



# RWD

## Class 8

@rwdkent

# Overview

Mid-Semester Mini Exam

Hands-On GitHub Setup

Boxes & Layout

Hands-On Competitive Analysis

Groups & Project Planning

Introduce: CSS Grid Assignment

User Experience Research



# Mid-Semester Mini Exam

30 minutes



# Boxes & Layout



# Groups + Projects



# Semester Project + Research Assignment

<http://rwdkent.com/class/assignments/project-summary.html>

<http://rwdkent.com/class/assignments/research/>



# Group Project Planning



# User Research





# Who is responsible for user research?



# When Should You Do Research?



# What are some research techniques?



# Discovery

Analytics Review

Survey

User Interviews

Contextual Inquiry

Stakeholder Interviews / Creative Brief

Competitive Analysis



# Exploration Throughout Project

Persona Building

Accessibility Evaluation

Prototype Feedback/Testing

Technical Testing

User Stories

Usability Testing

Card Sorting

Design review

Journey Mapping

Task analysis



# Testing

Accessibility Evaluation

Technical Testing

Usability Testing



# Ongoing Listening

Benchmarking

More Surveys

Analytics Review

Search-log analysis

Usability bug review/fixes





SICS

with many applications. This chapter  
es and fundamental ideas and tech-  
dly in many situations. We'll cover  
ifferent types of research and when  
hin each set of research activities.  
icism about the business value of  
some common objections and how

## SEARCH? EVERYONE!

the design team should also partici-

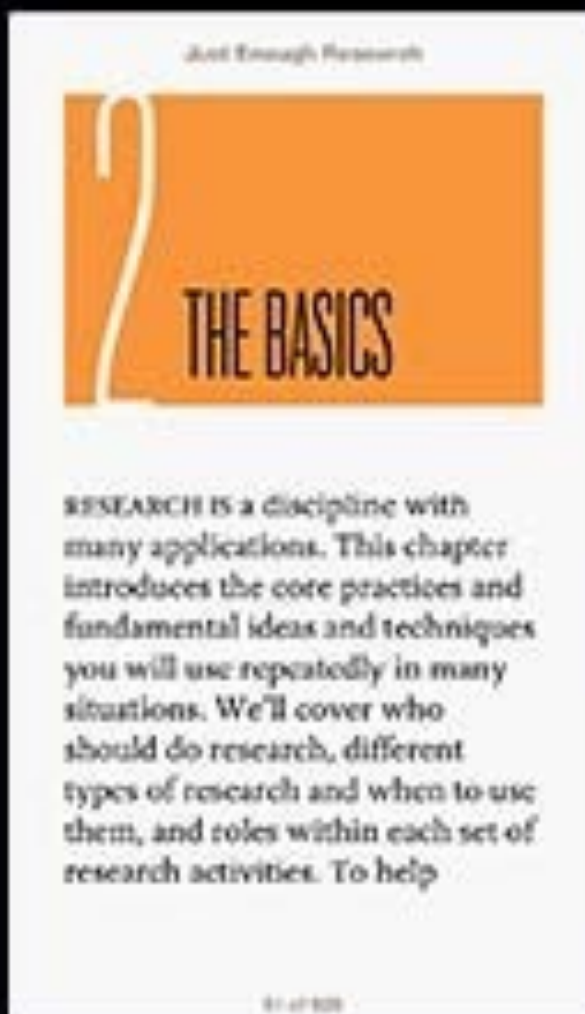
ner, well, that's easy. You will have  
and can tailor the process and docu-  
ds. (Just be particularly mindful of  
u work with other people, involve

them from the  
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Just Enough



RESEARCH IS a discipline with many  
duces the core practices and fundam  
will use repeatedly in many situation  
research, different types of research  
roles within each set of research acti  
skepticism about the business value  
some common objections and how t

## WHO SHOULD DO RESEARCH?

Ideally, everyone who is on the desi  
in the research.

If you are a sole practitioner, well, th  
lent direct experience and can tailor  
to suit your needs. (Just be particul  
ases.) If you work with other people

20 of 20


 A BOOK APART  
*Brief books for people who make websites*

NO  
9

Erika Hall

# JUST ENOUGH RESEARCH

FOREWORD BY Jeffrey Zeldman

 A BOOK APART  
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NO  
9

Erika Hall

# JUST ENOUGH RESEARCH

FOREWORD BY Jeffrey Zeldman

kindle



# Competitive Analysis



# Competitive Analysis

Understand competition and how they communicate

What ideas could be helpful to you?

What ideas do you want to avoid?

Pick out desirable patterns



# Template Document



# Hands-On:

## Sign Up For GitHub



**GitHub is a place where  
people can store code and  
other documents.**



**It uses a technology protocol call “Git” to update and make changes to projects. Git is a method of version control.**



**Git is a command line tool.  
However, software is  
available that makes Git  
easier to use. One is called  
GitHub Desktop.**



**GitHub offers a free service called GitHub Pages, which allows you to host static websites for free.**





# GitHub Classroom Setup

<https://goo.gl/TgQChK>



# Mid-Semester Survey

<http://bit.ly/2RRjbwh>



# CSS Grids Assignment

<https://rwdkent.com/class/assignments/layout3/>



# For Next Time

READ: Content Strategy & Sketching

DUE: Research/Competitive Analysis

START: CSS Grids Assignment

