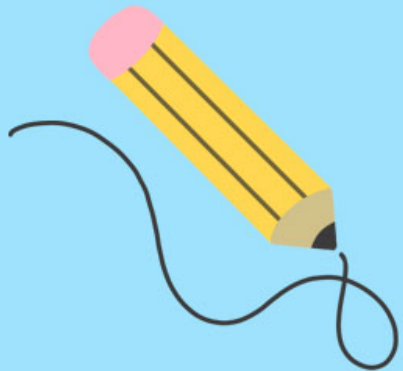


DEC 22, 2022



How to Ideate Like a Designer

for Product Managers
and Non-Designers



PRIVACY

We will be recording this webinar and posting it to YouTube but none of your personal information will be shown in the recording.

You can ask questions anonymously if you don't want to share your name with other attendees.



New to Wireframing? Start Here.



What Are Wireframes?

This article answers common questions about wireframes and provides suggestions for how to start using them.

Five Steps to Creating Great Wireframes

Good wireframes solve real problems and lead to strong products. From writing out the

Learning Resources

- [UI Control Guidelines](#)
- [User Interface Platform Guidelines](#)
- [UX/UI Links Of the Month](#)
- [UI Pattern Galleries](#)
- [Advice for Getting Started in UX](#)

Get Inspired!



“ Effective wireframes facilitate discussion, promote alignment, and supply instructions for developers.

— [Balsamiq Wireframing Academy](#)

Talk to our Design Experts!

Join our Slack Community to get all your wireframing questions answered

 A BOOK APART

NO
43



Michael Angeles, Leon Barnard,
and Billy Carlson

WIREFRAMING

FOREWORD BY Name Personname



 A BOOK APART



Michael Angeles, Leon Barnard,
and Billy Carlson

~~WIREFRAMING~~

FOREWORD BY Name Personname

We're still in editing!



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№
43

balsamiq.com/book

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and Billy Carlson

WIREFRAMING

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All Android Assets Big Buttons Common Containers Forms Icons iOS Layout Markup Media Symbols Text More Controls...



Wireframes



Home



Trade

Crypto Trade

crypto trade

Buy / Sell
Send / Receive

- Assets
- Trade
- Pay
- For You
- Learn and earn \$11
- Notifications 0
- Invite Friends \$10

Assets

Portfolio balance 1H 1M 1D

\$509.14

Your assets

Name	Balance	Price	Allocations
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%
Name ABC	\$123.45 0.0000000 ABC	\$12,34.56 -0.00%	00.00%

\$1M holiday bonus

Opt in and refer to earn a share

Get started
Dismiss

Borrow cash

Borrow up to \$1,000,000 using Bitcoin as collateral.

Get started

Learn and earn

Earn \$11 more by learning about new assets

Get started

Earn interest

Earn up to 5.00% APY on your crypto.

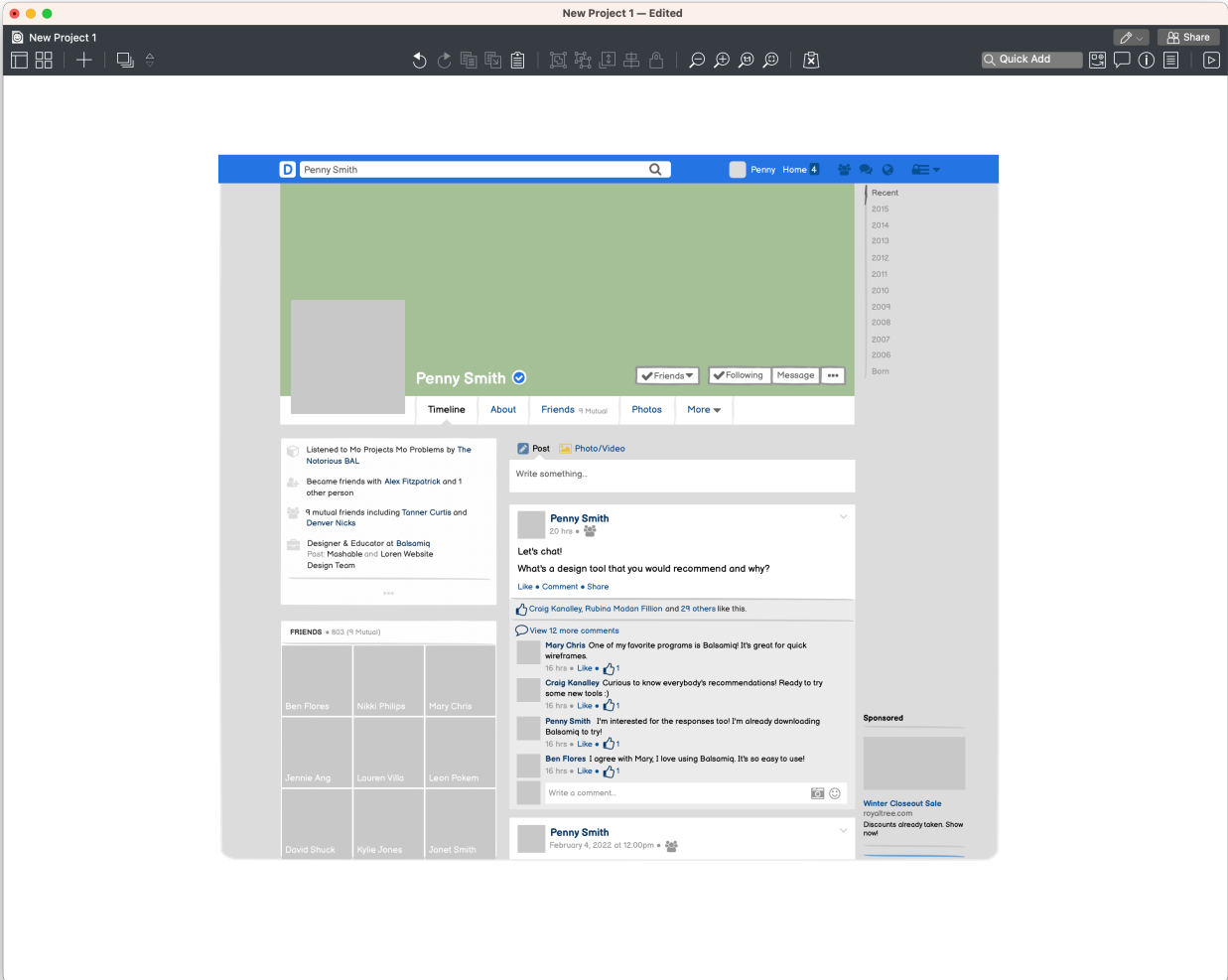
Get started

Home

Notes

Click here to edit notes.

Alternate Versions ?



Wireframes ⌘ ☰

- Loading a proje...
- Project History ⌘
- Project Owners View**
- Project Sharing... ⌘
- Project Empty ...
- Responsive lay...

Project Owners View

Project Members for "Project Title" ✕

Project Members	Role (?)	
Peldi Guilizzoni peldi@balsamiq.com		✕
Luis Airias luis@balsamiq.com		
Anna Mariotti anna@balsamiq.com		
Mike Angeles mike@balsamiq.com		✕

Other Staff Members 🚫

Pending Invitations

paolo@balsamiq.com			✕
marco@balsamiq.com			✕

Invite People

enter names or email addresses, separate with commas 📝 (?) Invite

Allow Public Viewing (?) https://balsamiq.cloud/scntk/pp4mc Close

Only shown on yourself if there's another owner or if you're not the owner. Goes to a "Are you sure you want to leave this project?" dialog, then OK goes back to the projects list.

Project Owner

Can Edit

Can View and Comment

shown on hover

🚫

Can Edit

Can View and Comment

Cannot Access this Project as Members

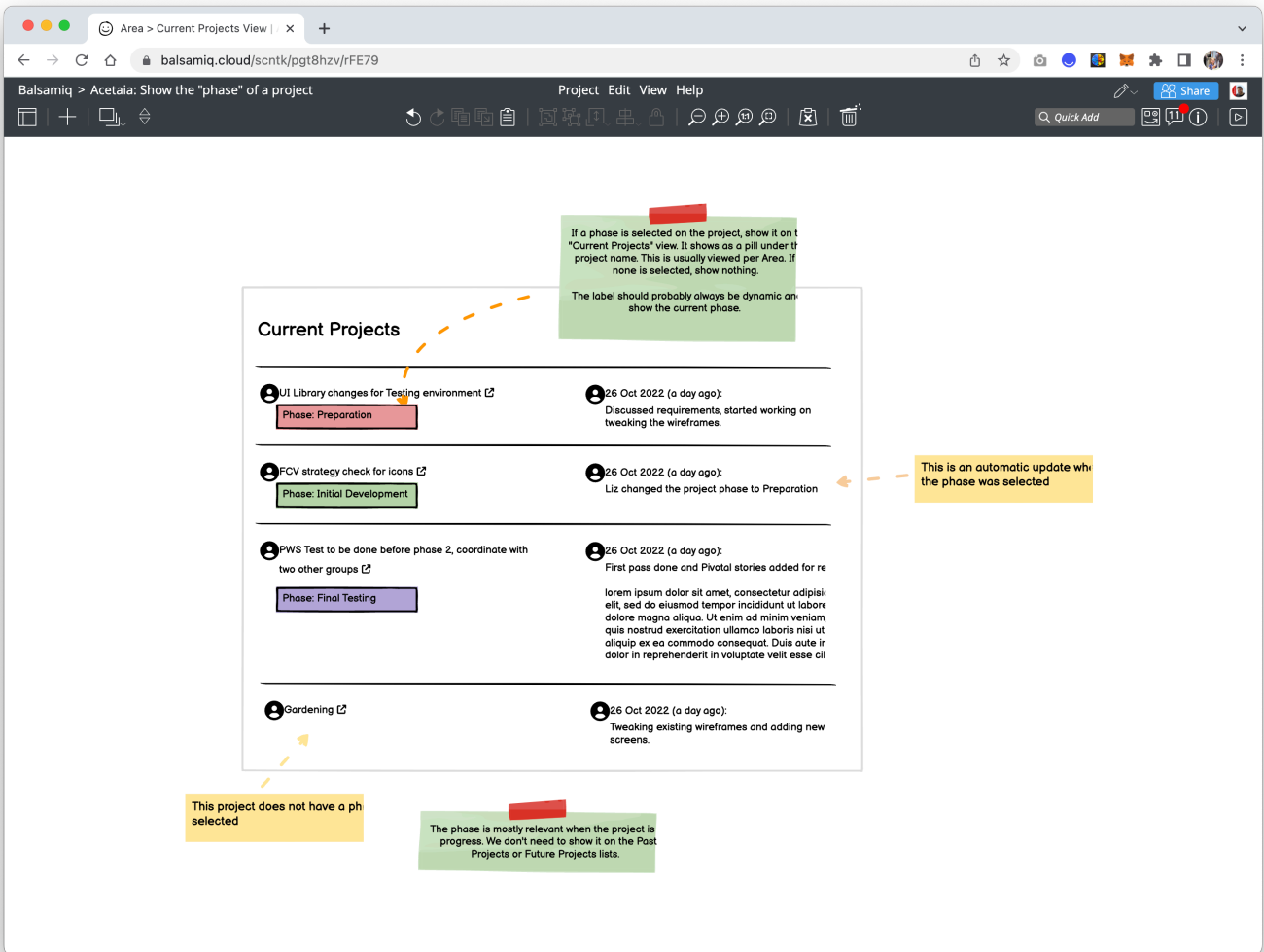
Default is "Can View and Comment"

shown only to site owners and project owners.

Non-Project Owner View

Project Members for "Project Title" ✕

Project Members	Role
Peldi Guilizzoni peldi@balsamiq.com	
Luis Airias luis@balsamiq.com	



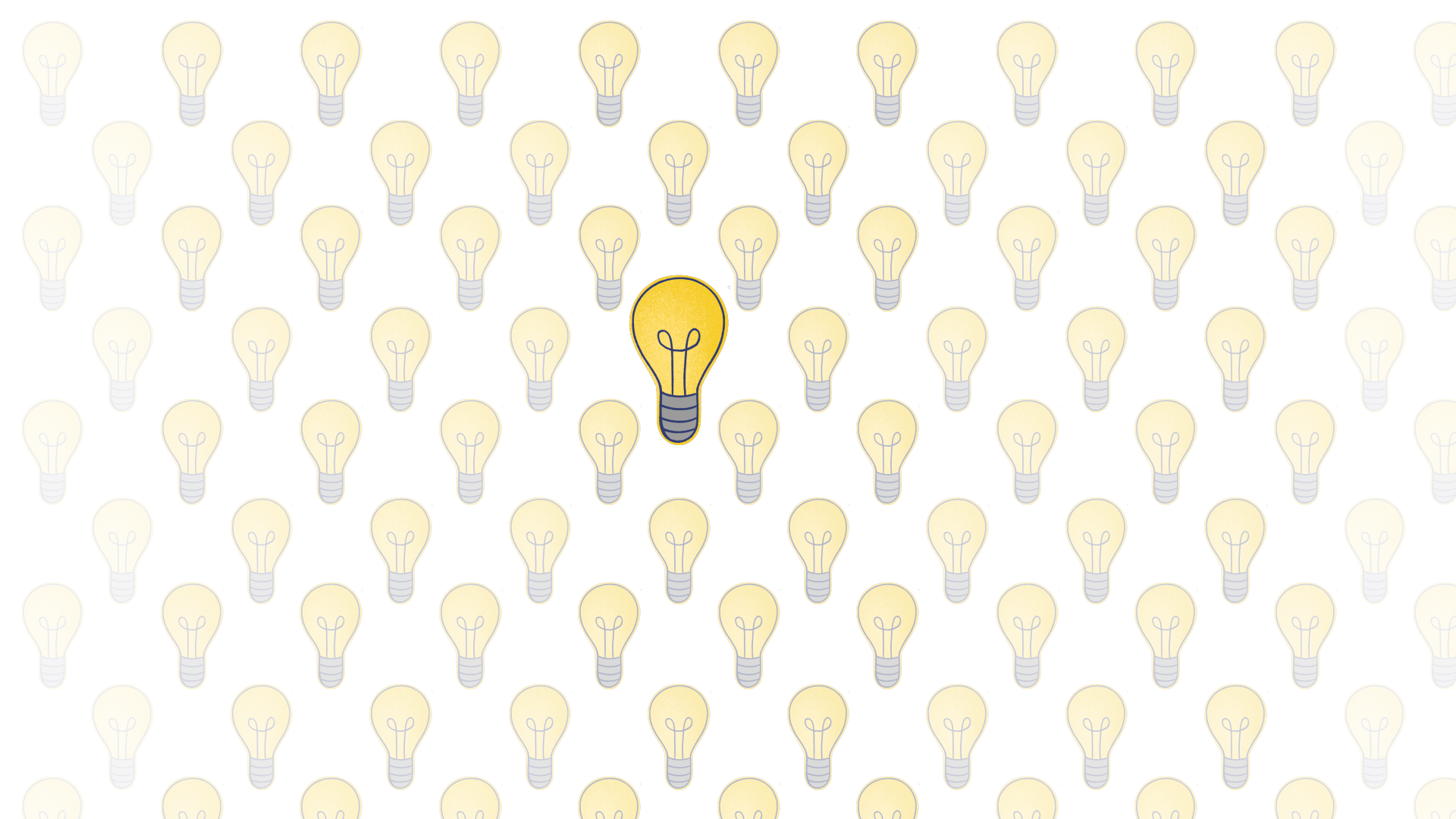


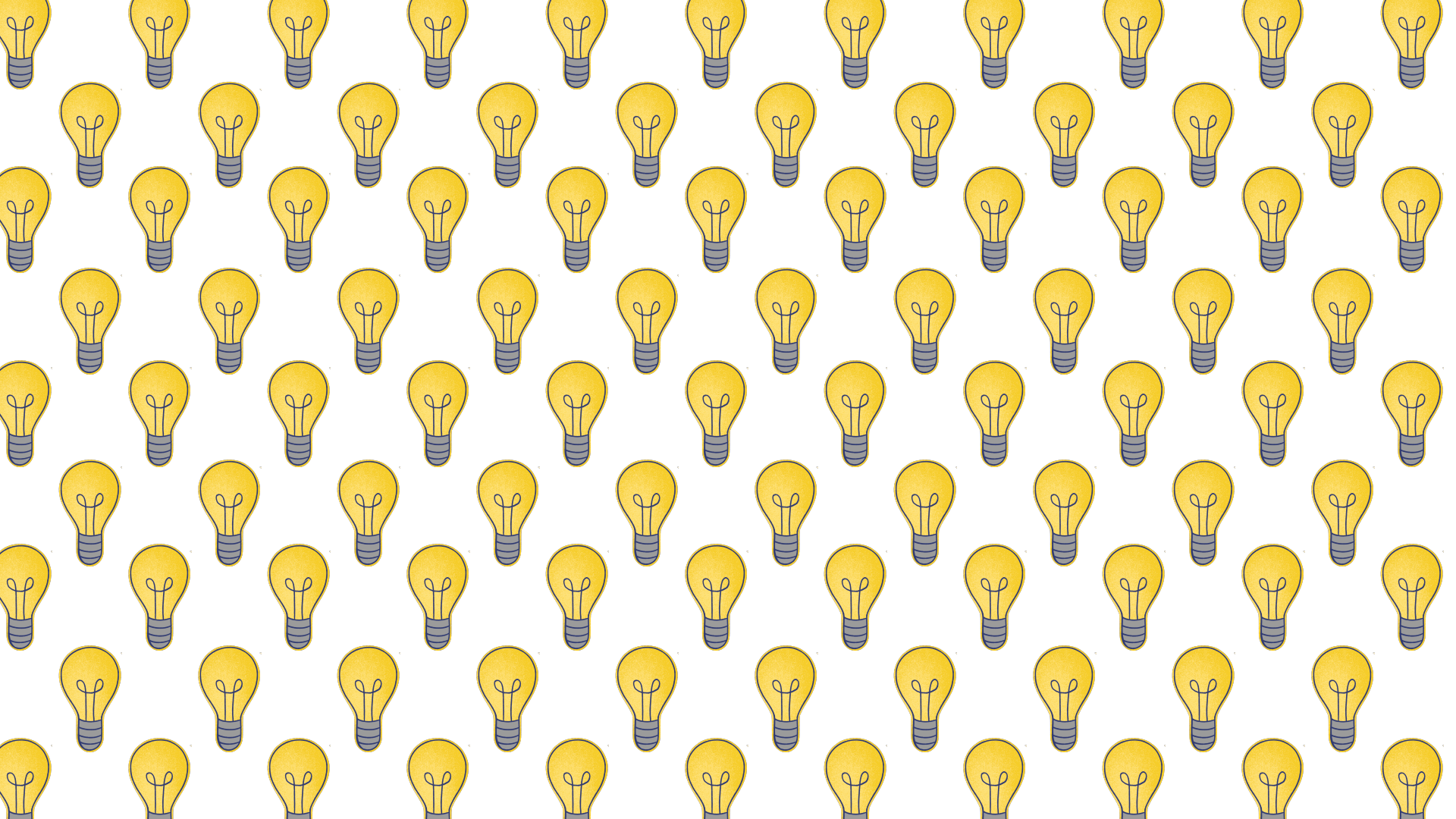
THAT...IS...AWESOME!! THATS AWESOME



A great design solution for a poorly defined problem is infinitely worse than an average solution applied to a well-defined problem.

– *Chapter 3 of our upcoming book...maybe*



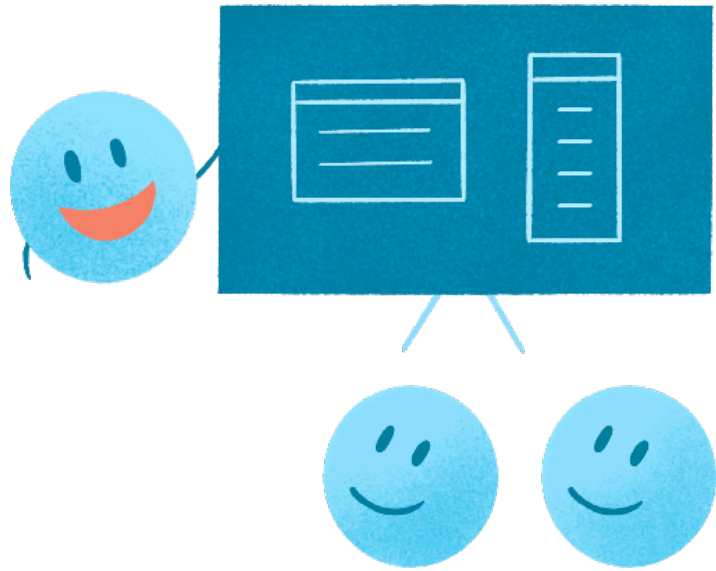


REFINEMENT



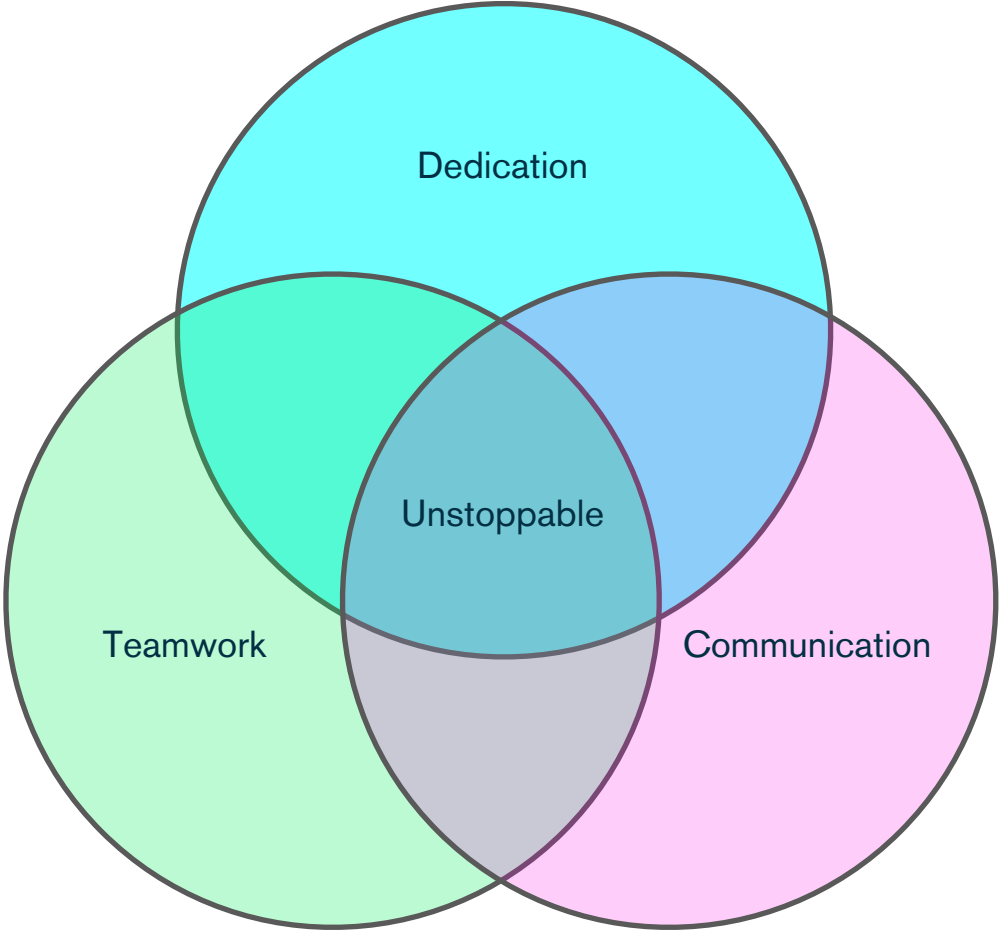
EXPLORATION





If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.

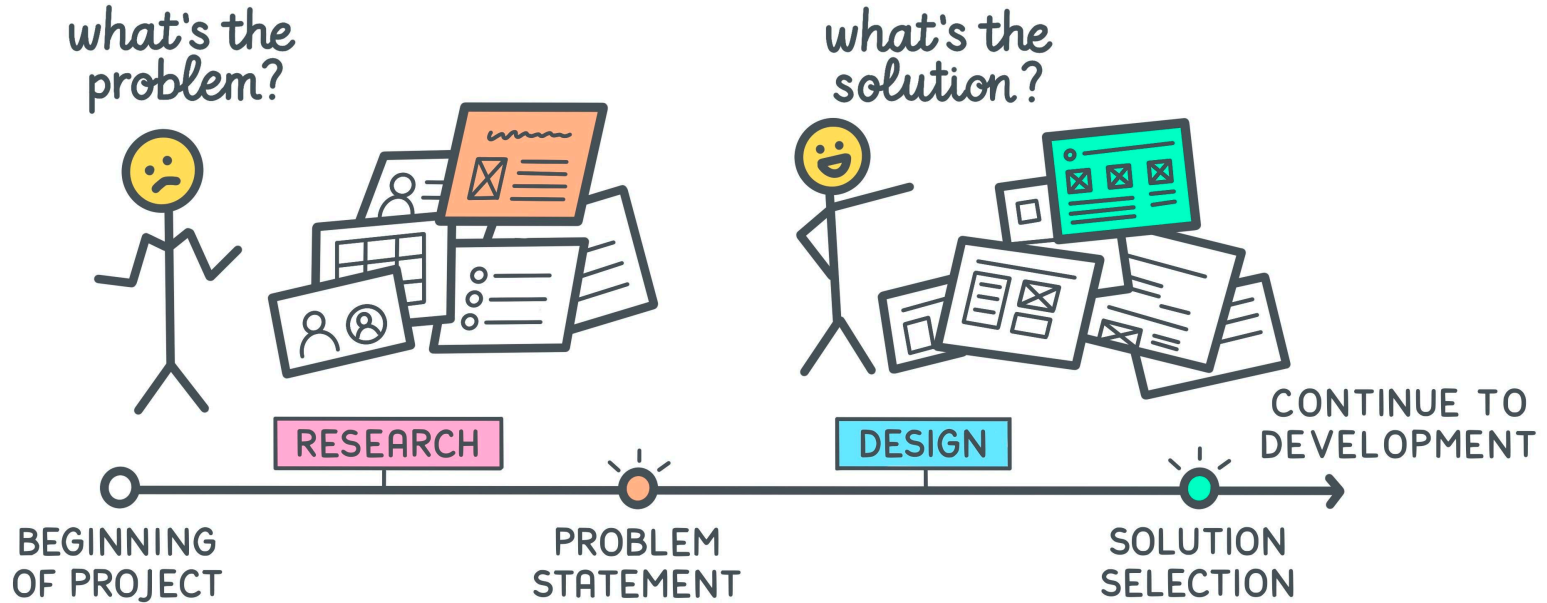
— Patrick Lencioni's *Five Dysfunctions of a Team*



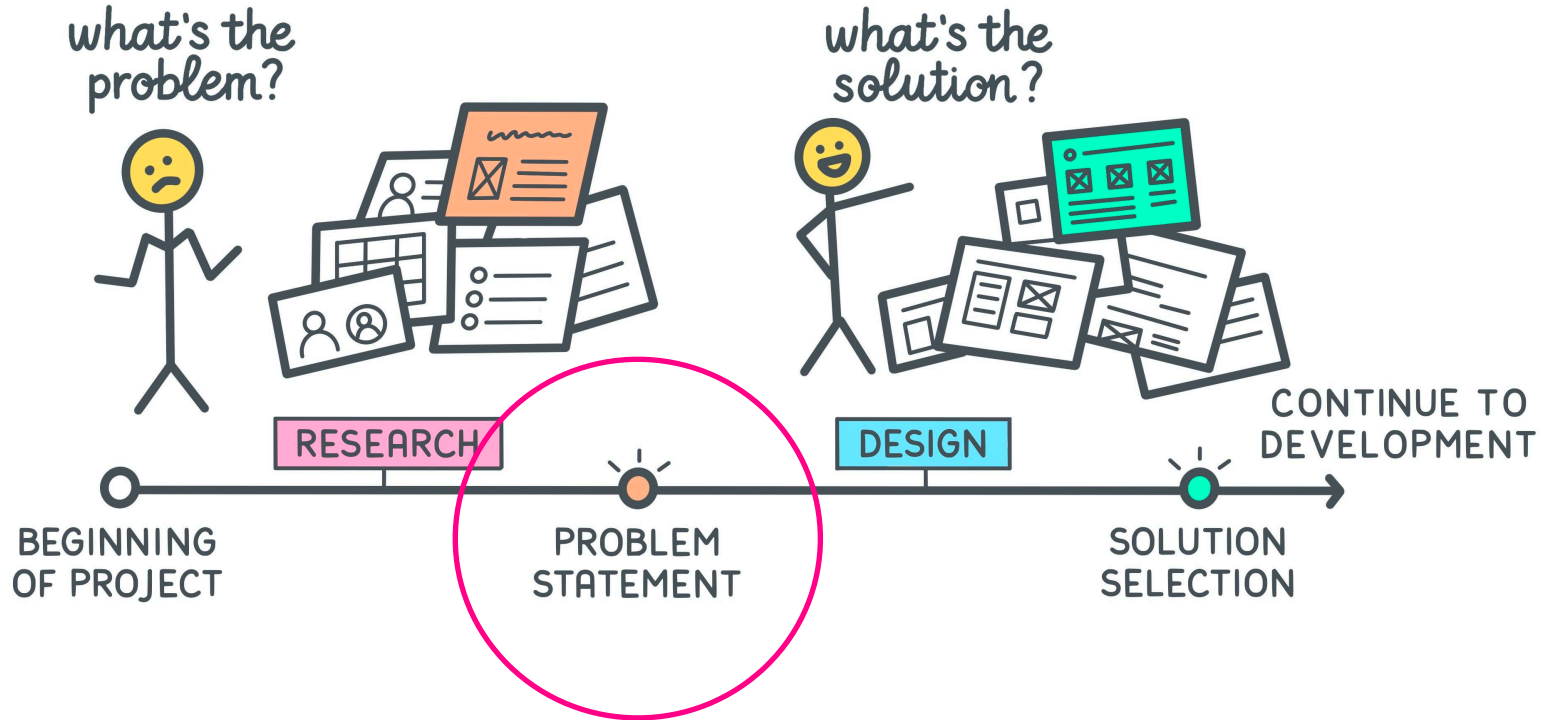




THE DESIGN *process timeline*



THE DESIGN *process timeline*





Tips for better ideation

TIP #1



Ask Designerly Questions

How it's possible
Might multiple solutions
We all of us together



A (person) needs to (need) because (insight)



Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because their antics only irritate already frustrated fellow passengers.



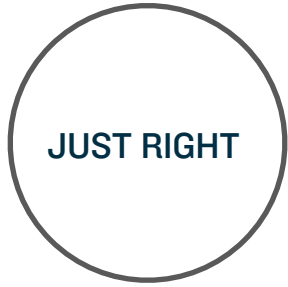
A (mother) needs to (entertain small kids)
because (they have a lot of energy and it
may be disruptive to the other passengers)



How might we
improve airports?



How might we
build better chairs for waiting
areas at airports?



How might we
improve airport waiting areas for
families flying with small children?



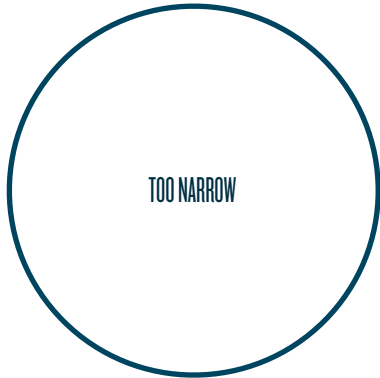
Specific area to focus on: A waiting area

Specific user group: Parents, small kids



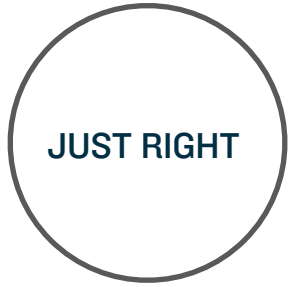
How might we redesign our website to make it better?

How might we make a better weather app?



How might we redesign our checkout UI to be more user-friendly and functional?

How might we make the perfect weather app by telling people the weather the moment they wake up?



How might we help parents prepare for the day's weather in a way that works into their family's morning routine?



How does this relate
to wireframes though?

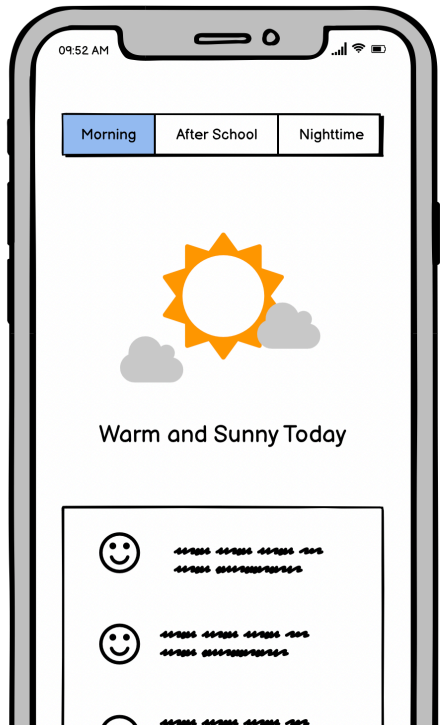


All Android Assets Big Buttons Common Containers Forms Icons iOS Layout Markup Media Symbols Text More Controls...



Wireframes

New Wireframe 1



How might we help parents prepare for the day's weather in a way that works into their family's morning routine?

Project Information

Description

Click here to edit project description.

Skin

Sketch Wireframe

Font

Balsamiq Sans 15

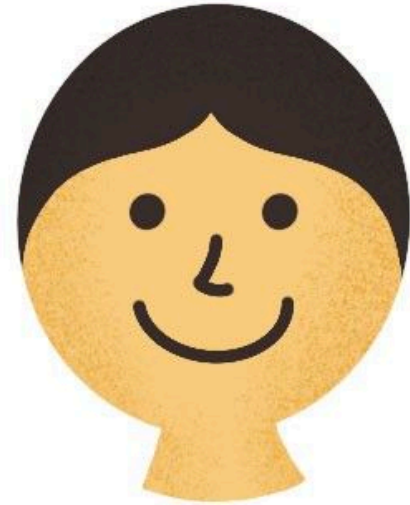
Colors

Links Selection

What is the problem
we need to solve?



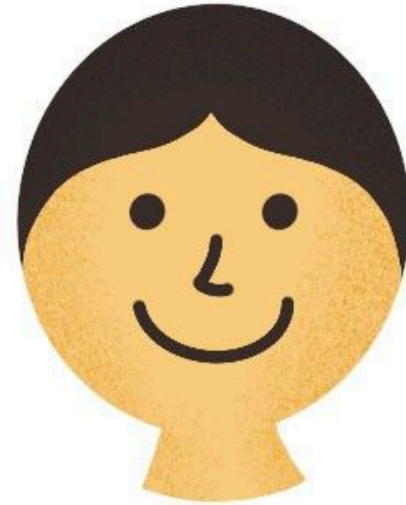
We need to update
the dashboard to
include X,Y,Z

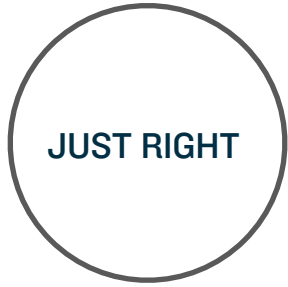


So, the dashboard is ineffective because the sales team can't find the data it needs in client meetings?



We need to update the dashboard to include X,Y,Z





How might we prepare our sales team for client calls with an easy-to-use digital tool to answer questions that come up on the fly?

TIP #2

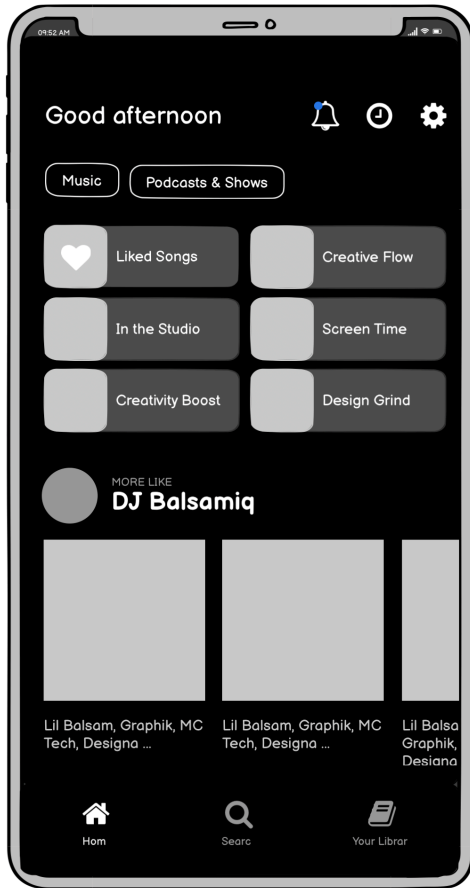


What if...? Prompts



If you have a solution you all really like and you wanna push it further. This is the best way to get a lot of new ideas out of a single one.

It also lets you think of users you may be ignoring unintentionally



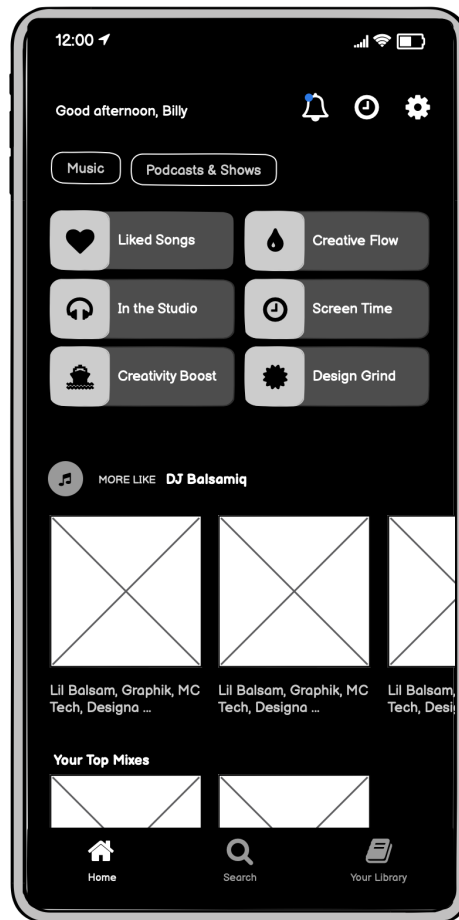
What if... the product can be used on flip phones, too?

What if... we weren't allowed to use any kind of imagery or other visuals?

What if... the product were entirely controlled by voice?

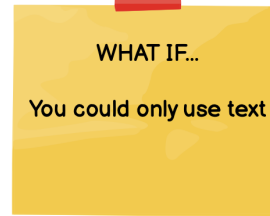
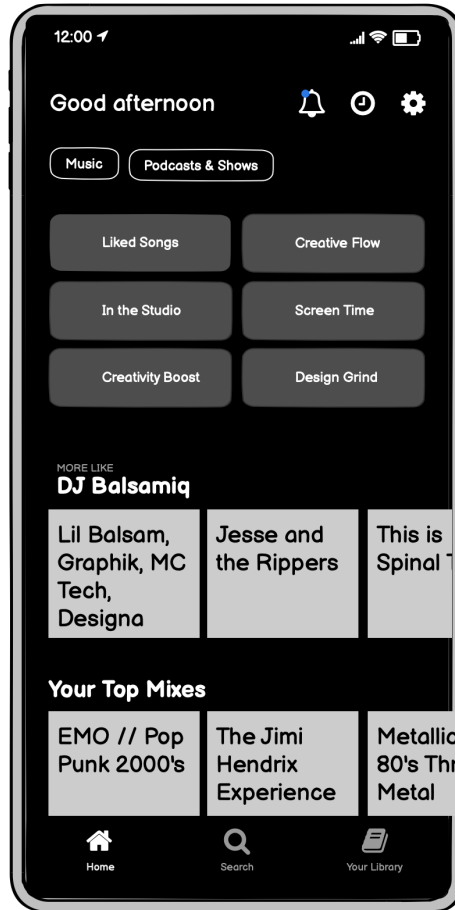
What if... our product had a specific personality (friendly, stoic, quiet, generous, etc.)

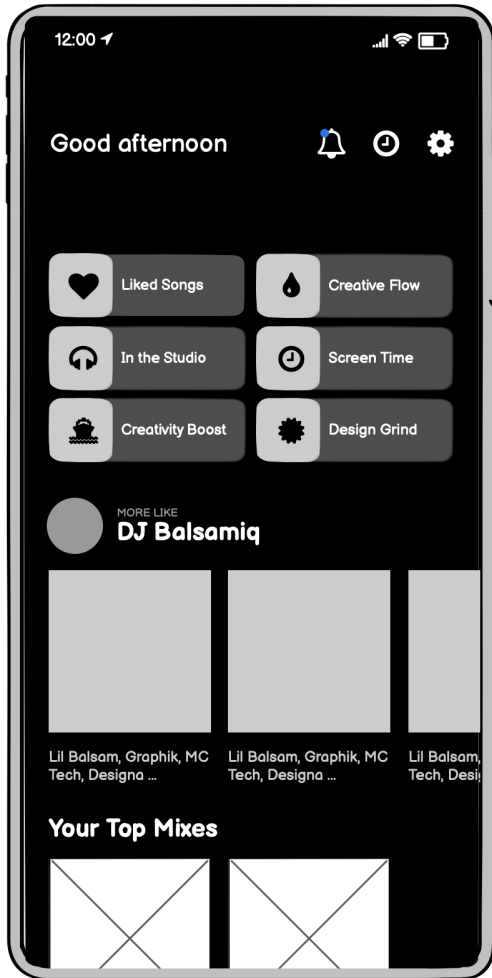
Original



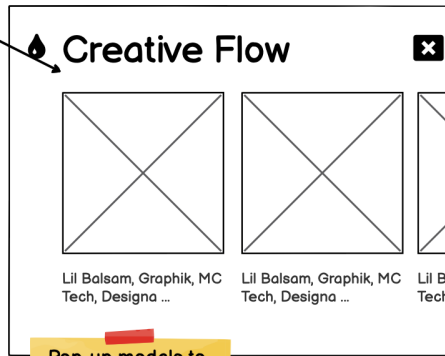
WHAT IF...

You could only use one font-size?

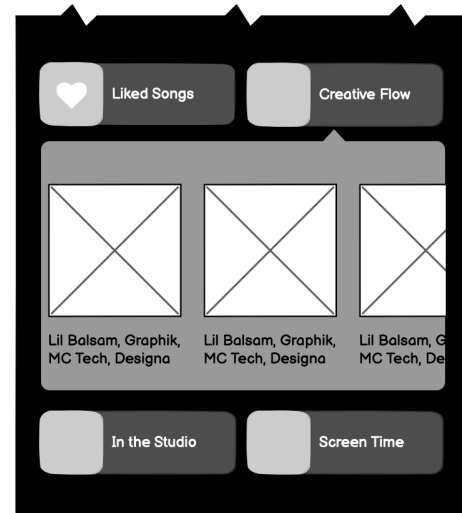




WHAT IF...
There was no navigation available?



Pop-up modals to display the content of each playlist



Accordion style open to display playlist content

12:00



Good afternoon



- Liked Songs
- Creative Flow
- In the Studio
- Screen Time
- Creativity Boost
- Design Grind

MORE LIKE
DJ Balsamiq

- Lil Balsam, Graphik, MC
Tech, Designa ...
- Lil Balsam, Graphik, MC
Tech, Designa ...
- Lil Balsam,
Tech, Desi

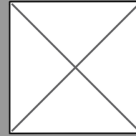
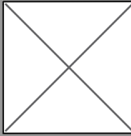
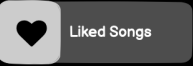
Your Top Mixes



12:00



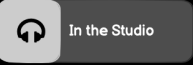
Good afternoon



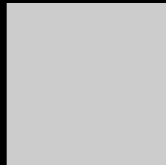
Lil Balsam, Graphik,
MC Tech, Designa

Lil Balsam, Graphik,
MC Tech, Designa

Lil Balsam, G
MC Tech, De



MORE LIKE
DJ Balsamiq



Lil Balsam, Graphik, MC
Tech, Designa ...

Lil Balsam, Graphik, MC
Tech, Designa ...

Lil Balsam,
Tech, Desi

Sharpen — Design Challenge G x +

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Sharpen Design

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Categories Branding Marketing Product/UX

New Challenge

🔒 **Design a signup email**

🔒 **for an airport in Norway**

Learn More

 **DESIGNERCIZE**

RANDOM PROMPT GENERATOR FOR WHITEBOARD DESIGN PRACTICE.


1. CHOOSE A DIFFICULTY
2. RELOAD UNTIL YOU'RE HAPPY
3. CHOOSE DURATION
4. HIT PLAY ▶

EASY | **MEDIUM** | **HARD**

RELOAD CHALLENGE ↻

15:00

▶ || ■



DESIGN: A SORTABLE LIST VIEW

FOR: A BOOK DISCOVERY APP

TO HELP: DESIGNERS

"GIVE ME MORE!"



What if...? Edge Cases

What if a table has 10,000 rows of data / only 10?

What if users are on the smallest device?

What if all the content is translated into German?

What if the user has all their font sizes doubled?

🔍 Search Orders by #, status, date, etc.

All **Open** Booked Deleted

+ Filter

Order Number Status
1234567 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
8151515 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
968697 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
290676 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

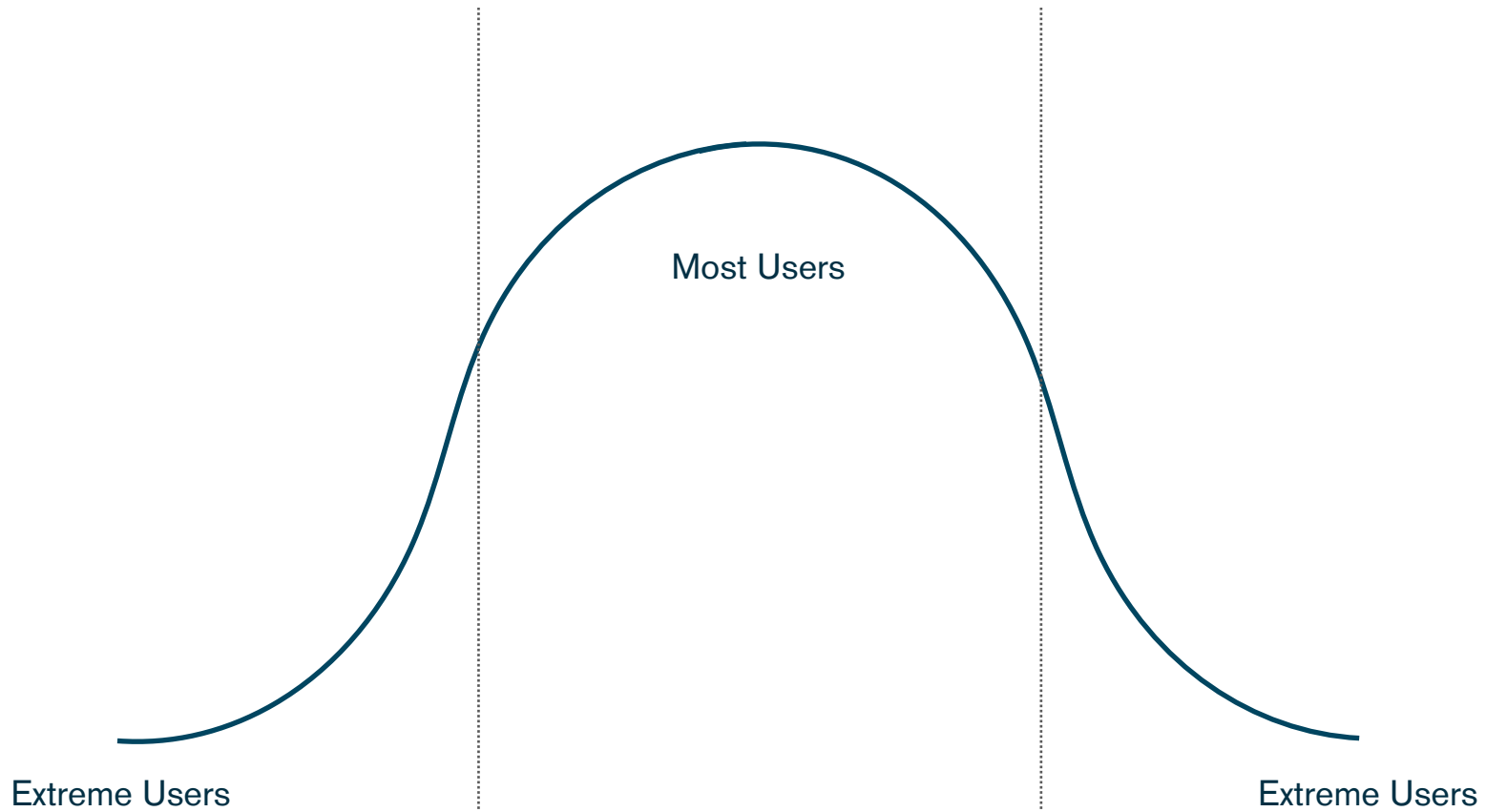
Order Number Status
7731818 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
7498931 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
6307575 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
3124455 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |

Order Number Status
987654 Open
Last Nov 11th, 2019 at Chicagoo.
MW-2 | 102 |



09-24-18 | INNOVATION BY DESIGN

The untold story of the vegetable peeler that changed the world

Smart Design's Davin Stowell shares the origin story of the OXO Swivel, one of the great icons of 20th-century industrial design.



[Photo: Oxo]

- [f](#)
- [t](#)
- [in](#)
- [✉](#)

BY MARK WILSON LONG READ

One of the most important moments in the history of industrial design occurred in 1990, when the kitchen brand OXO defied the traditional, knuckle-bleeding tools of culinary tradition, and released its Good Grips line. To this day, these tools are the best articulation of the potential of inclusive design: Developed for people with arthritis, Good Grips had thick rubbery handles that were also better tools for everyone

▼ MORE LIKE THIS

TIP #3



Throw away the rulebook

Billing Information

Billed Monthly | Billed Yearly

2 Projects	20 Projects	200 Projects
\$90 / year	\$490 / year	\$1990 / year
Change Plan	Current plan	Change Plan

Subscription: ACTIVE

Billed To: Peldi Guillizzoni | Visa ending in 4242 | [Update Credit Card](#)
Peldi Guillizzoni <peldi@balsamiq.com>
Germany | [Update Address](#)

Billing Frequency: Yearly | [Switch to Monthly](#)

Last Charged: US \$481.00 - September 15, 2017

Next Charge: US \$490.00 - September 22, 2017 (automatic)

[Cancel Subscription](#)

Space Owners can cancel even if BOA is set.

Billing History

Click on the links below to access your past invoices:

- [September 15, 2017 - US \\$481.00](#)
- [September 15, 2017 - US \\$9.00](#)

Billing-Only Administrator

As a Space Owner, you can invite someone to be a Billing-Only Administrator. This person will ONLY have access to the billing settings of this Space. They will not be able to participate in projects, or even see the list of projects.

This is useful if you want a reseller - or someone from your purchasing team - to be able to manage this Space's billing without actively participating in the

Change My Plan

Current Plan: **20 Projects (yearly)**

Number of Projects: 2 Projects 20 Projects 200 Projects

Billing Frequency: Monthly Yearly

Price: **US \$1,990.00 / year**

[Cancel](#) [Change My Plan](#)

Please enter your current Credit Card Number

You have specified a Billing-Only Administrator for this Space.

We suggest you email them at lic@balsamiq.com so that they can make this change.

If instead you'd like to do it, please enter the number of the credit card used for this Space. [Learn more](#)

Credit Card Number:

Visa Ending in 4242

Wrong card number.

[Close](#) [Continue](#)

Change Subscription Details

Credit Card Number * CVC *

Expiration Date * /

First Name *

Last Name *

Email Address *

Country *

[Enter Additional Info \(Address, Tax ID, ...\)](#)

[Cancel](#) [Update Details](#)

Change Subscription Details

First Name *

Last Name *

Email Address *

Country *

[Enter Additional Info \(Address, Tax ID, ...\)](#)

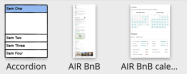
[Cancel](#) [Update Details](#)

Cancel Subscription

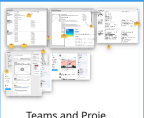
By selecting "Cancel Subscription" you will stop the auto renewal of your plan. Your credit card will no longer be charged and your subscription will end on September 22, 2017.

After your subscription ends, you will be given 30 days to download any work you would like to keep. You can also restart your subscription during this time.

[Cancel](#) [Cancel Subscription](#)



Wireframes



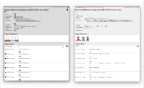
Teams and Projects



New Wireframe 1



Team Pages



Project Pages



Samples

Acetela - in 4 days (Project)

Teams and Projects

Team and Quarterly Goal

Current Projects

- Cloud
 - 🔍 Laren ipsum dolor sit amet, consectetur adipiscing...
- BW
 - 🔍 Laren ipsum dolor sit amet, consectetur adipiscing...
- Integrations
 - 🔍 Laren ipsum dolor sit amet, consectetur adipiscing...

Coming Soon

- Project Number 1
- Project Number 2
- Project Number 3
- Project Number 4
- Project Number 5
- Project Number 6
- Project Number 7
- Project Number 8
- Project Number 9
- Project Number 10
- Project Number 11
- Project Number 12

On the Back Burner

- Project Number 1
- Project Number 2
- Project Number 3
- Project Number 4
- Project Number 5
- Project Number 6
- Project Number 7
- Project Number 8

Acetela - in 4 days (Project)

Teams and Projects

Cloud Team

🔍 pool in this... Lorem ipsum dolor sit amet,

Current Projects

- Project Name

Coming Soon

- Project Number 1
- Project Number 2
- Project Number 3
- Project Number 4
- Project Number 5

The Daily

The New York Times

My Episodes

America's Education Problem

The Latest: Is it Impassible?

A Local: A Week's Worth of Impassment

Acetela - in 4 days (Project)

Teams and Projects

Switched State

Current Projects

- Integrations
 - 🔍 Laren ipsum dolor sit amet, consectetur adipiscing...

Coming Soon

- Project Number 1
- Project Number 2
- Project Number 3
- Project Number 4
- Project Number 5
- Project Number 6
- Project Number 7
- Project Number 8
- Project Number 9
- Project Number 10
- Project Number 11
- Project Number 12

Acetela

All Teams

Cloud

BW

Integrations

Marketing

BW

BW Window

Education

Add your Project Update here

Your Current Projects

Education Team

Trends for you

Who to follow

Related Interviews

Home

Notifications

Messages

Bookmarks

Lists

Profile

Misc

Home

What's happening?

Trends for you

Who to follow

Acetela - in 4 days (Project)

Teams and Projects

Switched State

Current Projects

- Integrations
 - 🔍 Laren ipsum dolor sit amet, consectetur adipiscing...

Coming Soon

- Project Number 1
- Project Number 2
- Project Number 3
- Project Number 4
- Project Number 5
- Project Number 6
- Project Number 7
- Project Number 8
- Project Number 9
- Project Number 10
- Project Number 11
- Project Number 12

Teams and Projects

Notes
Click here to edit notes.

Alternate Versions

Click 'v' to create an alternate wireframe

Project History for XYZ

Here's the project history. Balsamiq Cloud only keeps revisions for 30 days, except for those you chose to keep forever.

September 6, 2017

- Project XYZ** 4:33 AM **Project is being edited**
Peldi Gullizzoni, Tommaso Ognibene, Stefano Brill Current Version
- Project XYZ** 3:10 AM **Project Restored to the version from August 24, 2017 3:10AM**
Peldi Gullizzoni Restore
- Project XYZ** 3:10 AM **Allowed Public Reviews**
Peldi Gullizzoni
- Project XYZ** 3:10 AM **Project Edited**
Stefano Masini Restore

August 24, 2017

- Project XYZ** 3:10 AM **Invited Stefano Masini <stefano@balsamiq.com>**
Peldi Gullizzoni
- Project XYZ** 3:10 AM **Project Renamed**
Peldi Gullizzoni
- New Project** 3:10 AM **Project Created**
Peldi Gullizzoni

double-clicking allows to rename the revision in-context

Pressing Restore creates a new version with the content of the current version. Anyone looking at this project is prompted to reload the page.

Close

Dropbox

Version history: Moving from Wordpress to Hugo.md

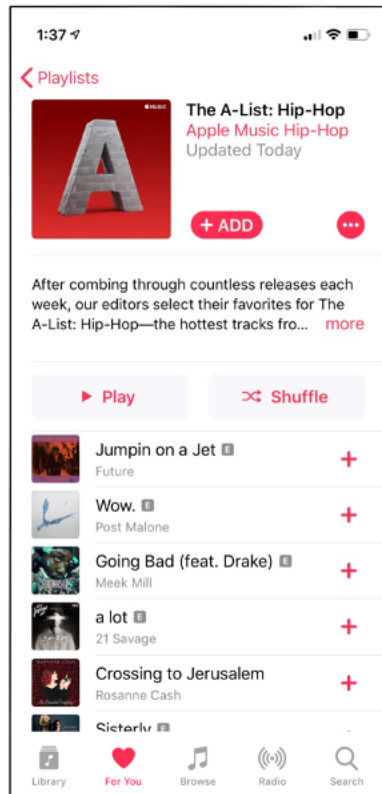
Restore this file to any version below. All other versions will be saved. [Learn more](#)

October 12, 2017

- Leon Barnard moved the file from /writing/blog posts/Next Treehouse Post/Moving fro... 1:09 PM - Desktop 13.14 KB Current version

September 20, 2017

Moving from Wordpress to Hugo.md	Edited by Leon Barnard	13.14 KB	Restore
10:55 AM	Desktop		
Moving from Wordpress to Hugo.md	Edited by Leon Barnard	13.14 KB	
10:39 AM	Desktop		
Moving from Wordpress to Hugo.md	Edited by Leon Barnard	13.08 KB	
10:39 AM	Desktop		
Moving from Wordpress to Hugo.md	Edited by Leon Barnard	13.08 KB	
10:39 AM	Desktop		



A collection of user-contributed symbols and templates for Balsamiq Wireframes. Learn more.

Submit Your Project!

- All
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- Tutorials
- Web Apps and Sites



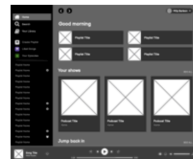
100Wireframes.com Templates

A collection of templates from 100wireframes.com.



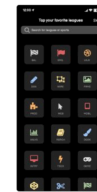
E-Commerce Template

Screens and symbols library e-commerce site, including Home and Landing Pages, Product Page, Shopping Cart and Checkout flow.



Music Streaming Desktop App

Set of wireframe templates of a generic music streaming mobile app based off of Spotify from early 2022.



Sportsball Mobile

This is a set of wireframe templates of a generic sports app based off of ESPN from early 2022.



Application Tour

Four screens for onboarding your users.



Exercise Tracking Mobile App

Set of wireframe templates of a generic exercise tracking app based off of Strava from early 2022.



New Feature Template

A template for a typical "new feature" project.



Squarespace Site Templates

Popular layout templates for Squarespace





Finally, choosing a solution



Consider who is in the room and how they may effect the decision making process



1. Make sure the HIPPO does not dominate the selection process
2. The opposite with introverts



1. Silent voting through an app or Slack
2. Dot voting with weighted votes



balsamiq



billy

- # c_education
- # fd_education
- # p_book_illustrations
- # p_book_marketing
- # p_webinar_tbd_dece
- # p_wireframing_book
- # paciugo
- # a_education
- ▼ Starred
- # announcements
- # c_graphic_design
- # c_ux
- # daily_agendas
- # s_parliamo-italiano

- billy you**
- # fd_support
- ▼ Channels
- # c_marketing
- # s_music
- # s_usa_social
- ▼ Direct messages

Unread mentions 1



Poll Preview



Which version do you like?

- 1 Version 1 - "the red one"
- 2 Version 2 - super modern / sleek
- 3 Version 3 - responsive update

Created by @billy with /poll

Settings

- Channel: @billy
- Anonymous: Yes
- Allow options: No
- Limit votes: No
- Show results: In real-time
- Close automatically: No
- Send time: Now

Back

Create Poll

Jot something down





Thanks

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Contact me at billy@balsamiq.com

@billycarlson on socials

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New to Wireframing? Start Here.

[What Are Wireframes?](#)

Answers to common questions about wireframes and suggestions for how to start using them.

[Five Steps to Creating Great Wireframes](#)

Good wireframes solve real problems and lead to strong products. From writing out the scenario to gathering inputs, here is a proven path to a great website or app.

[How to Start a Wireframe Project](#)

Four techniques to start a wireframe project from scratch and ensure

Learning Resources

- [UI Control Guidelines](#)
- [User Interface Platform Guidelines](#)
- [UX/UI Links Of the Month](#)
- [UI Pattern Galleries](#)
- [UX Apprentice](#)

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Balsamiq Retreat 2019 - Bologna, Italy

