

YSDN 4003 - Advanced Topics in Interactivity

# Wireframes

Wireframes

# Introduction

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## Wireframes

A wireframe is a two-dimensional illustration of a page's interface that specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors. - Usability GOV

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### Source

<https://www.usability.gov/how-to-and-tools/methods/wireframing.html>

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## Wireframes

Wireframes are a crucial and important component for your project. It's an easy and fast way for crafting your design experience.

By having your user persona in mind and the problem you want to solve, wireframe focus on how your interactive project work and behave.

More specific, wireframe is a visualization tool for presenting the layout element inventory: the content; navigation; header & footer, etc.

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## Wireframes

Wireframes are effective because they

- Require minimal skills to create;
- Allow for a quick, iterative designs and modifications;
- Focus on how site works and reads, not “look and feel” in early stages of site development;
- Gets early client buy-in.

Wireframes

# Low Fidelity

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## Wireframes

Low-fidelity wireframe is a high-level concept representation of your project. They represent concepts and workflows throughout a screen layout creation.

Wireframe are the entry point for a designer to think strategy and interface. It's the initial step for putting user goal into an visual representation.

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## Wireframes

All low fidelity wireframe should be done by paper with pens and post it. Students don't need to have good drawing skills in order to make wireframe.

Those low fidelity wireframe should not focus on the drawing aesthetic but, rather on the functionality of the project. All drawing should be done quickly.

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## Wireframes

Low fidelity wireframe characteristic:

- Easy and fast to do;
- Cheap;
- All made with papers by using pens, pencil, post it etc;
- They are not real screen scale, around 4 to 5 screens into one paper;
- Black and white only, however having a warm colour for call to action button could be tolerate.

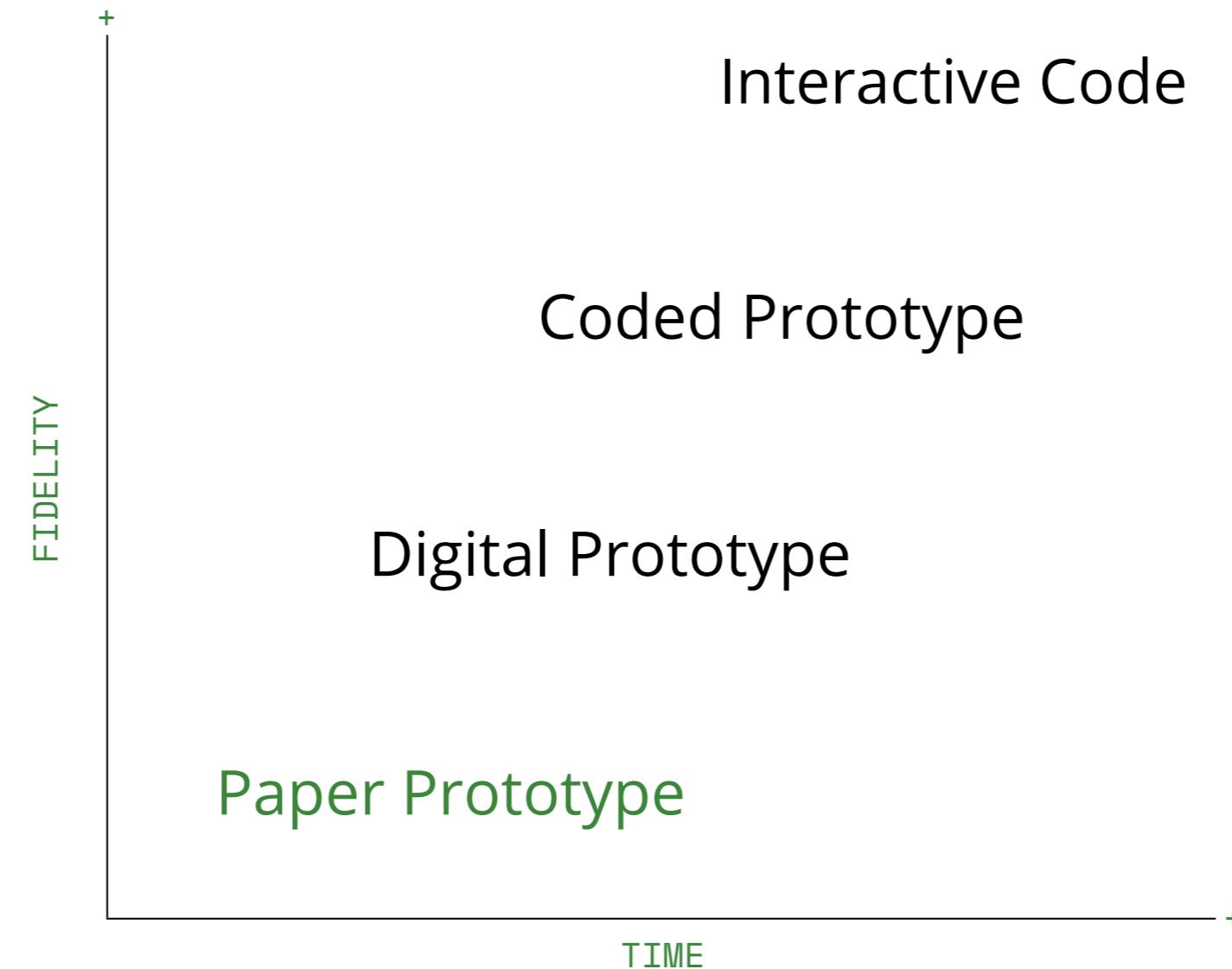
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## Wireframes

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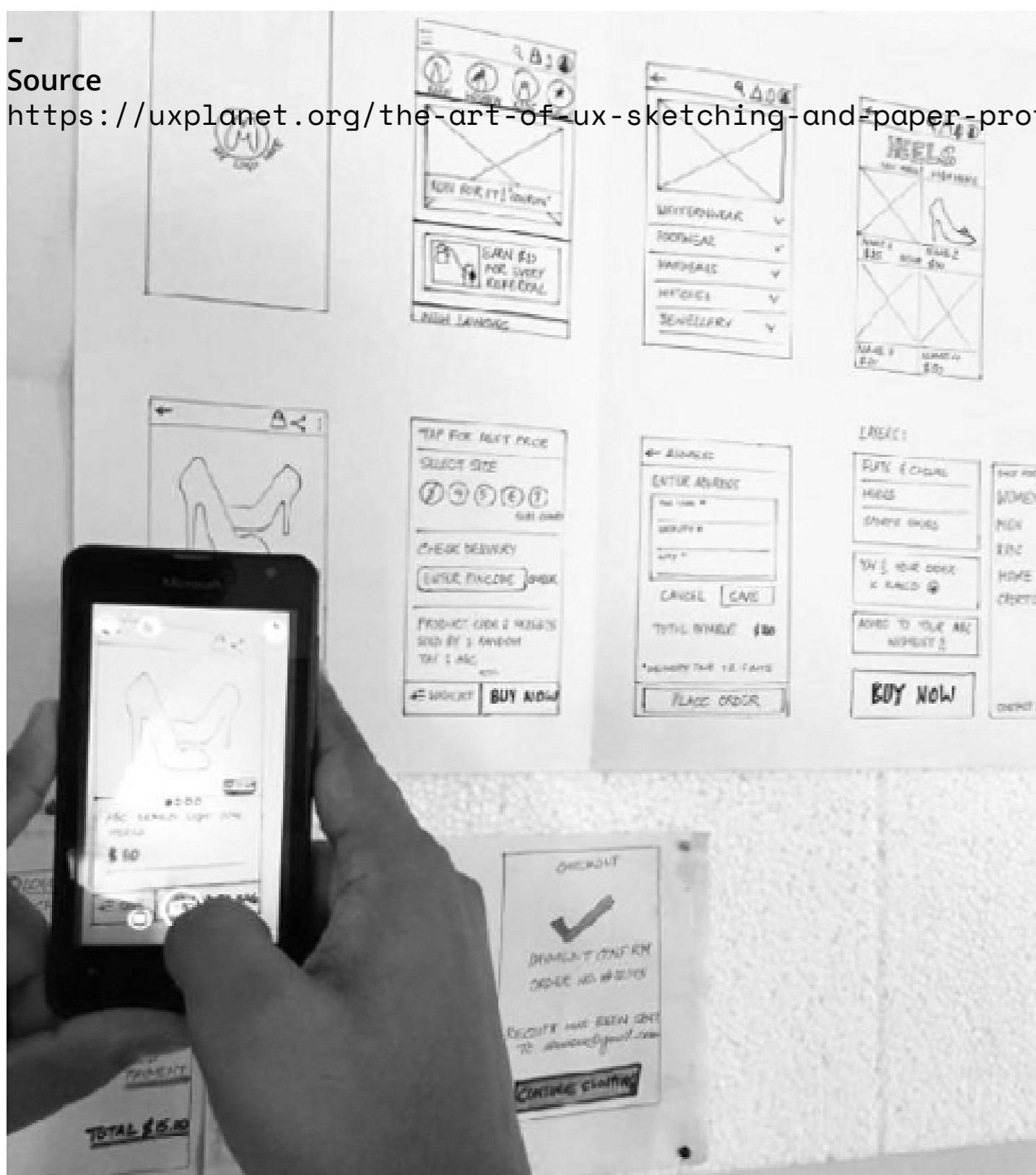
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## Wireframes



### - Source

<https://blog.marvelapp.com/stop-talking-start-sketching-guide-paper-prototyping/>

**Source**

<https://uxplanet.org/the-art-of-ux-sketching-and-paper-prototyping-5dae5a1efc7d>



Wireframes

# Mid Fidelity

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## Wireframes

Mid-fidelity wireframe are a significantly more detail prototype. They include multiple level of interactivity, design element, content and workflow. One of the biggest difference is also the fact that designer should at this stage work at a real scale template level with a notion of pixel proportion.

Mid-fidelity wireframe should be done digital with a vectorial creation tool such as using Adobe Illustrator or Sketch.

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## Wireframes

Once all setup, students should focus on all design elements inside their layouts canvas such as navigation, title, content text, hyperlink, imagery, slider, bouton, etc...

## WHAT ABOUT IMAGERY?

Good mid fidelity wireframes do not include imagery. However, the designer should clearly represent inside that wireframe where imagery will be by using a visual code such as a rectangle with an “x sign” However, iconography can be tolerated and integrated.

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## Wireframes

### **WHAT ABOUT THE FONTS?**

Font choice is an important component of your research. As such, students should incorporate the selected fonts in their mid fidelity wireframes.

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## Wireframes

# WHAT ABOUT THE CONTENT?

As Paul Rand mentions in the book Conversations with Students, design is the relationship between form and content.

At this stage, almost all content should be integrated. This way, you can easily understand the full reality of your pages and adjust the layout accordingly.

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- Source**

Kroeger, Michael, and Paul Rand. Paul Rand: Conversations with Students. 2008.

## CONNECT THE DOTS, DEFINE SUCCESS

Shareablee is a powerful measurement platform that gives you full transparency into the performance of your social media strategy.

### Source

<https://medium.com/inspiration-supply/wireframes-by-top-ux-designers-d6922d34ddb8>

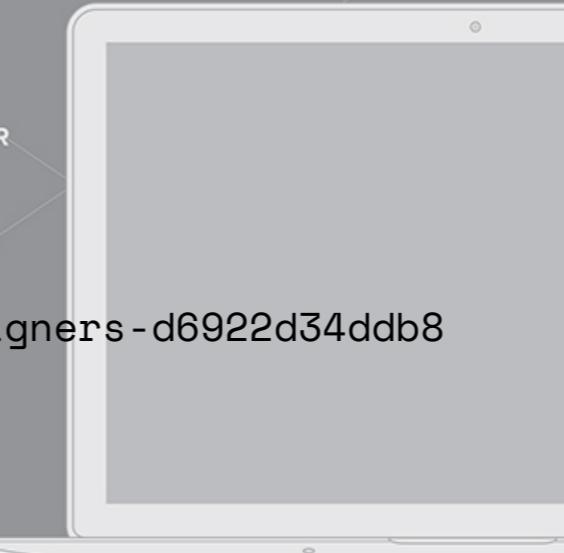
The wireframe illustrates a complex network of interconnected nodes, representing the relationships between different metrics and data points. At the top, there are four main categories: 'WHAT WE'VE MEASURED' (Competitive Analysis, Actionable Insights, Performance Benchmarking, Audience Insights), 'WHAT WE ANALYZE DAILY' (What We Look At), and 'WHAT WE OFFER'. Below these, a large circular graphic displays the text '100+ Billion Actions Measured' and '42 Billion Social Actions In Us In 2014'. A bar chart shows four data series with values around 35, 55, 75, and 95. Further down, sections include 'LATEST RANKINGS' (with tabs for TELEVISION, PUBLISHERS, RETAILERS, FOOD & BEVERAGE) and a 'Shareablee Social Scorecard: TV Rankings' table. The table lists 10 TV shows with their respective scores, networks, and engagement metrics. Buttons at the bottom encourage users to 'DOWNLOAD SCORECARD' and 'EXPLORE ALL RESOURCES'.

SHOW	NETWORK	TOTAL ACTIONS	TOTAL CONTENT	ACTIONS PER POST	FANS FOLLOWERS
1. Ellen DeGeneres	Warner Bros.	6,825,229	84	79,872	73,970,604
2. Today Show	NBC	2,953,327	476	4,524	7,958,485
3. The Tonight Show	NBC	1,699,631	203	8,333	8,699,588
4. Steve Harvey TV	NBCUniversal	1,152,159	133	8,643	6,730,550
5. Entertainment Tonight	CBS	1,047,074	458	2,325	4,105,410
6. Good Morning America	ABC	1,037,345	462	2,312	7,260,499
7. America's Favorite Home Videos	ABC	994,930	79	12,584	7,760,543
8. Arrow	CW	945,000	42	23,828	7,445,276
9. Grey's Anatomy	ABC	905,323	62	14,472	23,755,850
10. Dancing with the Stars	ABC	923,096	104	8,923	7,448,050

## OUR PLATFORM

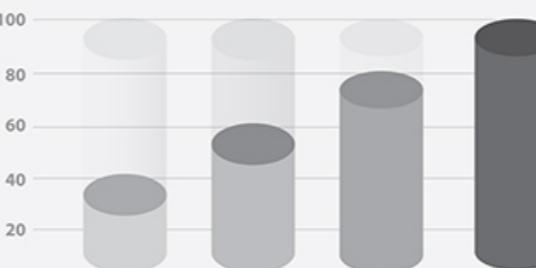
### DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

Social Loyalty™ Platform provides brands with a data-driven playbook that reveals the evolving rules, ROI factors and motivations of their social media customers – as well as the engaged fans of competitors.



#### BENCHMARKING

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.



#### INDUSTRY RANKINGS

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#### INDUSTRY SEGMENTATION

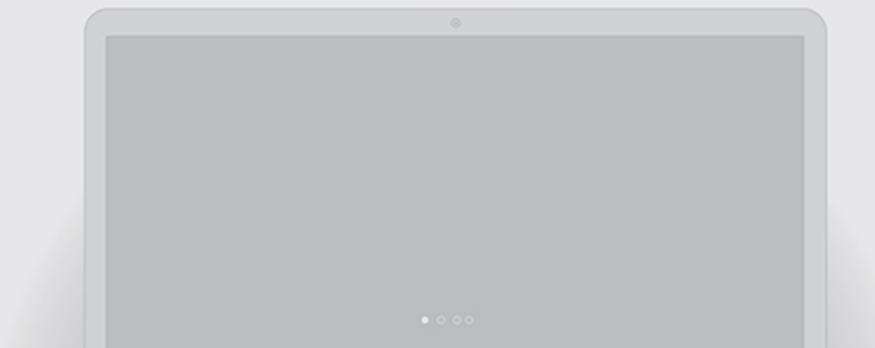
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#### HISTORICAL PERFORMANCE

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#### CONTENT STRATEGY

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## SOLUTIONS

### DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

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#### SOLUTIONS FOR:

RESEARCH & STRATEGY

BRAND & SOCIAL MARKETERS

#### RESEARCH

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LEARN MORE

#### STRATEGY

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#### BRAND MARKETING

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#### SOCIAL MEDIA MARKETING

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LEARN MORE

#### I WANT TO:

Generate robust reports on ad hoc basis

Manage many networks from one console

Benchmark company against competitors

Reliable engagement and publishing

Understand what is working in our current spend

Visually appealing dashboards and reports

Maximize and measure social-driven ROI

Maximize and measure social-driven ROI

#### THE TRIBE HAS SPOKEN

"Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s"

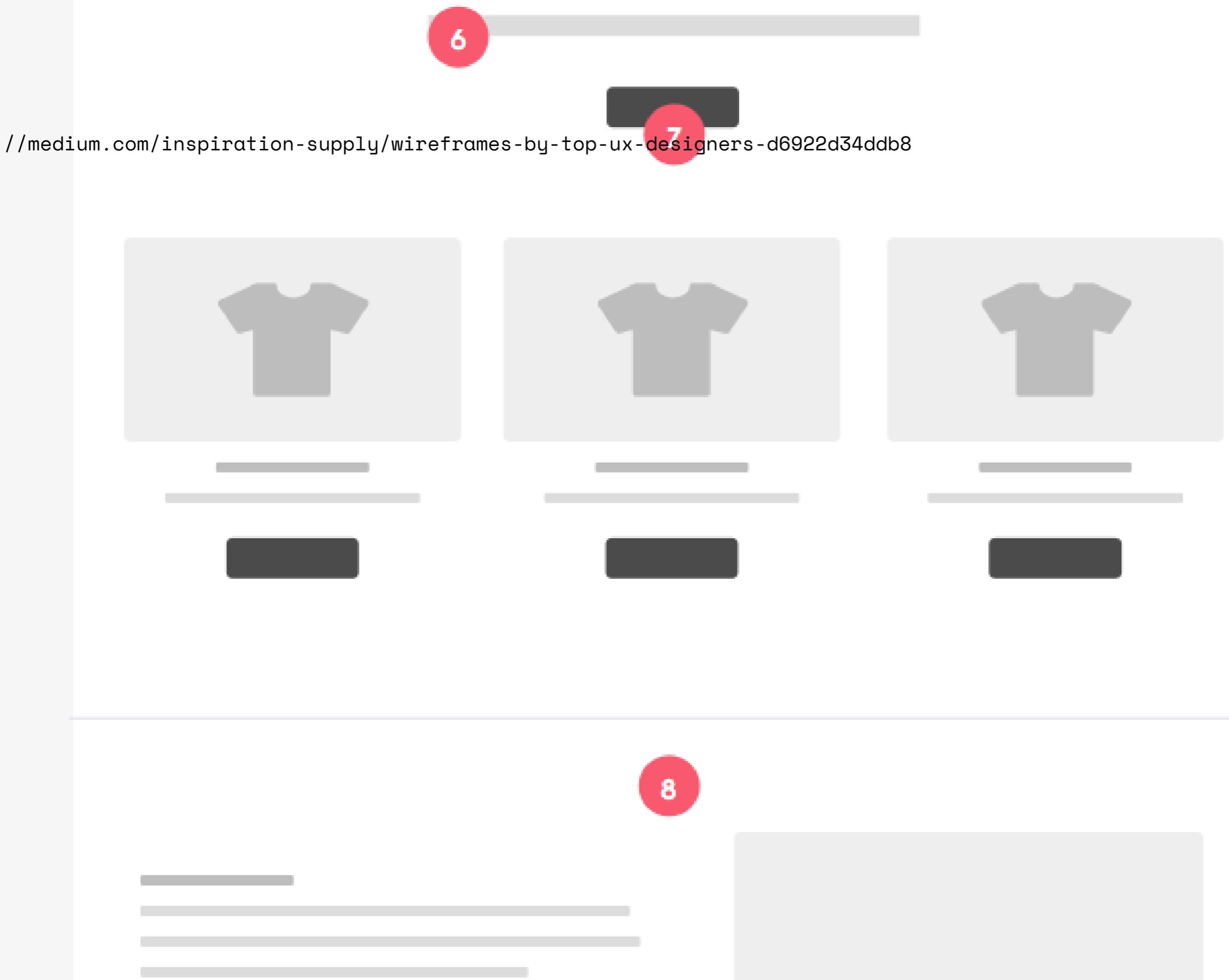
JOHN SMITH  
eBay Senior V.P., Digital Media

NBA

eBay

Comcast

TIME



## - Source

<https://medium.com/inspiration-supply/wireframes-by-top-ux-designers-d6922d34ddb8>

