

Project: _____

Wireframe Instructions:

1. Ideation / Exploration

Sketch 20 unique ideas to fully explore possible ways to approach the design

2. Iteration

Choose 3 ideas from your 20 sketches and iterate 3 times for each one. Each iteration should refine, fix or explore.

3. Refine

Choose 1 iteration from the previous step and render a more detailed wireframe. This wireframe will act as a blueprint as you build the design in HTML/CSS/JS. Use the storyboard to the right of the design to detail interaction states.

research interview



name

statement

interview
(notes from your first
interview)

second interview
(notes from your
second interview)

research interview



name

statement

interview
(notes from your first interview)

second interview
(notes from your second interview)

research interview



name

statement

interview
(notes from your first interview)

second interview
(notes from your second interview)

research interview



name

statement

interview
(notes from your first interview)

second interview
(notes from your second interview)

research personas



Name				
Job Title, Age, Occupation				
Gear/Tech				
Needs				
Insights				

List the objectives are you trying to achieve with this interactive?

Rank the importance of all the objectives.

What is the primary “action” the user should take when coming to your interactive?

List the tasks your user groups and segments are trying to accomplish when they visit your interactive?
Rank the importance of those users tasks

IE: 90% of users look for contact information, but only 5% read the latest news.

If you could communicate only one message to the user, what would it be?

One clear, simple concise thought. No run on sentences.

What should users think or feel when they look at the design of your interactive?

Try to keep this to less than three sentences or thoughts.

Are there any colors, images or graphics that your users are used to seeing?

E: industry colors, industry standards of types of graphics or photos, etc...

List any URLs that you find compelling or that use interactive design patterns that may be useful.

What specifically do you like about these sites?

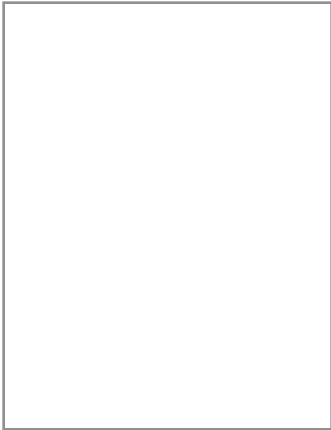
research mood board

Select ONE word from each row to determine the design tone.

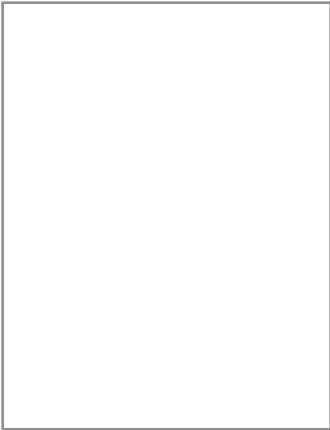
The word pairs are opposites so if you can't definitively select one word over the other you should select neither.

CONSERVATIVE	NEITHER	PROGRESSIVE
COLD	NEITHER	WARM
TRADITIONAL	NEITHER	INNOVATIVE
FUN	NEITHER	SERIOUS
MASCULINE	NEITHER	FEMININE
CASUAL	NEITHER	FORMAL
ENERGETIC	NEITHER	LAIK BACK
TRENDY	NEITHER	CLASSIC
SPONTANEOUS	NEITHER	ORDERLY
LOUD	NEITHER	QUIET
SOLITARY	NEITHER	POPULAR
UNIQUE	NEITHER	FAMILIAR
YOUNG	NEITHER	OLD

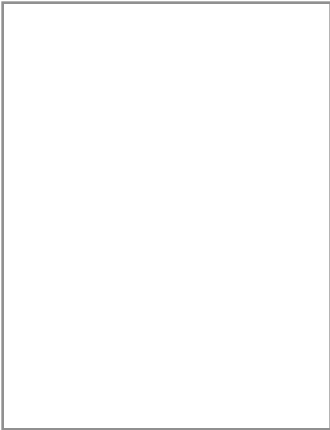
sketch 1 ideation / exploration



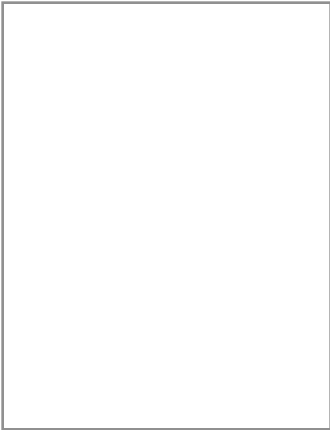
A



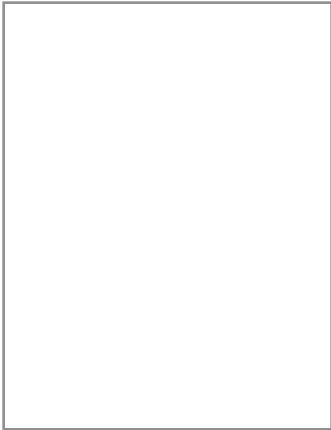
B



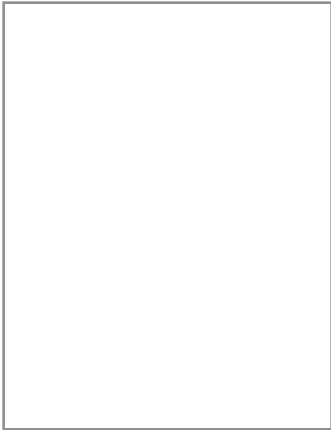
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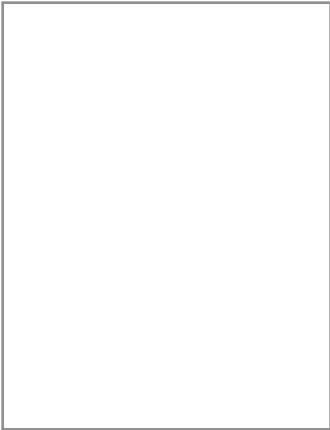
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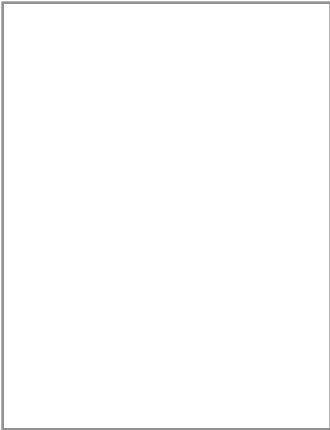
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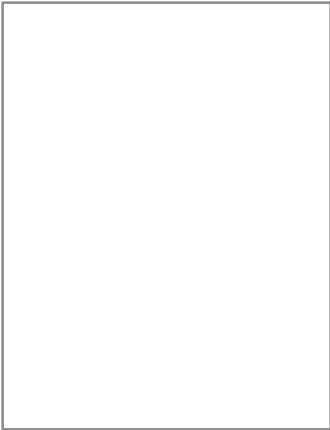
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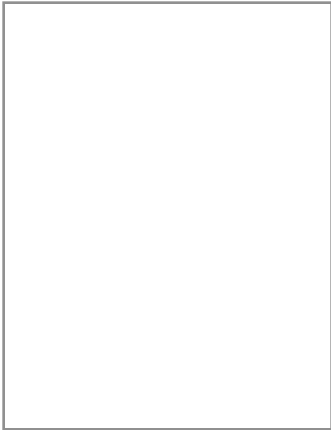
G



H

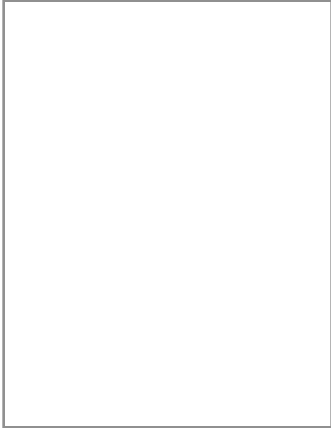


I

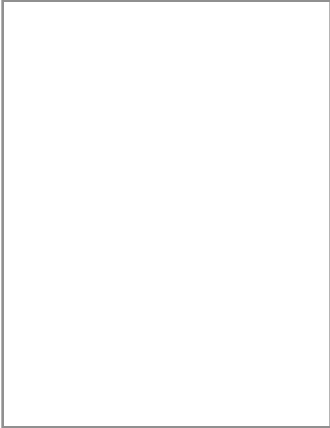


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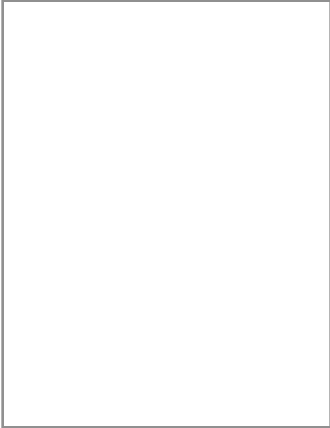
sketch 1 ideation / exploration



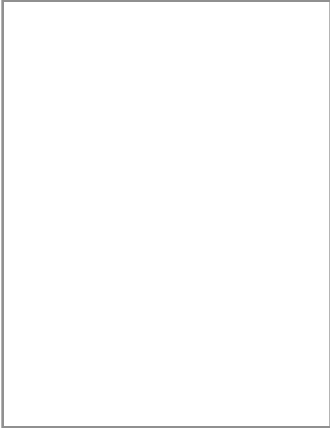
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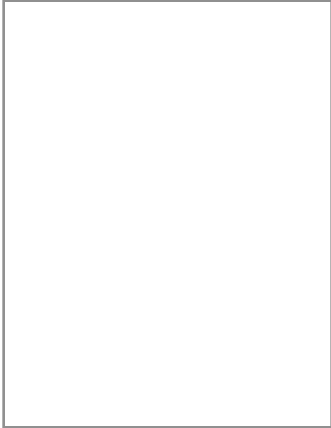
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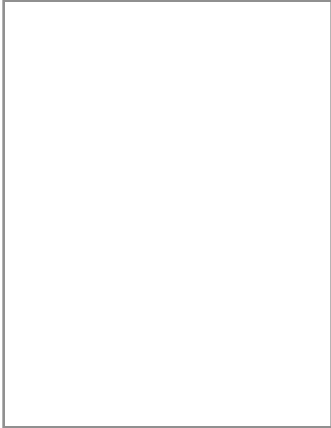
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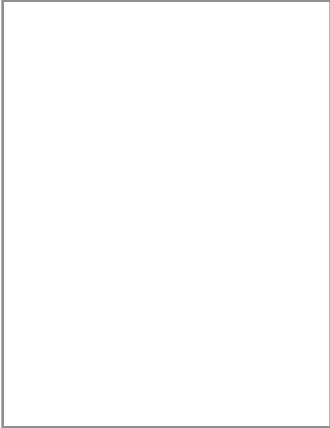
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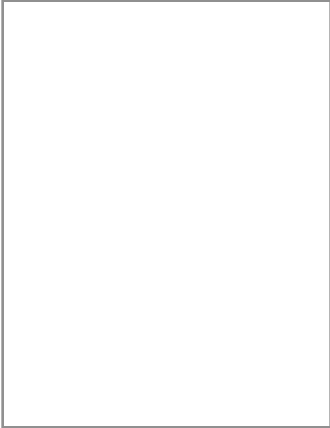
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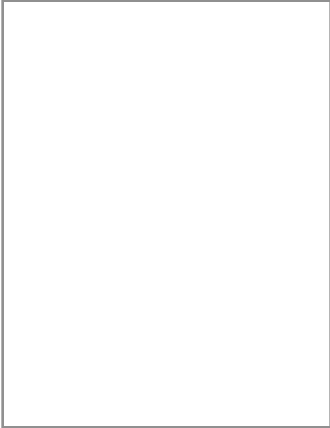
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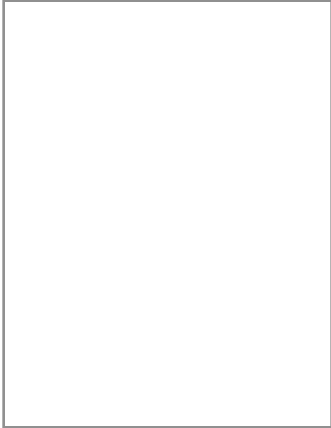
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R



S

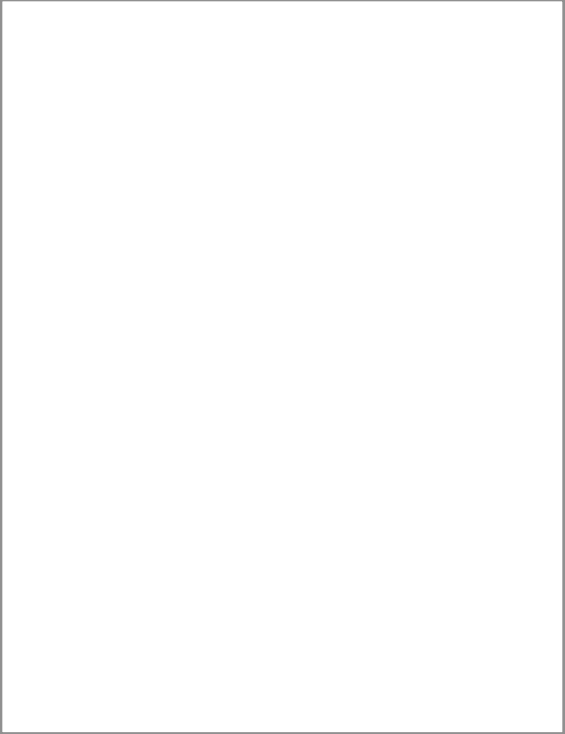


T

sketch 2 iteration



A-1

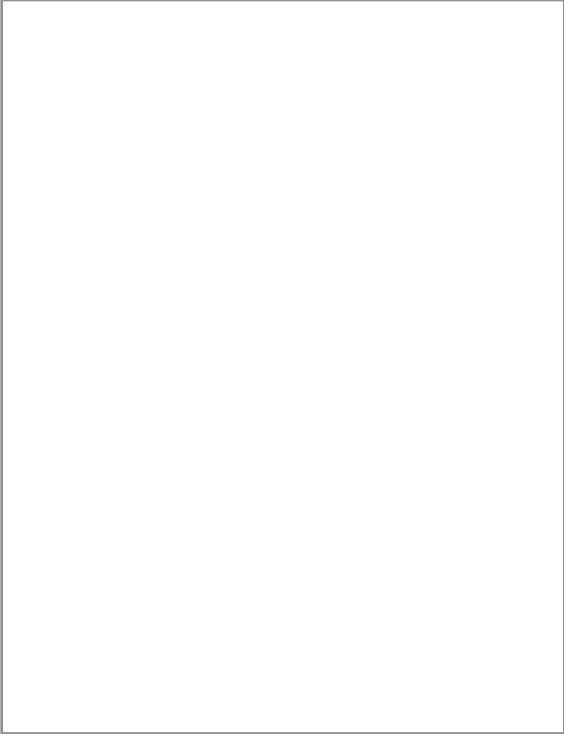


A-2

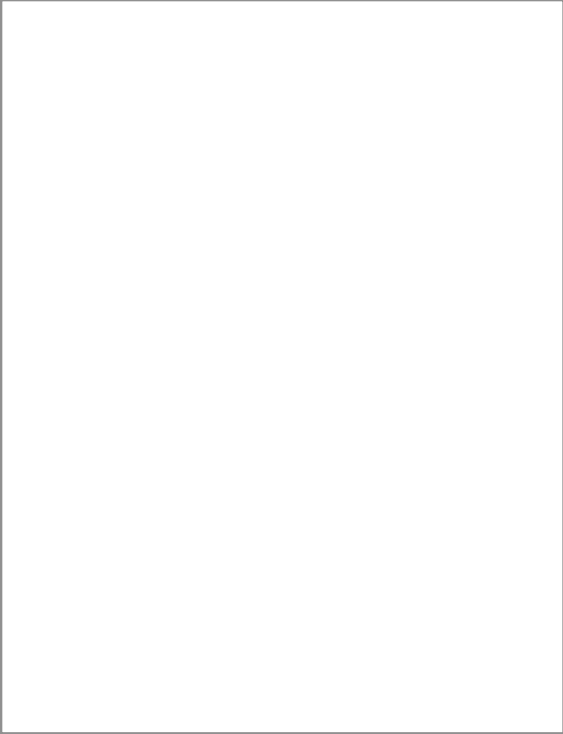


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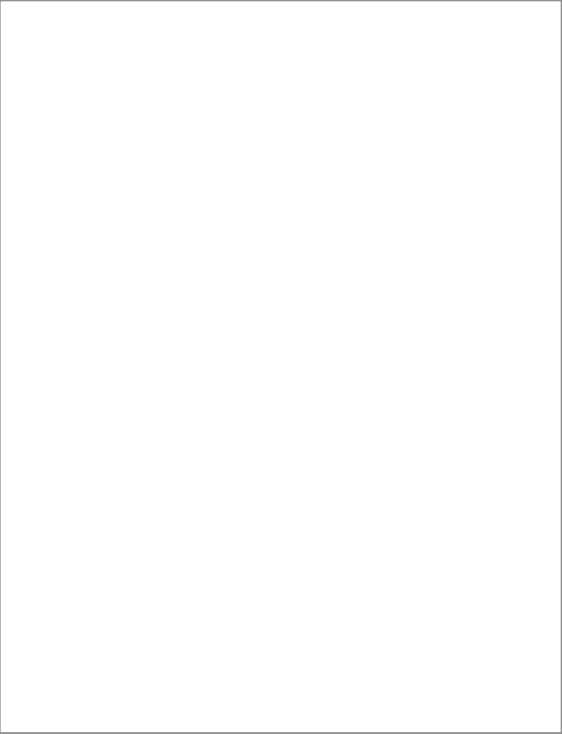
sketch 2 iteration



B-1

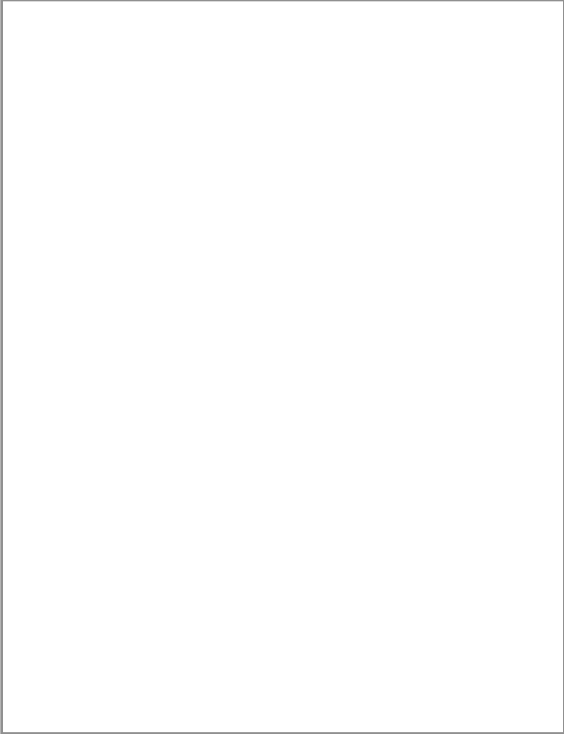


B-2

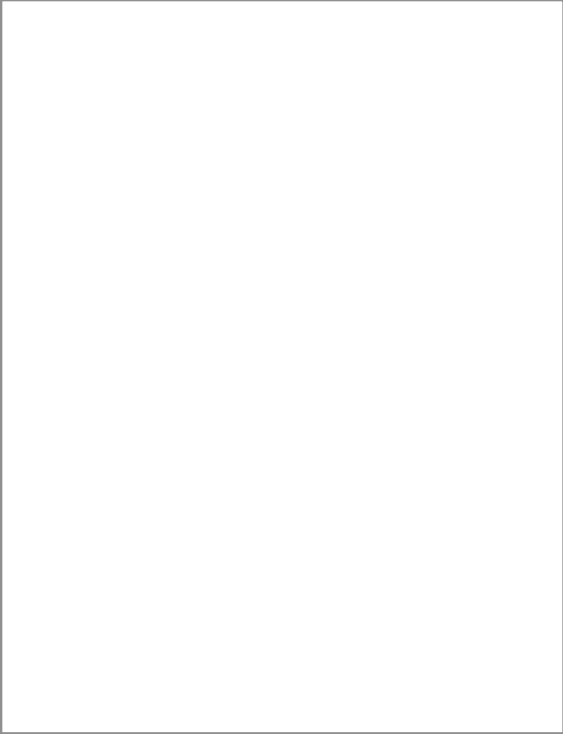


B-3

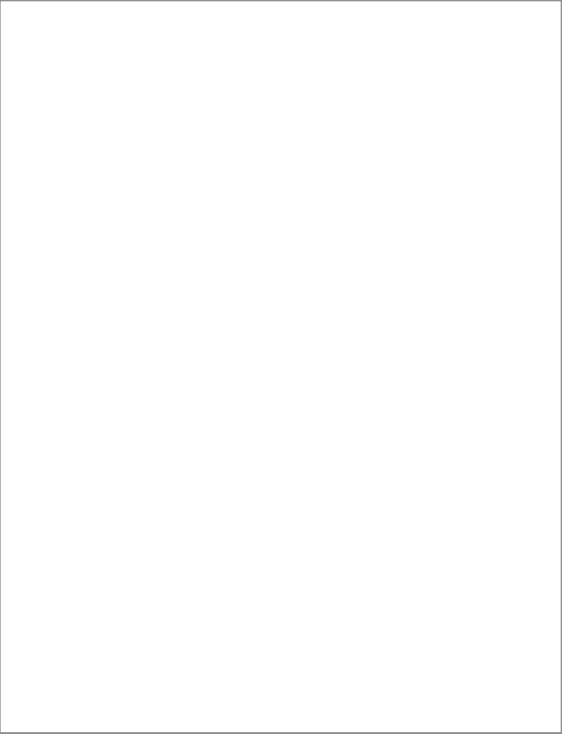
sketch 2 iteration



C-1

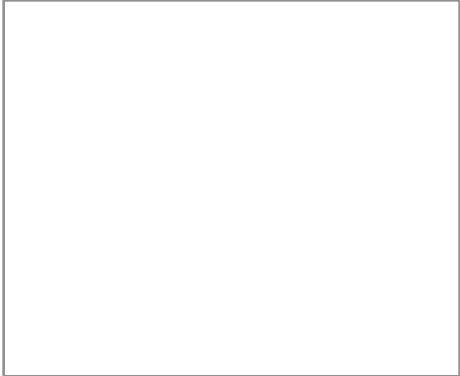
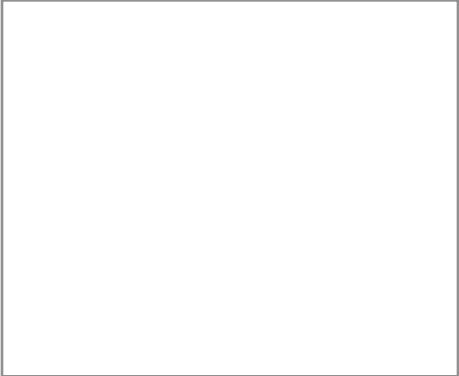
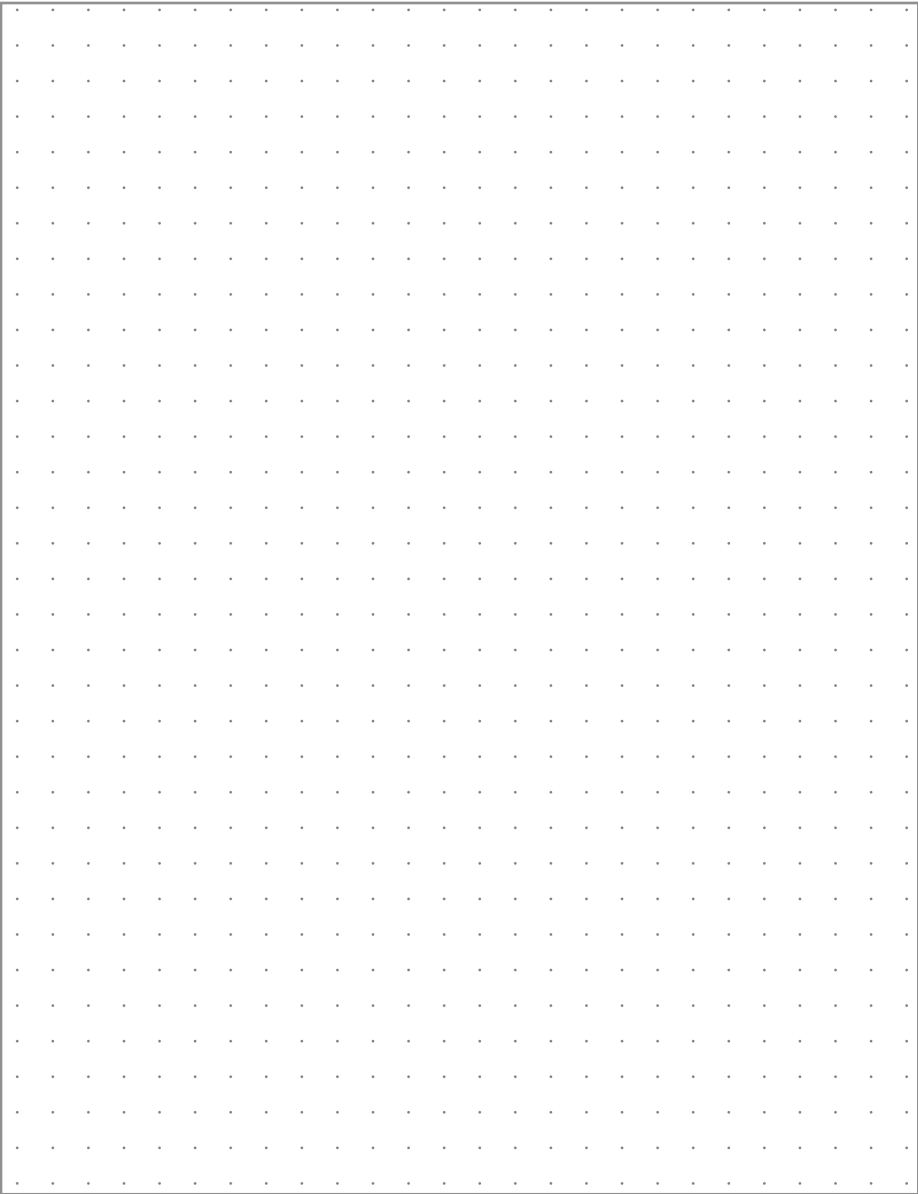


C-2



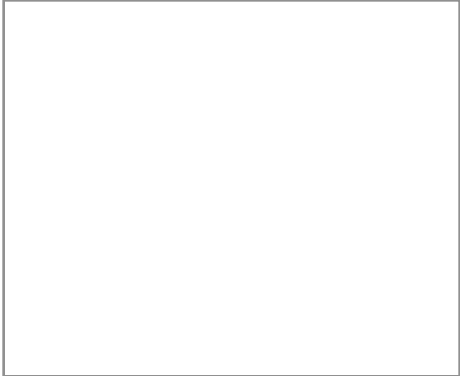
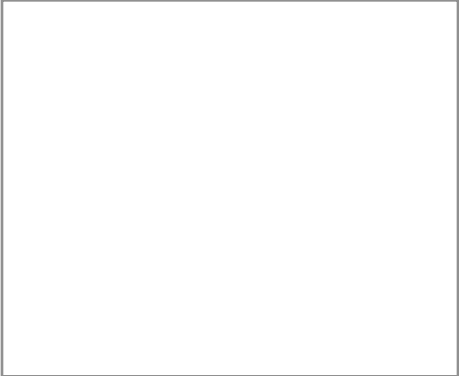
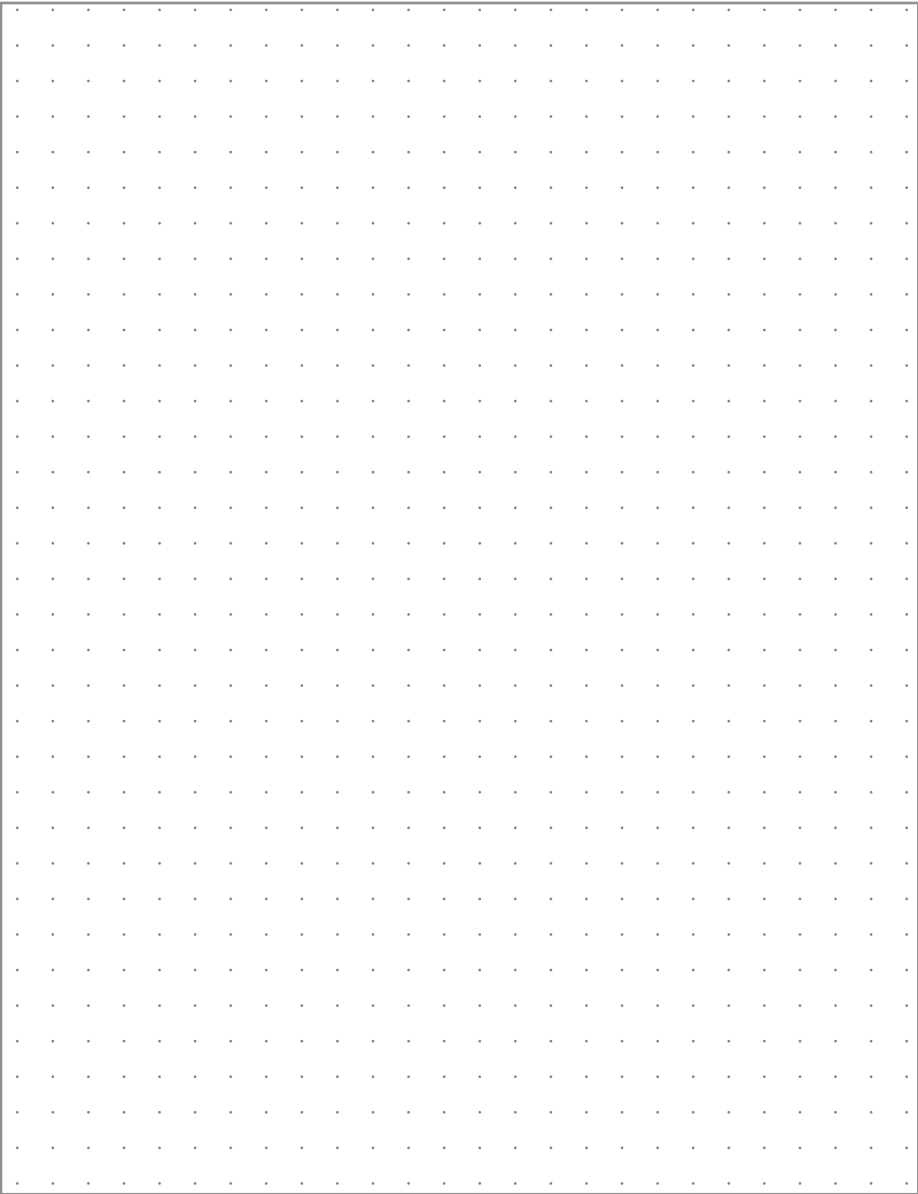
C-3

sketch 3 refine



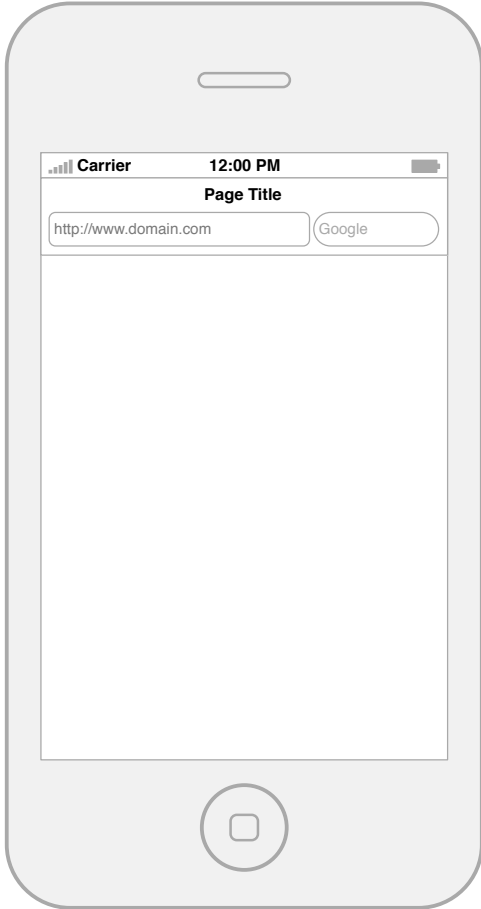
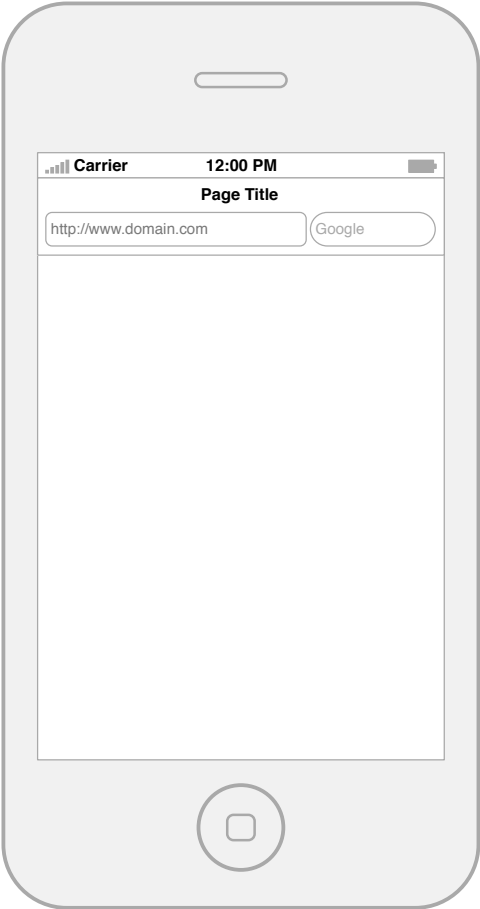
Notes

sketch 3 refine



Notes

sketch 4 responsive



sketch 4 responsive

