WIREFRAMES

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**

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

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 of a web page element inventory: the content; navigation; header & footer, etc.

WIREFRAMES

In comparison in print with a book project, the wireframe is the blueprint for the client. It's usually a good sign off for getting early client buy-in for the next step.

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

In the context of this class, we will cover 2 types of wireframes; low fidelity and mid-fidelity.

WIREFRAMES / 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.

WIREFRAMES / LOW-FIDELITY

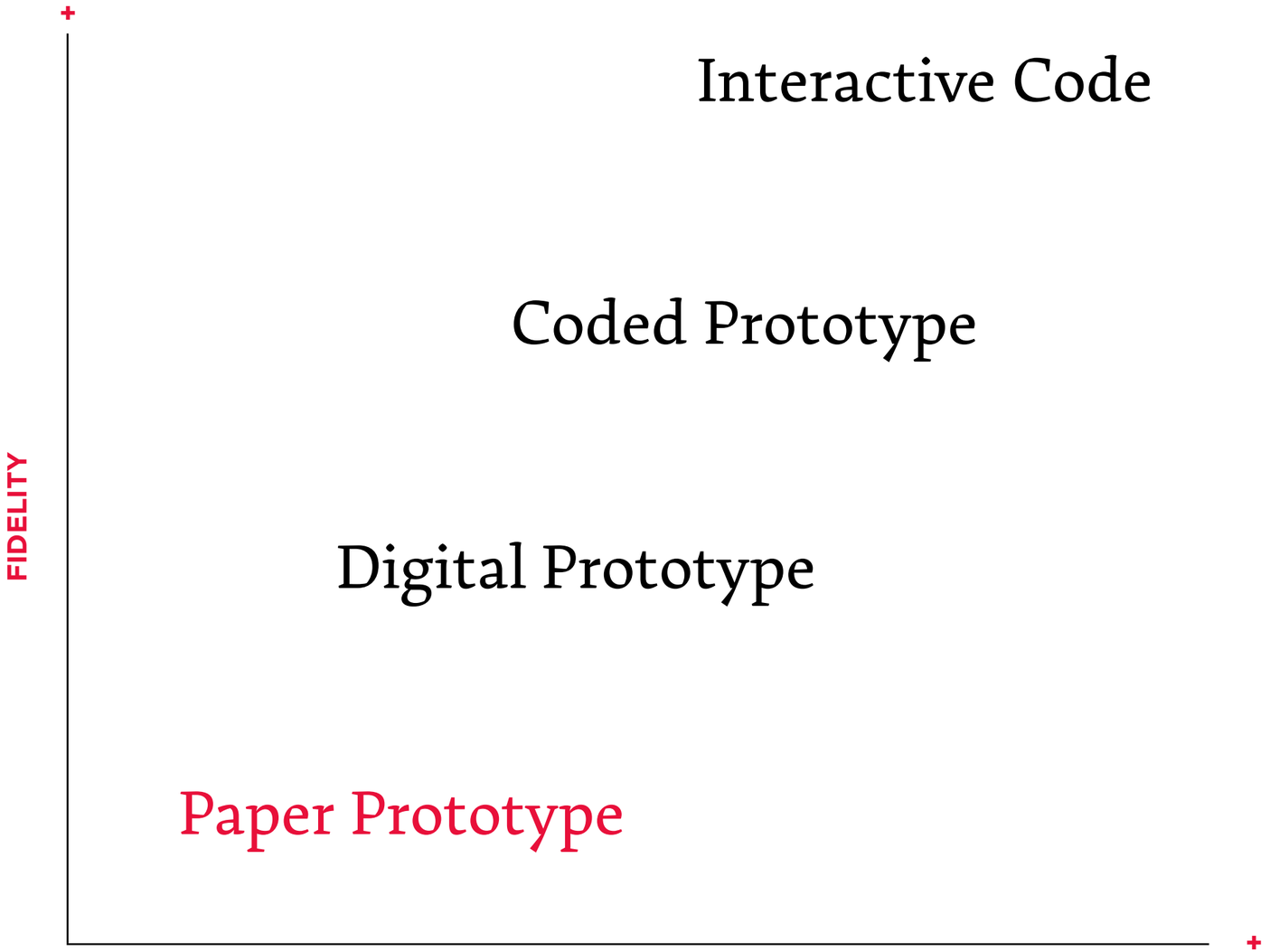
All low fidelity wireframe should be done by paper with pens and post it. Students don't need to have good drawing skills in order to make wireframe.

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.

WIREFRAMES / LOW-FIDELITY

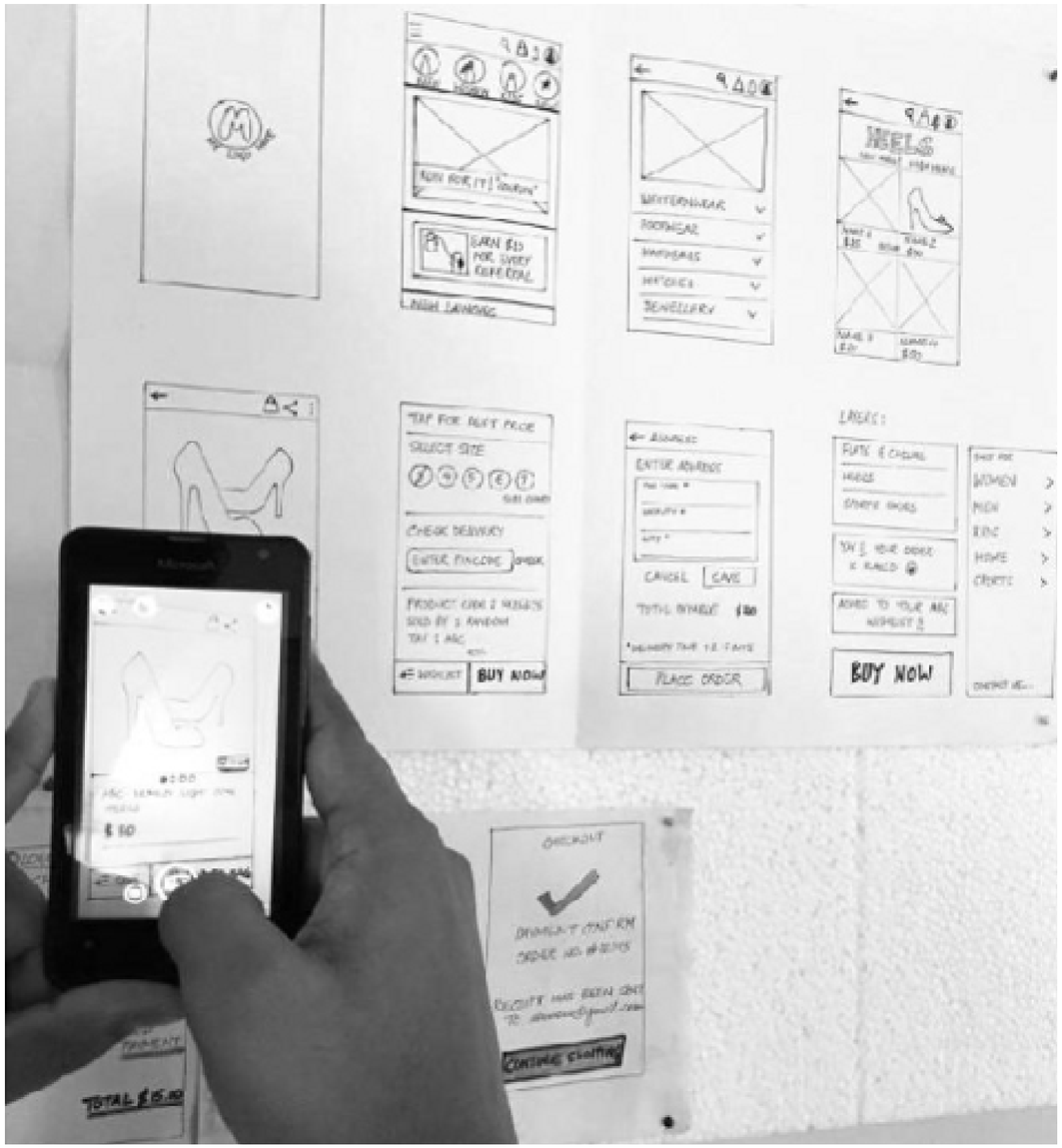
Low fidelity wireframe characteristic:

- 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/

WIREFRAMES / LOW-FIDELITY



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

WIREFRAMES / 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 Illustrator or Sketch.

WIREFRAMES / 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...

WIREFRAMES / MID-FIDELITY

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.

WIREFRAMES / MID-FIDELITY

WHAT ABOUT THE FONTS?

Inspired by your mood board, your font choice is an important component of your research. As such, students should incorporate the selected fonts in their mid fidelity wireframes.

WIREFRAMES / MID-FIDELITY

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.

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

PRODUCT SOLUTIONS RESOURCES LOGIN REQUEST A DEMO

CONNECT THE DOTS, DEFINE SUCCESS

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

SEE HOW WE DO IT

REQUEST A DEMO

WHAT WE'VE MEASURED | WHAT WE ANALYZE DAILY | WHAT WE LOOK AT | WHAT WE OFFER

100+ Billion Actions Measured

42 Billion Social Actions In Us In 2014

SOLUTIONS FOR:

RESEARCH & STRATEGY | BRAND & SOCIAL MARKETERS

LATEST RANKINGS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been

TELEVISION | PUBLISHERS | RETAILERS | FOOD & BEVERAGE

Shareablee Social Scorecard: TV Rankings

Top US Shows Overall by Engagement

	SHOW	NETWORK	TOTAL ACTIONS	TOTAL CONTENT	ACTIONS PER POST	FANS FOLLOWERS
1	Ellen DeGeneres	Warner Bros.	6,625,225	84	78,872	73,070,604
2	Today Show	NBC	2,153,327	476	4,524	7,958,485
3	The Tonight Show	NBC	1,691,631	203	8,333	8,689,568
4	Steve Harvey TV	NBCUniversal	1,152,139	133	8,663	6,730,550
5	Entertainment Tonight	CBS	1,067,174	459	2,325	4,335,413
6	Good Morning America	ABC	1,037,345	482	2,152	7,250,499
7	America's Funniest Home Videos	ABC	994,105	79	12,584	7,760,143
8	Ellen	ITV	945,091	90	10,501	7,945,076
9	Daily Mail Online	ABC	894,522	49	18,255	23,956,668
10	Good Morning New York	ABC	891,102	482	1,849	7,760,143

DOWNLOAD SCORECARD

EXPLORE ALL RESOURCES

We power key metrics and deep audience intelligence for your brand so you can define and measure success across the social web.

PRODUCT SOLUTIONS RESOURCES LOGIN REQUEST A DEMO

OUR PLATFORM

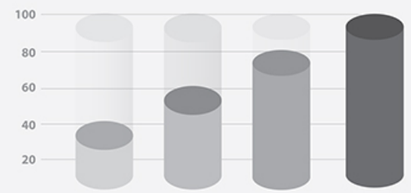
DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

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.



ICON

INDUSTRY RANKINGS

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ICON

INDUTRY SEGMENTATION

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HISTORICAL PERFORMANCE

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CONTENT STRATEGY

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ICON

SEMANTIC ANALYSIS

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ICON

PAID POST DETECTION

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ICON

SOCIAL CLICKS

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

PRODUCT SOLUTIONS RESOURCES LOGIN REQUEST A DEMO

SOLUTIONS

DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

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SOLUTIONS FOR:

RESEARCH & STRATEGY | BRAND & SOCIAL MARKETERS

RESEARCH

Lorem Ipsum Is Simply Dummy Text Of The Printing

LEAR MORE

STRATEGY

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LEAR MORE

BRAND MARKETING

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LEAR MORE

SOCIAL MEDIA MARKETING

Lorem Ipsum Is Simply Dummy Text Of The Printing

LEAR MORE

I WANT TO:

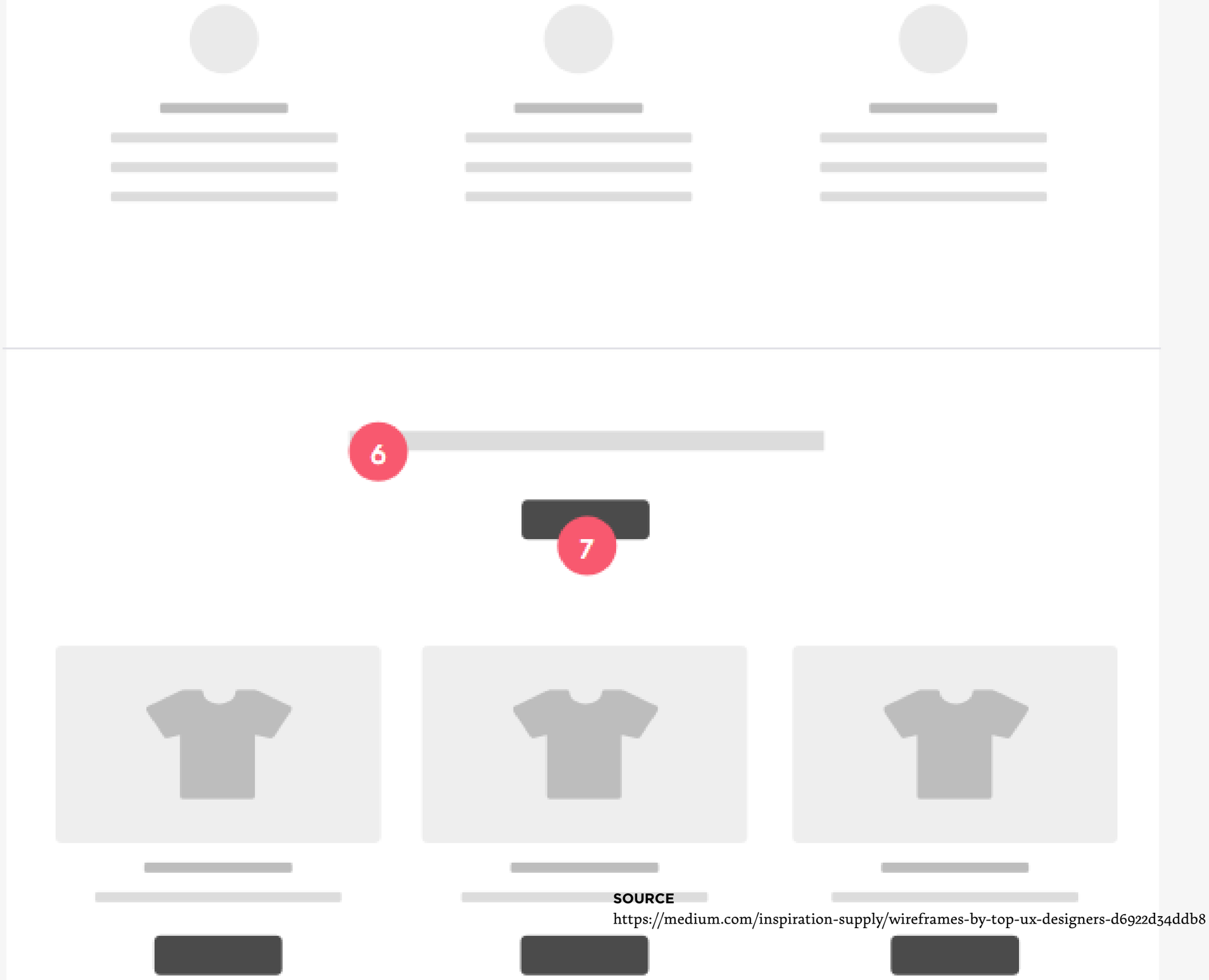
- ICON Generate robust reports on ad hoc basis
- ICON Benchmark company against competitors
- ICON Understand what is working in our current spend
- ICON Maximize and measure social-driven ROI
- ICON Manage many networks from one console
- ICON Reliable engagement and publishing
- ICON Visually appealing dashboards and reports
- ICON Maximize and measure social-driven ROI

THE TRIBE HAS SPOKEN

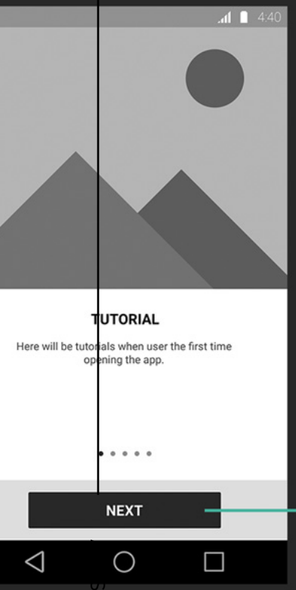
"Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s"

JOHN SMITH
Ebay Senior V.P. Digital Media

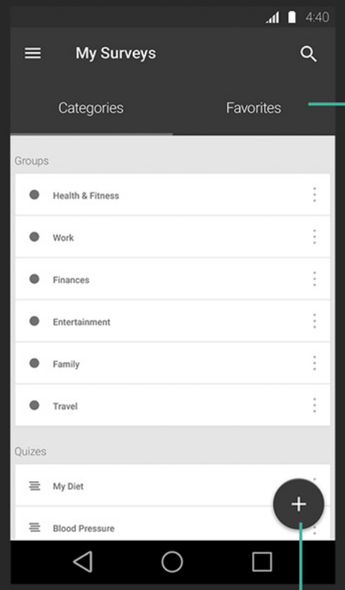
NBA ebay comcast TIME



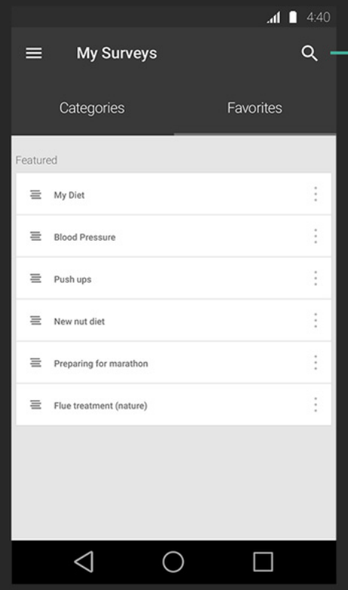
SOURCE
https://medium.com/inspiration-supply/wireframes-by-top-ux-designers-d6922d34ddb8



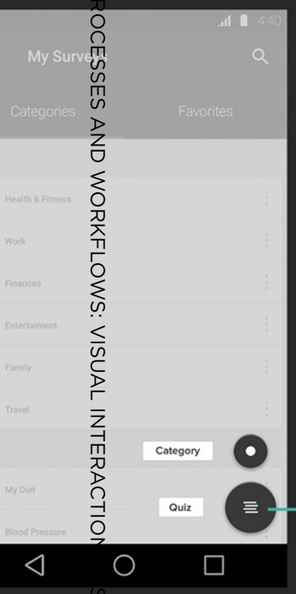
Tutorial Page



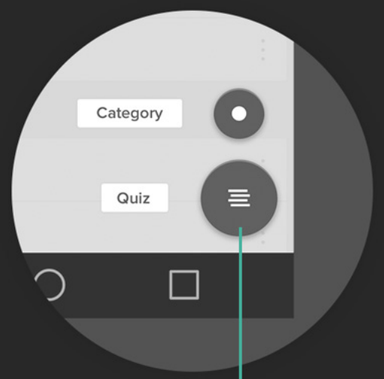
My Surveys/Categories

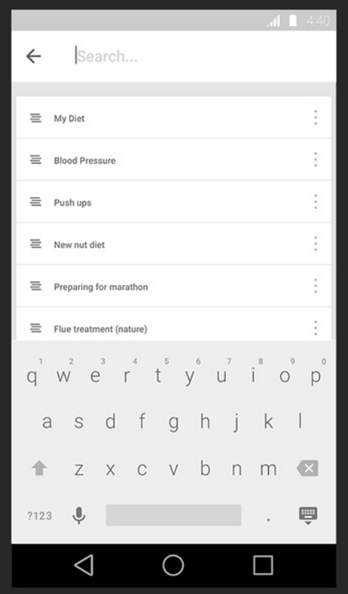


My Surveys/Favorites



My Surveys/Categories/Add





My Surveys/Categories/Search

SOURCE
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