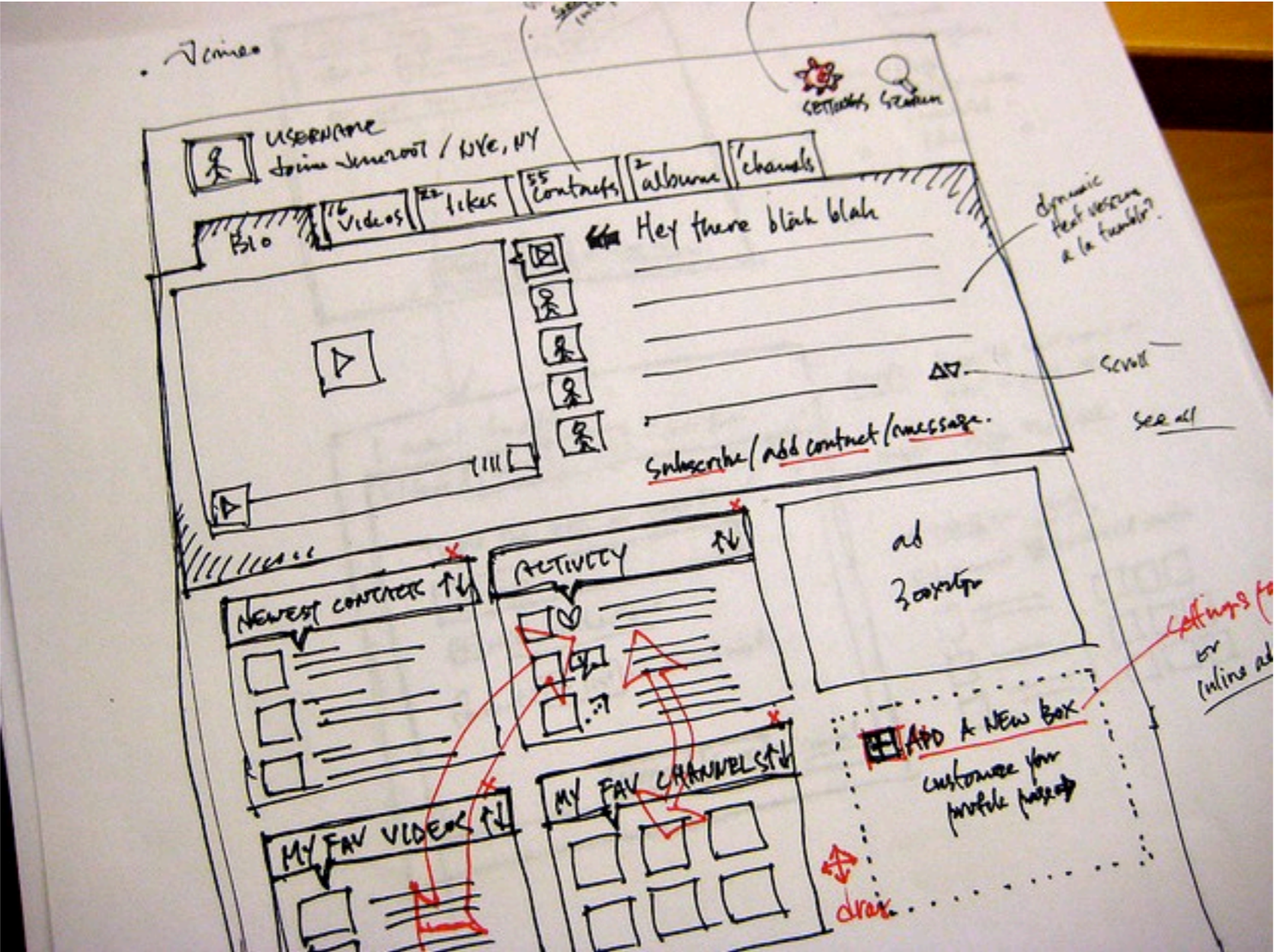


Wireframing

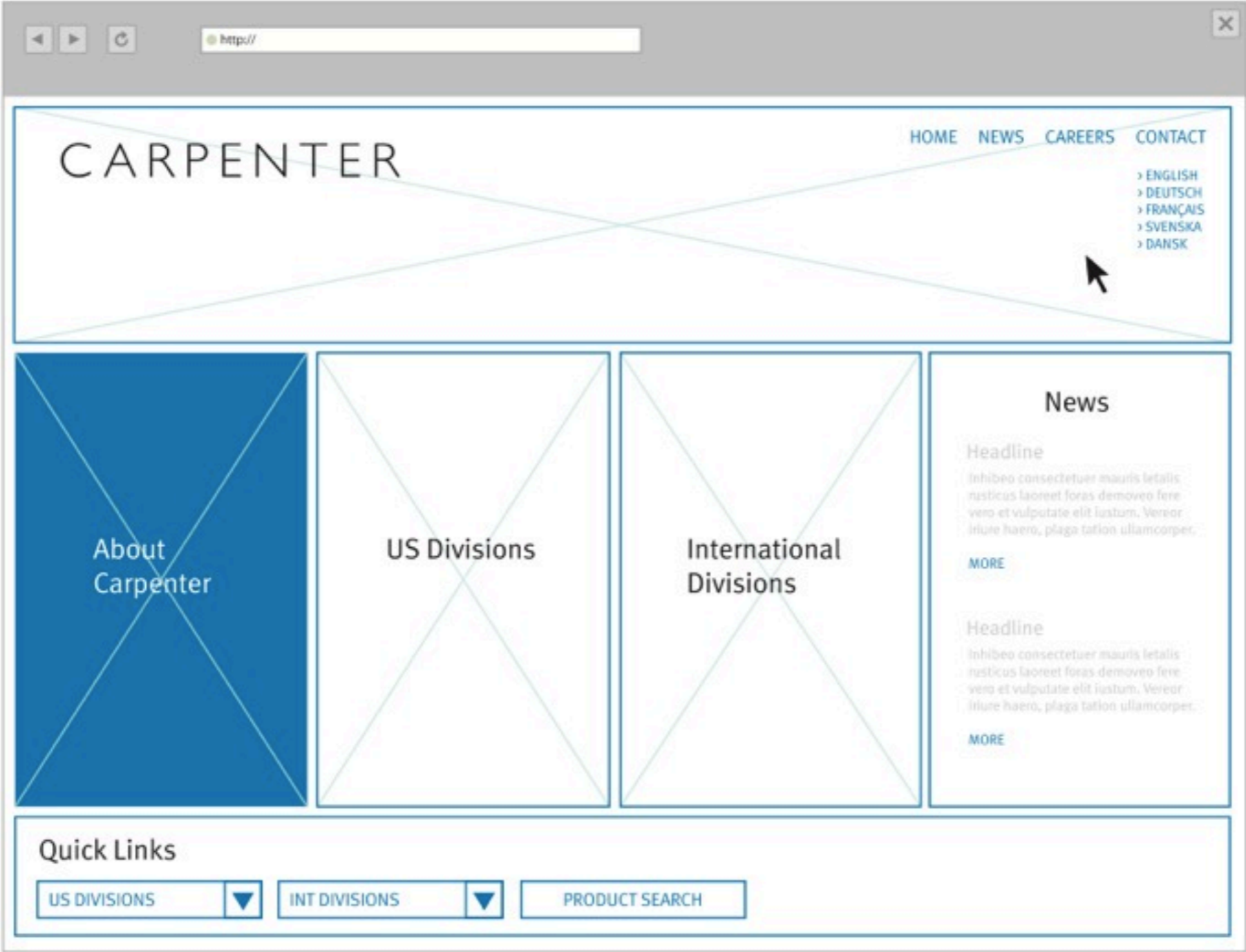
Why Wireframe?

A wireframe provides a blueprint of a web page in order to focus on functionality in relation to content.

A Paper Prototype



A Paper Prototype



Function



Appearance



Sketch



Rendering



Making a Wireframe

- Monochrome
- No images
- Use one generic typeface
- Use lines or greeking for copy blocks
- Use a box with an “x” for images
- Include the browser frame

Principles for Organization and Interfaces

Hierarchy

Hierarchical organization is the simplest structure for visualizing and understanding complexity

PRIMARY

SECONDARY

TERTIARY

TERTIARY

PRIMARY

SECONDARY

SECONDARY

TERTIARY

PRIMARY


Sequence and Navigation

Entry Point

A point of physical or attentional entry into a design

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Lollop: Lollop is a retro and cleaned up typeface that can be used for many different projects. Comes in one weight that achieves a very athletic, young and slick vibe. Use it for headlines or content, whatever works for you.

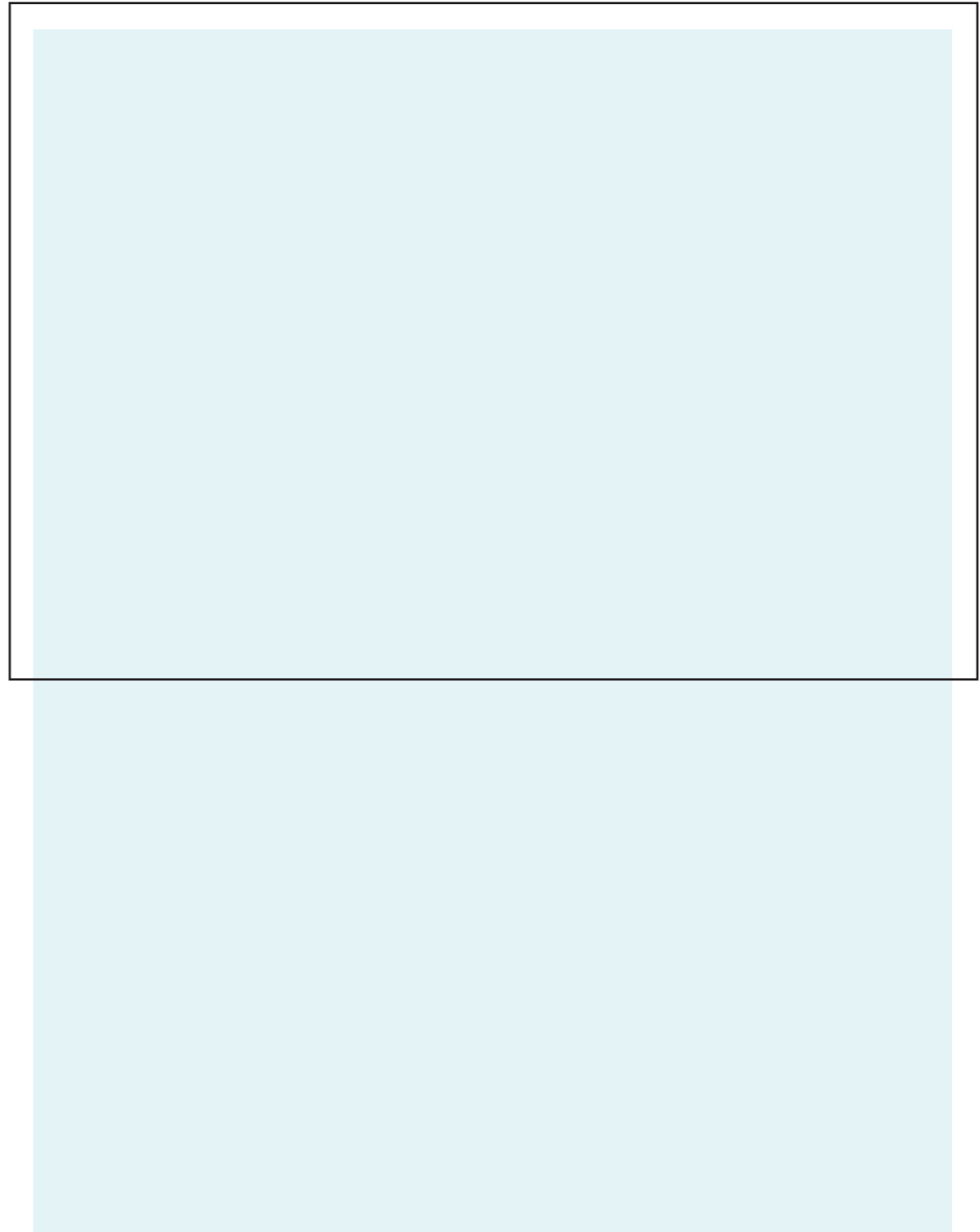
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The “Fold”

The Fold is important

The Fold is not
important



Wayfinding

The process of using spatial and environmental information to navigate to a destination



Hick's Law

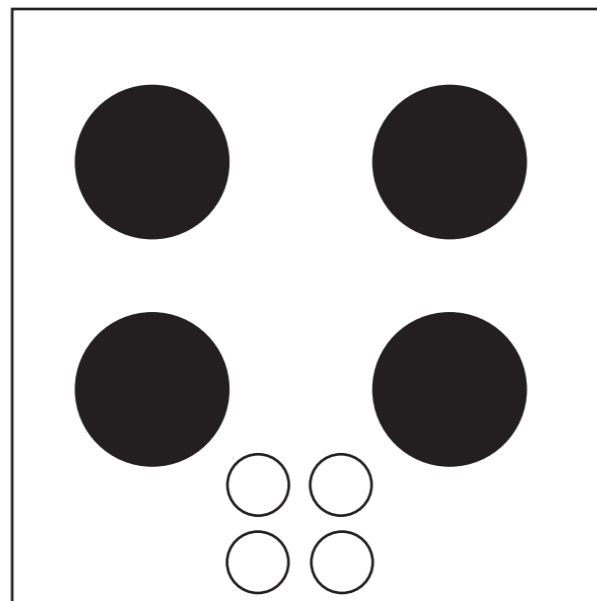
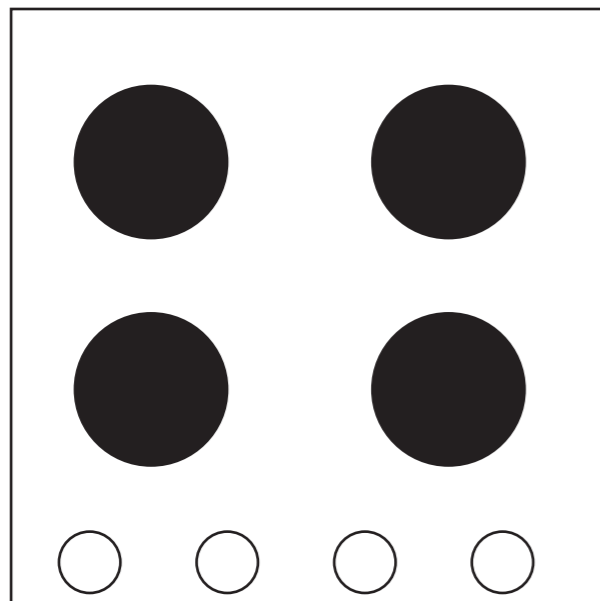
The time it takes to make a decision increases as the number of alternatives increases.

E	F	G	H	I
J	K	L	M	N
O	P	Q	R	S
T	U	V	W	X
Y	Z	1	2	3

A	B	C
---	---	---

Mapping/Proximity

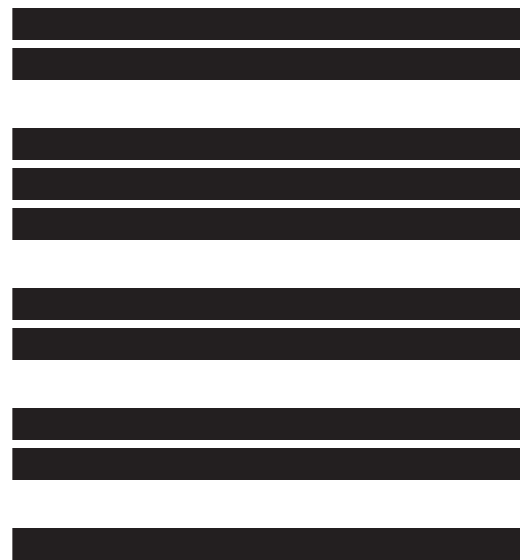
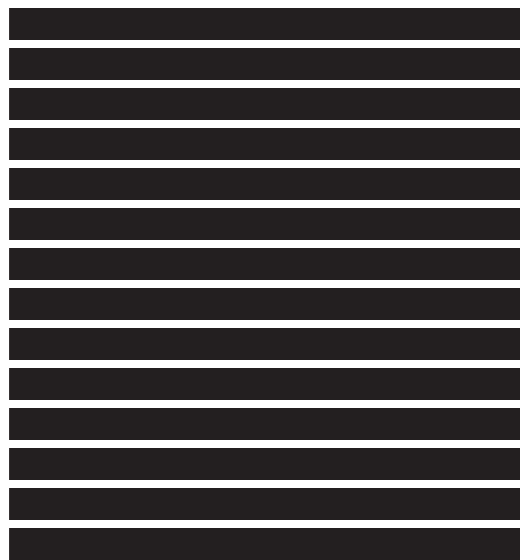
Controls relate to the object they control



Organization

Chunking

Combining many units of information in to a limited number of units or chunks, so that the information is easier to process.



Five Hat Racks

Five ways to organize information:

Category = similarity

Time = chronology

Location = where

Alphabetical = ABC

Continuum = magnitude

Ockham's Razor

Given a choice between functionally equivalent designs, the simplest design should be selected.

Progressive Disclosure

A strategy for managing information complexity in which only necessary or requested information is displayed at any given time

Drop-down menus

Consistency

The usability of a system is improved when similar parts are expressed in similar ways.