**Design Document**

**Note:** All italicized text (like this) are instructions. Following them will help you to create a good Design Document. For detailed instructions, refer to the Webmonkey article found here: http://webdesign.pixelpro.biz/projectMgmt/informationArchitecture.html

I have simplified this Design Document just a little. You will find sections (headings) in the Webmonkey article that I did not include below. That means you can ignore it; in other words, fill-in content for all the sections below, and no more.

# Site Goals

Prioritize and summary the site’s goals.

# User Experience

## Audience Definition

Document all possible site visitors and rank by importance.

## Scenarios

Make-up a site visitor and how they would interact with your site.

## Competitive Analysis Summary

Look at other websites in the same industry.

# Site Content and Structure

## Functional Requirements

Document the functionality of the website. e.g. Login pages, newsletter signup, sorting data, etc.

## Architectural Blueprints

A box and line diagram showing your pages.

## Global and Local Navigation Systems

Global navigation appears on every page. Local navigation is a sub-system of page navigation.

# Visual Design

## Layout Grids

A.K.A. Wireframes

## Design Sketches

Pencil and paper sketches of layout including gfx elements.

## Page Mock-ups

Usually done in Photoshop; contains actual gfx or very close to final.