

Site name

Development planes

Strategy Plane

- What are the main goals of this site?
- Who are we building it for?
- What are the goals & needs of the user?
- What are the goals & needs of the business?

local community
Health / fitness oriented.
Details of gym + facilities.

Details of cost

Research.

- Who else is building this?
- How are they doing it?
- What are the pros and cons of what they are doing?
- What are they missing?
- What could they do better?

~~obtain~~ obtain new memberships.
Show off gym.

All show similar content

- Facilities - Staff
- Costs
- classes.

Planning.

- What relevant content should we deliver that fits our demographic?
- How can we make the content easily tracked and catalogued in an intuitive way?
- Is the technology appropriate? What are the tech considerations?

Ultimately the key details customer is looking for.

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? *

* key items!
Needs to display service / facilities professionally.

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.

Local gyms
↓
Nakamwaka Franchises

Strategy table

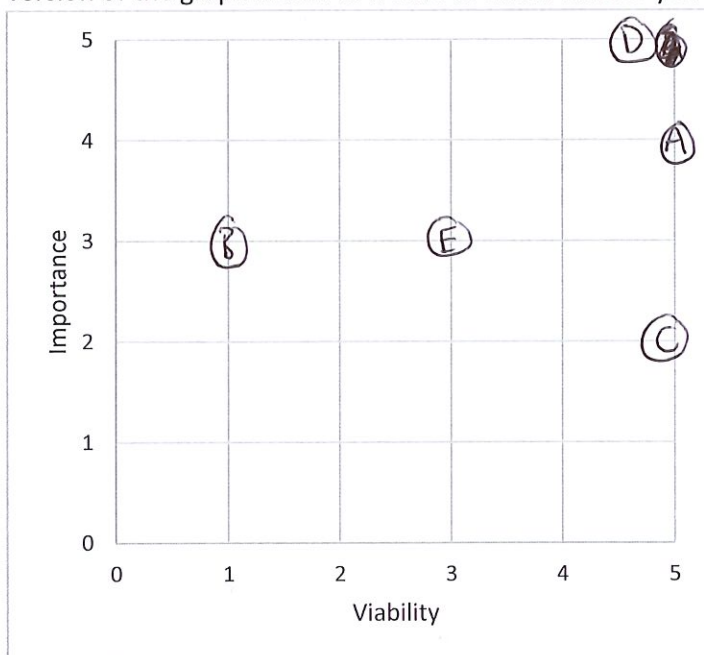
When using the strategy table there is always a trade-off between importance and viability. Can we build a solution given the limited time and resources available?

Importance is driven by business goals and user needs.

id	Opportunity / Problem / Feature	Importance	Viability
A	Sign up option online.	4	5
B	Book classes.	3	1
C	Display trainer info	2	5
D	Display gym facilities info.	5	5
Total			

(E) Classes timetable (F) offer trial (E) 3 3 (F) 1 5

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.



- Offer trial?
- Information on classes + timetable.

- Ability to sign up online + display costs.
- display gym facilities.
- display trainer info.

Scope Plane

- Which features, based on info from strategy plane, do we want to include in the site?
- What is included in production release and what is not (for now)?
- 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.
- What they actually need.
- What they don't know they need.

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?

Requirement types:

- Objective – what does the user want to accomplish?
- Functional – What does the user need to reach their objective?
- Non-functional – What constraints does the site or app have to perform within?
- Business Rules – What dynamic constraints do we have to meet? (calculations, definitions, legal etc)

Releases

What will be included in each release?

Release 1

Release 2

Release 3

Structure Plane

- How is the information on the site structured?
- How the information is logically grouped?
- Consistency of elements and relationships
- Is it learnable and intuitive?
- Can the user understand and easily navigate through the system when using it for the first time?

Single page.
— facilities → classes
— → trainers.

→ Single page with navbar.

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? → Scroll or navbar (scroll to location?)
- Where do we go from there?
- Categories of information — facilities, classes, trainers, contact.
- Way the information is presented
- Intuitive interaction
- How is the information organised?
- What kind of structure will we use? Linear narrative? Non-linear hyperlinked? Which fits the demographic and goals best?

Interaction design.

- How will we structure and behaviour of interactive elements?
- How will we create meaningful relationships between elements, content and information?
- How will we communicate functionality and interactivity?
- How will we reveal workflows?
- How to reduce risk of user error?
- How can we make users aware of state changes in the system?

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 (pagination, 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.'

Skeleton Plane

How will the information be represented?

How will the user navigate to the information and features?

Interface design – prototyping and wireframes.

Navigation design – placement, order, hierarchy, priorities.

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

- Rapidly establish value in the users mind.
- Lead user towards continuing the experience.
- Introduce specific content at the most relevant and appropriate points in the experience.
- Add immediate value with each click.
- Add positivity to the overall experience.

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

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.
- 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?

- 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

easiest for single page?

- 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.

- 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?

