

Activity: Analyze a wireframe



Activity Overview

In this activity, you'll analyze a report wireframe and identify potential areas for improvement to enhance its accessibility and user experience.

Wireframes are an important first step of any visualization project. They act as a visual blueprint, outlining the structure and functionality of the user interface or product layout. Wireframes serve three key purposes: ensuring user needs are met, making sure the visualization is accessible to most users, and communicating design plans in a clear and concise way in order to gather feedback. As a cloud data analyst, you'll be asked to design wireframes and use others' feedback to improve the design before building your visualizations. You'll also be asked to collaborate with others to provide useful feedback on their designs. This iterative process ultimately leads to better visualizations that provide actionable insights for stakeholders and drives success.

Scenario

Review the following scenario. Then complete the step-by-step instructions.

The Look eCommerce's marketing team wants to find ways to improve the efficacy and cost efficiency of their web-based campaigns. To support this goal, they have asked the data team to prepare a report that will provide insights into four key aspects of their customer's past behavior and interactions with the website. This report will help the marketing team spot trends and better tailor their future marketing efforts.

A member of the data team met with Martina, the head of marketing, to outline the key findings that should be present in the report and gain a better understanding of the audience's

needs. They also prepared a preliminary proposal for the report's design, including a wireframe layout and color palette.

As part of the iterative process, you have been asked to review the proposal your teammate created and analyze ways the current design could be improved. Providing constructive feedback on data analyses is a crucial skill for cloud data professionals. Feedback fosters collaboration and contributes to the iterative design process, which is aimed at improving the usability and accessibility of the final product design.

Your goals for the project include:

- Goal 1: Determine whether the wireframe proposal aligns with the stakeholder's business needs.
- Goal 2: Identify whether the proposed recommendations for accessibility should be implemented.
- Goal 3: Review the proposed wireframe layout and consider ways it could be improved.
- Goal 4: Evaluate the proposed color palette for accessibility.



Step-By-Step Instructions

Consult the supporting materials to review the wireframe proposal. After, move on to the next course item to answer quiz questions about the material. After you complete the quiz, you can compare your answers to the feedback provided.

Step 1: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the questions.



 **RIGHT CLICK LINKS TO OPEN IN NEW TAB** 

Link to supporting materials: [Summary of stakeholder meeting](#)

Link to supporting materials: [Report proposal and wireframe](#)

Step 2: Review and analyze the supporting materials



To ensure the report aligns with the stakeholder's goals and target audience, the data team has provided a summary of the stakeholder meeting for your review.

In this step, you'll review the summary of the stakeholder meeting and evaluate the report design proposal to analyze ways the current design could be improved.

1. Explore the **Summary of stakeholder meeting** and consider the following:

- What business needs will be addressed with the report?
- What is the primary purpose of the report?
- Who is the target audience?

2. Review the **Report proposal and wireframe** and consider the following:

Visualizations:

- What visualizations are being used?
- Do the visualizations align with the business needs identified by the stakeholder?

Accessibility and usability recommendations:

- Which of the recommendations will improve the user experience?
- Will any of the recommendations potentially make the report less accessible?

Wireframe layout:

- Are the visualizations arranged in the design in a way that conveys their importance?
- Does the layout flow?

Color palette:

- How do the current color choices help or hinder the user experience?
- What changes to the color palette could improve the user experience?

Step 3: Answer questions about refining a wireframe through iteration



Move forward to the next course item to answer quiz questions about refining a wireframe through iteration.

