

Chapter 10: Wireframes and Mockups

Wireframes and **mockups** are key visual tools used by Business Analysts to communicate user interface (UI) requirements. These visuals help stakeholders, designers, and developers **understand and validate screen layouts, workflows, and interactions** before development begins.

What are Wireframes?

Definition:

Wireframes are **low-fidelity visual representations** of a user interface, focusing on **structure and layout**, rather than visual design or color.

Purpose:

- Define **screen layout and elements**
- Visualize **navigation and user flow**
- Serve as a **blueprint** for UI/UX design

Characteristics:

- Simple, often grayscale
- Placeholder text/images (e.g., “Logo”, “Search Bar”)
- No branding or detailed styling

Used In:

- Early stages of product design
 - Stakeholder discussions
 - UI requirement validation
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✅ What are Mockups?

Definition:

Mockups are **high-fidelity visual representations** that closely resemble the final UI, including **colors, typography, branding, and spacing**.

Purpose:

- Communicate **look and feel**
- Collect **feedback** on design and user experience
- Align stakeholders on **final visual design**

Characteristics:

- Full-color designs
- UI elements like buttons, menus, icons
- Often interactive when converted into prototypes

Used In:

- Design review
- Developer hand-off
- Marketing or presentation demos

🔧 Tools for Creating Wireframes and Mockups

🔧 1. Balsamiq

Type: Low-Fidelity Wireframing Tool

Best For: Rapid wireframe creation with a hand-drawn look

Key Features:

- Drag-and-drop UI elements (buttons, forms, menus)
- Sketch-style visuals (looks like a whiteboard)
- Built-in templates for common screens
- Easy collaboration and sharing

Use Case:

- Early-stage wireframes for login, dashboard, or checkout screens
- Quick stakeholder validation before investing in design

Pros:

- Intuitive and beginner-friendly
- Keeps focus on structure, not aesthetics
- Fast to iterate and revise

Cons:

- Not ideal for high-fidelity visuals
- Limited interactivity

2. Figma

Type: High-Fidelity Design and Prototyping Tool

Best For: Designing detailed mockups, UI kits, and interactive prototypes

Key Features:

- Browser-based, real-time collaboration
- Drag-and-drop design components

- Component reuse and design systems
- Supports clickable prototypes and developer hand-off

Use Case:

- Designing modern mobile/web app UI
- Creating pixel-perfect prototypes
- Collaborating with designers and developers in real time

Pros:

- Powerful design capabilities
- Supports wireframes, mockups, and prototypes
- Great for cross-functional team collaboration

Cons:

- Steeper learning curve than Balsamiq
- Can be overkill for simple wireframes



Wireframe vs Mockup Summary

Feature	Wireframe	Mockup
Fidelity	Low	High
Focus	Structure, layout	Visual design, branding

Tools	Balsamiq, Lucidchart	Figma, Adobe XD, Sketch
Used In	Early design	Final design approval
Stakeholder Value	Clarifies functionality	Shows end-user experience

Tips for BAs When Using Wireframes/Mockups:

- **Start with wireframes**, then progress to mockups once layout is approved.
- Use **annotations** to describe functionality (e.g., “This button triggers OTP verification”).
- Involve **end users early** to validate screen logic and usability.
- Keep the **target device in mind** (mobile, tablet, desktop).

Final Thoughts

"A well-crafted wireframe saves hours of rework later."

Wireframes and mockups act as a **visual bridge between requirements and development**, ensuring everyone sees — literally — what’s being built.