

10.6.1 Wireframe

<http://www.websuburb.com.au/HelpDesk/Content/WireFrames/tabid/753/Default.aspx>

Wireframes are hierarchical menu sketches that structure content and contain the objectives, bullet information points, title, keywords and calls to action for every proposed page on your website.

A simple mock-up pad makes this process easier. To create a wireframe:

- Make 20 or 30 copies of the mock-up sheet;
- Conduct a brainstorming session (check our website for details how to do this effectively);
- Write bullet points for every page;
- Once you're satisfied with the bullet points captured, arrange them on a large table in the menu structure proposed for the website;
- Try rearranging the sheets in various combinations until you are satisfied with the menu structure;
- Label and number the pages using the layer, order and parent boxes.

10.6.2 Design Brief

The design brief identifies design criteria and preferences. If you decide to develop a custom skin template, this document - together with the personas and wireframe - are used to guide the designer on the requirements. WebSuburb has designed a questionnaire of focused target areas to consider that can be downloaded from our website.

10.6.3 Grey Scale Storyboard

A storyboard is a series of illustrations that represents the steps involved in interacting with the website. It's a good way to make sure all the steps of a process make sense. Colour can distort the objectivity of the reviewer so the first review of your website should be done in monochrome so you can confirm the following:

- What the websites pages will look like if customers choose to print them in black and white.
- The judicious use of white space in the design.
- The navigation structure for ease of use.
- The design and process is accurate and complete.

10.6.4 Colour Pages

Colour invokes emotion that tends to distort a user's perspective, so review colour pages only once you are satisfied with the grey scale.

The next step is Scan and Skim

<http://www.websuburb.com.au/HelpDesk/Content/ScanandSkim/tabid/756/Default.aspx>