ISTE240 Web and Mobile II
Team Project Part 1 – Due March: see Mycourses
assignment tab for exact due date.

Objective: Demonstrate proficiency in web site design, planning and documentation as part of a team.

In this project your group will create the design document for a major web site on the topic given to your group by your instructor.

Overview: The assigned group project is to make a Survival Guide for UNIX – specifically for the creation and maintenance of web sites. (Yes, that isn't very much of a description, YOU and YOUR GROUP needs to come up with a plan on what to focus on, but also the correct questions for the client *[John-Paul Takats in this case]* to find out exactly what they want! If you assume, I guarantee you will be incorrect.)

The focus, organization, techniques, and activities you include are up to your group. However, you should include a variety of materials including text, images, animations, explanations, tutorials, testimonials etc. Quizzes or surveys, and user saved data will also be expected. Remember that the group project accounts for a significant portion of your grade. The final product should reflect your understanding of good web design.

Team Roles
Read through the following definitions and choose 1 or 2 areas that you would like to try (you may only want to choose one leader, but up to you all if you want co-leadership). **It is also important to note that each and every individual is responsible for everything in the site in the end.** A peer review process will provide information as to how much each person helped the group as a whole – not just in the role that was chosen or assigned. So group slackers can be identified!

Team Leader: *It is the team leader's responsibility to arrange*
meetings, create agendas, and monitor team progress.
It is often helpful if the team leader is a jack-of-all-trades – someone who knows a little about everything, enjoys working with people, and likes to "crack the whip" now and then. That's because the team leader must fix problems, pinch hit with extra assistance in any area, or to generally pick up the slack and organize team meetings more regularly if the work is not getting done. Team Leader will submit a weekly progress report to the instructor.

Deliverable: Weekly Progress Reports, Project delivered on due date.

- Competitive analysis
- Desirable / essential requirements
- Site goals

The team leader could do these themselves or delegate the work to others to break up the load.

Content Creator/Strategist: *The Content Creator or Content Strategist creates or gathers, and manages the content for the site.*

The content creator is the writer for the project. Creating original materials or acquiring existing materials, the content creator/strategist provides the meat of the site. The Content Creator works closely with the all other team members to create the content models. NOTE: users may create some content.

Deliverable: Content Model, and overseeing full site content being created to include in full design document.

Information Architect (IA): *The IA is well suited to people who can readily sort and organize a wide variety of materials.* The information designer organizes the content or information into a meaningful and coherent scheme. The Information Designer often works closely with the Interaction Designer since the materials themselves will often determine the interactivity.

Deliverable: Wireframes, Site Navigation (in conjunction with Interaction Designer).

Graphic Designer: *The Graphic Designer will take a lead responsibility for the overall "look and feel" of the site.* The artist on the team is responsible for creating, coordinating and/or selecting the appropriate visual materials for the site. Beyond their artistic responsibilities, the artist also takes charge of the technical details like palette selection, color coordination, image optimization, and storyboarding. The artist works closely with the content producer and the designer.

Deliverable: Style Guide, Images, Video etc.

Interaction Designer: The primary responsibility of the interaction designer is to create the navigation and sitemap for the website.

designer is the people in charge of the websites/apps moving elements & interactions. If you've seen a cool animation on a website or app, that made you say wow or that is really cool, that's the stuff motion designers do.. Because the information design is inherently tied to the interaction design, on a small team this person may perform double duty. Alternately, in a larger group, two or more people may be assigned to this area. Interaction design is often derived from information design as well as goals and audience analysis. The designer works closely with the content producer and the artist.

Deliverable: Personas, Accessibility Considerations, Site Navigation (in conjunction with Information Architect).

First Steps

Follow the step-by-step guide below to get your team up and running. *NOTE: Your group assignments are final. Please do not come to me and ask to be moved from one group to another. Part of your professional development is to learn to work with others…even others that you don't like.*

1. Introduce yourself to each other (i.e. name, year in school, etc.) You'll be more comfortable working with each other if you know a little about everyone in the group. Share contact info (emails, **phone numbers**, screen names, etc).

2. Now decide which of the team roles you feel most comfortable filling. You should also be able to identify an alternate role you could fulfill. NOTE: The decision about which role you want to fulfill can be made on the basis of your strengths OR your weaknesses depending on what you want to develop or learn in this class. In other words, ALL the roles need to be formally filled even if your group doesn't have anyone who would volunteer as skilled enough already to fulfill the function. As a group, talk about the team roles and how you might want to adjust them (depending on the skills and abilities of your group). Decide, as a group, who will take the lead in each role. Be sure you have someone assigned for each set of responsibilities. Write their names in the space provided below. **(Note – everyone is responsible for everything, the choice you make below is not all you have to do…)**

3. Compare notes about your schedules. I would expect you to

meet in both production and progress meetings. A production meeting would be a meeting of the group to actually put some materials up, review materials, or change/modify the site. Progress meetings are much shorter and generally allow each team member to report on their particular assignment(s), problems, and/or requested resource adjustments. When can you meet? Allow a minimum of 1 hour to meet for production meetings and about 10-15 minutes for progress meetings. Now, talk about how often you will regularly meet. Weekly? Every two weeks? Where do you intend to meet? (I recommend that you set up weekly meetings).

4. Talk about your group decision-making process. Decide how will you decide what to do, when to change or revise the site, etc. Many groups use the consensus model where everyone must agree on changes or actions. Other groups vote by simple majority and let the team leader decide in the case of a tie. Some groups cede their power to the team leader to make decisions. It's important to talk today about the kind of decision-making style you want to use.

5. A significant factor in determining the frequency of your meetings is to plan out some kind of milestone chart. Take the time with your group now and do some brainstorming. A number of goals will be critical. Decide what you think they are. (The first is filled in for you).

6. Finally, choose a team name. I will use this team name to set up an account for you on the serenity server in the department. This is where you will do your production work for our group assignment.

7. Team leaders: please gather all of the answers to the above questions and send them in an email to the entire group – and cc John-Paul Takats. Please try to have this done before **date on mycourses dropbox**

Deliverables
Your group assignment is to create a Site Design document (you'll actually be implementing the site for the final project). I expect that your Site Design document (just a Word document or PDF) will include ALL the elements listed in the deliverables above and described in class.

Design Document Outline

1. Title page
2. Introduction and overview of the project
3. Site Goals
   a. Goal 1.
   b. Goal 2.
   c. Goal 3…
4. Audience definition – description of overall audience (who is your audience, be complete!)
   a. Persona 1
   b. Persona 2
   c. Persona 3…
5. Competitive Analysis (what exists out there now? How is yours different/better?)
   a. Site a
   b. Site b
   c. Site c
6. Site Content
   a. Content Grouping and Labeling (discuss)
   b. Site Map (discuss)
   c. Full content for your site (grouped by where it will appear on the site)
7. Design
   a. Sketches: Wireframes in order – with a short caption /description for each diagram
      i. desktop
      ii. mobile
   b. Style Guide
8. Requirements
   a. Essential Requirements
   b. Desirable Requirements
   c. Global/Accessibility Considerations
   d. Deployment Environment
9. Conclusion
   a. Discussion on what you did to satisfy the needs of your user.
10. Appendix
   a. Any other data/diagrams you may have used to create your design document

Rubric

Cover Page	
General requirements met (name, alpha etc).	**4**
Intro Content	
Introduction and Overview Page	**4**
Site Goals	**4**
Audience / Personas	**10**
Competitive Analysis	

Appropriate number of competitors	**5**
Picked and described features you liked	**5**
Picked and described features you disliked	**5**
Site Content	
Content Grouping and Labeling Section (model)	**8**
Site Map	**8**
Full Content	**8**
Design	
Wireframes	**10**
Style Guide	**10**
Requirements	
Essential and Desired Requirements	**4**
Global / Accessibility Concerns	**4**
Deployment Environment	**2**
Conclusion / Appendix	
Conclusion Discussion	**4**
Appendix w/ meeting minutes (discussed including these in class	**5**