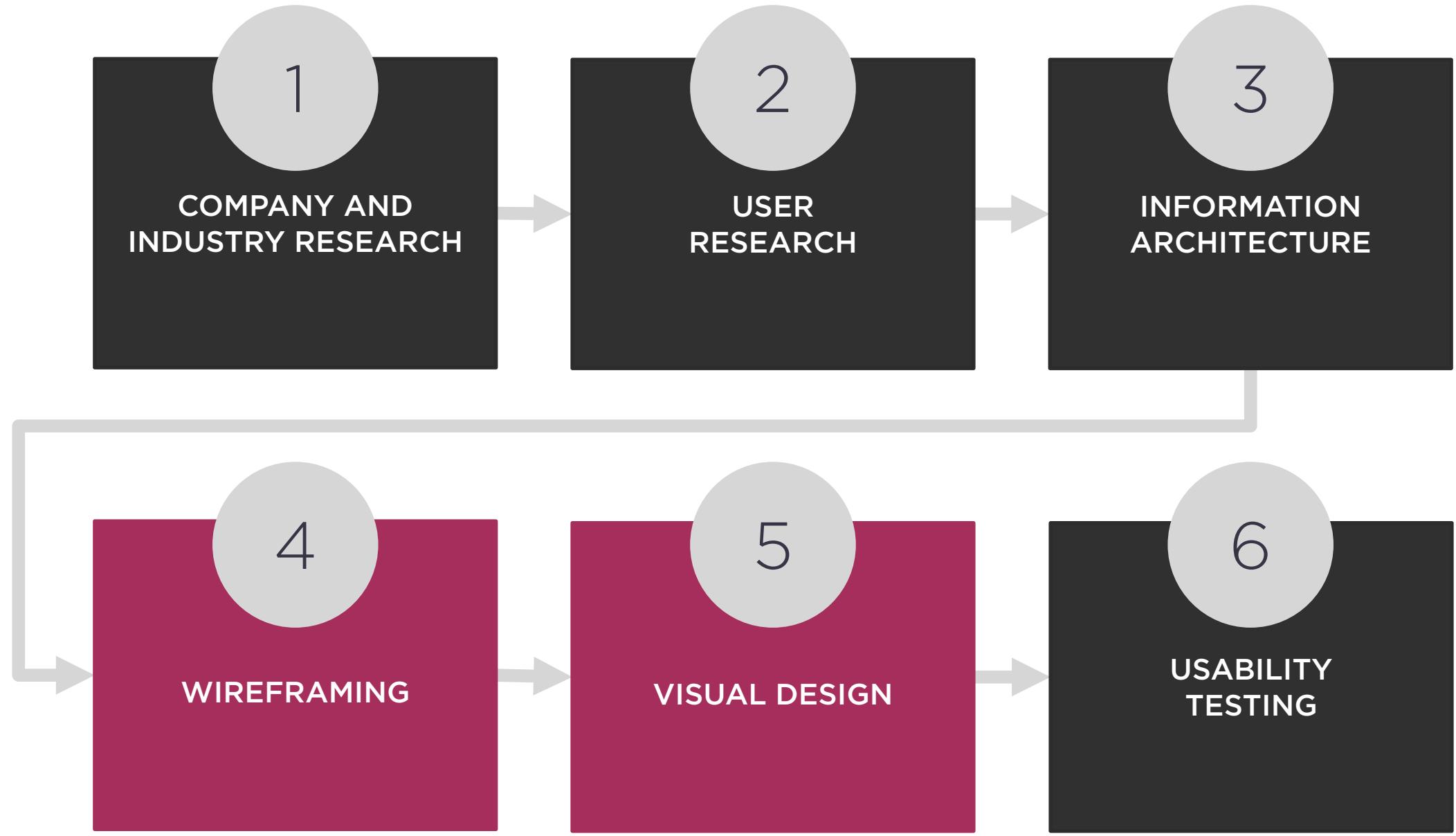


The UX Process: Wireframing and Visual Design



Amber Israelsen
DEVELOPER, AUTHOR, TRAINER
www.amberisraelsen.com





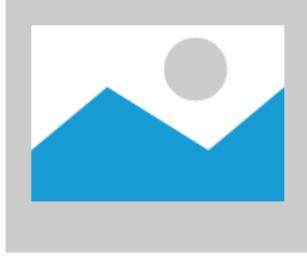
Here's where we get things down "on paper."



Wireframe

A visualization tool for presenting proposed functions, structure and content of a web page or website.





Profile Name

123 Main Street
Anytown, USA 00000

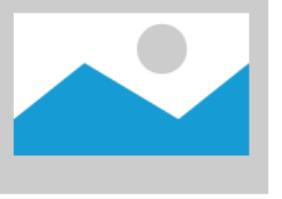
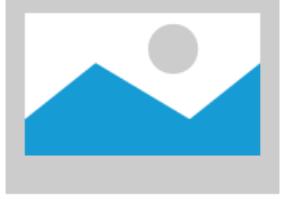
Email: firstname@example.com
Telephone: (999) 999-9999

[Edit](#)

Favorite Drinks



Friends



For example, here's a profile page we might have on the Wired Coffee website.



Low-Fidelity Wireframes



Benefits of Low-Fidelity Wireframing

Get your ideas down
Solidify a rough concept
Quick, easy, cheap



High-Fidelity Wireframes

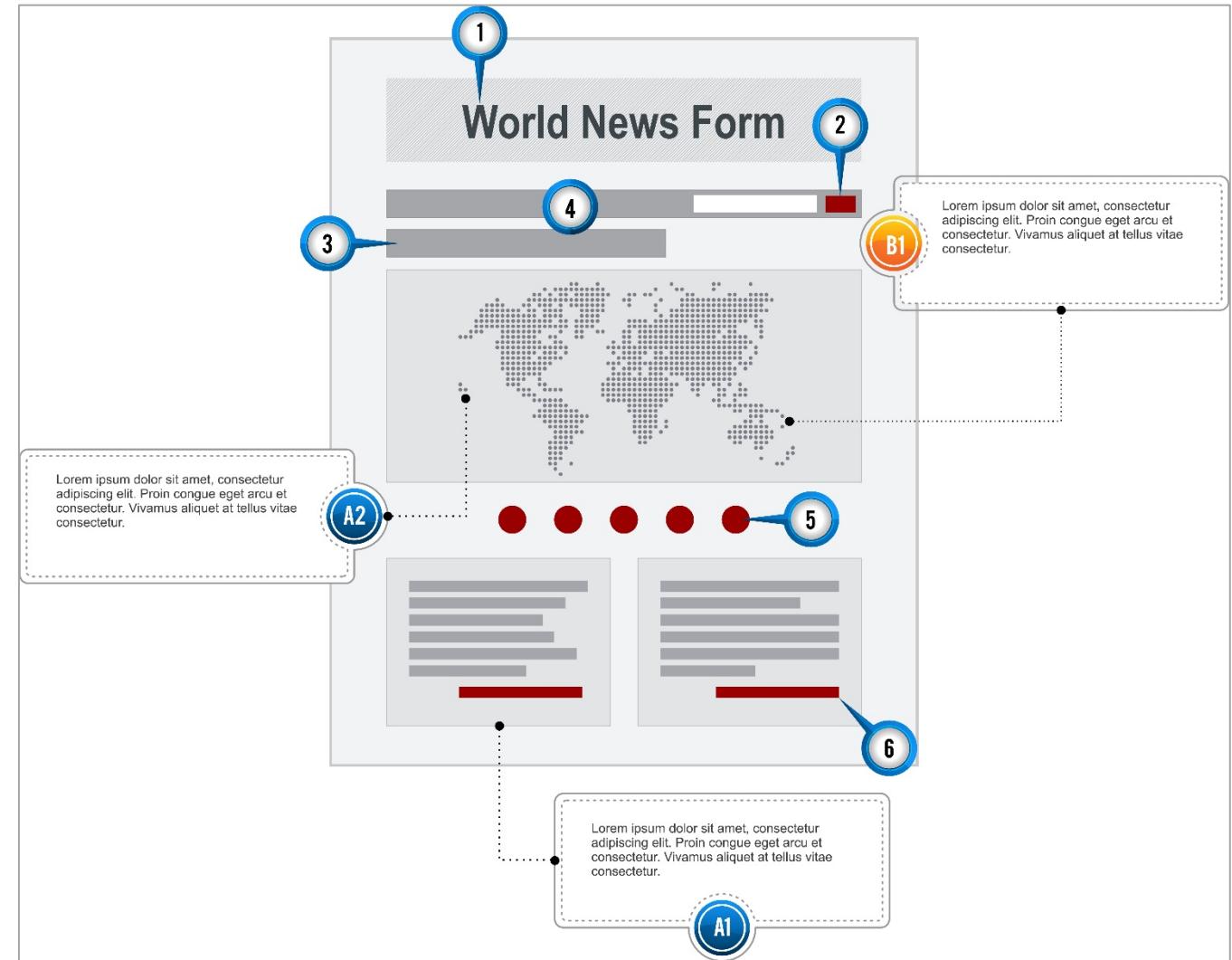


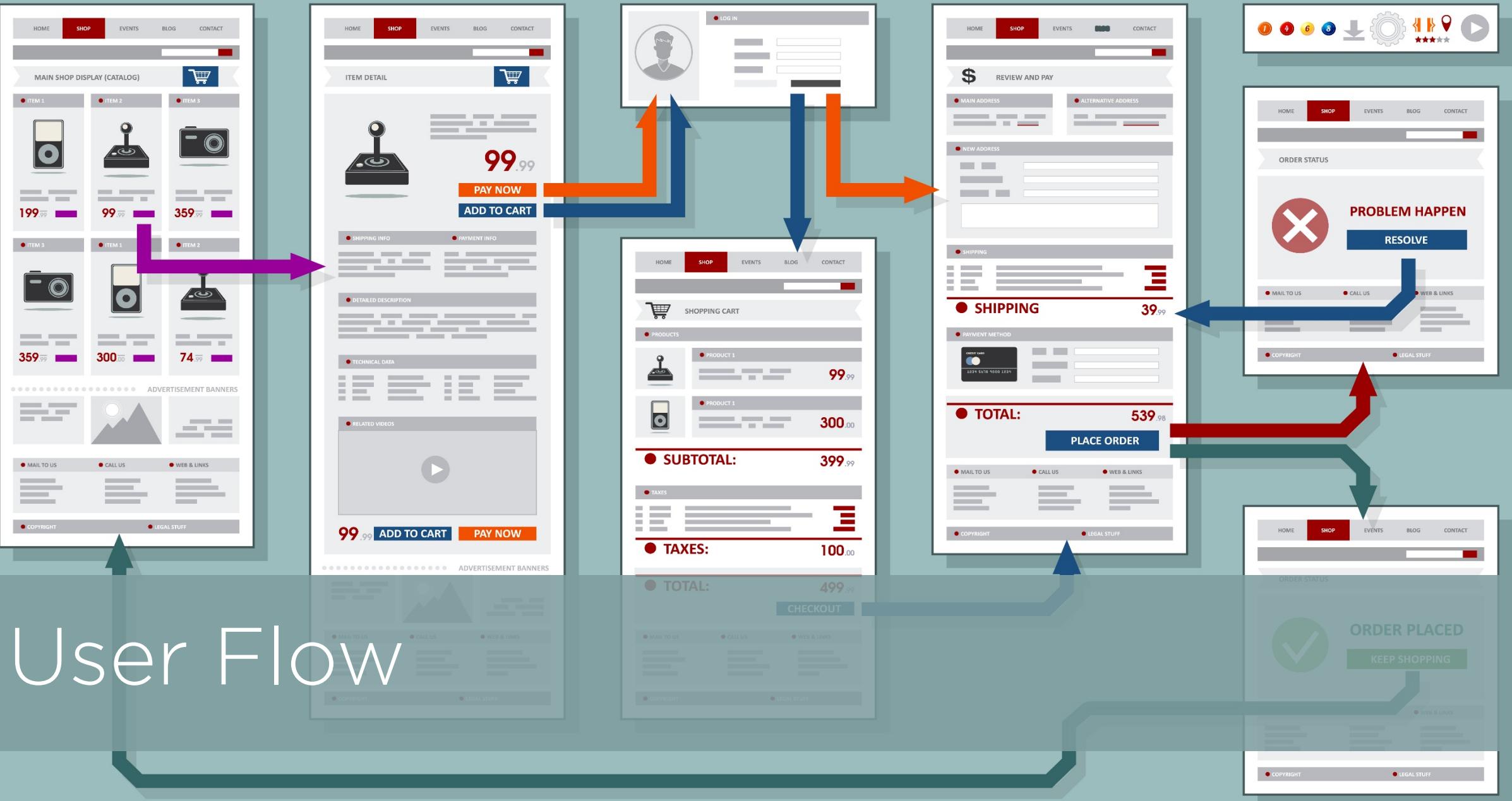
Benefits of High-Fidelity Wireframing

- Add more detail and substance
- More realistic
- Can be used to build an actual visual design
- Easier for clients to grasp what the end product will look like



Action Callouts





Popular Tools for Digital Wireframing

Balsamiq

InVision

Omnigraffle

Patternry

Sketch

Axure

UXPin



General Rules for Creating Wireframes

Keep them practical and usable

- Don't be too worried about tidiness and perfection

Iterate, iterate, iterate

- Don't be afraid to throw things away and start over



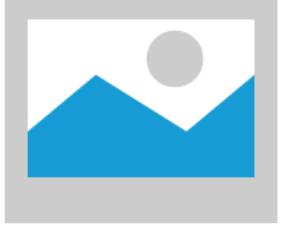
Visual Design

Focuses on the aesthetics of a site and its related materials by strategically implementing images, colors, fonts, and other elements.



Here's where we build
the wireframe into a
polished product that
could be presented to
the end user.





Profile Name

123 Main Street
Anytown, USA 00000

Email: firstname@example.com
Telephone: (999) 999-9999

Edit

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Favorite Drinks



Friends







Anna Liao

123 Main Street
Seattle, WA 98101

Email: annaliao@example.com
Cell: (206) 123-4567

Hello! I'm an insurance agent based in the Seattle area. Outside of work, I love good food, coffee, travel and getting together with friends and family.

Favorite Drinks

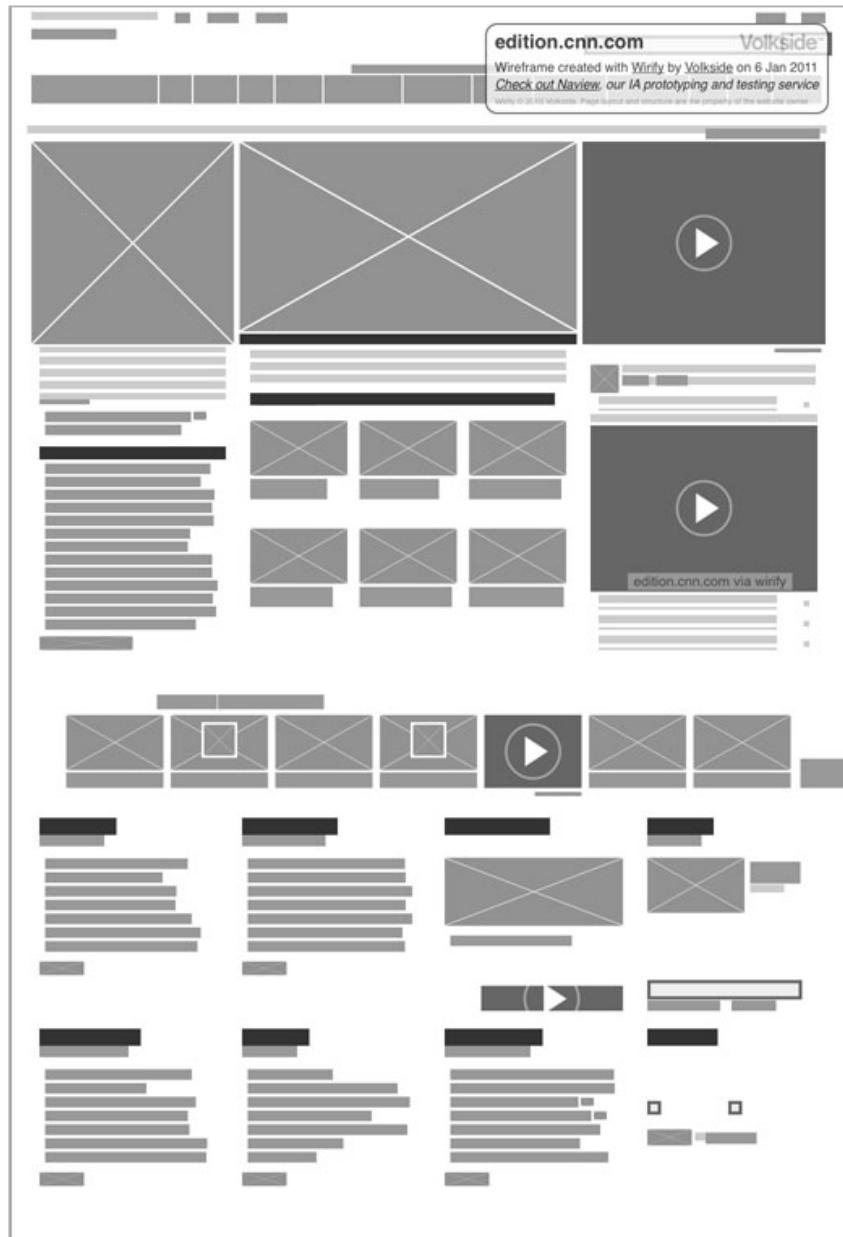
Add your favorite drinks below, then share them with your friends.



Friends

Connect with your friends through Wired Brain Coffee





This image shows the final design of the CNN homepage. It features a top navigation bar with 'EDITION: INTERNATIONAL | U.S. | MEXICO | ARABIC' and a 'SIGN IN | LOG IN' button. The main content area displays news stories such as 'Gbago 'to lift blockade' around rival's headquarters' and 'Oil and power at stake in Sudan vote'. To the right, there is a sidebar for 'CNN Life' with the tagline 'A travel companion that helps you Go Beyond Borders everyday.' and a link to 'www.CNNLife.com'. The bottom of the page is divided into several news sections: 'Editor's Choice', 'Business', 'World Sport', 'Daily Snapshot', 'CNN TV', 'Environment', 'Opinion', 'i-List Turkey', and 'Quickvote'.

Source: <http://www.volkside.com/2011/01/wirify-january-update/>





Source: <http://wireframe2design.com/>



Now what?



Elements and Principles of Visual Design



Elements of Visual Design

— Lines

▲ Shapes



Color

■ Texture

ABC Typography



Principles of Design: Alignment

Heading

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Principles of Design: Contrast

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Principles of Design: Visual Hierarchy

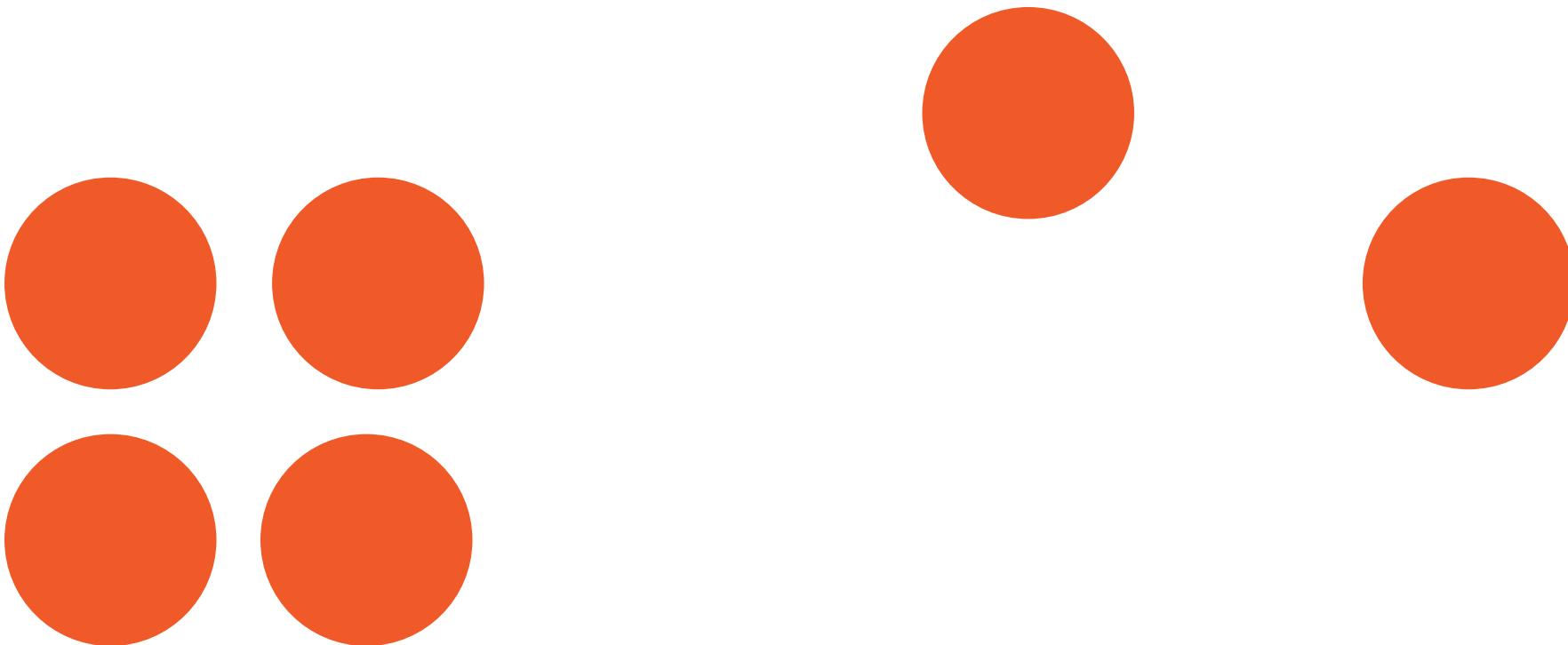
You read this first

And this next

- Then skim bullet points
- Watch for **bold** or *italicized* words
- Contrast is a great way to create visual hierarchy



Principles of Design: Proximity



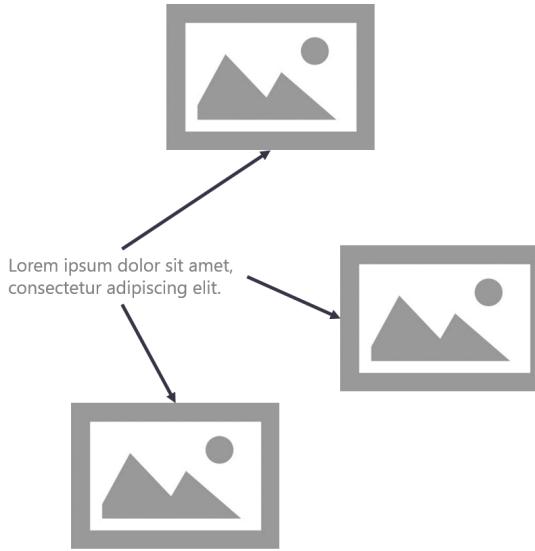
Principles of Design: Layouts

THE POWER OF GRIDS

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THE POWER OF GRIDS

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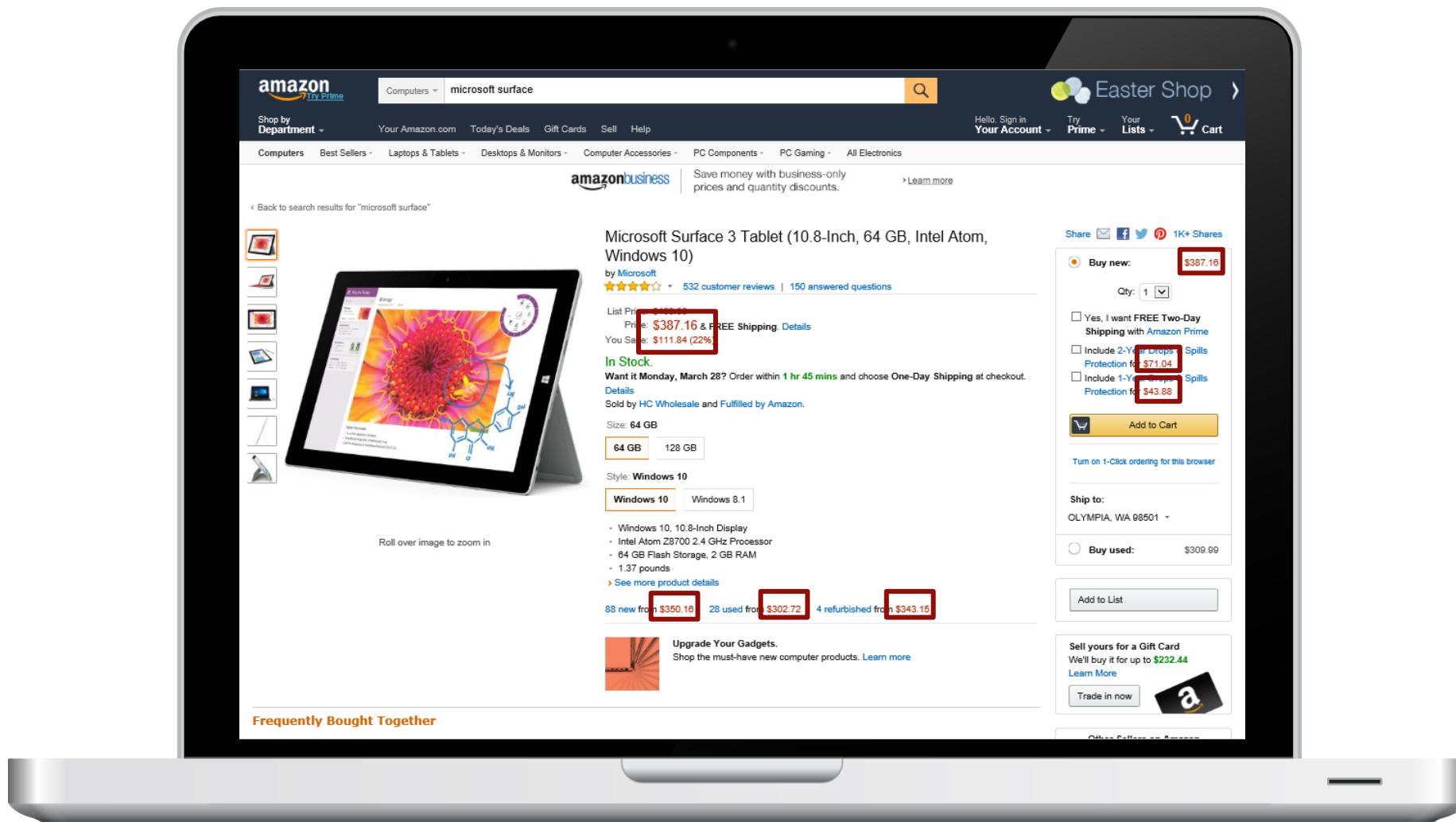
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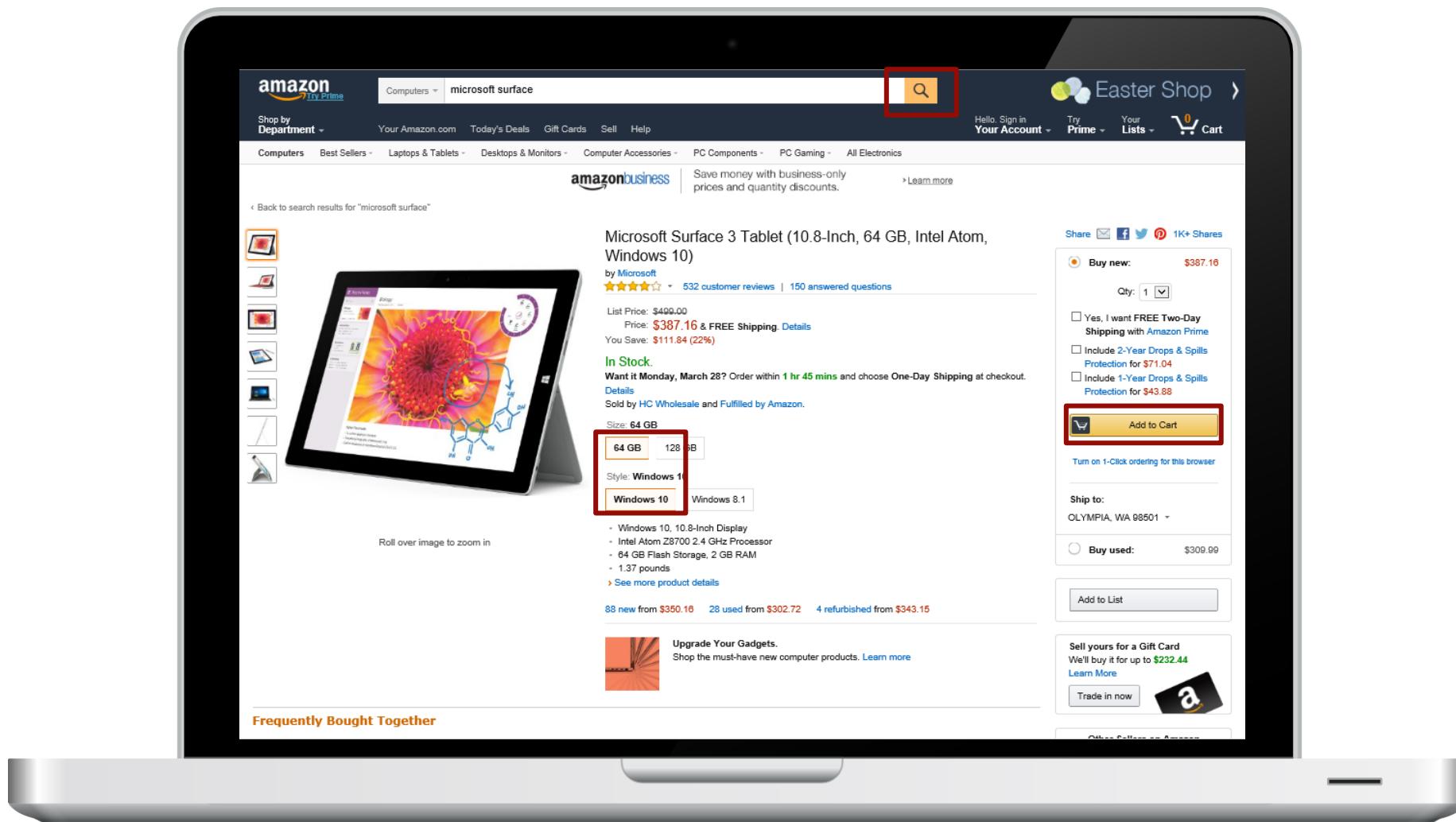
Principles of Design: Whitespace



Principles of Design: Consistency



Principles of Design: Consistency



User Experience Tips and Tricks for Developers

By Amber Israelsen

Practical tips that developers can start using today to create a better user experience.

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(D) Alignment

12m 41s ▾

(D) Proximity

12m 18s ▾

(D) Consistency/Repetition

17m 0s ▾

(D) Contrast

23m 8s ▾

Course info

Level Beginner

Rating ★★★★ (422)

Duration 2h 54m

Updated 11 Nov 2015

Course authors



Amber Israelsen

Amber is a Microsoft Certified Trainer and Microsoft Certified Professional Developer with 13+ years experience working with and teaching Microsoft technologies. She also focuses on professional skills, bridging the gap between techies and non-techiees. For her work as a training leader, Amber received Training magazine's 2013 Emerging Training Leader award.

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Summary



A wireframe helps get your ideas “on paper” and solidify a rough concept

A visual design builds on the wireframe, adding color, brand elements, styling and more, creating a polished end product



Coming up next...

