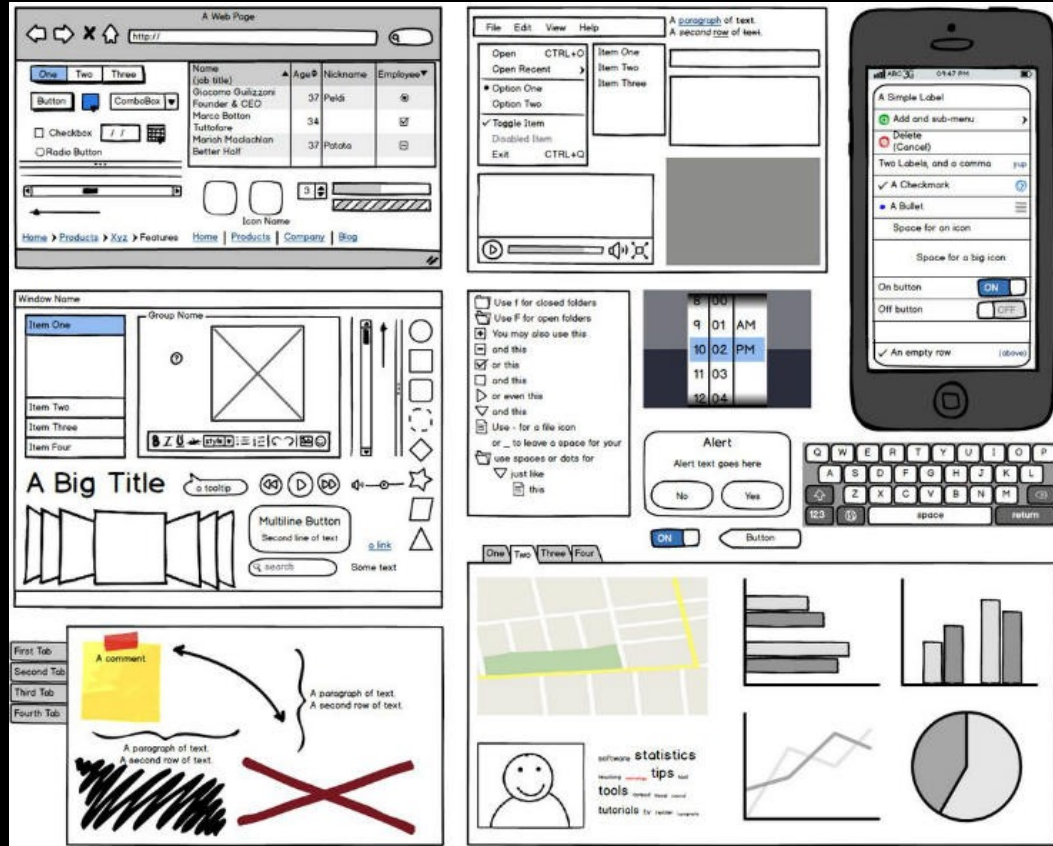


Wireframes

Low • Medium • Hight

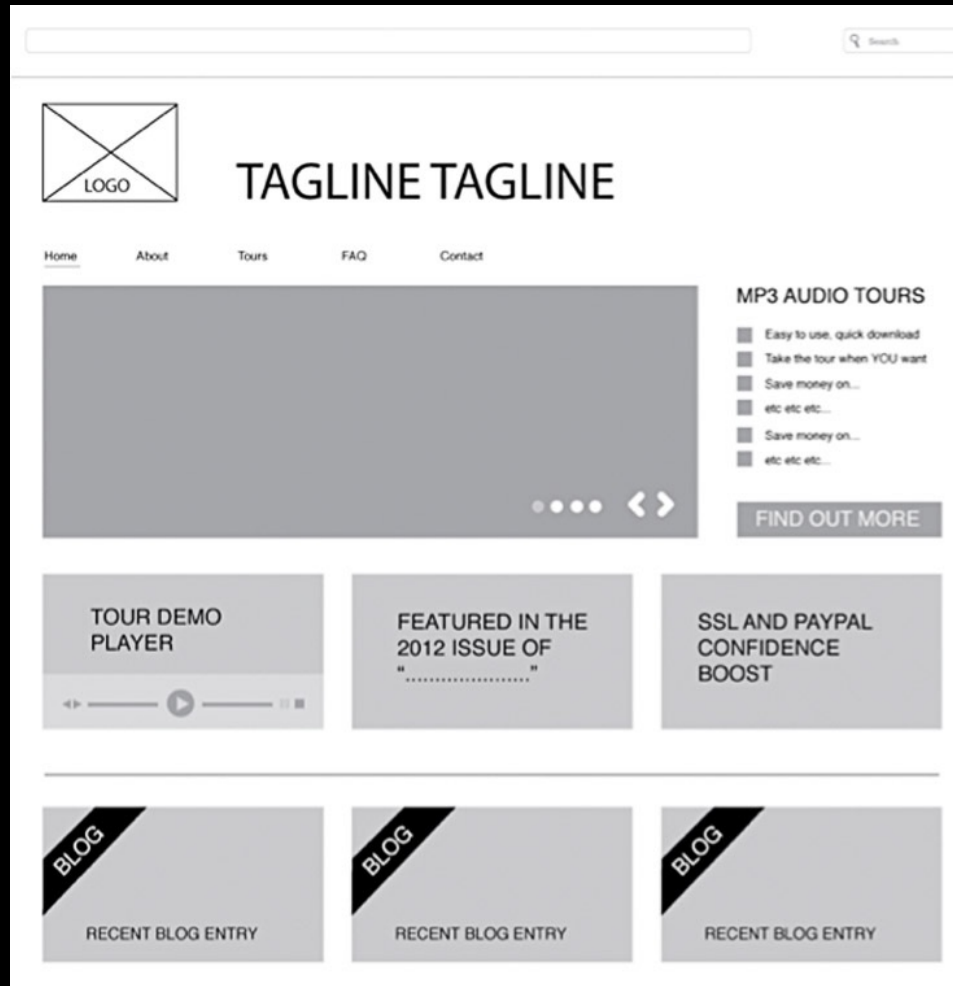
Low-Fidelity Wireframe



Low-Fidelity Wireframe

- Lo-fidelity wireframes can begin life as pen and paper
- They are usually devoid of any color. This avoids distractions.
- They're quick and ideal for ruling out weak layouts.
- They allow for rapid iterations without investing too much time.

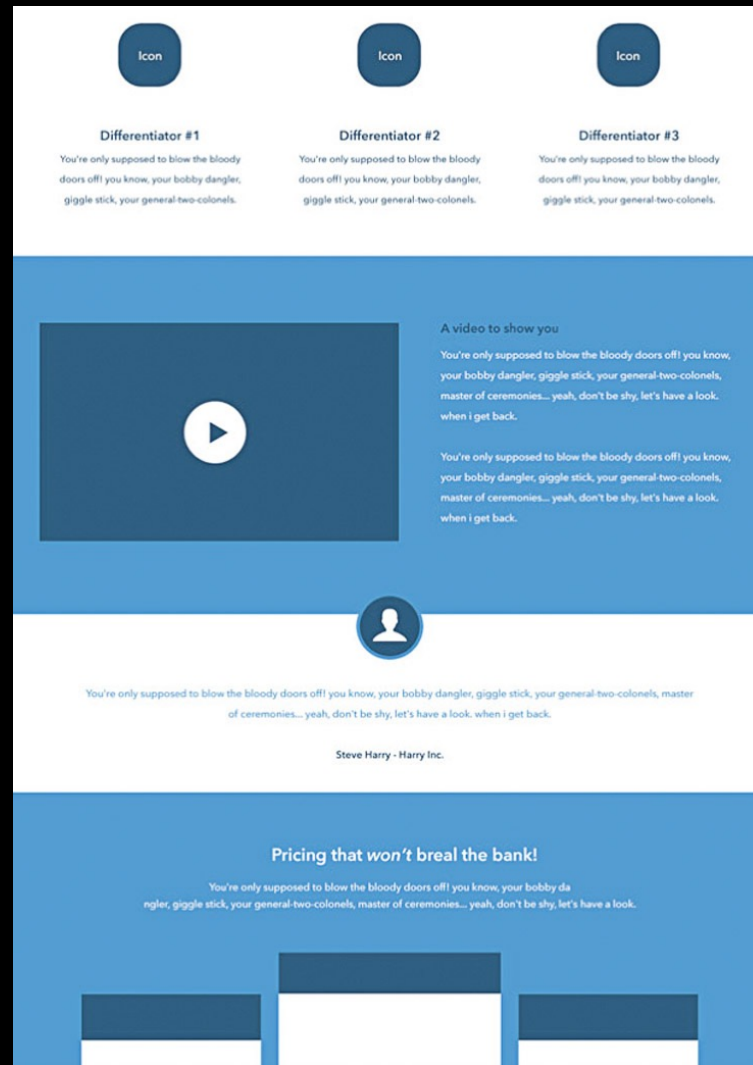
Mid-Fidelity Wireframe



Mid-Fidelity Wireframe

- A mid-fidelity wireframe is—or can be the refinement of an initial idea or concept.
- While adding certain elements, the mid-fidelity wireframe is still a loose enough concept to encourage feedback from your colleagues.
- Mid-fidelity wireframes allow you to see your web site or service as more of a finished product.
- Mid-fidelity wireframes while traditionally grey, may contain elements of color.

High-Fidelity Wireframes



High-Fidelity Wireframe

- Visually, hi-fidelity wireframes can appear to be a nearly finished product (at least structurally).
- Hi-fidelity wireframes may be in full color.
- They can include real images and meaningful text.
- They can be at 100% scale, sometimes even pixel-perfect.