



# Wireframing & design thinking

An overview of the techniques used to kick-start your Applaud solution design phase

# WHAT IS WIREFRAMING?

**Wireframing is a practice used by UX designers which allows them to define and plan the information hierarchy of their design for a website, app, or product.**

**Wireframing is sometimes referred to as a low-fidelity design process**

**It is not** - colours, images, custom fonts or graphic design - this stuff is covered in high-fidelity design

# WHY WIREFRAME?

## The benefits of wireframing include:

- Narrows focus on solving problems rather than making things look nice with colors
- Helps with cross team collaboration
- Easier to make changes more efficiently
- Visually display the architecture of your app
- Clarify features before you build them
- Focus on the user experience.
- Determine responsiveness - see how things look on desktop vs mobile
- Easily try alternative designs for the same problem
- Save time and money by getting the design right before you start trying to configure pages or edit database designs (model design)

Application form

**PART 1 - Applicant details**  
To be completed by the applicant

**Question 1.**

Reason for leaving the [REDACTED]

- Normal age retirement
- Early retirement (state terms)
- End of contract
- Resignation
- Other (give details)

**Question 2. When are you leaving**

Date of last day in the [REDACTED]

Date of last day [REDACTED]

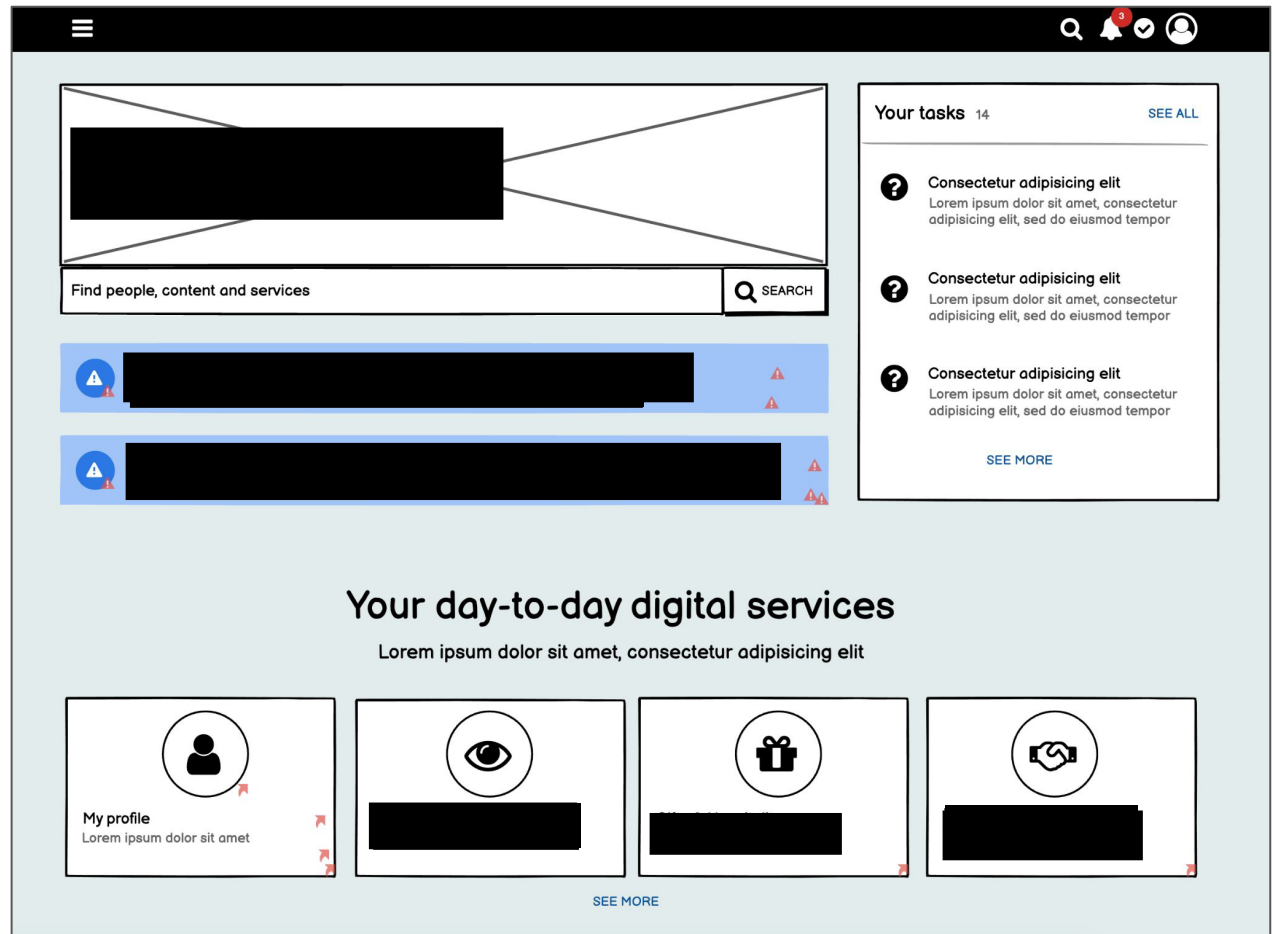
Proposed start date [REDACTED]

If =  
If = Ec

# SAMPLE WIREFRAME

A wireframe is intentionally sketchy - the purpose being to concentrate the focus on the functionality rather than the aesthetics.

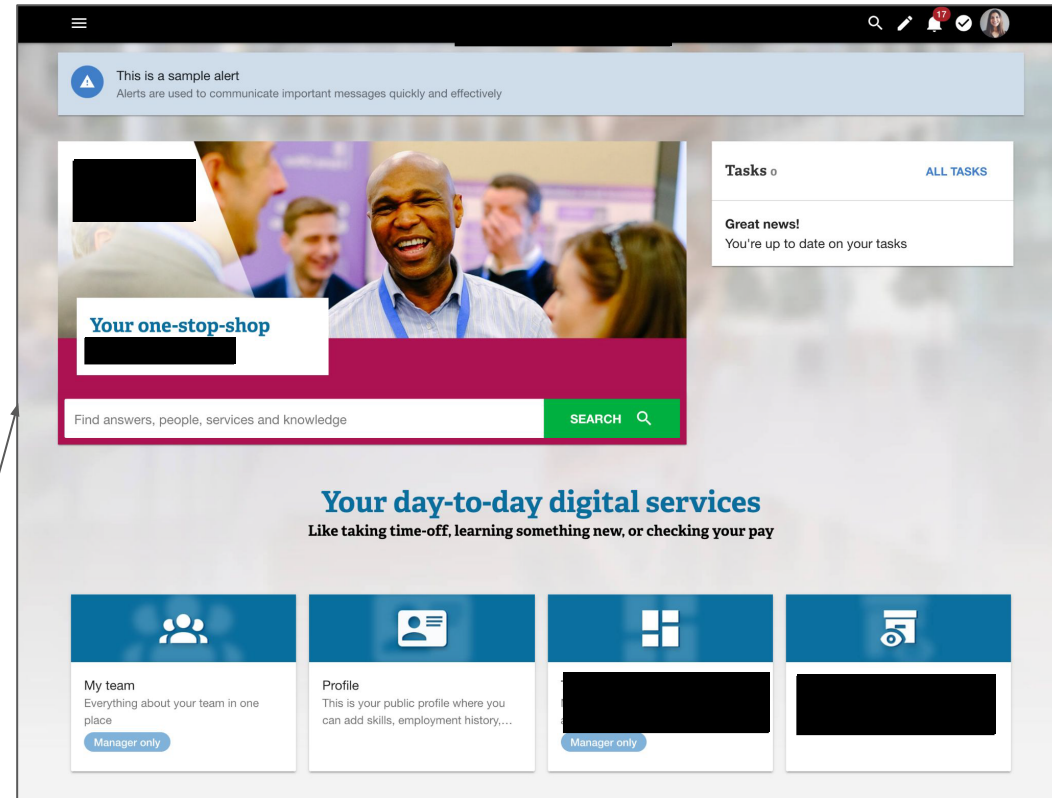
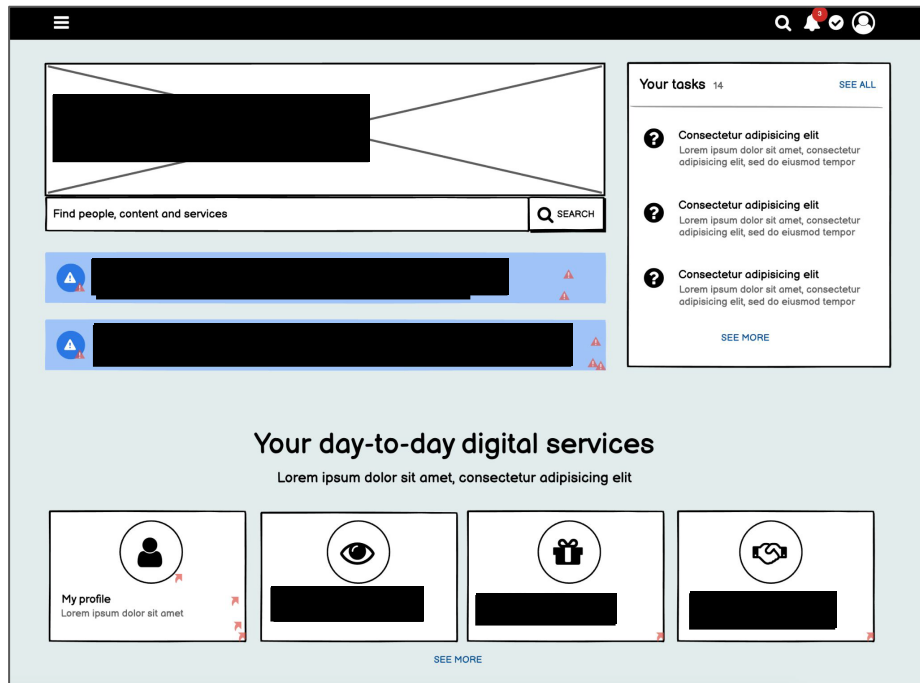
Your actual build will be beautiful and match your brand seamlessly.



# WIREFRAME TO BUILD

Get the information architecture right at the wireframes stage, and bring the design to life with images and colour at build time

## Wireframe



Live Applaud build, created for [redacted] proof of concept

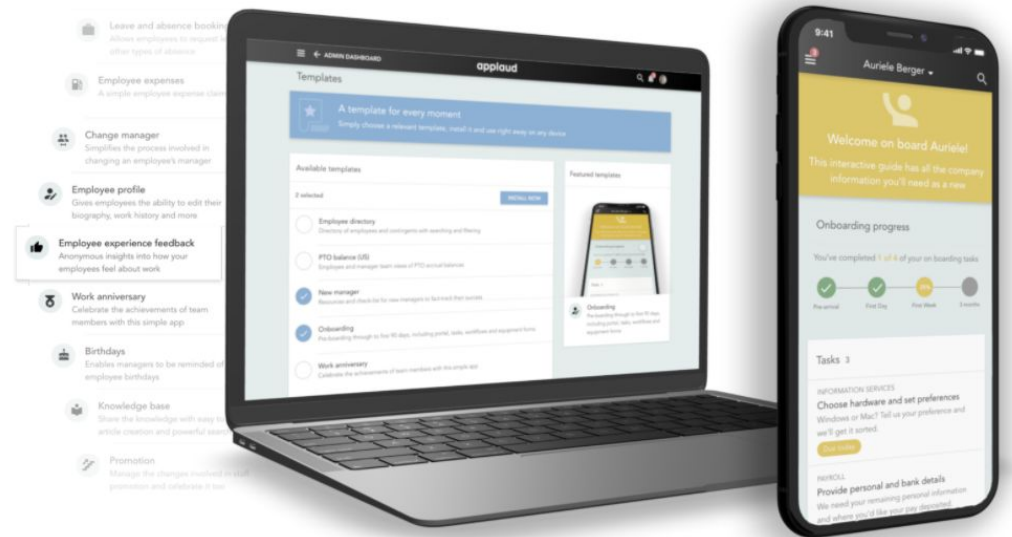
# WHEN NOT TO WIREFRAME

Whilst wireframes are an important part of the design process most of the time - there are not essential in every scenario

You **DON'T** need to wireframe in scenarios such as:

- 1) You are using an Applaud template that is a great fit for your requirements
- 2) The solution needed is effectively a copy/paste of an existing pattern

Regardless of whether you wireframe or not, you'll always need to plan your work before you begin configuration - Applaud is no-code, but not no-thought



# WIREFRAMING TOOLS WE USE AT APPLAUD

At Applaud, we use a tool called [Balsamiq](#) for wireframing.

We recommend our customers use Balsamiq to ensure efficient collaboration between themselves, partners and Applaud.

It is easy to use and you do not need to be an experienced designer to quickly get to grips with how to use it.

LEARN ABOUT BALSAMIQ

SAMPLE BALSAMIQ CLOUD PROJECT



balsamiq Wireframes

# OTHER TOOLS

At Applaud, we use a tool called [Balsamiq](#) for wireframing, but our product team also use a tool called Adobe XD - we use this for high-fidelity prototyping, but it can also be used for wireframing. We can provide Certain Adobe XD files if this is a tool you are more familiar with, but generally we recommend Balsamiq for effective collaboration with the whole Applaud team.

There are many other tools on the market which your design teams may use such as:



Figma



Sketch

axure

The tools can change, but the concept remains the same - use wireframes to get the overall structure of your application in place - BEFORE starting to think about colours, fonts, images and other design touches.

As long as you stick to using components that are supported within Applaud, you will be able to design within whichever tool you use. The Applaud design team are always on hand to answer any questions you may have.



A grayscale photograph of a hand holding a pen, poised to draw on a tablet. The tablet displays a wireframe design of a mobile application interface. The background is dark and out of focus, showing what appears to be a desk or table.

# GETTING DESIGN RIGHT

How to get your solution design and wireframes right, through user-centered design

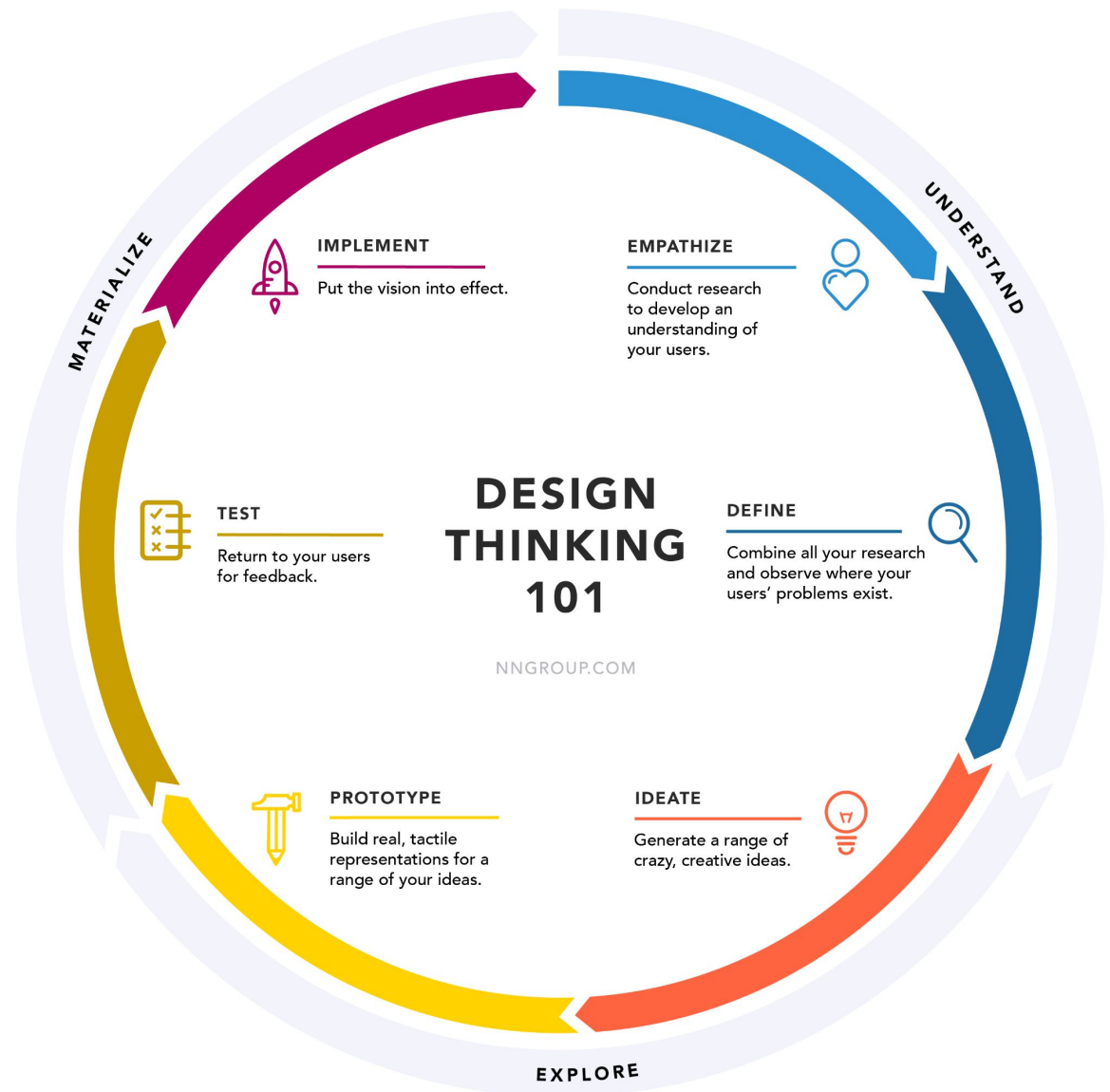
**applaud**

# GETTING DESIGN RIGHT - DESIGN THINKING

**Design thinking is a process for creative problem solving.**

**Design thinking has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes.**

**When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?**



# USER FIRST - KNOW YOUR AUDIENCE

**When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?**

**Think through the eyes of your users and ask questions such as:**

**Why are we looking to use Applaud to solve {problem x}?**

Is it because you have offline processes that require increased visibility? Are you looking to cut down on repetitive work?

Reduce calls to support by making systems easier to use?

**Who are the users within our business that will use the solution?**

Where do they work - home/office/on-the-move?

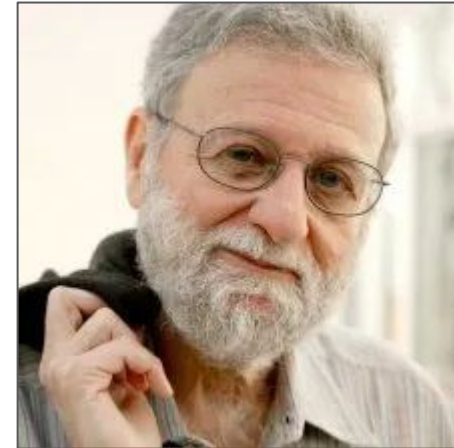
**How will the users need differ?**

For example, an employee booking an absence with care about how many days they have remaining, but a manager will also care about how an absence in the team will impact others / who will cover when somebody is off on leave.

# REQUIREMENTS - SOLVE THE CORRECT PROBLEM

**The importance of effective requirements gathering and analysis cannot be stressed highly enough. Getting to the heart of the business problems is key to ensuring the solution design meets and exceeds the expectations.**

- Typically, but not always, your company will have already invested a lot of time putting together information that will help solution designers to understand their challenges
- Try to get access to as much background information as possible before starting any wireframing
- Don't be afraid to challenge ideas being proposed and offer solutions that you know will get to the heart of the problems - simply "building what HR asked us for" will almost always lead to low adoption rates with end users



**“A brilliant solution to the wrong problem can be worse than no solution at all; solve the correct problem.”**

**[Don Norman](#)**

The man who introduced the term “user-centered design”

# UX - THINKING FRAMING

Once you have all the information from your stakeholders, it's time to evaluate exactly what the problems are, who will benefit from a solution to this problem. We can frame problems in the following way:

**If we** {do, build, provide x thing},  
**then** {these people}  
**will** {some desirable outcome}  
**We'll know when** {actionable metrics}

## EXAMPLE

Ministry of Justice were looking for a way for senior civil servants to declare when they have received gifts in order to give transparency both internally and to the public if a freedom of information request is submitted.

**If we** {build a gift declaration form},  
**then** {senior civil servants}  
**will** {be able to easily submit details of gifts received}  
**We'll know when** {transparency managers see these gift requests come to them for approval and there will be a historic record of gifts received by the senior civil servants available on their gifts page}