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?

## 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?

## 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?

## 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 |  |  |  |
| B |  |  |  |
| C |  |  |  |
| D |  |  |  |
|  | Total |  |  |

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?
* 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 constrains does the site or app have to perform within?
* Business Rules – What dynamic constrains 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?

## 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?
* Where do we go from there?
* Categories of information
* 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 (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 ifo
  + 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?

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?
* 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?