

SPRINT RETROSPECTIVE PRESENTATION

Advanced Responsive Web Design
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Part One: Scrum Overview

A summary of the deliverables from all sprints that I directly worked on and contributed to throughout the semester.

1. User Pathways & Personas
2. Navigation Planning
3. Wireframing
4. User Testing Interviews

Developed user pathway examples and personas

- Started out by working with the UX team by creating user pathways or thinking of reasons why a user might use the Kent State Student Media website.
- By doing this, I came up with a first round of navigation that could be used on the site.
- Made many variations of user pathways from the classes feedback each week

Developed a plan for information architecture and the content structure

-Started out by creating a document of all of the navigation pages and then thinking about all of the possible content that could go on them.

-Through out the beginning stages of the process a lot of changes were made as we tried to move forward.

Navigation: Home, About Us, Media Partners, Advertising Get Involved, Contact

Home:

- Social media widget that streams posts from each media partner (twitter, facebook, etc.)
- Sliding widget(sliding hero image maybe?) at the top of the page that tells new or current news about student media
- Events (with icons of upcoming publications and events) have a button for "view more" if someone wants to look ahead in upcoming months. Be able to filter the calendar based on what media partner a person is interested in knowing more about.

About:

- History
- Mission Statement
- Donations (how to donate)
 - See how important this is. Should it have its own page?

Media Partners:

- All of the publications laid out (maybe in a box form and if you click on a square it would go to their own page where it would describe what they do. Would also link to their social media accounts & personal website.)

Advertising:

- A fact hero image (A fun graphic/infographic about reachability for each platform (how many people see the ads)
- A section for new clients
- A fun graphic/infographic about reachability for each platform (how many people see the ads) A fact hero.
- Have 4 clickable boxes of options for types of advertising (Web, Print, Broadcast, Bundle options)
- Who to contact for advertising places

Get Involved:

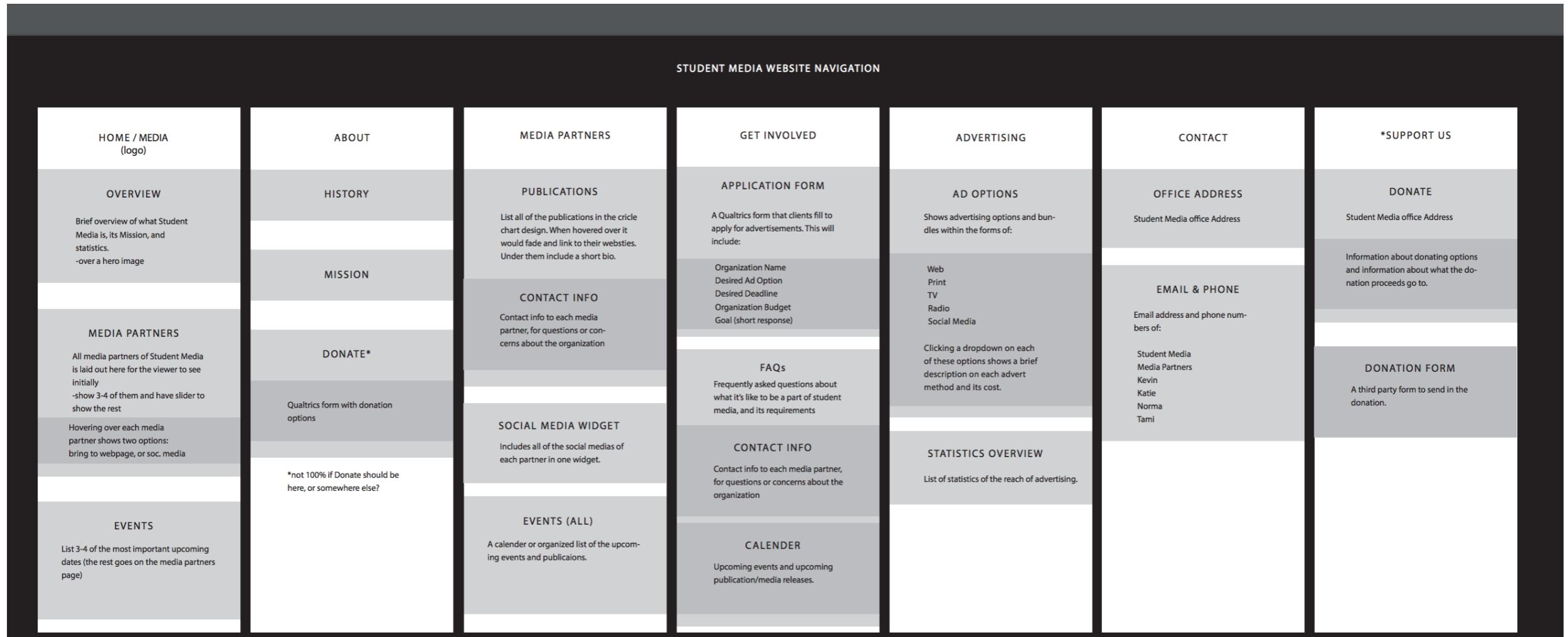
- Interactive PDF applications for available student media positions (10 total different applications)
- Contact information for each leader of publications or media. (To ask questions about applying if they have any)
- FAQ's about working for them

Contact

- Student media main office address (the one in franklin???)
- Tami, Norma, Katie, Kevin, Student media as a whole emails and phone numbers
- Who advertisers should contact (emails and phone numbers)
- Main student media leaders

Example of how I came up with what should go on specific pages

Developed a plan for information architecture and the content structure



-Increased fidelity that changed throughout the semester based on class and client feedback.

Wireframed the structure for each page

- Started out by creating a list of content that is needed from the client to make the page.
- Used Adobe Experience Design to layout the basic structure that could be shown to the client, design and CMS teams to move forward and to make sure we have the content that is needed or wanted.
- It was very important to make the wireframes very detailed so that no information gets lost in the designing and coding process.
- Worked closely with the design team to make sure everything was clearly interpreted and answer any questions.

Wireframe examples

The wireframe for the 'Get Involved' page includes:

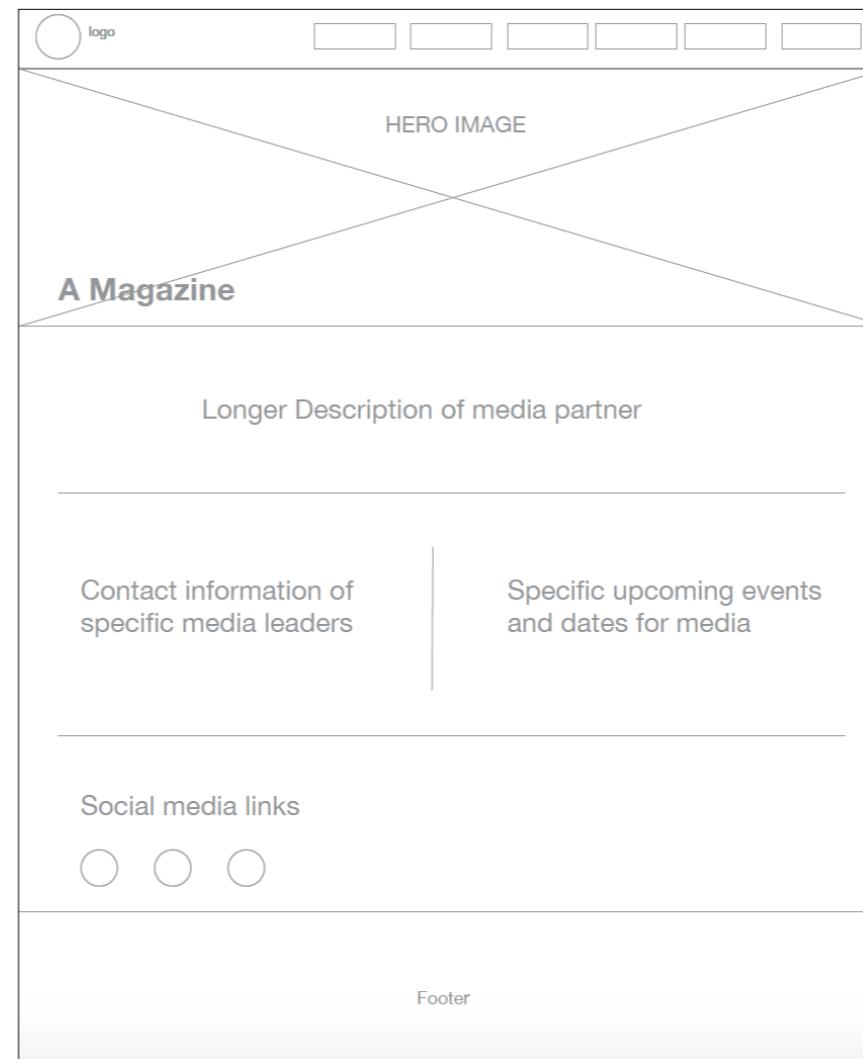
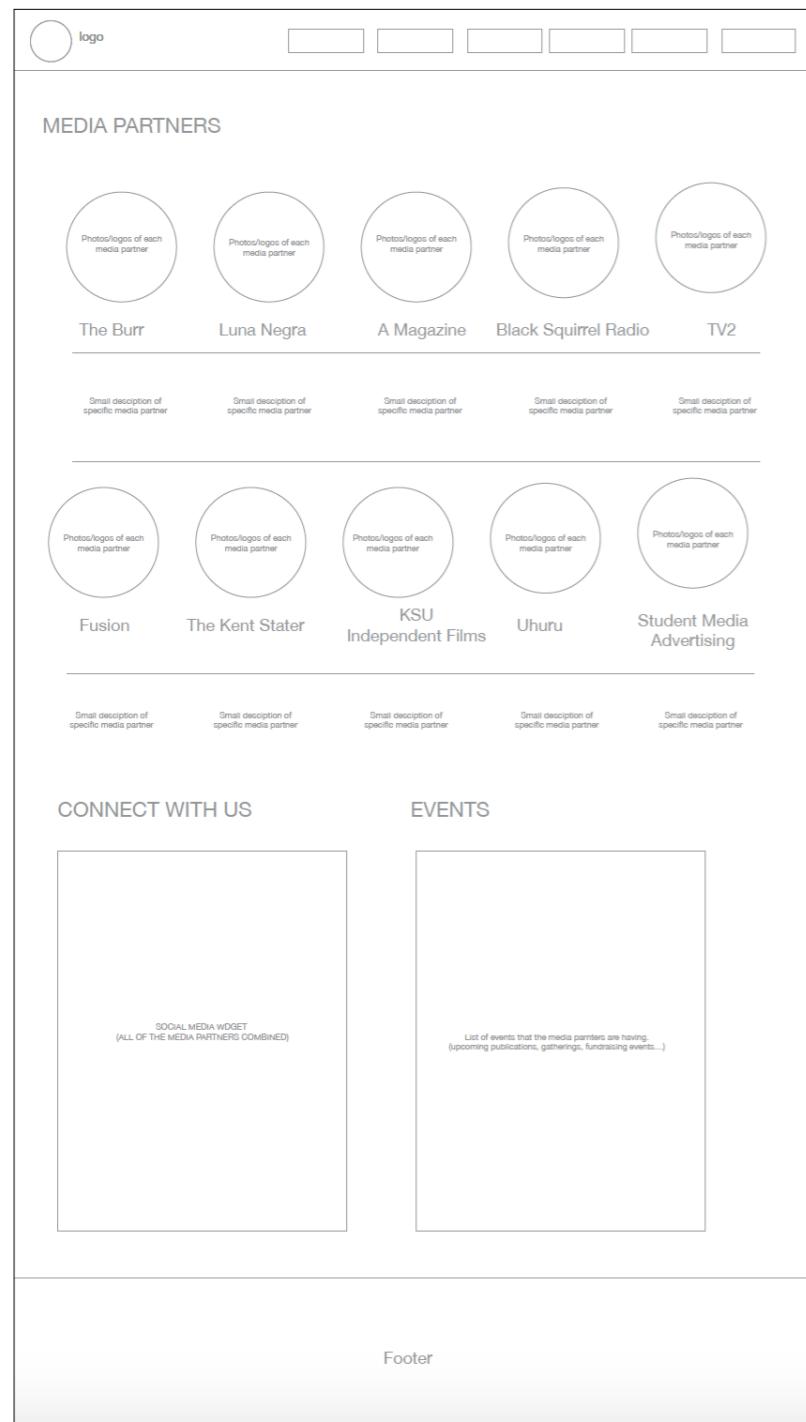
- A header section with a logo icon and a horizontal menu bar.
- A large triangular 'HERO IMAGE' placeholder at the top.
- A main content area titled 'Get Involved' containing:
 - A short paragraph explaining why a student should get involved with student media and the benefits.
 - A section titled 'Student Employee Opportunities' featuring a table with five rows, each representing a 'Media Partner' position available.
 - A 'Frequently Asked Questions (FAQ's)' section.
 - A 'FULL Event Calender' section.
- A footer section.

The detailed wireframe for the 'Get Involved' page includes:

- A header section with a 'top nav' bar.
- A large triangular 'HERO IMAGE' placeholder at the top.
- A main content area titled 'Get Involved' containing:
 - A short paragraph explaining why a student should get involved with student media and the benefits.
 - A section titled 'Media Partner - Position Available' with a small description of job duties and contact information.
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 - A section titled 'Media Partner - Position Available' with a small description of job duties and contact information.
 - A 'Frequently Asked Questions (FAQ's)' section containing a list of frequently asked questions about student media, such as 'when do magazines come out, how do I become a student media leader'.
 - A 'FULL Event Calender' section containing a list of events from various media partners.
- A footer section.

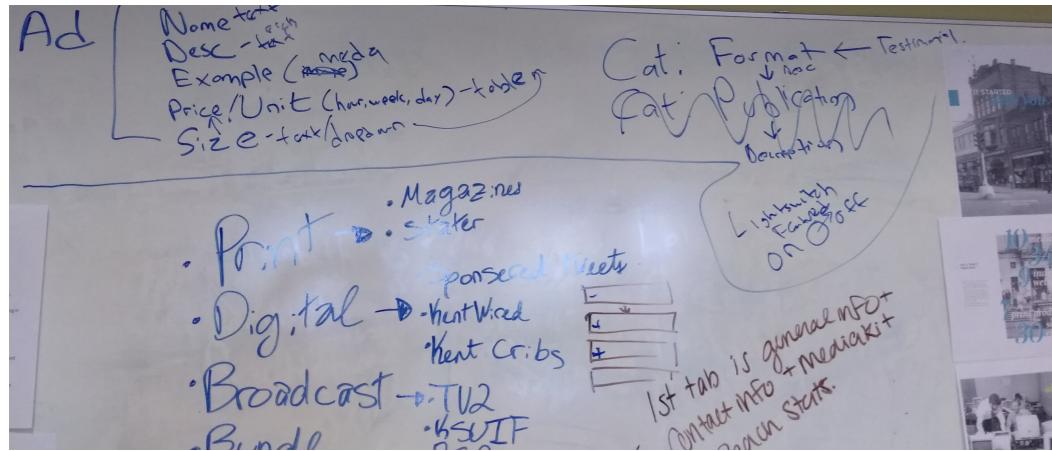
Get Involved Wireframes

Wireframe examples



Media Partners Wireframes

Wireframe examples



Advertise With Us

Broad/General information about advertising with KSU Student Media

The Platforms

- + Print
- + Digital
- + Broadcast
- Bundles

Print, TV & Radio

A1 / Print, TV & Radio \$200

- Two 1/16 page full color ads in The Kent State for two months.
- During 10-second live-reads with your business' logo shown on TV2 within two months.
- Sixty 10-second live-reads on Black Squirrel Radio within one month.

Print, Web & Radio

A2 / Print, Web & Radio \$210

- A 1/16 page full color ad in The Kent State for one day.
- A 300x250 box ad on KentWired.com for one week.
- Daily 10-second live-reads on Black Squirrel Radio within one month.

Print, Web & Twitter

A3 / Print, Web & Twitter \$405

- A 1/16 page full color ad in The Kent State for one day.
- A 300x250 box ad on KentWired.com for one week.
- One sponsored tweet on the @KentWired handle.

Print, Web & Twitter Deluxe

A4 / Print, Web & Twitter Deluxe \$525

- A 1/16 page full color ad in The Kent State for one day.
- A 300x250 banner ad on KentWired.com for one week.
- One sponsored tweet on the @KentWired handle.

Print, Web, Twitter & Radio

A5 / Print, Web, Twitter & Radio \$600

- A 1/16 page full color ad in The Kent State for one day.
- A 300x250 banner ad on KentWired.com for one week.
- One sponsored tweet on the @KentWired handle.
- Sixty 10-second live-reads on Black Squirrel Radio within one month.

Footer

Advertise With Us

Broad/General information about advertising with KSU Student Media

The Platforms

- Print
- Digital
- Broadcast
- Bundles

The Kent State

General Information: What is the Kent State
Statistics for the reach of advertising with The Kent State
More

The Burr

+ A Magazine

+ Luna Negra

+ Fusion

+ Uhuru

KentWired

+ Kent Cribs

Black Squirrel Radio

+ TV2

+ KSUWF

Print, Web & Radio

Print, Web & Twitter

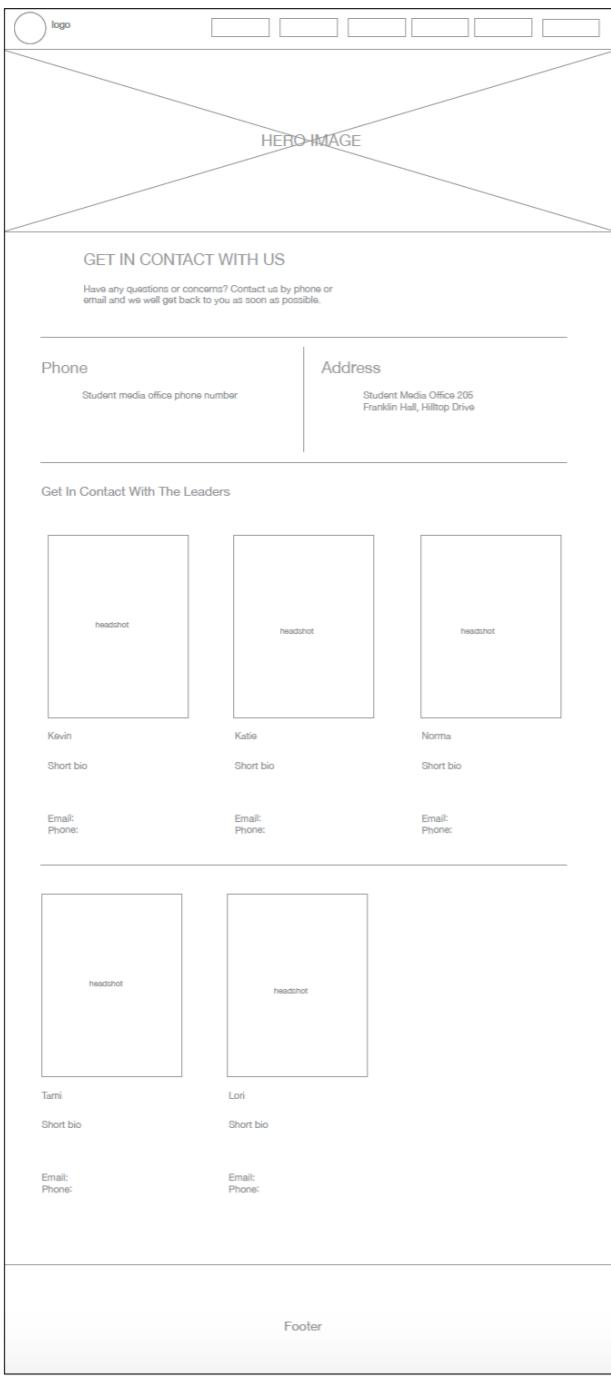
Print, Web & Twitter Deluxe

Print, Web, Twitter & Radio

Print, Web, Twitter & TV

Footer

Wireframe examples



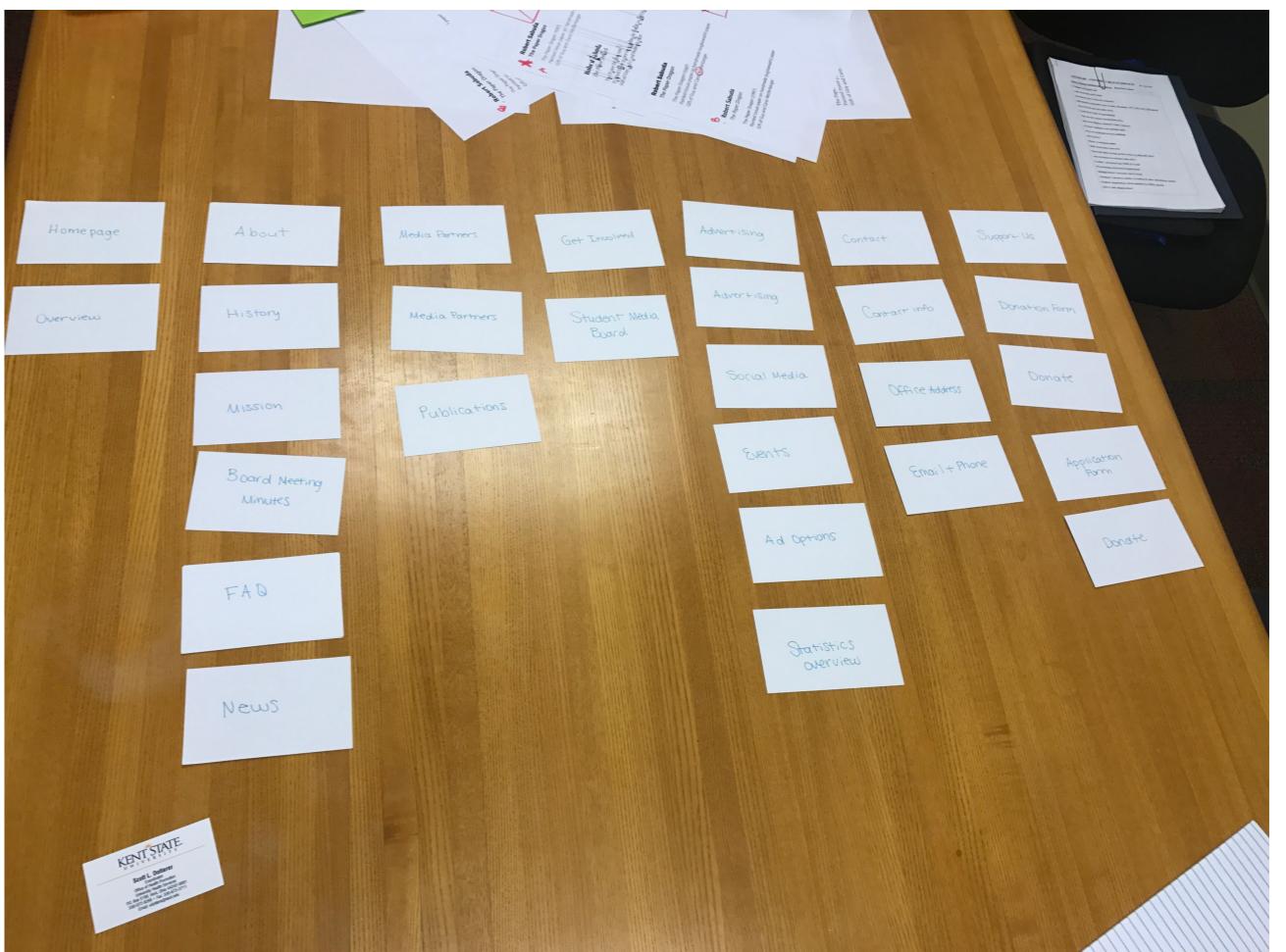
Contact Wireframes

Helped with interviews

- Helped with two of the user testing interviews

- Took notes

- Helped come up with questions that could be asked



Part Two: Progression

**Components and parts I thought
were most successful:**

1. Communication
2. User Testing
3. Weekly Scrum Meetings

Communicating between team members and other teams

- Through out the process it was very important to listen to other teams feedback to make sure the content structure made sense and was usable for everyone.
- Client meetings were important to make sure the website contained all of the elements that they wanted in the final result.
- Very detailed wireframes are important to get ideas across and to make sure everyone is on the same page. This makes getting content from the client easier because we knew exactly what we needed to move forward.

User testing

- Interviewing outside users is very important to make sure the website can be used by everyone.
- Making sure they can find what they are looking for fast and without issues.
- Listening and implementing their opinions makes the website work and look better down the road.

Weekly scrum meetings

- Helpful to keep track of what was due each week
- Easy to get clarification on questions before the next class
- Keep updated as to what everyone was working on

Part Three: Improvements

Components that I would have like to improve if you I more time:

1. User Testing
2. Photos

Improvements that could be made

- More user testing with different kinds of people (students, older, younger)
- Taking our own photos

Part Four: Outcome

What I learned from this project:

1. Working with a real client
2. First all UX project
3. General idea of CMS

What I gained from this project

- Working with a client is hard
- Learned the whole UX process
- Learned about CMS and its purpose

thank you!