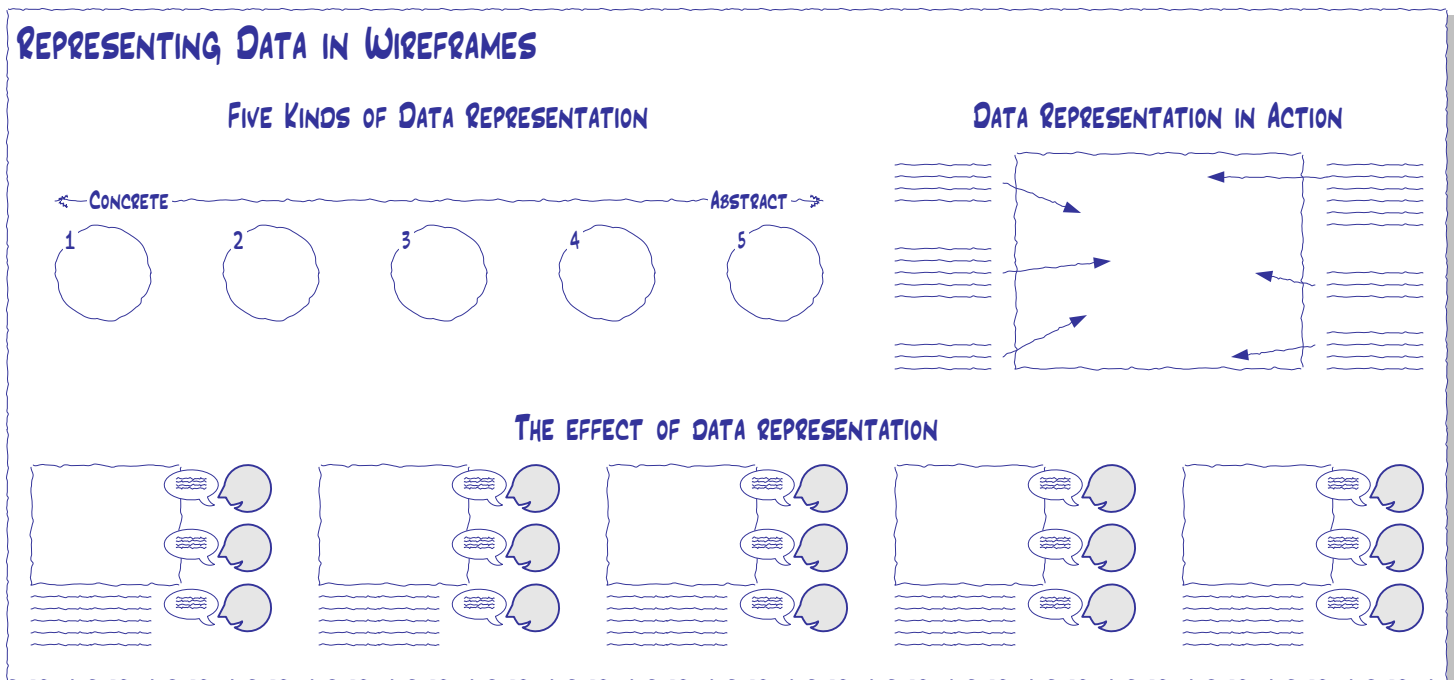


# IA Summit 2005 Poster Proposal

## Representing Data in Wireframes

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## Background

As one of the primary deliverables for information architects, wireframes represent a crucial stage in the design process. Until wireframes, the final product has not been represented in a concrete way and therefore they tend to generate a lot of discussion.

One key element of wireframes is how data and information is represented. Since the wireframe is meant to show possible layouts for the display, it necessarily includes examples of the information users might find on the pages or screens.

Typically, the sample data and information in wireframes motivates much of the discussion around these deliverables, since stakeholders and designers are seeing the data in action and in context for the first time.

At a stage in the design process where the requirements should be final, the wireframes open up new issues and may force the team to revisit the scope of the project. Different representations of sample data or example information in the wireframe can influence the direction of these discussions.

## Purpose

The purpose of this poster is to catalog different ways of representing sample data in wireframes. By exploring these different approaches, the poster will help IAs identify their own strategies for developing their deliverables.

## Contents

The poster will describe five different ways of representing data in wireframes, comparing the pros and cons of each approach. For each approach, the poster will identify the implications for different audiences, like visual designers, business owners, and technologists, and questions each might ask.

Finally, the poster will demonstrate each of these kinds of sample data in action.

This poster is based on a survey of this topic I wrote for Boxes and Arrows:

[http://www.boxesandarrows.com/archives/representing\\_content\\_and\\_data\\_in\\_wireframes\\_special\\_deliverable\\_10.php](http://www.boxesandarrows.com/archives/representing_content_and_data_in_wireframes_special_deliverable_10.php)