1. Demonstrate an understanding of the problem.
2. Focus on user needs.
3. Thoroughly explore solutions.
4. Don't show more detail than necessary.
5. Functional, not fanciful.
6. Follow UI design patterns.
7. Invite discussion.
8. Incorporate ideas from others.
9. Easy to understand.
10. Validate the solution with users and team members.

10 principles of effective user interface wireframes.