how to evaluate a wireframe

fuzzy math

Now that you have taken a look at the wireframe, here are a few things to keep in mind when giving feedback.
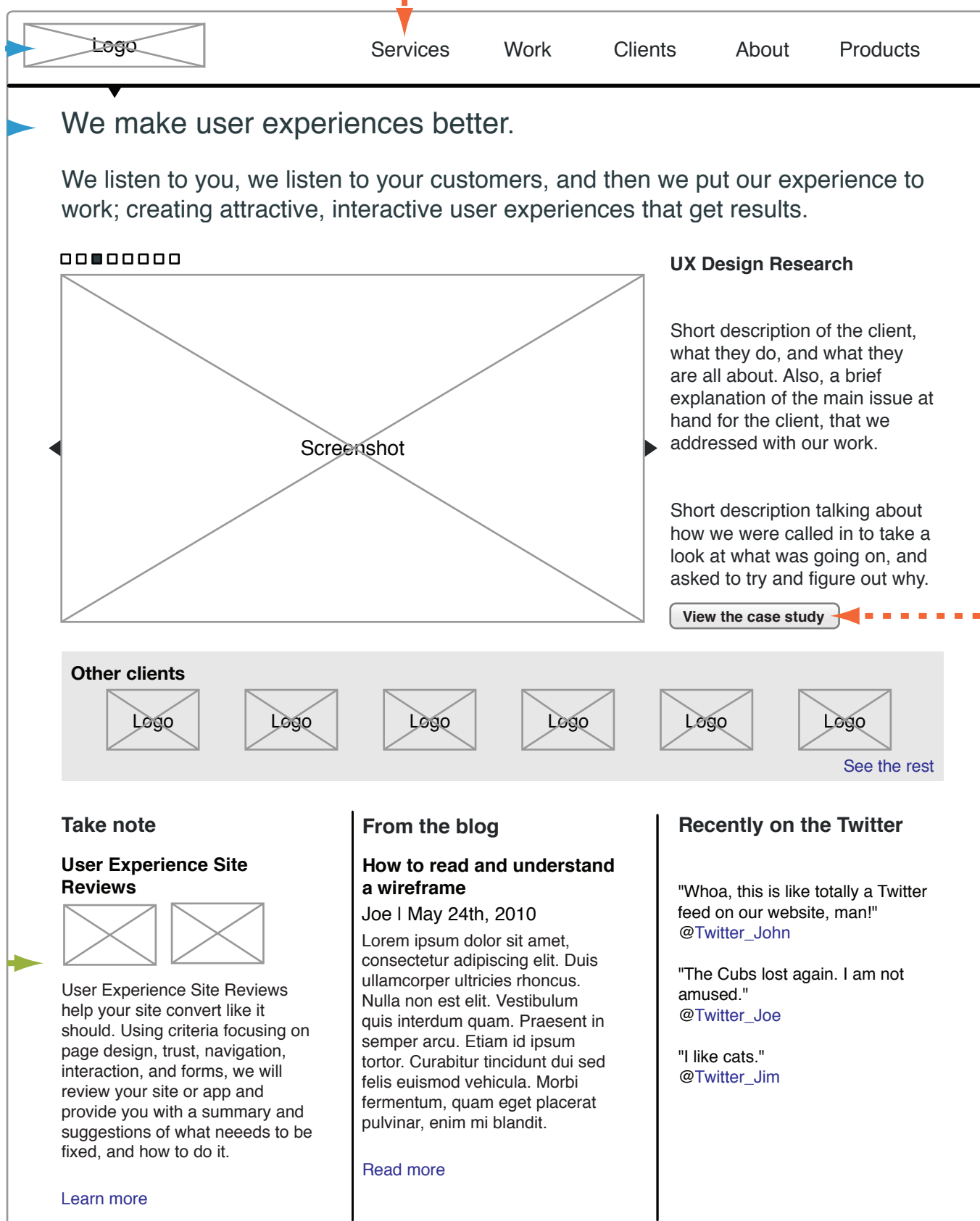
1 Goals
Does the wireframe address the business and creative goals set forth in the design brief? You should be able to say whether or not both have been addressed with the wireframes. If not, now is the time to make changes so they are.

2 Visuals & Branding
Do the wireframes have too much visual detail? You should avoid focusing on visual design elements including colors, fonts, or other stylstic treatments at this stage. Evaluate branding issues based solely on content since the visual design stage will address this more fully.

3 Navigation
Does the navigation represent all of the appropriate pages? You should keep in mind how the user might orient themselves and move through the site, as well as how findable content is. Focus on placement, language, and sizing of navigation elements.

4 Page Purpose
Is the primary purpose of the page unequivocal and clear? You should be able to say what the page is for in one sentence or less.

5 Content
Is the wireframe content appropriate? If actual page content is being used, consider whether the content makes sense and is grouped correctly with surrounding informaton. If placeholder text is being used, consider issues such as placement and what content might replace the text. Also keep in mind whether images, videos or other content is correctly placed.

Wireframe

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

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6 Calls To Action
Is it clear how the user will interact with the page? Consider how the site invites and responds to user actions. Observe calls to action, keeping in mind their format (buttons vs. hyperlinks), and the destination or result of each.

7 Layout
Are the wireframe elements in the proper place? Consider element placement with respect to one another, focusing on whitespace and readability, the amount of text and graphics, and the hierarchy of information.