

# Wireframes.

*Creating Your Sites Framework.*

# *What They Are*

Skeletal renderings/blueprints of general content placement, and every click-through possibility on your site.

# *What's Their Purpose*

Wireframes are created for the purpose of arranging elements to best accomplish the goal of your site, whether that's conveying information or selling a product.

*The Wireframes works with all other Documentation to tell the whole story of the website and the need for it existing.*

# *What They Communicate*

## **The Content the User Expects to See.**

A wireframe should contain content that is relevant to the intended user and that they go to the website in search for. Go back to user profiles and determine what necessary content was deemed necessary by your users.

## **Priority of Content.**

The user's needs determine what goes where on your web pages, and the percentage of space that each element takes up.

Most important content should display more prominently on the screen through, placement & hierarchy. For example, **important things may be scaled larger**, and positioned **above the fold** (the first space visible on the screen when the website pops up) *vs.* **below the fold**, (the rest of the page that is only visible once you begin to scroll), and positioned on the **left side of page/screen** where it is typically seen first *vs.* **right side of page/screen**.

# *What They Look Like*

Simple black and white drawings that show the placement of elements on a web page.

## **You'll be using:**

*Real content text* for main navigation items, sub navigation items, page titles on subpages, headings and subheadings (including header and footer links), to convey placement of sections/subsections of a site.

*Mock lorem ipsum* for paragraph text to avoid getting caught up in content details at this early planning stage.

*Notes may be added to wireframes to explain features or functionalities not apparent in wireframe layout.*

# *Anatomy of a Wireframe*

## What gets included in a wireframe?

- > Company Logo: Can just be represented by a box
- > Navigations Button for users to visit the main sections of your site (indication of selected state when necessary).
- > Sub-Navigation Items to visit subsections of your site (indication of selected state when necessary).
- > Page Titles: For clearly identifying the subpage we are on.
- > Universal Nav Items in Header such as: Search Boxes, User Logins
- > Footer Options: Social Media Icons, Other Links
- > Content Areas: Where will your different sections of content appear?
- > Other areas identified as critical to your website
- > Notes to understand key features and functionalities

# *Who Uses the Wireframes*

ALL project stakeholders, but particularly:

Project Team Members

- > Designers
- > Developers
- > Engineers
- > THE CLIENT!

# *Why We Need Them*

Wireframes Identify the “Whats & Wheres?” of your website. If not identified early enough, others end up asking “Why?”

- > Why is that there?
- > Why are we missing a key feature/content?
- > Why is this not code-able?

*and as a result....*

- > Why are we now over budget?
- > Why did we not deliver on time?



## *When Are They Made?*

Generally done towards the beginning of a website project, but after, and sometimes simultaneously with site map as need for new content is discovered.

But **ALWAYS** done **BEFORE** a design is executed and before a single line of code is written!

**Why?** *Because it is much easier and faster to restructure a wireframe than designed elements or re-write code later.*

## *What It Means to Your Client?*

Allows your client (and yourself) to focus on layout and organization/inclusion of content without the distraction of color, type and other design elements.

It gives them the “Big Picture” of your website vision and allows them to provide input.

# *Benefit*

Begins the site design process in a way that allows for high levels of input and in a way that is easy to create and modify.

# *Risks If Skipped*

If wireframing step is skipped in the site development process you risk the following:

- > Budget
- > Client Buy-in
- > Schedule
- > Project Success

## *Why is this so?*

- > Developers can identify potential issues before development commences which saves time and money NOW instead of reworking designed & programmed content LATER.
- > Allows insights from all parties and enables easy adjustment on what to change and how to improve user experience.

# *Beware: Pitfalls to Avoid*

## *Getting bogged down in content*

- > Actual content is sometimes helpful, but not necessary stick to real content only for main navigation, sub-navigation, headings, subheadings, page titles (on subpages) and universal and footer items.
- > Roughly estimate the amount of content needed for each section and use lorem ipsum for paragraph text.

## *Getting bogged down in color*

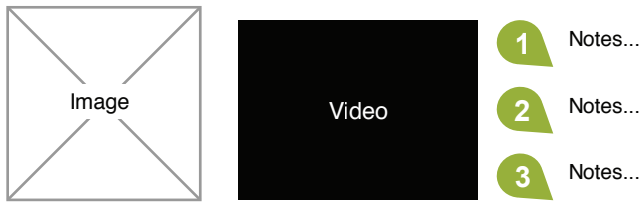
- > Keep it grayscale. Color can drive discussions in unnecessary ways you never intended.

*Eg. "Why is that Red?"*

## *Putting too much information on a single page*

- > Prioritize your Information
- > Rework Site Map, as necessary.  
*(Example: If you've noticed you need a new page to accommodate content that isn't going to make it the page and you need a new page, then make sure to adjust site map as necessary.)*

Whether a client, stakeholder, or new to the wireframe world, here's a quick rundown of how to make sense of it all.



**1 Visual vocabulary**  
Familiarize yourself with certain wireframe standards such as those for images, video, and drawing attention to certain areas. Some are in your template file.

**2 Logos & Branding**  
Logos will usually be represented the same way as images, a box with a "X" through it, and a text description inside.

**Color**  
Other than links possibly being colored differently, most color and visual design elements are left for the later visual design stage. Use black and white only. Even for button links.

**3**

**4 Hierarchy**  
The importance or hierarchy of the information on the page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

**5 Links**  
Links are represented most often as blue, underlined text. But you can eliminate all color if you prefer.

**Layout**  
All of the elements listed above, keeping in mind whitespace, grid, readability, and hierarchy, collectively make up the overall page layout.

**6 Text**  
Text in the wireframe will either be represented by actual copy, or by placeholder text such as Lorem ipsum, sometimes referred to as "greeking". Instructions on this are provided in this lecture.

Now that you have taken a look at the wireframe, here are a few things to keep in mind when giving feedback.

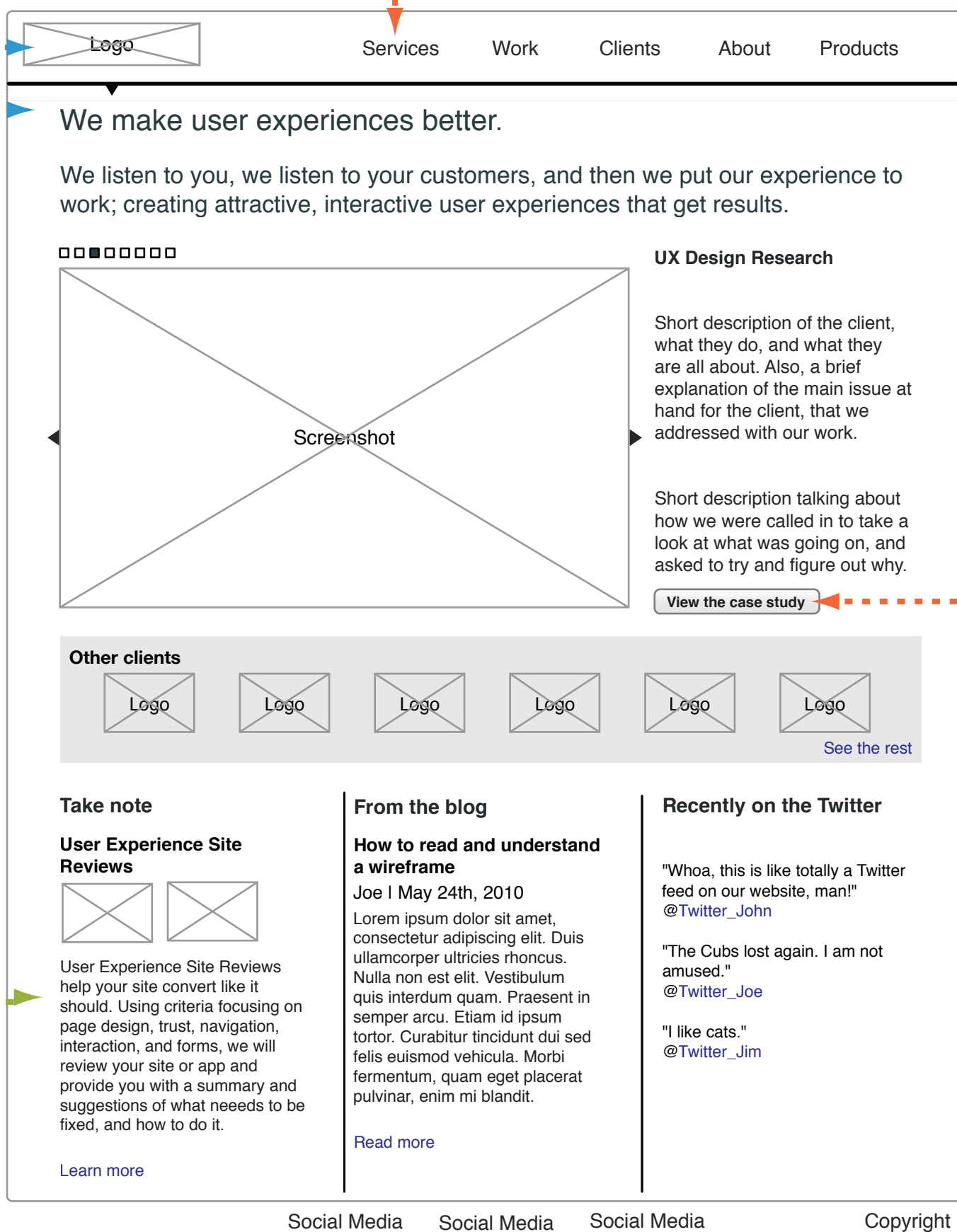
**1 Goals**  
Does the wireframe address the business and creative goals set forth in the design brief? You should be able to say whether or not both have been addressed with the wireframes. If not, now is the time to make changes so they are.

**2 Visuals & Branding**  
Do the wireframes have too much visual detail? You should avoid focusing on visual design elements including colors, fonts, or other stylistic treatments at this stage. Evaluate branding issues based solely on content since the visual design stage will address this more fully.

**3 Navigation**  
Does the navigation represent all of the appropriate pages? You should keep in mind how the user might orient themselves and move through the site, as well as how findable content is. Focus on placement, language, and sizing of navigation elements.

**4 Page Purpose**  
Is the primary purpose of the page unequivocal and clear? You should be able to say what the page is for in one sentence or less. This may be positioned elsewhere like in header or feature image but it should be clear. For subpages, make sure you have a title to identify what page we are on clearly.

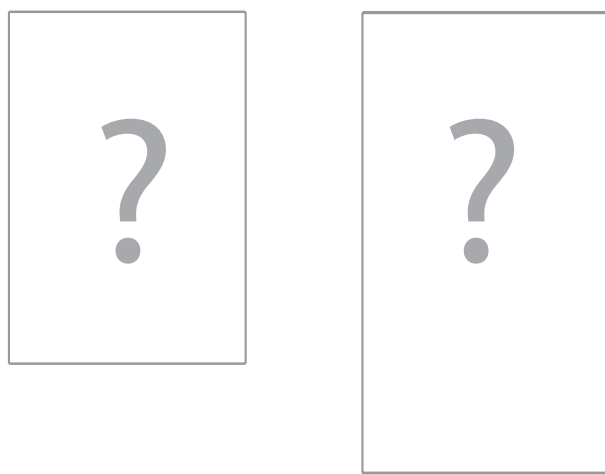
**5 Content**  
Is the wireframe content appropriate? Consider whether the content is grouped correctly with surrounding information. Since we are using mock text for the paragraph text, consider issues such as placement and what content might replace the text from your actual website. Also keep in mind whether images, videos or other content is correctly placed and make sense for that area consider the actual content you will need for that area.



**7 Layout**  
Are the wireframe elements in the proper place? Consider element placement with respect to one another, focusing on whitespace and readability, the amount of text and graphics, and the hierarchy of information.

**6 Calls To Action**  
Is it clear how the user will interact with the page? Consider how the site invites and responds to user actions. Observe calls to action, keeping in mind their format (buttons vs. hyperlinks), and the destination or result of each.



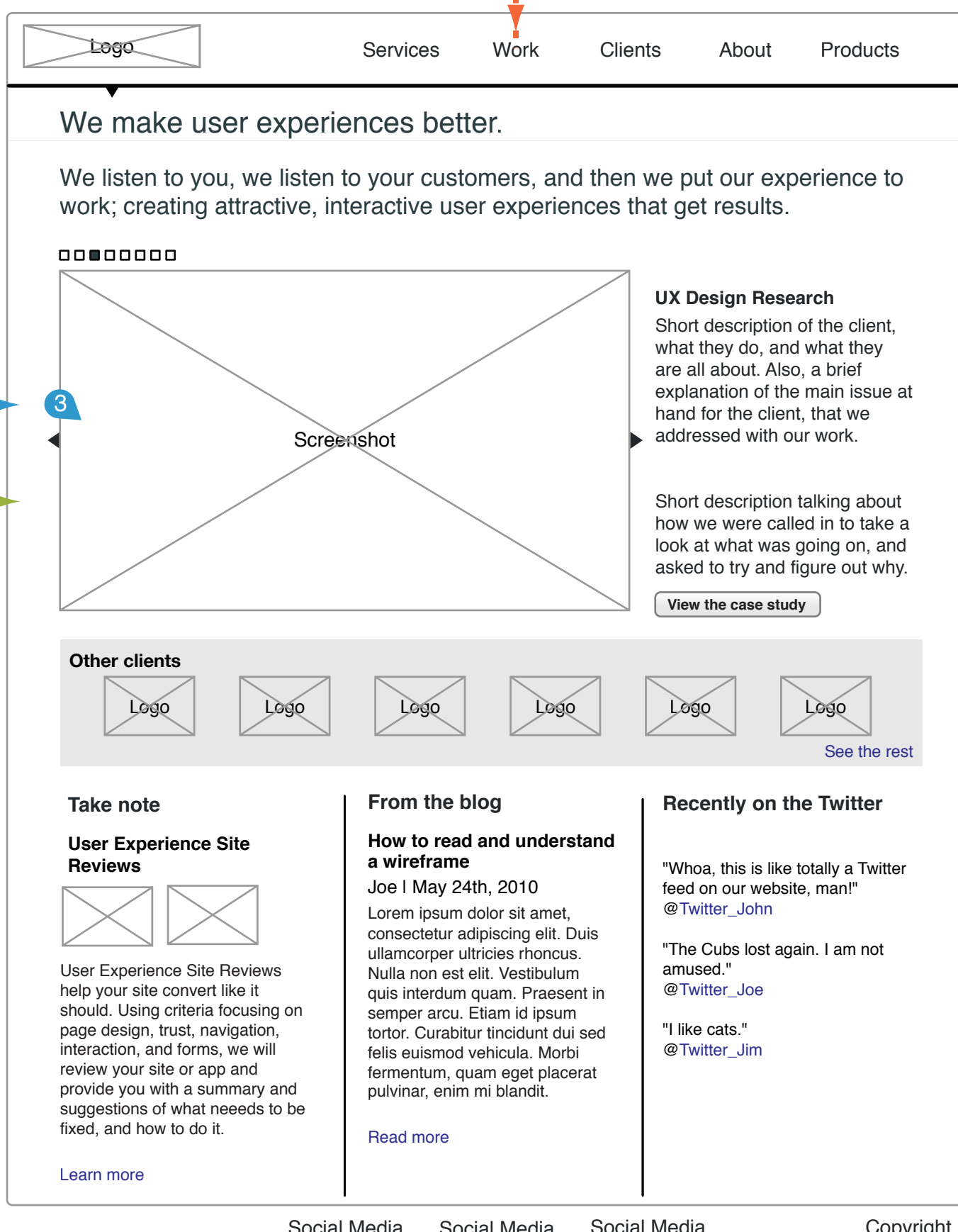


## 1 Page type

Determine what type of wireframe you will be creating based on the type of site you plan to create: Single Long-Scrolling Page vs Traditional multi-page site. Make adjustments to provided template page length as necessary, but keep the same width and use the 960 grid.

## 2 Navigation

Decide which pages your navigation will represent, as well as the language you will use for navigation elements. Focus on the language and placement of secondary, tertiary, header and footer navigation elements if appropriate. Also keep in mind element size and how it ties in with the overall hierarchy.



## 3 Annotations

Use annotations to describe the content, interactions, layout, and any details that cannot be visually represented. Annotations can refer to larger areas of the wireframe, or the individual elements that make it up.

## 4 Content

Use appropriate content for the wireframe. You will be using **real content text** for main navigation items, sub navigation items, page titles, headings and subheadings (including header and footer links) to convey placement of sections/subsections of a site. However, **mock lorem ipsum** should be used for paragraph text to avoid getting caught up in content details at this early planning stage. But always consider the amount and type of content you actually have or plan to develop and need to put on the page. Then focus on placement, and the hierarchy of the information being presented and appropriately grouping of similar content.

Note: Sub-Pages should indicate selected state in navigation clearly specify page title, to clearly indicate what page we are on.

## 5 Color

Stick to black and white (grayscale) only. Blue color may be used for underlined text links if anything. Not even button links should be colored.

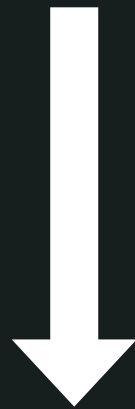
## 6 Layout & Consistency

Keep in mind layout issues such as readability, white space, and overall hierarchy when placing elements within the wireframe. Use grid to create consistency in sizing and placement of elements. Use the same shapes/image placeholders for similar elements or interactions throughout the pages.



# Wireframe

*Examples*



SEARCH

# MORI ART MUSEUM LOGO

ART AND LIFE IN THE 21ST CENTURY

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ACCESS + ADMISSION

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## MUSEUM & EXHIBITION SLIDESHOW



PHOTO

### CURRENT EXHIBITION

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### MAM PROJECT 018

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### MEMBERSHIP PROGRAM

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#### MAM OPENING HOURS

Every day except Tuesdays: 10:00-22:00  
Tuesdays: 10:00-17:00

Admission until 30 minutes before closing.

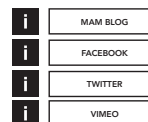
\*The above hours are subject to change for each exhibition. Please confirm the opening hours on the website for each exhibition, links to which are accessible here.

\*Opening hours are also subject to change when special events are held.

\*As there is no permanent exhibition, the Museum is closed to the public when no exhibitions are being held.

#### MAM LOCATION

MORI ART MUSEUM:  
ROPPONGI HILLS MORI TOWER (53F),  
6-10-1 ROPPONGI, MINATO-KU,  
TOKYO, JAPAN  
Tel: +81-3-5777-8600 (HELLO DIAL)



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Monument for Nothing

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MAM PROJECT 018  
Yamashiro Chikako

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DISCOVER MAM  
There's so much to do

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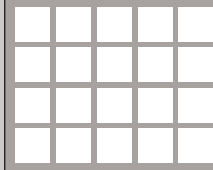
## PHOTO SLIDESHOW

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### VISITOR INFO.

MORI ART MUSEUM  
IS **OPEN** TODAY  
FROM 00:00-00:00

#### CALENDAR



&lt; PREVIOUS

NEXT &gt;

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#### AIDA MAKOTO

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### MAM PROJECT 018 PHOTO

#### MAM PROJECT 018

##### Yamashiro Chikako

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