The University of Saskatchewan

Saskatoon, Canada

Department of Computer Science

CMPT 281– Website Design and Development

Assignment T07
Wireframing

Date Due: During Scheduled Tutorial Time

Total Marks: 1

General Instructions

- Assignments must be submitted using Canvas.
- Unlike previous tutorials, this lab work **must be completed during your scheduled lab time** in order to get marks
- You will submit your output from the following exercises as proof of completion, but the TA will grade you during the lab time
- The assignment should be submitted in a single .pdf file (see submission requirements below)

Question 1 (1 point):

Scenario:

As a freelance web developer, you've just acquired a new contract. You client, Dr. Crentist, is a Saskatoon-based dentist who is establishing their first clinic on Spadina Crescent - and have requested a patient-facing website that will both inform visitors about their services, and allow would-be patients to book appointments.

Your task today is to wireframe - using pen and paper - **two different webpages** for Crentist the Dentist:

1. A landing page (or homepage)
2. A page that will allow patients to book an upcoming appointment with the clinic

Step 1. Competitor Research (10 minutes)

As an important first step in inspiration gathering, you should take a few minutes (5-10) to familiarize yourself with existing Canvas- and Saskatoon-based dentist websites - that is, your client's competitors. These can be both good examples of what to do, and good examples of what not to do. In particular, you should pay close attention to both the **landing page** and the **appointment booking** page (if available). Consider what the websites excel in, and what they could improve upon.

Here are a few links to get you started, but you should also carry out independent research:

- `https://wildwooddentalclinic.com/`
- `https://centremalldentists.com/`
- `https://www.guardiandentalcare.com/`

Step 2. Crazy Eights Wireframing (20 minutes)

Now that you have familiarized yourself with competitor websites, it's a good time to start brainstorming Crentist the Dentist's website - in particular, the **landing page** and the **appointment booking** page. To do so, using pen and paper, you will use the **Crazy Eights Wireframing** method to quickly iterate upon several possible designs for both pages.

1. Fold a sheet of A4 paper into eighths
2. Each eighth represents a container for an additional permutation of the webpage
3. On each eighth, quickly draw a unique wireframe for each webpages
4. Your end result should be two A4 sheets of paper, each with eight wireframes for the landing page and for the booking page

You should allow yourself 10 minutes per webpage (20 minutes total). If a design isn't working, don't linger - cut your losses and move on!

Step 3. Exchange (5 minutes)

Once you have completed all of your wireframes, select 2-3 of what you feel are your most successful designs for each webpage. Mark these preferred designs with a star - then exchange your designs with a classmate.
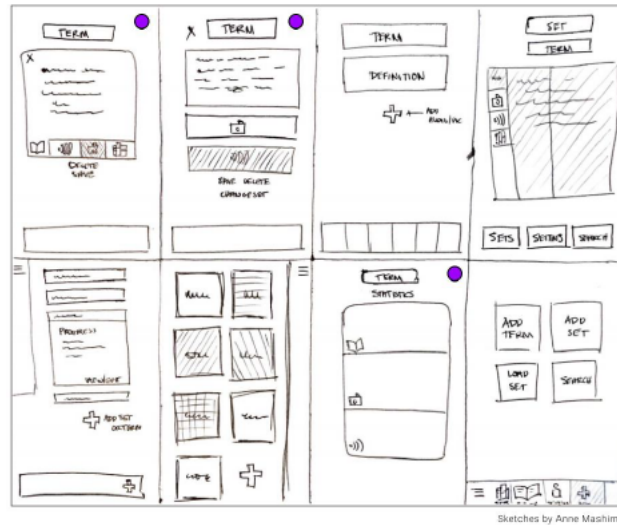
Figure 1: Example of Crazy Eights Wireframing

Step 4. Critique and Refine (Remaining time)

When you've received your classmate's designs, take a few minutes to study their wireframes - paying special attention to their preferred designs - and consider them in terms of C.R.A.P design (Contrast, Repetition, Alignment, Proximity) and the client requirements. Note that you may be limited in your assessment using C.R.A.P design principles, as many visual elements are not yet present in the wireframing stage.

Before the end of class, exchange feedback with your classmate in terms of what you believe is the most successful wireframe, what is successful about it, and what can be improved for better layout and client requirement satisfaction.

Step 5. Refine Your Final Design!

At home, you should consider your classmate's feedback and your own design process, and use this to inform refinement of the layout for both Crentist the Dentist's landing page and booking page. The designs you come up with here can be used to inform your design for Assignment 3 (project design journal).

What to Hand In

- You must submit a photo or screenshot of your wireframes to Canvas.
- Additionally, the TA will be taking attendance during the tutorial. **You must be present to get marks for this tutorial exercise.**