

YSDN 4003 - Advanced Topics in Interactivity

Wireframes

Wireframes

Introduction

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>

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.

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

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.

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.

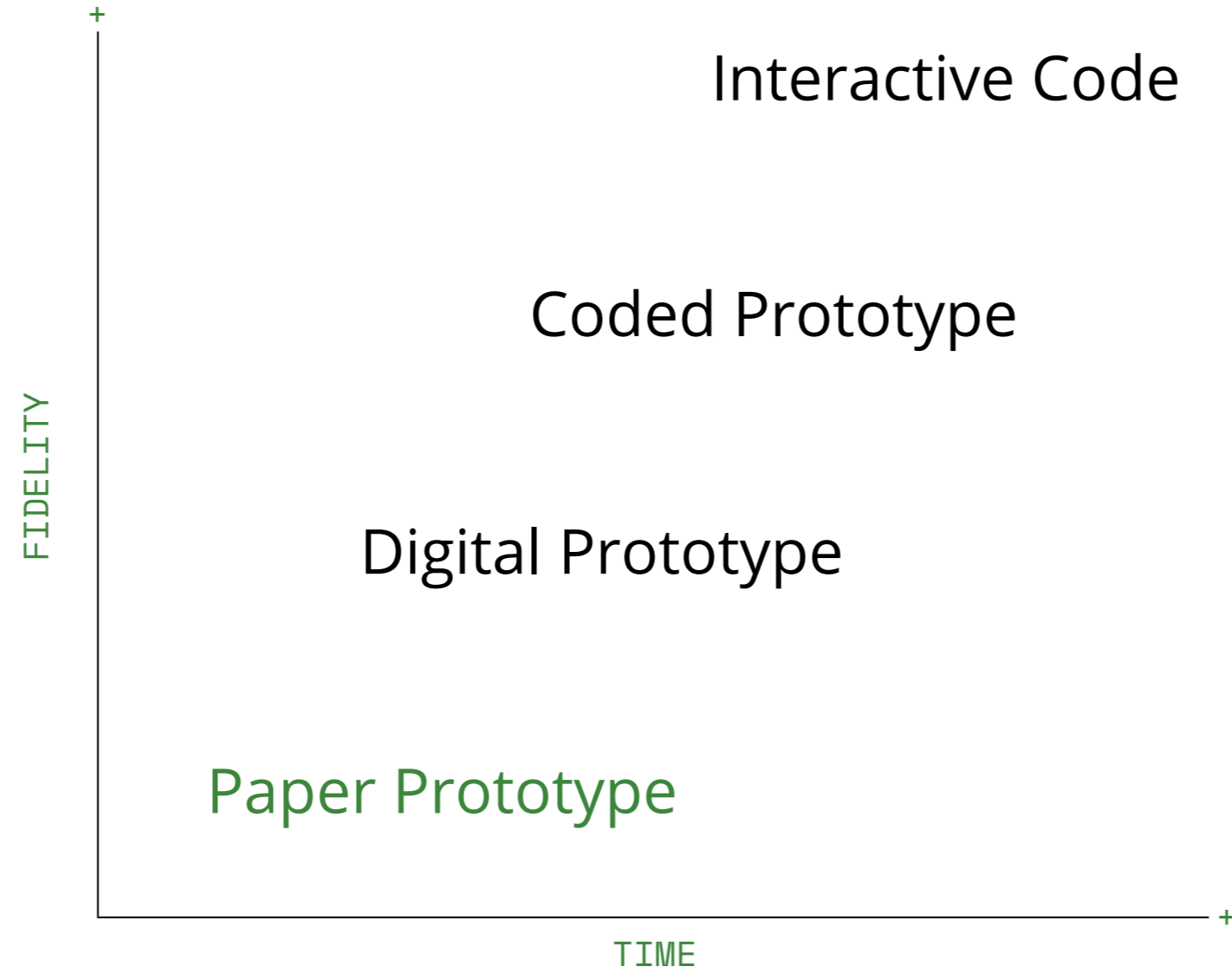
Low fidelity wireframe characteristic:

- _ 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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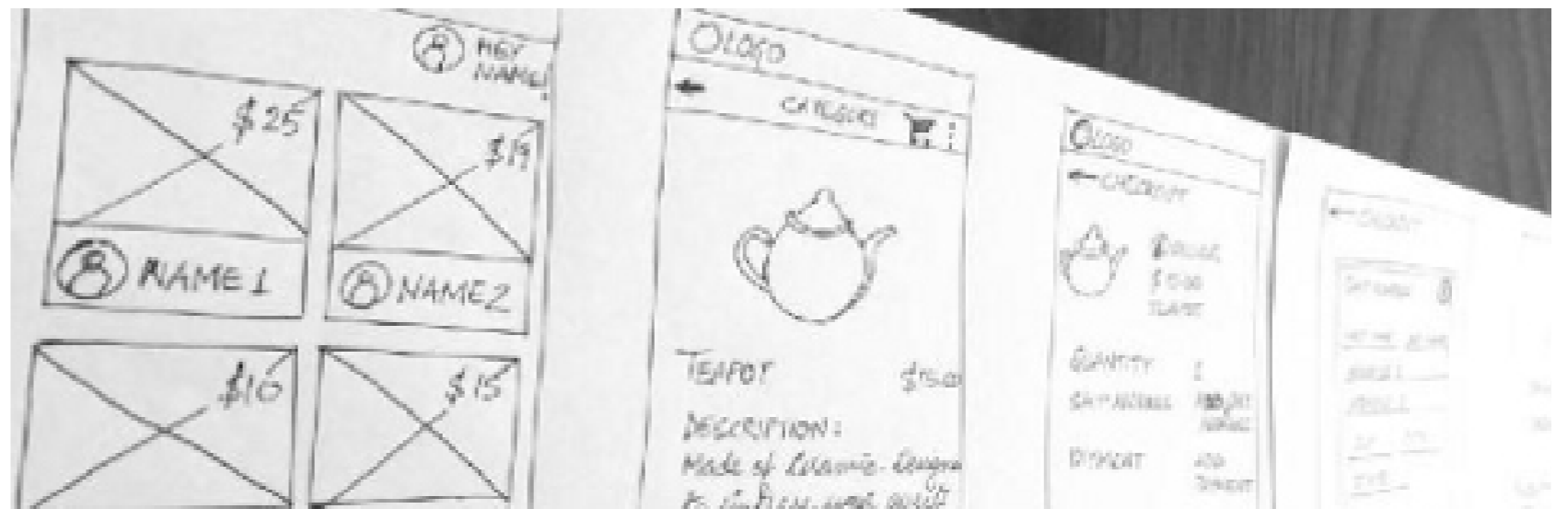
Wireframes



- **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

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.

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.

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.

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

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>



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			
Shareable Social Scorecard: TV Rankings Top US Shows Overall by Engagement						
RANK	SHOW	NETWORK	TOTAL ACTIONS	TOTAL CONTENT	ACTIONS PER POST	FANS FOLLOWERS
1	Ellen DeGeneres	Warner Bros.	6,625,225	88	76,172	73,070,608
2	Today Show	NBC	2,953,327	476	4,524	7,956,485
3	The Tonight Show	NBC	1,696,631	203	8,333	8,689,588
4	Steve Harvey TV	NBCUniversal	1,262,059	133	9,463	6,730,930
5	Entertainment Tonight	CBS	1,067,074	499	2,325	4,106,416
6	David Manning America	ABC	1,037,345	462	2,372	7,290,499
7	America's Funniest Home Videos	ABC	944,900	79	12,084	7,760,563
8	Amor	CW	940,000	40	23,515	7,849,076
9	Shane's Amazing	ABC	905,122	60	14,470	25,000,000
10	Shane's Amazing	ABC	823,140	70	11,762	1,041,004

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OUR PLATFORM

DATA-DRIVEN PLAYBOOK FOR THE SOCIAL ENTERPRISE

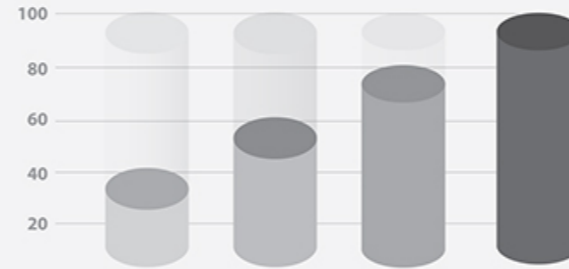
Social Loyalty™ Platform provides brands with a data-driven playbook that reveals the evolving rules, ROI factors and motivations of their social media customers – as well as the engaged fans of competitors.

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

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INDUSTRY SEGMENTATION

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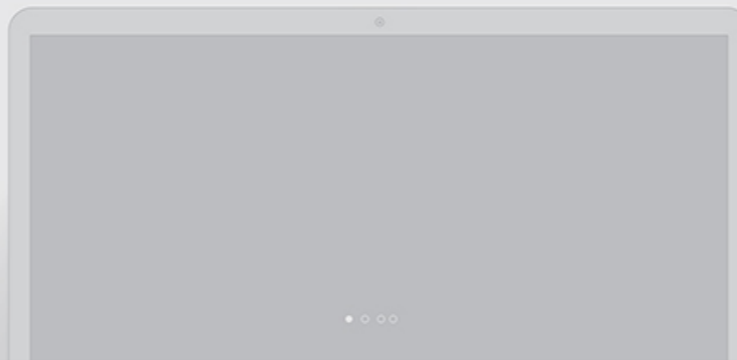


HISTORICAL PERFORMANCE

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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.



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"

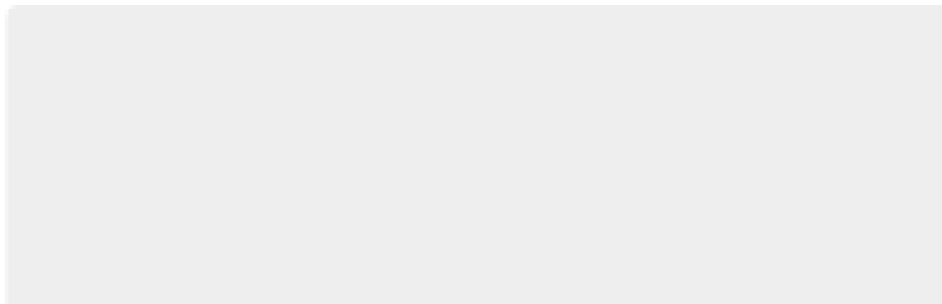
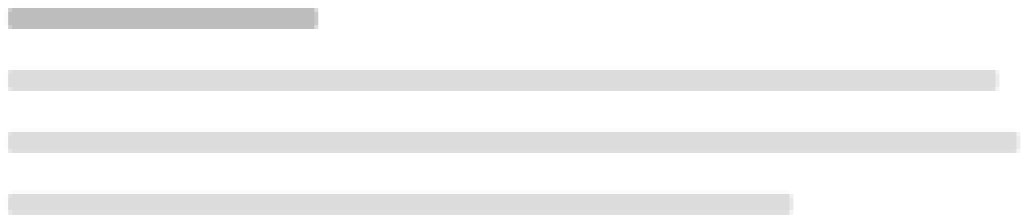
JOHN SMITH
Ebay Senior VP, Digital Media

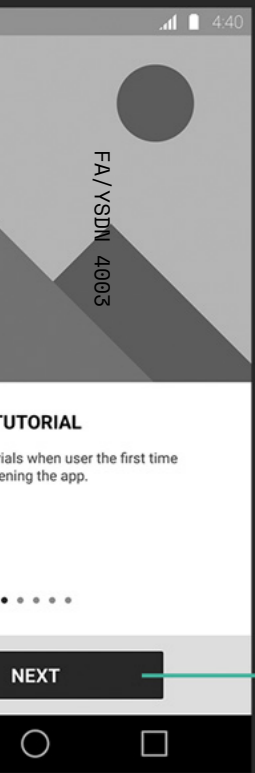
NBA ebay Comcast TIME

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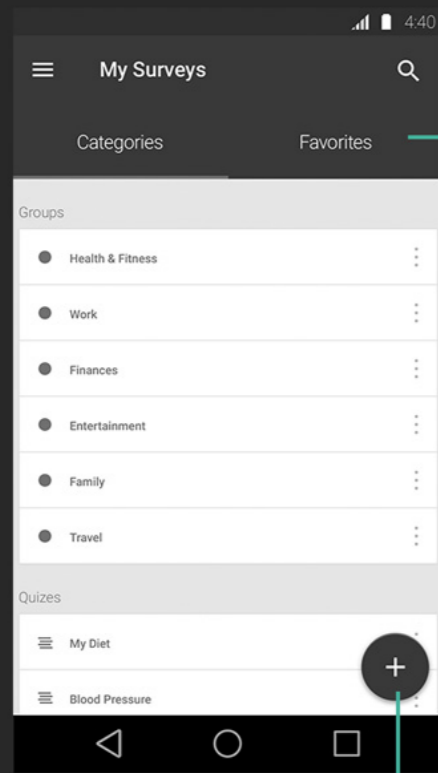
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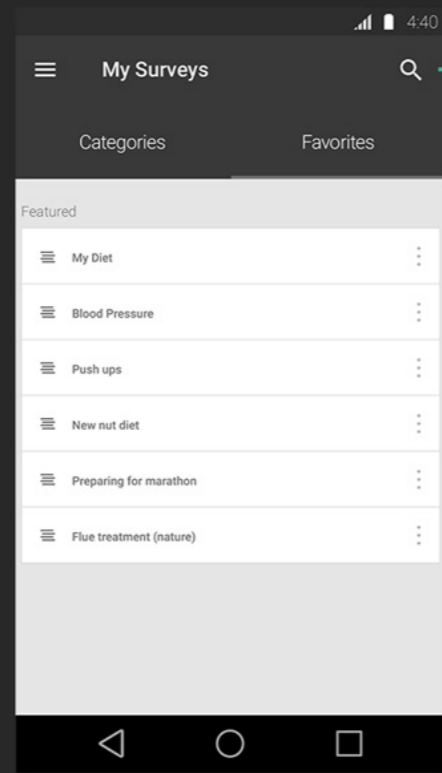




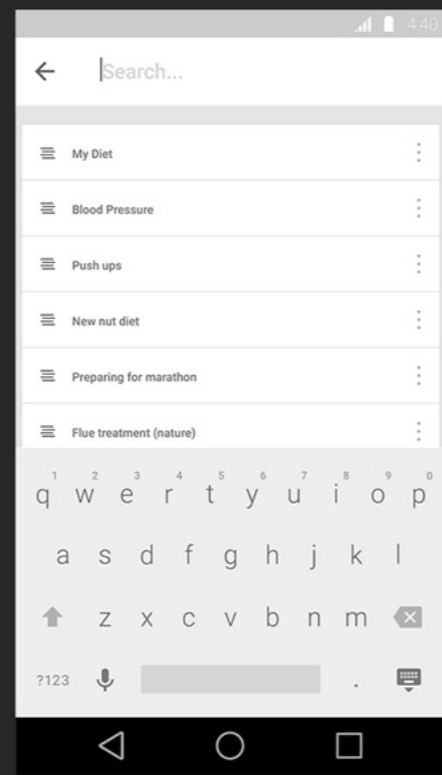
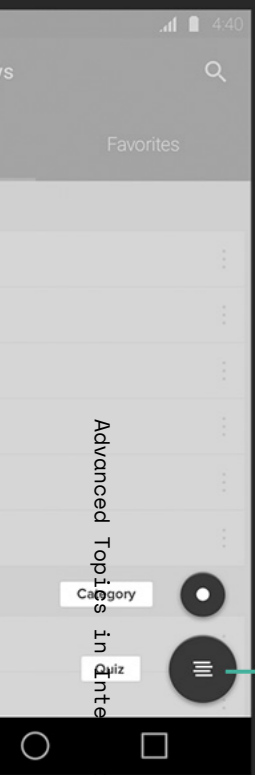
Tutorial Page



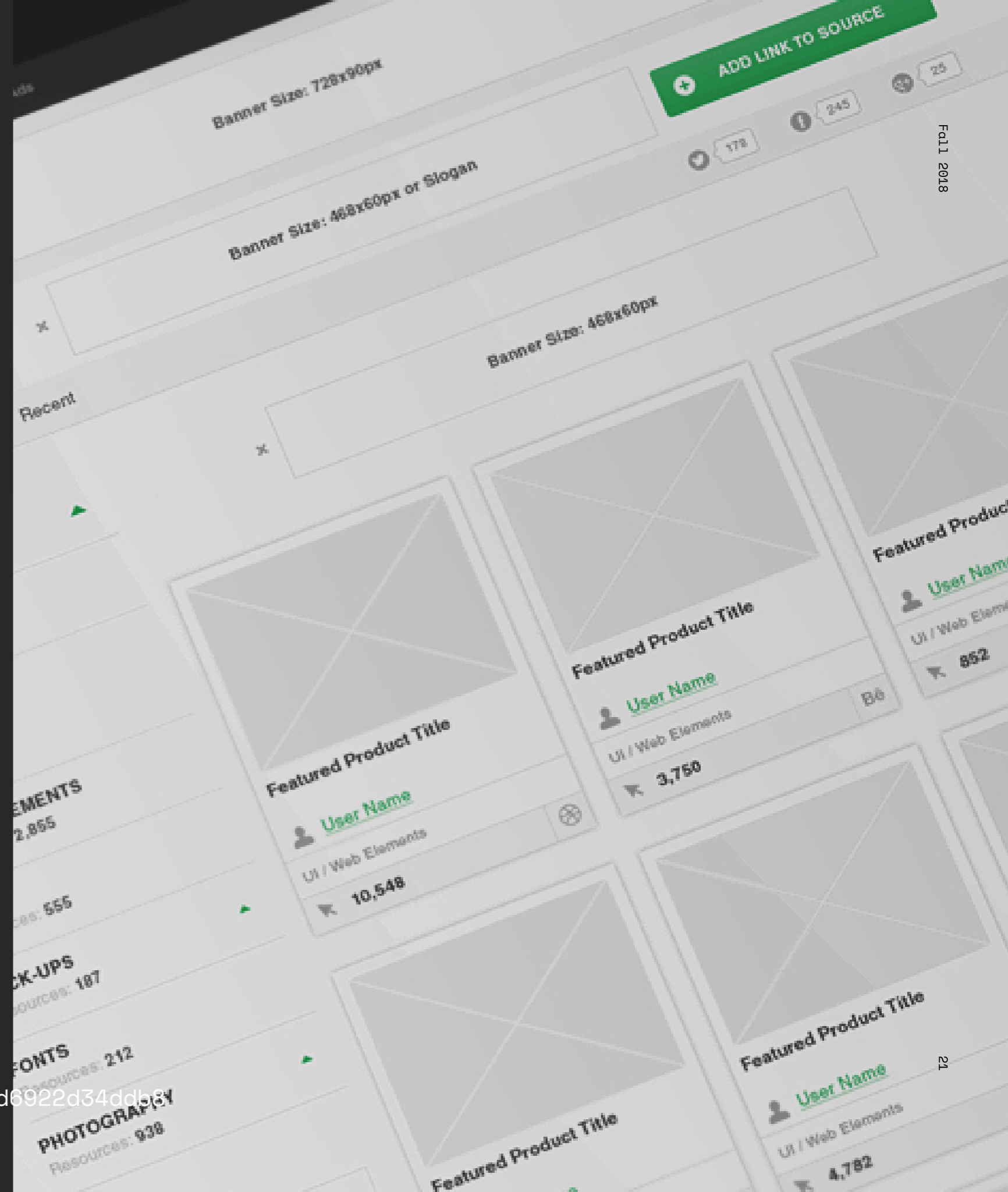
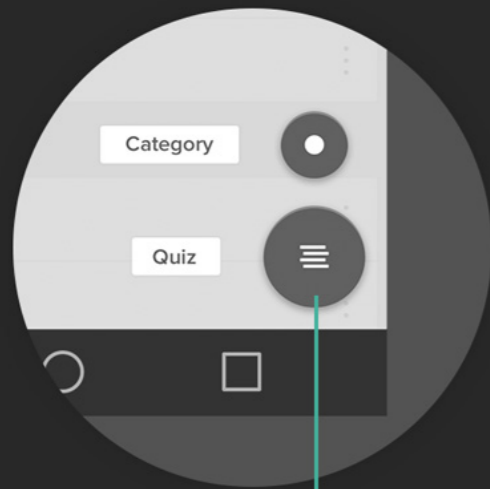
My Surveys/Categories



My Surveys/Favorites



My Surveys/Categories/Search



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