

Wireframes

Building From a Picture

- How to get that picture
- And what to do before building

Remember the start of course?

I said everyone had thoughts about UI/UX

- not always wrong!
- not always right!
- "you" are part of everyone

Questions at the start of a project

- What is your role?
 - Design?
 - Presentation Front End?
 - Full Front End?
 - Full Stack?
- Is there a designer involved?
 - What is their experience/training?
- Is there some client/executive involved?
 - With existing ideas?

4 Common Approaches

(names can vary)

- Wireframes
- Mockups
- Redlines
- Prototypes

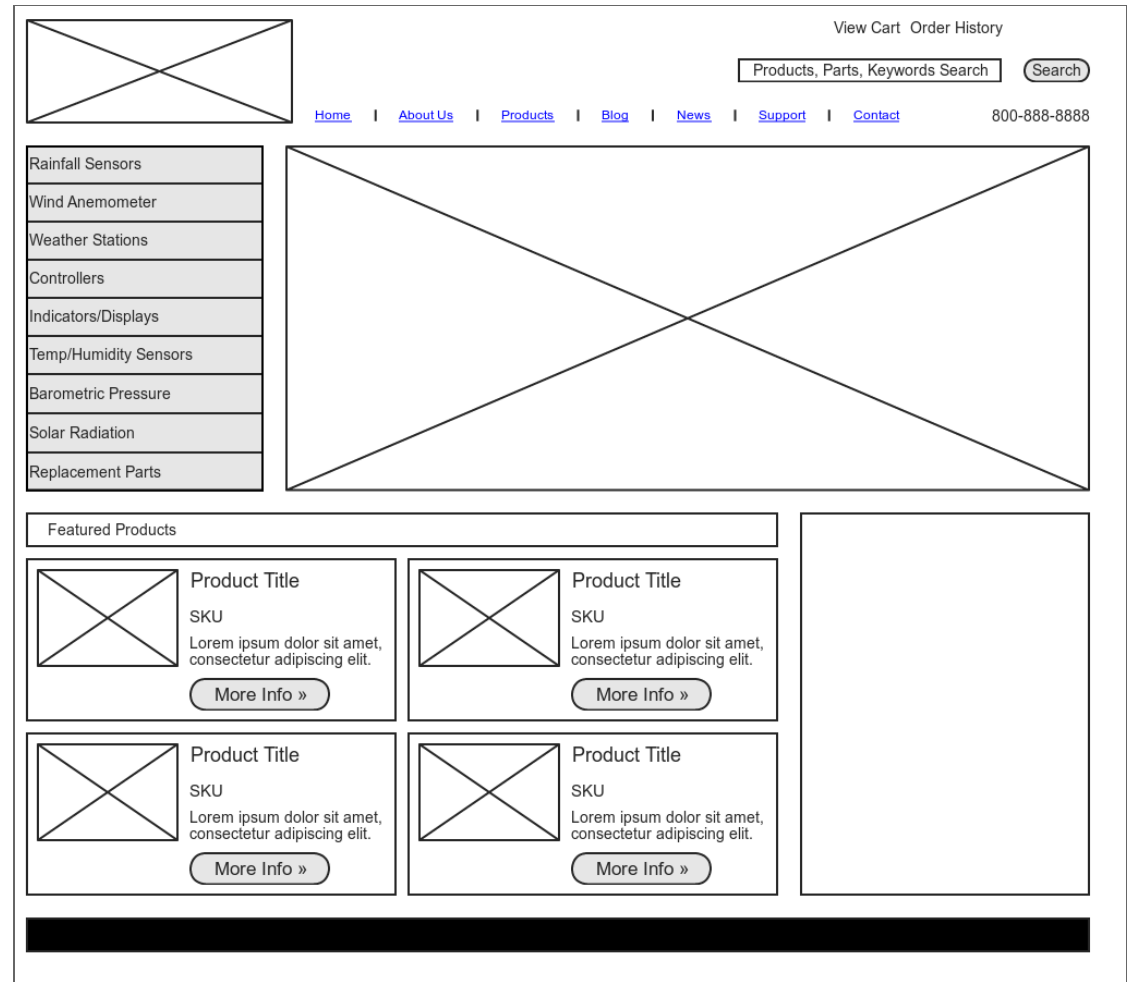
Boxes

Remember all of this is about aligning boxes

- boxes inside boxes
- boxes next to boxes
- Elements are boxes
 - Box Model!

Wireframes

- alignment focus
- not appearance

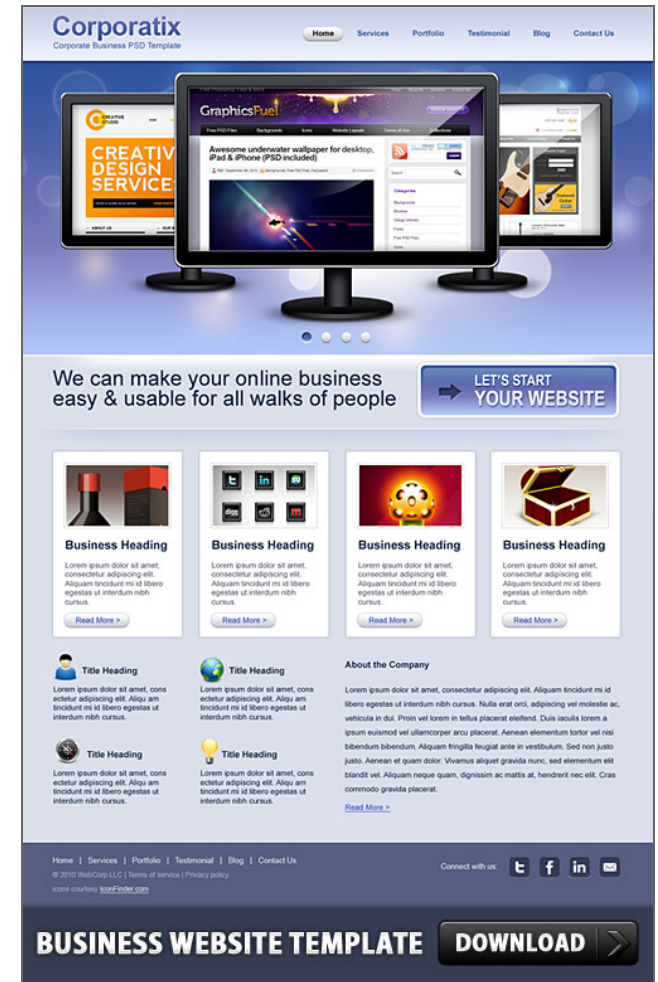


Wireframe Details

- Most freedom for your layout
- Most common if no designer

Mockups

- Just a picture
- May have multiple sizes



Mockup Details

- More demands than wireframe
 - but limited info!
 - can generate conflicts as they become real
 - designers often have one-off exceptions
 - computers hate one-off exceptions
- Not in HTML/CSS
 - Some effects may be hard/impossible
- Lacks interaction information

Redlines

A mockup with formatting, spacing, and font details

Welcome Jonathan, id: 93273406

Sign Out

CAMPAIGNS
REPORTS
CONVERSION TRACKING
SITE RETARGETING
FINANCE
MY ACCOUNT

YOUR ACCOUNT IS ACTIVE

Deactivate your account: Your campaigns will no longer be active.

BALANCE: \$0

Deposit Funds

jonathank Campaigns

Add Campaign

Download Campaigns Data as CSV

Campaign ?	Status ?	Flight & Budget	Today	Yesterday
Test	Setup	Jul 25 to Jul 27, \$6 daily	\$0.00	\$0.00
Wizzz	No Funds	Jul 25 to Jul 27, unlimited	\$0.00	\$0.00
Test Campaign 2	No Funds	Jul 13 to Aug 3, \$5 daily	\$0.00	\$0.00

General Settings
Save
Cancel

You have the following notifications about your campaign:

You have bids in IAB Standard Display:728x90 without any valid creatives.

Name
Test Campaign 2

Budget
Daily Limit

Starting
07/13/2011

Amount
5

Ending
08/03/2011

CPA Goal
\$

Pause

Activate

Delete

Domains

Segment Targeting

Segment Stats

Test Campaign

No Funds

Jul 13 to Aug 3, \$500 divide

\$0.00

\$0.00

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Redlines details

- Like Mockups, but a lot more detail
 - yet may be missing vital details
 - can generate conflicts as they become real
 - designers often have one-off exceptions
 - computers hate one-off exceptions
- Not in HTML/CSS
 - Some effects may be hard/impossible
- Lacks interaction information

Prototypes

An model/shell that shows some interactions



Prototypes Details

- Like Mockups, but with interaction
 - May not cover all interactions
 - Watch out for omissions
- Usually web-generated
 - Means you can get real CSS
 - Trash or Treasure, both happen

When designs are offered to you

What are you being asked?

- You might be committing to implement precisely!
- identify all potential problems
 - and how to resolve if real problems

Common Design issues

- Mobile?
 - Consider responsive/adaptive
- Multi-column grid?
- Watch for wrapping/overflow!
 - Mocks often have same sizes (bad)
- Validation/Error messages?
 - Where do they go?
- Non-standard fonts
 - can cause slowness/break
- Carousels 