



Week 2

## UX + Design + Front-End Review

Advanced Responsive Web Design

# < Todo's >

Mini Lesson: UX & RWD Reviewed

Discovery/Investigation Project

Book Report Due Dates

Share Discovery With Class

Review Roles & Choose Team Clusters

Choose Questions for Client



< UX Research >





## User Research: Discovery



Analytics Review  
Survey  
User Interviews

Contextual Inquiry  
Stakeholder Interviews  
Competitive Analysis





## User Research: Throughout



Personas

User Stories

Card Sorting

Journey Mapping

Design Review

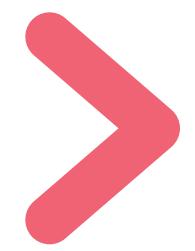
Accessibility Evaluation

Testing





# User Research: Testing



Accessibility

Technical

Usability





# User Research: Ongoing



Benchmarking

Ongoing Survey

Analytics

Search-log analysis

Bug review/fixes





# User Research Tools



Google Drive

Audio recorder

Webcam

Notecards

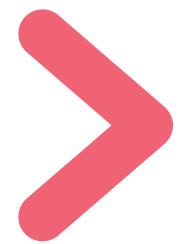
Eyetracking

Qualtrics Surveys



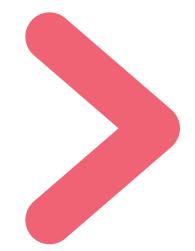


# Information Architecture





# IA Deliverables



Content Audit

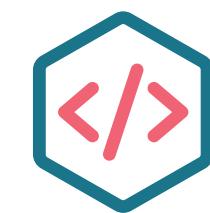
Content Outline

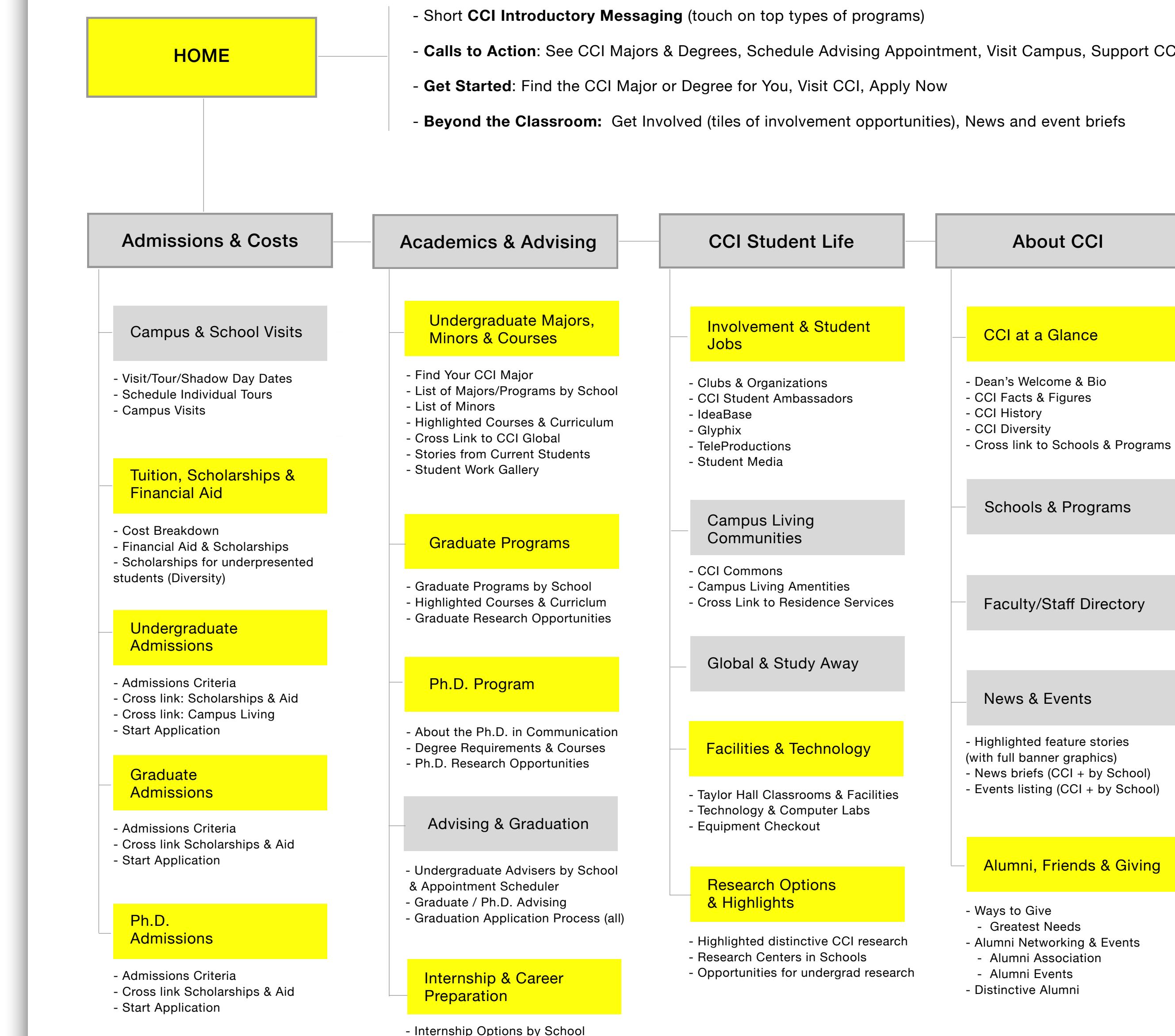
Sitemap

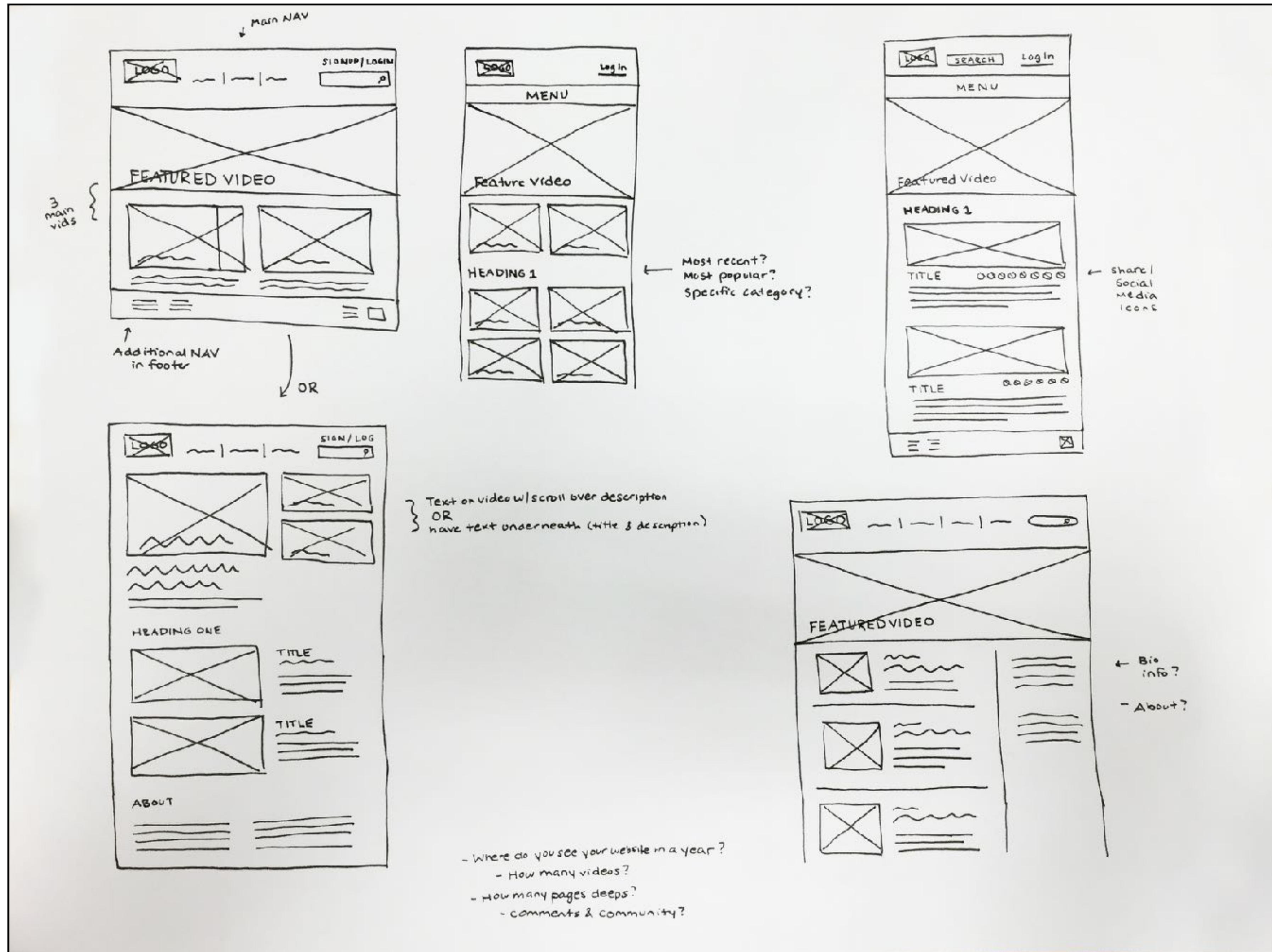
Blueprints / Process Flows

Sketches

Wireframes







KENT STATE UNIVERSITY

Kent State Student Crowned Miss Ohio 2013 [Read Full Story](#)

1 2 3 4 5 6

Information For ...

Future Students  
Current Students  
International Students  
Parents  
Faculty/Staff  
Alumni  
Governor Appoints Student to Kent State Board of Trustees  
Porthouse Theatre Closes Summer Season With "Fiddler on the..."

read more

Explore KSU Admissions

A wealth of learning opportunities

Apply Online Search Majors and Degrees  
Take a Tour Summer Classes

Caption Here

Caption Here

What to do at KSU

JUL. 24, 2013 SEP. 8, 2013  
Campus Tour Jessica Holcomb, saxophone

AUG. 16, 2013 OCT. 5, 2013  
BSN Summer Convocation Homecoming 2013

See All Events

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See All Events

Caption Here

Caption Here

As a top Ohio undergraduate and graduate school, Kent State's eight campuses offer the resources of a large university with the friendly atmosphere of a liberal arts college. Enroll today to start pursuing your future at one of the best colleges in Ohio. We've been educating graduates for over 100 years; join us today.

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○ ○ ○ ○ ○

News & Announcements

Explore KSU Admissions

A wealth of learning opportunities

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Future Students	Parents & Families
Current Students	Faculty & Staff
International Students	Alumni & Friends

As a top Ohio undergraduate and graduate school, Kent State's eight campuses offer the resources of a large university with the friendly atmosphere of a liberal arts college. Enroll today to start pursuing your future at one of the best colleges in Ohio. We've been educating graduates for over 100 years; join us today.

Copyright 2013 Kent State University Kent, Ohio 44242 Phone: 330-672-3000

## About Treno

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## Events

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[More →](#)

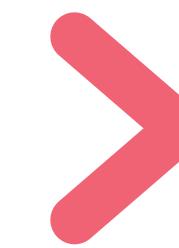
## Specials

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[More →](#)



# IA Tools



Pencil & Paper

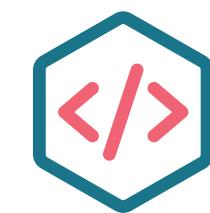
Adobe XD

Sketch

OmniGraffle

Google Docs/Sheets

Keynote



< Design  
Process >



# Pro

Produce

Programs

Produce to F

Community

SNAP

Farm Stand

Summer Foo

Commodity

Supplement

Nutrition

Farm Stand Project

Agency Rela

Educational

Donate Form  
Contact information  
Footer navigation  
Social media links

## Program De

Produce to People provides

Programs

**Lorem ip**  
**elit. Inte**

**Nulla eg**

Aliquam erat  
venenatis ali

### Headi

- This is a li
- An unorde
- Sometime
- an unorde
- Lists can l
- This is :
- This is :
- This is the

A block qu  
a written c

Programs

Get Help

Get Involved

About

Resources

News

Events

Contact

Donate

Get Help > Give Help >

Programs

About

Resources

News

Events

Contact

Donate

## Program Det

Produce to People provides lorem ip

Programs

**Lorem ipsum**  
**elit. Integer fr**

**Nulla eget jus**

Aliquam erat volup

diam venenatis aliqu

### Heading I

- This is a list item
- An unordered list item
- Sometimes, an ul
- in an unordered li
- Lists can be nest
- This is a nested
- This is another
- This is the last lis

Get Help > Give Help >

Programs

About

Resources

News

Events

Contact

Donate

## Program Detail Page

Produce to People provides lorem ipsum dolor sit amet, consectetur adipisicing

Produce to People provides lorem ipsum dolor sit amet, consectetur adipisicing elit. Integer fringilla sem a urna porttitor fringilla. Nulla eget justo felis.

Aliquam erat volutpat. Mauris vulputate scelerisque feugiat. Cras a erat a diam venenatis aliquam. Sed tempus, purus ac pretium varius.

### Heading Level 2

Search

Produce to Stories

This Is the Pos  
January 12

This Is Also a P  
January 20



# Design Deliverables



Mood Board

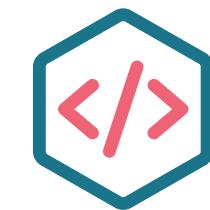
Style Tiles

Style Prototype

Static Comps

Prototyping (HTML/CSS)

Templates



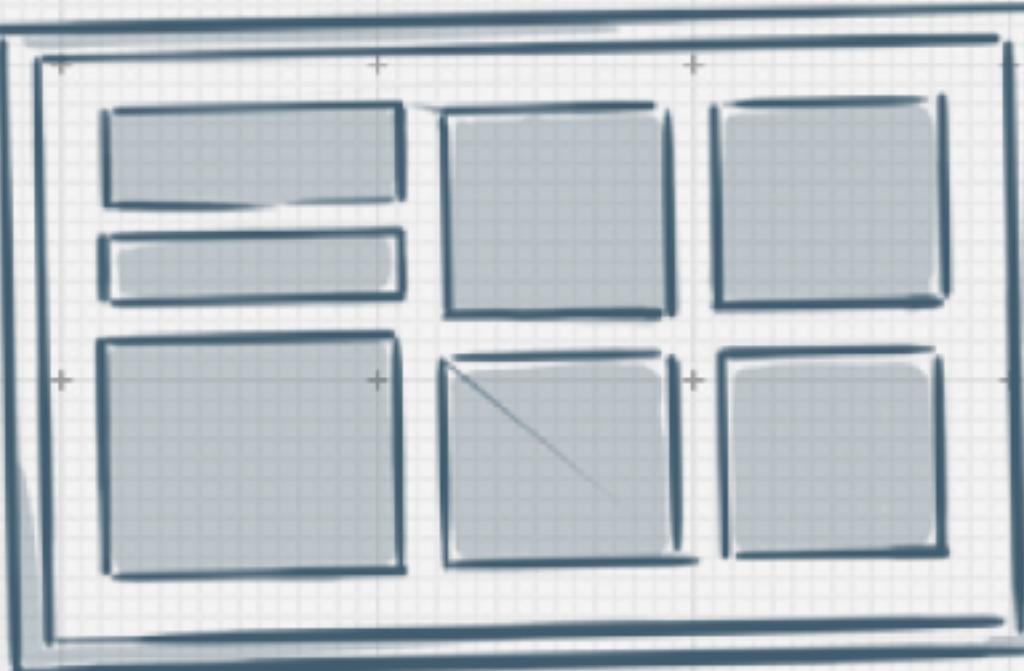
# Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

## ■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

## ■ WHEN TO USE STYLE TILES? ■



## Election Headline

Font: FF Tisa Web Pro Bold Typekit

### Election Subhead

Font: FF Tisa Web Pro Typekit

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*This is an example of a Text link »*

**Learn More ➔**

Possible Colors



Possible Patterns



Style Tile  
version:3



## Election Headline

Font: Sirba Web from Typekit

### Election Subhead

Font: Sirba Web Italic from Typekit

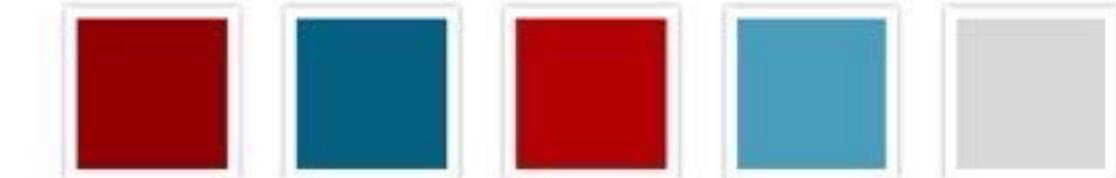
Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

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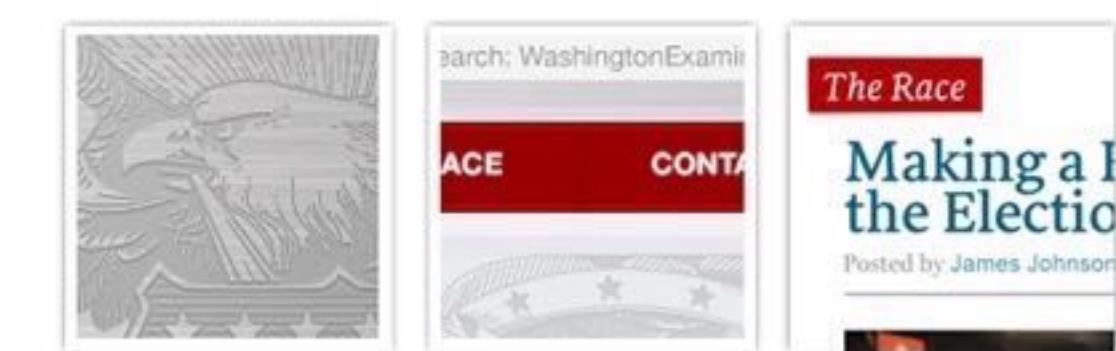
**Learn More »**

Style Tile  
version:2

Possible Colors



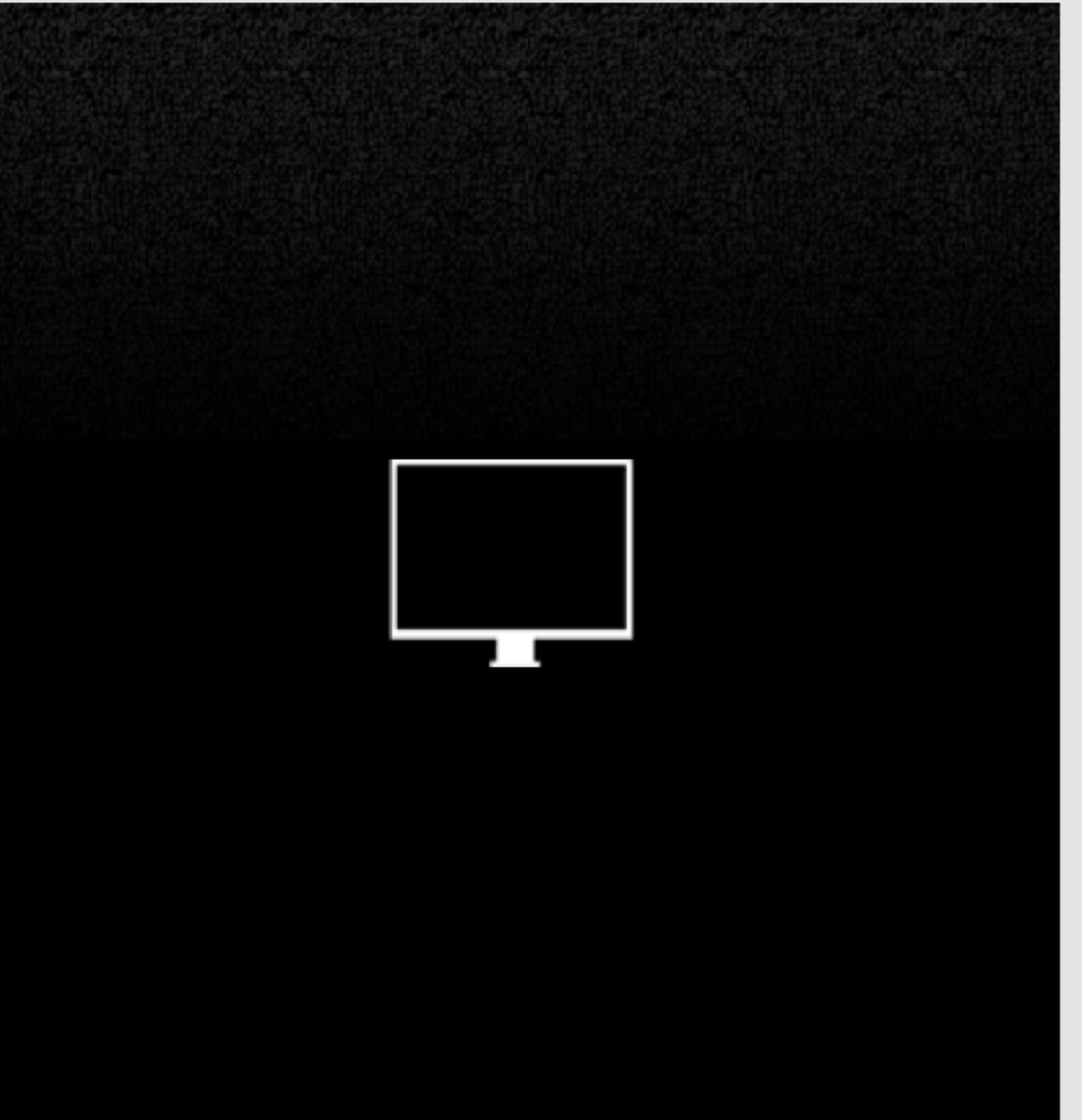
Possible Patterns



**Authoritative Solid**  
*Insightful* **Conservative**

## Hey There

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non.



The image shows two versions of a restaurant website: a mobile version on the left and a desktop version on the right.

**Mobile Version (Left):**

- Header:** Features a logo with the word "TRENO" and a small train icon, followed by "ABOUT", "MENU", "RESERVATIONS", and "DIRECTIONS".
- Welcome Message:** "Welcome TO KENTS Ristorante" is displayed over a black and white photograph of a historic brick building.
- Section Headers:** "ABOUT", "EVENTS", and "SPECIALS" are visible on the left side.
- Text Content:** Placeholder text (Lorem ipsum) is provided for each section.
- Image:** A close-up photograph of grilled tomatoes with herbs.

**Desktop Version (Right):**

- Header:** Similar to the mobile version, with "TRENO" at the top center and navigation links below it.
- Welcome Message:** "Welcome TO KENTS Ristorante" is displayed over a larger black and white photograph of the same historic building.
- Section Headers:** "ABOUT", "MENU", "EVENTS", and "SPECIALS" are visible on the right side.
- Text Content:** Placeholder text (Lorem ipsum) is provided for each section.
- Image:** A close-up photograph of grilled tomatoes with herbs, similar to the mobile version.



# Design Process

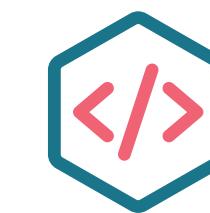


Style Tiles (for initial feedback and direction)

Light static mockups in design tool

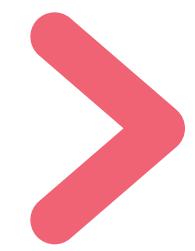
Begin prototyping in browser

Jump back to static tool when needed





# Design Tools



Sketch

Illustrator

Photoshop

Adobe XD

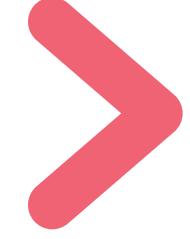
Typecast / Google Fonts / Typekit



 **Front-End  
Web Design** 



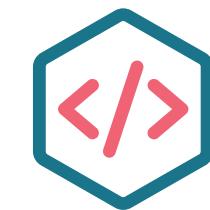
# Responsive Web Design



Designing for flexibility (any canvas or device type)

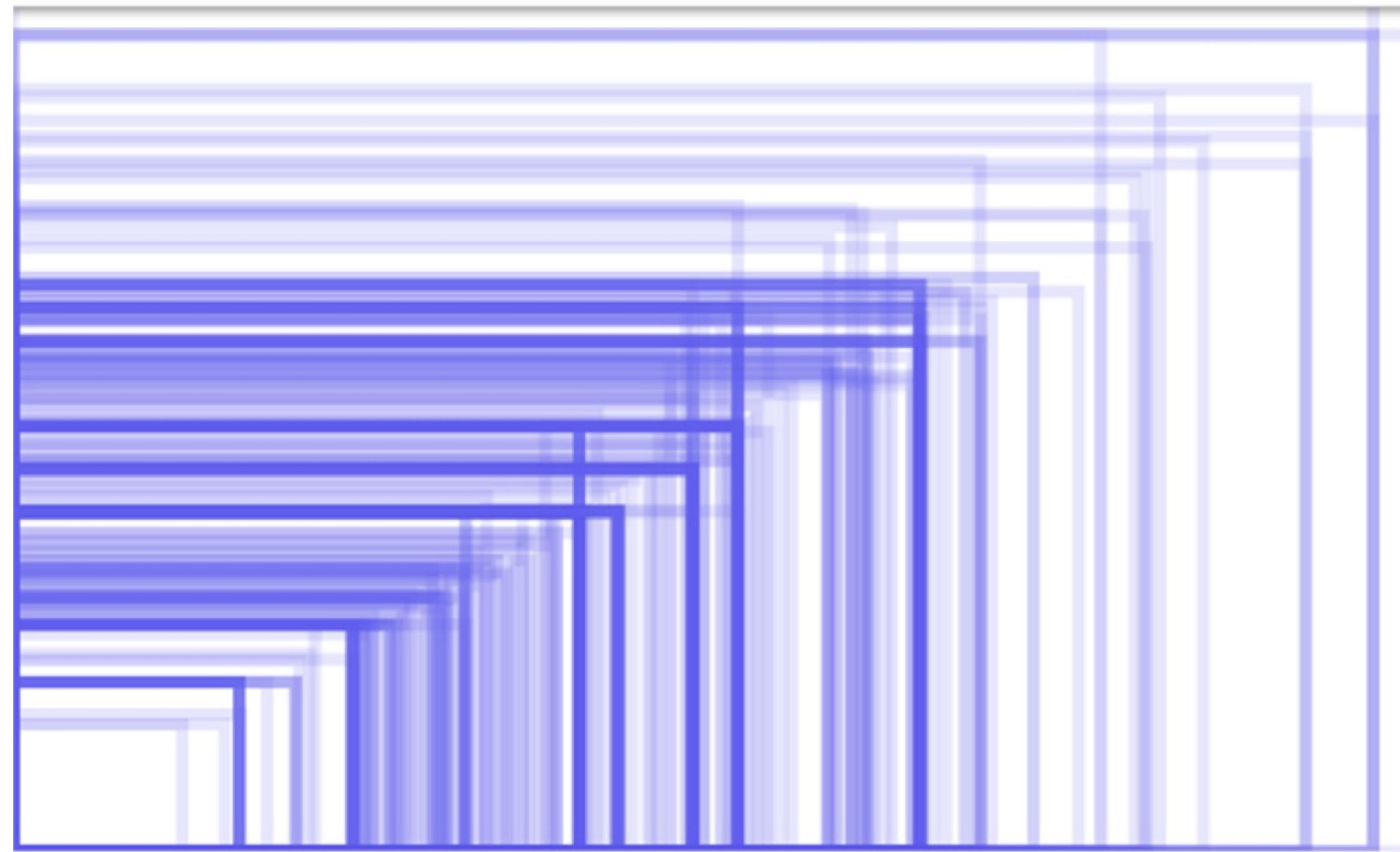
Specifically, fluid grid, flexible images and use of  
media queries

One single website/codebase





**3,997** different devices over six months



# < Elements of Web Site >

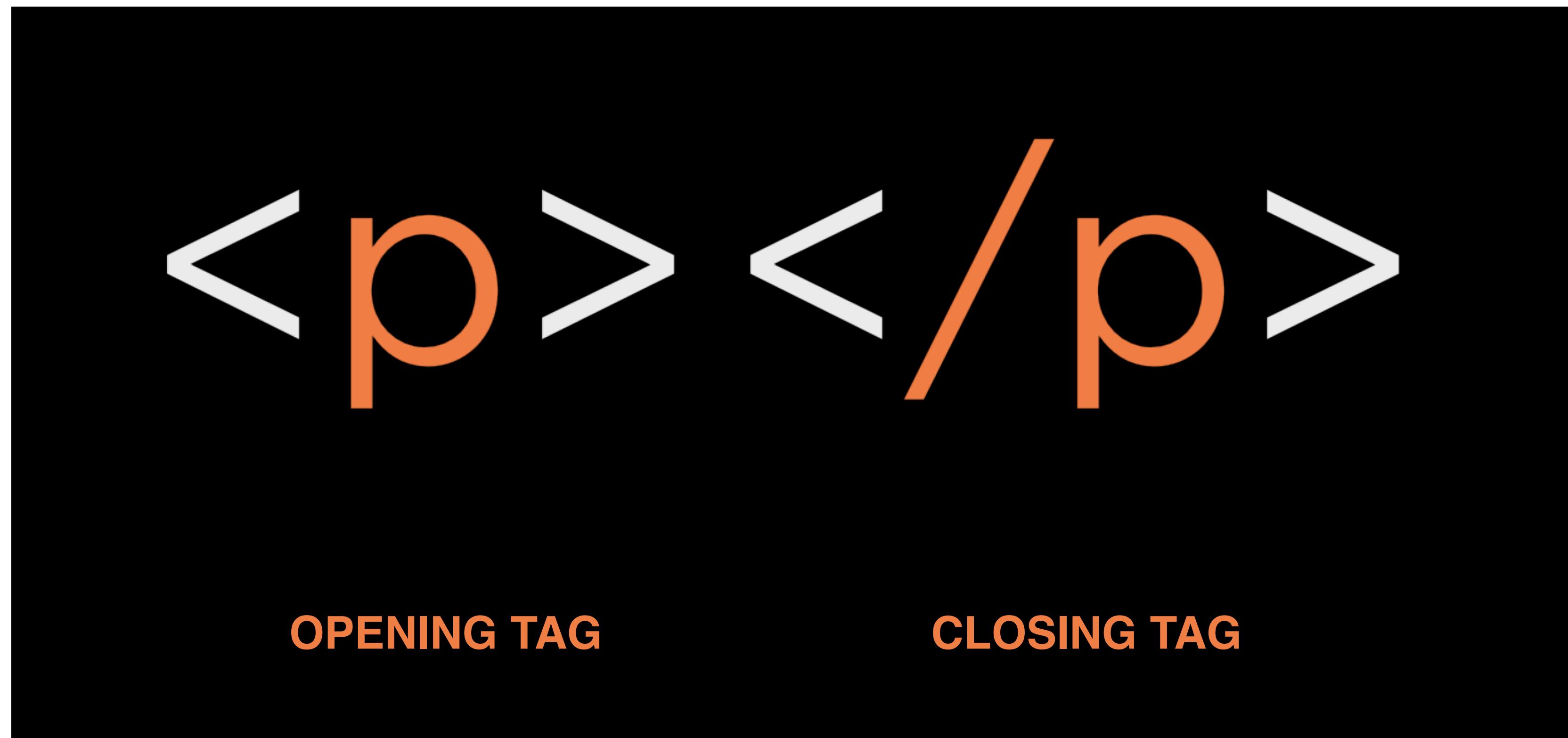
HTML

CSS

JavaScript



# < HTML >



<p> </p>

**OPENING TAG**      **CLOSING TAG**

A large black rectangular box contains the text "<p>" and "</p>". The word "<p>" is on the left and "</p>" is on the right, separated by a diagonal line. Below the box, the words "OPENING TAG" and "CLOSING TAG" are written in orange capital letters, positioned under their respective "<p>" symbols.

# < CSS >

```
SELECTOR
└─ p {  
    font-family: Arial;  
}  
      └───────────────── DECLARATION
```



# < CSS >



BORDER

MARGIN

PADDING





# Breakpoint



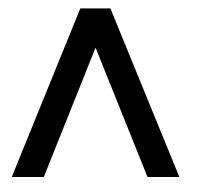
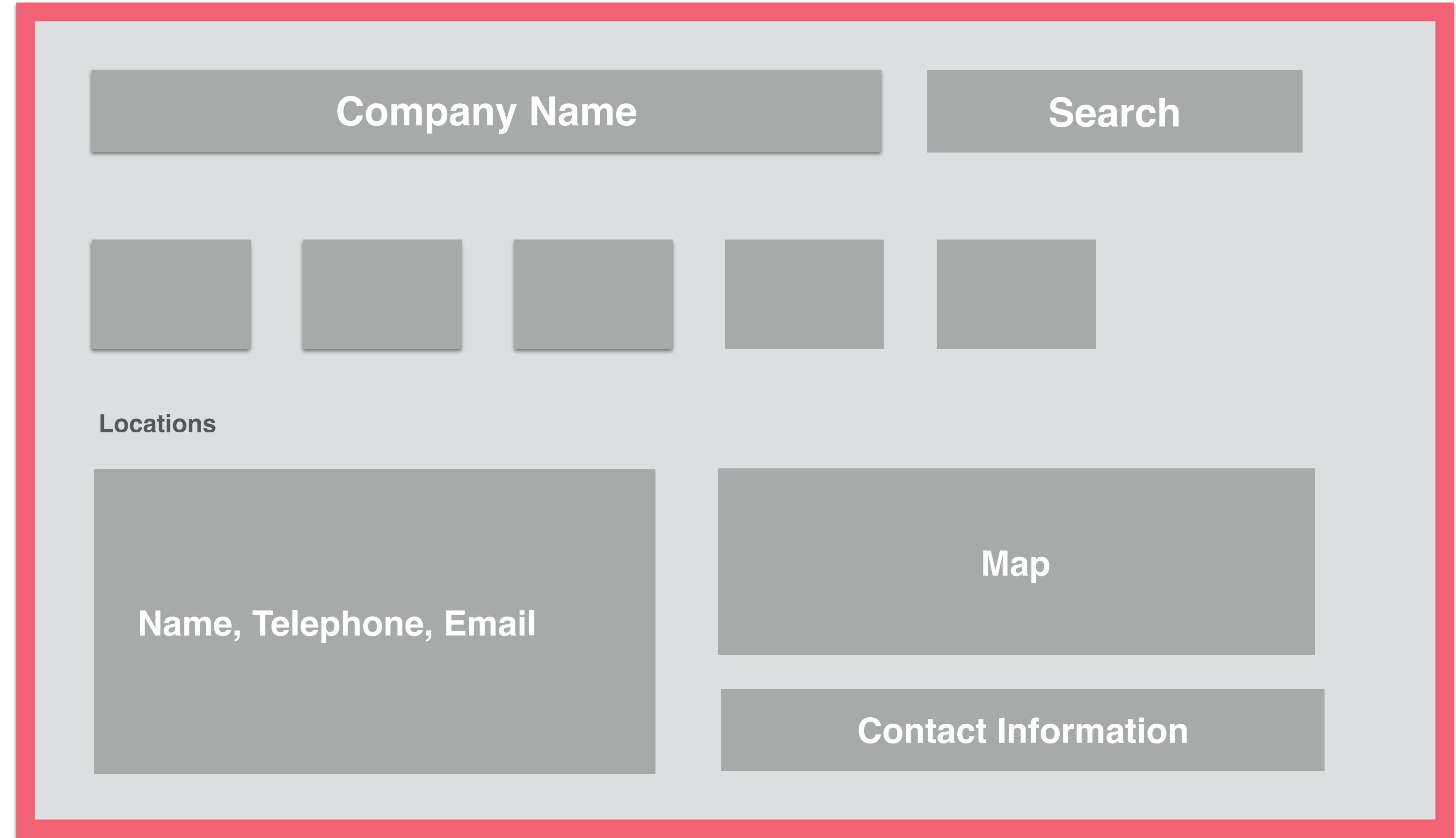
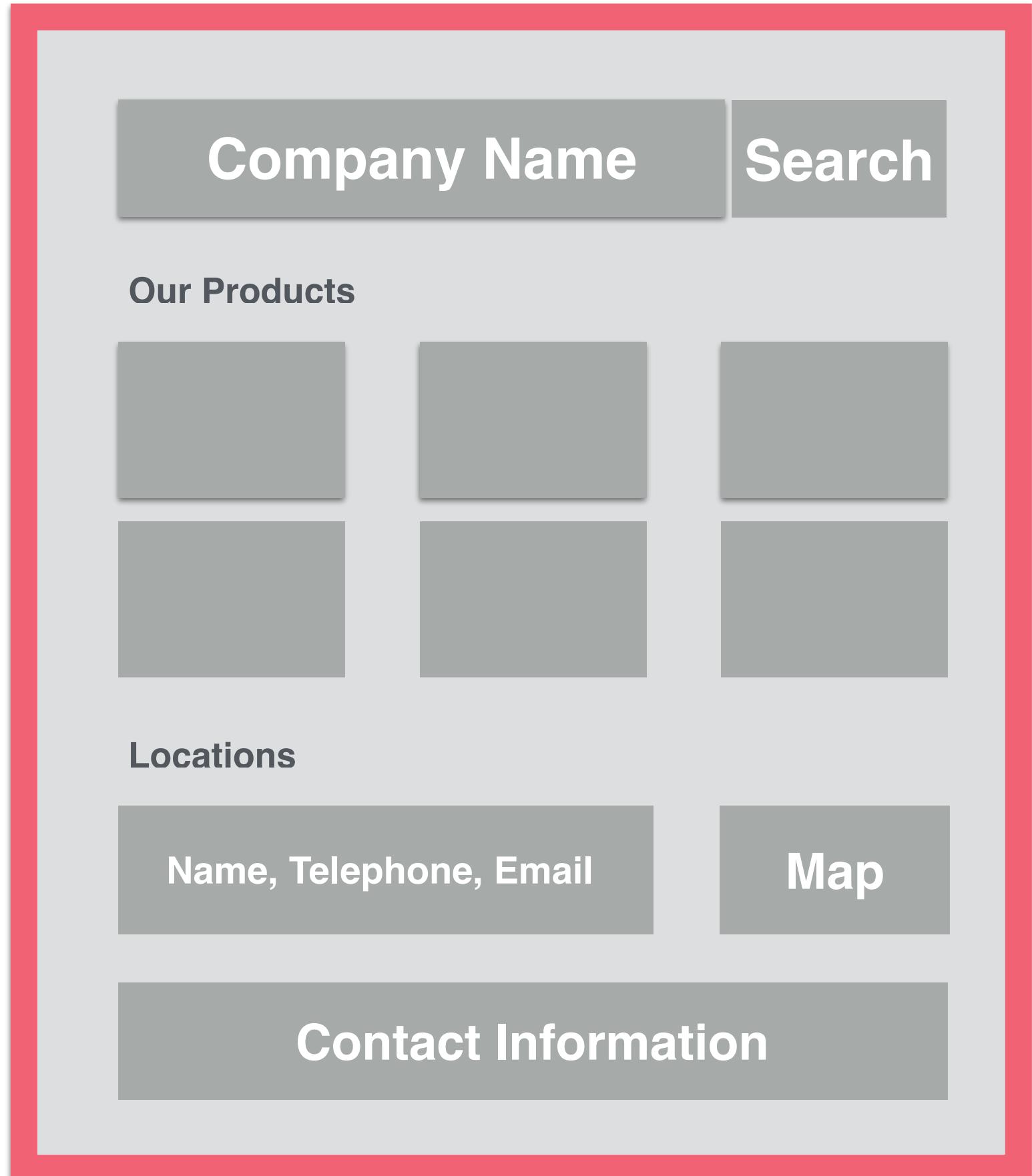
Breakpoint: size at which the page layout “breaks”

or must change

Can have multiple breakpoints per layout

Let design (not device) dictate breakpoints





**Breakpoint: 1000px wide**

# < Media Query >

Code used to define the breakpoint in CSS

Media queries can be written mobile-first



# < JavaScript >

```
var myEl =  
document.getElementById('button');  
  
myEl.addEventListener('click',  
function() {  
    alert('Hello world');  
}, false);
```



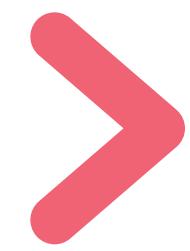
# < JavaScript >

<http://www.rwdkent.com/common-patterns>





# Front-End Tools



Code Editor (Atom)

Browser + File System

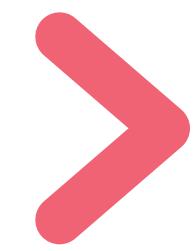
Playground (CodePen)

Version Control (Git)

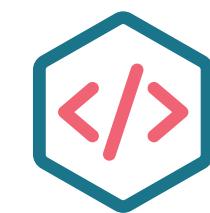




# Front-End Exercise



<https://codepen.io/challahan/pen/dJrKMm>



# < Upcoming >

**Thurs:** Meet with Client - Kent Historical Society (will hold class there as well)

**Thurs:** Collective Discovery Document Completed (Beginning of class)

**Thurs:** Sprint Planning #1

**Thurs:** Review Project & Strategy Document Part 2

**Next Tuesday Next Mini Lesson:** Setting up a development environment + intro to CMS (bring computer)

