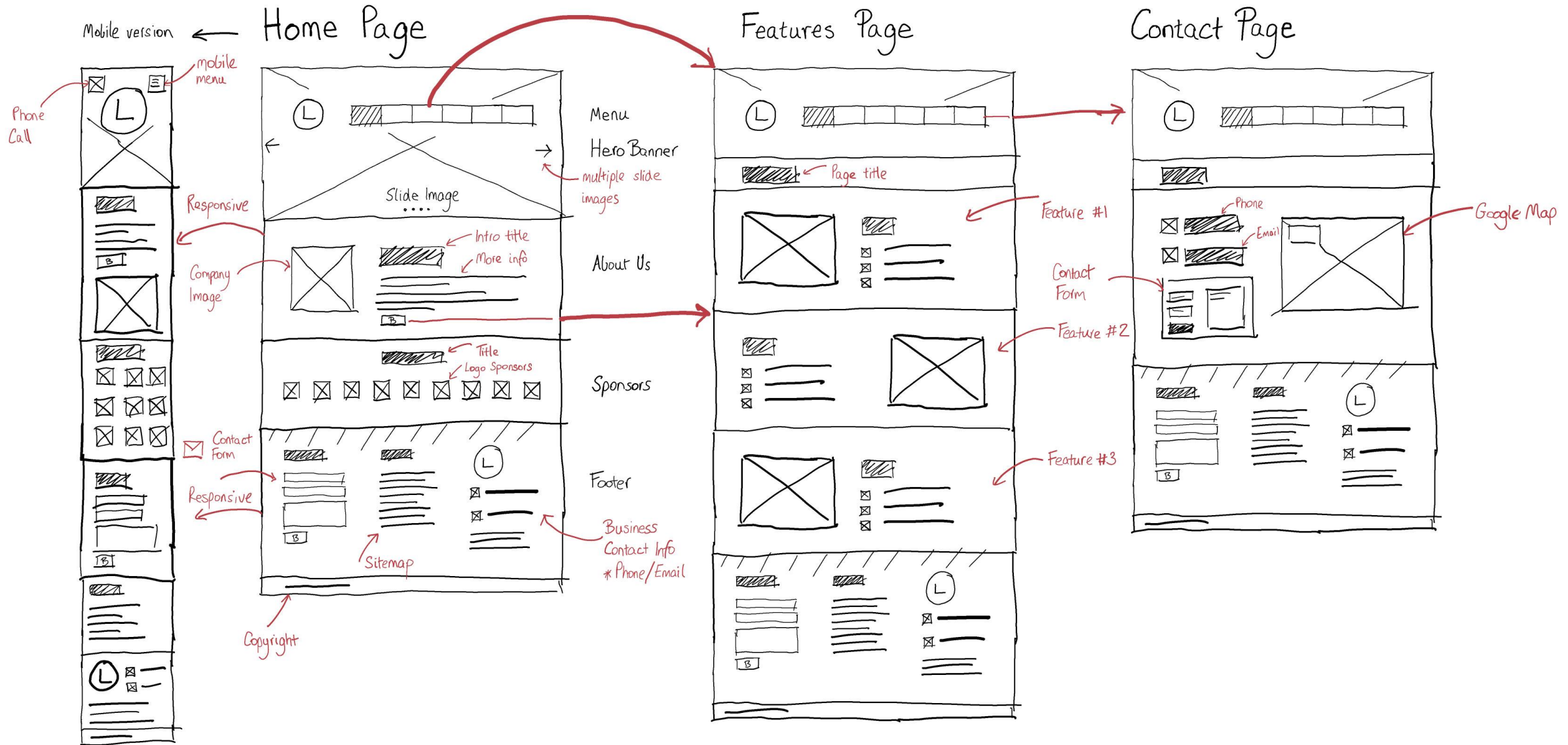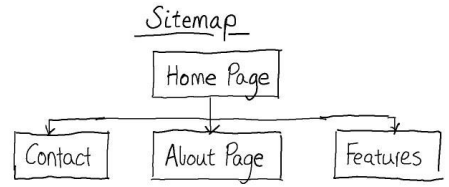# UX

User Experience includes things like

- Information architecture
- User psychology
- Usability testing
- Content strategy
- Interaction design
- **Wireframes**

UI

Includes Front-end visual appearance

elements such as:

- Color
- Typography
- Spacing
- Images
- Icons
- Shapes

Sitemap

Home Page

Contact | About Page | Features

Home Page

Mobile version ←

mobile menu

Phone Call

Responsive

Company Image

Contact Form

Responsive

Copyright

Slide Image
• • • •

Menu

Hero Banner
multiple slide images

Intro title
More info

About Us

Title
Logo Sponsors

Sponsors

Footer

Sitemap

Business Contact Info
* Phone/Email

Features Page

Page title

Feature #1

Feature #2

Feature #3

Contact Page

Phone
Email
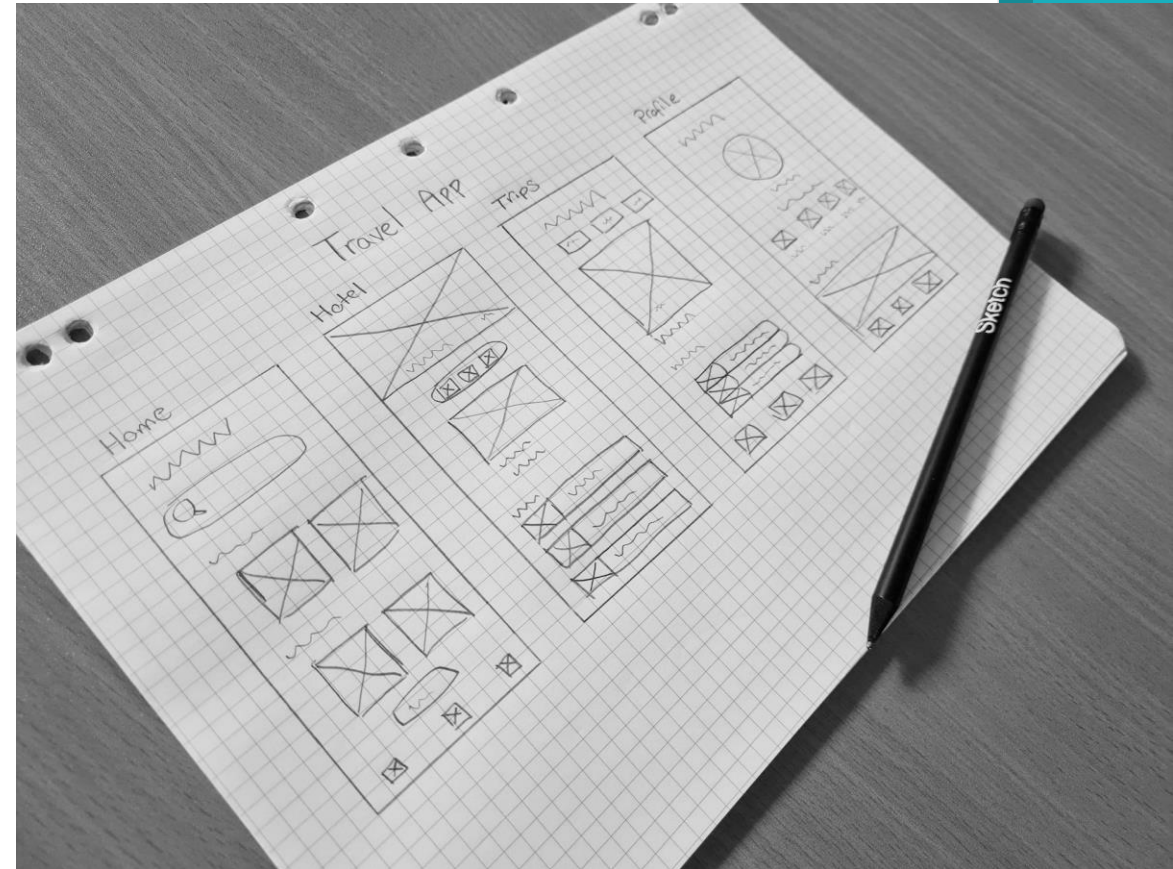
Google Map

Contact Form

What is Wireframe?
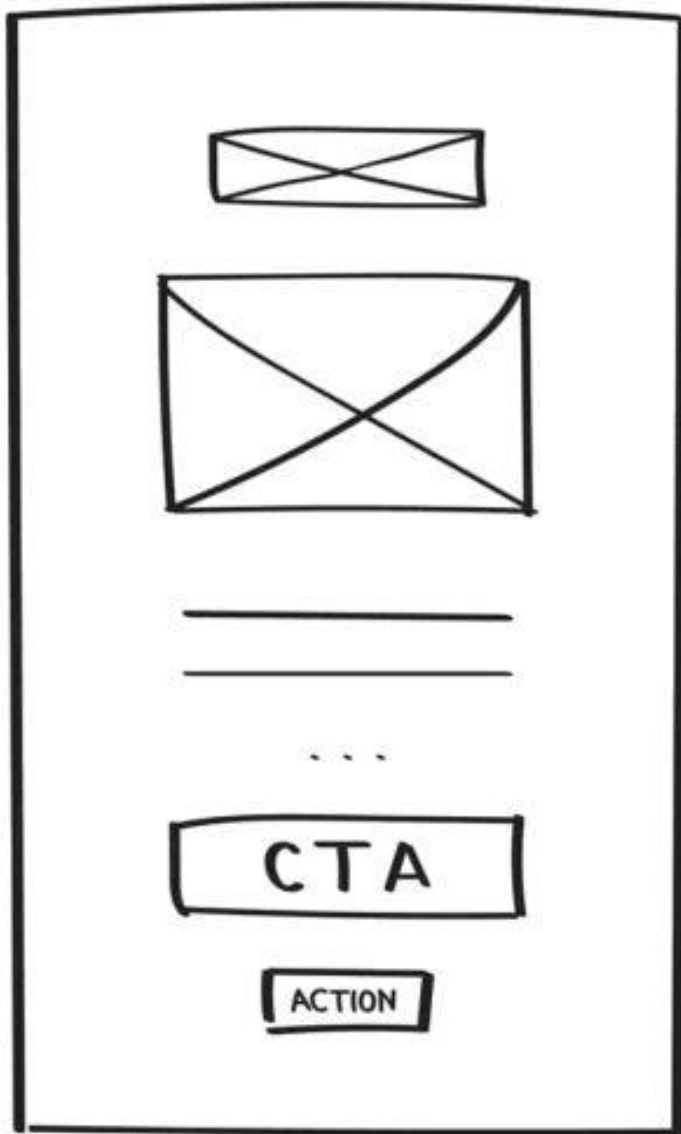
Wireframe vs. mockup vs. prototype.

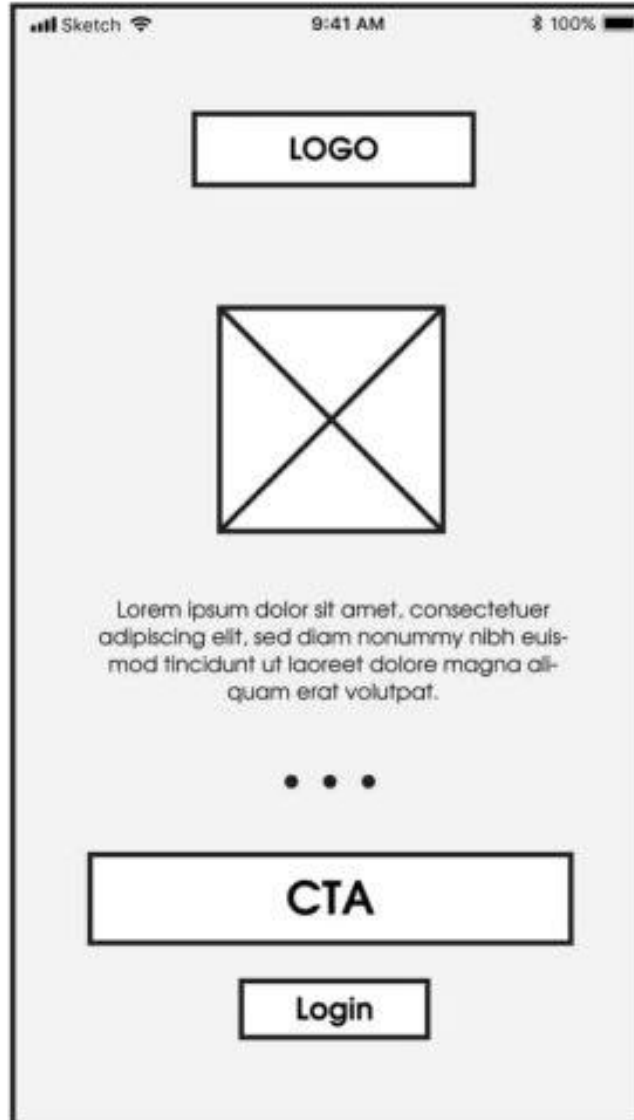Software (**Figma**, Sketch, & Adobe XD).

Pay attention to time (client).

Wireframe

Mockup

Prototype

What should you know Before you start?

- **One** page vs **Multi** pages website

- **Main pages in most websites:**

  (Homepage, About, product or service, and Contact)

- **Main components for a web page:**

  (Header, Footer, And content).

- **Content sections and elements.**

Homepage purpose

- **To answer the first question:** **Who** are they? **What** the do?

- **To build Trust:** **With Whom** did they work? or **What** did they do before?

- **To highlight core of business:** Products, or Services.

- **To show updates:** News, Events, offers, Blog …………etc.

About, Product or Service, and contact pages

If your client didn't prepare the sitemap and website pages. You can help him by suggesting the previous pages as a start point.

Components of a webpage

Header

Usually is in the **top** area of the webpage and it contains **logo, navigation menu** and some utilities such as (search, social icons, information, CTA ..)

Content

It is the **middle** area between Header and Footer and It should contains all the content of the website and usually divided to **sections** and **elements**.

Footer

Always in the **bottom** area of the webpage and usually contains **sitemap**, logo mirror and some utilities such as (search, newsletter subscription, social media icons..)

Most common sections and elements

- **Hero section:** **Below** the header and contains core business **message** and **CTA**.

- **Slider:** **Below** the header or in internal pages.

- **Carousel:** We use it to slide **blocks** of content that we sometimes call them **cards.**

- **The button:** **Fundamental** interactive element that trigger **CTA.**

- **Photo gallery:** We use to display a **collection** of photos.

- **Toggle or Accordion:** We use them to store large information in small area.

- **Bar counter or Circle counter:** We use to display **animated numbers** and statistics.

- **Form:** We use to gather information, receive messages, registration, login ….etc.