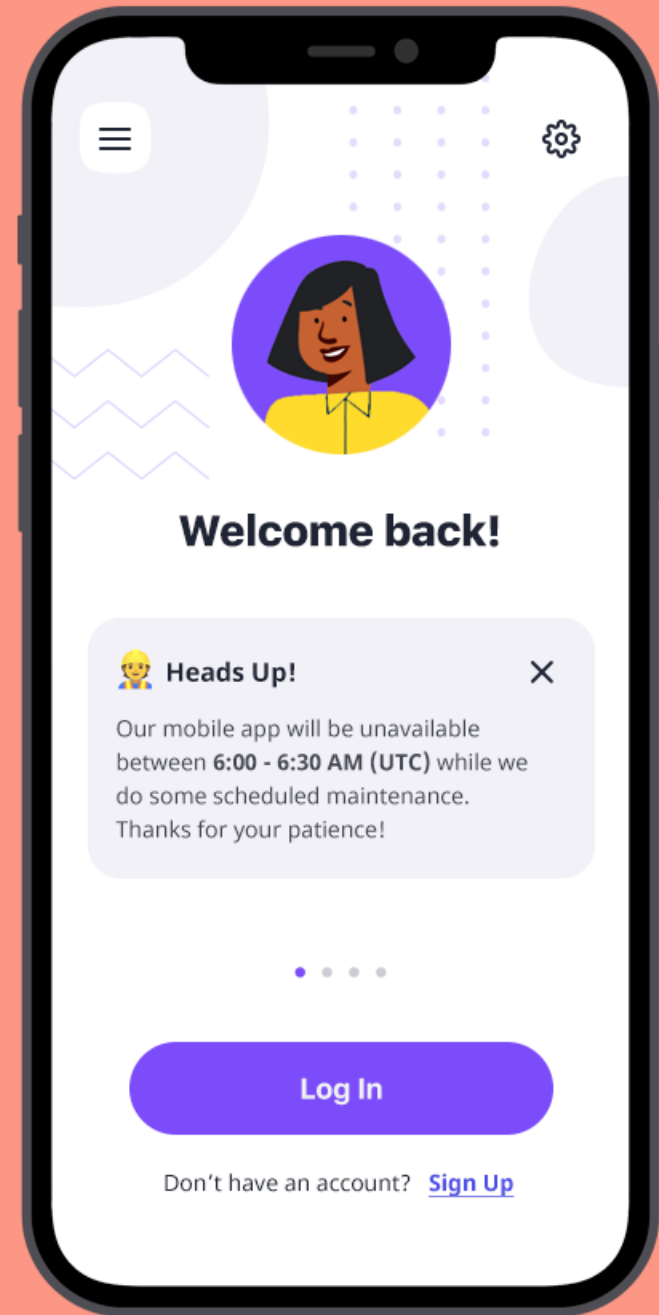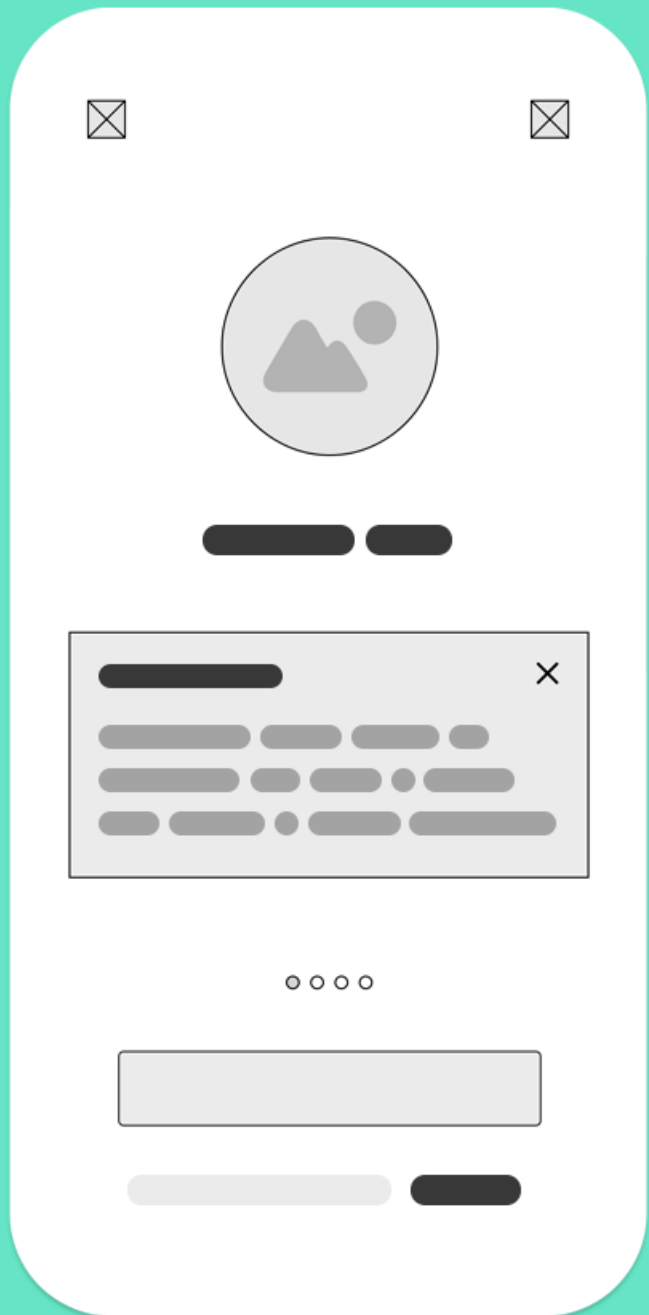**CMPT 281**

WIREFRAMING & DESIGN RECOGNITION

WIREFRAMING

WHAT IT IS NOT: LOW-FIDELITY PROTOTYPE

- A low-fidelity prototype is a **tangible** prototype with **interactable elements**
- Not much effort yet put into visual elements (e.g., colours, images)
- Agile and disposable
- **Functional** (or able to imply functionality)

Welcome back!

👷 **Heads Up!** ✕

Our mobile app will be unavailable between **6:00 - 6:30 AM (UTC)** while we do some scheduled maintenance. Thanks for your patience!

Log In

Don't have an account? <u>Sign Up</u>

WHAT IT IS NOT: LOW-FIDELITY PROTOTYPE

- Can use wireframes to **support** a low-fidelity prototype
  - E.g., paper prototyping – a user mimics interacting with 'screen' elements, and you move sheets around accordingly
- But wireframes are largely used to guide and inform the design process

WIREFRAMING

Essentially, a wireframe is a **low fidelity sketch** of a digital interface.

- **Barebones** – draft the layout on all elements on a page
- **Agile** – responsive, disposable, flexible
- **Inexpensive** – financially and temporally
- **Static** – no real allowance for interactions
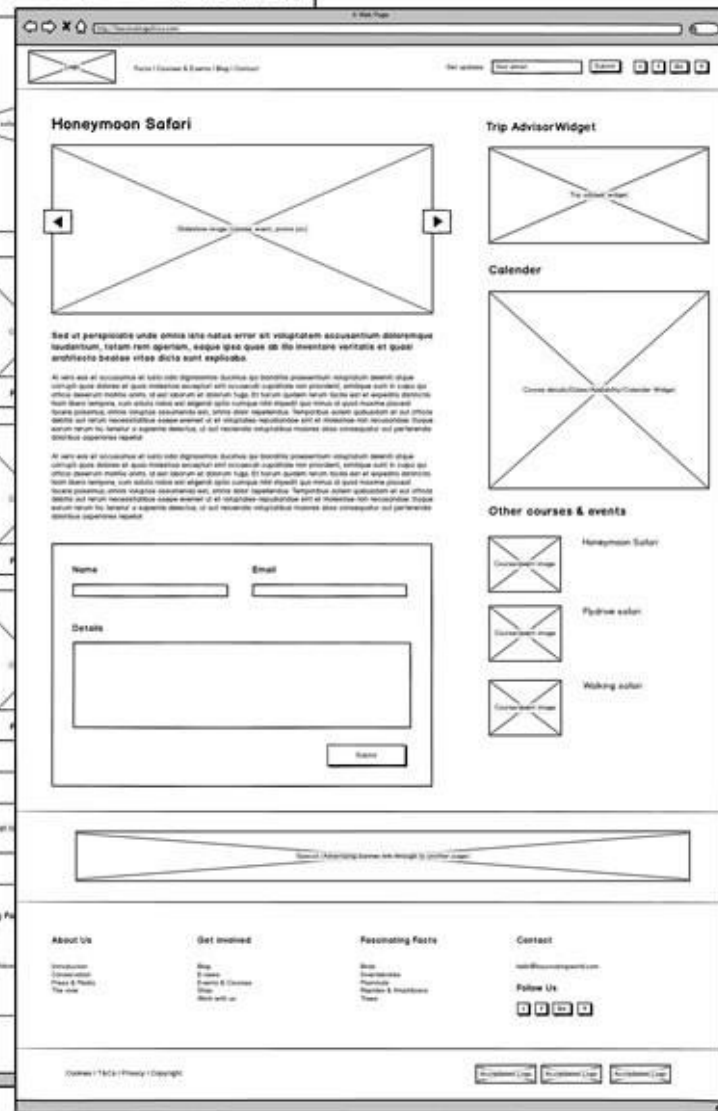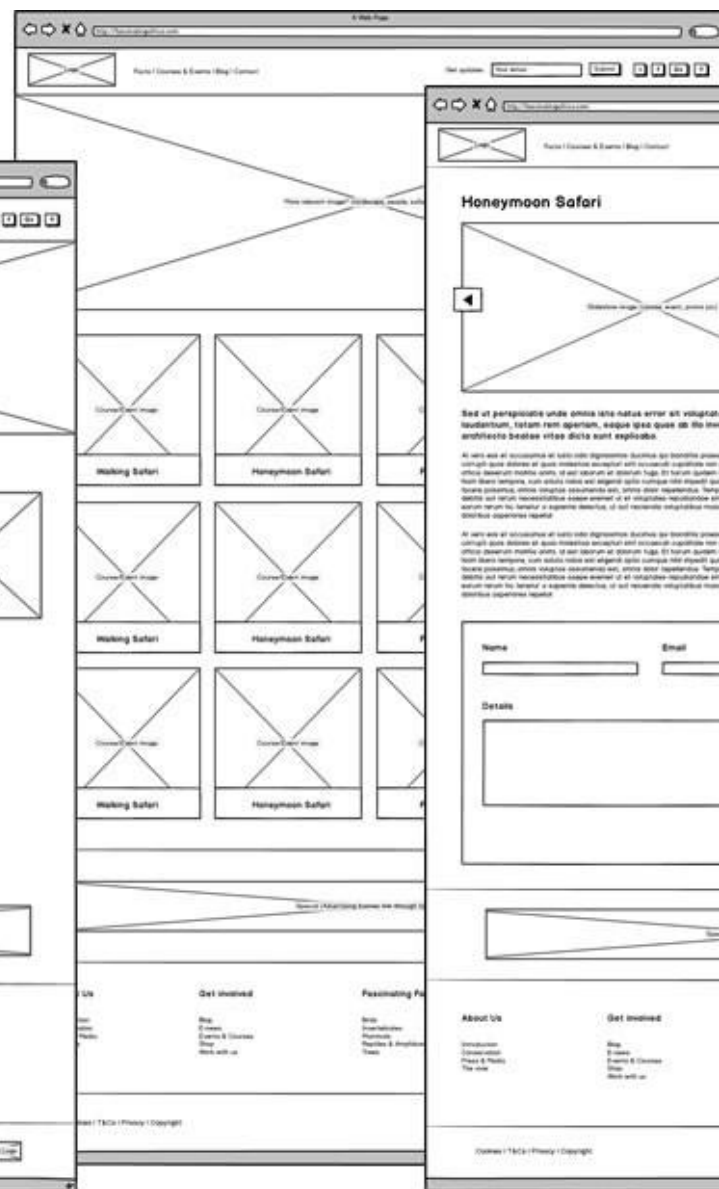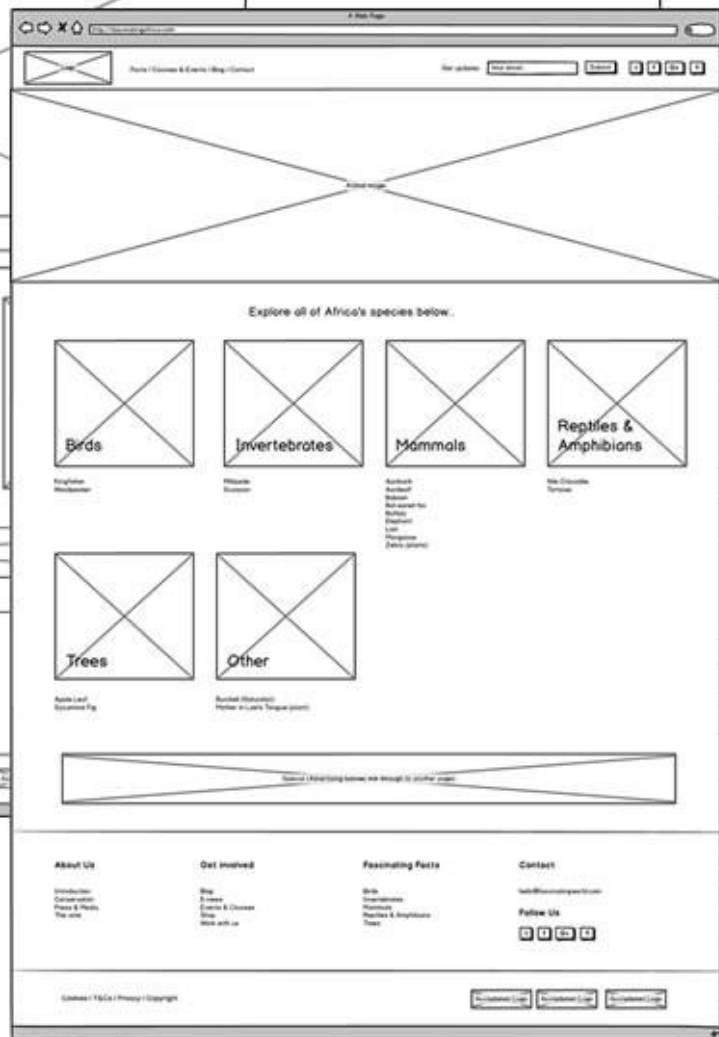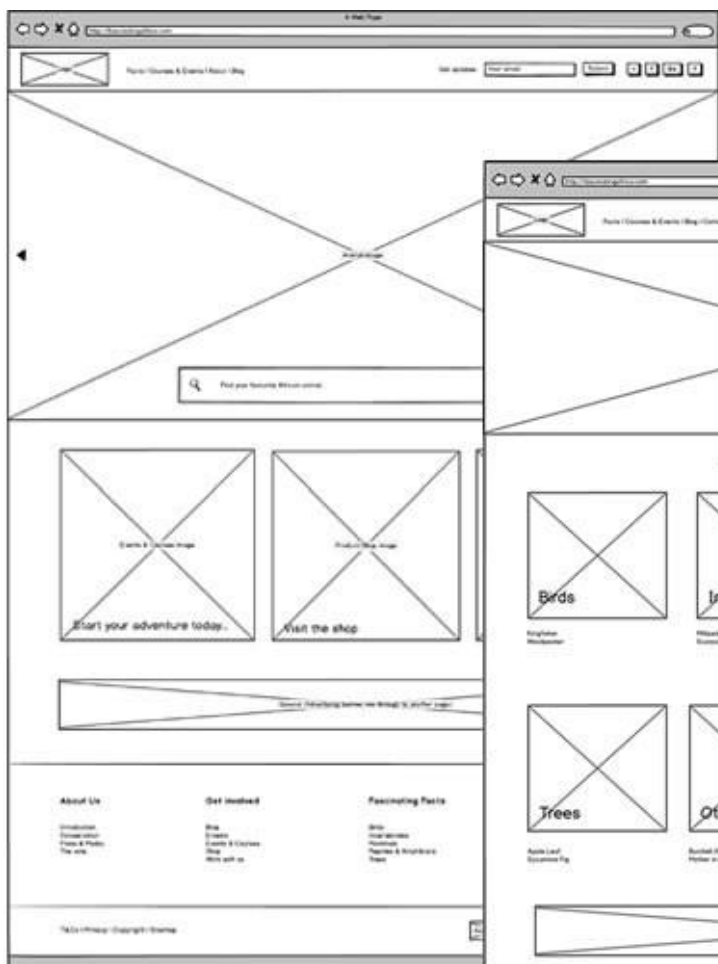
WIREFRAMING

Wireframing is a **critical component** of the design process. By creating wireframes for each webpage of your site, you can avoid **committing** to unsuccessful design iterations.

WIREFRAMING

- Made up of basic shapes to represent components of webpage in simplest form

- Black, white, and grey

- Important: keep it simple! More detail can be distracting

- Don't obsess over minutiae – generate a LOT of ideas very quickly

- Get messy!

CONSIDER: WHAT ARE THE MAIN ELEMENTS THAT YOU NEED ON EACH PAGE?

ITERATION

Generate an idea
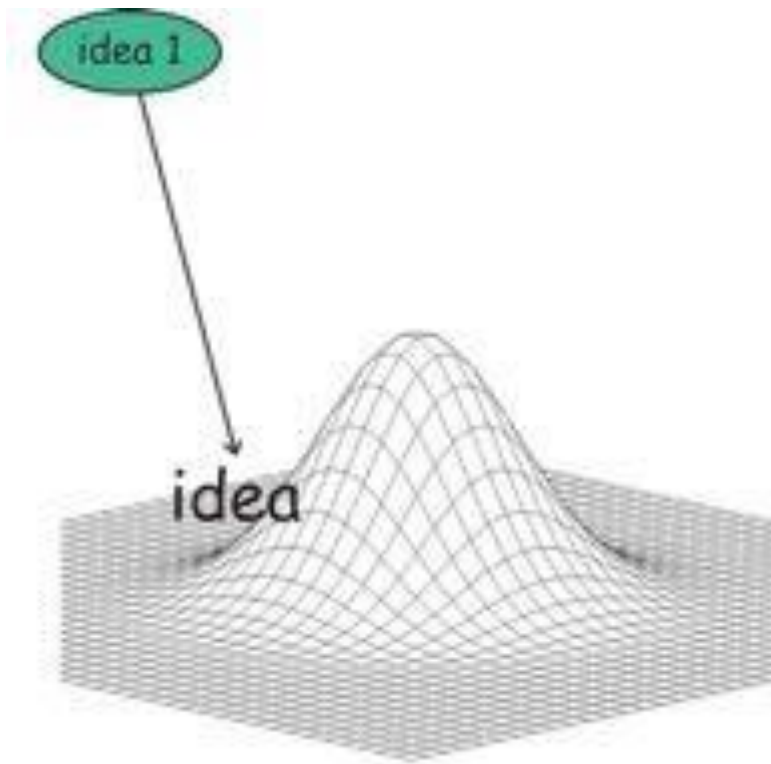
Iterate and develop it
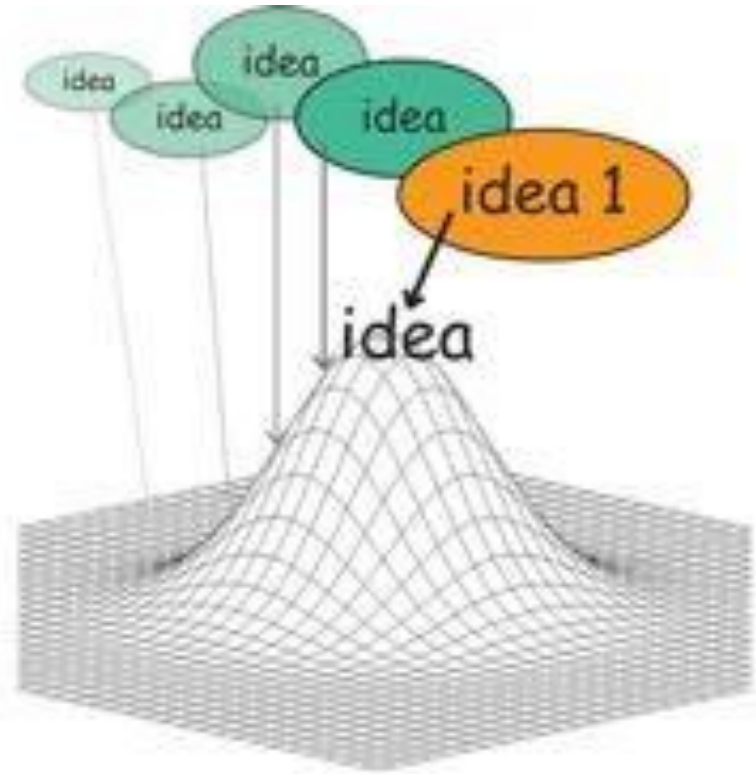
ITERATION

Generate an idea   **Iterate and develop it**

idea

idea

BUT IS IT THE BEST IDEA?
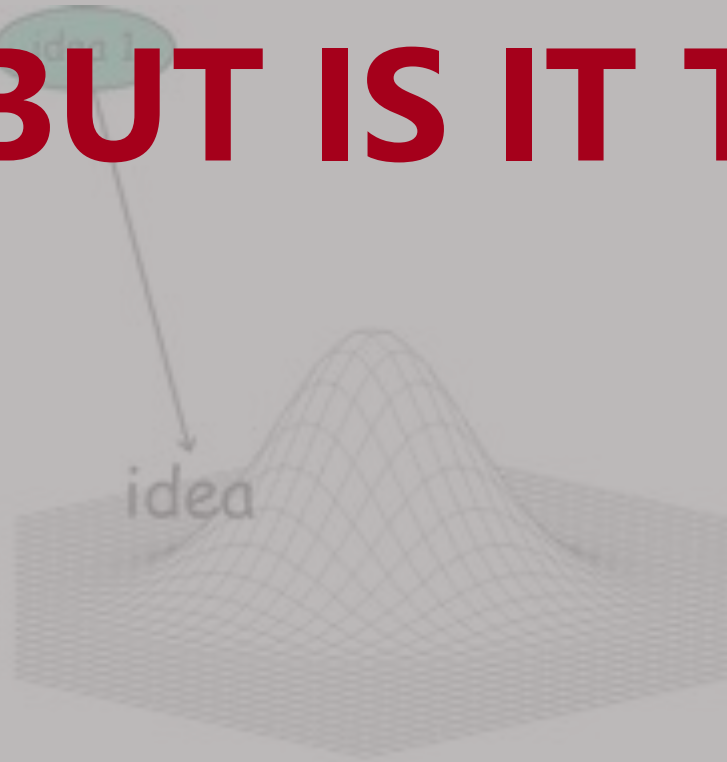
THE PROBLEM

Fixates on an idea   **Did you reach local vs. global maxima?**
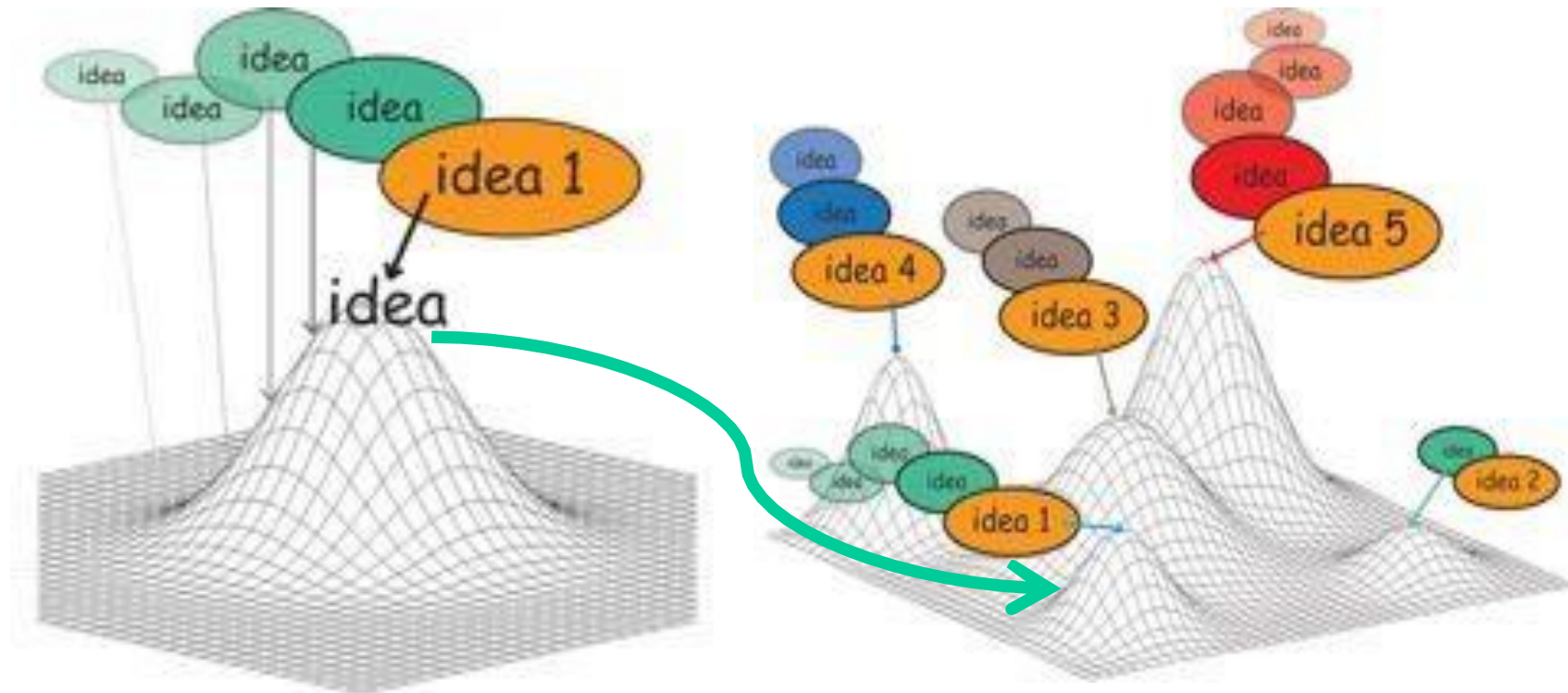
CRAZY EIGHTS

- Fold a paper into eight different sections
  - OR create 8 different canvases/boxes if digital
- Don't limit yourself to just eight
- Hard mode: eight containers, eight minutes
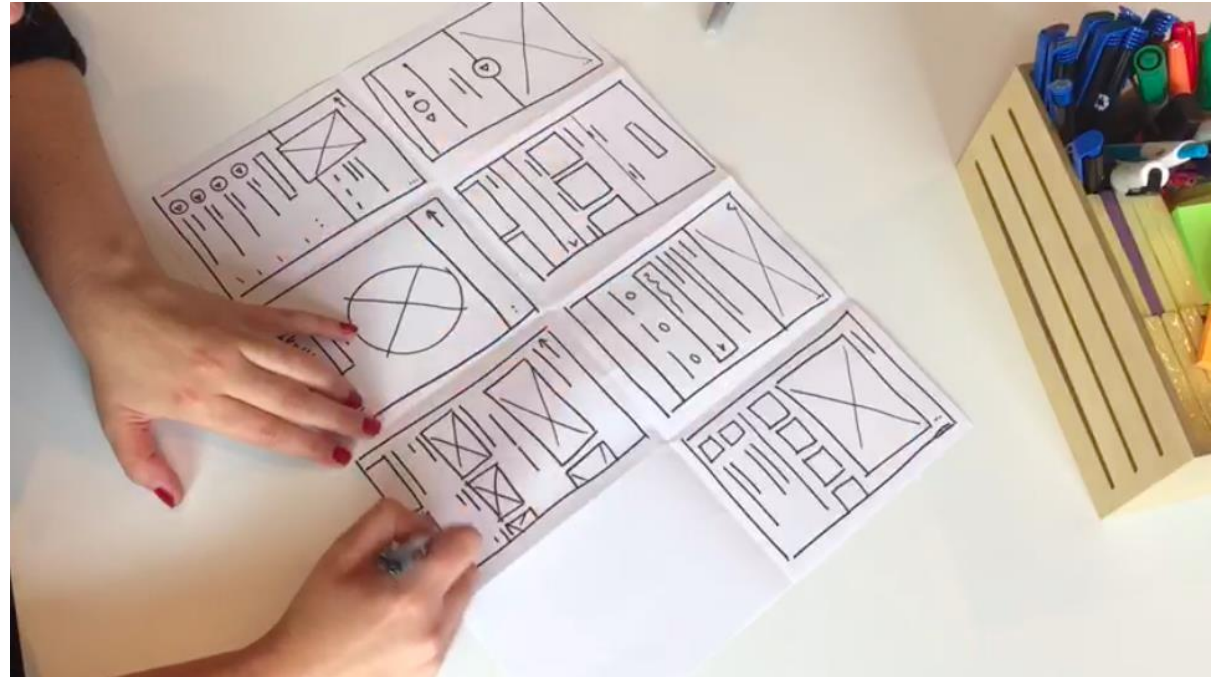
WIREFRAMING

- Where do I put these headers? Where do I put these buttons?
- Focuses on the content and the structure – the bones before you make it beautiful
- Consider: what is the story of my page?

WIREFRAMING

- Useful for checking design with clients
- Often, clients will struggle to fully communicate their requirements until they see a design in progress
- No graphic or visual design – too many variables!
- Version 2 might be superior, but client may prefer rose in Version 1 as opposed to coral pink in Version 2 – so may be mislead

PAPER WIREFRAMING

You can wireframe **rapidly** with pen and paper.

- Allows quick and informal generation of ideas

- Easy enough to restart

- Don't need to worry about perfect alignment, spacing, sizing, etc – just an approximate

Can also use a whiteboard, blackboard, etc.
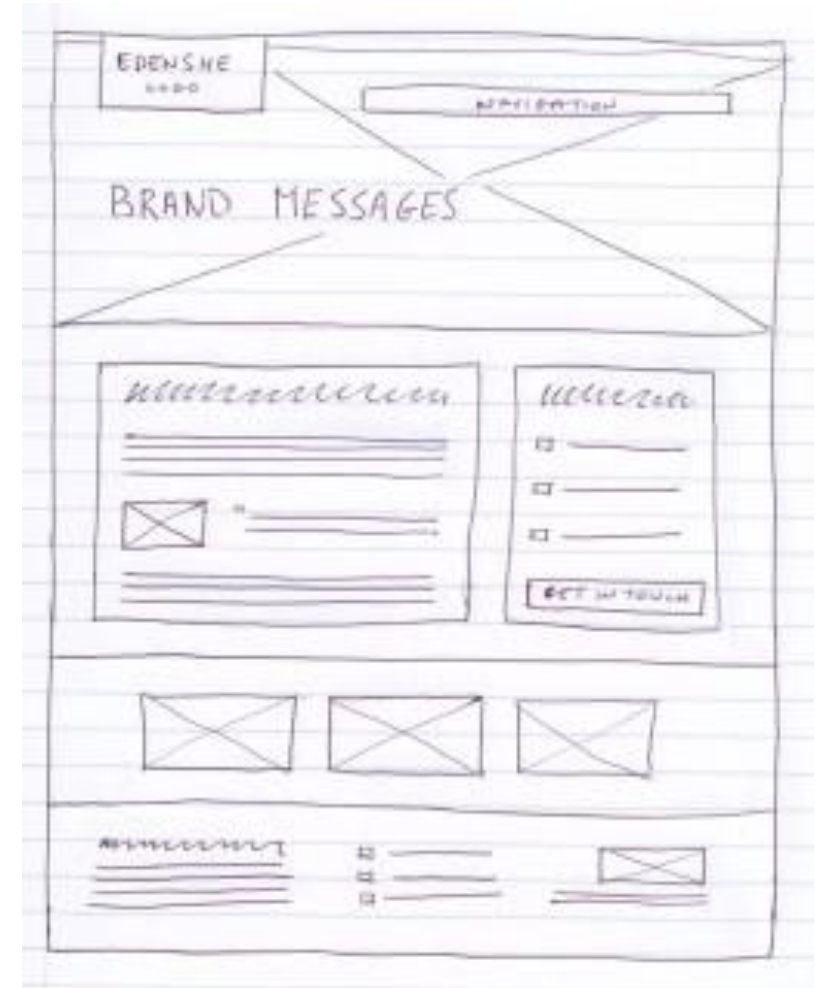
DIGITAL WIREFRAMING

- You can use software to create **higher fidelity** wireframes
- This is often what the client will see
- Start to think a little more about alignment, spacing, etc
- Easily editable, relatively quick

A Web Page

← → ✕ ⌂ | https:// | 🔍

Web | Images | Maps | News | more ▾   iBoogle | Sign In

Boogle

[search box]   Advanced Search
                                      Preferences

Boogle Search   I'm Feeling Lucky

Advertising Programs | Business Solutions | About Boogle

(c) 2008 Boogle

Landing Page

■ Site Name   Category 1 | Category 2 | Category 3   🔍 🛒 Cart (0)

Landing Page Hero Heading — Hero
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
tempor incidunt ut labore et dolore magna aliqua.
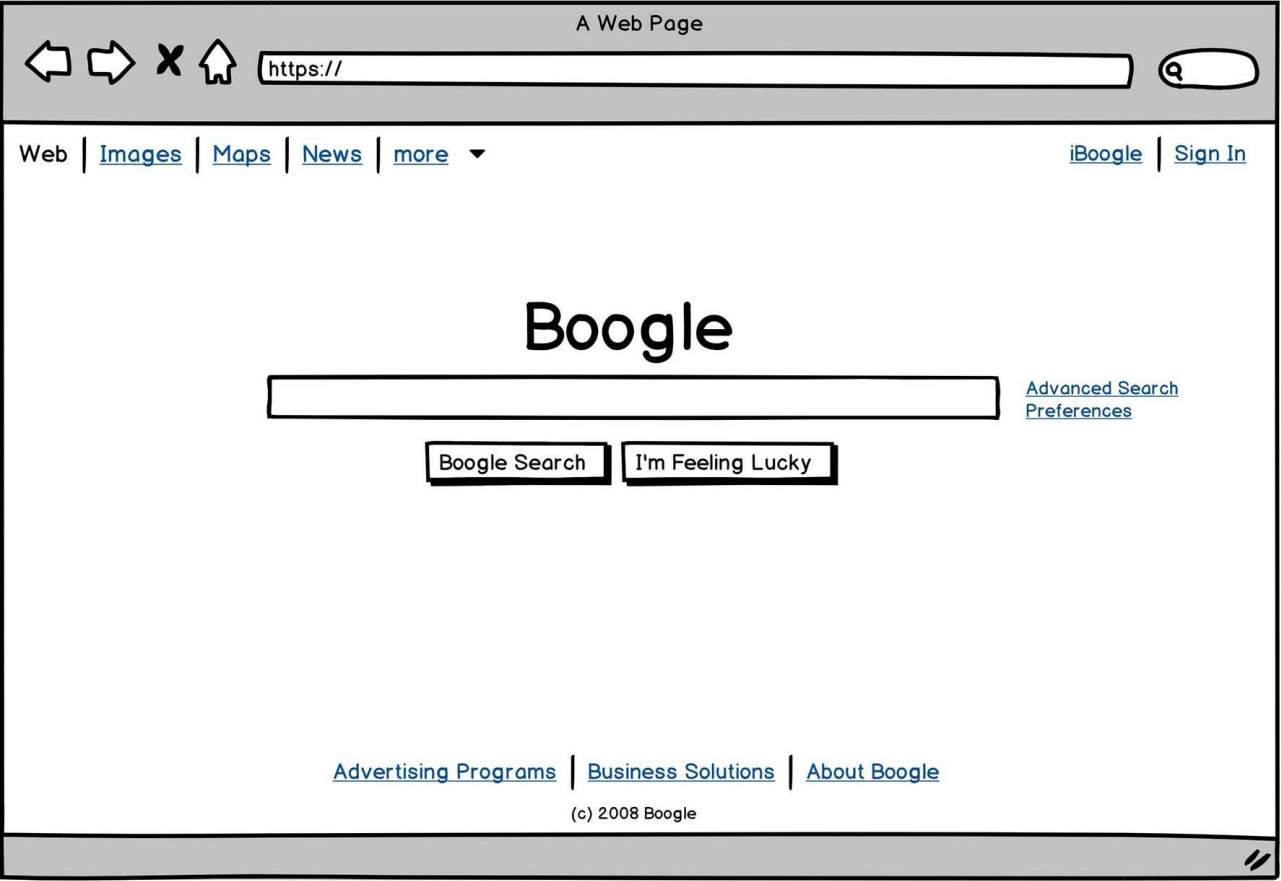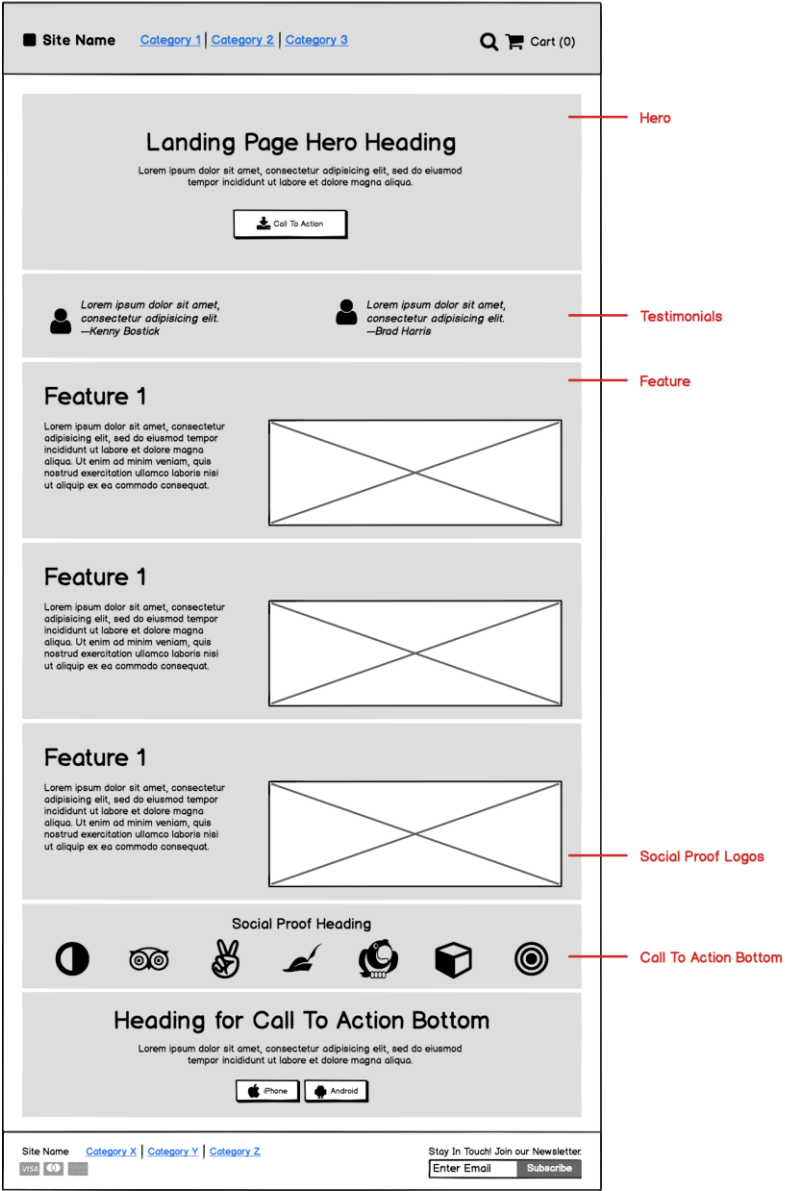
⬇ Call To Action

👤 Lorem ipsum dolor sit amet,   👤 Lorem ipsum dolor sit amet,   — Testimonials
   consectetur adipisicing elit.   consectetur adipisicing elit.
   —Kenny Bostick   —Brad Harris

Feature 1 — Feature
Lorem ipsum dolor sit amet, consectetur
adipisicing elit, sed do eiusmod tempor
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Feature 1
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Feature 1
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adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi   — Social Proof Logos
ut aliquip ex ea commodo consequat.

Social Proof Heading
◑ 🔭 ✌ ✒ 🌀 ⬛ ◎   — Call To Action Bottom

Heading for Call To Action Bottom
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
tempor incidunt ut labore et dolore magna aliqua.

 iPhone   Android

Site Name Category X | Category Y | Category Z   Stay In Touch! Join our Newsletter.
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DIGITAL WIREFRAMING

- Balsamiq, Figma, Miro
- Wireframing kits (e.g., Invision Wireframe Kit)

WIREFRAMING TOOLS

- Balsamiq, Figma, Miro
- Wireframing kits (e.g., <u>Invision Wireframe Kit</u>)
- Paper (blank, lined, grid) and pens
- Whiteboard or blackboard
- Scissors

WIREFRAMING TOOLS

Good to use both! One approach:

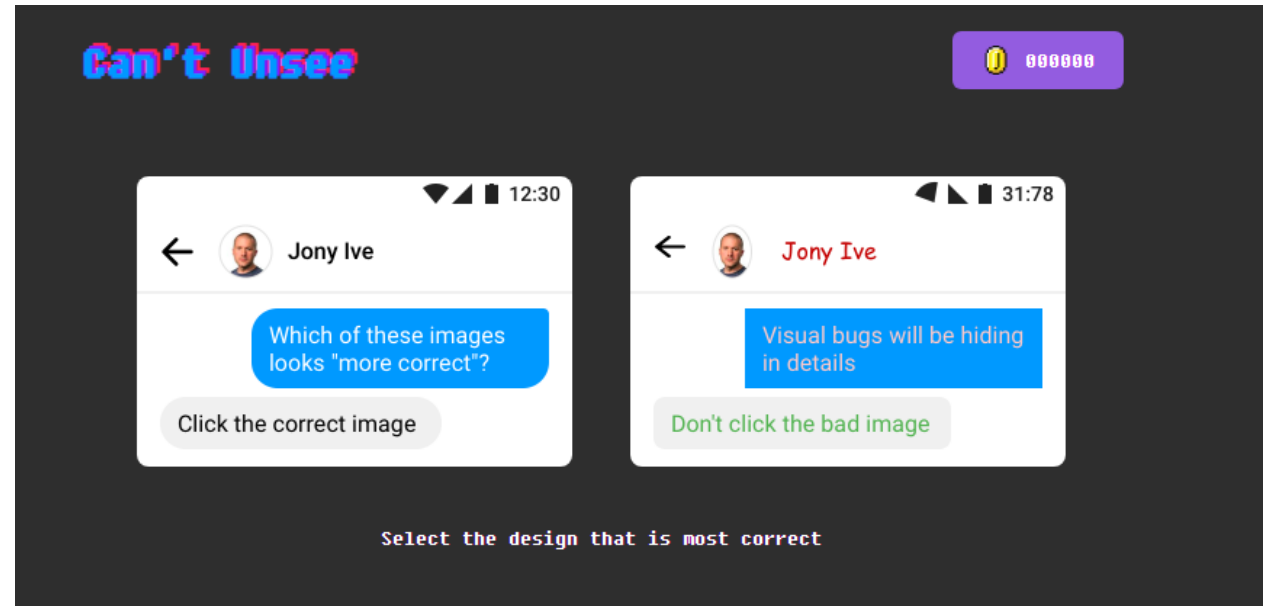**Step 1:** Quick and rough paper prototyping for internal design reference and rapid idea generation

Step 2: Digital prototype for design refinement and dialogue with client
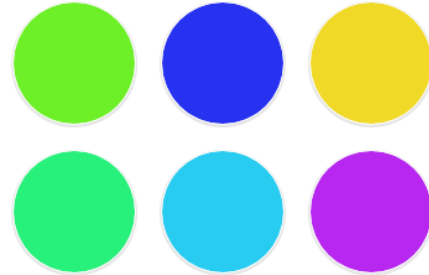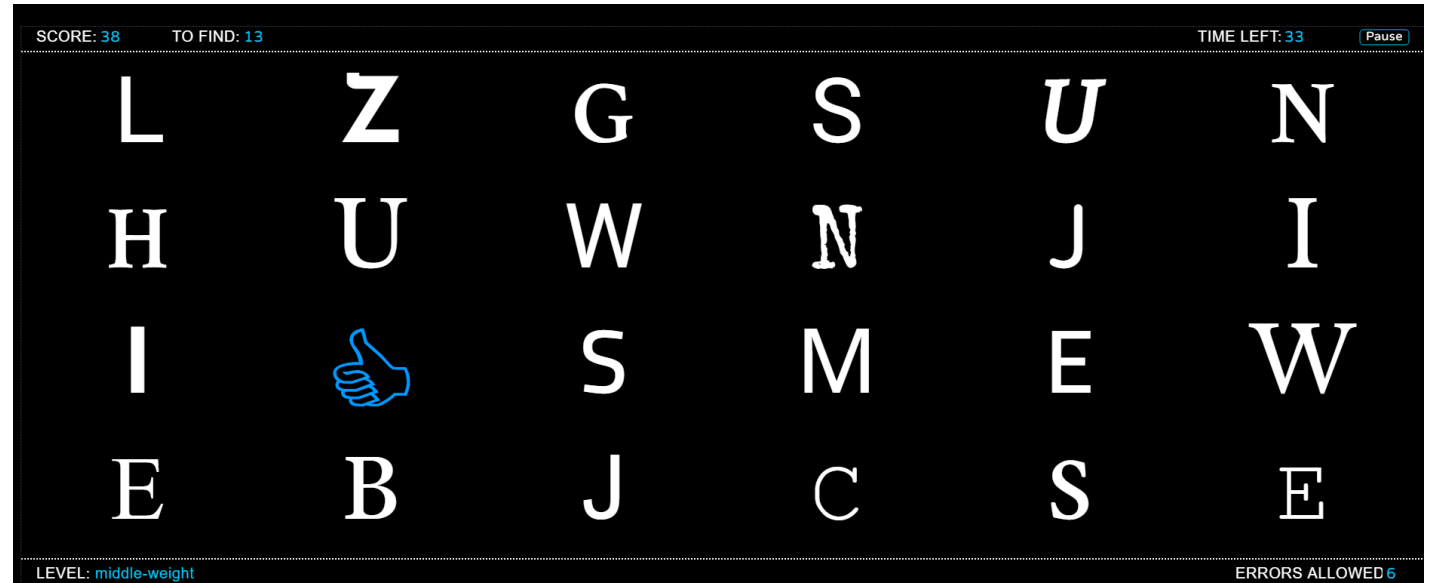
RECOGNISING DESIGN & DESIGN GAMES

Can't Unsee

https://cantunsee.space/

Kern Type

https://type.method.ac/

Kolor

What **KOLOR** is this?

https://kolor.moro.es/

I Shot the Serif

tothepoint.co.uk/us/fun/i-shot-the-serif/

https://pixact.ly/