

Wireframes for Testing and Design

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Today

- * Design and usability of business forms
- * Wireframes for forms
- * Testing Wireframes
- * Iterating on the design
- * Takeaway

SUCCESSFUL USER EXPERIENCE

Strategies and Roadmaps



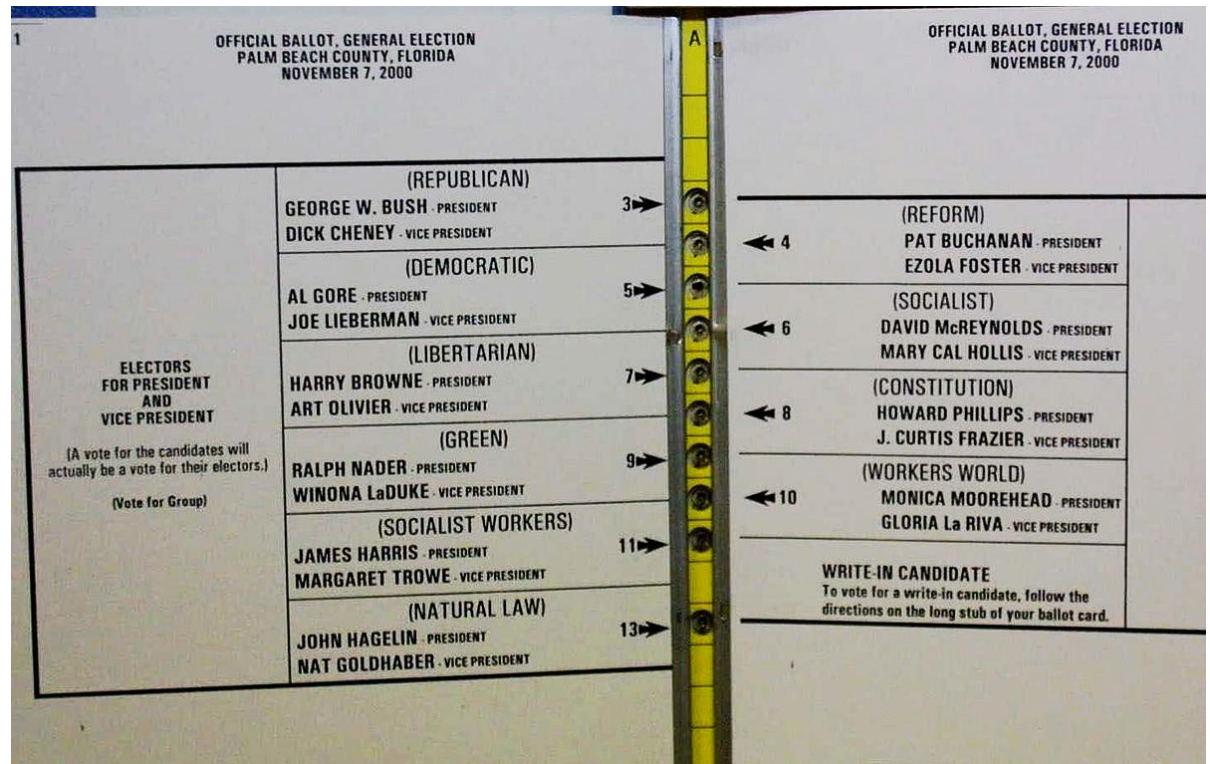
MK
MORGAN KAUFMANN

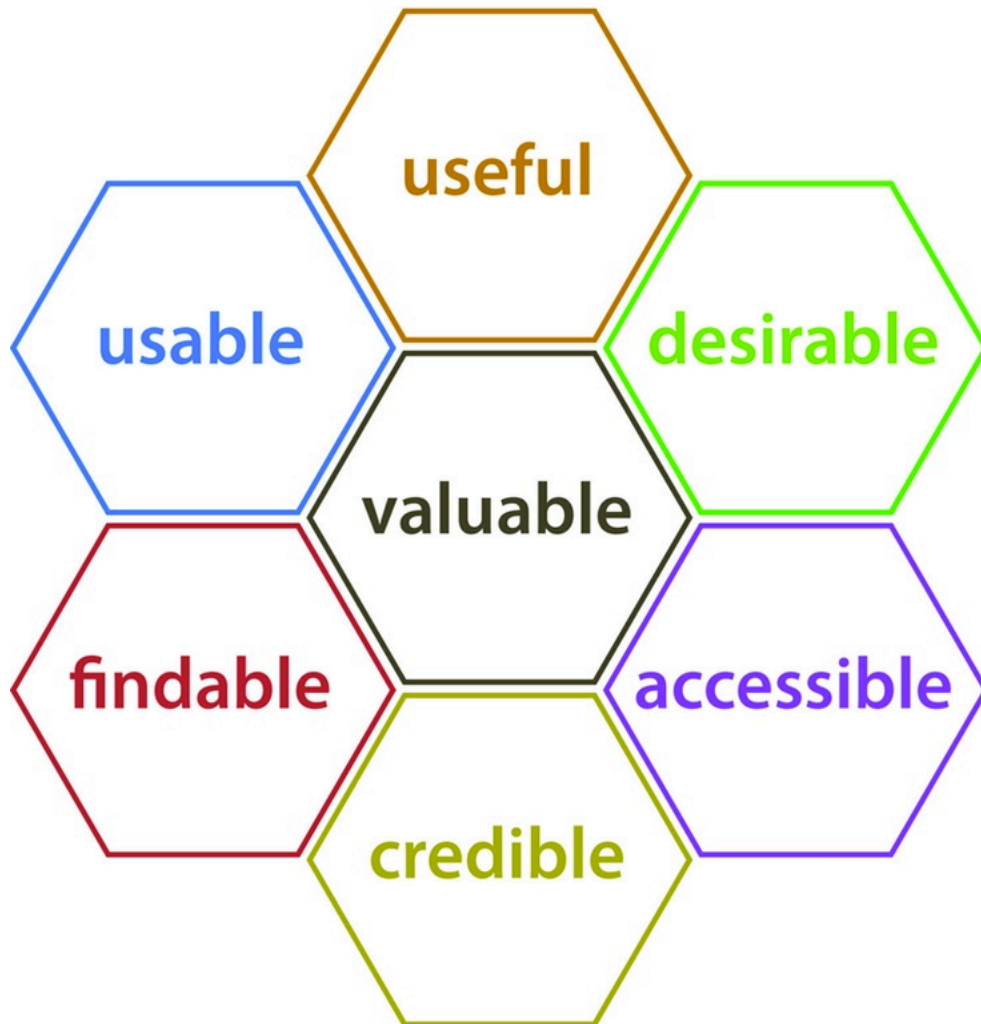
ELIZABETH ROSENZWEIG

Butterfly Ballot

Ballot design in the 2000 General Election greatly influenced the outcome of the election.

The ballot design form worked when this punchcard ballot was a single page. The design decision to move the ballot to two pages created design flaws that confused people, creating hanging, pregnant and dimpled chads which spoiled those ballots and questioned the validity of the vote.





User Experience
Honeycomb
by
Peter Morville

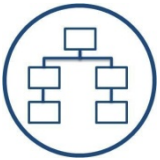
Methods and Tools

UX Cycle: Methods and Tools



Discovery

- Field research
- Focus groups
- Personas & Use cases
- Sketching
- Online surveys



Design and Evaluation

- Expert review
- Card sorting
- Wireframes/Interaction design
- Usability testing
- Eye tracking



Benchmarking

- Large-scale UX studies
- Accessibility evaluations

User Experience Toolkit

Discovery

- Stakeholder visioning
- Literature review
- Personas
- Surveys
- Interviews and focus groups
- Ethnographic observation
- Sketching
- Task flow analysis
- Use case scenarios

Design & Evaluation

- Expert UX review
- Competitive assessment
- Paper prototype testing
- Closed card sorting
- Usability testing
- Remote testing
- Eye tracking
- A/B testing
- Wireframe designs

Benchmarking

- Establishing UX metrics
- Competitive analysis
- Online surveys
- Trend analysis
- Large-scale usability testing



Concept
Development

Early
Structural
Design

Detailed
and Visual
Design

Production

Release



Discovery: Field Research

- Validate designs in the real world
- Greater customer insight
- Define user requirements
- Sparks innovation



Sketching

Useful for ideation and initial form creation





Discovery: Focus Groups

- Explore design concepts with a group of targeted customers or prospects
- Compare design alternatives, early prototypes, and wire frames
- Group activities might include sketching, card sorting, or paired-comparisons



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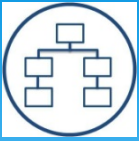
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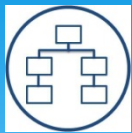
Release



Design & Evaluation: Expert Reviews

- Evaluate the user experience of any product or system based on industry-wide best practices
- Evaluation based on common use scenarios and targeted users
- Focus on navigation, terminology, information hierarchy, and consistency (visual and interaction)
- Major usability issues are identified, with rationale and design recommendations

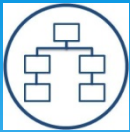




Design & Evaluation: Usability Testing

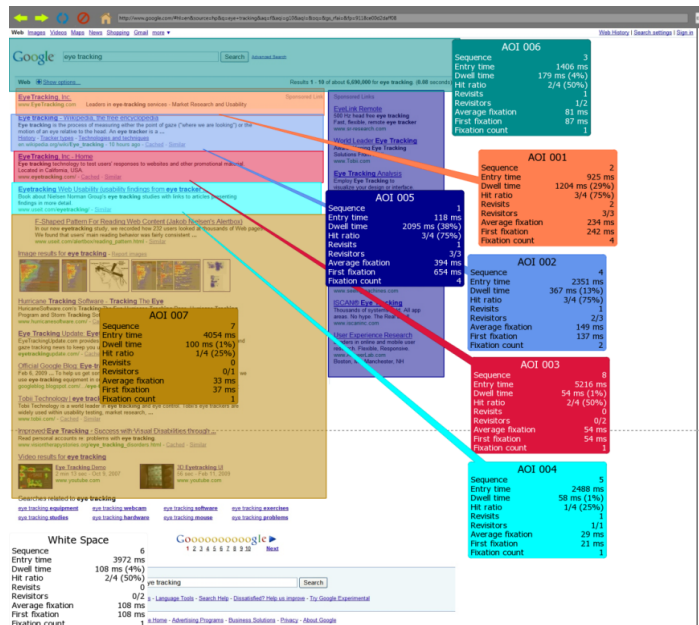


- 1:1 sessions
- Task-based or open exploration
- Qualitative insights through think-aloud protocol and probing questions
- Collect data on task success, completion times, ease ratings, and overall scorecards
- Testing in lab setting, remote, or in the field

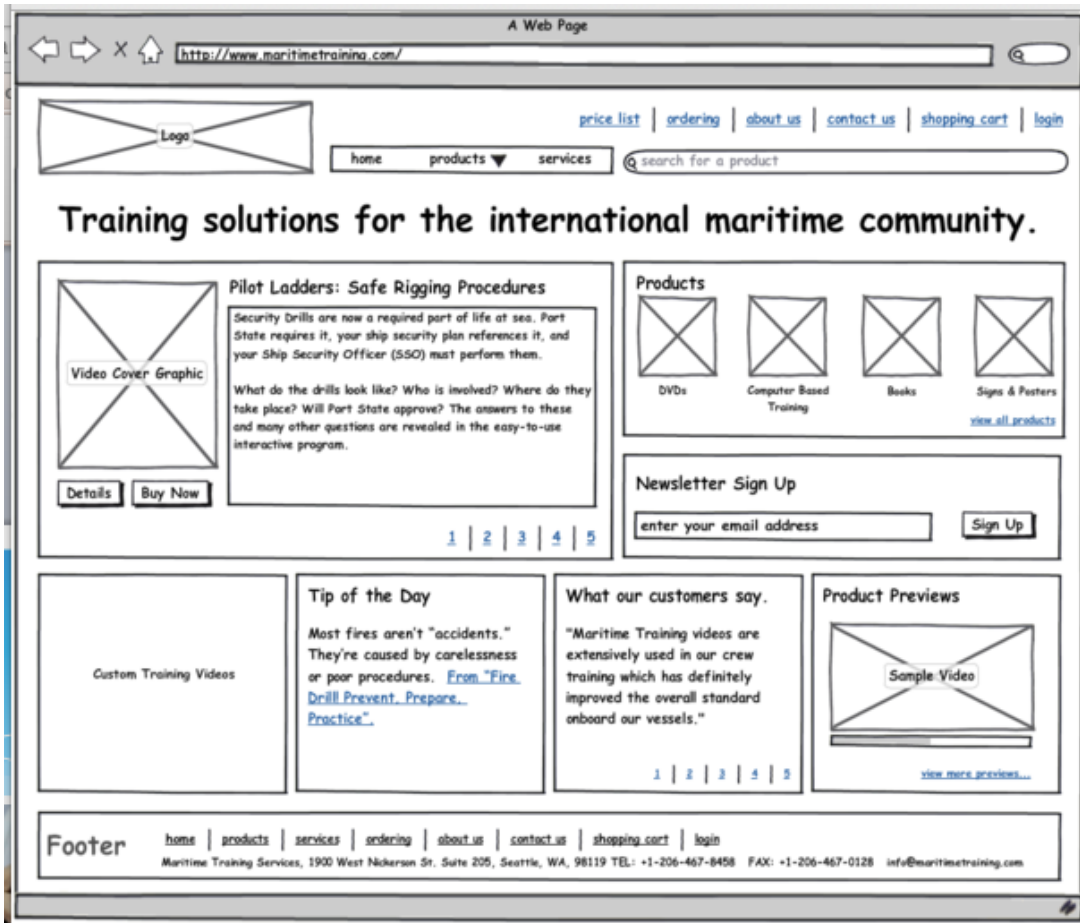


Design & Evaluation: Eye Tracking

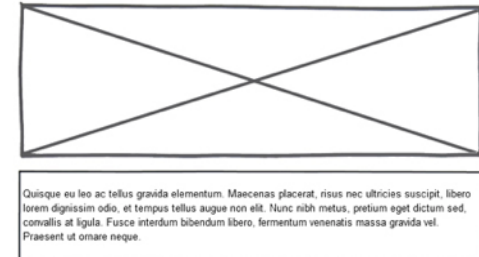
- Collects data about where participants are looking in real time
- Test with static images, websites, print media, video, or commercials



Wireframes



A Big Title



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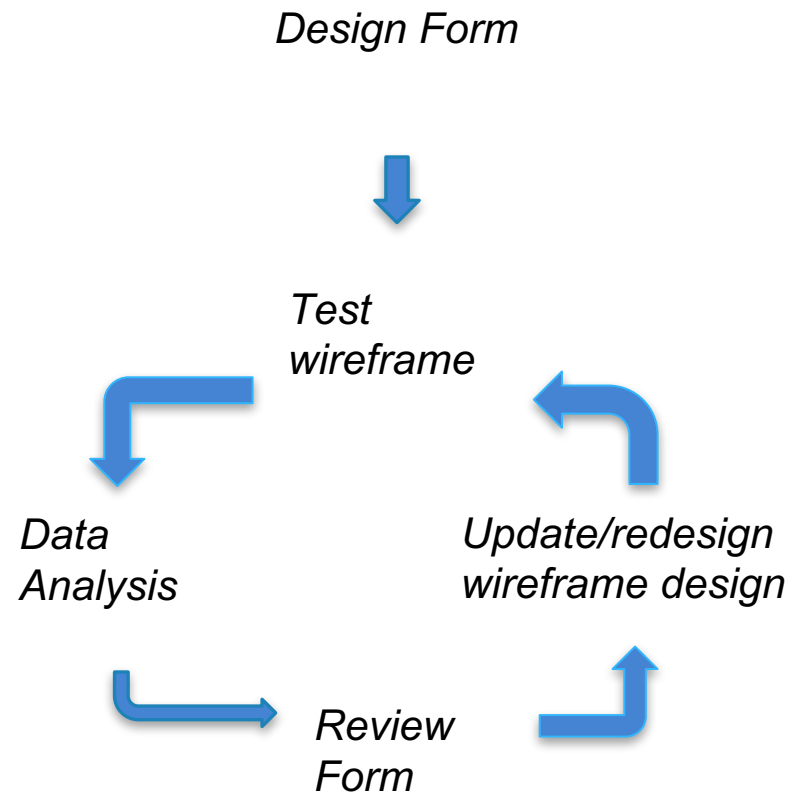
Benchmarking: Large Quantitative UX Studies

- Online usability study whereby participants are interacting with a product from their home/work guided by the survey tool
- Large sample sizes, excellent for capturing key metrics, comparing design alternatives or subtle design treatments, validation of design
- Not limited to web or software, can be used for any technology

Iterative Design and Testing

Iterative Design Process

- Design wireframe form
- Test wireframe form
- Review data from test, what was good, what were opportunities for improvement
- Redesign and update wireframe form
- Test wireframe form
- Iterate as many times as you have resources



Creating Wireframe Designs

What is a wireframe design?



Balsamiq wireframe

Request For Quote Form

http://uiwireframes.com/portfolio/

Logo

Services ▾

[UI Wireframes](#)

Request a Quote

Personal Information

First Name:*
first name input

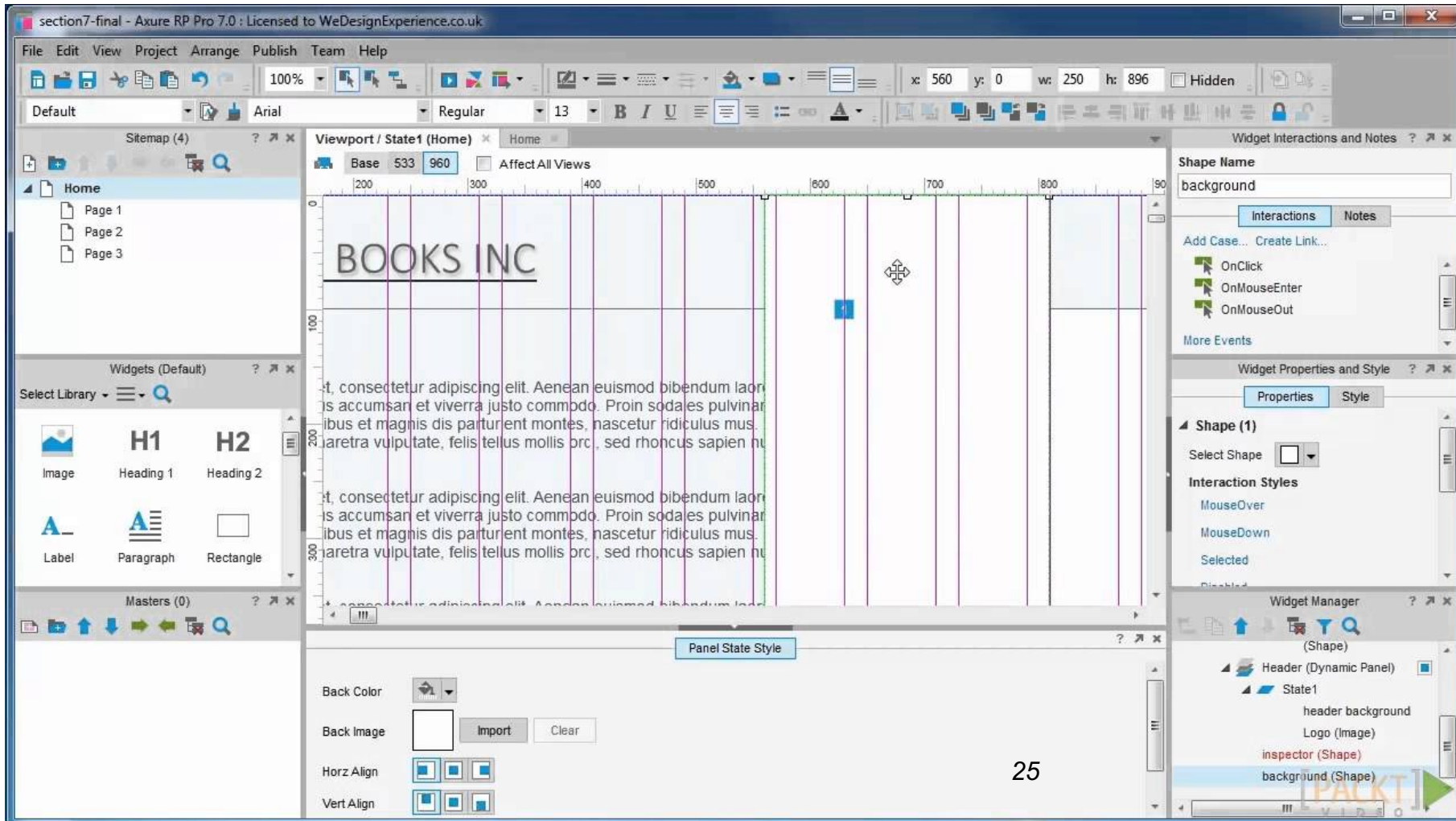
Last Name:*
last name input

Company Name:
company name input

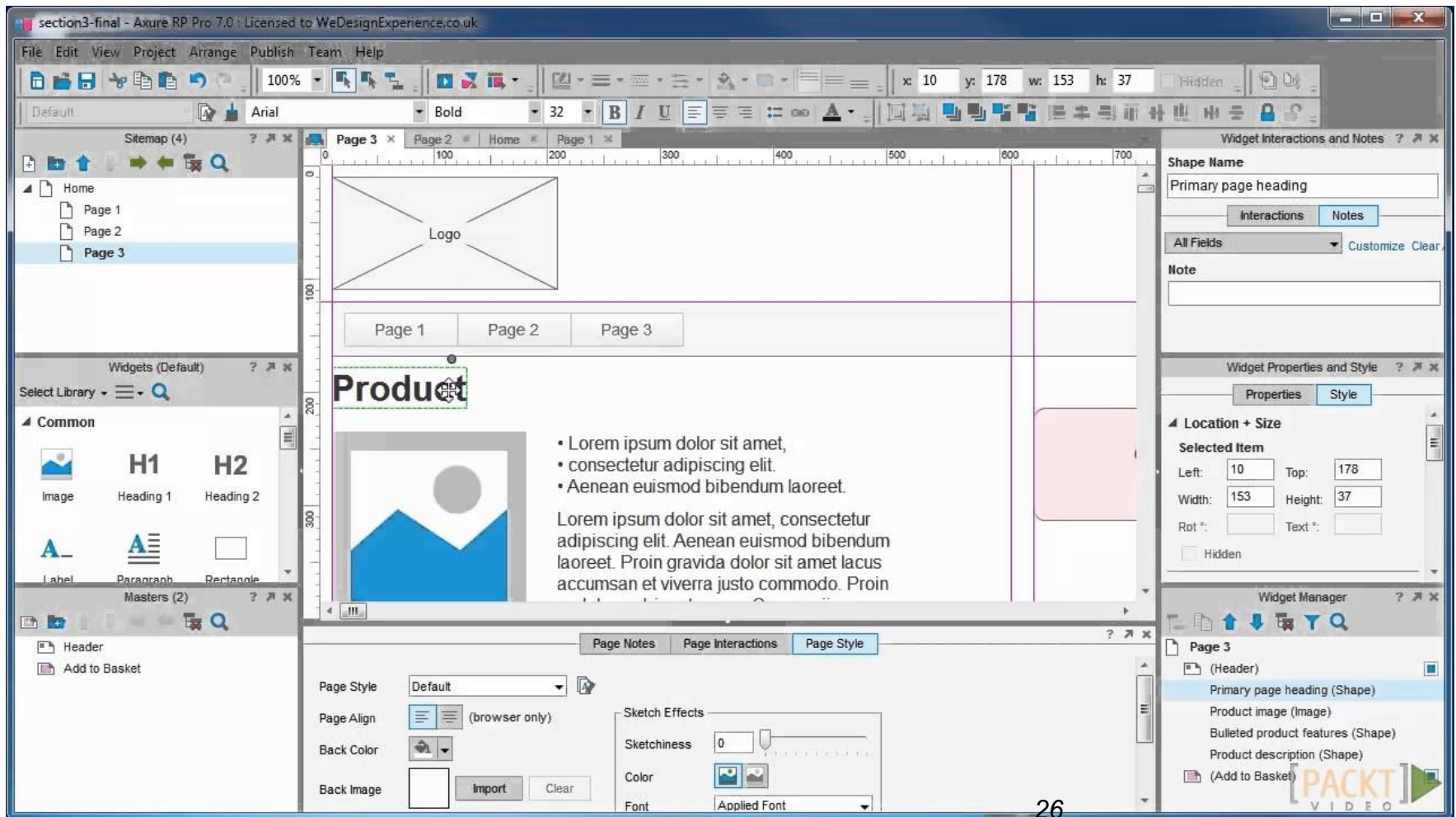
Email Address:*
email address input

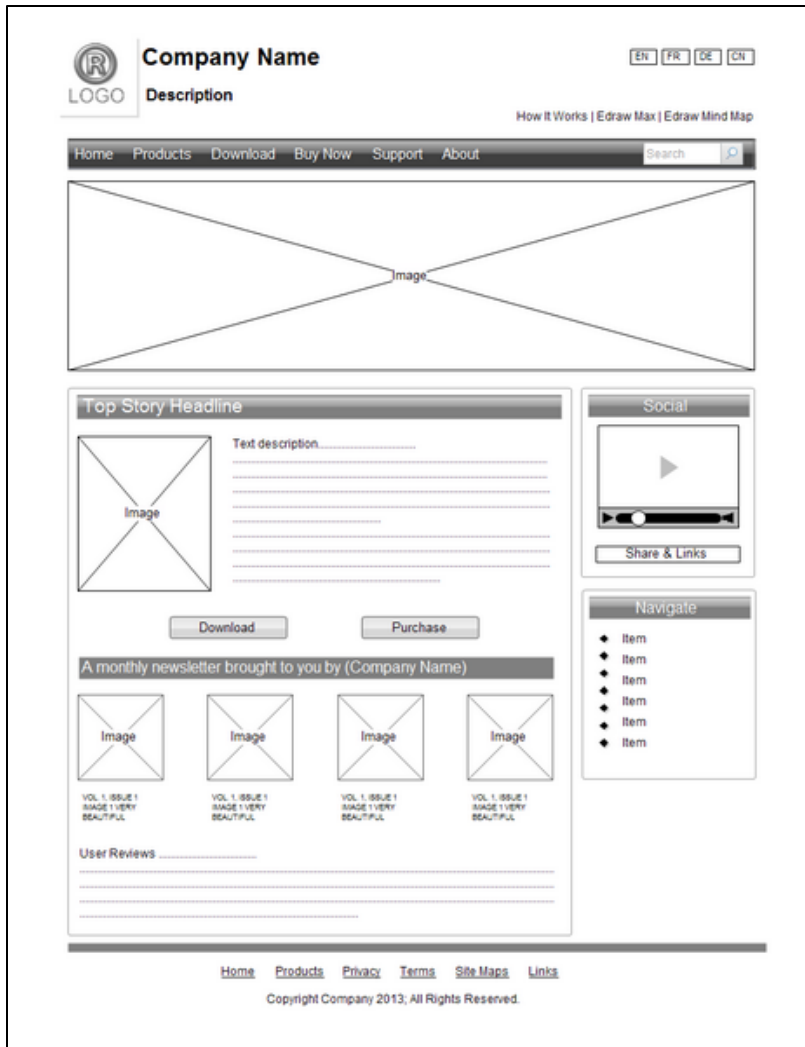
Telephone Number:*
telephone number input

Axure Wireframes



Axure Wireframes





Wireframes layout show placement of graphics and text fields.

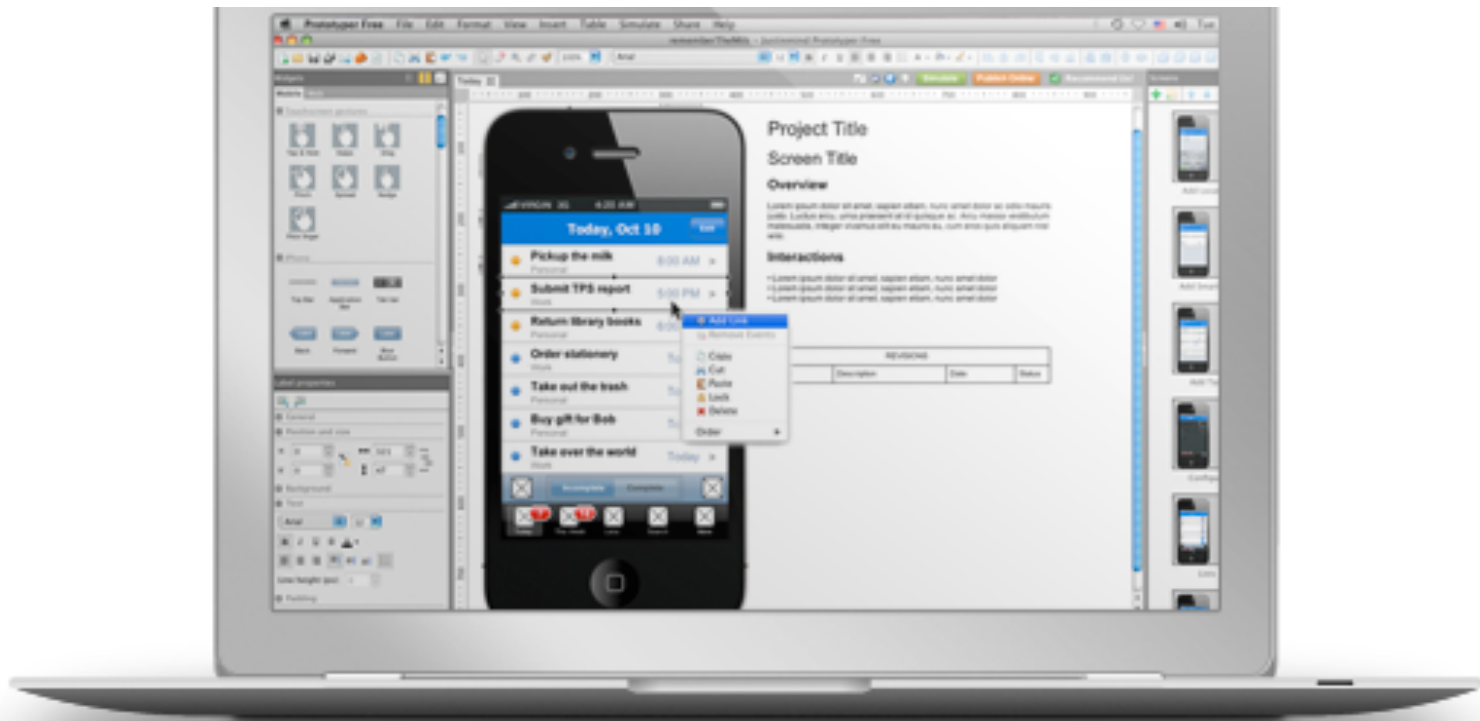
Target Trip Budget

Type		Price		Amount		Total
Airfare	Total cost of tickets	\$	for	1	ticket(s)	\$
		\$	for		ticket(s)	
Hotel	Cost per night	\$				\$
Food	Cost per day	\$				\$
		\$				
		\$				
Ticket		\$				\$
Taxi/Car rental	Cost per day	\$				\$
Entertainment	Amount					\$
Gifts	Amount					\$
Misc.	Amount					\$
Total cost of the trip						\$
You're under budget by						\$

Simple wireframes provide flexibility for form designers by showing layout for information.

High level information such as field types can be changed easily.

Clickable Wireframes



Clickable Wireframes

What you need to know to test

- * Where to click
- * What is the flow or journey
- * What is the goal of the app/service/website?
- * Make sure you include extra time to prepare for the test

Wireframes

- * Method and tools for creating form designs that can be evaluated early in the development process
 - * Provide artifacts for form designs to allow for easy evaluation
 - * Wireframes provide ability for flexible redesign, saving resources for development teams

Takeaway

- * Bad design creates bad business forms
- * Wireframe design can help show users and stakeholders the form related information before it is finalized
- * Iterative testing of wireframes can create more usable forms and a successful user experience.

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Thank you!

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