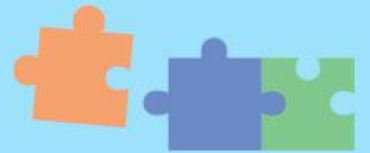


MAY 26, 2022



# Template-Based UI Design with Wireframes



# IMPORTANT INFORMATION

- This webinar is being recorded and will be posted to our YouTube channel
- If you use the chat feature, your name will be displayed and may appear in the recording
- We will have a Q&A session at the end where you can ask questions via chat
- You can ask questions after the webinar via email - [learn@balsamiq.com](mailto:learn@balsamiq.com)

# Agenda

1. What templates are
2. Why use templates
3. Template-based wireframing
4. Q&A

# What Templates Are

Imagine you run a restaurant...



Ingredients



Dishes



Meals



MEN

WOMEN

BOYS

GIRLS

CUSTOMIZE

Q Search

DOWNLOAD THE NIKE APP [Learn more](#)

## NIKE SPORTSWEAR FLEECE

Men's Pullover Hoodie \$45



CHOOSE SIZE

[Size Guide](#)

XS	S	M	L	XL
2XL	3XL			

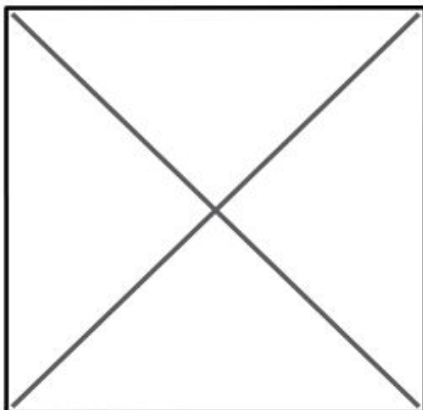
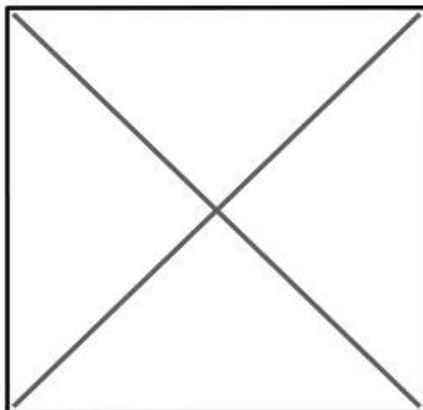
ADD TO CART



The Nike Sportswear Fleece Men's Pullover Hoodie is made with an ultra-soft interior for everyday comfort.

- Shown: Dark Grey Heather/Dark Grey Heather/White
- Style: 804346-063

[Read More](#)

[Men](#) [Women](#) [Boys](#) [Girls](#) [Customize](#)[Download the NIKE App](#) [Learn more](#)

## Nike Sportswear Fleece

Men's Pullover Hoodie \$45



Choose Size

[Size Guide](#)

XS

S

**M**

L

XL

2XL

3XL

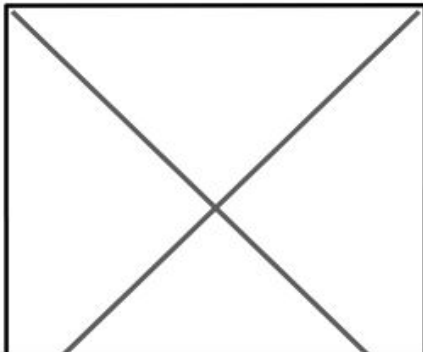
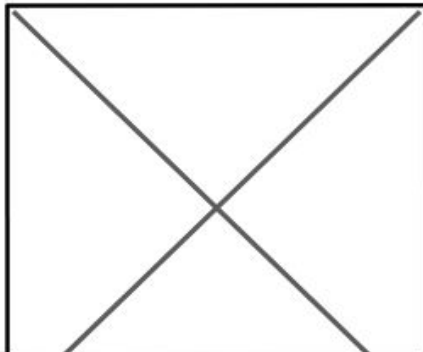
Add To Cart

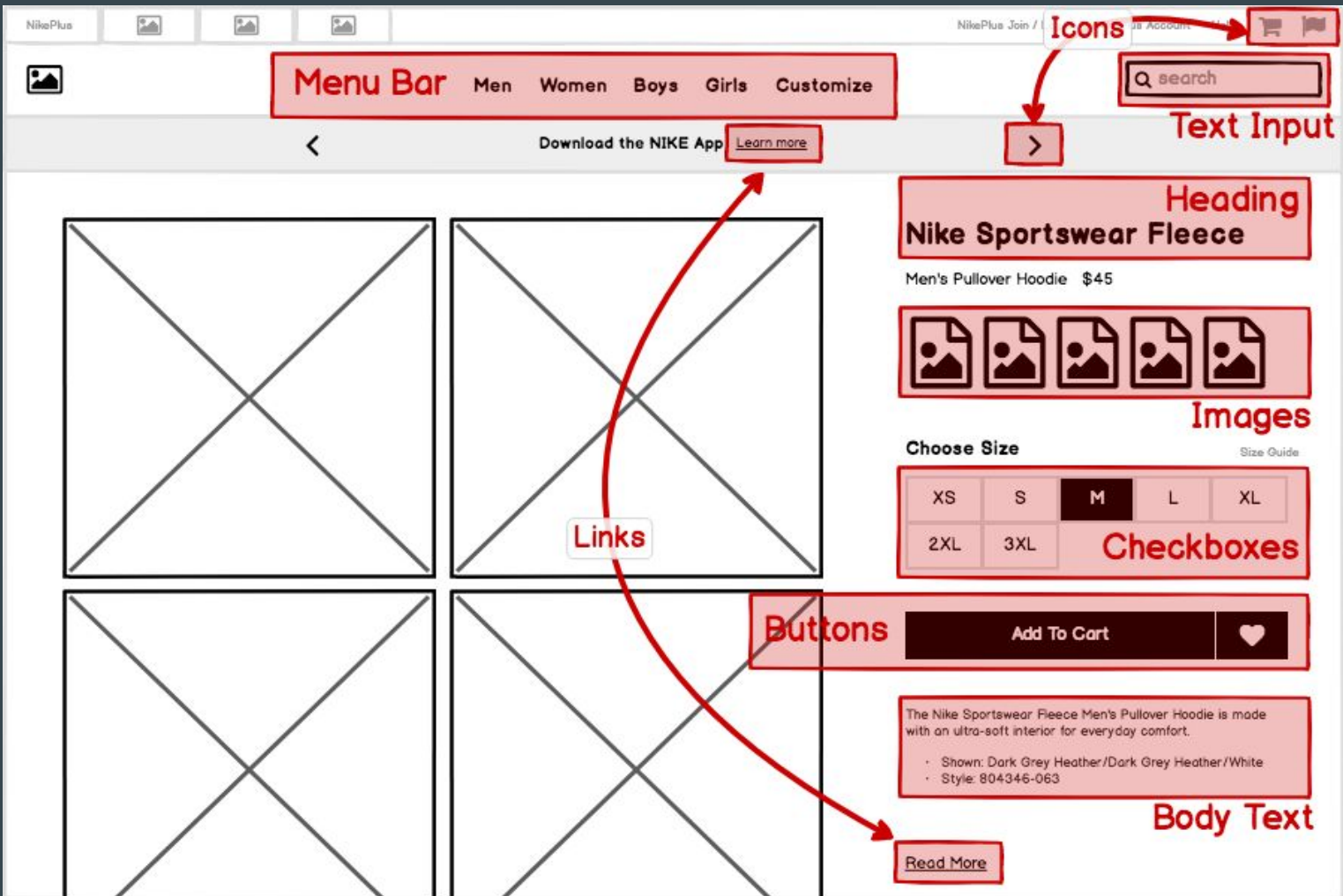


The Nike Sportswear Fleece Men's Pullover Hoodie is made with an ultra-soft interior for everyday comfort.

- Shown: Dark Grey Heather/Dark Grey Heather/White
- Style: 804346-063

[Read More](#)





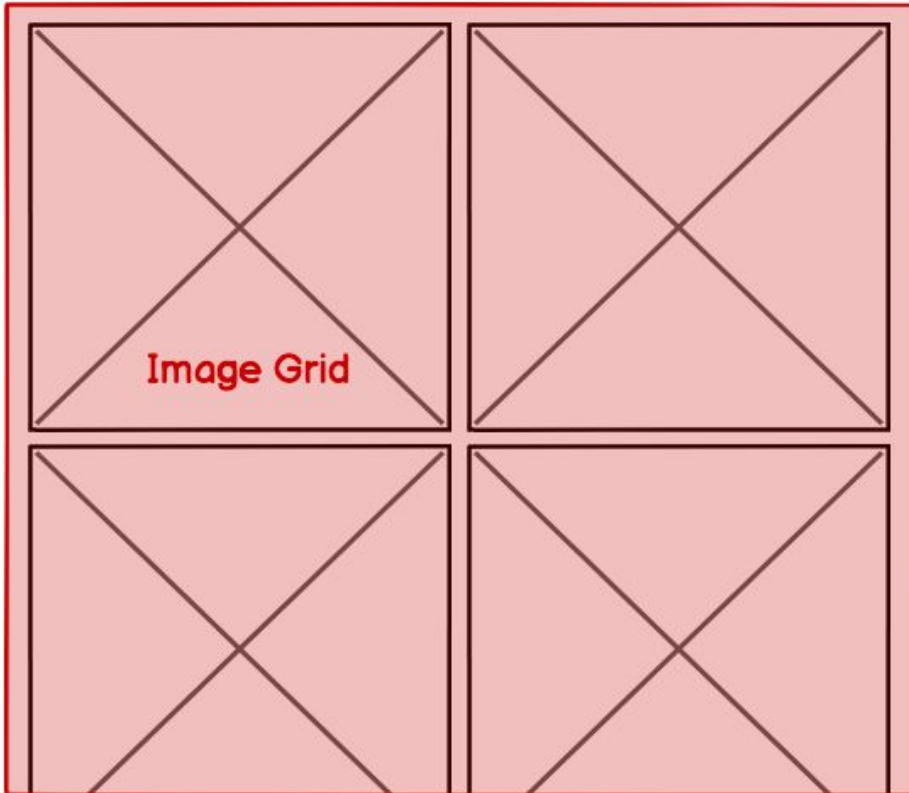


Header

Banner



Image Grid

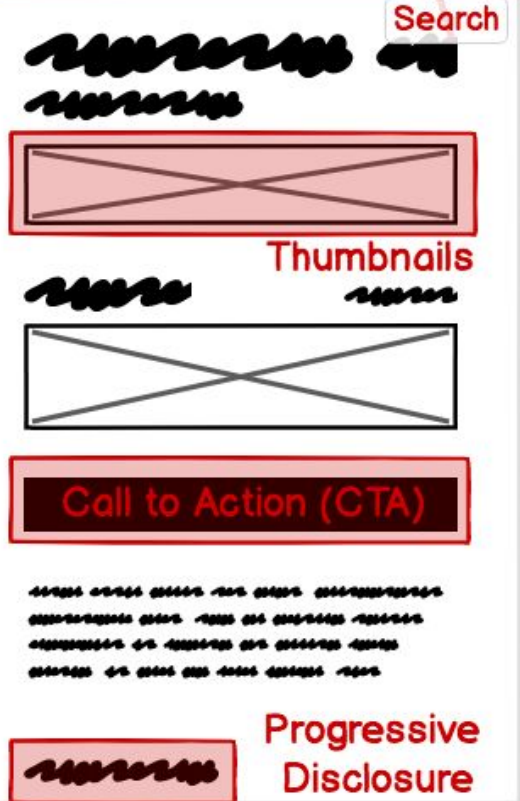


Search

Thumbnails

Call to Action (CTA)

Progressive Disclosure





MEN

WOMEN

BOYS

GIRLS

CUSTOMIZE


**FREE SHIPPING** Get free shipping as a NikePlus Member. [Join now](#)

## MEN'S NIKE BEST SELLERS

Shoes

Compression &amp; Nike Pro

Tops &amp; T-Shirts

Hoodies &amp; Pullovers

Jackets &amp; Vests

Pants &amp; Tights

Shorts

Accessories &amp; Equipment

## FILTERS

### SPORT

- Lifestyle
- Running
- Basketball
- Soccer
- Training & Gym
- Skateboarding

+ More

### BEST FOR

- Cold Weather

## MEN'S BEST SELLERS (51)

SORT BY: ▾



6 Colors

**Nike Air Max 1 Premium**  
Men's Shoe  
\$130



9 Colors

**Nike Air Huarache Drift**  
Men's Shoe  
\$120



9 Colors

**Nike Zoom Fly**  
Men's Running Shoe  
\$150



3 Colors

**Nike Air Huarache Drift Premium**  
Men's Shoe  
\$140



8 Colors

**Nike Sportswear Windrunner**



5 Colors

**Nike Sportswear Tech Fleece**



5 Colors

**Nike Sportswear Fleece**



1 Color

**Nike Tech Fleece Team USA**



Ingredients

Controls (Components)



Dishes

Patterns



Meals

Templates

# Why Use Patterns and Templates

# The Rise of Design Systems



## Design Systems Gallery

A comprehensive and curated list of design systems, style guides and pattern libraries that you can use for inspiration.



A - Z

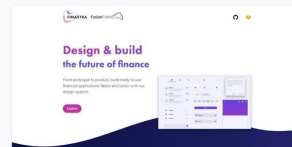
Most Recent



WONDERFLOW

### Wanda Design System

Wanda is Wonderflow's open-source design system built for digital products and experiences. Wanda aims to provide a solid guidance for designers and developers, to reduce the risks of divergence.



FINASTRA

### Finastra Design System

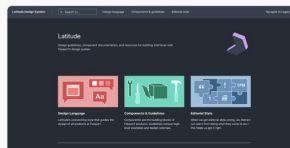
Design and build the future of finance. From prototype to product, build ready to use financial applications faster and better with our design system.



REI

### Cedar

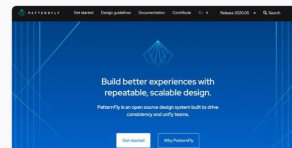
Cedar is REI's open-source Design System for digital products and experiences. Cedar includes the resources to create user interfaces consistent with REI's experience principles, brand styles, and best practices.



FLEXPORTE

### Latitude

Design guidelines, component documentation, and resources for building interfaces with Flexport's design system.



RED HAT

### PatternFly

PatternFly is an open source design system created to enable consistency and usability across a wide range of applications and use cases. PatternFly provides clear standards, guidance, and tools that help designers and



ELASTIC

### Elastic UI

The Elastic UI framework (EUI) is a design library in use at Elastic to build internal products that need to share our aesthetics. It distributes UI React components and static assets for use in building web layouts.

# Consistency = Better UX



SUMMER ARCHIVE: MALIBU 1970

## Cord Short in Smoke Green

\$88

☆☆☆☆☆ WRITE A REVIEW

COLOR Smoke Green



SIZE



SIZE CHART

ADD TO BAG

FREE SHIPPING & FREE RETURNS

PRODUCT

FABRIC

DETAILS + FIT

These cord shorts are about as '70s as it gets: slim fit, above-the-knee, and patch pockets for holding stuff. They've got a few new twists this year— we now gave

SUMMER ARCHIVE: MALIBU 1970

## Terry Out Polo in Natural Multi Stripe

\$88

★★★★☆ 16 REVIEWS

COLOR Natural Multi Stripe



SIZE



SIZE CHART

ADD TO BAG

FREE SHIPPING & FREE RETURNS

PRODUCT

FABRIC

DETAILS + FIT

This terry polo is about as soft and retro as it gets. Great for sweaty golfers or preppy surfers.

# Don't Reinvent The Wheel

B Docs Examples Icons Themes Blog  \* K

**Components**

- Accordion
- Alerts
- Badge
- Breadcrumb
- Buttons
- Button group
- Card**
- Carousel
- Close button
- Collapse
- Dropdowns
- List group
- Modal
- Navbar
- Navs & tabs
- Offcanvas
- Pagination
- Placeholders
- Popovers
- Progress
- Scrollspy
- Spinners
- Toasts
- Tooltips

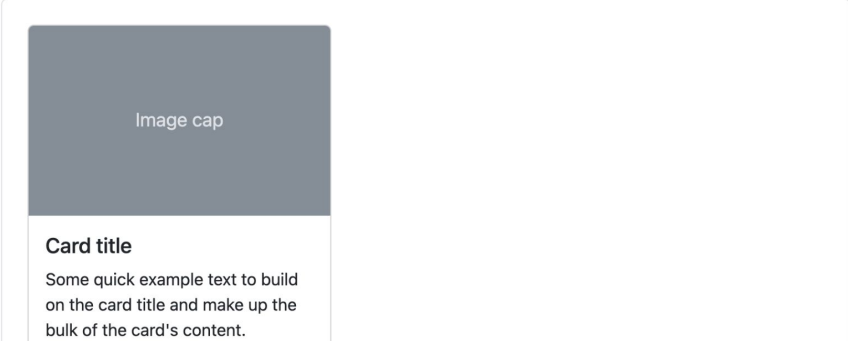
## About

A **card** is a flexible and extensible content container. It includes options for headers and footers, a wide variety of content, contextual background colors, and powerful display options. If you're familiar with Bootstrap 3, cards replace our old panels, wells, and thumbnails. Similar functionality to those components is available as modifier classes for cards.

## Example

Cards are built with as little markup and styles as possible, but still manage to deliver a ton of control and customization. Built with flexbox, they offer easy alignment and mix well with other Bootstrap components. They have no **margin** by default, so use [spacing utilities](#) as needed.

Below is an example of a basic card with mixed content and a fixed width. Cards have no fixed width to start, so they'll naturally fill the full width of its parent element. This is easily customized with our various [sizing options](#).




Easy Checkout Form

# Programmers Love Them


```
1 @@include['_tpl_start.inc',
2   {
3     "metatitle": "@@title | Wireframing Academy",
4     "description": "@@description"
5   }]
6
7 @@include['_tpl_header_nav.inc', { "id": "@@id", "sect": "@@sect" }]
8
9 <div id="body-header">
10   @@include['nav/learn.inc', {"pagetitle": "@@title"}]
11 </div>
12 <div id="body-main">
13   <div class="container">
14     <div class="text--c">
15       <h2>@@title</h2>
16       @@description
17     </div>
18     <hr />
19     @@articlethumbnails
20   </div>
21 </div>
22
23 @@include['_tpl_end.inc']
```

balsamiq<sup>+</sup>    PRODUCT    LEARN TO WIREFRAME    COMPANY    SUPPORT    BUY    LOG IN    Search...

 Balsamiq Wireframing Academy    Articles    Videos    Courses    UI Control Guidelines    Resources

## Courses


Free online UI Wireframing and Design classes for Product Managers, Entrepreneurs, and other non-designers.



### Intro to UI Wireframing

**Introduction to User Interface Design Through Wireframes**


This easy-to-follow course is intended for Product Managers, Entrepreneurs, and other non-designers who want to feel comfortable in the world of UI design.



### How to Design Navigation for Large and Small Screens

**How to Design Navigation for Large and Small Screens**


With this free course you'll learn the basics of the most essential navigation elements and Information Architecture. 8 video lessons, 50 minutes total.



### How to Design Page Layout

**How to Design Page Layout**


This mini-course will teach you the basics of proximity, alignment, and visual hierarchy, and how to use different components, like dropdowns and buttons.



### Rapid Wireframing: Finding the Right Product Design

**Rapid Wireframing: Finding the Right Product Design**

Learn how to create wireframes and a clickable prototype for early-stage product design. For product managers, developers, and those new to wireframing.



### The Psychology of UI Design

**The Psychology of UI Design**

Over 3 hours of video lessons by UX expert Paul Boag about how humans think and behave when interacting with your product. For UI novices and non-designers.

**PRODUCT**

- Balsamiq Wireframes Home
- Balsamiq Cloud (Web App)
- Download for Desktop
- For Google Drive, Confluence or Jira
- Pricing
- Support
- Documentation
- Tutorials
- Research Program
- User Forums

**LEARN TO WIREFRAME**

- Articles
- Videos
- Courses
- News
- Resources

**COMPANY INFO**

- Support
- About Us
- News
- Brand Assets
- Jobs
- Legal Information

**HOW WE GIVE BACK**

- Free Software
- Help to Nonprofits
- Sponsorships
- Raffles
- SWAG
- Open Source
- Office Hours

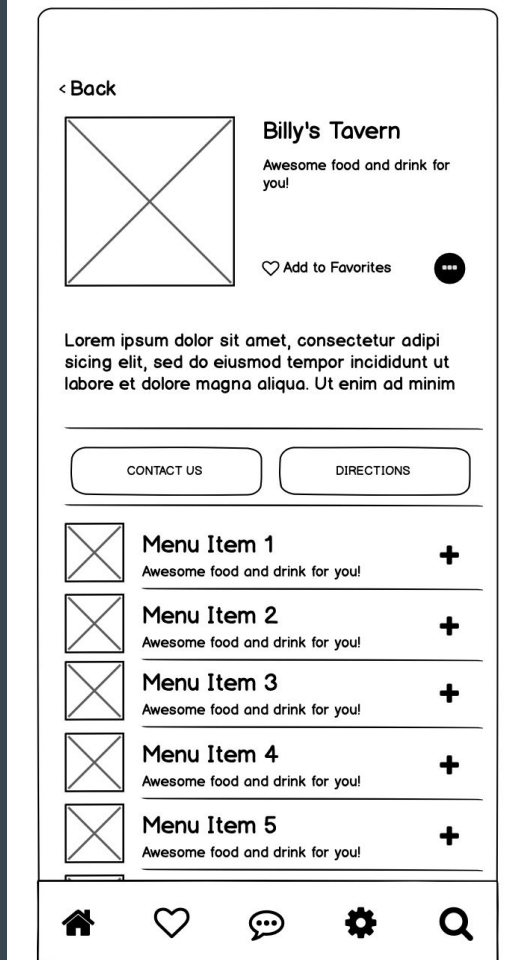
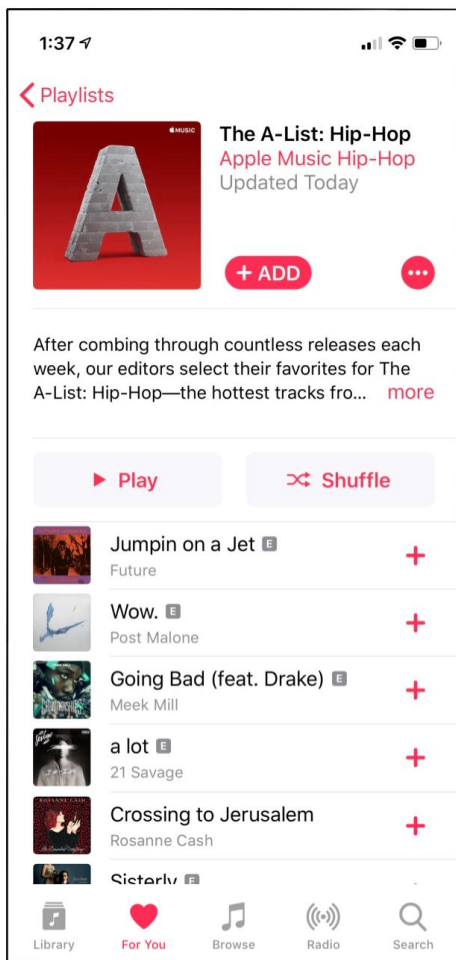
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# For Inspiration



# Template-Based Wireframing

# The Template-Based Wireframing Process

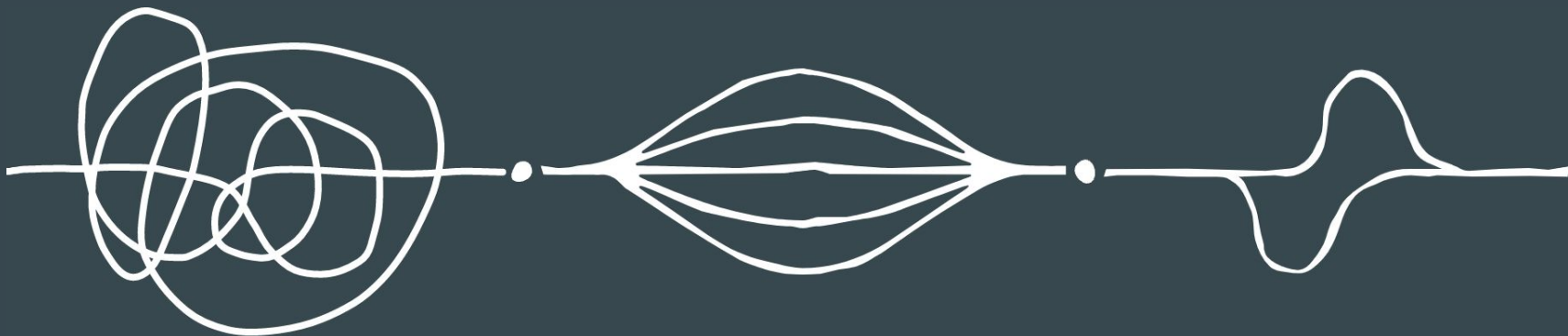
1. Exploration

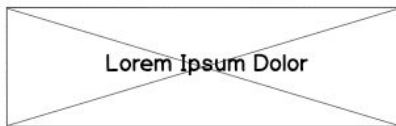
2. Refinement

3. Integration

*Components / Patterns*

*Templates*





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- Author of Quote



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Learn More

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Don't be hippo, get off this dead-end road and get us today.

Name

Email

How can we help?

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Learn More

# Exploration

Live Wireframing Session

Project Talk View Help

Search

What are you most concerned about today

# Gumboot Friday (Part 1/2)

WITH Leon

# Refinement and Integration

Live Wireframing Session

Project Edit View Help



## Eat MTL (Part 2/2)

WITH  
Leon



**Save Time by Importing Templates (Demo)**

# Recap

## Lessons

1. Don't reinvent the wheel - use components
  2. Look for repeating layouts and patterns and consolidate them into templates
  3. Don't jump into solutions too soon - spend time exploring first, let the templates emerge
-



# More Resources

- [Five Steps to Creating Great Wireframes](#)
- [How to Start a Wireframe Project](#)
- [Introduction to User Interface Design Through Wireframes](#)
- [Wireframing User Flow with Wireflows](#)
- [How to Use Wireframes with Design Systems](#)
- [Wireframing for Site-Builder Applications](#)
- [Copying to Learn with Wireframes - Webinar](#)
- [The Two Phases of Wireframing: Ideation and Validation](#)

# Q&A