

Rapid Ideation and Creative Problem Solving

Wireframing

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ac4d

The image features large, stylized lowercase letters 'ac4d' in a sans-serif font. The 'a' is red, the 'c' is magenta, the '4' is dark grey, and the 'd' is lime green. The letters are positioned at the bottom of the page, with the 'd' being partially cut off on the right side.

What is Wireframing?

A visual representation of a user-interface, abstracted to emphasize behavior and control at the expense of emotion and aesthetics.

When should we use wireframes?

What is Wireframing?

Wireframes are used at the beginning and mid-stages of defining an interface. They allow us to communicate a system or flow in detail, without tying us down to the visual details of the page.

This also allows for them to be more flexible and “disposable” than comps. This also means that they should be made in format that is easily manipulable, that you are comfortable with (these include Omnigraffle, Powerpoint, Illustrator and InDesign, Balsamiq, Axure, etc).

Who is Your Audience?

Although anyone can view a wire, your audience is commonly going to include some of the following:

Audience	Perspective
Yourself	By making something explicit, you can better compare alternatives, reflect on a design in progress, and understand a problem space
Other designers	Wires make ideas tangible, so they can be critiqued and extended/refined
Business owners	Wires start to describe how a user will complete a transaction, how a brand will be supported, or how a product can be extended
Technologists	Wires illustrate how functionality will be integrated, what data elements are required, and the technical architecture necessary to support a design
Users	What will I do?

GO TO TODAY

Tuesday, May 1, 2009 - 1:00pm - Classroom 256

APR 27 Friday

WEEK 19

APR 30 Monday

MAY 1 Tuesday

MAY 2 Wednesday

MAY 3 Thursday

MAY 4 Friday

WEEK 20

MAY 7 Monday

MAY 8 Tuesday

MAY 9 Wednesday

Earthquakes

ADD: [FILE](#) [NOTE](#) [URL](#)

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A Note Object

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MVI_1890.avi

<http://www.google.com/ig?hl=en&source=iglk>

- Earthquakes
- Volcanoes
- Export all lessons

CREATE A LESSON

IMPORT

EXPORT

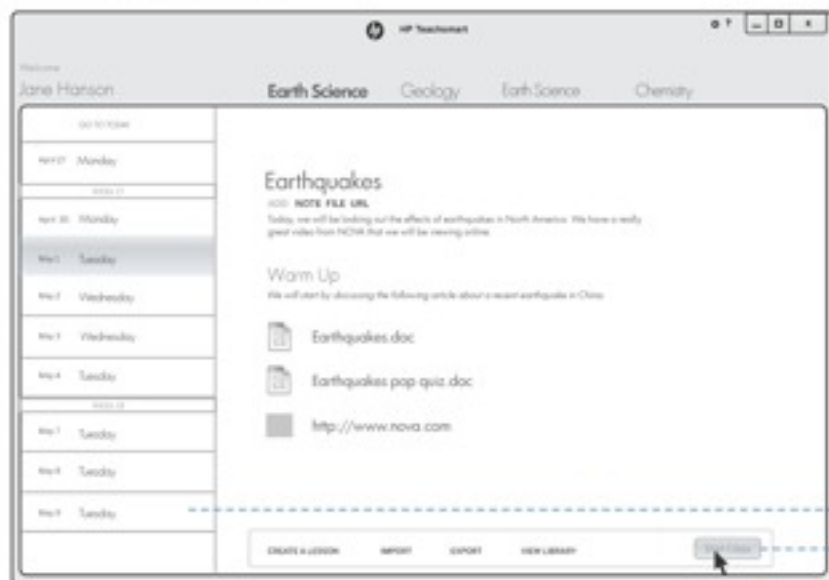
VIEW LIBRARY

No classrooms found.

Core Application User Flows

Flow: 4.7 Start a Class - continued

Step 2 Press the Start Class button



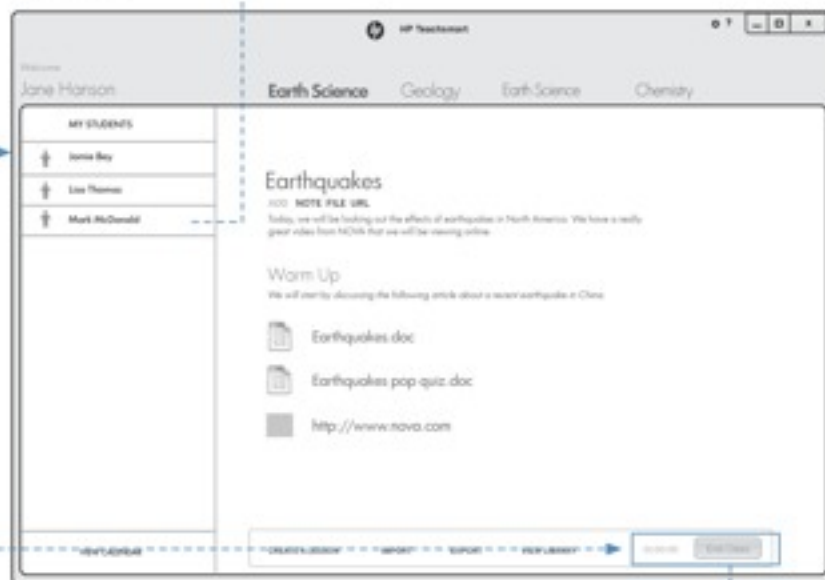
At this moment the application transitions from the Plan view to the Teacher view. The Calendar sidebar transitions to the Student panel.

SEE: RULE 4.6 Teacher and Server Authentication

RULE: Start Class turns on student machines if off and allows students to login.

SEE: Student -Teacher / Login - Logout Workflow in the Appendix.

Step 3 Teach

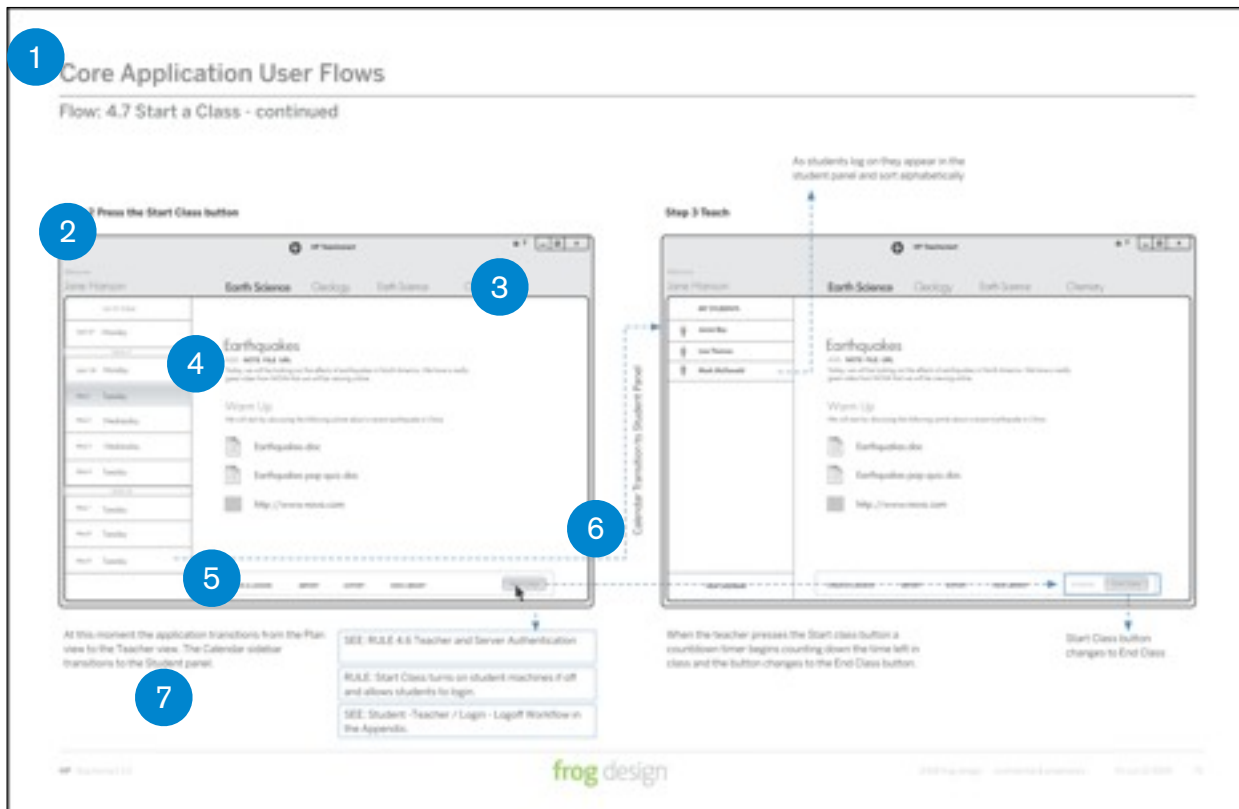


As students log on they appear in the student panel and sort alphabetically

When the teacher presses the Start class button a countdown timer begins counting down the time left in class and the button changes to the End Class button.

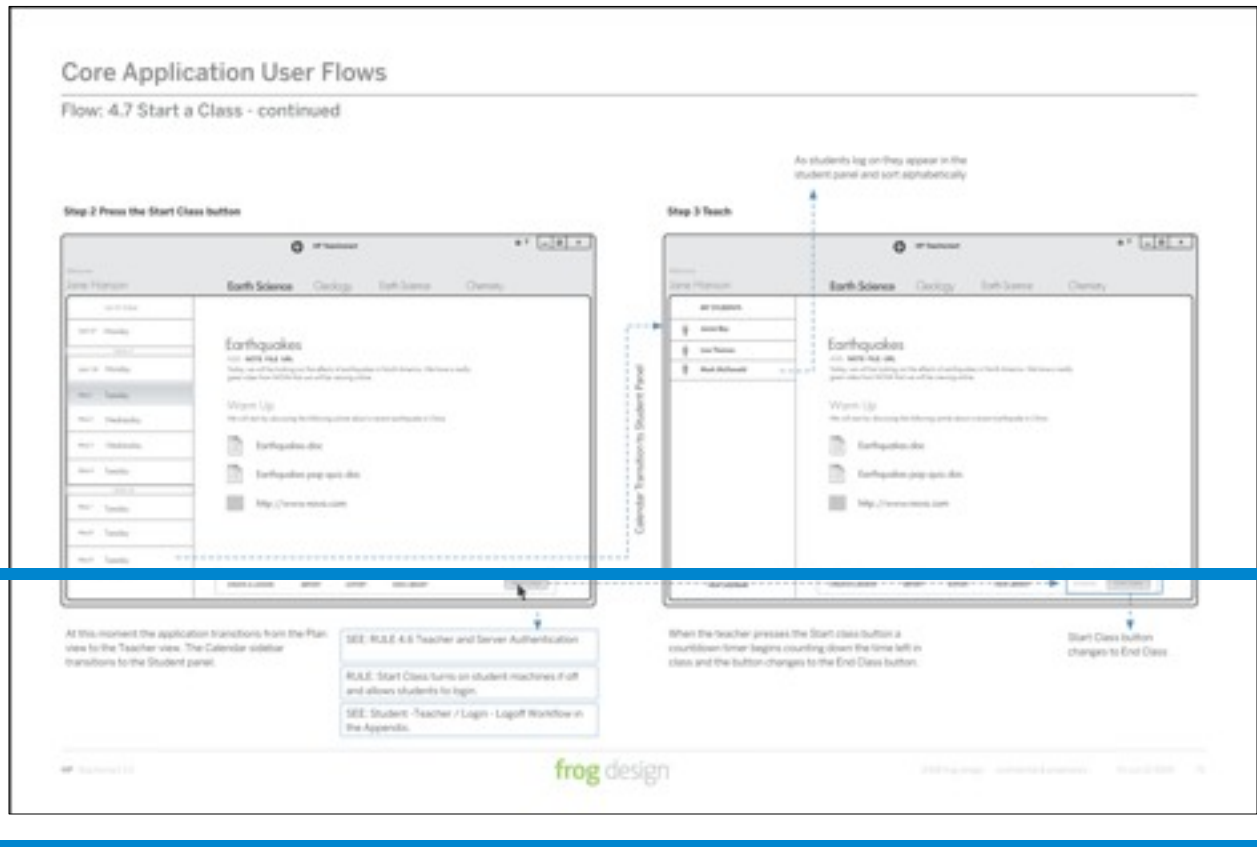
Start Class button changes to End Class

Core Elements



1. Header
2. Wire title
3. Navigation
4. Hierarchy of content
5. Controls
6. Flow
7. Annotations

About Annotations



- Intended to support your audience
- Intended to show design intent when you aren't there to explain it
- Tedious

When are annotations most necessary?

Level of Effort & Fidelity

Low Effort & Fidelity

Key pages, functions, and states
Few or no annotations
Simple wires, few details

High Effort & Fidelity

All pages, including edge-cases and errors
Full annotations (“detailed specification”)
Complicated wires: all content, all features, all details, etc.

Works For:

Early stages of design
Simple product or service
Small quantity of stakeholders
Control over implementation

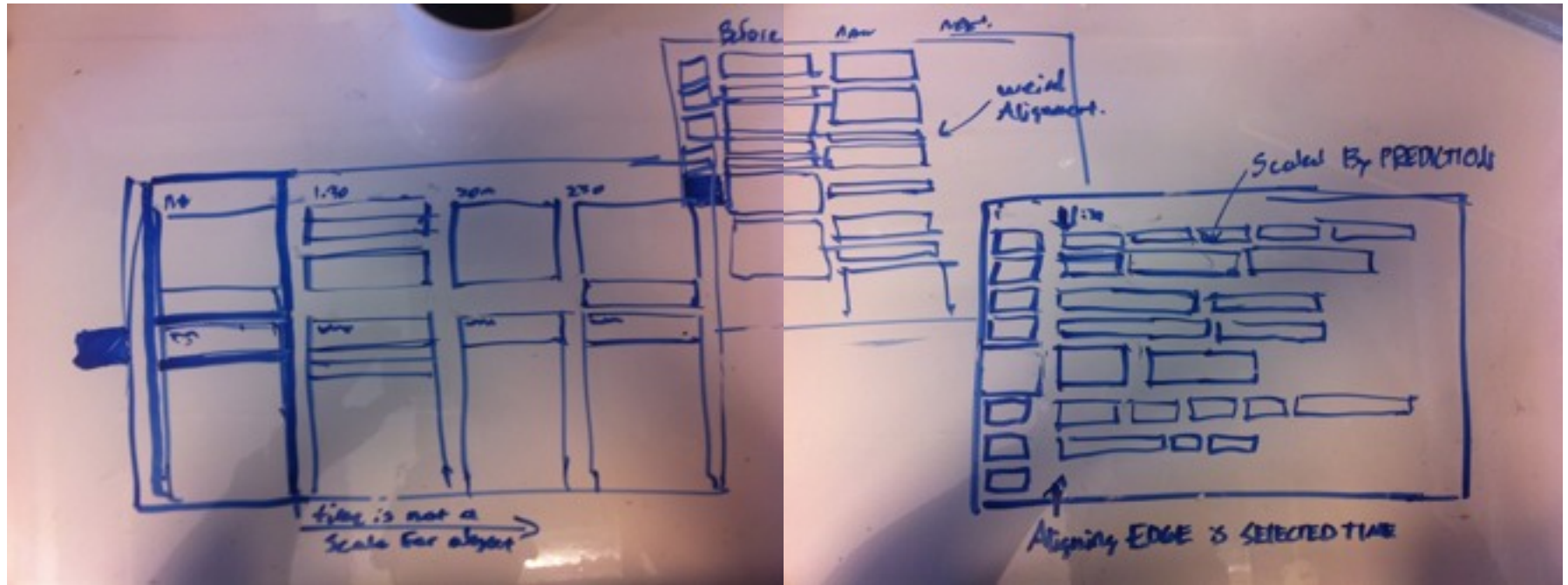
Works For:

Final stages of design
Complex (“large”) product or service
Large quantity of stakeholders
Limited or no control over implementation

-
- + Fast and Cheap
 - Lack of planning can be detrimental later

-
- + Forces thought for every design detail
 - Slow, tedious, and expensive

Example: Low-fidelity wireframe



Low Effort & Fidelity

Key pages, functions, and states

Few or no annotations

Simple wires, few details

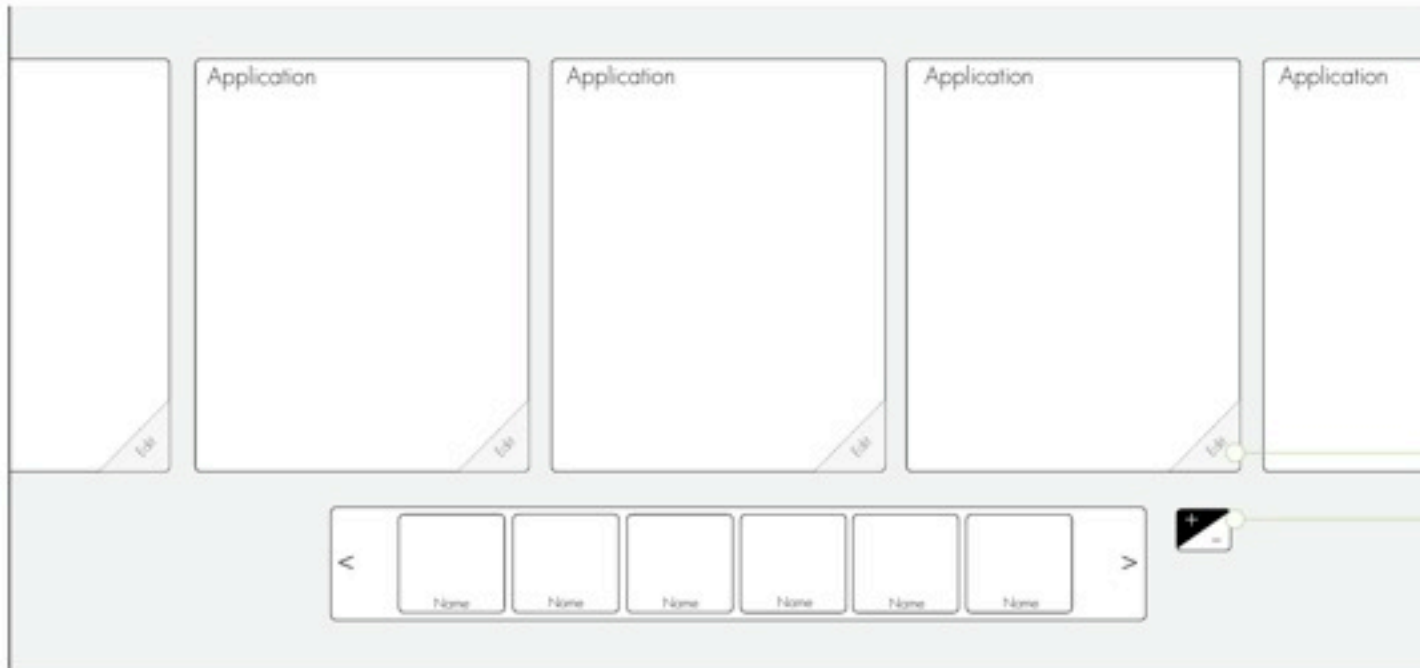
What does this do well?

Where does it fall short?

Example: Low-fidelity wireframe

Workstream Two: Personalize, Entry Point

Style Two: Minimal, and Individual Entry



STYLE TWO:

The user can easily tap the Edit button in the bottom right corner of any infotile that is "active". If they want to add or remove infotiles, they can press the single button to enter an infotile management view.

Tapping "Edit" opens a modal experience that allows easy customizing of individual applications and infotiles.

A single button enters into an infotile management section of the interface, where the user can add or remove infotiles.

Example: Medium-fidelity wireframe

McKinney Academy Admin Wednesday, April 1st 2010

Welcome back Patrick [Log Out](#)

[Dashboard](#) | [My Courses](#) | [My Students](#) [Advanced Search](#)

Prof. Patrick Johnson

ProfileMessages & Notifications

Now Showing:

Mark Stewart (Father of Jenna Ste... Re: Jenna's Math Assignment	6/4/11
Aric Cheston (Father of Kevin Che.. Kevin's Poor Performance	6/4/11
Jenna Stewart Diagrams	6/4/11
Kylie Egan Math Assignment	6/4/11

Mark Stewart (Father of Jenna Stewart)
Re: Jenna's Math Assignment


Sent: Monday, June 6, 2011 2:13PM
To: Prof. Patrick Johnson, McKinney Administration

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Prof. Patrick Stewart
Re: Jenna's Math Assignment

Sent: Monday, June 6, 2011 3:13PM
To: Mark Stewart (Father of Jenna Stewart), McKinney Administration

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Example: High-fidelity wireframe

AT&T Entertainment Wires

2.B: Exploration, Unified

NOTES & NARRATIVE
300

The screenshot displays the AT&T Entertainment website interface. At the top, there is a navigation bar with the AT&T logo, a search bar, and user account options. Below this is a 'TV Listings' section with a grid of programs categorized by time slots (1:00pm, 2:00pm, 3:00pm, 4:00pm). A tooltip is visible over the 'Dr. Phil' listing, offering options to 'Watch more episodes on my PC', 'Record this episode on my DVR for later', and 'Record all episodes on my DVR for later'. Below the listings are sections for 'Recently Recorded' and 'Recording Soon', each featuring program thumbnails and titles. A 'Recommendations for you' section is also present on the right side of the page. The footer contains copyright information and links for support, terms of use, and privacy policy.

Time Slot	1:00pm	2:00pm	3:00pm	4:00pm
1:00pm	Video On Demand	Video On Demand	Video On Demand	Video On Demand
2:00pm	in Type Break Show (TV)	General Hospital (TV)	The Oprah Winfrey Show (TV)	Inside Edition (TV)
3:00pm	in Type to Live (TV)	Michael Kay (TV)	Judge Alex (TV)	Blacks Court (TV)
4:00pm	Midnight (TV)	Dr. Phil (TV)	Deal or No Deal (TV)	Scandal Light (TV)
5:00pm	The World to Live (TV)	Blacks (TV)	Judge My Brother (TV)	Judge Judy (TV)
6:00pm	in Type Break Show (TV)	General Hospital (TV)	The Oprah Winfrey Show (TV)	Inside Edition (TV)

Recently Recorded

- Dr. Phil (TV) - Recorded on March 23rd
- Inside Edition (TV) - Recorded on March 23rd
- Scandal (TV) - Recorded on March 23rd

Recording Soon

- The Office (TV) - To be recorded on March 24th at 8:00pm
- 24 (TV) - To be recorded on March 24th at 8:00pm
- 24 (TV) - To be recorded on March 24th at 8:00pm

Recommendations for you:

- Deal or No Deal (TV) - Recommended because you recently recorded...
- Scandal (TV) - Recommended because you recently purchased...

Where to Start - Hand-Drawn Wireframes

1. Identify which screen you are designing.
2. Make a list of the key components of the page
3. Create multiple, very different wireframes for a screen. Vary size of components, layout of screen (columns) and primary navigation.
4. Find 2-3 variations that are different yet work well, and play them out by applying the logic behind each to other screens in your system. See which variation(s) hold up the best, and refine those further.

Making Digital Wireframes

1. Know what format/screen size you're designing for, and start there. For web, some common screen sizes are 1024x768, 1152x720, 1440x900.
2. Always include the browser or application window in your wireframe. This will help give your audience context for the content.
3. Establish a basic grid for your wireframe (just for guidance). I find a 5 or 7-column grid typically works well.
4. Begin creating objects for the key components of the page, based on your hand sketches. For common objects or patterns, use already-established symbols and tools (e.g. don't re-create a drop-down from scratch - you can find plenty in wireframe libraries to use). - (Also, start your own library for the components you need to create)
5. Remember to utilize tenets of Information Architecture and visual hierarchy!

Q & A

Do I have to do every page?

How detailed do I have to get?

Can I use color?

Isn't it easier to just code it, rather than doing all of this work?

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