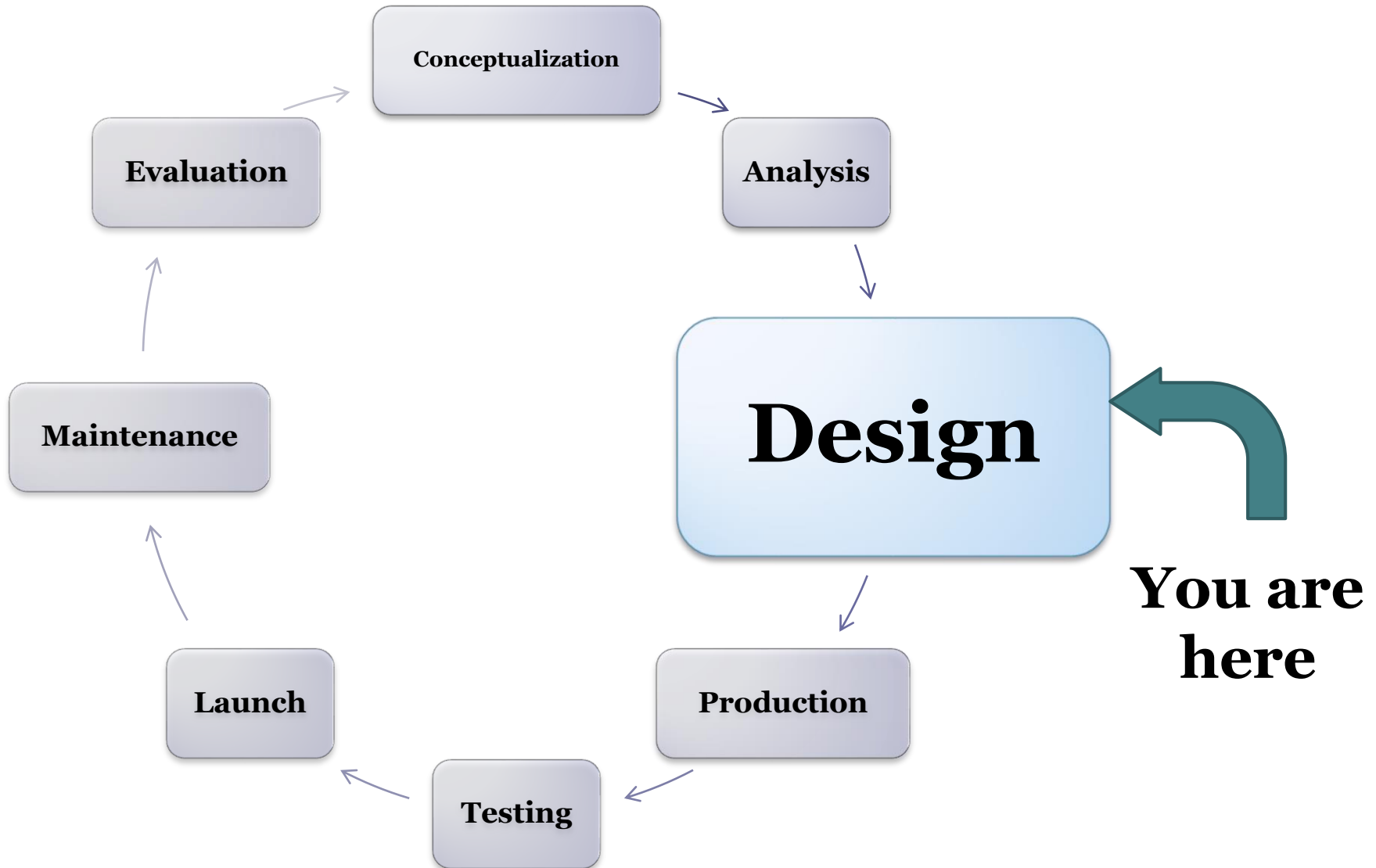


Wireframes and Sitemaps

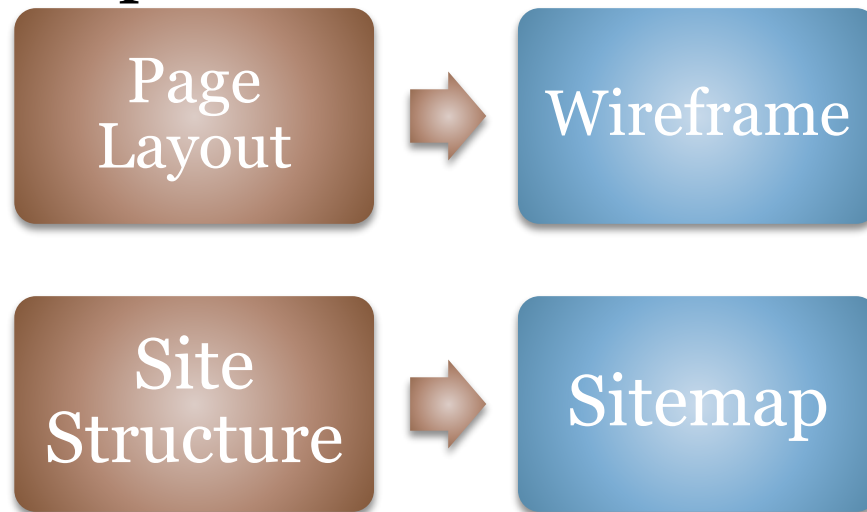
Design Tools

Background: Web Development Process



Background

- You are in the stage of '**Designing**' your website.
- You plan:

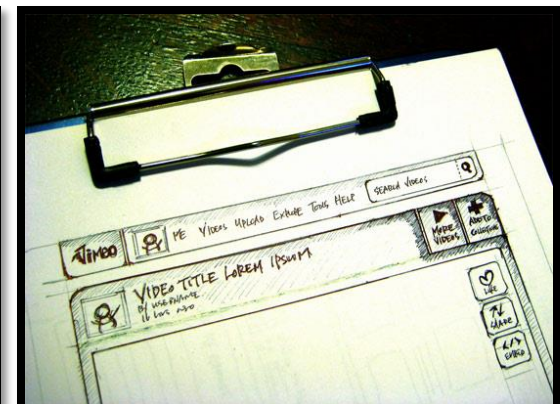
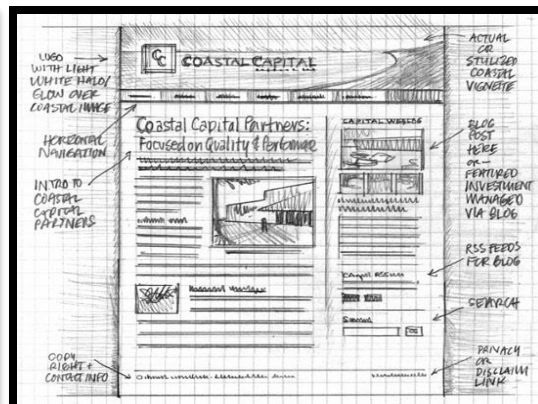
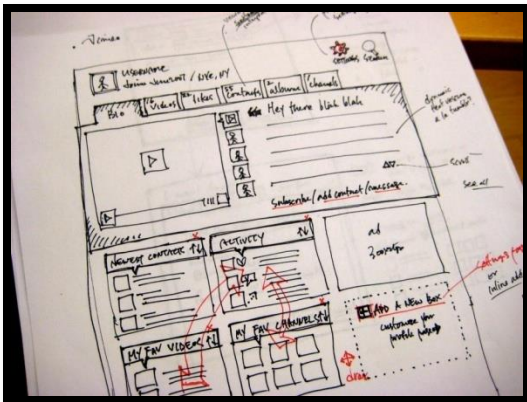


- Wireframes and Sitemaps can evolve as new requirements emerge during the project life cycle.

Wireframes

Wireframes

- They are simple line drawings.
- Aims to plan the page layout:
 - Where are you going to place page elements.
 - What are the sizes of these page elements.
 - Positioning global and local elements.



Why do you need Wireframes?

- Maintain design consistency.
- A successful way to communicate early design ideas.
- Give clients an insight on what to expect.
- A way for the Information Architect and Web Developer to discuss the requirements of the Content Manager and other website stakeholders.
- A guideline for the Web Developer and Graphic Designer.
- Help establish the language, content, and structure of interactions users will have with the website.

In a Wireframe

- A wireframe includes:
 - Groupings: main sections of the page
 - Side Bar
 - Navigation Bar
 - Main content area.
 - Location of key page elements:
 - Header
 - Footer
 - Navigation (local, global)
 - Content.
 - Search Box
 - Labels:
 - Page title
 - Navigation links
 - Headings
- You might need some placeholders:
 - Dummy text in content area.
 - Image placeholders

Not in a Wireframe

- Since it is too early for that stage, a wireframe shouldn't include:
 - Colors to be used.
 - Fonts.
 - Graphics (pictures, backgrounds, etc.)
 - Branding (logo, slogan, company themes, etc.)

Wireframe Examples

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This is a keyword-rich positioning statement that introduces and immediately identifies you and your service offering.

(863) 709-0206

Stop by our Lakeland office for
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12345 Street Address
Suite 123
Lakeland, FL 33333

MAP & DIRECTIONS

Keyword-rich page title

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Our top practice areas include:

- Business Formation
- Contracts
- Green and Sustainable Development
- Land Use and Zoning
- Litigation
- Medicaid Planning
- Mortgage Law and Finance

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Recent Results

\$5,600,000.00

Sleep Fatigued Semi Tractor Trailer Driver.

In this case, a family of four was traveling on vacation...

\$3,000,000.00

Surgical Error

In this case, a hole was drilled in the wrong point of our client's skull resulting in permanent brain damage...

\$3,000,000.00

Semi Tractor-Trailer Crash

In this case, our client, a young mother, was driving...

\$2,500,000.00

Large Commercial Truck Runs Red Light

An elderly lady was proceeding into an intersection...

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Article title

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Article title

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Map & Directions

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Our top practice areas include:

- ★ Business Formation
- ★ Contracts
- ★ Foreclosure
- ★ Green and Sustainable Development
- ★ Land Use and Zoning
- ★ Litigation
- ★ Probate
- ★ Real Estate
- ★ Title Insurance Claims
- ★ Wills and Trusts

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Florida is "Ground Zero" for Tobacco Litigation

Florida juries continue to find in favor of plaintiffs in recent Big Tobacco lawsuits. Recently, a jury in Ft. Lauderdale awarded \$15 million in damages to the family of Margot Putney, a longtime smoker who died of lung cancer in 1995. The defendants' negligence and product defect were the legal cause of Margot Putney's death according to the jury. Damages were [...] [Read more >](#)

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Special interest groups are attempting to persuade the Polk County BOCC to raise impact fees. During the real estate boom, impact fees were increased and the County prospered. At this time, growth is stifled, new construction is virtually non-existent and unemployment is at record levels. There is a misconception that "developers" are pillaging the land and [...] [Read more >](#)

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The state and federal governments are grappling with health care, immigration, budget deficits and bailouts. The American people need leadership, results and advocates in Tallahassee and DC. Once a politician is sent to represent the people, that politician should drop the party line and represent the all of the people. That's not what happens. Politicians [...] [Read more >](#)



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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset Sheets containing...

Working with Wireframe2Design was great experience!

Don Stevens
Abcd.com.

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"By day, we're a small, vibrant web design studio located near Raleigh, North Carolina. By night, a band of highly-trained, elite special operations web mercenaries on the lam from the law."
John Anderson - Nexus Enterprise

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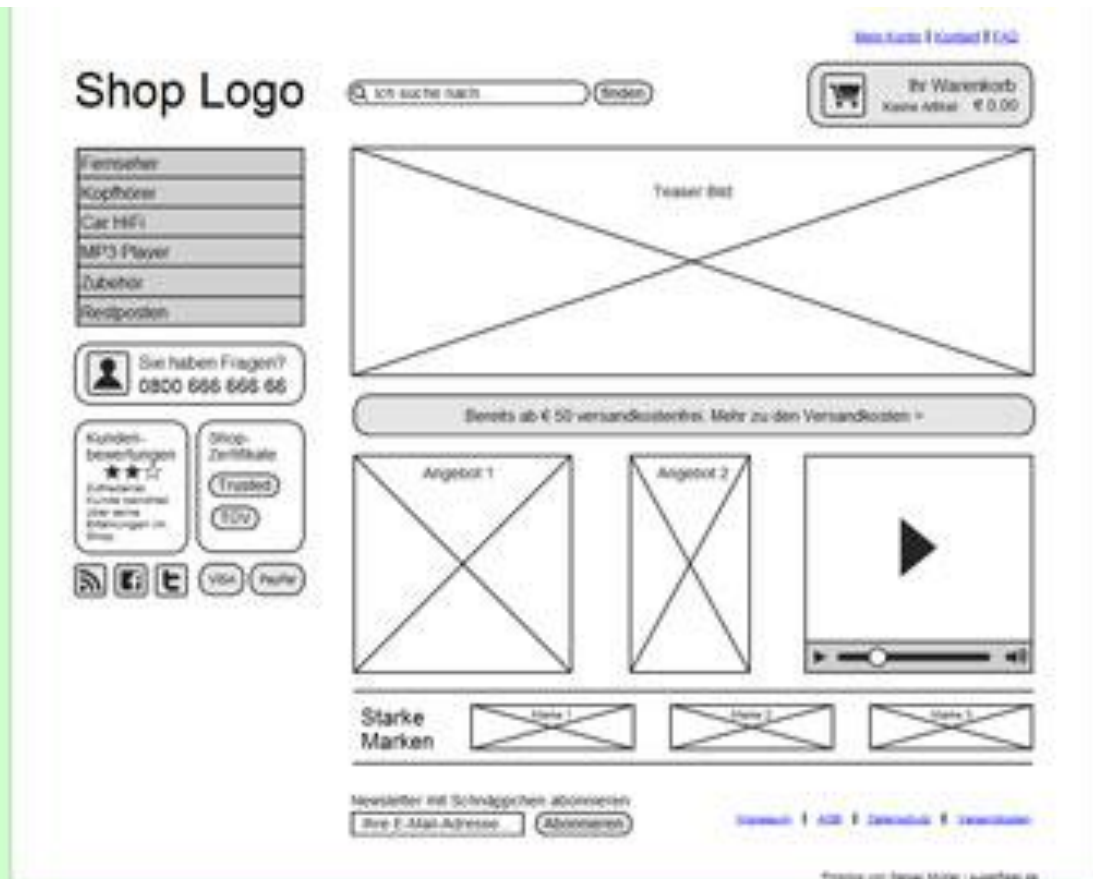
Enjoy these benefits:

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- nisi ut aliquip ex
- ea commodo
- consequat

Wireframing Tools

- Online
 - Balsamiq (<http://builds.balsamiq.com/b/mockups-web-demo/>)
 - Cacao (<http://cacao.com/>)
 - MockFlow (<http://www.mockflow.com>)
 - Wireframe.cc (<https://wireframe.cc>)
 - Gliffy (<https://www.gliffy.com/go/html5/launch?app=1b5094bo-6042-11e2-bcfd-0800200c9a66>)
 - MockingBird (<https://gomockingbird.com/mockingbird/>)
- Desktop
 - Microsoft Visio
 - The Pencil Project (<http://pencil.evolus.vn/en-US/Home.aspx> - <https://addons.mozilla.org/en-US/firefox/addon/8487/>)
 - Axure (<http://www.axure.com>)
- Bonus tool:
 - Dummy text generator (<http://www.lipsum.com>)

MockingBird Live Demo



Sitemaps

Sitemaps

- A visual representation of the **structure** of the website.
- Mostly depicted as a **tree**. When a page links to another page, it is the parent and the destination page is the child.

Why do we need Sitemaps?

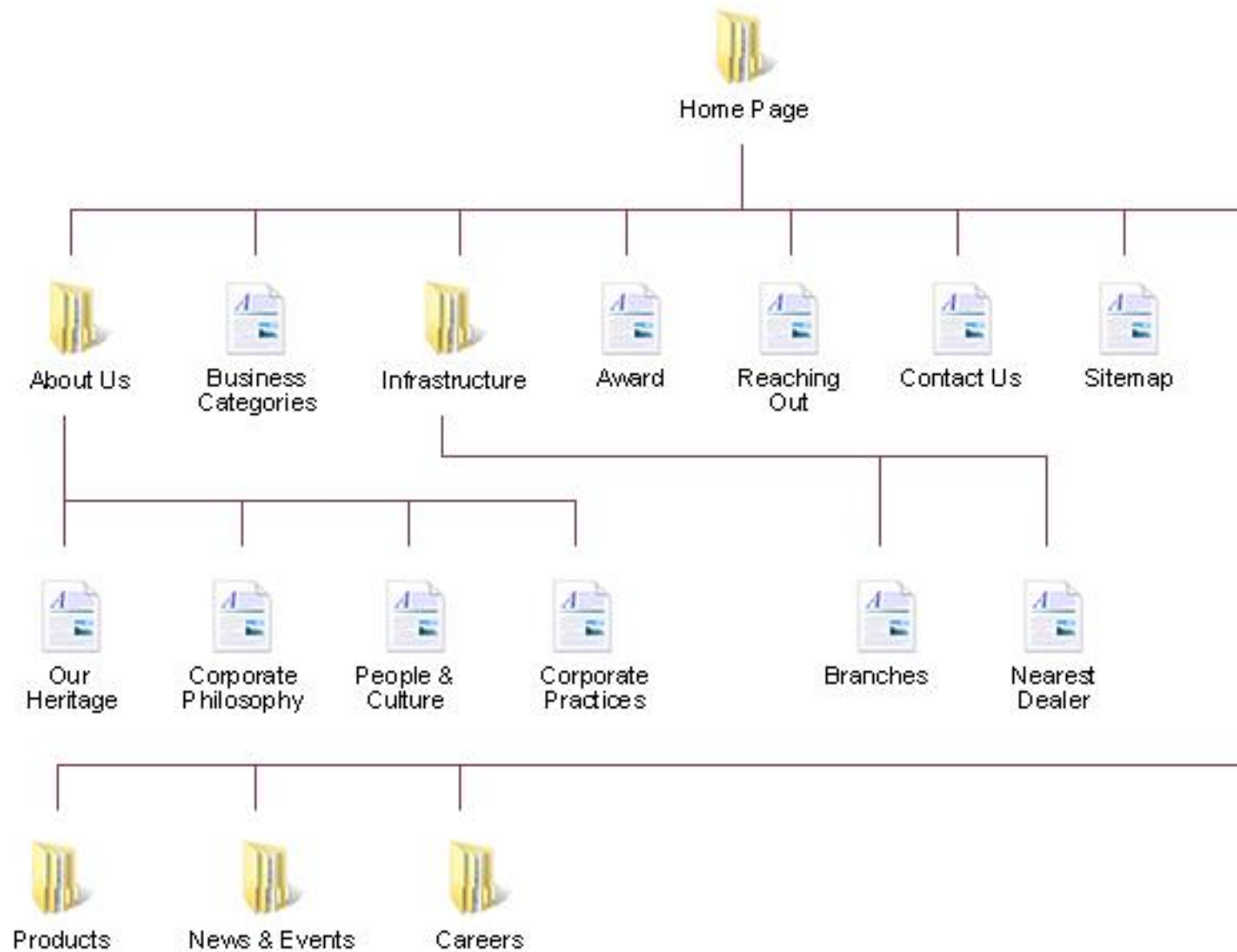
- In the design phase, sitemaps is a way to
 - Organize the structure of the website.
 - Identify all the required pages.
 - How do these pages link to each other.
- Later, the sitemap is a useful tool for the website visitor.
 - It increases the usability of your website.

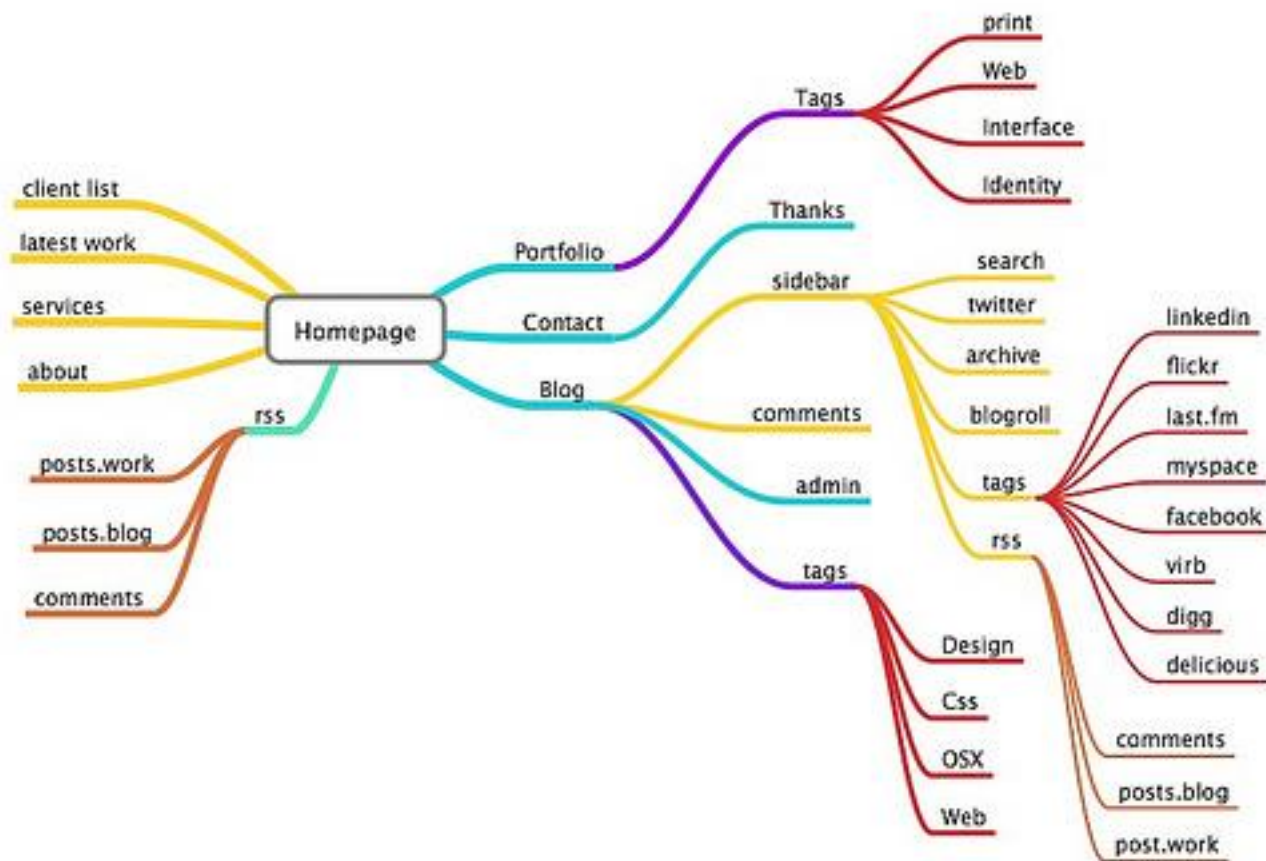
Sitemap Tools

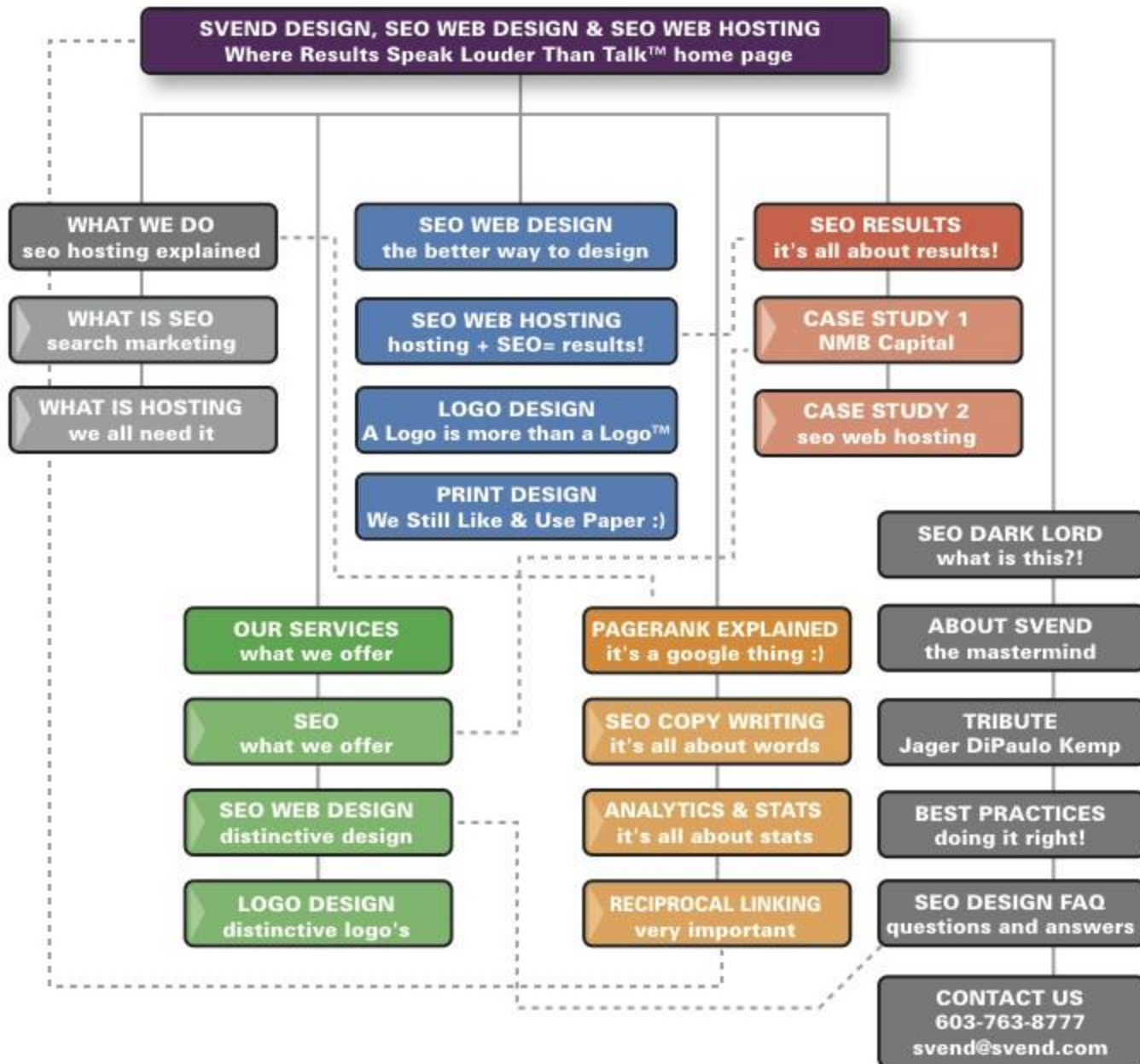
- Any sketching tool of your choice:
 - Gliffy, Microsoft Visio, Word, Power Point.



Sitemap Examples







Resources

- http://en.wikipedia.org/wiki/Website_wireframe
- <http://graphicdesign.about.com/od/effectivewebsites/ss/wireframes.htm>
- <http://webdesignledger.com/tools/10-excellent-tools-for-creating-web-design-wireframes>
- <http://muiomuio.com/web-design/website-wireframes>
- <http://www.smashingmagazine.com/2009/09/01/35-excellent-wireframing-resources/>
- <http://webdesignledger.com/inspiration/18-great-examples-of-sketched-ui-wireframes-and-mockups>
- <http://www.gracesmith.co.uk/get-wireframing-the-all-in-one-guide/>
- <http://intuitivedesigns.net/blog/post/web-designers-dont-skip-the-wireframing-phase>
- <http://www.creativebloq.com/wireframes/top-wireframing-tools-11121302>
- <http://mashable.com/2010/07/15/wireframing-tools/>