

ysdn_
_4003

Wire
Advanced Topics
frames
in Interactivity

Week 3

September 24 2019

Introduction

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

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

Introduction

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.

Introduction

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.

Low Fidelity

Low Fidelity

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.

Low Fidelity

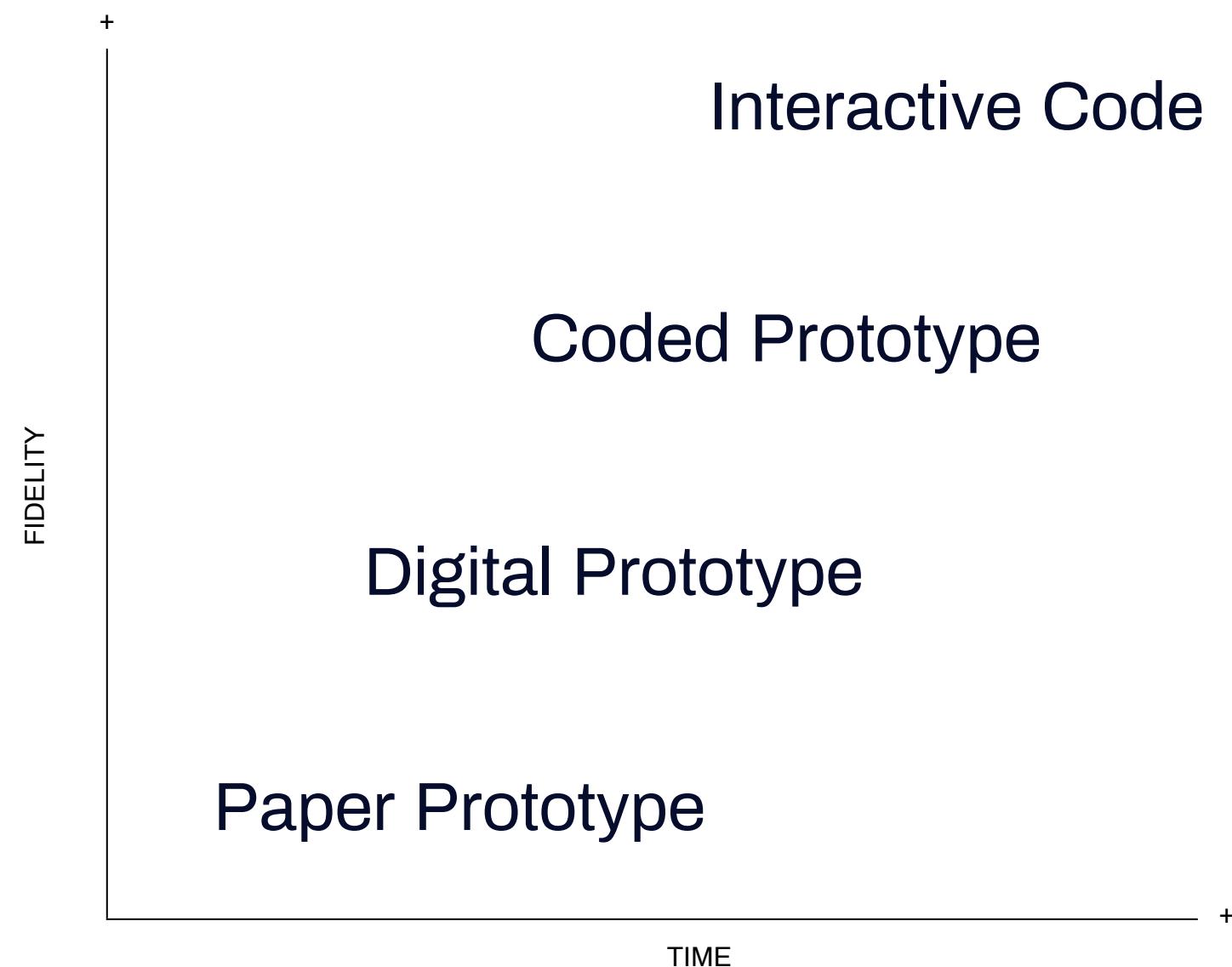
All low fidelity wireframe should be done by paper with pens and post it. Students don't need to have good drawing skills in order to make wireframe.

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.

Low Fidelity

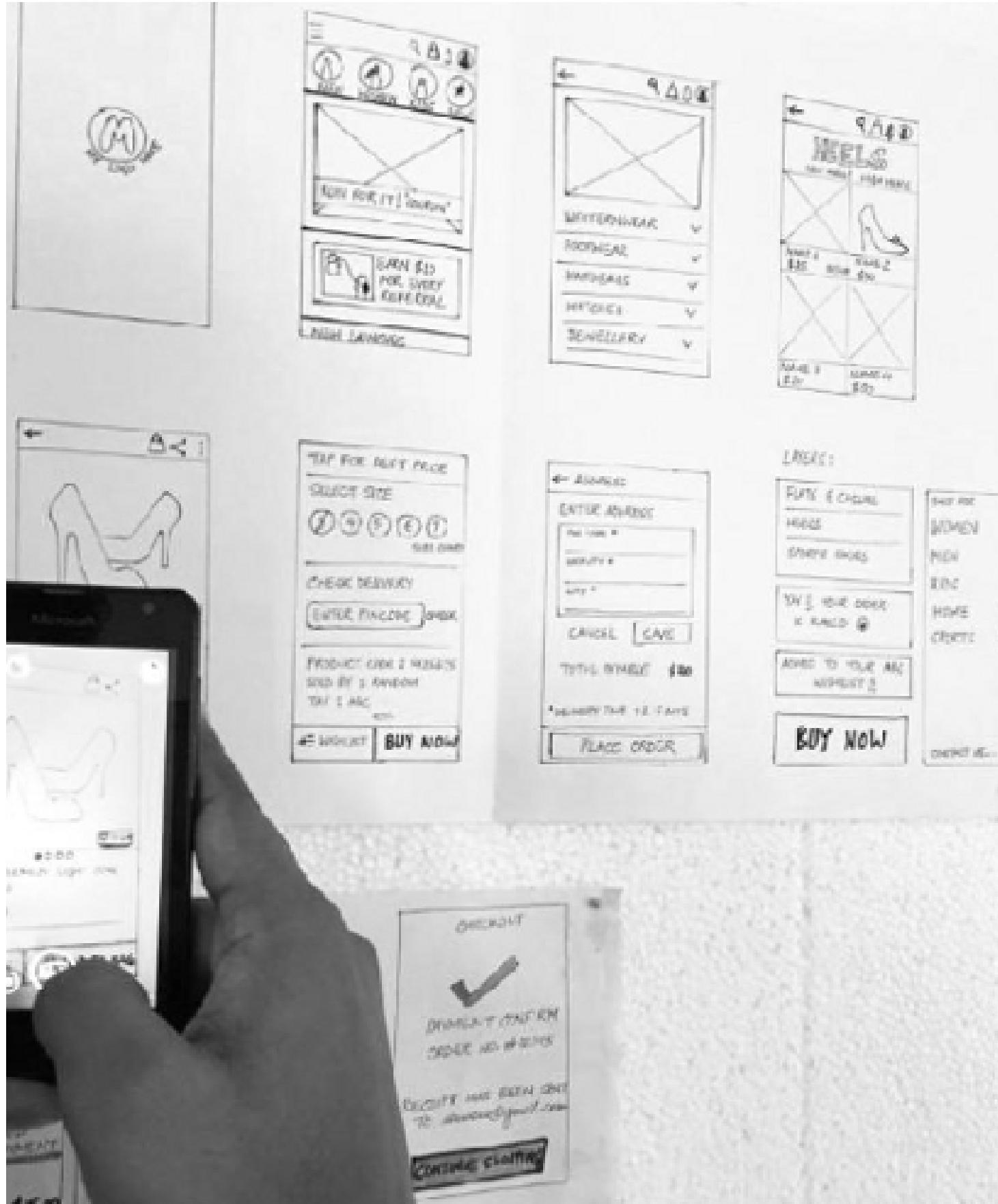
Low fidelity wireframe characteristic:

- _ 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.



Source

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



Mid Fidelity

Mid Fidelity

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 XD, Figma or Sketch.

Mid Fidelity

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 Fonts?

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

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.

What About Content?

-
Source

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

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.

CONNECT THE DOTS, DEFINE SUCCESS

Shareable 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>

YSDN 4003

The wireframe for the Shareable measurement platform homepage features a dark header with the title 'CONNECT THE DOTS, DEFINE SUCCESS'. Below the header is a dark sidebar with the text 'Shareable is a powerful measurement platform that gives you full transparency into the performance of your social media strategy.' and a link to a Medium post. The main content area has a light background. At the top left, there's a 'REQUEST A DEMO' button and a 'SEE HOW WE DO IT' button. The main visual is a network graph with nodes labeled 'WHAT WE'VE MEASURED', 'WHAT WE ANALYZE DAILY', 'WHAT WE LOOK AT', and 'WHAT WE OFFER'. Nodes above these include 'COMPETITIVE ANALYSIS', 'ACTIONABLE INSIGHTS', 'PERFORMANCE BENCHMARKING', and 'AUDIENCE INSIGHTS'. Below the graph, large text reads '100+ Billion Actions Measured' and '42 Billion Social Actions In Us In 2014'. Further down, there's a section titled 'LATEST RANKINGS' with a table for 'Shareable Social Scorecard: TV Rankings Top US Shows Overall by Engagement'. The table includes columns for SHOW, NETWORK, TOTAL ACTIONS, TOTAL CONTENT, ACTIONS PER POST, and FANS FOLLOWERS. A 'DOWNLOAD SCORECARD' button and an 'EXPLORE ALL RESOURCES' button are at the bottom. A footer at the very bottom contains the text 'We power key metrics and deep audience intelligence for your brand so you can define and measure success across the social web.'

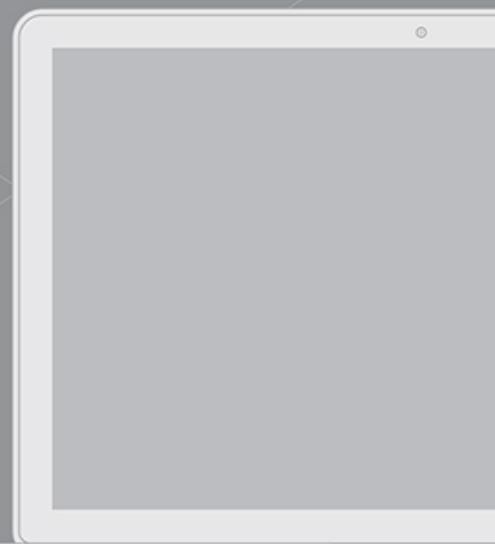
Advanced Topics in Interactivity

OUR PLATFORM

DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

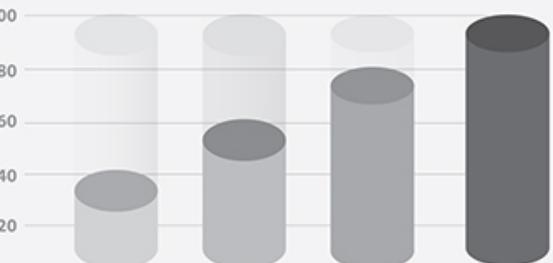
Social Loyalty™ Platform provides brands with a data-driven playbook that reveals the evolving rules, ROI factors and motivations of their social media customers – as well as the engaged fans of competitors.

[SCHEDULE A DEMO](#)



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

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

INDUSTRY SEGMENTATION

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

HISTORICAL PERFORMANCE

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

CONTENT STRATEGY

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.



SEMANTIC ANALYSIS

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

PAID POST DETECTION

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

SOCIAL CLICKS

Lorem ipsum dolor sit amet rem, consectetur adipiscing elit. Ut facilisis tempor ultricies. Suspendisse

SOLUTIONS

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.

SOLUTIONS FOR:

RESEARCH & STRATEGY **BRAND & SOCIAL MARKETERS**

RESEARCH

Lorem Ipsum Is Simply Dummy Text Of The Printing

[LEARN MORE](#)

STRATEGY

Lorem Ipsum Is Simply Dummy Text Of The Printing

[LEARN MORE](#)

BRAND MARKETING

Lorem Ipsum Is Simply Dummy Text Of The Printing

[LEARN MORE](#)

SOCIAL MEDIA MARKETING

Lorem Ipsum Is Simply Dummy Text Of The Printing

[LEARN MORE](#)

I WANT TO:

- Generate robust reports on ad hoc basis**
- Manage many networks from one console**
- 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>

6



7



8

