**Activity Overview**

Focus: speed over polish; clarity of flow and labels; use of boxes, lines, and simple icons.

1. **Pick one of the below prompts for your wireframe**  
   a.) You are in charge of bringing the customer journey to life for the local on campus coffee shop. Consider 3-5 tasks that you think will be most important to include in the site.

b.) You and your friends want to start a dog walking business with a website for your customers. Consider 3-5 tasks that you think will be most important to include in the site.

1. **Individual Brain Dump (2 minutes)**

* Silent sketch: list key screens and steps as a quick flow (e.g., Home → Search → Results → Details → Confirmation).
* Identify primary user goal and success criteria (e.g., “Booking confirmed” message).

1. **First Pass Wireframe (8 minutes)**

* Create 3–5 screen wireframes on separate sheets (or on one page divided into frames):
  + Include: page title, key controls (buttons, inputs), navigation, and one primary call-to-action per screen.
  + Use the contrasting marker to highlight primary actions and error/feedback areas (e.g., “time slot unavailable”).
* Annotate with brief notes on content and interaction (e.g., “tap to filter,” “shows availability”).  
  (You can also use Miro or Canva if you'd prefer)

1. **Pair-Swap Usability Test (6 minutes)**

* Swap wireframes with a neighboring pair.
* Tester tasks (3 minutes each direction):
  + Give the tester a scenario and 1–2 tasks:
    - Example for Prompt A: “You want a study room for 2 people tomorrow at 3–4 pm. Book it.”
  + Rules:
    - The designer is silent unless asked to simulate (“Wizard of Oz”) dynamic changes.
    - Tester uses a pen to point; no redrawing on the designer’s paper.
  + Think-aloud: tester narrates what they expect each screen/element to do.
* Tester feedback: write 3 sticky notes or bullets:
  + What worked well (1)
  + What was confusing or missing (1)
  + A quick improvement idea (1)

1. **Iteration Round (8 minutes)**

* Use feedback to update your wireframe:
  + Prioritize: remove friction to complete the task; clarify labels; surface key info earlier; reduce steps.
  + Add or adjust: navigation labels, error/empty states, confirmation microcopy, input defaults.
* Optional: mark changes in a different color and note “v2” on updated frames.

1. **Rapid Share-Out (3 minutes)**

* 2–3 volunteers briefly show one before/after change and the user feedback that prompted it.

**Helpful Reminders:**

* Heuristic mini-checklist for wireframes:
  + Clear primary action per screen
  + Consistent navigation and labels
  + Visibility of system status (availability, errors, confirmation)
  + Minimal steps to achieve the goal
  + Realistic sample content (not lorem ipsum)
* Testing script template (for students to read to testers):
  + “Your goal is to [task]. Start from the first screen and think aloud.”
  + “Tell me what you expect to happen before you ‘tap’ anything.”
  + “If you get stuck, say what you’d look for or try next.”
* Feedback capture template (3 bullets):
  + Worked well:
  + Confusing/missing:
  + Improvement idea: