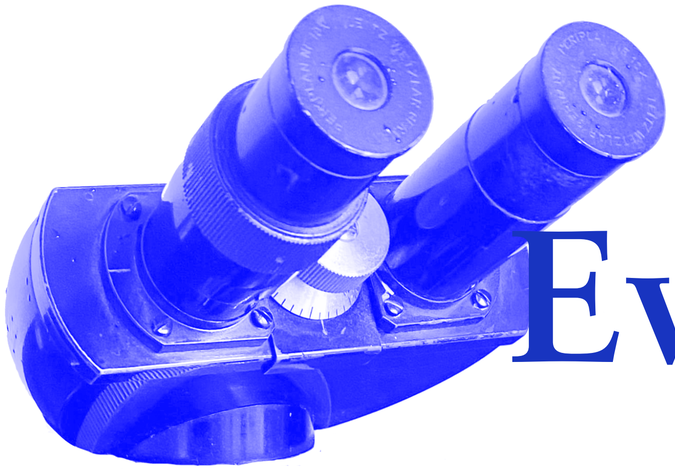
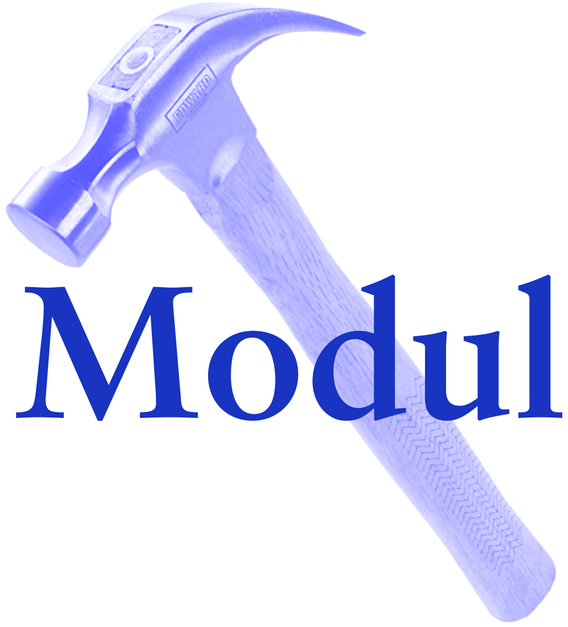
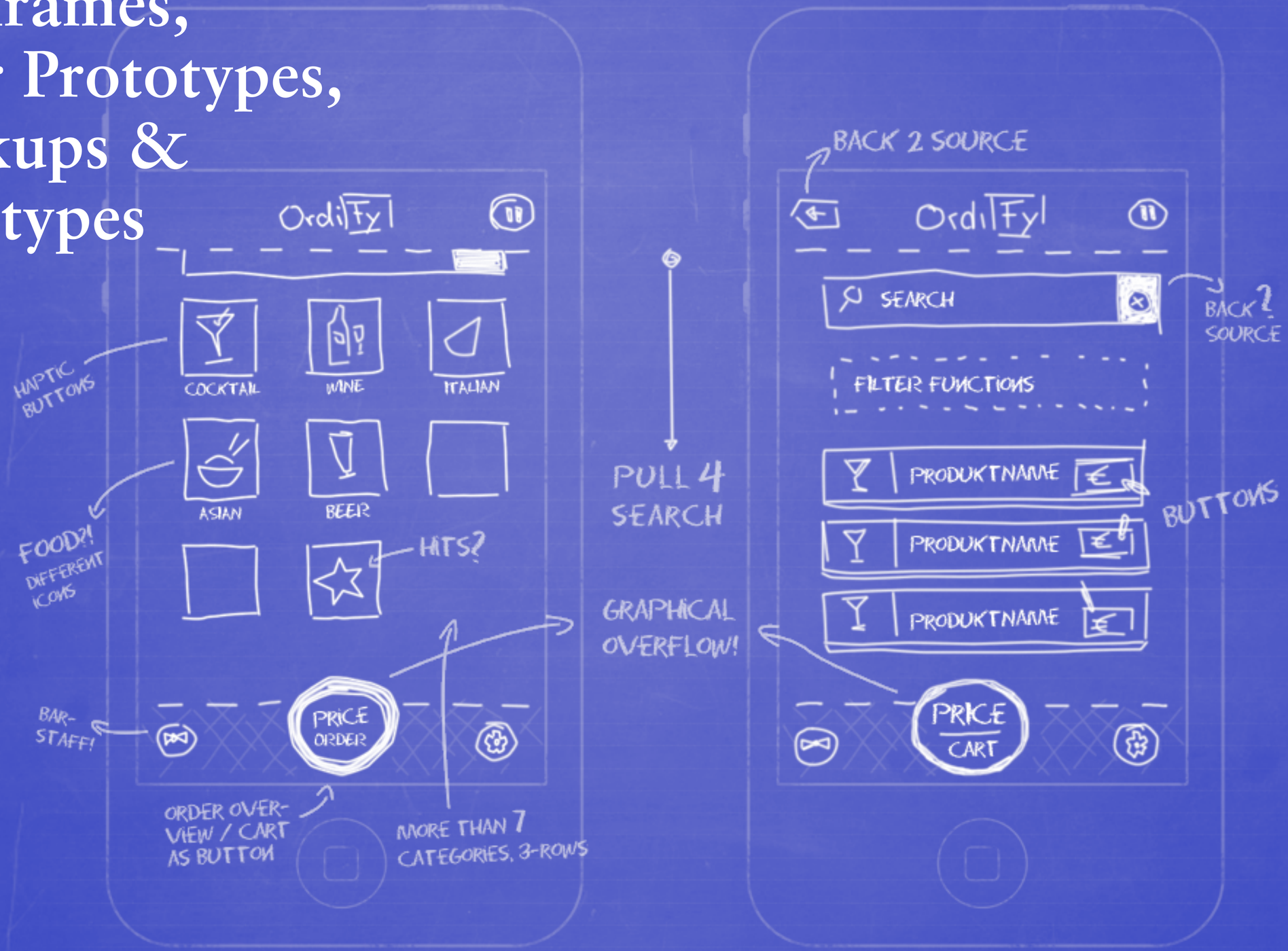
Jürgen Späth





Evaluate Module

Wireframes, Paper Prototypes, Mockups & Prototypes



Wireframe

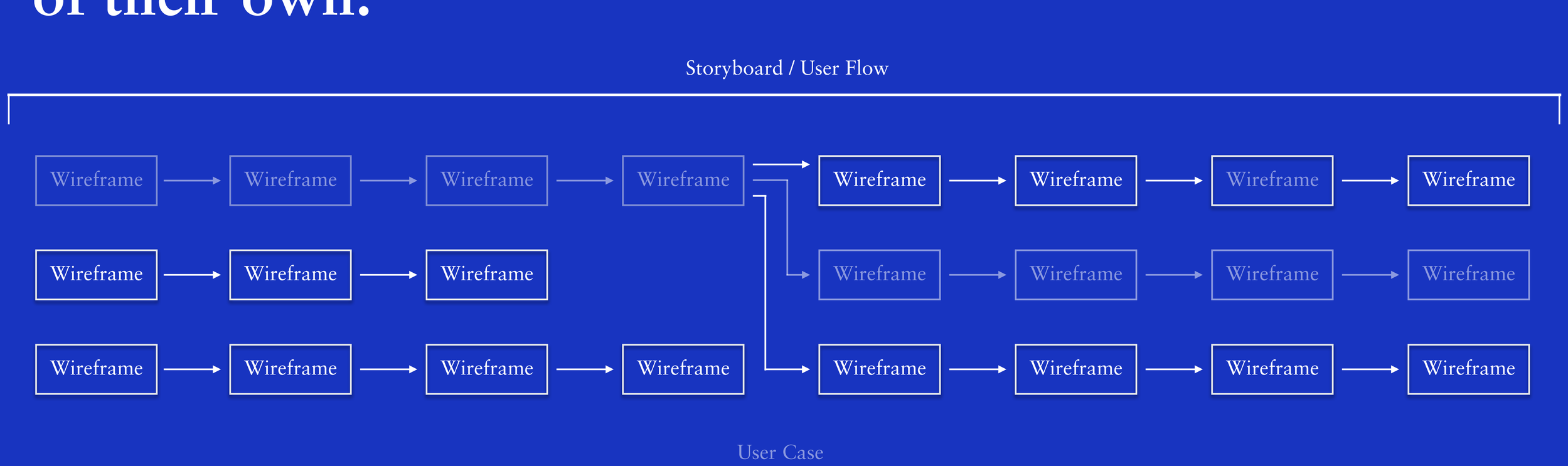
Wireframes are the foundation of the design that everything else is built upon.

They are black and white depictions that rely heavily on grey boxes and text to represent what a product will look like.

They are low fidelity and quick to create and are often used in brainstorming sessions. Creation can be done using paper and pencil, a whiteboard, or in a product management tool.

Source: www.aha.io

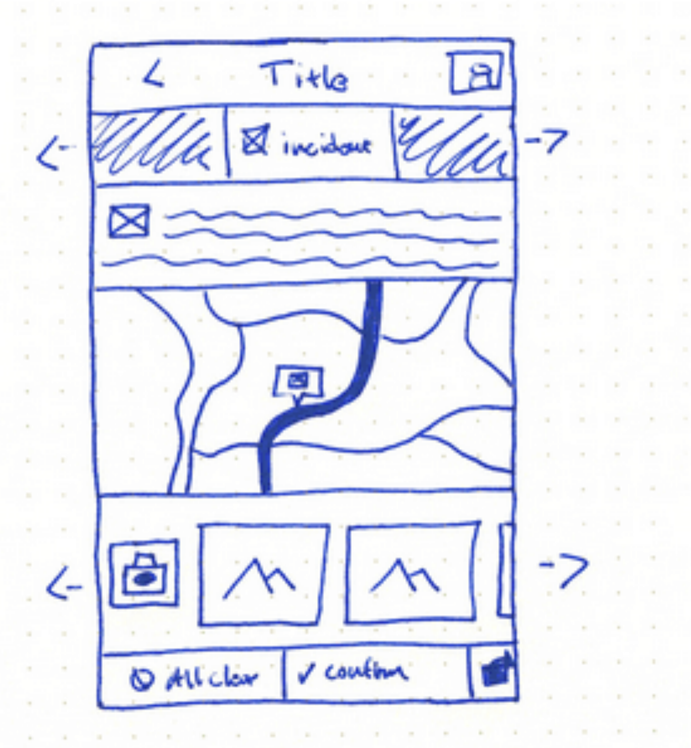
The term „Wireframe“ is mainly used in Web design.
It refers to the arrangement of packets of informationen on a screen. When we put several wireframes one after the other, we get a „Storyboard“.
The user flow leads us through several wireframes, including possible branches. Most branches are use cases of their own.



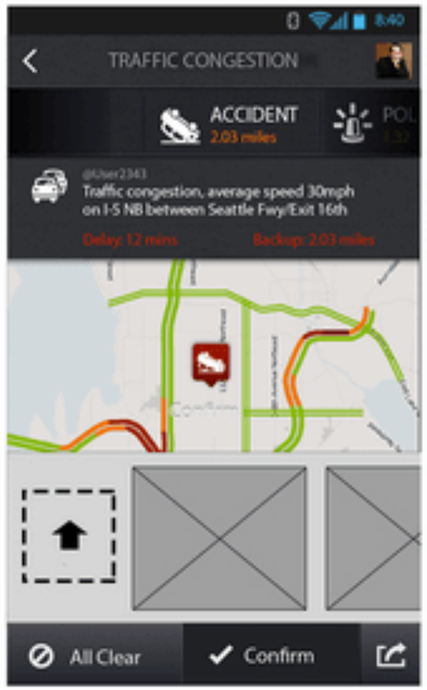
Source: Digital Innovation Playbook

Pencil vs. Pixels

Sketch



Low-Fi



Hi-Fi

Source: Nielsen Norman Group

Source: Nielsen Norman Group

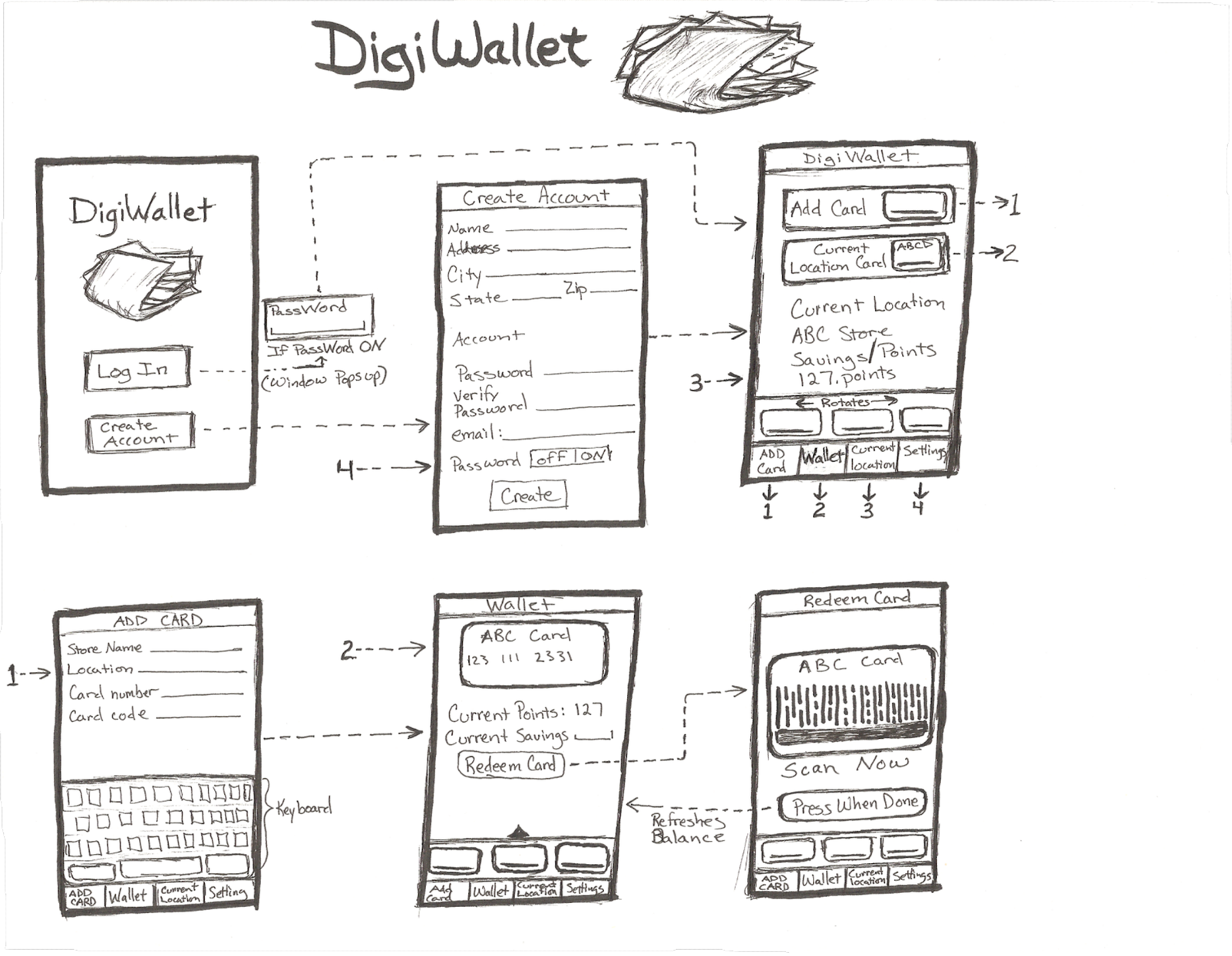
The first sketch

First you should make a rough sketch of your app idea. Do not draw too small or very concrete elements.

The first step is to get a rough idea of how your app is structured.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

The first sketch



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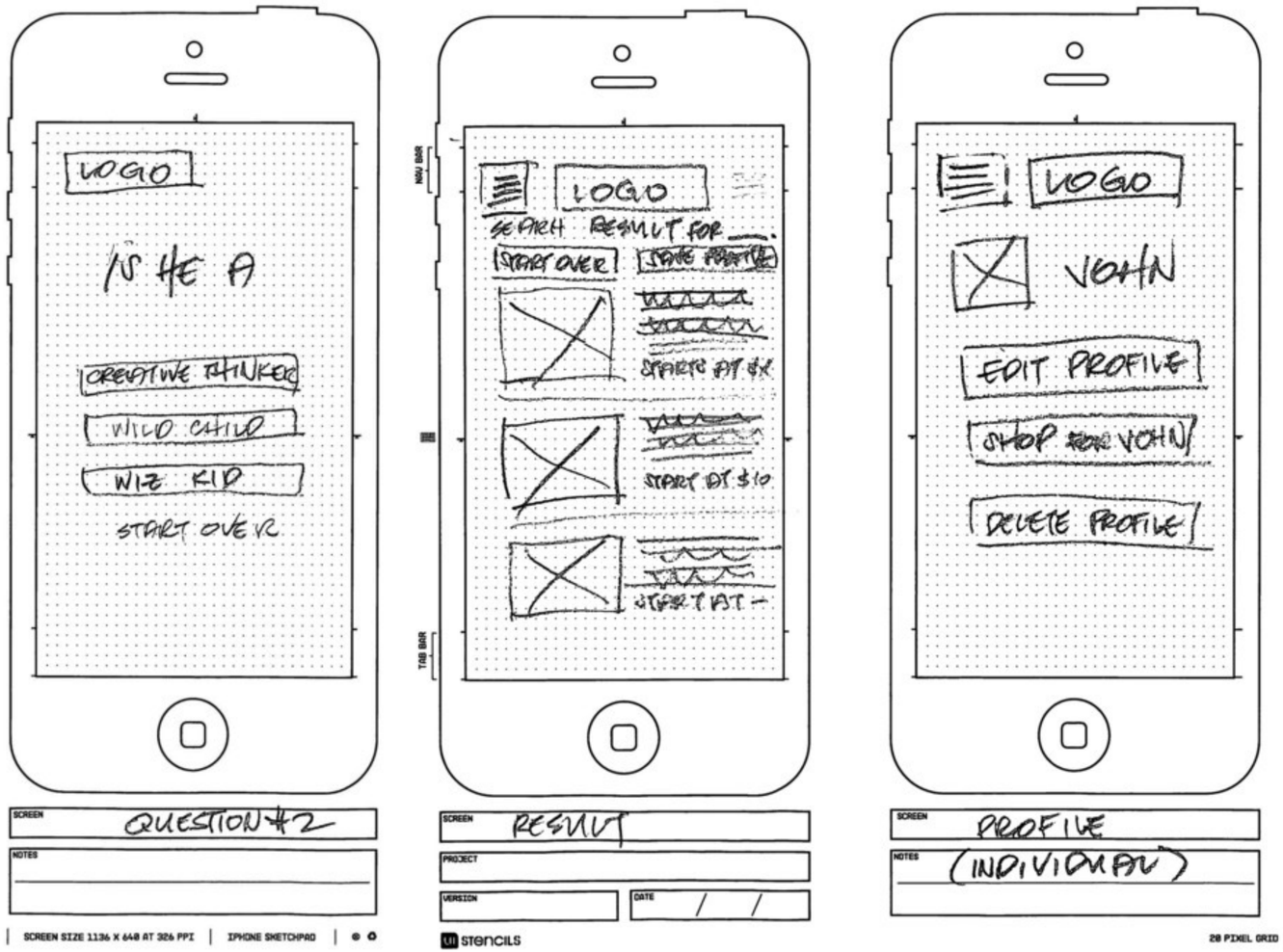

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The first sketch

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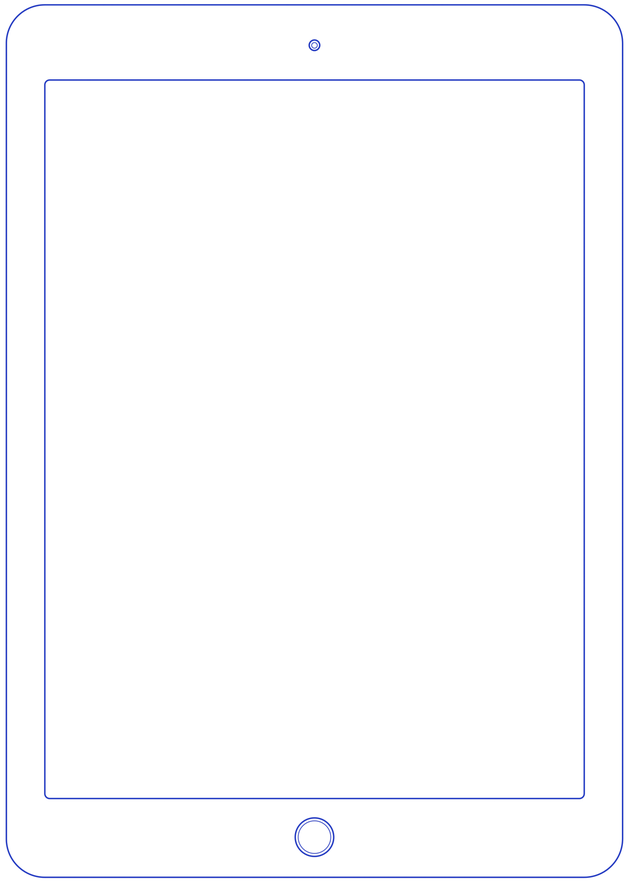

We believe your ideas are worth sketching. Sketchize © 2018

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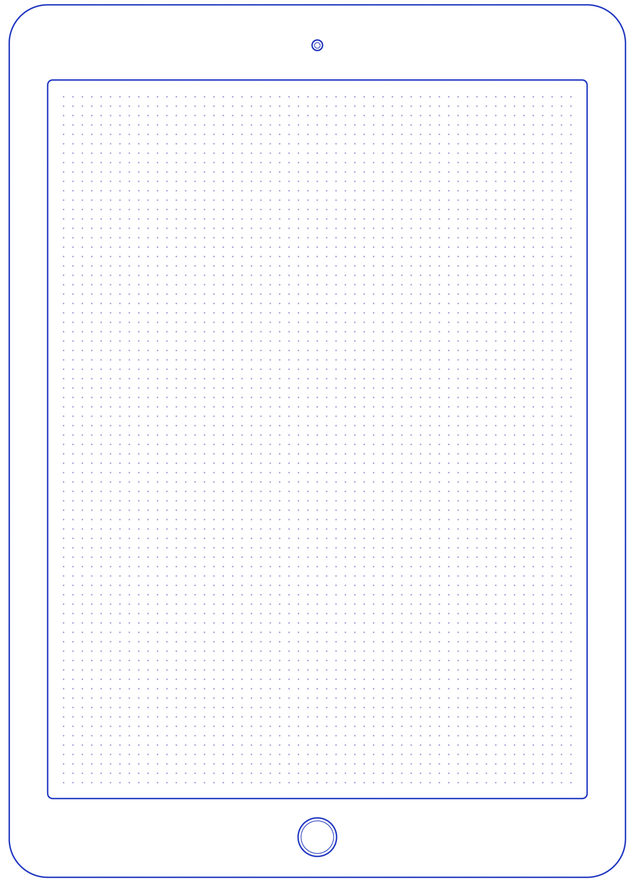


We believe your ideas are worth sketching. Sketchize © 2018

Source: www.sketchize.com

Sketch main screen

First sketch the screen that should appear after opening the app.

It is the central point of contact from which all other screens branch: settings, profile, etc.

The main screen is constantly expanded with content while working on secondary screens.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

Sketch secondary screens

Sketch all necessary secondary screens.

For processes all screen situations are shown.

Try not to take the number of screens as a measure of the UX.

When mapping processes, you should try to shorten the paths that the user has to take if possible, but so that usability does not suffer.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

Wireframe

Wireframes focus on the screen architecture and do not yet include color, typography, images or graphics.

Wireframes are the blueprint for aesthetic design.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

Wireframe

A well-designed wireframe should provide information about the following contents:

1. Structure: How do the individual screens relate to each other?
2. Content: What shows each screen?
3. Information structure: What is the underlying navigation structure? How the information is organized and presented?
4. Functionality: How does each screen work?
5. Behavior: How does the user interact with the screen? And how does this screen behave?

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

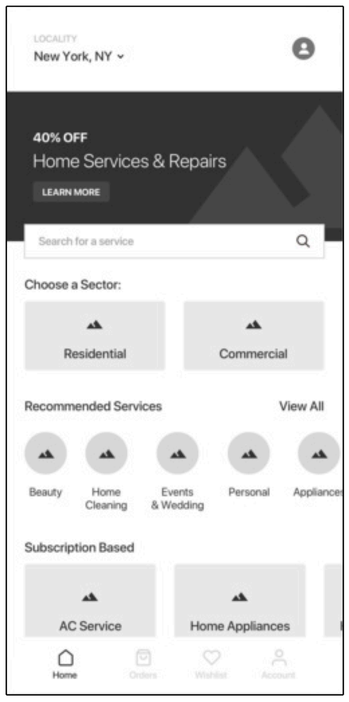
Wireframe

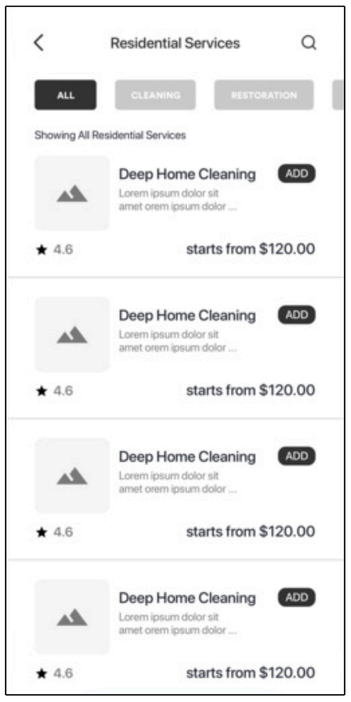
Wireframes are not representatives of visual design.

The wireframe is about finding out whether the functionality and the correct user guidance in the applications is guaranteed.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

Wireframe





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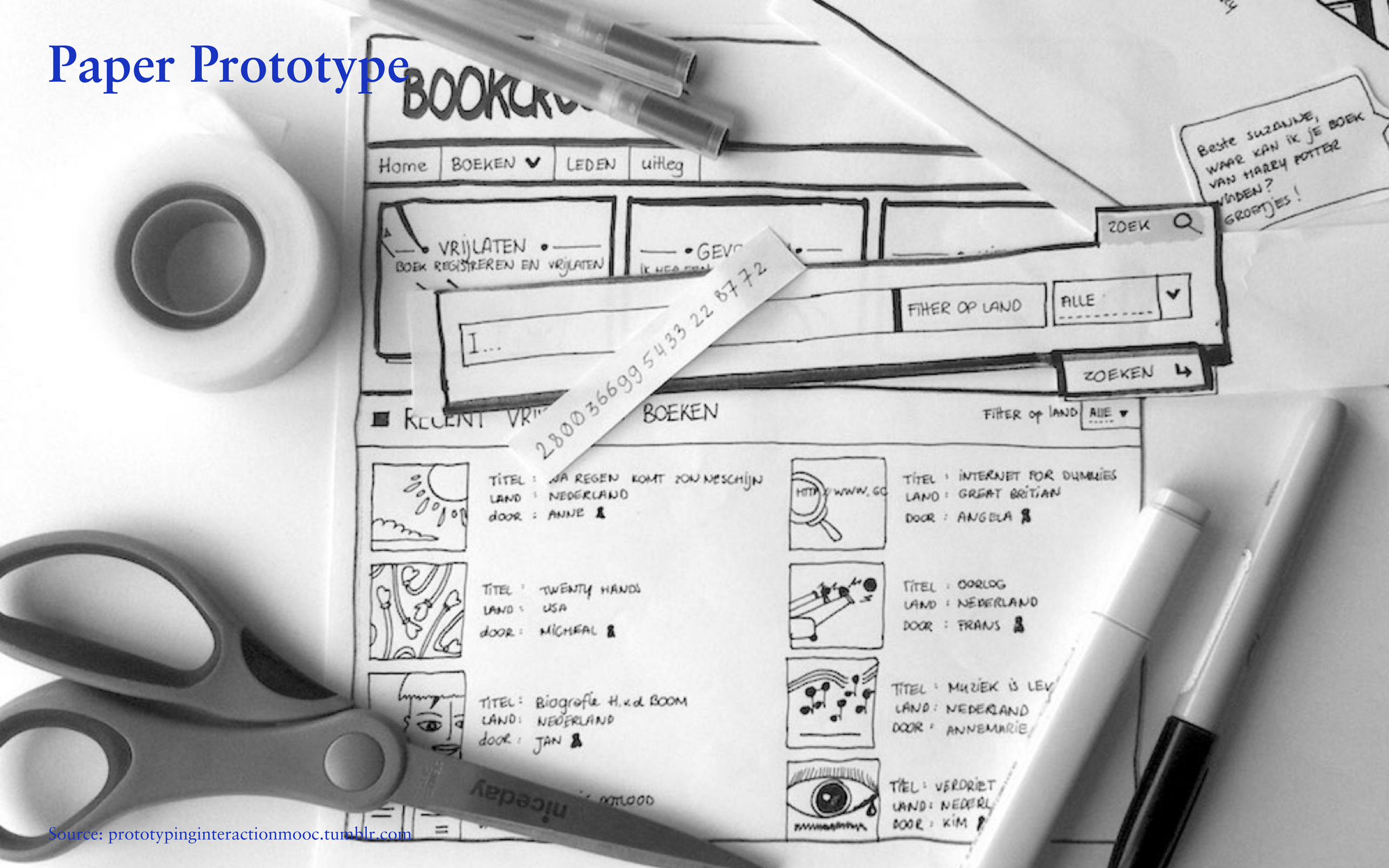
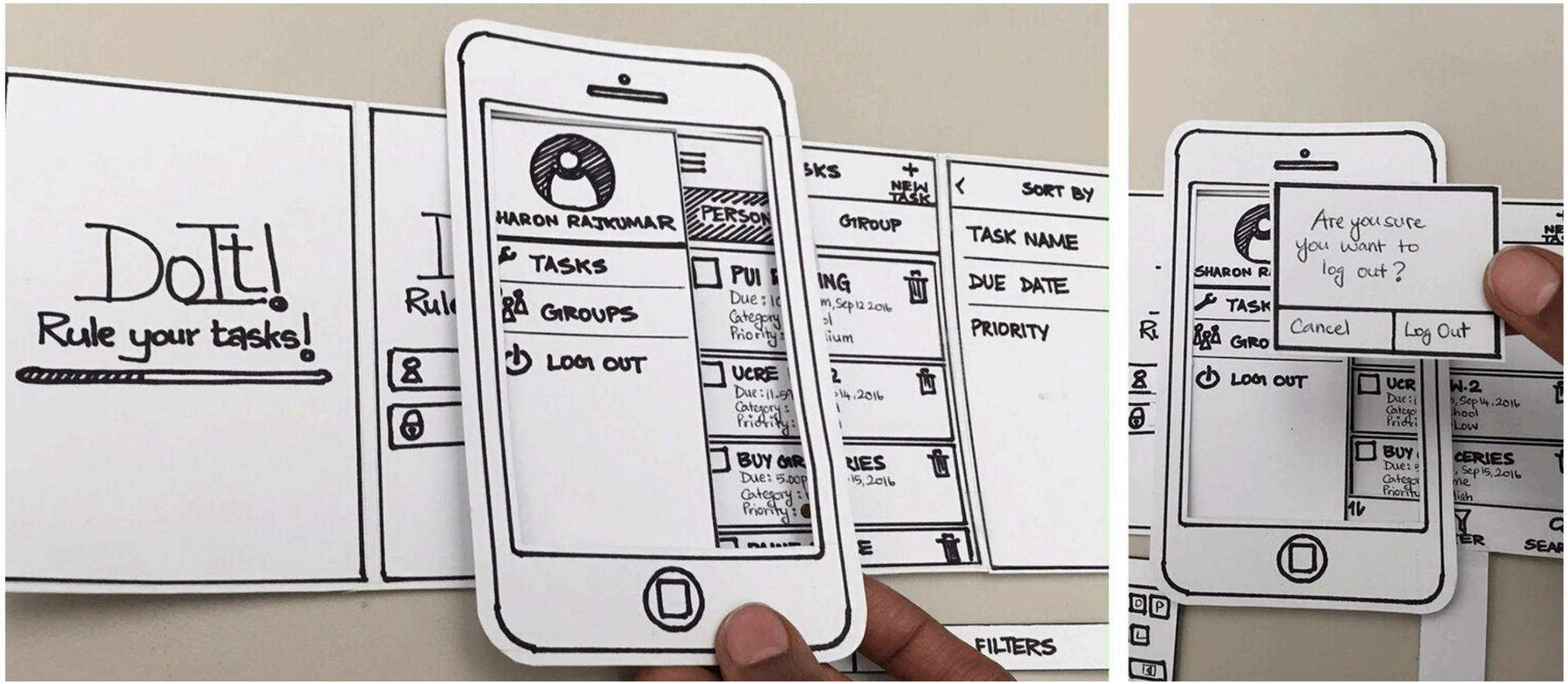
Paper Prototype

Paper Prototype



Source: prototypinginteractionmooc.tumblr.com

Paper Prototype



Source: www.sketchize.com

Source: Nielsen Norman Group

Mockup

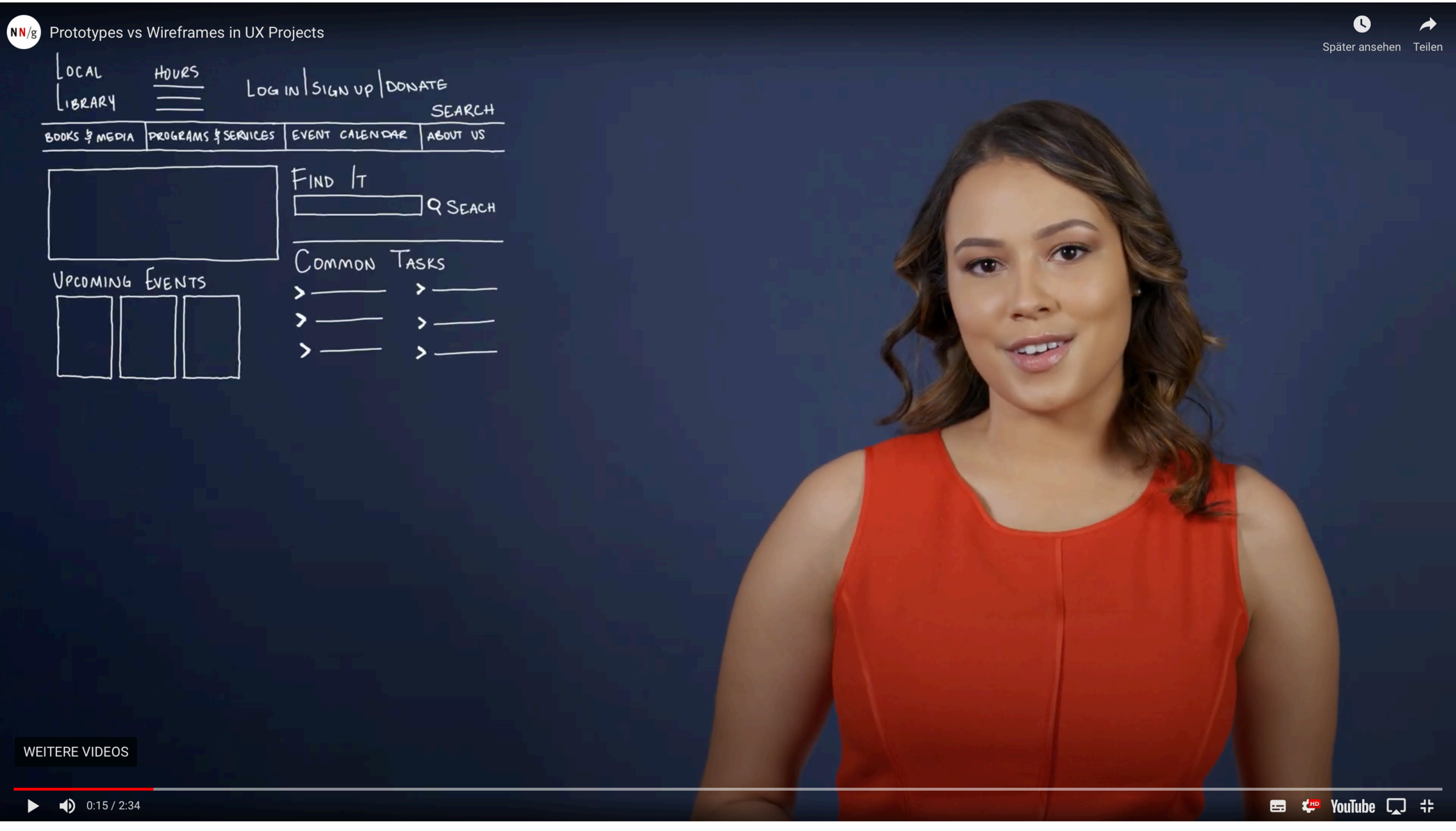
Mockups elevate wireframes to the next level by adding design choices such as color schemes, fonts, icons, and navigation elements.

More than one mockup is usually created, providing decision-makers with multiple options to evaluate.

Actual content is often included to make the renderings more representative of the final product. More effort is required to create mockups and more skill as well.

Source: www.aha.io

Prototypes vs. Wireframes



Source: Nielsen Norman Group

Prototype

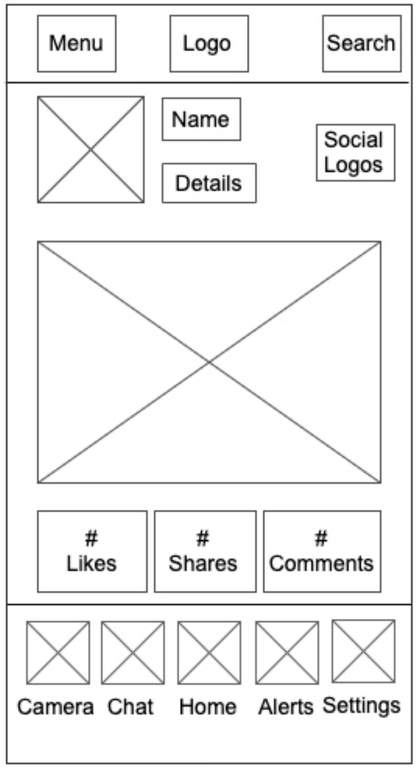
Prototypes are developed when usability testing and user feedback sessions are needed.

The prototype will look very similar to a mockup, but elements of interactivity will be added using UX tools like Figma, not actual code.

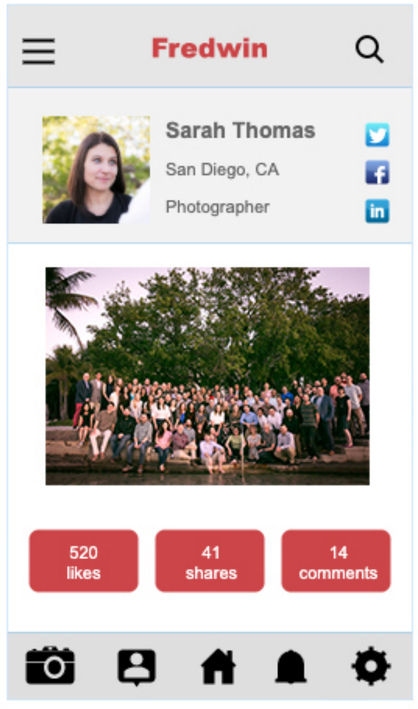
As such, the prototype will not be fully functional, but elements will be interactive enough for core concepts to be validated.

Source: www.aha.io

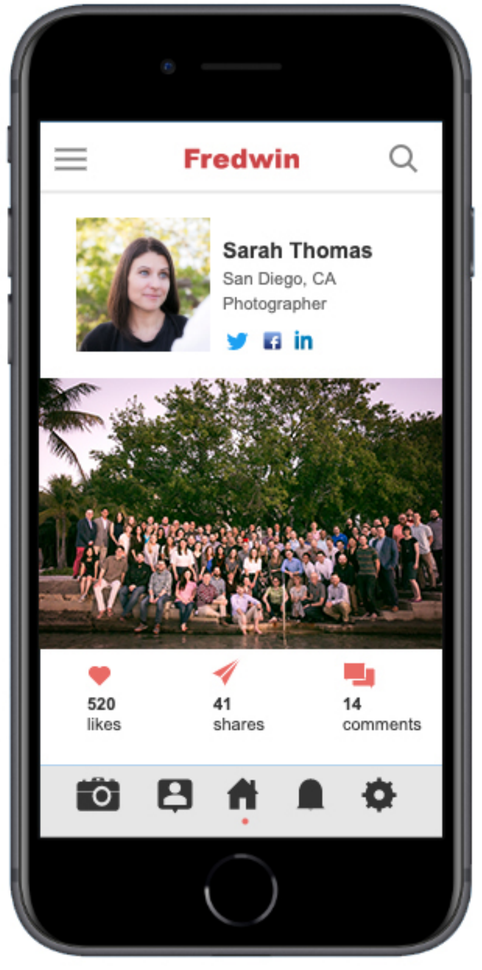
Wireframe



Mockup



Prototype



Source: www.aha.io

Wireframe vs. Mockup vs. Prototype

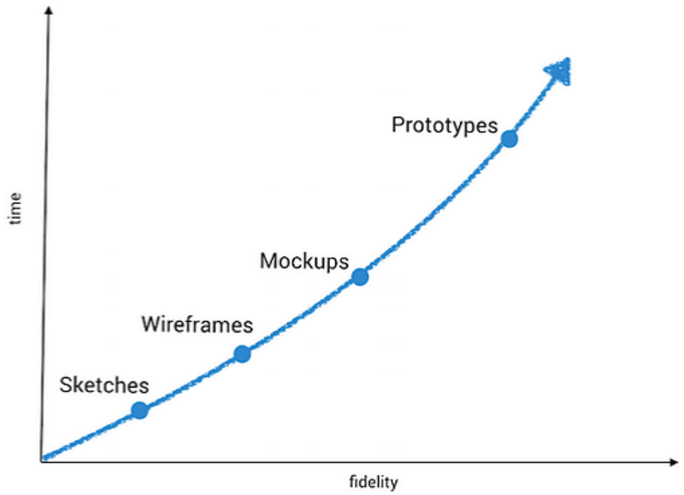
Wireframes are basic, black and white renderings that focus on what the new product or feature will do.

Mockups are static yet realistic renderings of what a product or feature will look like and how it will be used.

Prototypes are high-fidelity representations that demonstrate how a user will interact with the new product or feature.

Source: www.aha.io

Wireframe vs. Mockup vs. Prototype



Source: www.uiux.blog

Flowchart

Flowcharts

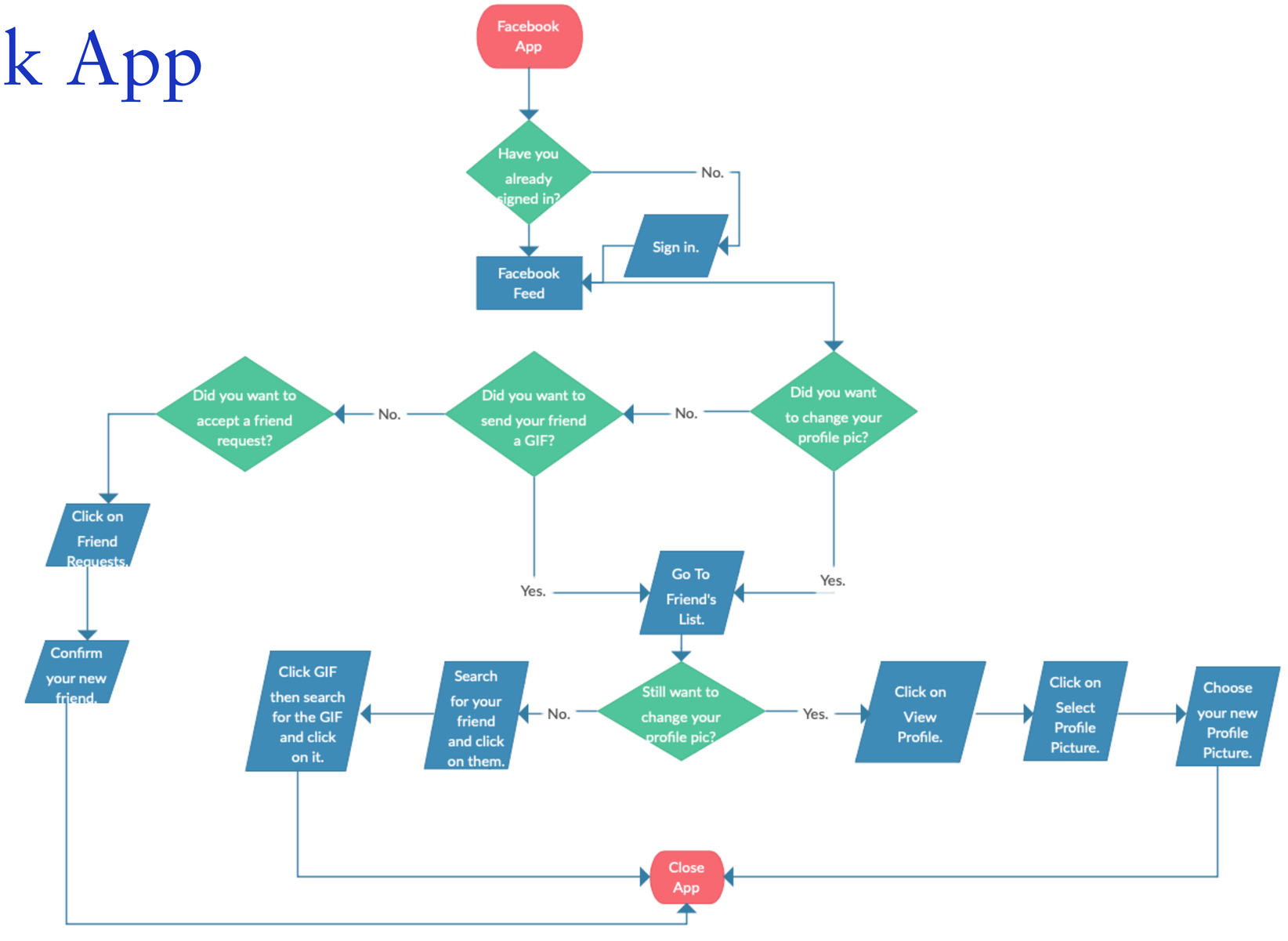
A flowchart is a graphical representation of the logical steps of a process within an application.

With the flowchart all the ways the user can go are shown.

Source: App-Design – Das umfassende Handbuch; Jan Semler, Kira Tschierschke

Flowcharts

Facebook App



Source: www.creately.com

Wireflows

Wireflows

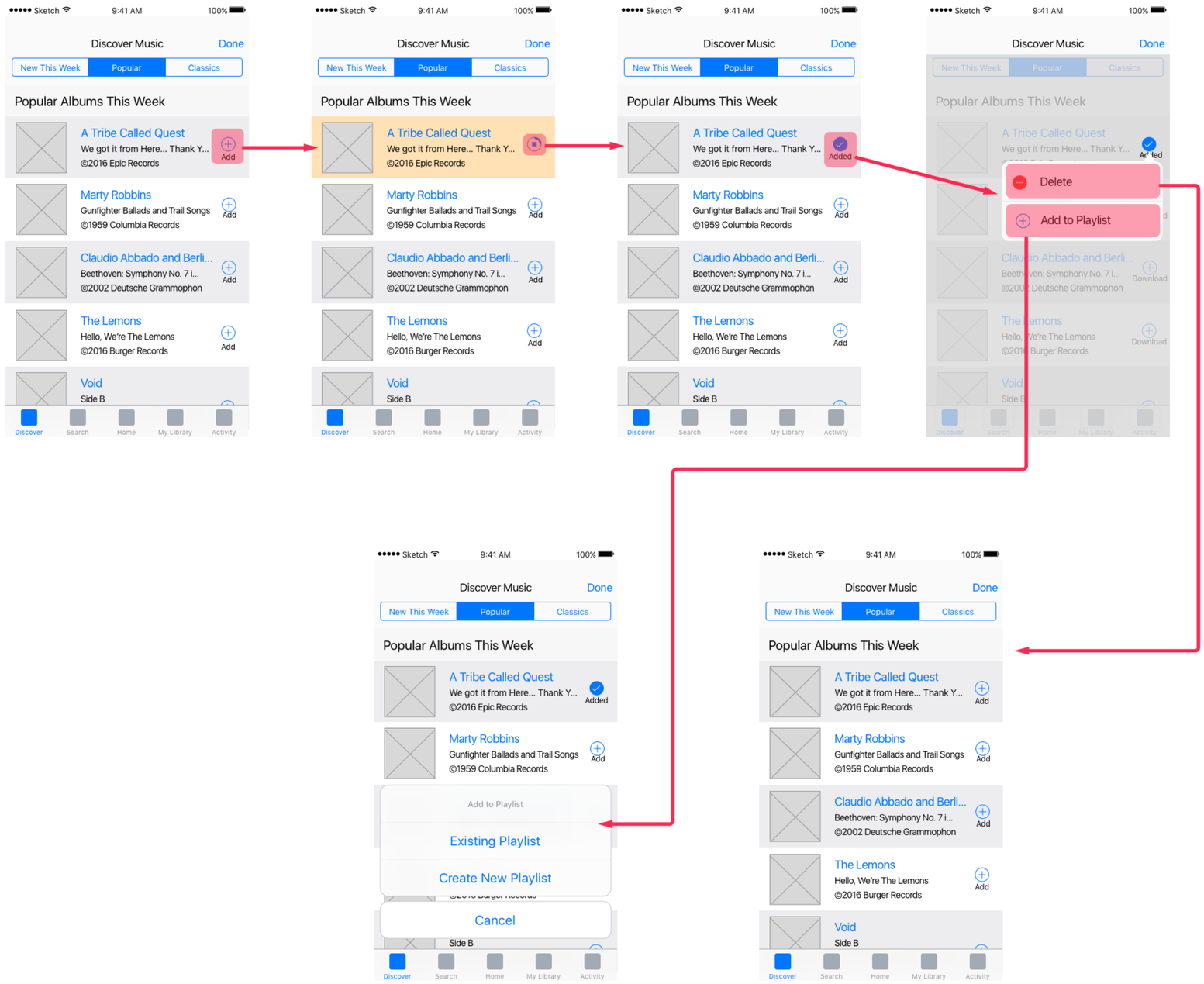
Wireflows are a combination of wireframes and flowcharts.

Wireflows are a design-specification format that combines wireframe-style page layout designs with a simplified flowchart-like way of representing interactions.

The classic use-case for wireflows is to document the process of a user working through a common task on the product (e.g. “send a direct message to someone in your network” on a social media app).

Source: Nielsen Norman Group

Wireflows



Source: Nielsen Norman Group