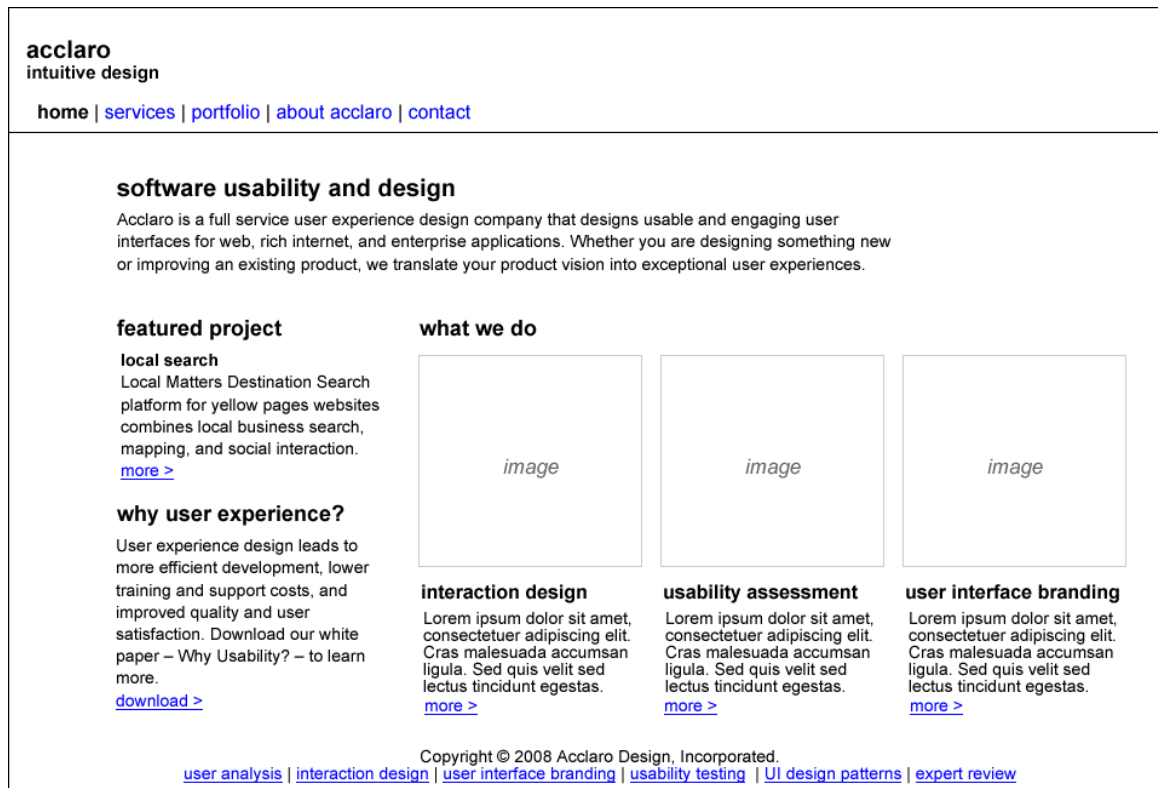


## Wire Frames vs. Branded Comps

Wire frames and branded comps are key parts of our user interface design process.

**Wire frames** are detailed static mockups illustrating the layout, content, functionality, and navigation controls on each page of a product user interface. Wire frames do not include branding elements such as logos, colors, or graphical buttons. The figure below is a wire frame for one of the pages of the Acclaro company website.

Figure 1: Wire frame for acclarodesign.com



Because wire frames are simple representations of UI controls, they can be created and modified quickly. We create wire frames for each page of a website or application, and often create separate wire frames showing various dynamic content areas of a page, permissions-based functionality, or error conditions. Then we annotate the wire frames with detailed information about the behavior of each control (a UI Specification document).

Once the wire frames for a website or application are finalized, we create **branded comps** showing exactly how the website or application should look. Comps show how color, graphics, and branding should be applied to each page. We create branded comps for each unique page layout of the site. Because creating comps is more labor-intensive than creating wire frames, we generally wait until our client approves the wire frame for a page before creating the

# Wire frames vs. branded comps

corresponding comp. The figure below shows the branded comp for the acclarodesign.com wire frame shown in Figure 1.

Figure 2: Branded comp for acclarodesign.com

**acclaro** INTUITIVE DESIGN

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## SOFTWARE USABILITY AND DESIGN

Acclaro is a full service user experience design company. We create highly usable and engaging software interfaces – specializing in interactive, functional user interfaces for web, rich internet, and enterprise applications. Acclaro uses human factors design and user analysis techniques to transform product visions into software applications that offer exceptional user experiences. Services include interaction design, usability testing, and user interface branding.

### RECENT PROJECTS:

**LOCAL SEARCH**  
Local Matters Destination Search platform for yellow pages websites combines local business search, mapping, and social interaction

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#### BRANDING

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