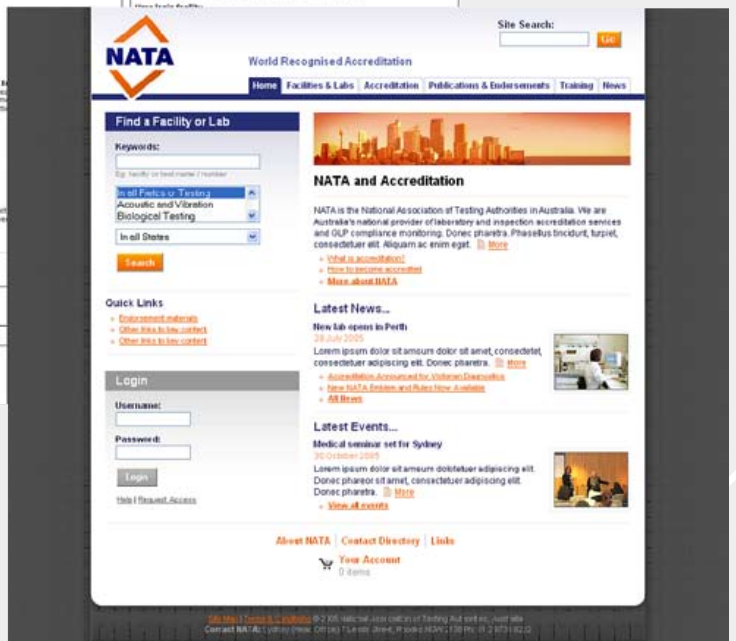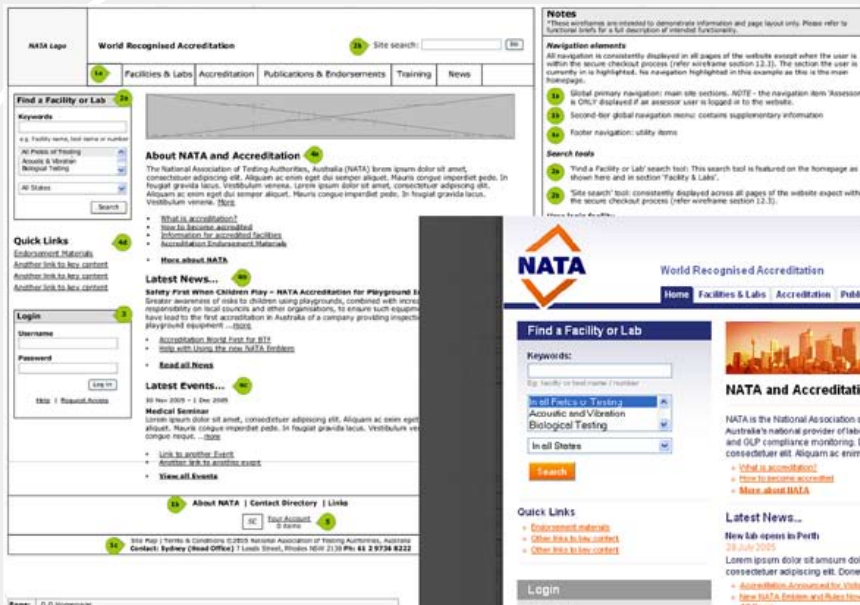# Wireframe Workshop

daemon
serious web development.

A wireframe workshop helps to organise the non technical and technical planning required at the outset of any web project. Wireframe documentation offers a blueprint of a website that maps information, technical requirements and business rules.

Wireframes are a powerful metaphor for articulating requirements to stakeholders, creative and development teams. They create an opportunity to "get things right" before either design or development begins in earnest.

The Process

❶ Daemon holds an initial briefing session to determine:

- the stakeholder objectives
- appropriate selecttion and involvement of stakeholders for workshop sessions*
- the scope of the wireframes
- the workshop agenda

❷ Daemon drafts a preliminary set of wireframes based on your current site, the site/content map, business requirements and discussion during the briefing.

❸ We conduct a half day wireframe workshop where wireframes are presented and discussed in detail.

❹ Feedback from the half day workshop is incorporated into the wireframes.

❺ The final draft of wireframes is presented at an executive level briefing.

❻ Daemon drafts a final wireframe and report incorporating comments. The report details functional requirements and if appropriate highlights changes in behaviour from the existing website.

A brief note about relevant stakeholders:
Relevant stakeholders can include project evangelists (the enthusiasts) and project protagonists (the detractors). Relevant stakeholders may include the end user or client. Where the end user is not available or not appropriate, internal stakeholders representing this user group should be involved for example account managers.

"The wireframe process was an indispensable planning tool for our new site. Communication was based on tangibles rather than vague concepts. The "daemonites" are great workshop facilitators—masters at managing conflicting opinions."

Natalie Spence, Web Site Manager Australian Film Television and Radio School

Sample Timeframe

Initial briefing session	start of week 1
Draft wireframe/agenda	end of week 1
½ day workshop with stakeholders	start of week 2
Revised wireframes	end of week 2
90 min executive briefing	start of week 3
Final wireframe and report	end of week 3

Approximate Costs

15–25 Wireframes	$6,600 (inc. GST)
25–50 Wireframes	$16,800 (inc. GST)
50–100 Wireframes	$22,400 (inc. GST)

N.B. Costs may vary depending on the complexity and size of the project, but, this is a good guide for a typical engagement.