how to read a wireframe

fuzzy math
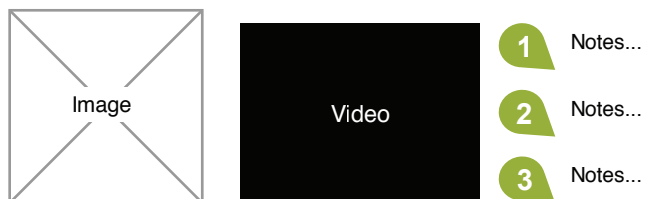
Whether a client, stakeholder, or new to the wireframe world, here's a quick rundown of how to make sense of it all.
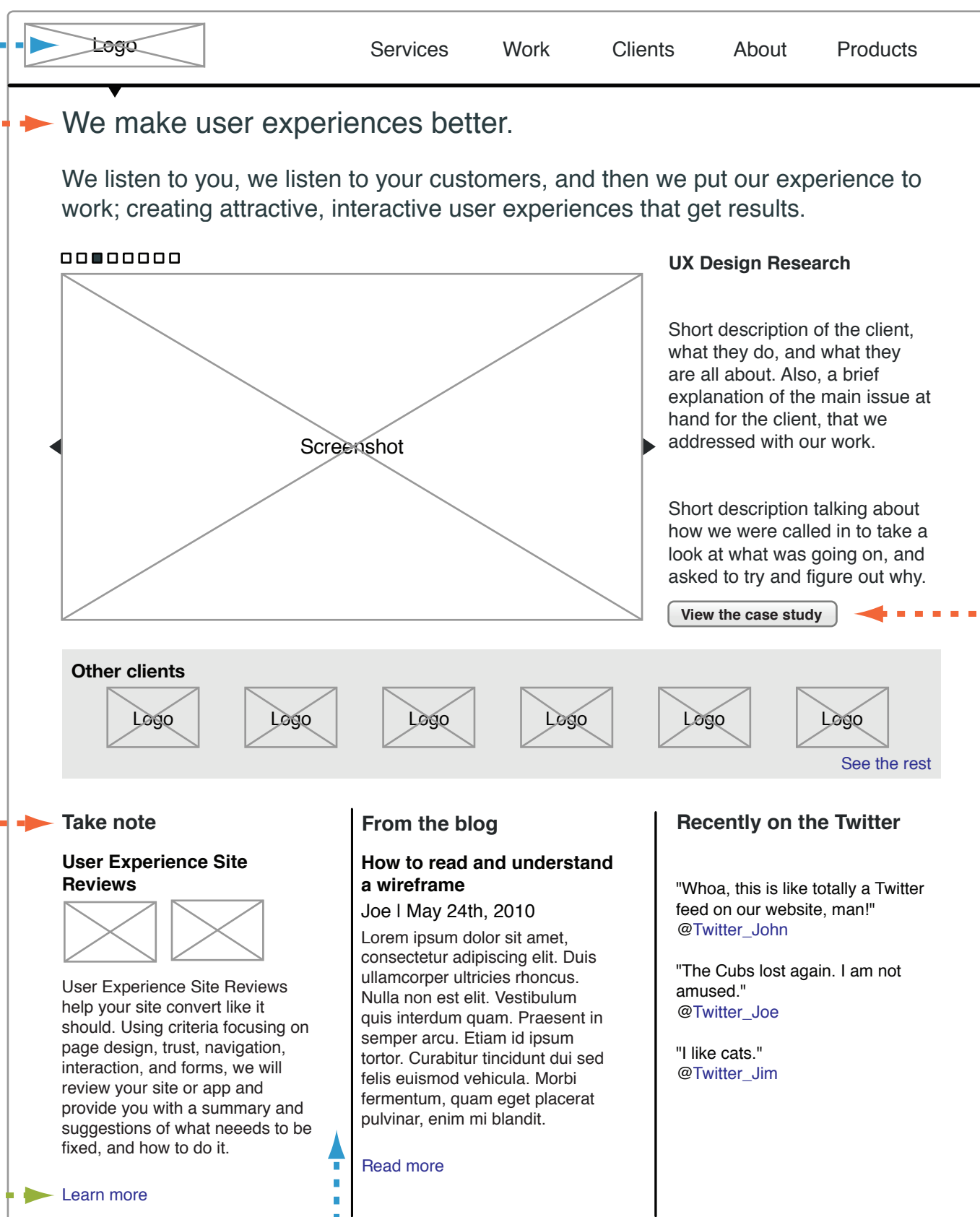
Image

Video

1 Notes...
2 Notes...
3 Notes...

1 Visual vocabulary
Familiarize yourself with certain wireframe standards such as those for images, video, and drawing attention to certain areas.

2 Logos & Branding
Logos will usually be represented the same way as images, a box with a "X" through it, and a text description inside. Grayscale or low fidelity logos may be placed in the wireframe for certain situations.

3 Color
Other than links possibly being colored differently, most color and visual design elements are left for the later visual design stage.

4 Hierarchy
The importance or hierarchy of the information on the page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

5 Links
Links are represented most often as blue, underlined text. Links may also be a different color, keeping in line with a particular visual design direction.

Logo

Services   Work   Clients   About   Products

We make user experiences better.

We listen to you, we listen to your customers, and then we put our experience to work; creating attractive, interactive user experiences that get results.

Screenshot

UX Design Research

Short description of the client, what they do, and what they are all about. Also, a brief explanation of the main issue at hand for the client, that we addressed with our work.

Short description talking about how we were called in to take a look at what was going on, and asked to try and figure out why.

View the case study

Other clients

Logo   Logo   Logo   Logo   Logo   Logo

See the rest

Take note

User Experience Site Reviews

User Experience Site Reviews help your site convert like it should. Using criteria focusing on page design, trust, navigation, interaction, and forms, we will review your site or app and provide you with a summary and suggestions of what neeeds to be fixed, and how to do it.

Learn more

From the blog

How to read and understand a wireframe
Joe | May 24th, 2010
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ullamcorper ultricies rhoncus. Nulla non est elit. Vestibulum quis interdum quam. Praesent in semper arcu. Etiam id ipsum tortor. Curabitur tincidunt dui sed felis euismod vehicula. Morbi fermentum, quam eget placerat pulvinar, enim mi blandit.

Read more

Recently on the Twitter

"Whoa, this is like totally a Twitter feed on our website, man!"
@Twitter_John

"The Cubs lost again. I am not amused."
@Twitter_Joe

"I like cats."
@Twitter_Jim

Layout 7
All of the elements listed above, keeping in mind whitepace, readbility, and hierarchy, collectively make up the overall page layout.

6 Text
Text in the wireframe will either be represented by actual copy, or by placeholder text such as Lorem ipsum, sometimes referred to as "greeking".