SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.
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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 19CSE315 – UI/UX Design 2

III YEAR/ VI SEMESTER

UNIT – V Modeling the experience and Design

Tools and Research: WIREFRAMES

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- Definition of Information Architecture: Information architecture (IA) involves organizing, structuring, and labeling content to support usability and findability

- Importance of Wireframes in Design Process: Wireframes serve as the blueprint for a website or app, outlining the structure and functionality before visual design begins.
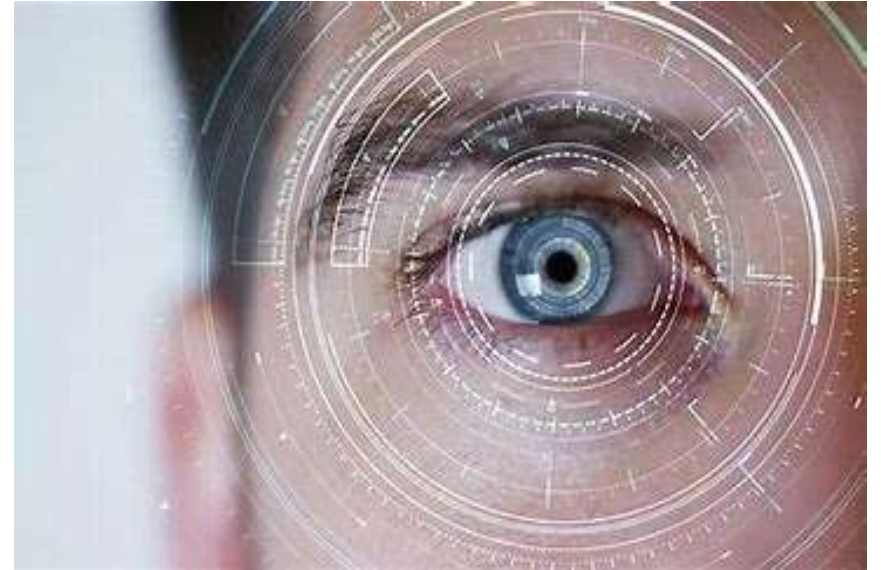
- What is Information Architecture?: IA focuses on creating intuitive navigation, clear labeling, and logical content organization to enhance user experience.

- Principles of Information Architecture: Include principles like organization, labeling, navigation, and searchability.- Role in Website/App Design: IA ensures that users can easily find and understand content, leading to a more seamless interaction.

Components of Information Architecture

- Content Organization: Grouping related content and establishing hierarchy for easy access.- Navigation Design: Designing intuitive navigation menus and pathways for users to navigate through the site or app.

- Labeling Systems: Using clear and consistent labels for navigation elements and content categories.- Search Functionality: Implementing effective search features to help users find specific information quickly.

Benefits of Information Architecture

- Enhances User Experience: Clear IA leads to intuitive navigation and reduces user frustration.

- Facilitates Content Management: Well-organized IA makes it easier to manage and update content.

- Improves Site/App Accessibility: Accessible IA ensures that all users, including those with disabilities, can navigate the digital space effectively.

Introduction to Wireframes

- Definition of Wireframes: Wireframes are skeletal outlines of a website or app, focusing on layout and functionality without design elements.

- Purpose in Design Process: Wireframes help visualize the structure and flow of a digital product, allowing for early feedback and iteration.

- Types of Wireframes: Low-fidelity wireframes focus on basic layout, while high-fidelity wireframes include more detail and functionality.
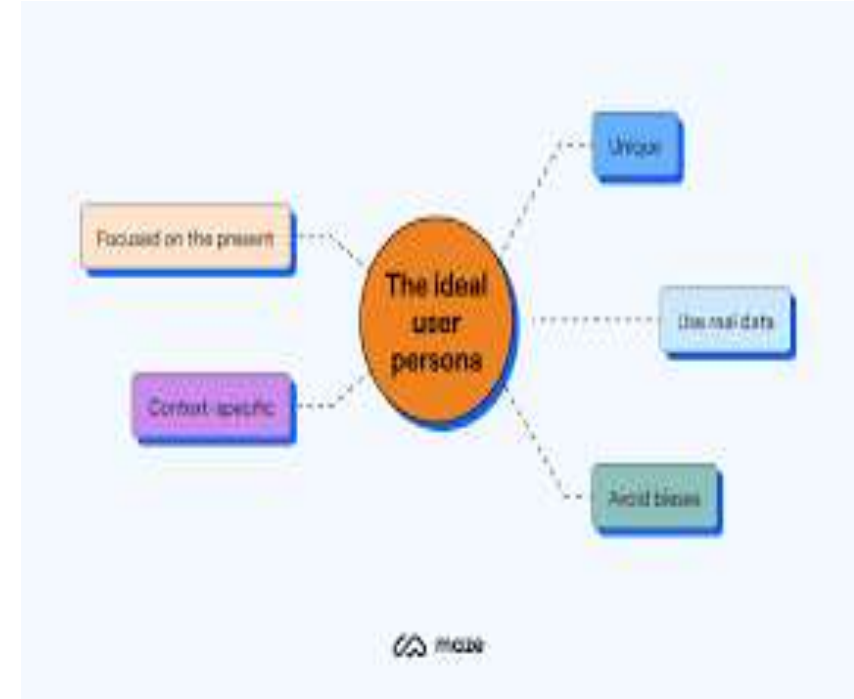

Segmentation vs. Personas

Segment 1   Segment 2   Segment 3

Creating Wireframes

- Tools and Software for Wireframing: Popular tools include Adobe XD, Sketch, Figma, and Balsamiq.

- Best Practices for Wireframe Design: Keep wireframes simple and focused on functionality, use placeholder content, and collaborate with stakeholders for feedback.

- Collaboration and Feedback Process: Involve team members, stakeholders, and users in the wireframing process to gather insights and improve usability.

- Visualizing Site/App Structure: Wireframes provide a visual representation of the site or app's structure, helping designers and stakeholders understand the layout and flow.

- Identifying User Interaction Points: Wireframes highlight key interaction points, such as buttons, links, and forms, allowing designers to optimize user pathways.

- Iterative Design Process: By creating wireframes early in the design process, teams can iterate and refine the product before investing time and resources in visual design.

Conclusion

- Recap of Information Architecture and Wireframes: Summarize the importance of IA and wireframes in creating user-centric digital experiences.- Importance in Designing User

- Centric Products: Emphasize the role of IA and wireframes in designing products that meet user needs and expectations.

- Encourage Further Exploration and Implementation: Encourage audience members to explore IA and wireframing techniques further and apply them in their own design projects.