Dev Tips

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**The discovery process.**

Avoid getting caught up in design. The first question is?

-Who is the owner?

-What is important to me?

-Who is the audience?

-What is important to me?

Don’t try to move past these question because you will get lost.

-Understanding the owner?

-Understanding the audience!

Audience type?

1. Business
2. Small business
3. Perspective employers
4. Restaurants
5. Mechanic shops

What is important to me?

1. Easy to discover
2. Search engine optimization
3. Contact me
4. Future business partner
5. IT sub contractors

**Content Strategy**

# Features

Identify things that need to be explored.

What does the client need?

We need to check our features against the other personas.

**Important Realizations**

Think about the problem before visual or UI and has identified the owner/client and who is the audience.

**Wire Framing**

Give that content a home by starting off with a wire frame with a pen and paper. Try to stay away from digital wire framing. To give yourself a great experience for the people who you are designing the website for.

It is like making a sculpture its like a big block of granite.

As the idea get more and more clear you are chipping away chunks of bad ideas.

Is this website supposing to be for promoters or potential business? Make several wire frames to see what you like.

As you move into coding and publishing it never need to be done and complete just better an better every time. Bring color and content to the website.