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Development planes

Strategy Plane

- What are the main goals of this site?
 1. Finding clients for projects to build from home
 2. Getting hired as full stack webdeveloper
- Who are we building it for?
 1. Potential clients
 2. Potential employers / recruiters
- What are the goals & needs of the user?
 1. finding skillset / experience of the developer
 2. determining style and personality of the developer
- What are the goals & needs of the business?
 1. getting projects to build on portfolio en experience
 2. getting hired

Research.

- Who else is building this?
 1. developers build their own resume and portfolio site
 2. bureaus / companies
 - How are they doing it?
- 1) various
 - What are the pros and cons of what they are doing?
 - 2) There's a great variety in quality and style
 - What are they missing?
 - 3) There's a great variety in quality, so hard to pin.
 - What could they do better?
 - 4) It's hard to stand out, be unique. Not many manage to turn heads I can imagine.

Planning.

- 1) What relevant content should we deliver that fits our demographic?
 - 1) Past education
 - 2) Past experience in graphic design / printing
 - 3) Current employment (linguistic AI, data analysis, Apple)
 - 4) Current education (CodeInstitute)
 - 5) Skillset being developed now
 - 6) Examples of past projects
 - 7) Future plans
- 2) How can we make the content easily tracked and catalogued in an intuitive way?
 - 1) Using a standard navigation on top of a more creative one
 - 2) Using timelines
- 3) Is the technology appropriate? What are the tech considerations?
 - HTML / CSS static

User expectations.

What does the user expect? Consider that the user is asking themselves these questions when they come to the site for the first time:

- What is this? Is it what I expected to see?
- Does it look credible and trustworthy?
- Does it offer what I want?
- Does it look valuable enough for me to stay and return?
- What actions can I take now?
- How do I learn more?
- How do I contact someone?

All of these must be addressed, and answers immediately available.

Why are we special? Why would a user want this?

All additions and improvements to the plan should always count towards the goals of the user and/or the business.

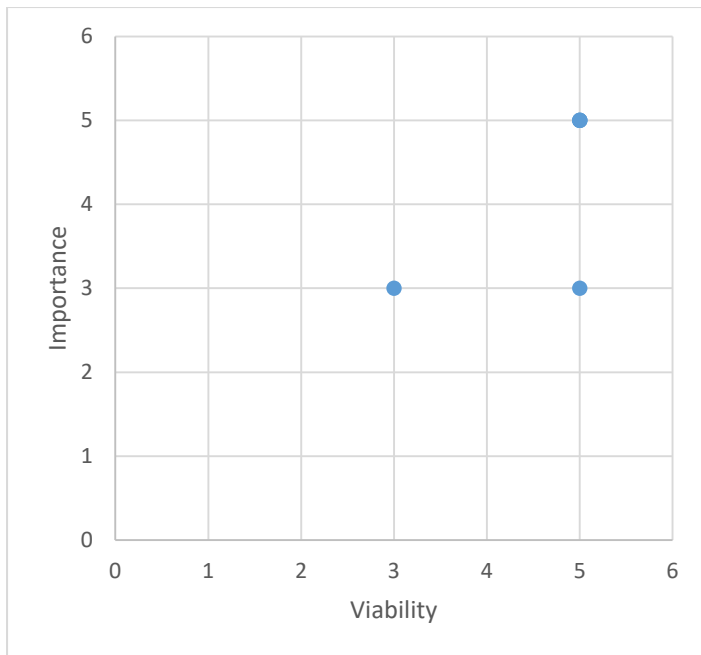
Strategy table

When using the strategy table there is always a trade-off between importance and viability. Can we build a solution given the limited time and resources available?

Importance is driven by business goals and user needs.

id	Opportunity / Problem / Feature	Importance	Viability
A	Online presence	5	5
B	Generating GitHub followers	3	5
C	Portfolio	5	3
D	Interaction with clients / recruiters	5	5
E	Saving personal info / downloading resume	5	5
	Total	23	23

If importance and viability are equal, then we are in a position to do it all. Draw out your own version of the graph below to work out what features you should drop.



Scope Plane

- Which features, based on info from strategy plane, do we want to include in the site?
all of them
- What is included in production release and what is not (for now)? N/A
- Keep goals in line with strategy goals.
- User SPRINT goals to keep on track. Don't allow scope-creep to happen (additional features not agreed on in strategy)
- Pack in MVP features up front, unfold new experiences over time.

Requirements and functional specifications.

- What users say they need.
 - 1) Skill set / experience
 - 2) Personal information
 - 3) ways to contact business
- What they actually need.
 - 1) Skill set / experience
 - 2) Personal information
 - 3) ways to contact business
 - 4) Personality
 - 5) Style
 - 6) Proof of Commitment
- What they don't know they need.
 - 1) Skills outside 'the box'

There is a difference between how you imagine something will be used and how it is actually used.

Brainstorm & mind map on what things people might not know they need. Research and discussion on needs of the demographic.

Content requirements.

- What mixed content/media do we need to meet the needs of the user?
 - 1) Text
 - 2) Images
 - 3) Graphs (timeline)

Requirement types:

- Objective – what does the user want to accomplish?
 - finding suitable skillsets and experience
- Functional – What does the user need to reach their objective?
 - overview of the relevant information
 - a way to contact the business
 - a way to save/share the information
- Non-functional – What constraints does the site or app have to perform within?
 - HTML / CSS (static)
- Business Rules – What dynamic constraints do we have to meet? (calculations, definitions, legal etc)
 - Be aware of possible plagiarism
 - Mind copyright on imagery
 -

Releases

What will be included in each release?

Release 1 - Resume information - download CV option - timeline of work experience/education - form

Structure Plane

- How is the information on the site structured?
 - standard 'Apple style' navigation on top
 - footer with social media and relevant contact details
- How the information is logically grouped?
 - experience/work history/education
 - examples projects and relevant technology used
 - current education and languages/platforms that are being developed
 - contact method (form)
- Consistency of elements and relationships
 - style, colour and typography will be consistent and related to navigation bar status
 - using fontawesome will secure consistent style in icons used
- Is it learnable and intuitive?
 - standard 'Apple style' navigation on top
- Can the user understand and easily navigate through the system when using it for the first time?
 - either scroll or use navigation bar

Organisation of functionality and content.

How will the user navigate in an intuitive way through content and features?

- How do we get to a location?
 - either scroll or use navigation bar
- Where do we go from there?
 - either scroll or use navigation bar
- Categories of information
 - experience
 - skillset
 - projects
 - ahead
 - contact
- Way the information is presented
 - top to bottom scrolling or using the navbar
- Intuitive interaction
 - conventional buttons and the scrolling principle does not leave any room for confusion
- How is the information organised?
 - top to bottom scrolling or using the navbar
- What kind of structure will we use? Linear narrative? Non-linear hyperlinked? Which fits the demographic and goals best?
 - a combination of linear narrative and a form of non-linear hyperlinked by using the navbar on top.

Interaction design.

- How will we have structure and behaviour of interactive elements? N/A
- How will we create meaningful relationships between elements, content and information?
 - the narrative will be timeline-based and logical.
- How will we communicate functionality and interactivity?
 - clear labels for buttons and hinting to next page with icon (arrow) or text
- How will we reveal workflows? See above
- How to reduce risk of user error?
 - by being clear in button text and having a sent-page after sending a form
 - by thoroughly testing before publishing the site to check all hyperlinks
- How can we make users aware of state changes in the system?
 - use of colour in the states of buttons and the sent-page after sending the form

Consistent, Predictable

- Follow conventions – navbar, buttons etc. located and behave the way users expect.
- Colouring and themes consistent.
- Any transitions, rollovers, tooltips act consistently.
- Labels and terms used should match throughout.
- Imagery consistent.
- Only be different when it makes something better.

Visible

- All elements should be easy to find and use.
- Include things like content hinting.

Learnable

- Provide a strong sense of place (pageation, indication of which page you are on in the navbar)
- Set correct expectations.
- Make it possible for people to accurately predict the outcome of their interactions.

Feedback

- System provides feedback to let users know something is happening.'
- Provides feedback in case of an error. Provide link to return to the site.

Information architecture

Creation and organisation of navigational schemas. Which info architecture type suits our users needs?

- Hierarchical tree structure
 - Standard structure, not complex.
 - Problematic on mobiles (navbars helpful here)
- Nested list
 - Linear path to detail.
 - Good for mobiles
- Hub and spoke
 - Popular on mobiles,
 - Central home
 - Works for multi-feature apps
 - Cant navigate between spokes
- Dashboard
 - Great for at a glance key info
 - Detail views of related content
 - More suited to desktops

Principles of organisation

- Organisational principles used at the highest levels of the site should be the most closely tied to user needs and business objectives.
- Those used at lower levels are usually influenced by feature specifications and content requirements.
- Every collection of information has a build in conceptual structure. In most cases more than one.
- Find the right structure for the objectives and user needs.

Skeleton Plane

How will the information be represented?

- linear top to bottom

How will the user navigate to the information and features?

- both scrolling and using conventional navigation bar

Interface design – prototyping and wireframes.

Navigation design – placement, order, hierarchy, priorities.

- top fixed navbar Apple-style
- timeline order
- top priority are experience/education, skills and 'looking ahead' (why pick me)

Information design – arrangement of the elements that contain the info.

- Rapidly establish value in the users mind.
 - clear unordered lists for skills
 - clear timelines for experience and education
- Lead user towards continuing the experience.
 - hinting with icons and/or text
- Introduce specific content at the most relevant and appropriate points in the experience.
 - e.g. possibly hinting towards 'looking ahead' (why pick me) after listing current skill set
- Add immediate value with each click.
 - directly go to requested page. No surprises like transitions, animations, etc.
 - no 'extensive' stories
- Add positivity to the overall experience.
 - even though humble; modest; the overall story will reflect possibilities, not the limitations

Which icons will we use? Which are best to represent our needs?

- FontAwesome selection

Features and usefulness

- Usability improves when similar parts are expressed in similar ways.
- No surprises for user. Content may differ, but general shape and perception remains consistent.
- Progressive disclosure – reveal info over time and across space.
- Group info in order of importance.
- The more features on the screen, the less user-friendly the screen is.
- Give the user easy decisions, do not overcomplicate things.

Navigation

- Make navigation clean and easy to use.
- Clear categories.
- Keywords in search.
- Filters to narrow down large lists and sets of info.
- Use pagination controls to provide information structure and a sense of depth and breadth. Breaks info into smaller chunks so user is not overwhelmed. Use progress bars with pagination.
- Differentiate between navigational elements with colour, icons and text. Stay consistent.
- Keep ordering of navigation simple

Wireframes

- 2D model of the product.
 - built in Adobe XD
- Provides form, information, arrangement, volume.
- Just a starting point (no colours, images or effects referred to).
- See how each screen fits into the whole site.
- Determine which links and content is required to meet the needs of the user.
- See how balanced elements are & how they relate to each other.
- What gets included
- How it is organised
- What gets priority
- Where are elements located?
- Has anything been left out?
- Is the top priority content noticed first?
- Revisit strategy and goals – are we on track?
- Do the relationships work?

Surface Plane

- What will the finished product look like?
- What colours, typography and design elements will be used?
- What can the user do?
- How will the user interact with the site?
- What effects will be on the site?
- What can the user click on?
- Where can the user go?
- What is the final version of the info appearing on the screen?