

2019

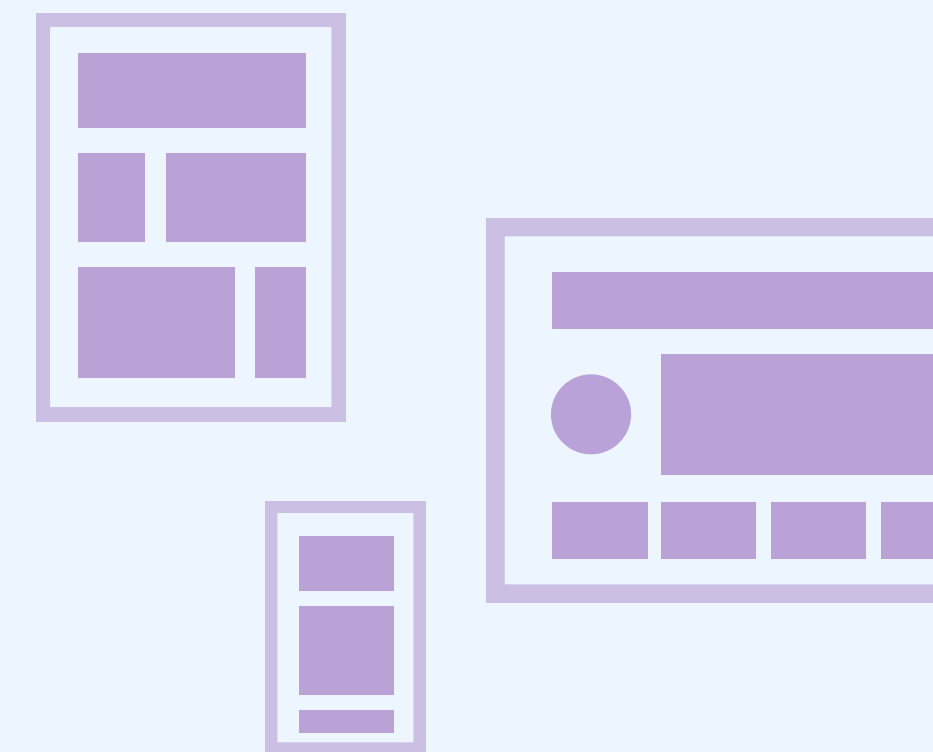
STATE OF THE WIREFRAME



CHRISTOPHER HALLAHAN
chrishallahan.com

World IA Day Kent 2019

A YEAR OF CHANGE



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809



Wireframes are dead—why I haven’t used wires in over a year.

What they are, why you shouldn’t use them and what to do instead.



Zakary Kinnaird [Follow](#)

Apr 29, 2017 · 5 min read

It’s been well over a year since I’ve been handed wireframes and told to make something amazing happen thankfully it has come as a blessing in disguise.

The truth is I never really liked wireframes, they give a lot of power to the UX designer and give little wriggle room for the visual designer.



Never miss a story from **Muzli - Design Inspiration**, when you sign up for Medium. [Learn more](#)

[GET UPDATES](#)

“

**WIREFRAMES ARE GREAT FOR GETTING
CLIENTS TO SIGN OFF ON A PROJECT,
HOWEVER THEY ALSO LOCK YOU INTO A SIGNED
OFF S***** VERSION OF YOUR PROJECT.**

ZAKARY KINNAIRD

[ARTICLES](#)[EVENTS](#)[TOPICS](#)[WRITE FOR US](#)

A LIST APART



Cloudinary

Want the best way to store and serve images and videos? Try Cloudinary. Get your own free account.



Illustration by [Dougal MacPherson](#)

Priority Guides: A Content-First Alternative to Wireframes

by [Heleen van Nues](#), [Lennart Overkamp](#) · May 03, 2018

Published in [Design](#), [Responsive Design](#), [Process](#), [Workflow & Tools](#)

No matter your role, if you've ever been involved in a digital design project, chances are

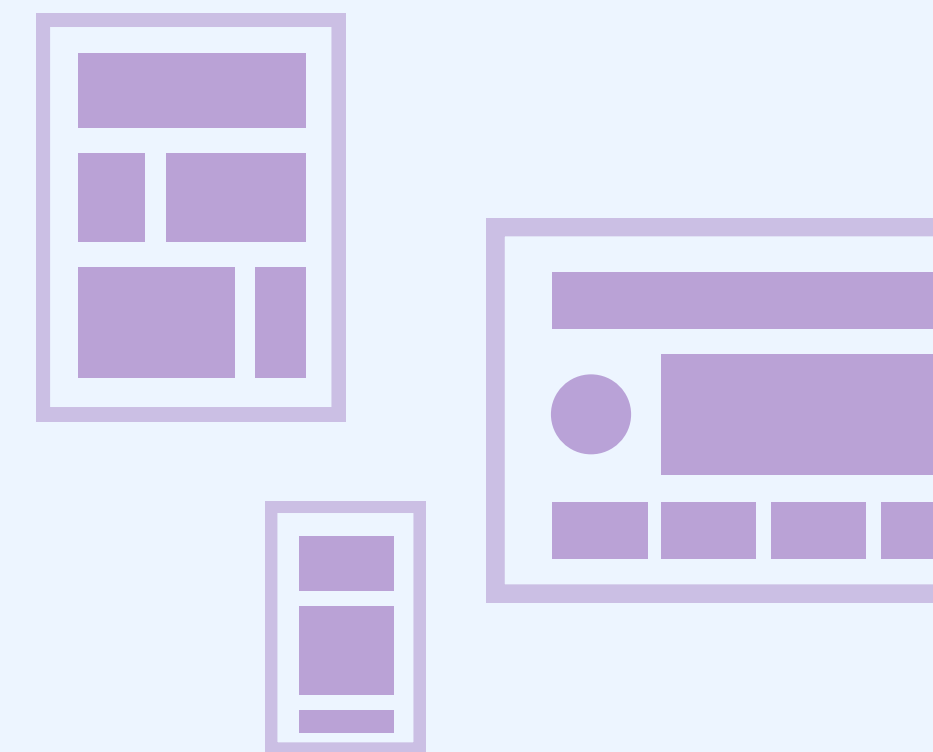
“

**WE’VE NOTICED THAT WIREFRAMES TEND TO
KILL CREATIVITY...**

HELEEN VAN NUES & LENNART OVERKAMP, A LIST APART

QUIZ

WHICH IS A WIREFRAME?



My App

[Sign Up](#) [Login](#)

**Feature
Image**

App Tagline

Description
of feature

Description
of feature

Description
of feature

Description
of feature

Box 1 heading

Box 2 heading

Box 3 heading

Box 4 heading

2010 Copyright. Wireframe Example.

- Finetopping
- Nuclear Services
- Expansion Joints
- Building Insulation

- Air & Vapor Barriers
- Wall Protection
- Division 10 (Misc. Specialist)

peru ac eros tunc, mauri leo tunc, porta ac
consectetur ac, vestibulum at eros. Cras
justo odio, dapibus ac facilisis in, egestas

LEARN MORE

Duis mollis est non

Maecenas sed diam eget risus varius blandit sit amet non magna. Soccis natoque penatibus et
magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus, tellus ac cursus
commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Morbi
leo risus, porta ac consectetur ac, vestibulum at eros. Cras justo odio, dapibus ac facilisis in,
egestas eget quam. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a



Duis mollis est non

Maecenas sed diam eget risus varius blandit sit amet non magna. Soccis natoque
penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus,
tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa



Duis mollis est non

Maecenas sed diam eget risus varius blandit sit amet non magna. Soccis natoque
penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus,
tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa



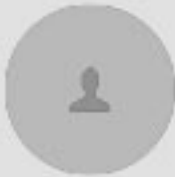
Duis mollis est non

Maecenas sed diam eget risus varius blandit sit amet non magna. Soccis natoque
penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus,
tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa

Safety

Maecenas sed diam eget risus varius blandit sit amet
non magna. Soccis natoque penatibus et magnis dis
parturient montes, nascetur ridiculus mus. Fusce
dapibus, tellus ac cursus commodo, tortor mauris
condimentum nibh, ut fermentum massa justo sit amet
risus. Morbi leo risus, porta ac consectetur ac,
vestibulum at eros. Cras justo odio, dapibus ac facilisis

OUR VALUES



"Praesent commodo cursus magna, vel scelerisque nisl
consectetur et. Cras justo odio, dapibus ac facilisis in,
egestas eget quam. Duis mollis, est non commodo
luctus, nisi erat porttitor ligula, eget lacinia odio sem nec
elit. Donec sed odio dui."

—Jimmy Smith

PCI AUSTIN ISS PROJECTS

NEWS

Select A Category



Search News



May 14, 2017

Sed posuere consectetur est
at lobortis maecenas faucibus
mollis interdum



May 14, 2017

Sed posuere consectetur est
at lobortis maecenas faucibus
mollis interdum

May 14, 2017
Sed posuere consectetur est
at lobortis maecenas faucibus
mollis interdum

May 14, 2017
Sed posuere consectetur est
at lobortis maecenas faucibus
mollis interdum



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mollis interdum



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mollis interdum



May 14, 2017

Sed posuere consectetur est
at lobortis maecenas faucibus
mollis interdum



parturient montes, nascetur ridiculus mus. Fusce
dapibus, tellus ac cursus commodo, tortor mauris
condimentum nibh, ut fermentum massa justo sit amet
risus. Morbi leo risus, porta ac consectetur ac,
vestibulum at eros. Cras justo odio, dapibus ac facilisis

FEATURED PROJECTS

Duis mollis, est non commodo luctus, nisi erat porttitor ligula



Project Name



Project Name



Project Name

• • •
"Praesent commodo cursus magna, vel scelerisque nisl
consectetur et. Cras justo odio, dapibus ac facilisis in,
egestas eget quam. Duis mollis, est non commodo
luctus, nisi erat porttitor ligula, eget lacinia odio sem nec
elit. Donec sed odio dui."
—Jimmy Smith

OUR SERVICES

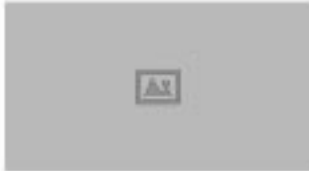
Duis mollis, est non commodo luctus, nisi erat porttitor ligula



Interior

Maecenas sed diam eget risus varius blandit
sit amet non magna. Soccis natoque

LEARN MORE



Insulation

Maecenas sed diam eget risus varius blandit
sit amet non magna. Soccis natoque

LEARN MORE



Specialty

Maecenas sed diam eget risus varius blandit
sit amet non magna. Soccis natoque

LEARN MORE

Featured Posts

ALL POSTS



Your partner in creating world-class school

Whether you are looking to set up a new school or upgrade an existing one, NextSchool is your one-stop solution. Our team, which possesses extensive experience in the education sector is committed to help you establish and operate world-class school.

Enquire now

Get a call



**The Phenomenal Growth
of the Indian Education Market**

Centrod

account logout

News, alerts, updates from the Centrod Team



Robert Kanves
robert@centb.com
31 in San Francisco, CA
Mission District

Where do you like to grab dessert?

Events

ALL



DJ SHADOW
MEZZANINE
FEB 19, 2008, 7-10 PM

8 people

DESERT ROADTRIP
DEATH VALLEY
FEB 21 - FEB 25, 2008

3 people

up next

Take Family Camp - Mar 11 - Mar 18, 2008
take, camp, family, friends, friends, ...
Map, 13 people

Robert's Maps

San Francisco (4)
Mission
Parks
North Beach
To Do

San Jose (2)

Austin (1)

SPOT JOTS (notes)

El Toro

Book a flight

Outbound flight

10:40, Mon 9 Jan, Amsterdam (AMS)
16:05, Mon 9 Jan, New York (JFK)
€1563
Business Class
3x checked bag

Opens layover screen with flight details of outbound flight

✕ [Flight details](#)

[Edit this flight](#) ✕

Opens layover screen with terms & conditions

✕ [Details](#)

Tickets are changeable and refundable for free.

Flight selection screen of outbound flight

Return flight

17:55, Fri 13 Jan, New York (JFK)
06:55 (+1), Fri 13 Jan, Amsterdam (AMS)
€2228
Business Class
3x checked bag

Opens layover screen with flight details of return flight

✕ [Flight details](#)

[Edit this flight](#) ✕

Opens layover screen with terms & conditions

✕ [Details](#)

Tickets are changeable and refundable for free.

Flight selection screen of return flight

€3081

Total price for 1 passenger

Opens layover with full price breakdown per flight

✕ [Price specification](#)

Taxes, surcharges and booking fee of €10 included (credit card surcharge may apply). Prices shown may vary depending on fare availability. You will see the exact total price when selecting your payment method.

Required legal notice

Save & Share

If logged in, message is shown 'Flight added to wishlist'. If not logged in, layover opens with option to log in and/or provide email address

✕ [Add to wishlist](#)

[Share trip details](#) ✕

Opens layover with options for social sharing



- [Programs](#)
- [Get Help](#)
- [Get Involved](#)
- [About](#)
- [Resources](#)
- [News](#)
- [Events](#)
- [Contact](#)
- [Donate](#)

Other programs

Program Detail

Program news
(upcoming events,
etc)

Program overview (short & sweet)

Program description

Donate to the Greater Pittsburgh Community Food Bank

Choose an amount to donate:

\$1

Every dollar helps. 96% of donated money goes directly to feeding the hungry.

Hi, we are Dropbox.

We are reinventing teamwork (and we keep releasing tools and software that proves that).

We are designed around the way you work.

You can take your docs anywhere – whether it is your phone or on the road.

You can also upload videos pretty quickly and send to anyone (even if they don't use Dropbox).

You can manage your photos fairly easily too. We make it pretty simple to organize them.

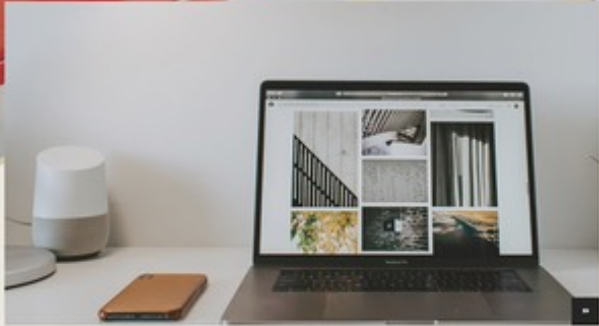
And we also have tools for real-time collaboration with your peers, whether you are working together on a presentation or constantly updating files in a folder.

Of course, we're safe. You'll never lose a file again.

Interested? Get started now.

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WE ARE
DESIGNING
THE FUTURE



BEHIND THE SCENES



01

LOREM IPSUM DOLOR
AMET FLEXITARIAN
VHS VENM

viral mustache literally gluten-free distillery
narwhal typewriter health goth yr brunch pour-
over meh a-bit lyft glossier tbh succulents



TWO IN THE HAND

02

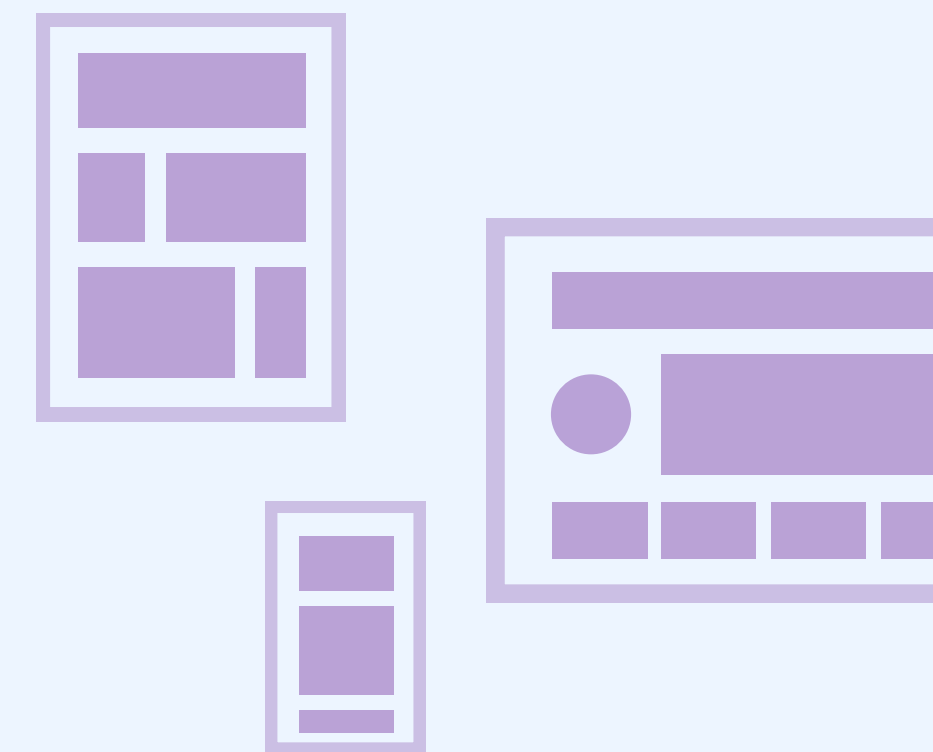
LOREM IPSUM
DOLOR AMET
FLEXITARIAN VHS

Viral mustache literally gluten-free distillery
narwhal typewriter health goth yr brunch pour-
over meh a-bit lyft glossier tbh succulents

WAP

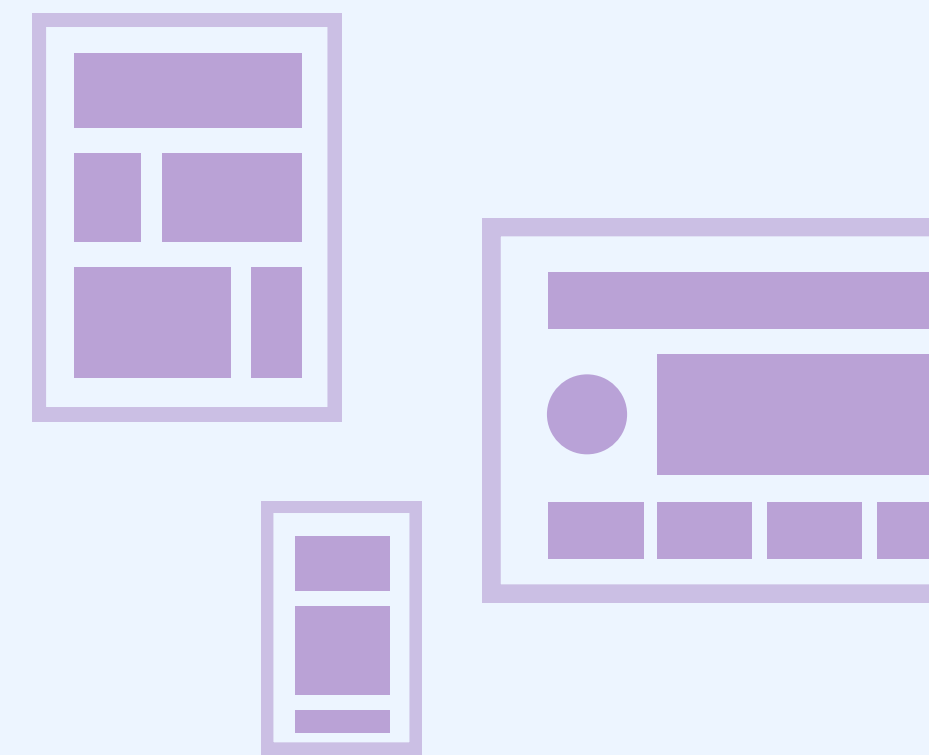
COLLABORATIVE DISCUSSION

HOW DO YOU USE WIREFRAMES?



bit.ly/wireframe2019

WIREFRAMES DEFINED



WIREFRAMES DEFINED

An asset used early in the UX design process, after user flows and strategy have been defined.

Communicate and prioritize an interface's structure, content hierarchy and basic functionality/behavior.

Establish basic structure before visual design (typography, color and layout).

Skeleton of a user interface.

1

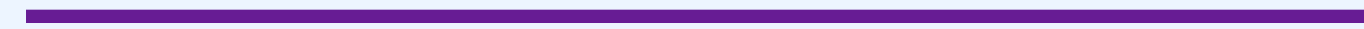
Establish Focus

CONCENTRATE ON CONTENT AND PRIORITY

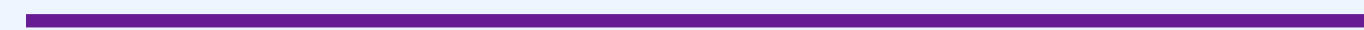


Concrete

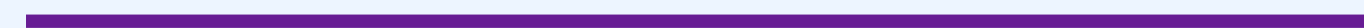
Surface



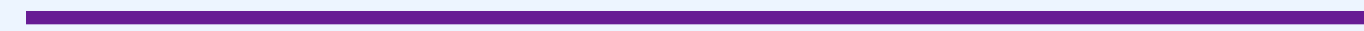
Skeleton



Structure



Scope



Strategy

Abstract



← Wireframes

2

Reduce Risk

ESTABLISH SHARED UNDERSTANDING



3

Facilitate Team and Client Communication

VISUAL STRUCTURE FOR DISCUSSION

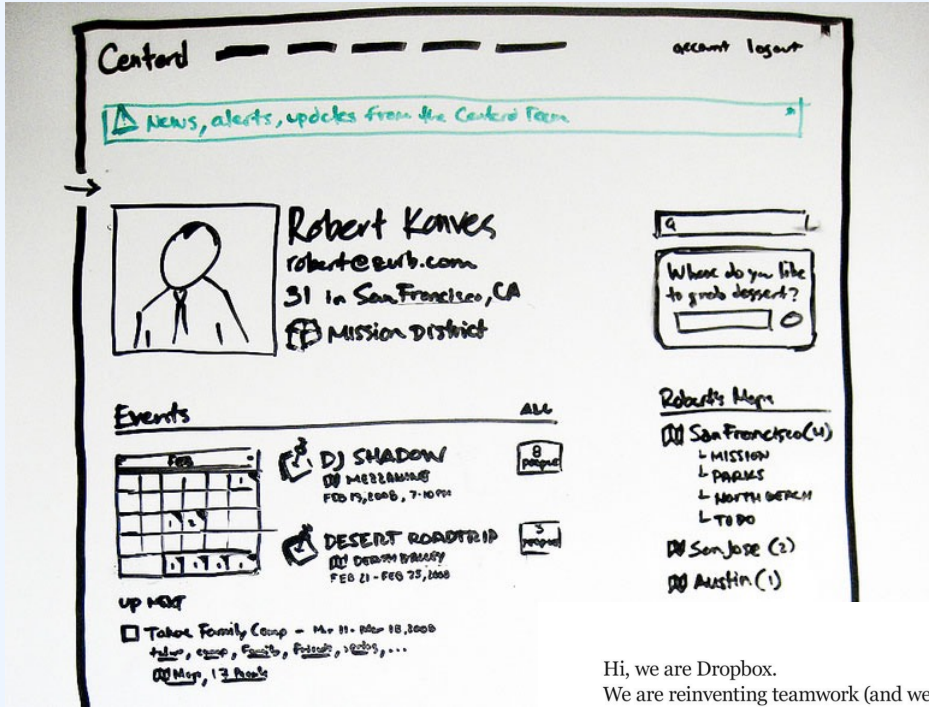


4

Rapid Iteration

RELATIVELY INEXPENSIVE TO REFINES





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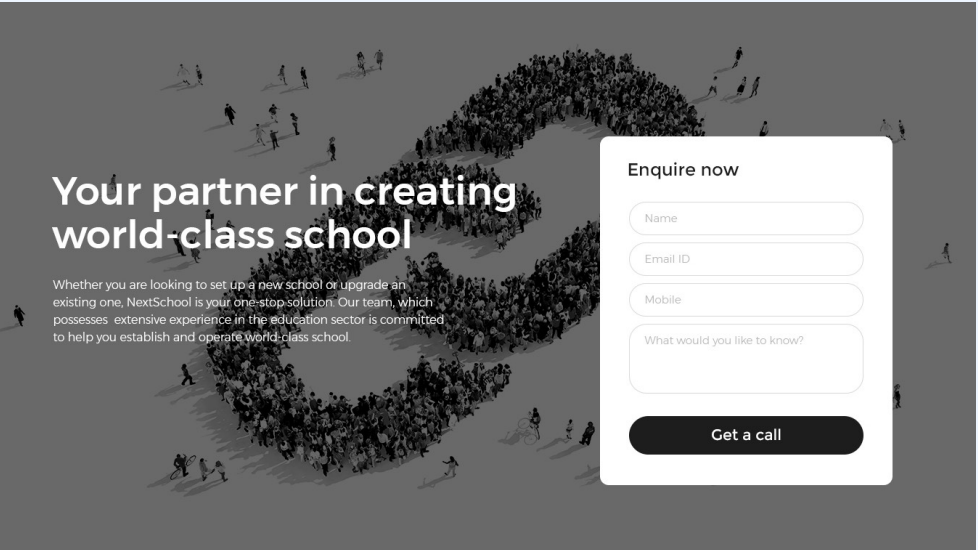
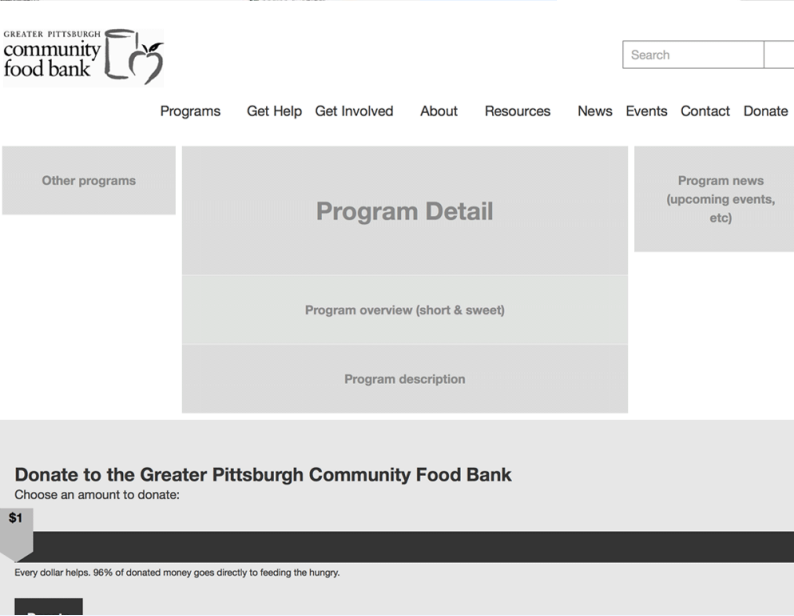
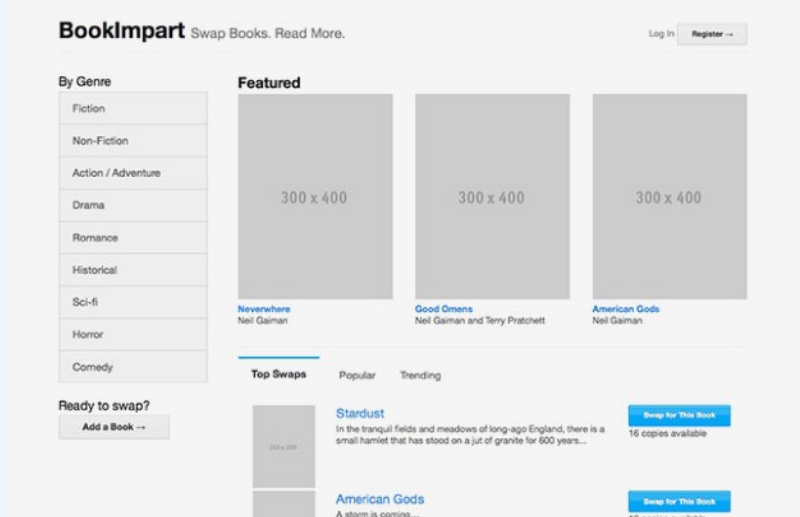
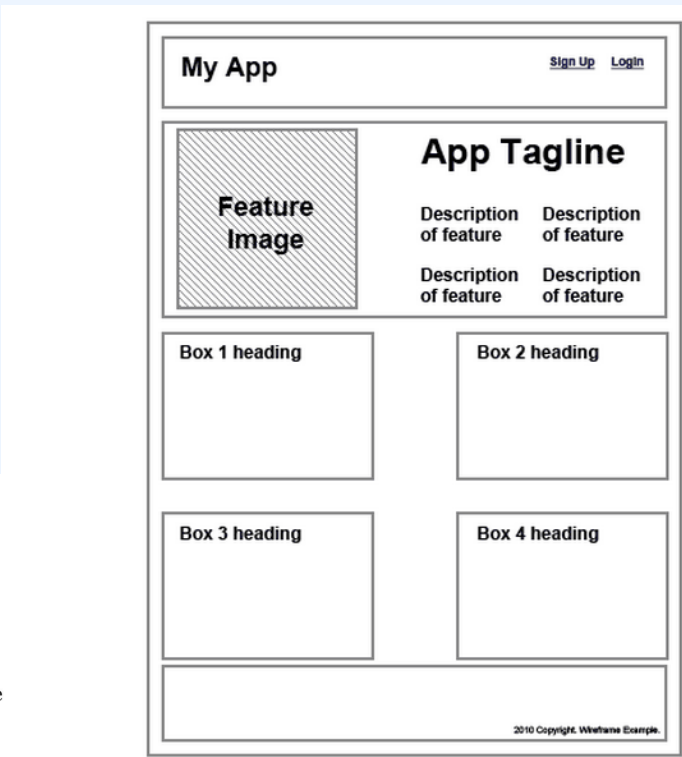
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Of course, we're safe. You'll never lose a file again.

Interested? Get started now.

PS: in case this is not what you're looking for, here are a few other things you can do.



The Phenomenal Growth
of the Indian Education Market



Low Fidelity

Sketches, Content Stories,
Grey Box Wireframes, Clickable Prototypes

Lower risk / cost

Very abstract

High Fidelity

HTML Wireframes, Greyscale Wireframes,
Mockups/Comps, Programmatic Prototypes

Higher risk / cost

Less abstract

Prototypes can be created from low or high fidelity wireframes

Simulate user flow and interactivity prior to development

PREVIOUS TOOLS

Clickable PDFs

Programmatic

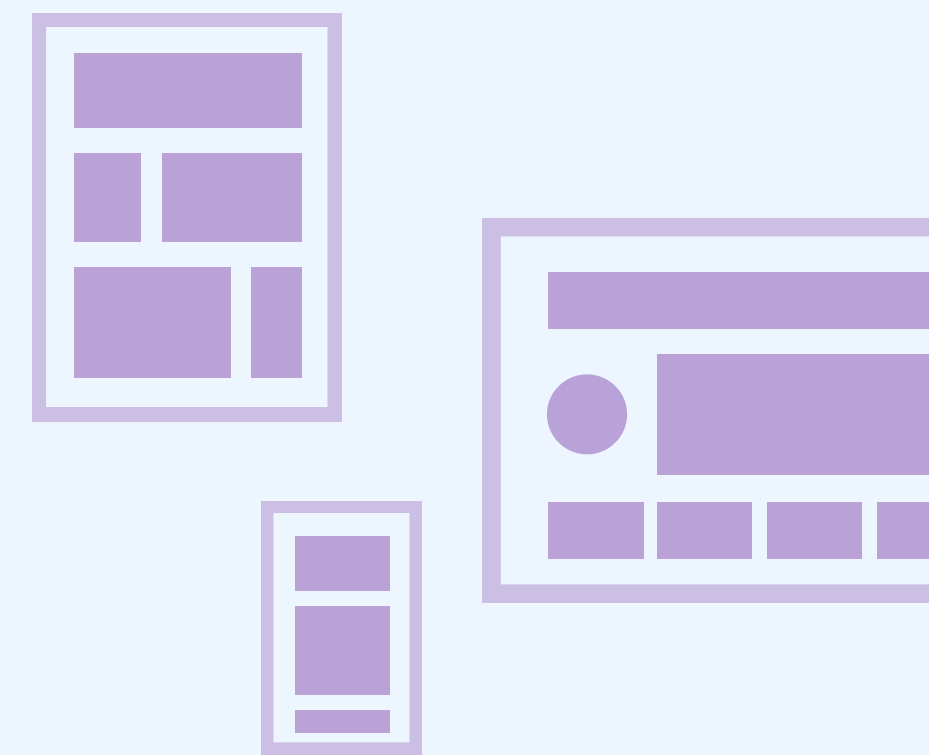
TODAY'S TOOLS

Rapid HTML

Linked Art Boards

Complex Animation

WHERE THEY FALL DOWN



1

Make Design Assumptions

COLORING BOOK EFFECT & LOCK IN



From bathing assistance to board games, **this is home care.**

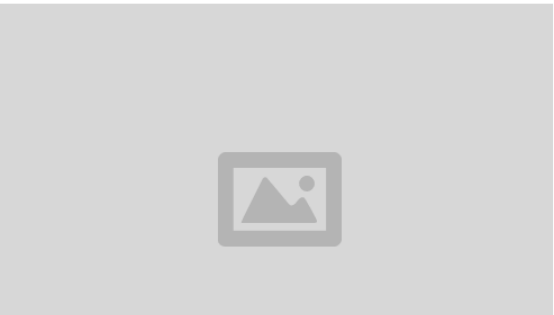
We all have times in our lives when we could use a little help. Our extraordinary caregivers are extensions of your family who provide non-medical care in the place you call home.

Home Care Services include:



Companion Care Services

Meal preparation, errands, laundry, light housekeeping, etc.



Personal Care Services

Mobility, bathing, eating assistance, incontinence, etc.

REQUEST INFORMATION
about our Home Care Services

First Name *

Last Name *

How do you prefer we reach you? *

Select one

▼

Relationship to person in need of services *

Select one

▼

Zip code where services are needed *

Services needed *

From bathing assistance to board games, **this is home care.**

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▼

Relationship to person in need of services*

Select one

▼

ZIP Code where services are needed

Services needed*

☐ Companion Care Services

2

Can Be Time Consuming

THROW-AWAY DELIVERABLE



NOT USED IN END PRODUCT

Research Reports

Sitemap

Static Wireframes

Mockups

USED IN END PRODUCT

Written Content

HTML Wireframes / Prototypes

Living Pattern Library

Exported Vector Graphics

3

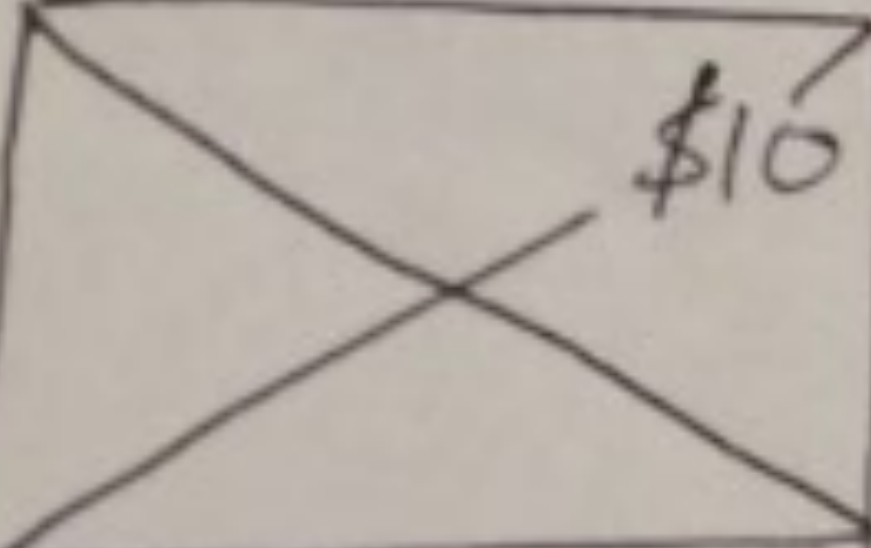
Overly Simplistic

“WE CAN’T SHOW THAT TO OUR CLIENTS / USERS”

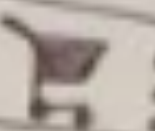



2090

HEY NAME!

 \$25	 \$19
 NAME 1	 NAME 2
 \$10	 \$15
 NAME 3	 NAME 4
 \$2	 \$5


LOGO

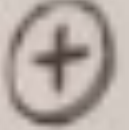
← CATEGORY 



TEAPOT \$15.00


DESCRIPTION:
Made of Ceramic. Designed to impress your guests

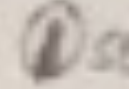
 SELLER NAME

QUANTITY 1 ▼ 




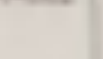
LOGO



← CHECKOUT



 SELLER
\$15.00
TEAPOT


QUANTITY 1

SHIP ADDRESS    

PAYMENT  

TOTAL \$15.00

← CHECKOUT

SHIP ADDRESS 

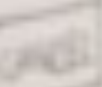
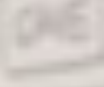
FIRST NAME LAST NAME

ADDRESS I

ADDRESS II

ZIP CITY

STATE

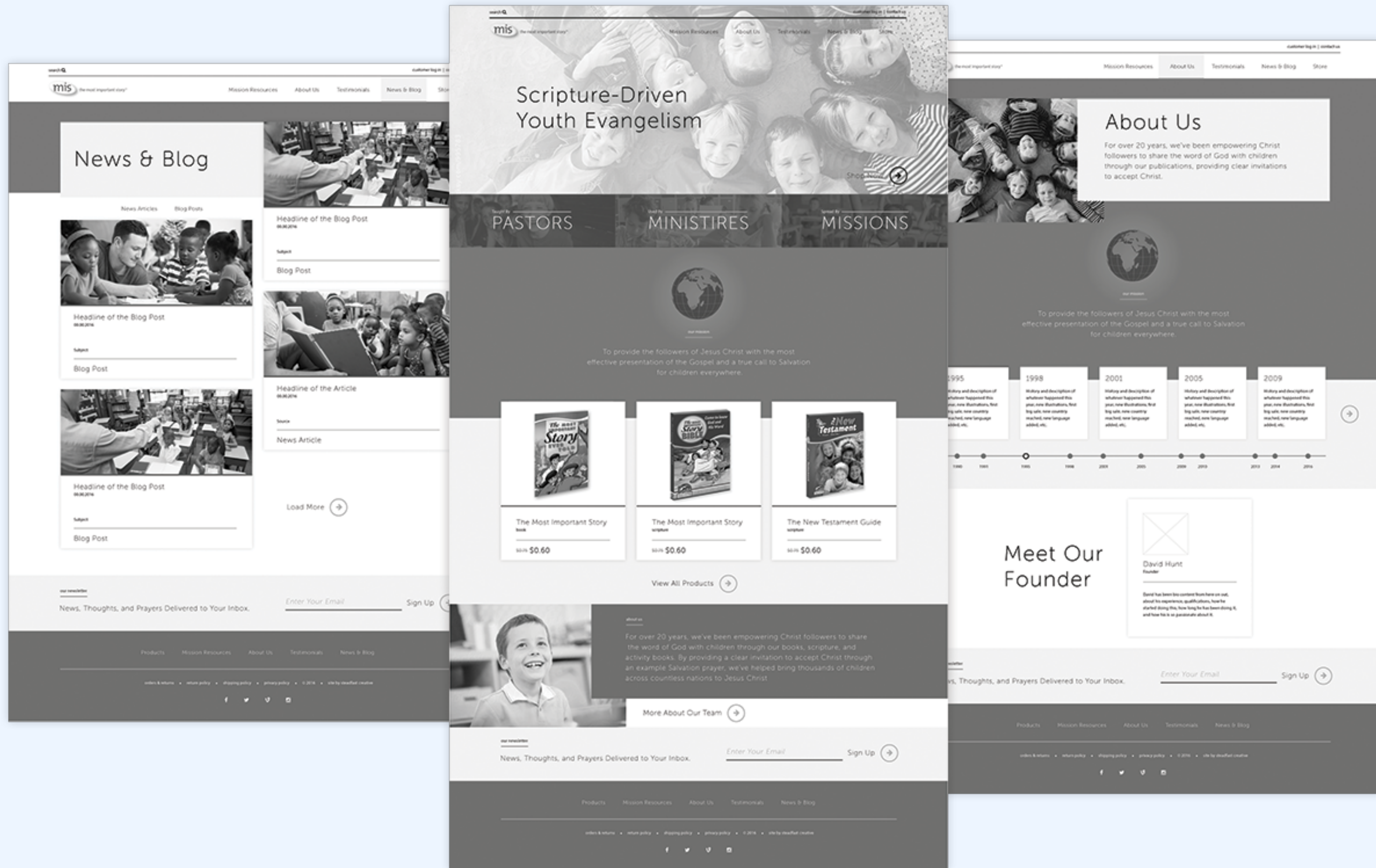
 

4

Perfection and Polish

LOOK TOO GOOD





5

Responsive Design and Interactivity

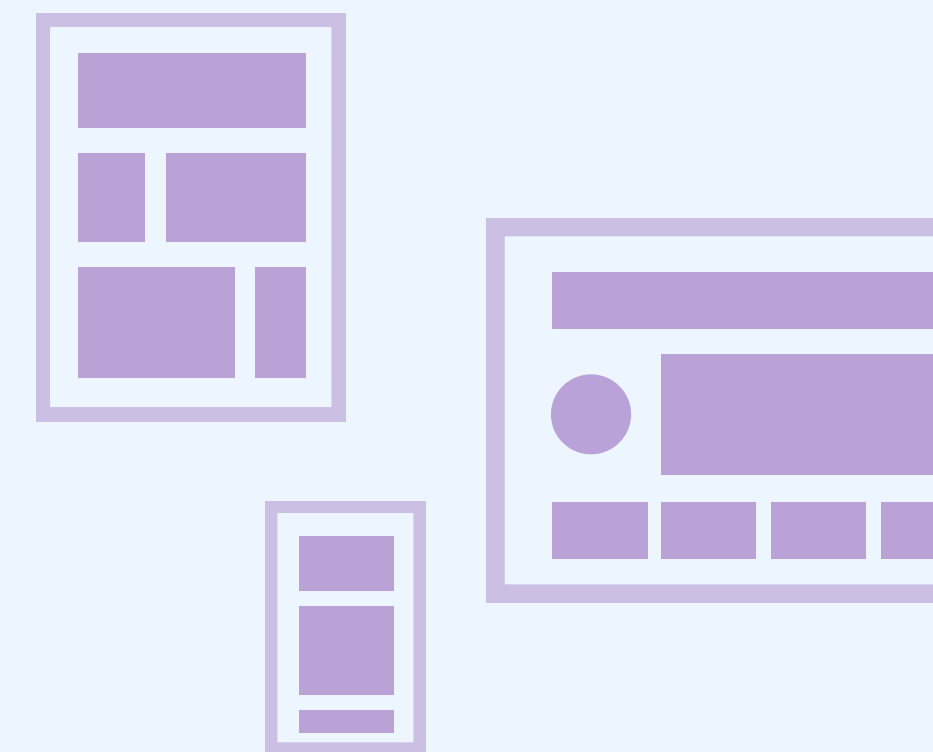
A STATIC ABSTRACTION



In web design, there is no such thing as “mobile” and “desktop” sizes.



A NEW WORLD OF WIREFRAMES



HTML Wireframes

Prototyping

Christopher Hallahan PRO

Save All + Run

Fork

Settings

Change View

product-single.njk

buy.njk

header.njk

header_horizontal.njk

Save

External Resources

15

<div class="panel panel--center">

16

<form>

17

<h3>Where Are You?</h3>

18

<div class="location-field">

19

<input type="text" placeholder="Enter Zipcode" /> <div class="location"> <p>or</p><button>Use

20

</div>

PREVIEW:

pages/buy.html

Logs

COMPANY NAME

Contact Us

Healthcare Professionals

Espanol

PRODUCTS

ADVICE

WHERE TO BUY

FAQS

COUPONS

Where to Buy

Find products near you. Choose your location, then choose a product.

Delete

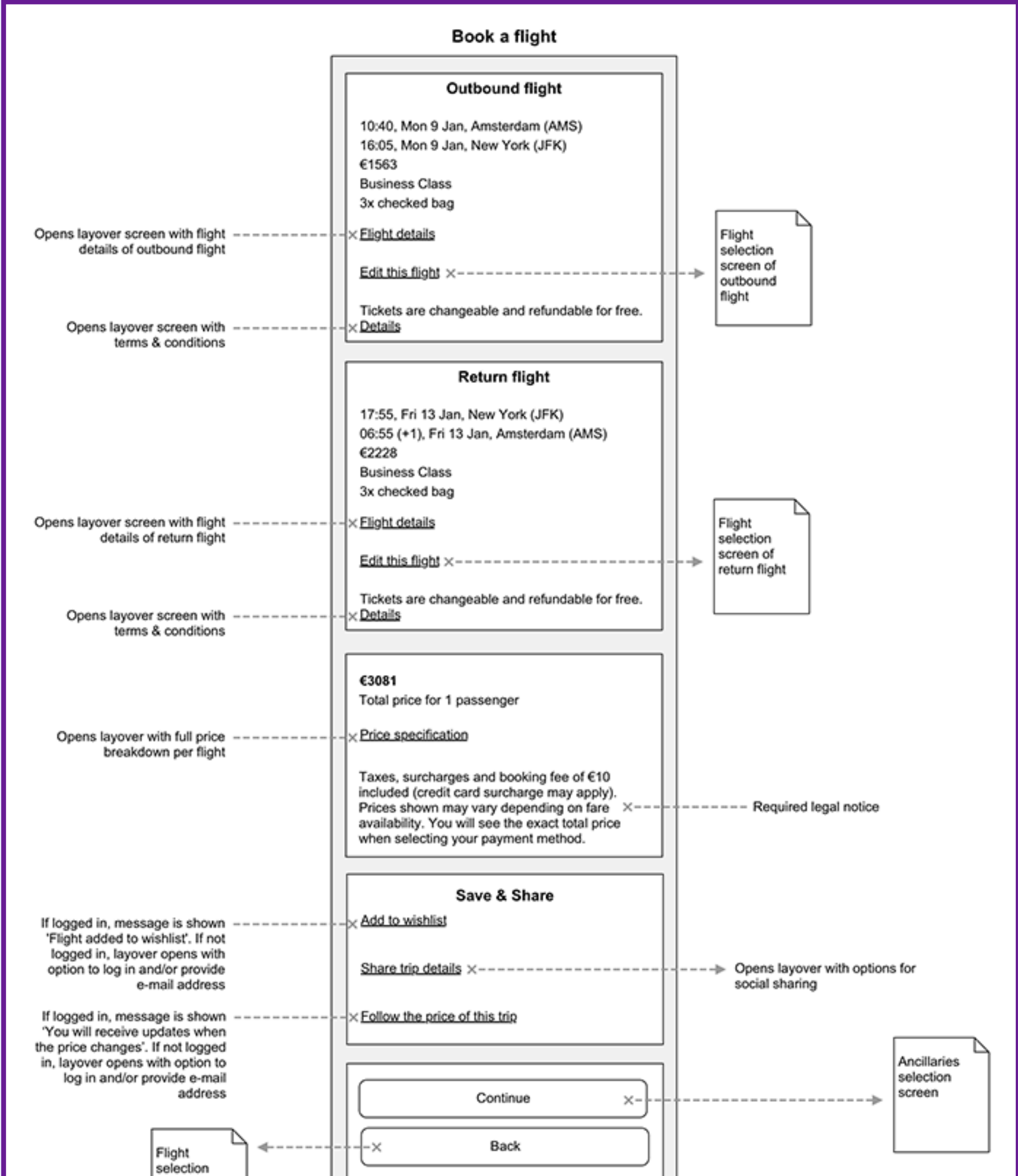
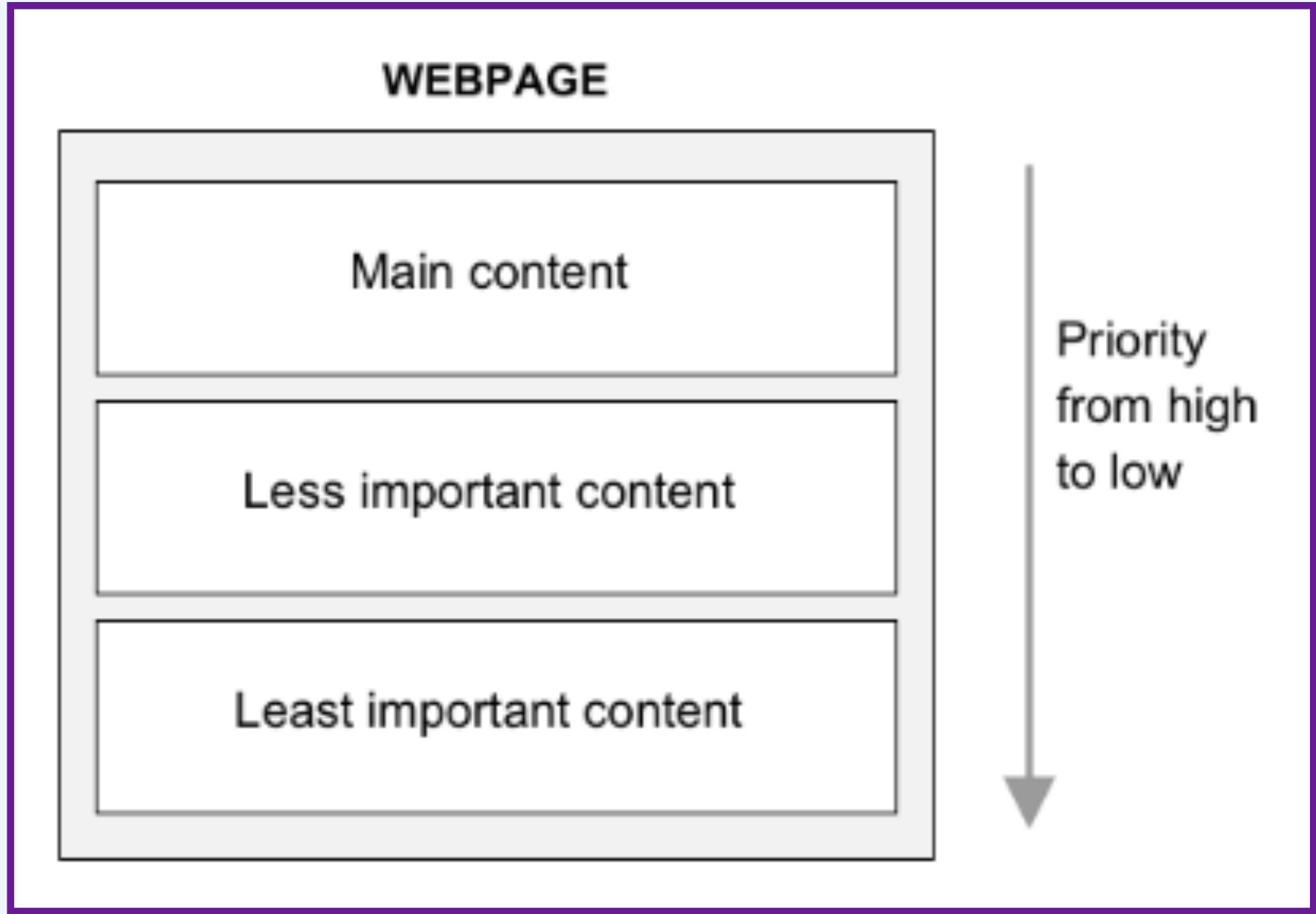
Share

Export

Deploy

www.codepen.io

Priority Guides



All 4 You Cleaning Services - Content Spreadsheet



File Edit View Insert Format Data Tools Add-ons Help [Last edit was 13 days ago](#)

100% ▾

\$ % .0 .00 123 ▾

Arial ▾

10 ▾

B *I* ~~S~~ A

Navigation Item		
A	B	C
Navigation Item	Content Items	Audience
Site-Wide Header	Logo, Navigation Items, Contact Us Call to Action	All
Home Page	All 4 You Brand Message + Imagery	All
	Introductory Text + Why Choose Us Bullets	
	Residential/Commercial Services Bullet Points / Summary	
	Areas Served	
	Testimonials (rotating)	
	Contact Us Today Block + Gift Certificate Promo	
Residential Cleaning	Introduction + What You Can Expect	Residential Customers
	One Time House Cleaning	
	Recurring Cleaning	
	Move-In/Out Cleaning	
	Residential Testimonial(s)	
	Before/After Photos	
	Request a Quote - Call to Action	
Commercial Cleaning	Introduction + What You Can Expect	Commercial Customers
	Types of Facilities	
	Cleaning Technology (Clorox)	

Text

Drag and drop sticky notes, titles or text boxes to write down your ideas.

T

3x3 STICKY NOTE

5x3 STICKY NOTE

CIRCLE STICKY NOTE

Prioritization

All changes saved

1

SHARE

Home Page A

Header

Hero Banner

Services Overview

Locations

Client Testimonial

Call to Action

Footer

Home Page B

Header

Photo Gallery

Client Testimonial

Long-Form About Description

Call to Action

Footer

Content “Storyframe” Documents

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<https://uxdesign.cc/storyframes-before-wireframes-starting-designs-in-the-text-editor-ec69db78e6e4>

[Try Dropbox Business](#)

Dropbox

[Download the app](#)[Sign in](#)


Reinventing teamwork

Introducing Dropbox Paper and Smart Sync — a simpler way to work together.

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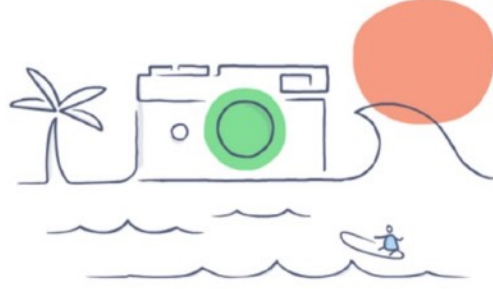
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Automatically upload photos to organize, share, and work on them with others. Whether they're new images for your blog or scanned receipts, they're all safe and organized in Dropbox.

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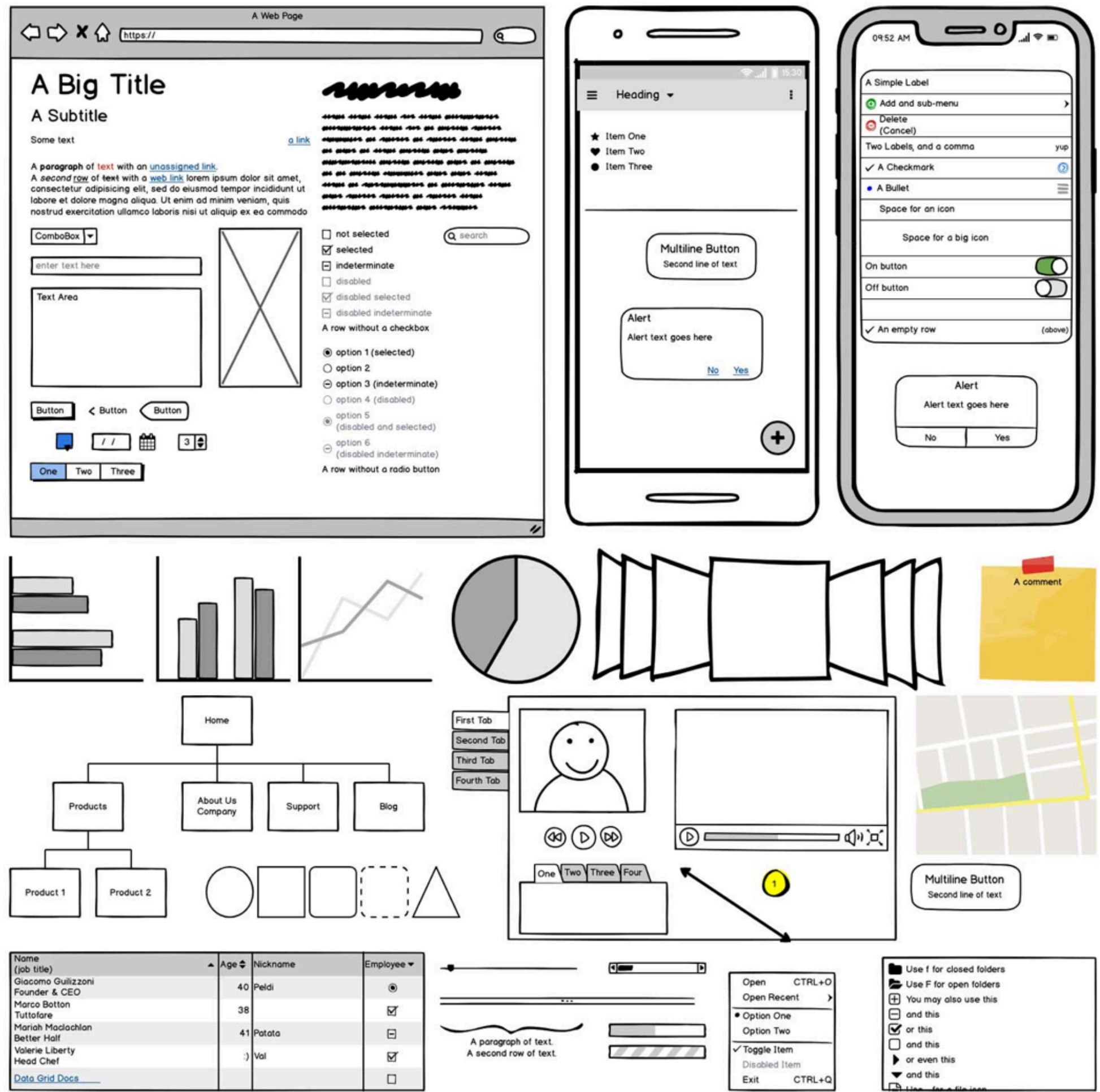
Work on slides together



UI Libraries

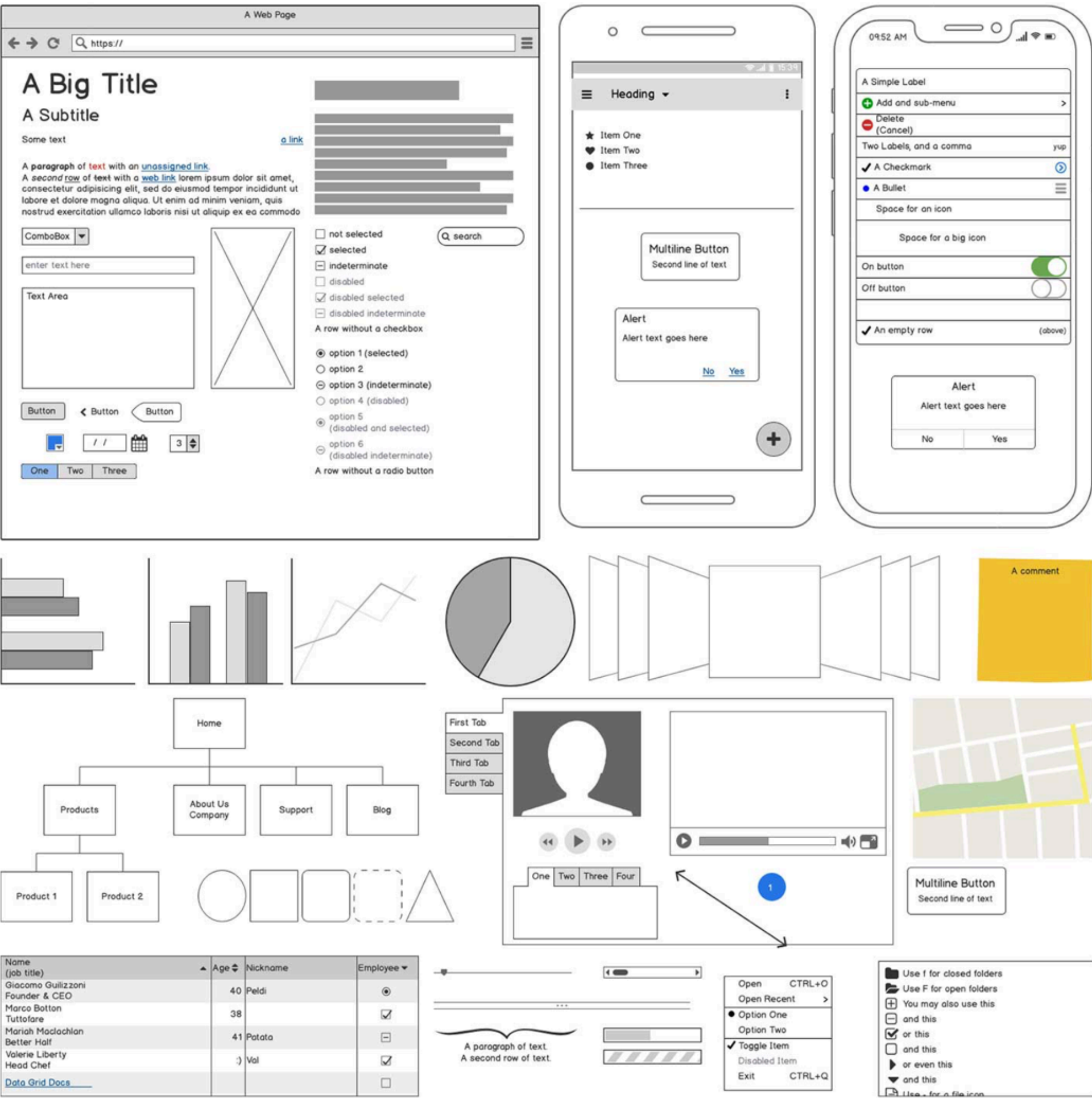
Sketch-Style Controls

They look like sketches on purpose! It encourages brainstorming.



Clean Wireframes Option

Need to present your work? Switch skin and voilà.





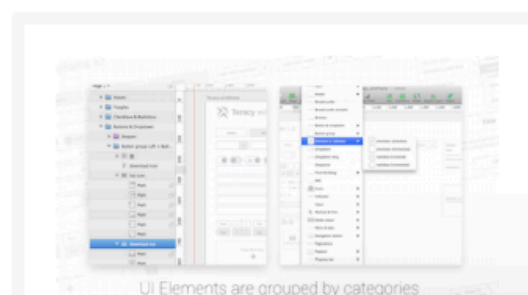
Teracy - Wireframe UI Kit Sketch Resource

Designed by Anh Nguyen

344189 views • 53028 downloads

 [Download resource](#)

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UI Elements are grouped by categories



 Slider menu

Dropdown ▾

Username  ▾

Home

Library


Date

Home / Library / Date

Menu selected

Menu selected

Dropdown ▾

 Dropdown with icon ▾

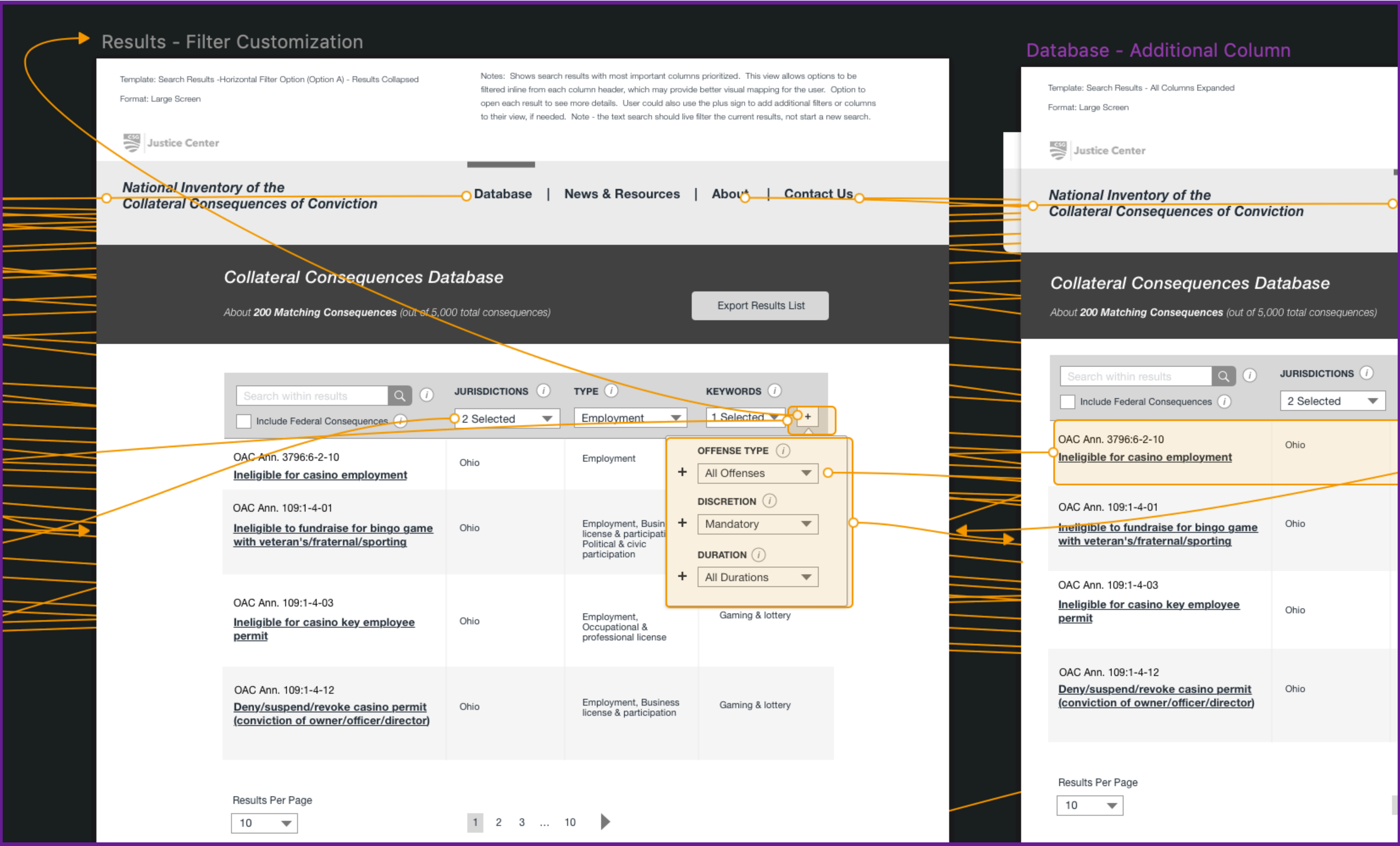
Tab in container

Tab selected

Tab in container

Hover

Interactive Wireframes



Click and drag to create hotspots

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P

SUPPORT ▾

ORDER ▾



Link To:

Screen as Overlay ▾

Browse

☒ Click ☐ Hover

Support Mega ▾

Browse

POSITION

TRANSITION

BG

Custom ▾

Fade in ▾

0 %

☐ Reverse transition on *Close* link

☒ Close on clicking outside of overlay

☐ Include hotspot in template

Save

[cancel](#)

[delete](#)

om empowers the o
nunity through con
se monitoring (CGM

betes treatment decisions with
ersticks and no calibration.*



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Wireframes as Internal Artifacts Instead of Deliverable



Hybrid “Experience Designer” Roles

Research

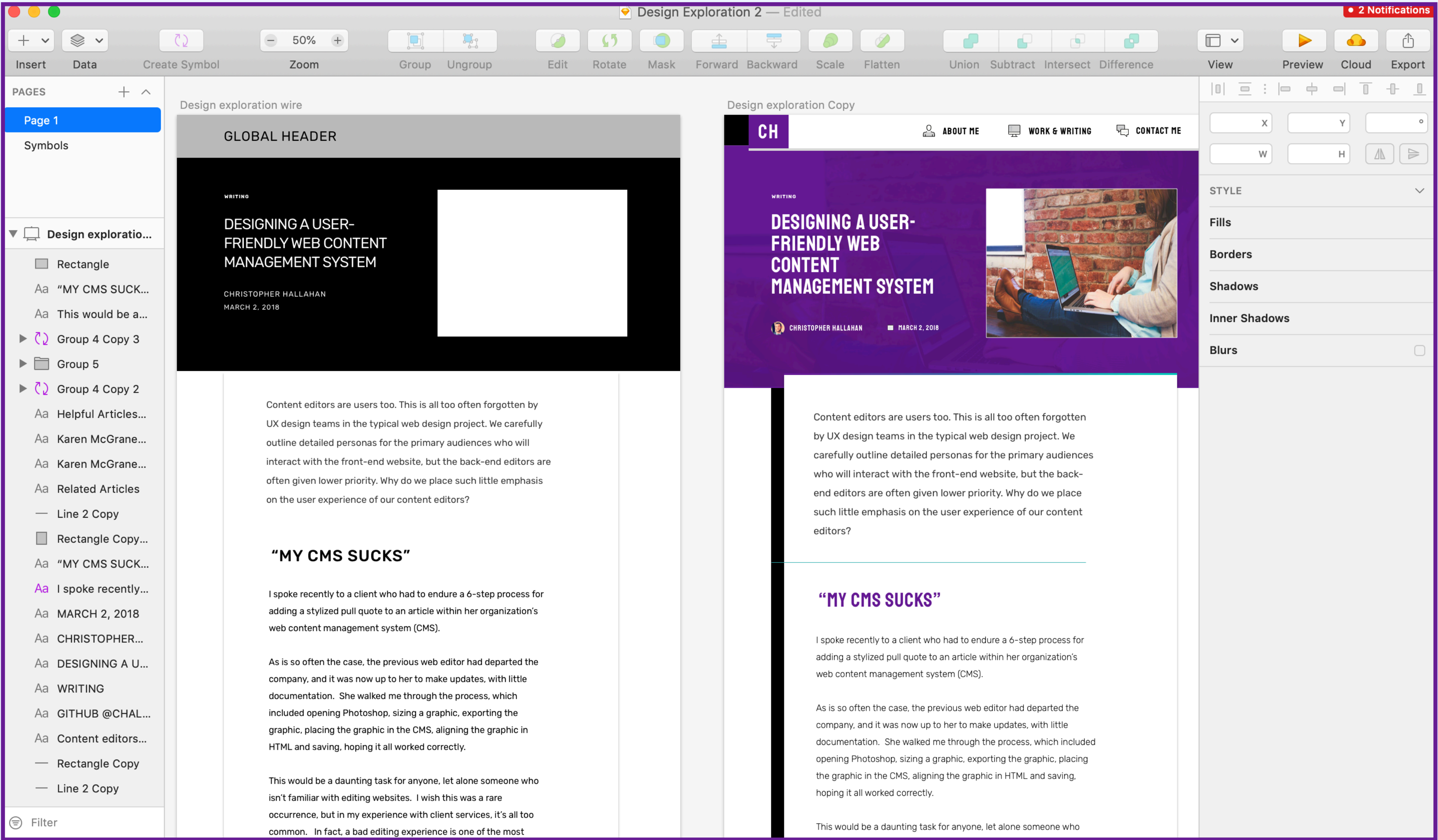
Information Architecture

Wireframes

Visual Design

Interaction Design

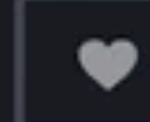
Prototyping





2019 Website Style Tile

A PEN BY Christopher Hallahan **PRO**

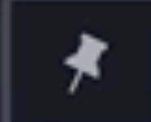


Save

Fork

Settings

Change View



HTML

```
1 <link href="https://fonts.googleapis.com/css?
  family=Rubik:300,300i,400,500,500i,700i|Staatliches" rel="stylesheet">
2
3 <main>
```

CSS (SCSS)

```
1 // Variables //
2
3 $body: 'Rubik', sans-serif;
4
5 $heading: 'Staatliches', cursive;
6
7 $purple: #671C94;
8
9 $green: #2DB1B3;
10
11 $blue: #EDF5FF;
12
13 $grey: #343434;
14
15 body {
16   font-family: $body;
17   background-color: $blue;
18 }
```

JS

WRITING



DESIGNING A USER-FRIENDLY WEB CONTENT MANAGEMENT SYSTEM

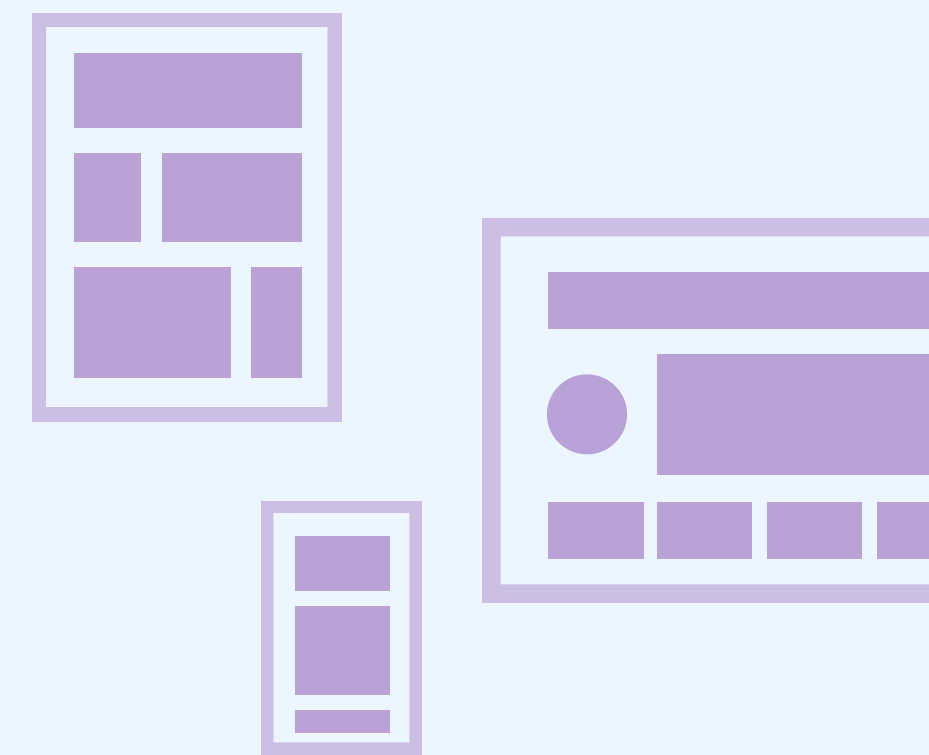


CHRISTOPHER HALLAHAN



MARCH 2, 2018

FINAL THOUGHTS



FINAL THOUGHTS

Wireframes ≠ equal UX

Content and strategy inform wireframes

Every organization and project is different

Use time and resources wisely

Early design collaboration is essential

MY WIREFRAME TOOLKIT

Pen/Paper/Sticky Notes

Your Local Retailer

Sketch (Bohemian Coding)

www.sketchapp.com

Adobe XD

www.adobe.com/xd

Google Apps

www.google.com/apps

Mural

www.mural.co

CodePen

www.codepen.io

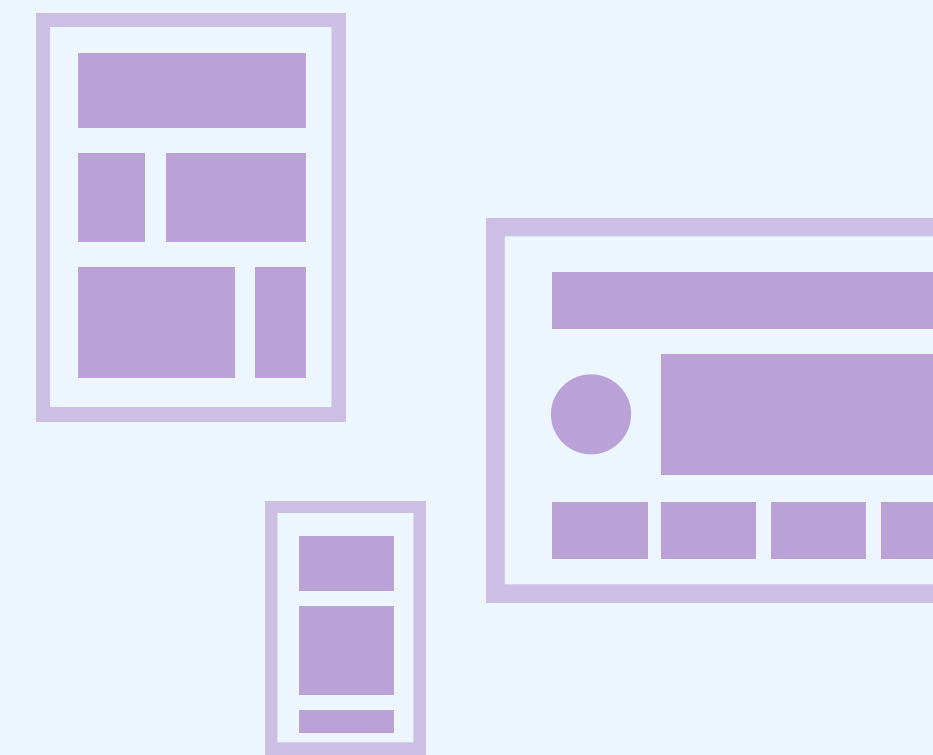
InVision

www.invisionapp.com

bit.ly/wireframe2019

DISCUSSION REVISITED

HOW DO YOU USE WIREFRAMES IN YOUR DESIGN PROCESS?



THANK YOU!



CHRISTOPHER HALLAHAN
chrishallahan.com

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