how to evaluate a wireframe

Now that you have taken a look at the wireframe, here are a few things to keep in mind when giving feedback.

1. **Goals**
   Does the wireframe address the business and creative goals set forth in the design brief? You should be able to say whether or not both have been addressed with the wireframes. If not, now is the time to make changes so they are.

2. **Visuals & Branding**
   Do the wireframes have too much visual detail? You should avoid focusing on visual design elements including colors, fonts, or other stylistic treatments at this stage. Evaluate branding issues based solely on content since the visual design stage will address this more fully.

3. **Navigation**
   Does the navigation represent all of the appropriate pages? You should keep in mind how the user might orient themselves and move through the site, as well as how findable content is. Focus on placement, language, and sizing of navigation elements.

4. **Page Purpose**
   Is the primary purpose of the page unequivocal and clear? You should be able to say what the page is for in one sentence or less.

5. **Content**
   Is the wireframe content appropriate? If actual page content is being used, consider whether the content makes sense and is grouped correctly with surrounding information. If placeholder text is being used, consider issues such as placement and what content might replace the text. Also keep in mind whether images, videos or other content is correctly placed.

6. ** Calls To Action**
   Is it clear how the user will interact with the page? Consider how the site invites and responds to user actions. Observe calls to action, keeping in mind their format (buttons vs. hyperlinks), and the destination or result of each.

7. **Layout**
   Are the wireframe elements in the proper place? Consider element placement with respect to one another, focusing on whitespace and readability, the amount of text and graphics, and the hierarchy of information.