UX/UI Design

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Session 4

Session Overview

- 10:00-12:00 Lecture
- 12:00-13:15 Task & lunch
- 13:15-13:30 Session wrap up

Lesson Objectives

- To understand the term wireframe and wireframing
- To understand the stage at which wireframing takes place and is implemented
- To understand the key areas of wireframing
- To be able to apply this knowledge to design a wireframe

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Keywords

Keyword	Description
Wireframe	A **wireframe** is a visual guide that represents the skeletal framework of an app or a website
Prototype	A **prototype** is a more detailed wireframe that provides a degree of interactivity
Fidelity	**Fidelity** refers to how close a representation is to the intended end-product from low- to high-fidelity.

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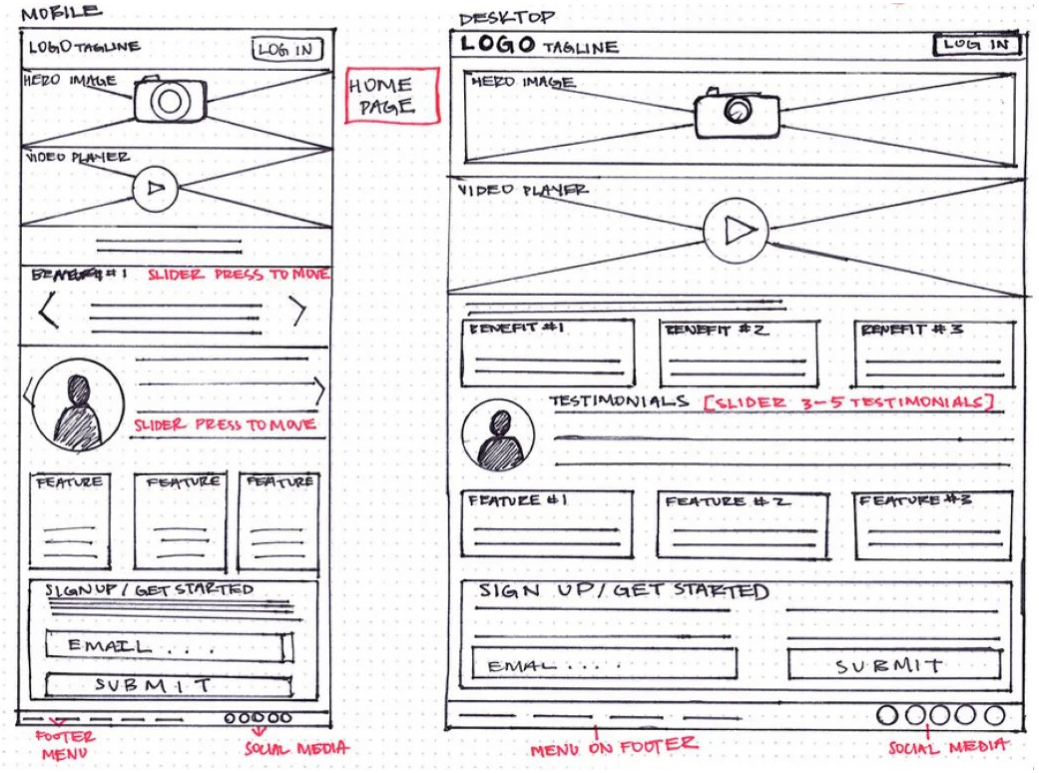
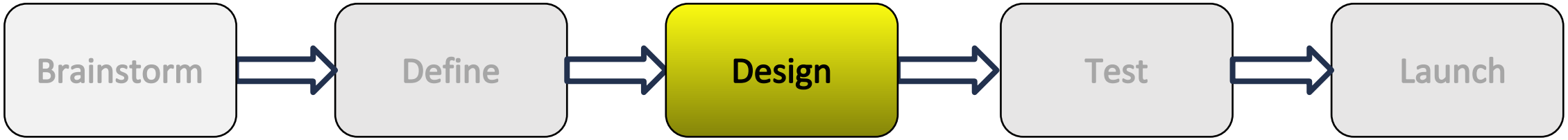
Wireframing within UI Design

The term **wireframe** actually pre-dates its use in web design. Originally, wireframes were used to show 3D objects in Computer Aided Design (CAD).

A wireframe is a layout of a product that demonstrates what interface elements will exist on key pages. It is a critical part of the interaction design process.



Why do we need wireframes?



Wireframes are used at the beginning of the design phase. They formalise the rough sketches created during the brainstorming phase.

Similar to how an architect draws up the blueprint of a building and decides the relative positioning of different rooms with respect to each other before thinking of interior design, during the UI design process designers draw up the whole skeleton for the digital application using wireframes before thinking about the visual look and feel.

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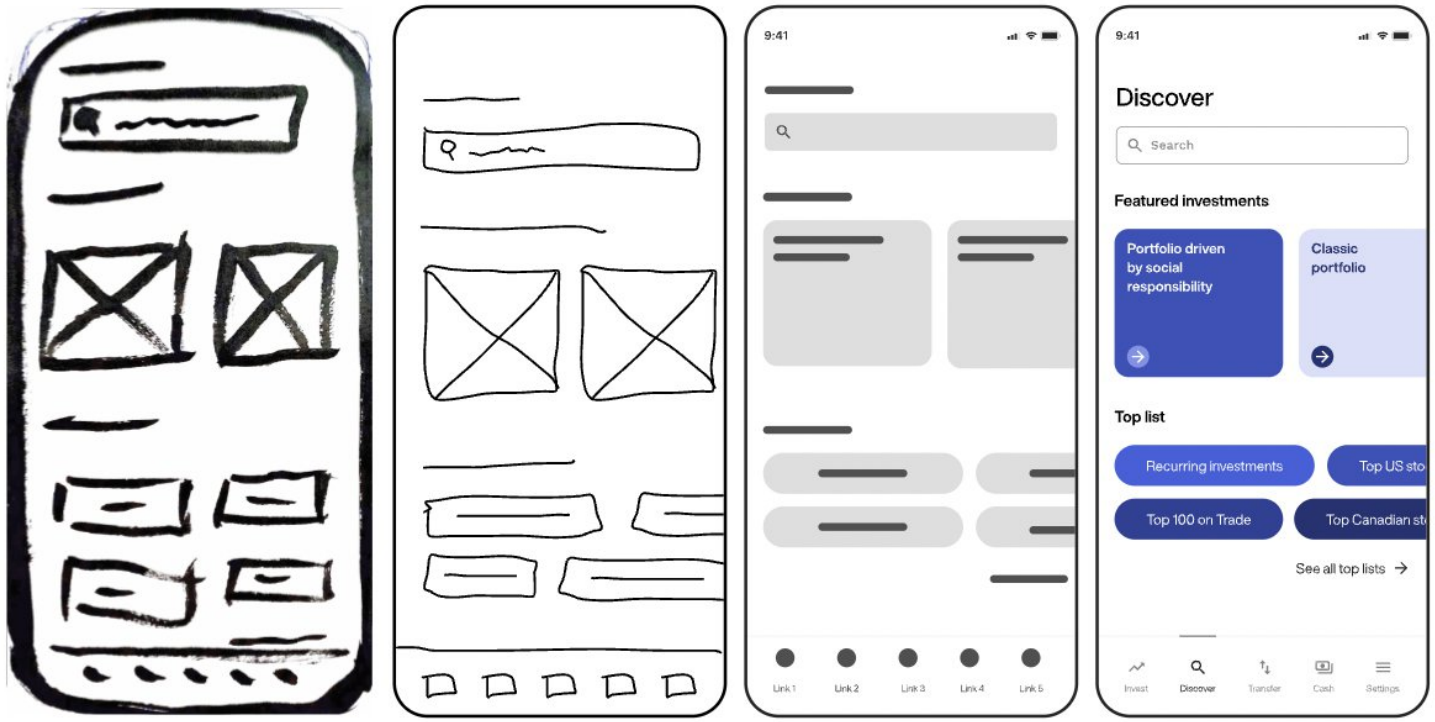
Fidelity

Low-fidelity (lo-fi) wireframing is a quick, simple way of evolving an initial concept into a somewhat more tangible representation of what your final product might look like, but with low levels of detail.
They can be physical in form (pen and paper).
They save on time and resources.

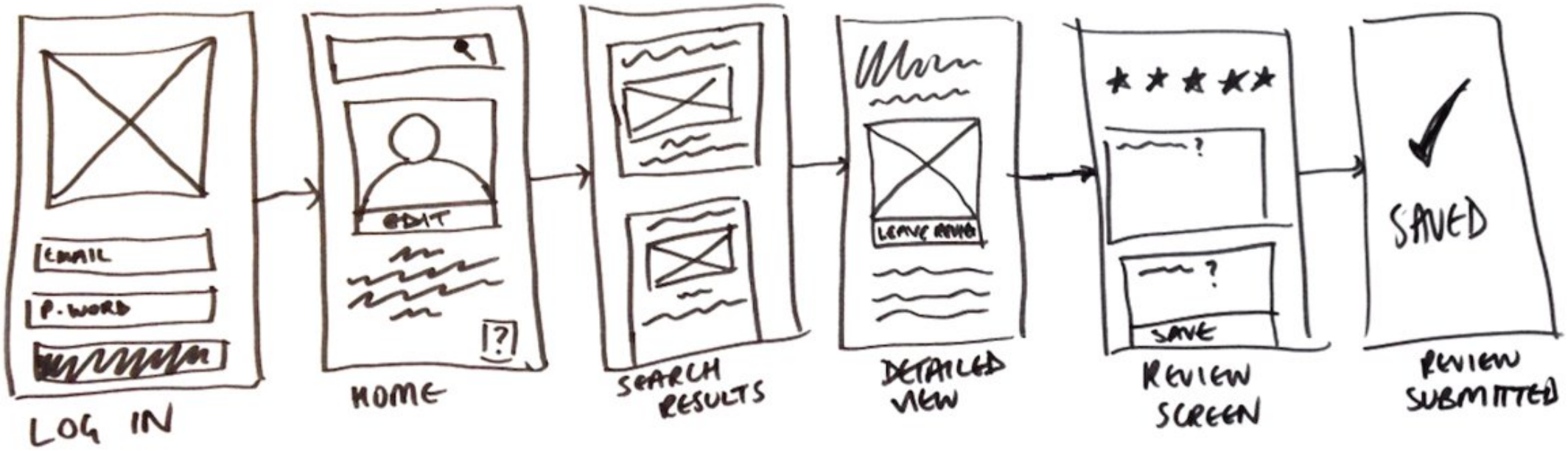
High-fidelity (hi-fi) wireframes are more advanced, with their aesthetics far closer to that of the final product.
They may include content (rather than placeholders), such as text and images.
Colour and typography choices may be shown.
They will be digital in form.

Fidelity

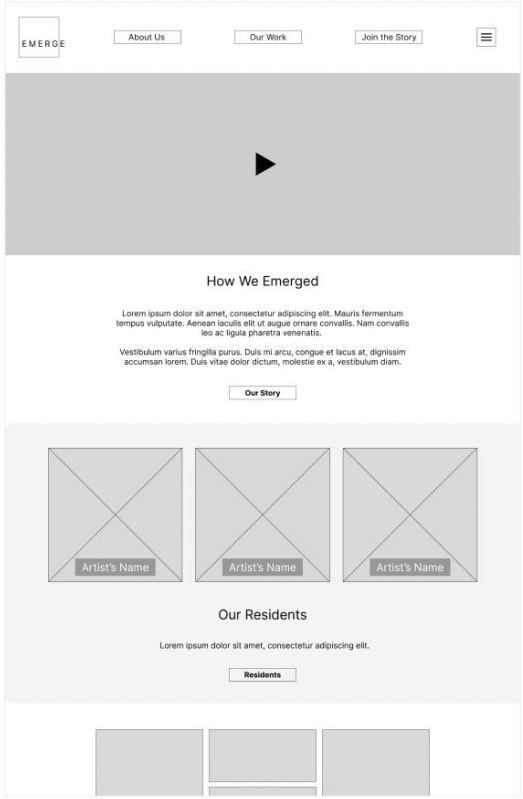
Low fidelity → **High fidelity**

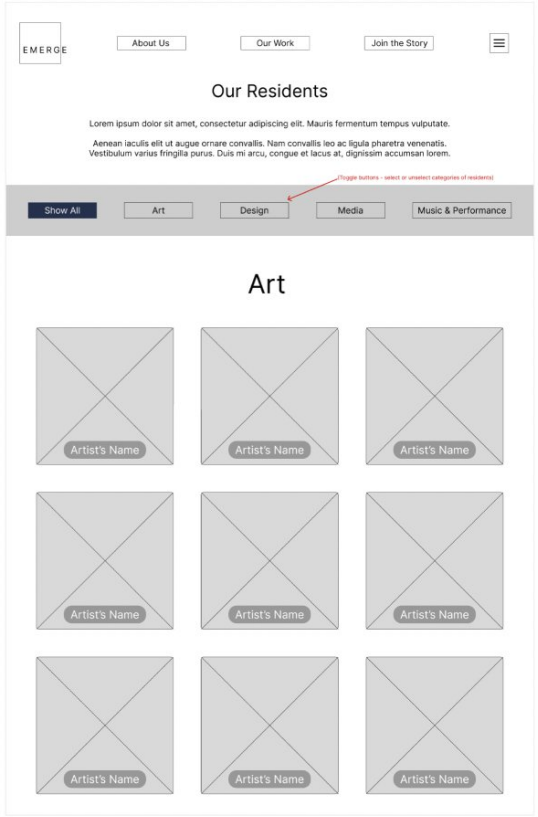


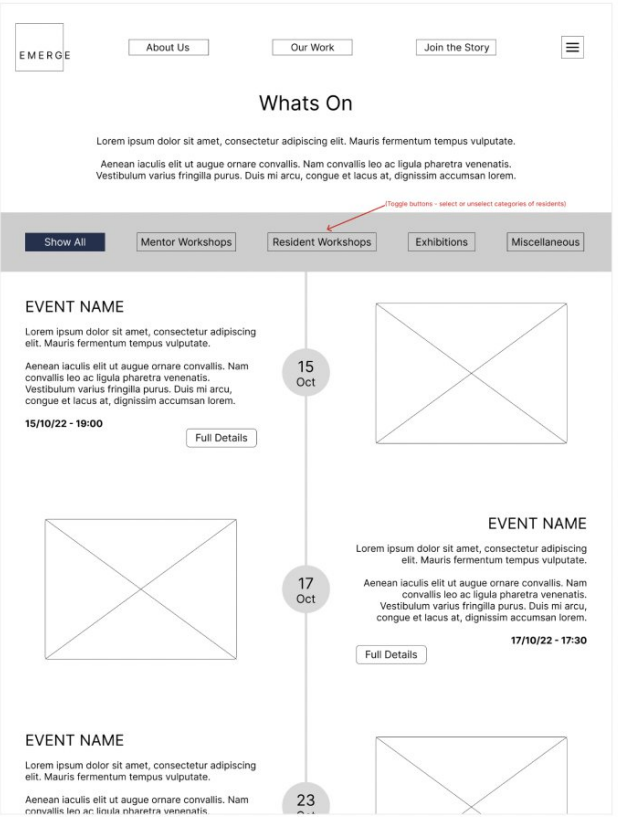
Low fidelity wireframe



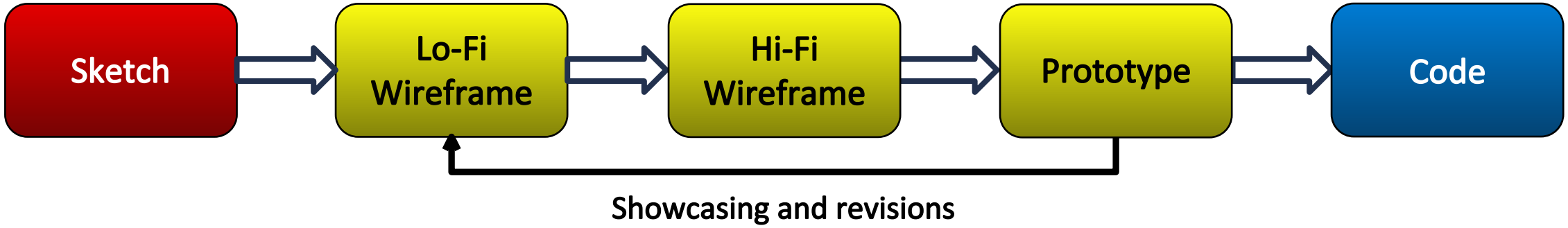
High fidelity wireframe







Wireframing process



Visual Design Principles

- Some parts of your design are more important than others.
  - Good visual design should help the user notice these important elements.
- Related elements should be put together in groups.
- Make your elements consistent.
- The interface structure should be familiar to users.
  - Follow the structure of existing websites and apps.

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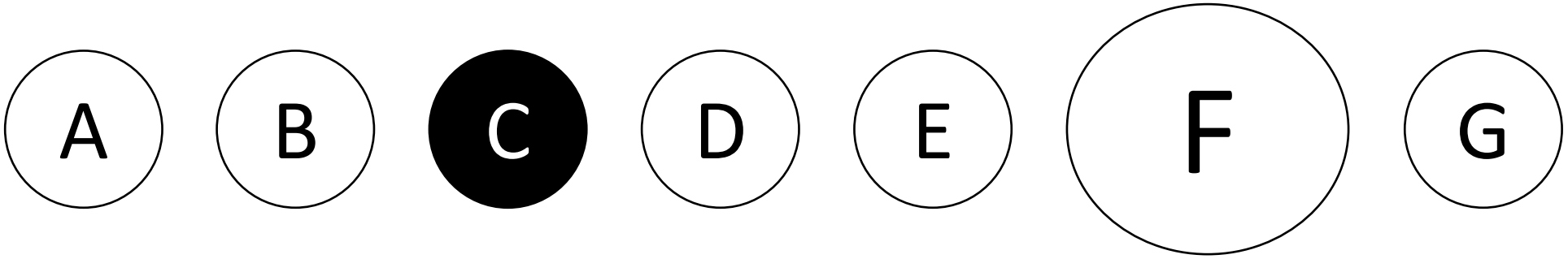
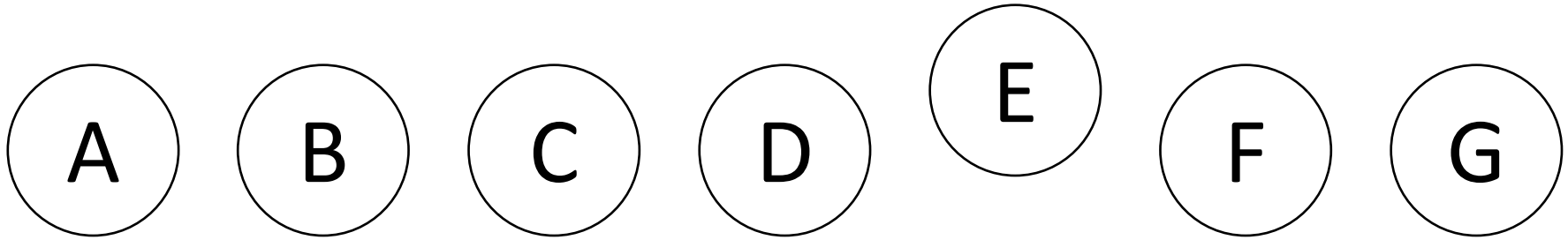
Visual weight

Visual weight is a principle that helps you direct the attention of the user, using contrast and/or size.



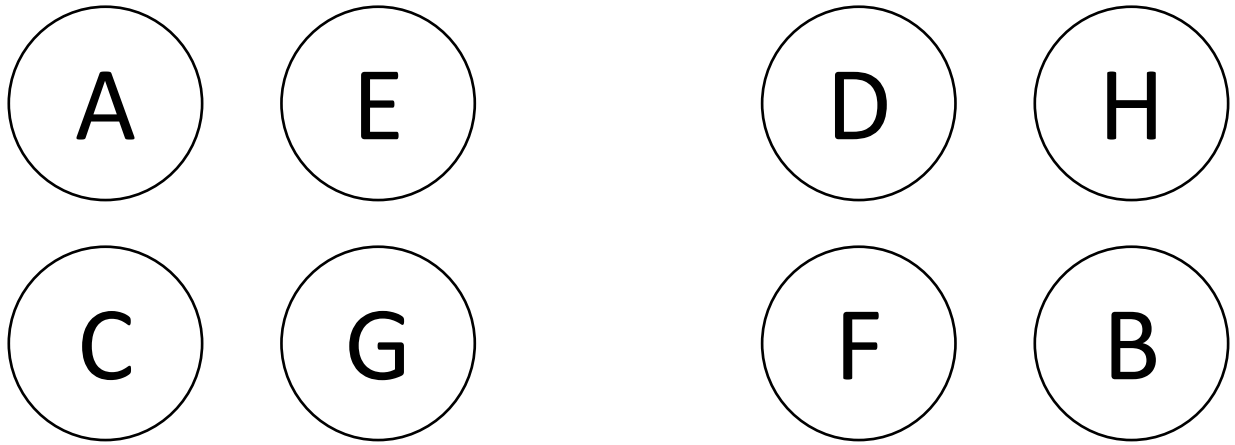
Pattern breaking

Breaking a pattern is another way to direct the attention of the user.



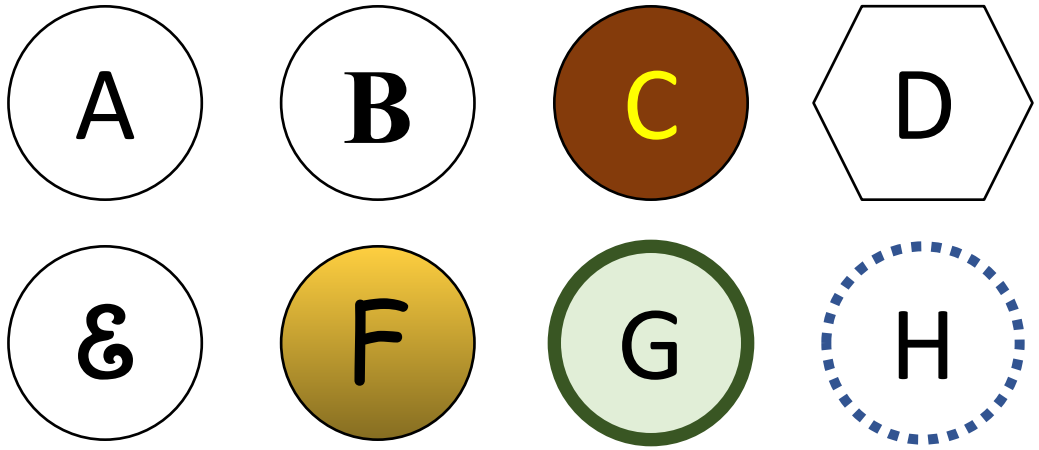
Proximity

The closer items are to each other, the more related they seem.



Consistency

Be consistent in your design; multiple colours, fonts and styles create confusion.



Reverse wireframing task

- Choose an app or website page (just one page/screen) and create a wireframe from the design.
- Identify the various elements on the page and recreate them in your wireframe.
- You don’t need to include any of the images, colours, fonts or icons, just the basic structure.
- You can do this on paper or within Figma.
- Case study

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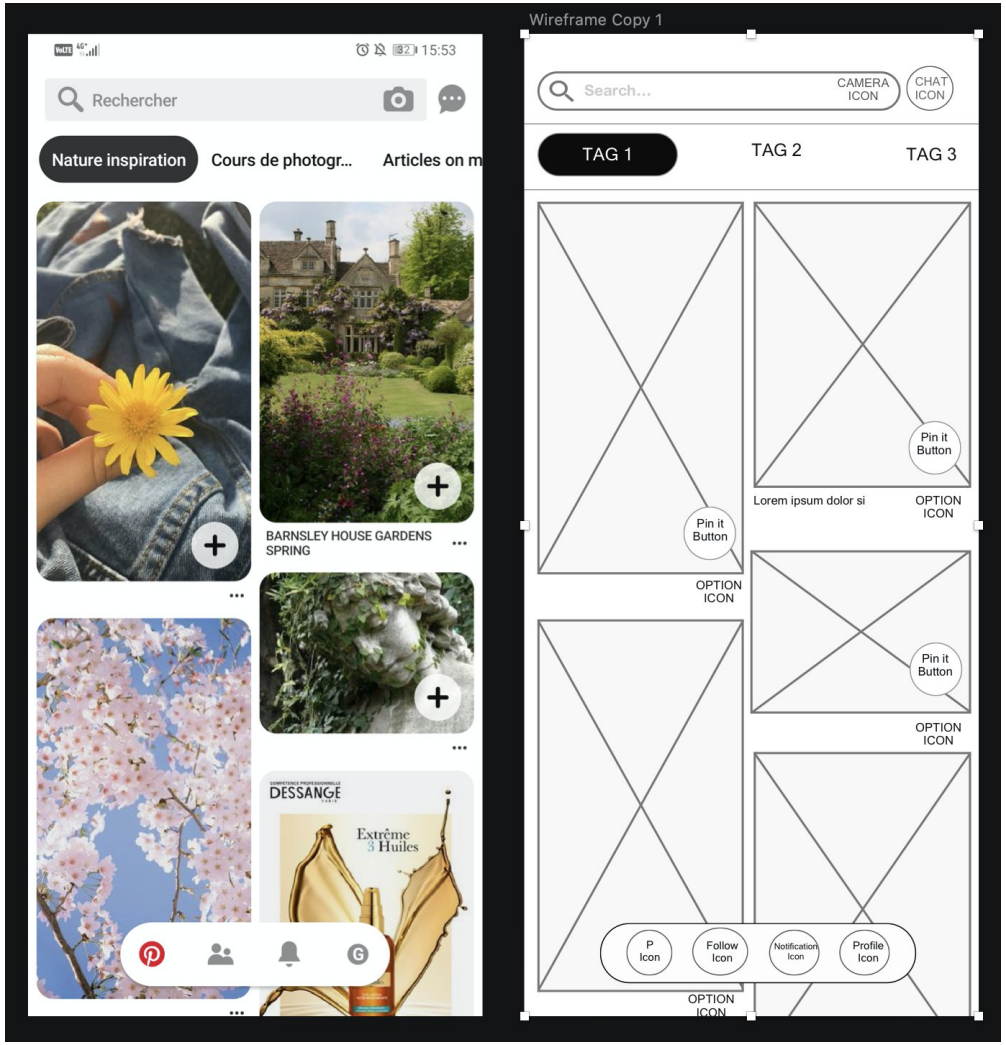
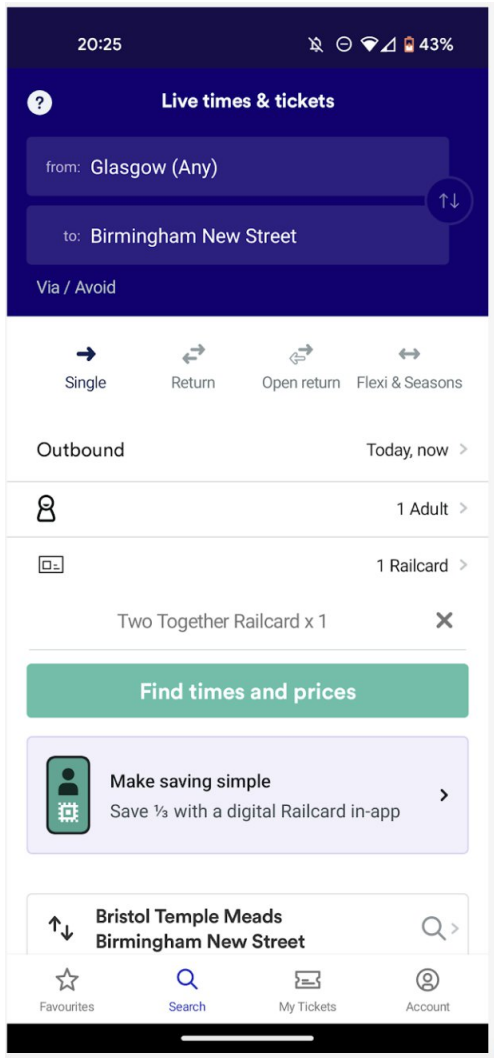
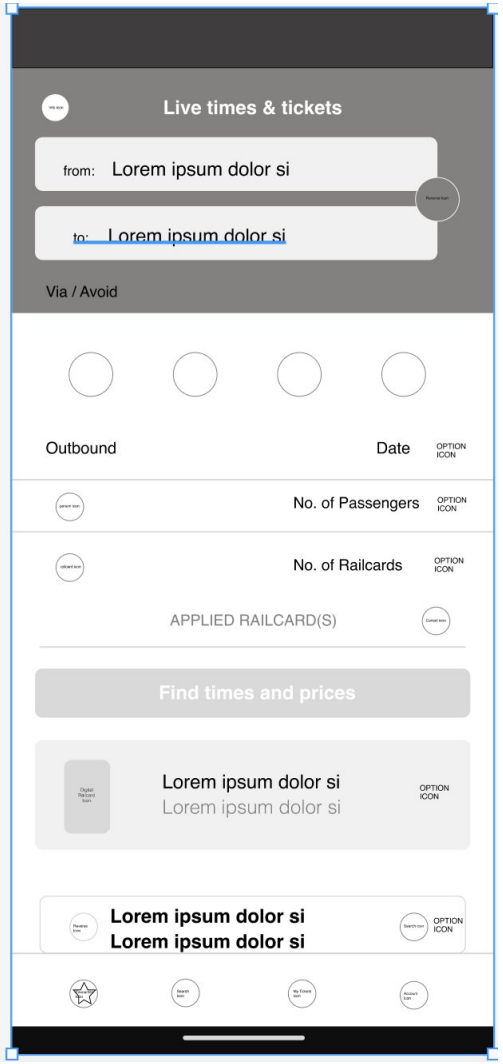
Original



Reverse Wireframe

Original





Reverse Wireframe

Project

- Develop a wireframe into a prototype of a web site or app for either...
  - a business
  - an organisation
  - an event
  - something else (subject to my approval)
- There should be at least three pages with a unified design

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Session Wrap up