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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?
   o 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.

Importance

6
5
4
3
2
1
0

0   1   2   3   4   5   6

Viability
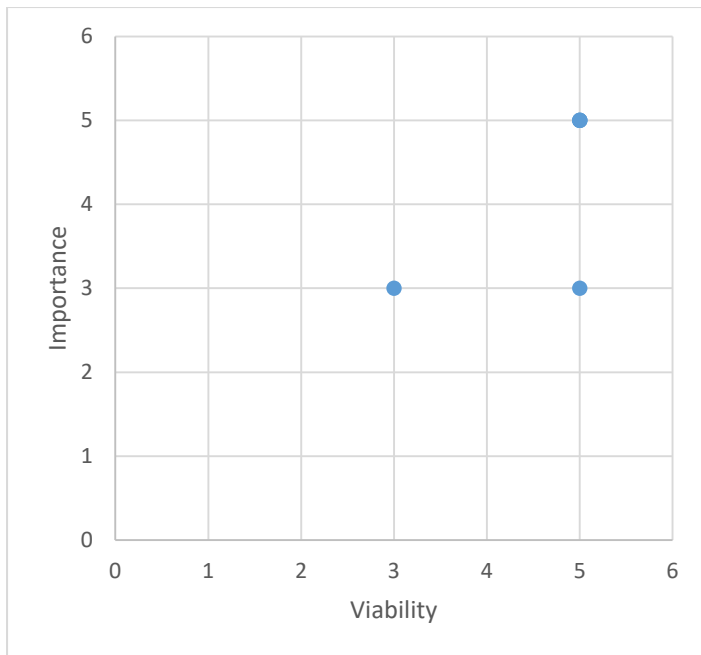
Scope Plane

- 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 constrains does the site or app have to perform within?

  - HTML / CSS (static)

- Business Rules – What dynamic constrains 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?

- <u>Hierarchical tree structure</u>
  - Standard structure, not complex.
  - Problematic on mobiles (navbars helpful here)
- <u>Nested list</u>
  - 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?