

A horizontal bar with a teal segment on the left and an orange segment on the right, located above the main title.

Pragmatic Product Leader Course

Become a Product Manager with Superpowers

A photograph of a large, modern architectural interior, possibly a museum or a corporate building. The space is characterized by a complex, curved structure with a grid-like pattern of light-colored panels. The lighting is warm and yellow, creating a dramatic atmosphere. Several people can be seen walking on different levels of the structure, providing a sense of scale.

Lesson 10D

Sketching To

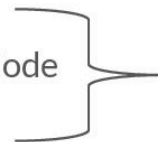
Conceptualize

Your Solution



Sketching a Wireframe

- Different ways of wireframing:
 - Draw by hand
 - Apps or tools
 - Wireframing strategies:
 - Sketch -> Code -----> Use this when
 - Task is small
 - Visual design is not important
 - Example: administrative interfaces
 - Wireframe -> Interactive Prototype - Visual -> Design
 - Sketch -> Wireframe -> Hi-Def Wireframe -> Visual -> Code
 - Sketch -> Wireframe -> Visual -> Code
- > Use this when the business value is high



-----> Use this when the business value is high



Building Blocks of Sketching a Wireframe



User & Business Goals while interacting with the digital interface

How the content needs to be placed and organized?

Positioning your logo and main message

What would you like to draw the attention of your users to when they arrive on the page?

Call to action?

User expectation of your digital page



Sketching a Mobile App

Step 1: Sketch

- First step would be to create a rough representation of your ideas
- Can be done with the help of paper and pen/pencil
- Simplicity of a sketch helps you communicate the main goal of your app to all your stakeholders
- Avoid any form of detail

Step 2: Wireframe

- Now you will begin to develop the ideas you sketched earlier
- You will add more detail at this stage
- Usually, digital tools are used to create wireframe
- Although you add more details than your sketch, it still should not have too many details
- Goal is still to prepare your ideas for further validation

Step 3: Mockup

- A mockup is still an idea and is far from the finished product
- This is created after several iterations of a wireframe
- Contains more details like the content that you would like on your app

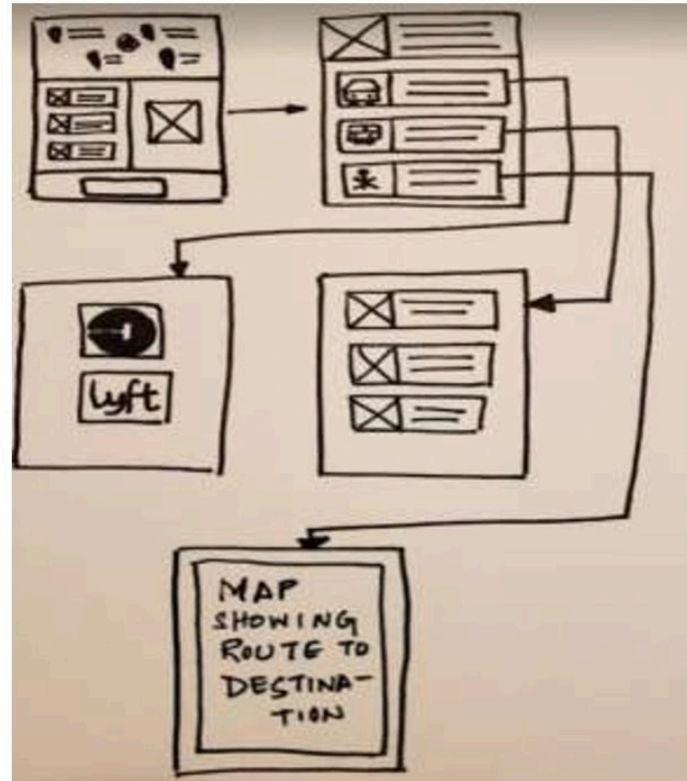
Step 4: Prototype

- The prototype is also still an idea and is not the final product
- It is developed from a few iterations of the mockup
- This contains interactivity between the elements and objects
- You could do some light coding or use digital tools to show the flow



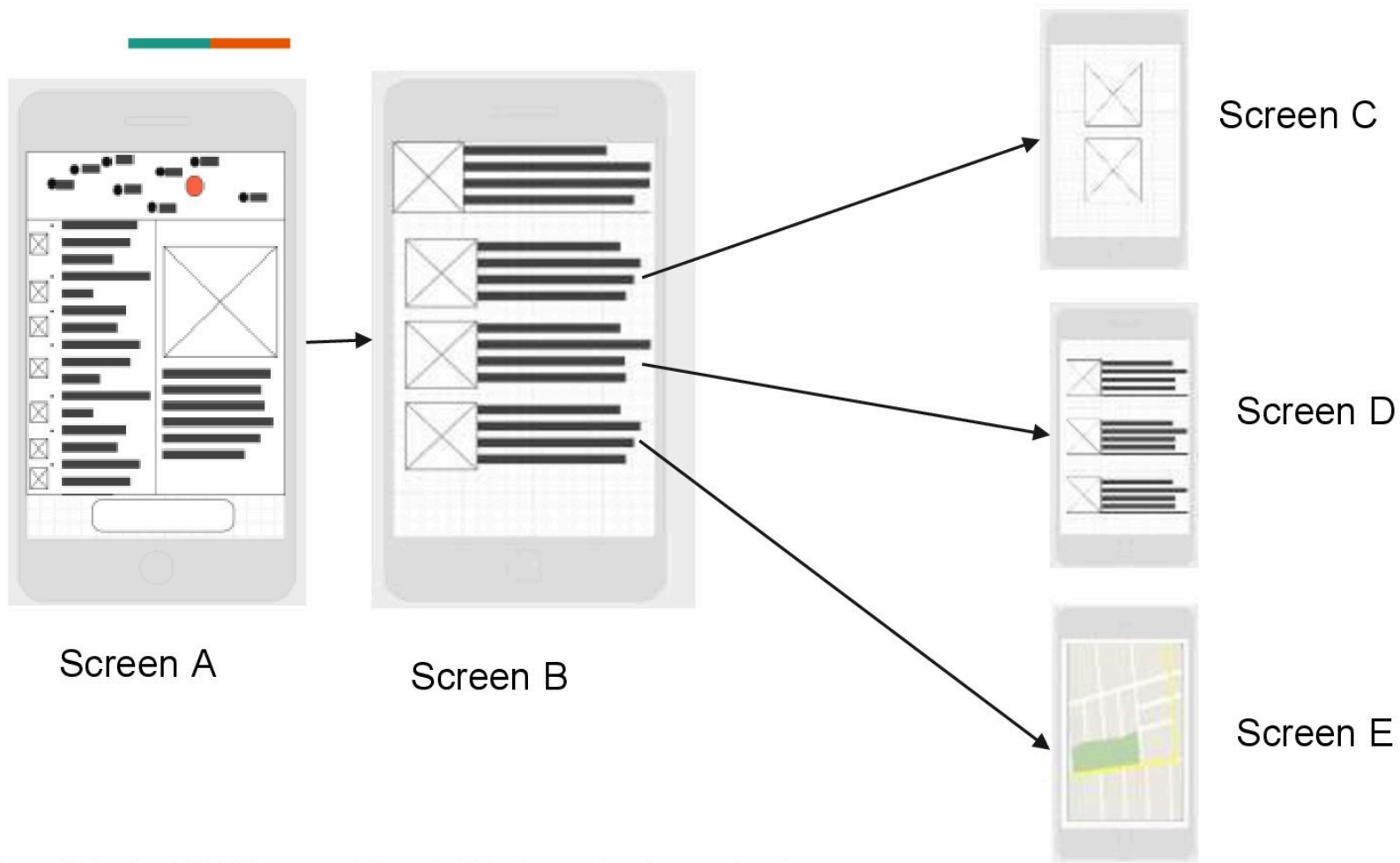
Create a sketch of your idea

Problem Identified: Locating restrooms nearby when you go out



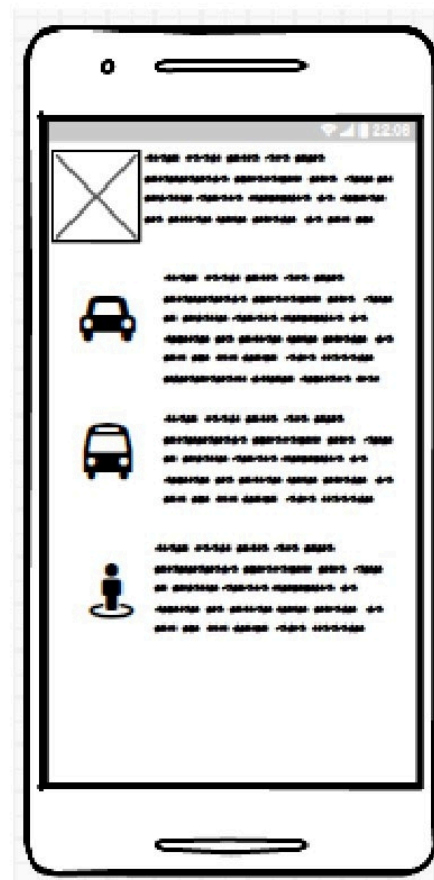


Create the wireframe



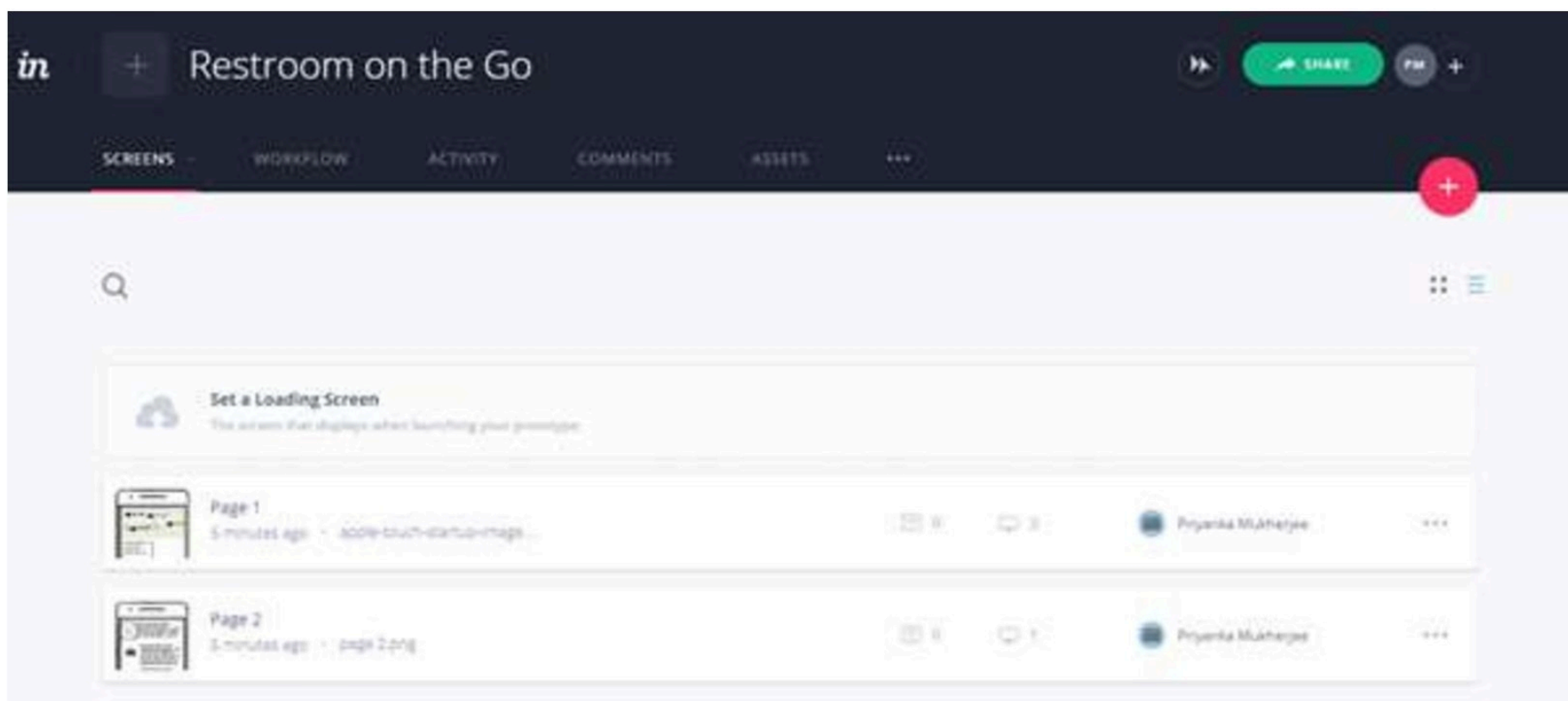


Create a Mockup





Prototype using Invision





To conclude

A short horizontal bar with a teal segment on the left and an orange segment on the right, positioned above the main text.

Thank you.

