We make user experiences better.

We listen to you, we listen to your customers, and then we put our experience to work; creating attractive, interactive user experiences that get results.

Logos & Branding
Logos will usually be represented the same way as images, a box with a "X" through it, and a text description inside. Grayscale or low fidelity logos may be placed in the wireframe for certain situations.

Visual vocabulary
Familiarize yourself with certain wireframe standards such as those for images, video, and drawing attention to certain areas.

Links
Links are represented most often as blue, underlined text. Links may also be a different color, keeping in line with a particular visual design direction.

Color
Other than links possibly being colored differently, most color and visual design elements are left for the later visual design stage.

Hierarchy
The importance or hierarchy of the information on the page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

Layout
All of the elements listed above, keeping in mind whitespace, readability, and hierarchy, collectively make up the overall page layout.

Text
Text in the wireframe will either be represented by actual copy, or by placeholder text such as Lorem ipsum, sometimes referred to as "greeking".

Other clients
See the rest

UX Design Research
Short description of the client, what they do, and what they are all about. Also, a brief explanation of the main issue at hand for the client, that we addressed with our work.

Recently on the Twitter

"Whoa, this is like totally a Twitter feed on our website, man!"
@Twitter_John

"The Cubs lost again. I am not amused."
@Twitter_Joe

"I like cats."
@Twitter_Jim

How to read and understand a wireframe

User Experience Site Reviews
Joe I May 24th, 2010

From the blog

Take note

See the rest

View the case study

How to read and understand a wireframe

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