

WIREFRAMING

MIS3506

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A wireframe is a layout of a web page that demonstrates what interface elements will exist on key pages. It is a foundational piece of the design process.



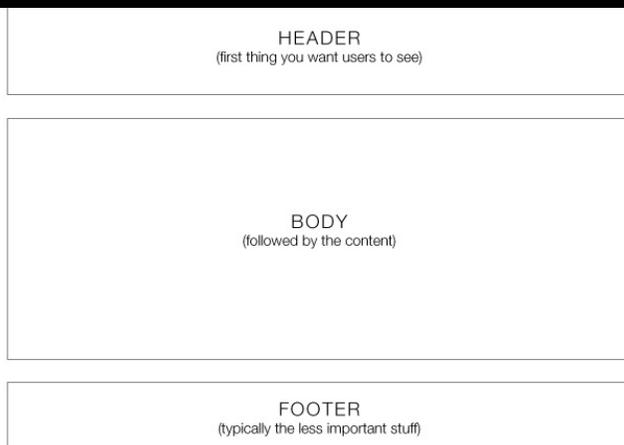
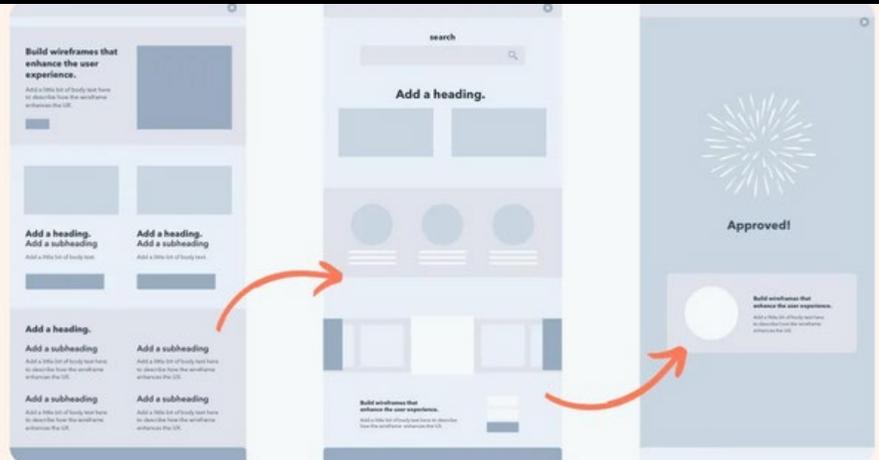
WIREFRAMING

- Wireframing is a way to design a website service at the **structural** level.
- A wireframe is commonly used to layout content and functionality on a page which takes into account **user needs and user journeys**.
- Wireframes are used **early in the development process** to establish the basic structure of a page before visual design and content is added.



A BLUEPRINT FOR DESIGN

- **Definition:** Skeletal blueprint of digital products (websites, apps, dashboards)
- **Purpose:** Focus on structure, layout, and functionality—not visual design
- **Analogy:** Like architectural blueprints before building construction
- **Key Focus:** The "what goes where" before colors, fonts, and polish



IMPORTANCE OF WIREFRAMES



Clarify structure and information hierarchy early



Communicate ideas without visual distractions



Save time and money by catching issues before development



Improve feedback quality - stakeholders react to concrete layouts



Align teams on functionality and user flows before investment

- **Low-Fidelity (Lo-Fi):**

- Basic sketches, grayscale, placeholder content
- Focus: Layout and information architecture
- Best for: Early concept validation, quick iteration

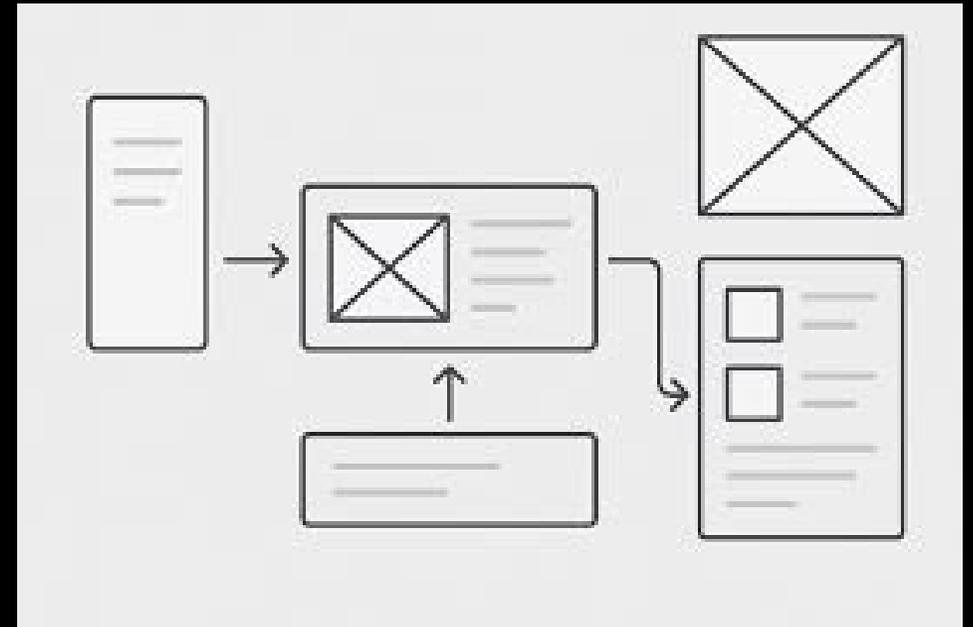
- **High-Fidelity (Hi-Fi):**

- Detailed, real content, some branding elements
- Focus: Near-final structure with interactions
- Best for: User testing, design handoff preparation

WIREFRAME FIDELITY

EFFECTIVE WIREFRAMES INCLUDE:

- **Page Structure:** Element placement and screen layouts
- **Information Architecture:** Content organization and hierarchy
- **User Flow:** Navigation paths and task completion routes
- **Functionality:** Interactive elements and intended behaviors
- **Key UI Elements:** Headers, CTAs, search bars, menus



WIREFRAMES VS. PROTOTYPES

Wireframe

Low visual detail
Structure focus
Static blueprint
Early stage

Mockup

High visual fidelity
Visual design focus
Static visual
Mid-stage

Prototype

Interactive simulation
Behavior focus
Dynamic/clickable
Late stage

ADVANTAGES

- An early visual that can be used to review with the client. Users can also review it as an early feedback mechanism for prototype usability tests. Not only are wireframes easier to amend than concept designs, once approved by the client and the users they provide confidence to the designer.
- From a practical perspective, the wireframes ensure the page content and functionality are positioned correctly based on user and business needs.
- Vision and scope agreement!

BEST PRACTICES FOR WIREFRAMING

Keep it simple: Grayscale, limited fonts, basic shapes

Use real content when possible (avoid "Lorem Ipsum" for content-heavy UIs)

Maintain consistency across components and screens

Make navigation obvious and intuitive

Don't get attached - wireframes are meant to evolve

Focus on usability over aesthetics

WIREFRAMING IN PRACTICE

Define Goals:

Understand user needs and desired actions

Sketch Layouts:

Start rough, focus on structure

Map Navigation:

Plan user journeys and flows

Add Key Elements:

Include essential UI components

Iterate & Test:

Gather feedback, refine, repeat

CORE ELEMENTS OF A GOOD WIREFRAME

- Clear layout hierarchy
- Navigation
- Content areas
- Call-to-action (CTA)
- User flow

WIREFRAMING IN PRACTICE

- [Canva.com](https://www.canva.com/templates/wireframe-review-template/) – Wireframe Review Template
- [Miro.com](https://miro.com/templates/wireframing-templates/) – website wireframing template

- Equally good options – whichever you are comfortable with using.

ICA: WIREFRAMING IN PRACTICE

1. Choose a business scenario.
2. Open Miro or Canva and select a wireframe template.
3. Modify the template to match your scenario.
4. Include:
 1. Page title
 2. Navigation or menu
 3. Main content area
 4. Call-to-action button
5. Be prepared to explain your design post a screenshot in Canvas

Possible Ideas:

- Mobile app for ordering coffee
- Website homepage for a clothing brand
- Event registration landing page
- Fitness tracking app dashboard
- Campus club recruitment page

WRAP UP

Rapid Share & Reflection

- Students pair up or share with table groups and answer:
- What is the main goal of your screen?
- What action should the user take?
- What did you change from the template?

Discussion Questions

- What was difficult about designing?
- Did starting from a template help?
- How might this help a business team?

LOW FIDELITY IS GOOD

- Simple boxes and placeholders
- Avoid colors and detailed graphics
- Focus on usability and goals