#### **Title: Accountable Prototyping And Wireframing Tools For B2B**

Description: Shift the quality of your product into high gear with the accountable interactive wireframe software & mockup tool.

# Free And At A Price Prototyping And Wireframe Tools For The Product's Owners

In this guide, you’ll discover ultra-critical issues regarding wireframe tools for mobile and web applications. Additionally, you’ll achieve expert suggestions on their functionalities and prices. All these issues are relevant and up-to-date.

And first of all, you should know that these tools are widely exploited by product owners around the world. Because of usage simplicity, low learning curve, and affordability, these wireframe tools already won undying love around the globe. We invite you to pick up one of them to build your own applications. Without further ado, let’s get started.

In today’s information floating world, mobile apps are suffering from a lack of usability, functionality, reliability, and user-oriented issues. Moreover, these weaknesses drastically reduce your sales revenue, lead generation, and brand image.

We're tracking down the roots of these disturbing effects and came to simple conclusions. And our statement sounds as follows: the vast majority of products never reach the business goal because of a lack of user research and prototyping.

In this guide, you’ll find out the practical and easy-to-follow steps on how to properly organize your wireframing and prototyping to build bold business products and a startling user experience.

As a result, knowing these essentials about wireframes and mockups will slash your headaches.

### What are the wireframe and mockup anyway?

For you and your team members, the wireframe in its nature represents the rough sketch and concept of the future web product with a bunch of elements, structures, layouts, pages, and drafts. Therefore, the mockup originally is the part of the design, which is highly concerned with visuals, colors, fonts of pages, elements, tables, buttons, etc.

## Best wireframe tools work extremely well with the deep user research

During the design process of creating wireframes for the web app, we conduct deep analysis and user research. They are constantly seeking the answers to questions like: What do users want from this particular product?

What do they need to do to achieve a 5-star customer experience? What is the most attractive part of web applications for users that makes them use them again and again? And how to make their tasks and journeys as smooth as possible? For instance, how to convert more users into customers?

## Keep users in mind when using wireframing and prototyping tools

Some stakeholders, however, think it’s not a big deal to conduct deep research on customers in their day-by-day necessities. This mistake usually costs hundreds to thousands of dollars in revenue losses.

The reason why it is happening looks like this: once you slash the best interest of users, they feel you want only their money. As a  result, every offense results in switching to another brand, your competitor perhaps.

## When do the wireframe low and high fidelity matter?

Wireframes have three different stages of complexity you should consider before prototyping. And here they are:

* **Wireframes with low fidelity**: Moving from low to higher levels of fidelities is a natural way. The low-fidelity wireframe presents a rough draft with a loop on a conceptual idea without details. It also contains various options for structuring your content and visuals.

* **Wireframe with the middle level of fidelity**: Now, this model has already a clear structure, layout, menus, buttons, and content. It’s ready for presentation to the stakeholder and capable of the user flow demonstration. This stage is the time for stakeholders' feedback and the prototyping stage.

* **The high-fidelity stag**e: It describes the deep structure, content, layout, and functionality of the web app that is, in the vast majority of cases, real after several iteration processes. It has nearly complete instructions for building a future product. Plus, it serves as guidance for the future design process.

## Prototyping and wireframing tools put the project in the right direction

Creating the prototype with the help of user interface wireframe toolsis the next crucial step in development when you can see real results. The meaning of the prototyping stage is putting data and things together, and assembling visuals and content in a future application. In the vast majority of cases, to create a workable prototype, you need to follow these steps:

* **Start from the real model**. Once you have a concept that is ready for bringing to fruition, consider the steps of visualization.
* **Problem & Solving**. A lot of stakeholders like to skip this step and consequently regret it. When the principal or even a small problem occurs, you can easily fix the problem during the prototyping without onboarding it to the future.
* **Iteration process**. Re-shape your prototype using user interface wireframe tools to the more advanced version and a minimum viable product. You should consider each page, menu, and function of the web product. Always ask these questions: Are these particular functions, menus, and pages solve the user’s tasks? Or they can perform much better?
* **Scenarios**. At this stage of prototyping, you already have ideas about the best and worst scenarios for users. Foster the best scenarios, whether it’s ordering or contacting. And slash frustrations, which lead to low customer experience and churn.
* **Solve users' problems**. During this stage, you have seen where users are struggling with your product, which means they have concrete usability problems. Track down the roots of these problems, whether it’s a mistake filling form or clicking back and forward for information.
* **Present the brand new prototype**. Once you walk through these stages, the customer will likely see your results. And even if you have a prototype in the early stage, make sure it’s good enough for presentation to the customer.

## The main idea of the wireframe software and design process

The main idea is to reach a workable model for design and minimize the risk of re-development when everything is set, and the product is about to show on the market. In the end, you have explicit information and layouts about menus, buttons, content, colors, fonts, and calls to action.

The second idea is to ensure a smooth user journey throughout your application by building a real wireframe map.

Below you will find out the latest and most popular wireframing tools to build applications for redesigning or building them from scratch.

Do you already have a desire for testing some of these wireframes and mockup tips listed above? Then you might consider using these wireframing tools as well:

### The pencil and paper or whiteboard come first

Every wireframe project design process, whether it’s a big or small product, starts from hand drawing on paper or a whiteboard. In this way, you see the conceptual idea, the pain points, the final results, or at least the way to it.

Sketching on paper accelerated the design process to the higher gear. So never skip the drawing on paper, and your results will be much higher.

Moreover, top-notch professionals in UX design work out their projects on paper first. They always follow this “first things first” step. Consequently, mastering the pen and paper tool guarantees the performance of using wireframe software tools.

***Pros:*** This tool helps structure the amount of data and ideas into a logical sequence for fast and accurate prototyping. Accelerates your wireframing process in the software tools by keeping your concept and main idea organized on paper

***Cons:*** In the next step, after sketching ideas on the whiteboard or paper, you have to devote large chunks of time to putting your ideas into the wireframe software tool by downloading photos, images, etc. And the time for structuring your content and layouts from scratch

***Cost:*** Pencil and paper or marker and whiteboard.

### [Axure RP](https://www.axure.com/)

Axure is perfect for those interested in a handy interactive wireframe software & mockup toolfor their web applications. This is the choice of the DZ crew and we highly recommend Axure RP for working on small and big projects. Moreover, it is mobile-friendly and compatible with the most popular platforms.

As a result, Axure boasts robust responsive design tools, which you are capable of easily utilizing this tool on different browsers. A number of functions allow you to create various presentation materials. Wireframes, mockups, web designs, flowcharts, prototypes, presentation slides, and iPad or iPhone mockups, to name a few, are good to go.

For instance, the Axure RP’s wireframe and prototyping tools for web design:

* Wireframe Creation
* Prototype Creation
* Page Linking
* Interactive Element
* Feedback Management
* Revision History
* Collaboration features for teamwork

***Pros:*** Evenif you are 100% programmer skills-free, you can use the tool successfully. Axure has an encompassing arsenal for wireframing capabilities such as user flows, user journeys, storyboards, and more. Now, prototype in the Axure after wireframing without switching to another design application

***Cons:*** To build sophisticated and top-notch applications, you have to invest the time in studying the Axure RP

***Compatibility:*** The tool is for Windows, Android, macOS, or iOS.

***Cost:*** There’s a free trial version for 30 days without any commitment whatsoever. The paid version will cost you from 25$ to 42$ and up.

### [Sketch](https://www.sketch.com/)

The popular and holistic interactive wireframe tool for novices and professionals. DZ crew works with Sketch for mockups that work out fast and easily. Likewise, the fully-fledged tool has an extensive bunch of features for editing an existing project or starting it from scratch. It has an extensive and updateable library of plugins to meet the most sophisticated goals. For instance, it has UI wireframe tools such as:

* Pixel precisions
* Pre-made templates
* Flexible customization
* Low-high fidelity wireframing
* Smooth switching from scratching to the prototyping

***Pros:*** A user-friendly interface drastically increases the speed of the design of visual elements such as symbols, character styles, etc. Guarantee the fast creating, adding, and combining of visual elements with each other

***Cons:*** If you want to prototype, advanced image editing, or collaboration in Sketch, you need third-party plugins

***Compatibility:*** Cloud-based will give you the capacity to work in the browser. However, if you wish to download, you must have the macOS Catalina (10.15.0) or newer. It also has a free 30-day trial period for new users.

***Cost:*** The Free trial 30-day version, price starts from 9$ and up.

### [Adobe XD](https://www.adobe.com/ua/products/xd.html)

Yes, the company that allows you to view your pdf files actually has the super tool for wireframe designing. Additionally, this remarkable interactive wireframe tool hasa wide array of functionality that allows you to create cutting-edge visuals for desktops, laptops, mobile, and other devices.

Although we prefer the Axure RP tool for mockups and wireframes, we use Adobe XD at the request of the client.

The bunch of built-in features have everything you need for escaping from numerous plugins. A short list of features you will like:

* Easy drag and drop elements
* Simple navigation
* Easy-to-use toolbars
* User interfaces for building columns, artboards, layouts
* Easy text and content editing
* Fixing tools for timely actions

***Pros:*** All-in-one popular tool for mockups, wireframing, prototyping, and vector graphic editing features. An easy sharing and publishing of the interactive prototype

***Cons:*** The Adobe XD lacks support for gestures or headers as fixed sections. Work without third-party plugins outside of the Adobe company

***Compatibility:*** You can use the web-based and installed version. The best performance is guaranteed if you use the latest browsers and operating systems such as macOS v10.15 or later. Windows 10 (64-bit) – Version 1909 or later.

***Cost:*** *Require a credit card number for a* 14-day trial version with a money-back guarantee. The price varies from 9,99 to 52,99 dollars per month.

### [Figma](https://www.figma.com/)

The choice of the DZ crew for prototyping and designing almost any project. We use this tool for rapid prototyping to present to stakeholders workable prototypes. This is a web-based wireframe tool for a wide array of functions.

For this reason, one of the most well-known features of this software is the collaboration tools of working in real-time on one project. Moreover, using the software, you achieve fully-fledged options for conception, low-high fidelity wireframing, and prototyping.

For example, the most well-known interactive wireframe features of the Figma:

* Option to create a team in real-time to work on the one project
* Simple user interfaces, which guarantee fast education
* Bunch of useful UI kits
* Quick switching to prototyping tools in one click

***Pros:*** Has everything you need for prototyping to design your mobile and web application. Additionally, see the fast results in the prototyping stage with a wide range of collaboration capacities

***Cons:*** You need to track the editing process when you are working with Figma

***Compatibility:*** The web-based application works on both Windows and macOS platforms.

***Cost:*** It has a free wireframe tools version for 3 Figma and FIGJAM files. The paid version will cost you from 12$ to 45$.

### [Balsamiq](https://balsamiq.com/)

Balsamiq is all about productive, fast, and easy sketching and wireframing. The DZ crew loves this tool for the variety of drag-and-drop features, the bunch of icons, and the speed of sketching. Take a look at the list of ready-to-go features you can  use:

* Rapid low-fidelity wireframing for landing pages, web applications, etc
* Collaborative feature to work in a team
* Creating mobile apps as well as
* Simple prototyping for usability tests

***Pros:*** It's a productive low-fidelity wireframe tool with a rich pre-built library of templates. Drag-and-drop editor and functions for adding and customizing layouts make this tool popular among product owners

***Cons:*** Working in a low-fidelity frame without moving towards a higher level of fidelity sometimes makes product owners look for tools. The iteration process takes longer because of the necessity to change every single object

***Compatibility:*** cloud-based, work both with Windows and macOS platforms.

***Cost:*** 30-day money-free version. Paid version: Depending on the number of projects: from 9 to 199$ and up higher per month.

### [Justinmind](https://www.justinmind.com/home-a)

Flexible software you can use in your wireframe design on the windows or Mac OS system. Also, this wireframing tool has an extended array of functions such as:

* Handy UX and UI design
* Proactive prototyping
* Collaboration tools for working as a part of the team

***Pros:*** Simple-to-use interface, pre-built, and customized templates will quickly earn your trust. Especially Justinmind is easy-to-use if you previously already used other wireframe tools

***Cons:*** If you are an inexperienced product owner, then usage of this tool can be challenging from the beginning

***Compatibility:*** Perfectly work on devices supporting Windows or Mac OS.

***Cost:*** You can pick up the free wireframe version if you like. The paid version will cost you 19$ and more dollars per month.

### [MockFlow](https://www.mockflow.com/)

The MockFlow is a wireframe and mockup tool with almost everything you need for starting the website development process from the scratch. It offers you a full range of UX solutions such as Workflow, Wireframing, Design, and Sitemaps. MockFlow can be integrated with many business apps.

Consequently, this alignment helps optimize your team management. Moreover, this tool is geared toward managing UI Records, Arranging UI specifications, and Share Ideas options. For instance, the key components of the MockFlow are:

* Feedback Management
* Wireframe Creation
* Presentation Tools
* Drag & Drop
* Collaboration tools
* Feedback Collection

***Pros:*** Integration with many business apps, working with the existing or improving ongoing projects. A quite impressive tool for basic wireframing and prototyping that allows you to drag and drop, add, and edit various elements

***Cons:*** Have limited functions for projects and can bring you to the limited capacities for wireframing. Grouping and locking elements many product owners can find weird. You have the option to share yet not to change the owner's rights

***Cost:*** The free version is available, and the paid version ranges from 14$ to 19$ and up.

***Compatibility:*** The tool has a cloud-based version to launch from the browser and if you like, versions for installation on both Windows and macOS.

### [Mockingbird](https://gomockingbird.com/home)

Mockingbird is an enhanced website development instrument for creating, previewing, and sharing sketches, wireframes, mockups, and even prototypes. Also, thanks to the extended functionality, it allows you to make detailed wireframes with multifold pages. Mockingbird is one of the smartest website UI design tools for today.

Similar to the great wireframe tool, It enables users to design website and app wireframes, and create actionable mockups on the go.

The list of features:

* Mockup Creation
* Interactive Elements
* Presentation Tools
* Screen Capture
* Desktop Interface
* Page Linking
* Feedback Management
* Collaboration tools
* Feedback Collection

***Pros:*** In short, great software for creating simple yet detailed wireframes with an intuitive interface. Achieve a hefty library of templates at your fingertips you can rapidly grab, use, and edit in your favor

***Cons:*** The performance in the preview of mockups suffers. If you're an experienced product owner, you can find that Mockingbird has limited functionality and sophisticated features for designing complex elements

***Compatibility:*** The Mockingbird is a cloud-based wireframe tool that will work on both Windows and macOS.

***Cost:*** Using Mockingbird, you have no free trial version. Prices start from 12$ to 85 per month.

### [Moqups](https://moqups.com/)

Moqups is one of the popular and best wireframing toolsets for mockup, diagram, and prototype creation and presentation. It provides you with a number of easy-to-use functions and actionable methodologies to help you build effective on-the-fly presentation solutions.

For instance, Moqups’ best-performing features are scalable and flexible management options, quick object editing, drag-and-dropping, attractive fonts, etc.

Consequently, in the tool you’ll discover:

* Wireframe Creation
* Prototype Creation
* Desktop Interface
* Presentation Tools
* Interactive Element
* Mobile Interface
* Revision History
* Feedback Management
* Drag & Drop
* Collaboration tools for the team

***Pros:*** The software for both wireframing and prototyping, with impressive collaboration tools. Easy iteration process because of page management with object editing functionality

***Cons:*** You have to take some elements for further groping them. It’s not quite handy to make the same routine over and over again

***Compatible:*** Cloud-based, work on any device with an internet connection.

***Cost:*** Free-3 months of use, in case of choosing an annual plan. Pricing is starting: from 17$ to 89$.

### [NinjaMock](https://ninjamock.com/)

Similar to popular tools, NinjaMock represents one of the most functional website UI design tools we’d like to present. To begin with, the smart presentation instrument enables you to create customizable mockups and wireframes with an enhanced level of detail on the go.

Furthermore, it's intended to help you to build the design process and collaborate on web design projects with your team in a very effective and speedy way.

Additionally, take a brief view of the shortlist and web design features:

* Wireframe Creation
* Mockup Creation
* Drag & Drop
* Page Linking
* Interactive Element
* Desktop Interface
* Mobile Interface
* Collaboration features
* Feedback Management

***Pros:*** Despite the hand-drawn look-like interface, this software allows the creation of both simple and advanced mockups. In addition, you have the plethora of stencils and elements to create great projects

***Cons:***  Internet connection has supreme importance in order to keep your progress running. Some product owners wish to achieve more functionality and complexity for the fee NinjaMock charges

***Compatible:*** Web-based application.

***Cost:*** Free-trial version includes: one user has the free trial version for 1 project with 200 elements. If you want to create more projects, the paid version will cost you 8$ and up per user.

## Final statement

There’re many wireframing and prototyping tools you can use to match your business goals. The DZ crew prefers Axure RP, Sketch, Figma, and Balsamiq as tools for projects. Yet we gladly use Adobe XD on the customer’s requests.
Would you like to know a handy way to choose the best wireframe software? The DZ crew’s checklist will explain to you the steps in this decision. Click here, and we'll get you there.

**Short landing:**

# The free checklist with tips in choosing wireframe tools. Get to the free download now.

## **The checklist consists of tips about what you need to pay attention to in choosing the right wireframe tool.**

**Free Click-to-download!**

### FAQ

**What to know about the UX wireframe?**

The wireframe in the UX is the rough plan of the future web application, website, and product, and you can name it. In detail, it shows the elements for users can use to reach a particular goal. Wireframing is focusing on relevancy for users, not the laypeople's opinions, and grounding on user research, prototyping, and user testing.

**What you will find in the wireframe design software?**

Pieces of the wireframe software contain patterns, libraries, pre-built functions, kits, and more. These days, the interface is simple, so you can drag and drop elements in your favor. The array of functionality ranges from creating wireframes to prototyping web applications and products.

**How to know when your wireframe is good?**

The wireframe performs when the pillars of your wireframe grounding on the behavioral patterns of users. The content must sing with the purpose of the product, and functionality helps to reach the goal. The great wireframes are easy-to-understand plans that describe all stages of the product without rocket science details.

**What are the major components of the wireframe?**

Your wireframe must contain a clear layout of buttons, menus, headings, functions, pages, and user interfaces. All this accompanies the user's actions and behavior.

**Why is wireframe important in the early stage?**

The workable and profitable products come with fuller data about architecture, information, and visual components. When you’re building wireframe models, it helps to connect the dots between business and customer goals.