Sazerac

Design Book.

Project Name: _____

Date: _____

Company: _____

Summary

1.- Analysis

2.- Application design
    2.1- Persona
    2.2- Scenario
    2.3- Task Flow

3.- Prototype

Analysis: Client interview

Date: _____

What is the primary purpose of your web site regaring your business and/or organization?

What results do you want to gain through your web site?

Do you have any secondary goals that you hope to achieve with your web site?

Rank these secondary goals in order of importance to you.

They cannot all be equal

Position	Secondary objective
#1	
#2	
#3	
#4	
#5	

Who will use your web site?

Categorize your different users (customers, employees, upper management, job hunters, etc.)

Rank the above user categories by importance.

Position	Users categories
#1	
#2	
#3	
#4	
#5	

What do you expect those different categories of users to do on your web site?

Users category	What will they do
#1	
#2	

#3	
#4	
#5	

Where do you anticipate those users categories to be located when attempting to do the above things?
(home, work, travelling, cafe, public transport, etc.)

User category	Where are they going to be?
#1	☐ at home ☐ at work ☐ other _____
#2	☐ at home ☐ at work ☐ other _____
#3	☐ at home ☐ at work ☐ other _____
#4	☐ at home ☐ at work ☐ other _____
#5	☐ at home ☐ at work ☐ other _____

What type of device do you expect them to be using?
(computer, laptop, smartphone, etc.)

User category	Device
#1	☐ computer ☐ laptop ☐ tablet ☐ mobile ☐ other
#2	☐ computer ☐ laptop ☐ tablet ☐ mobile ☐ other
#3	☐ computer ☐ laptop ☐ tablet ☐ mobile ☐ other
#4	☐ computer ☐ laptop ☐ tablet ☐ mobile ☐ other
#5	☐ computer ☐ laptop ☐ tablet ☐ mobile ☐ other

How computer savvy do you think your various user categories are?
(do they use the Internet frequently, use social media, have their own web sites, blog, etc…)

User category	How computer savvy are your users segments?	
#1	☐ Off the Network ☐ Indifferent ☐ Light but Satisfied ☐ Inexperienced Experimenters ☐ Connected but Hassled	☐ Mobile Centric ☐ Productivity Enhancers ☐ Lackluster Veterans ☐ Connectors ☐ Omnivores
#2	☐ Off the Network ☐ Indifferent ☐ Light but Satisfied ☐ Inexperienced Experimenters ☐ Connected but Hassled	☐ Mobile Centric ☐ Productivity Enhancers ☐ Lackluster Veterans ☐ Connectors ☐ Omnivores
#3	☐ Off the Network ☐ Indifferent ☐ Light but Satisfied ☐ Inexperienced Experimenters ☐ Connected but Hassled	☐ Mobile Centric ☐ Productivity Enhancers ☐ Lackluster Veterans ☐ Connectors ☐ Omnivores
#4	☐ Off the Network ☐ Indifferent ☐ Light but Satisfied ☐ Inexperienced Experimenters ☐ Connected but Hassled	☐ Mobile Centric ☐ Productivity Enhancers ☐ Lackluster Veterans ☐ Connectors ☐ Omnivores
#5	☐ Off the Network ☐ Indifferent ☐ Light but Satisfied ☐ Inexperienced Experimenters ☐ Connected but Hassled	☐ Mobile Centric ☐ Productivity Enhancers ☐ Lackluster Veterans ☐ Connectors ☐ Omnivores

What perception of your web site do you want your various user categories to have?

User category	Perception
#1	
#2	
#3	
#4	
#5	

What do your target users care about?

What is most important to them, why are they visiting your web site, etc.?

What do you hope users think or feel about the design of your site?

Is your organization the only one offering these services and/or tasks?

If not, how will you differentiate yourself from the competition?

Notes:

Application design: Persona

Date: _____

Name:
Age:
Job title:
Life Goals:

Select ONE word from each row to determine his or her personality:

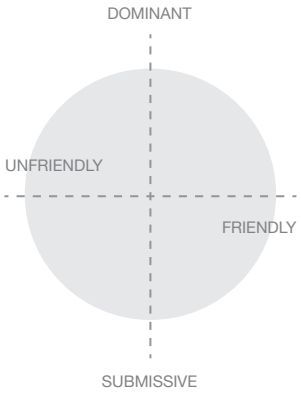
CONSERVATIVE	PROGRESSIVE
COLD	WARM
TRADITIONAL	INNOVATIVE
FUN	SERIOUS
ENERGETIC	LAID BACK
TRENDY	CLASSIC
SPONTANEOUS	ORDERLY
SOLITARY	POPULAR
UNIQUE	FAMILIAR
YOUNG	OLD

Motivations:

Frustrations:

Describe why, how and when he or she will be browsing your web site.
Focus on behavior patterns relevant to your value proposition/product.

Personality Map



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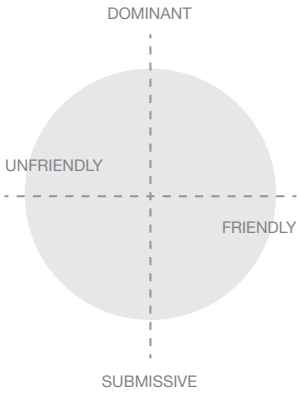

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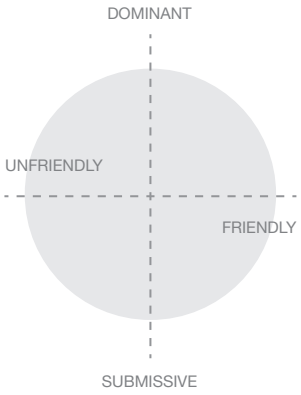

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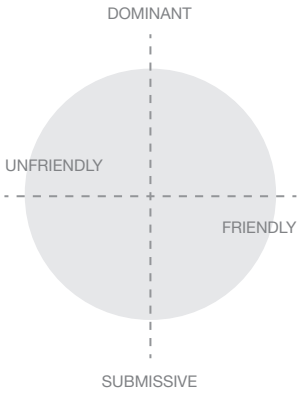

Application design: Scenario

Date: _____

Persona asigned to this task: _____

Task description:

_____

_____

_____

_____

Write in order this task flow scenario

Think in terms of what RESULTS you are trying to obtain.

Position	Task flow
#1	
#2	
#3	
#4	
#5	
#6	
#7	
#8	

When:

Day of the week: _____

- ☐ early morning 4:00 / 6:00
- ☐ morning 6:00 / 9:00
- ☐ mid-morning 9:00 / 11:59
- ☐ noon 12:00 / 12:00
- ☐ afternoon 12:00 / 17:00
- ☐ evening 17:00 / 21:00
- ☐ night 21:00 / 23:00
- ☐ midnight 23:00 / 4:00

Where:

- ☐ at home
- ☐ at work
- ☐ public place
- ☐ on vacation

Assigned time to do the task:

- ☐ Less 1 minute
- ☐ between 1 and 5 minutes
- ☐ between 5 and 10 minutes
- ☐ between 15 and 30 minutes
- ☐ more than 30 minutes

Access limitations

- ☐ 3G
- ☐ Free Wifi
- ☐ ADSL

Frequency

- ☐ More than one a day
- ☐ Once a day
- ☐ Once a week
- ☐ More than one a week
- ☐ Just one time

What kind og experience is he or she waiting for:

- ☐ Adventure
- ☐ Freedom
- ☐ Security
- ☐ Sensual
- ☐ Confidence
- ☐ Power

Application design: Scenario

Date: _____

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Task description:

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Task description:

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Application design: Task flow

Date: _____

Persona assigned to this task: _____ Scenario assigned to this Persona: _____

#1 › #2 › #3

#4 › #5 › #6

#7 › #8

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#1 > #2 > #3

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#7 > #8

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#1 > #2 > #3

#4 > #5 > #6

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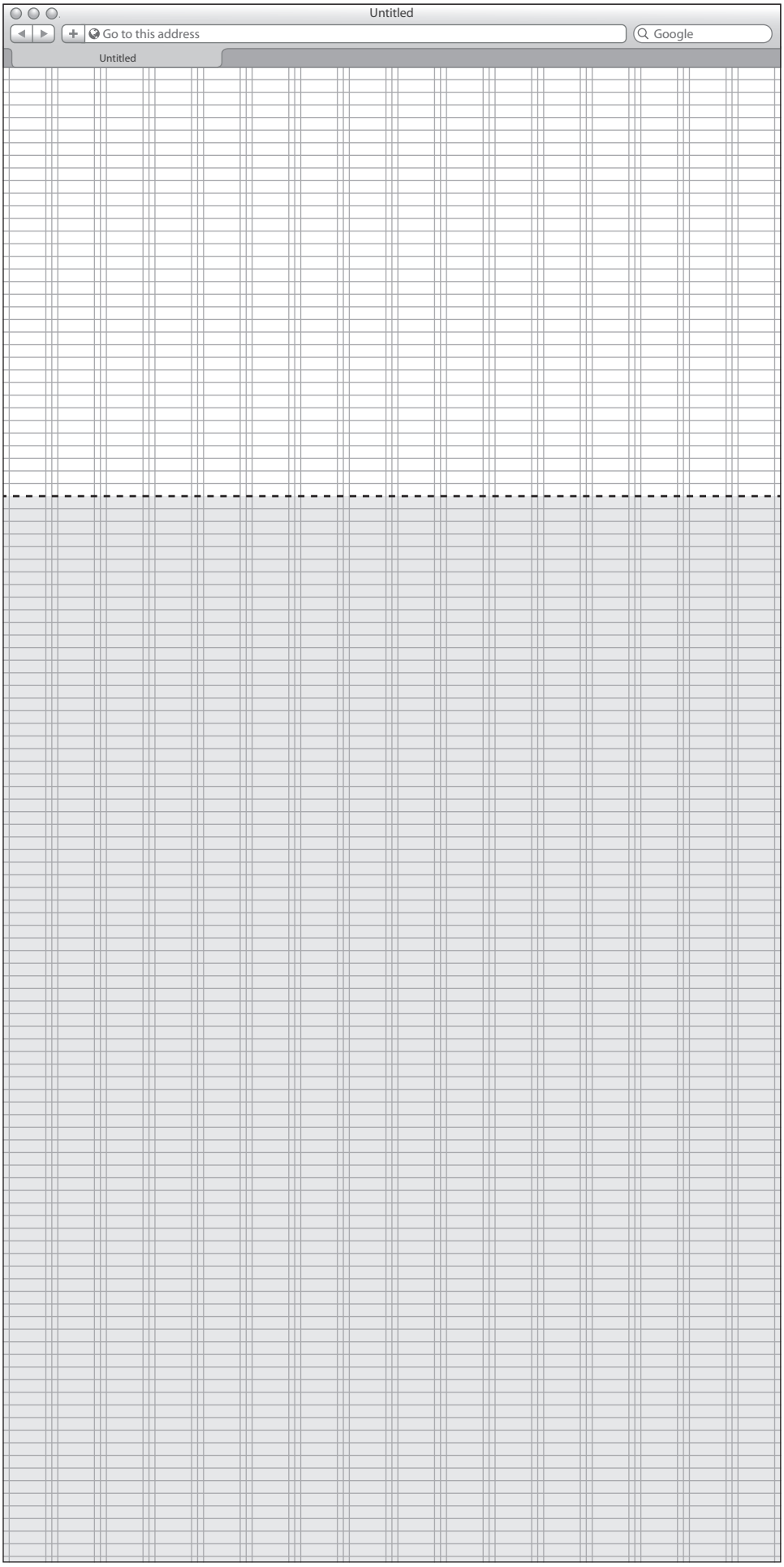
Notes:

Prototype: Regular wireframe

Title / Version: _____

Date: _____



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Fold:	680px

Notes:

Prototype: Regular wireframe

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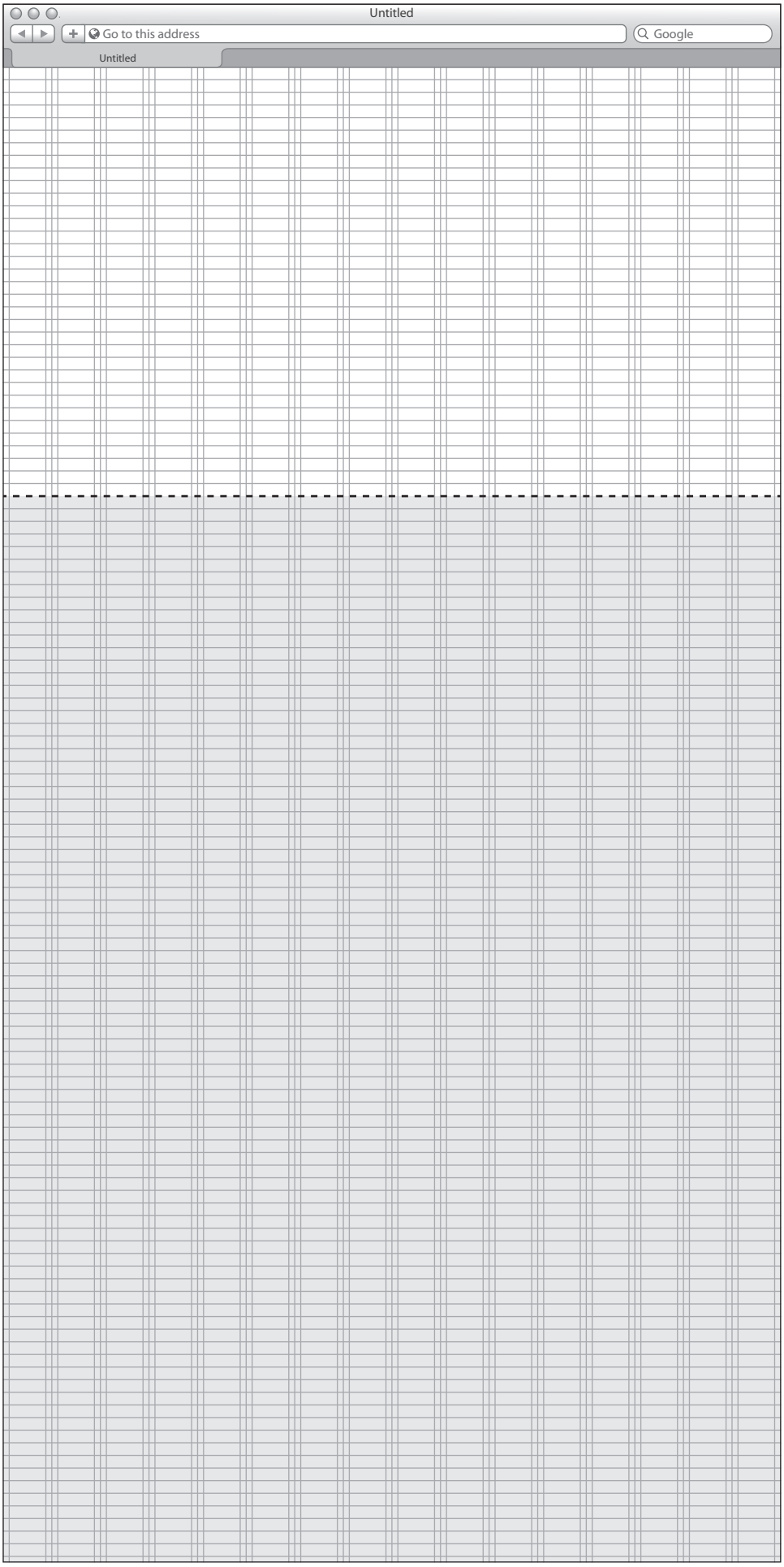
Date: _____



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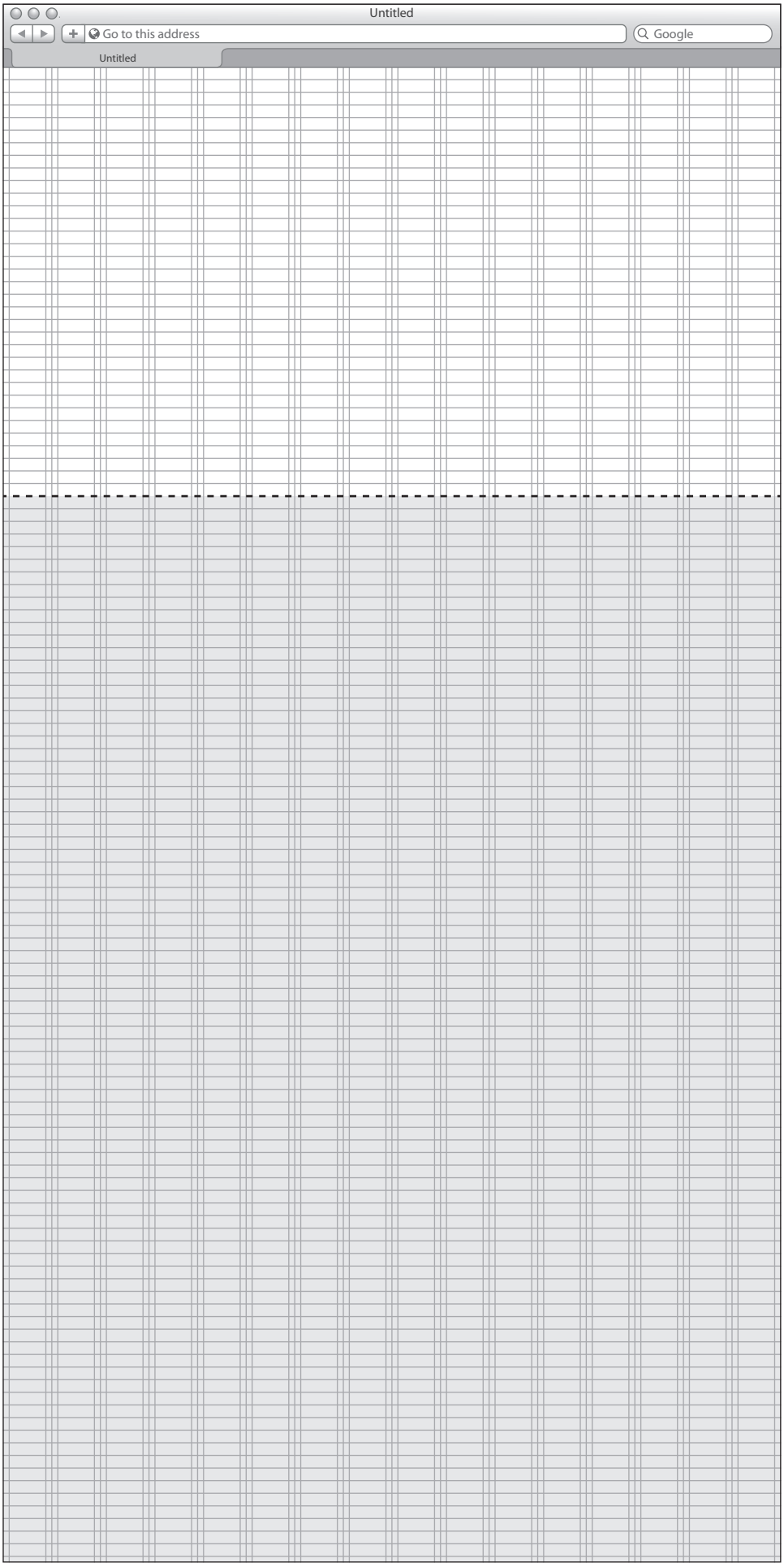

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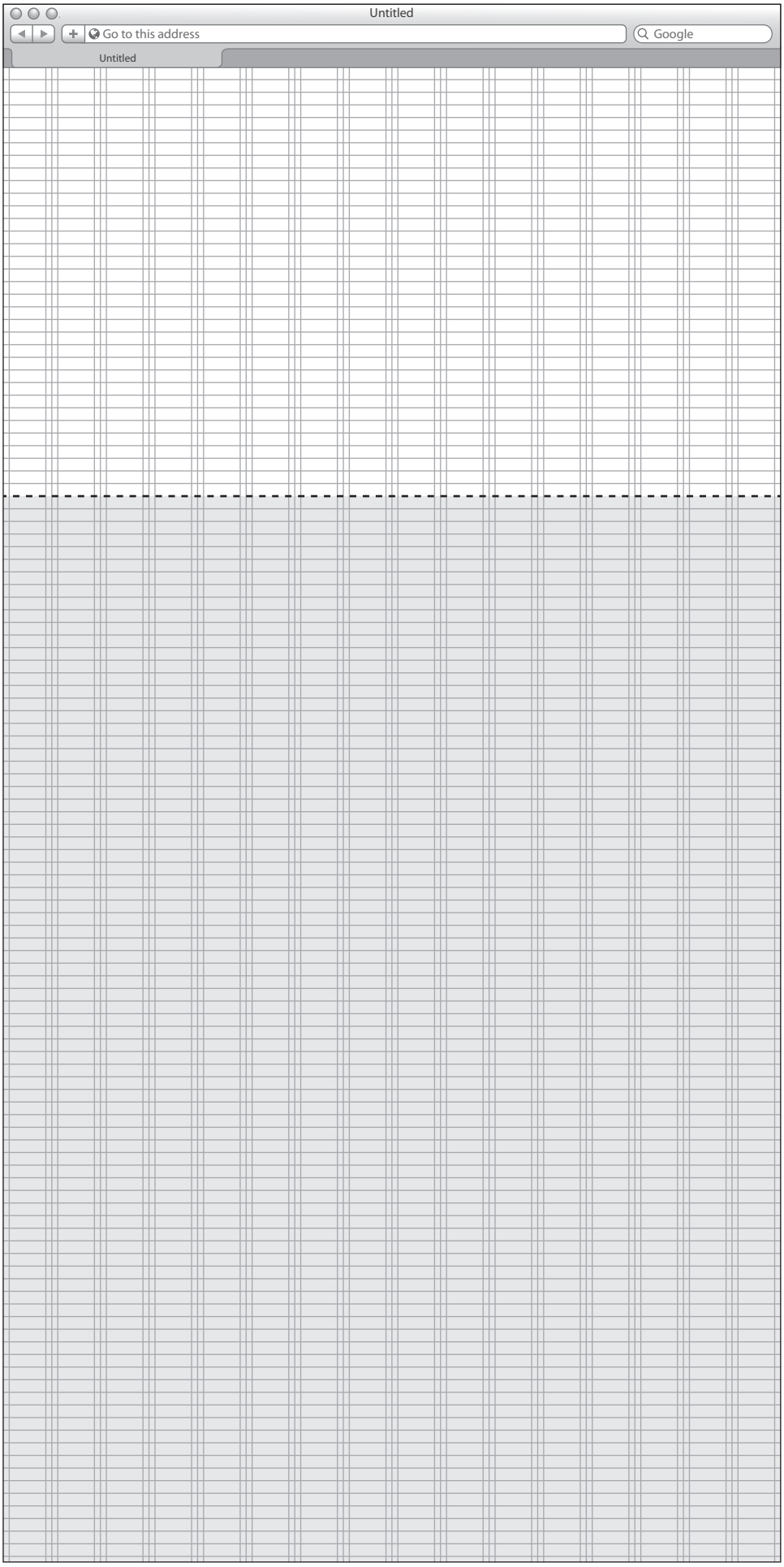

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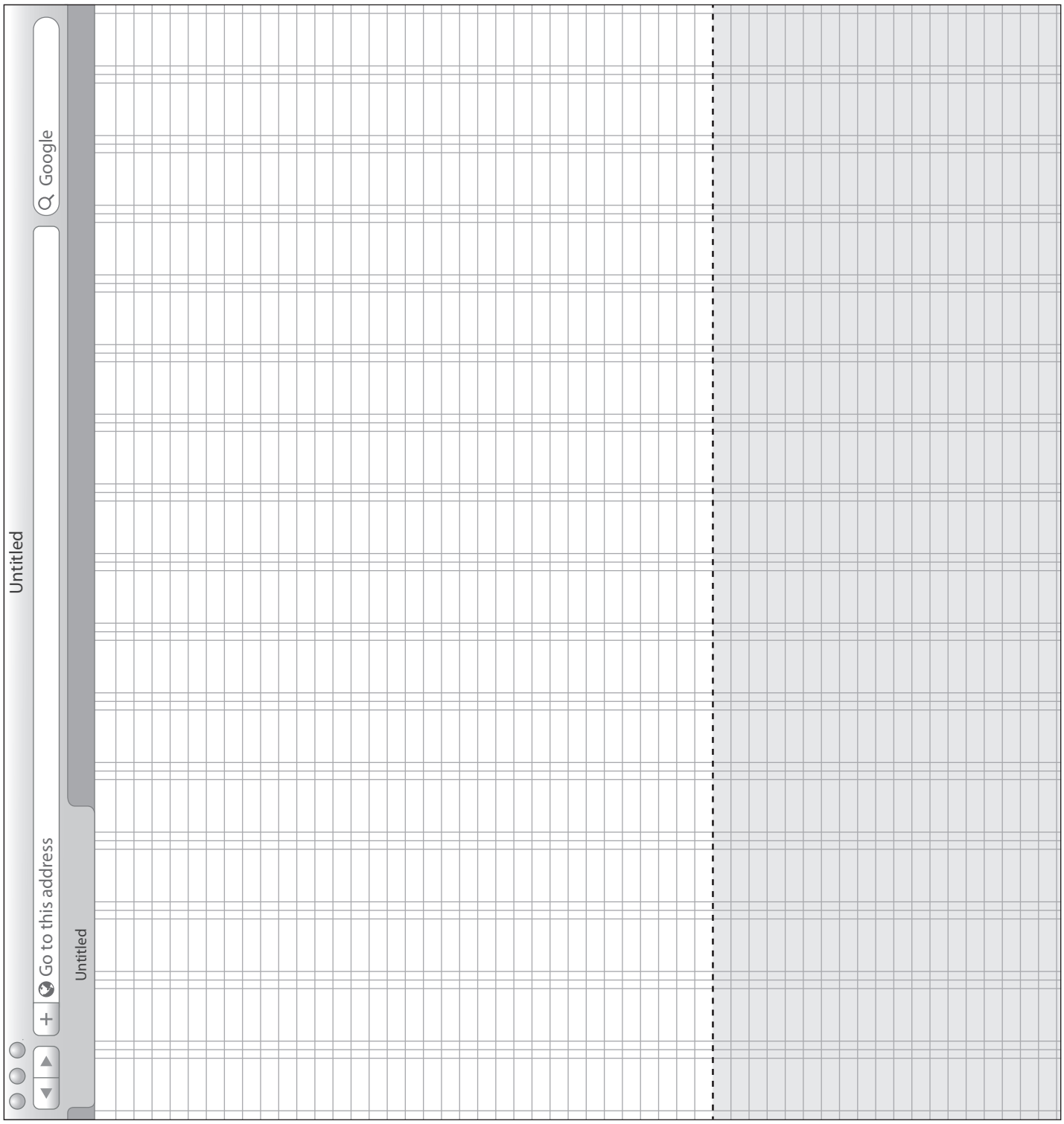

Notes:

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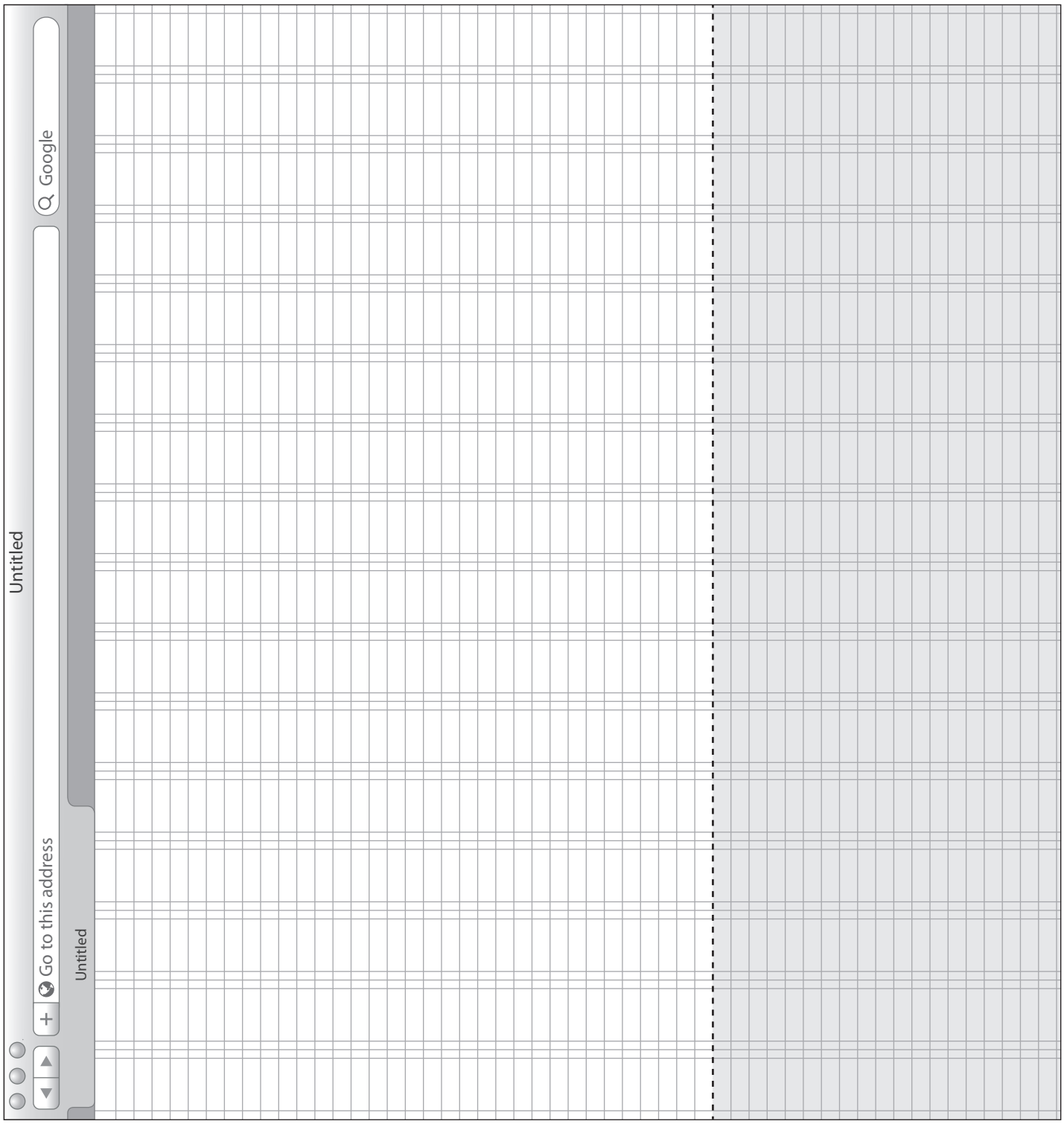

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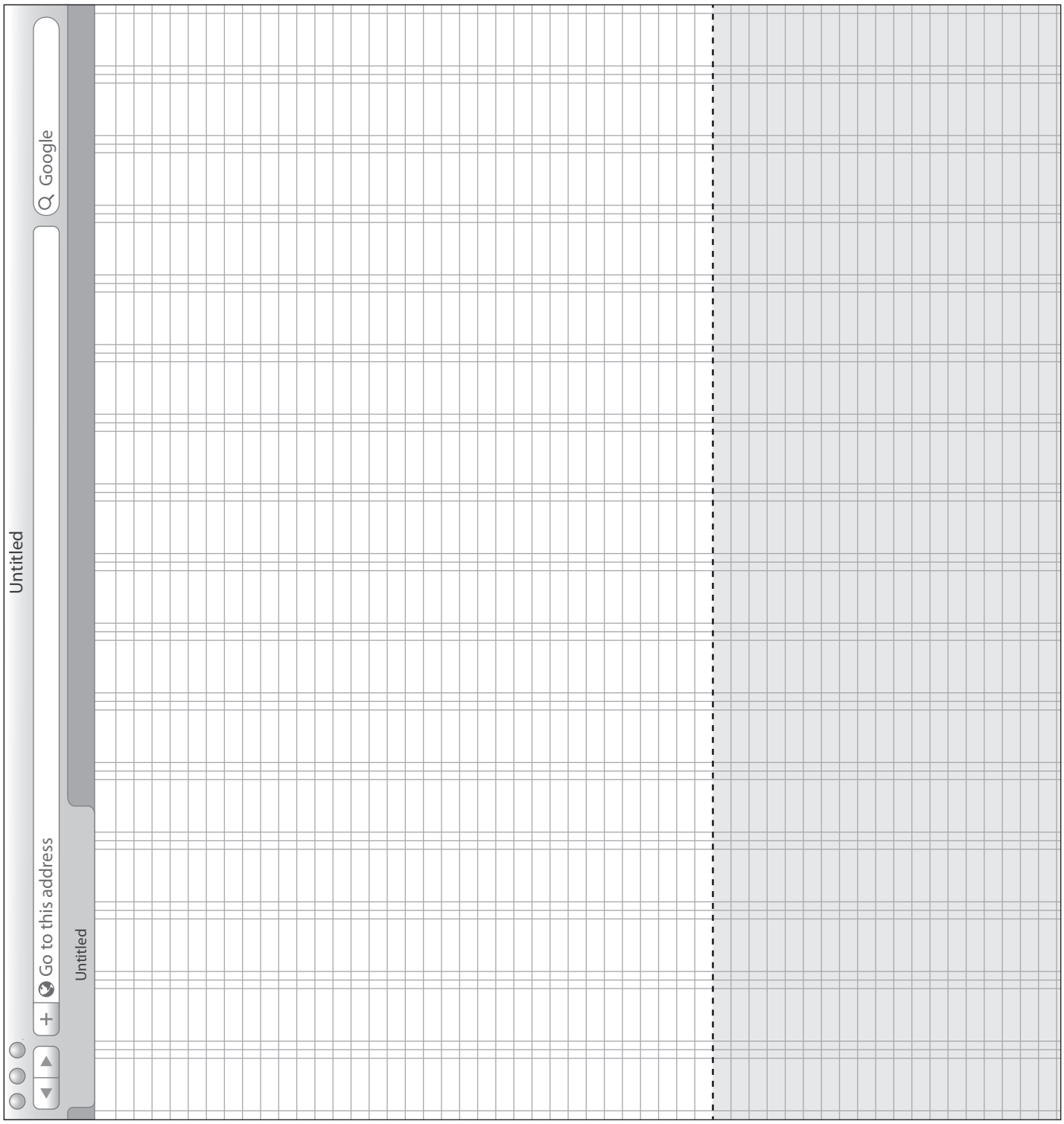

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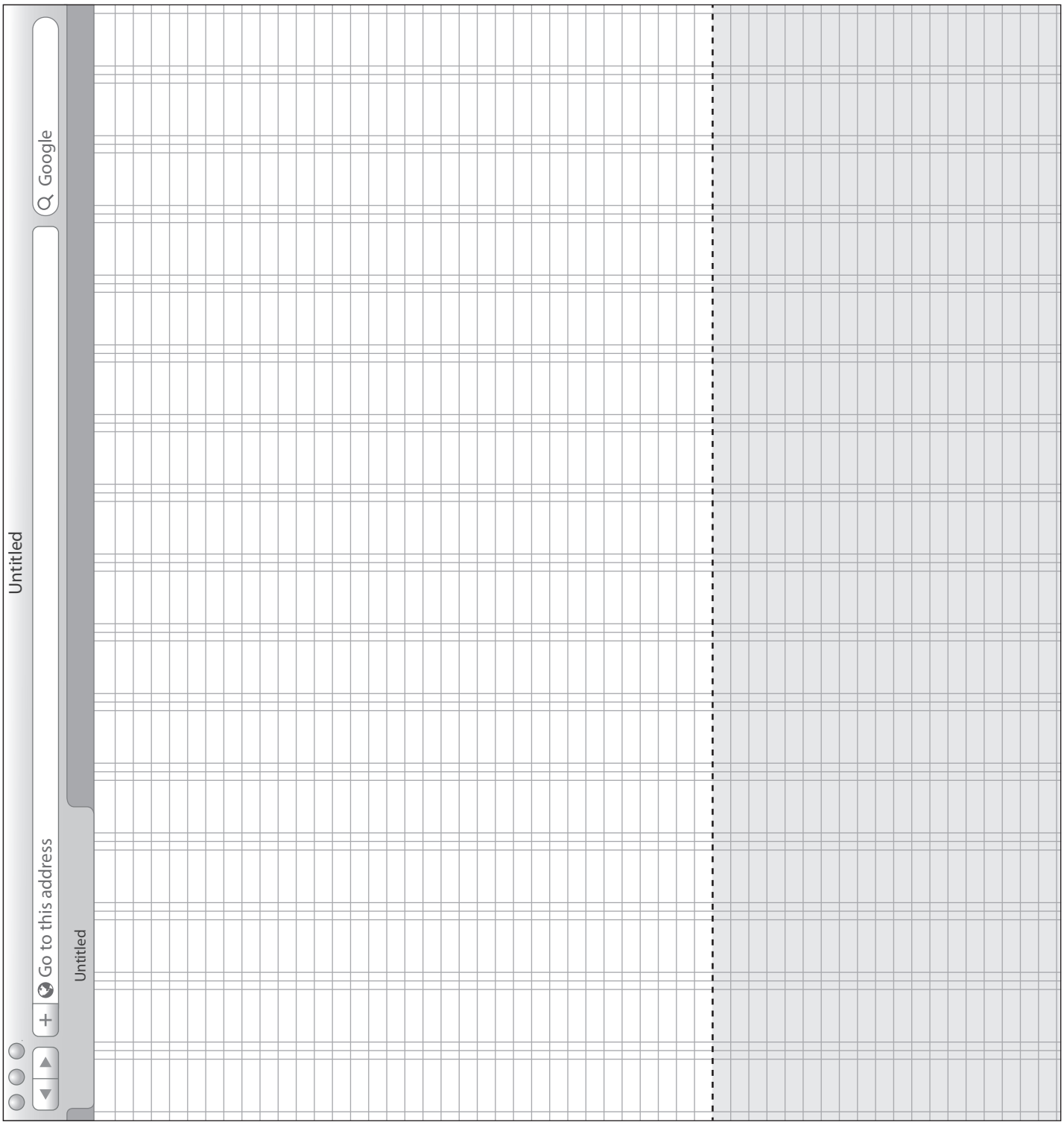

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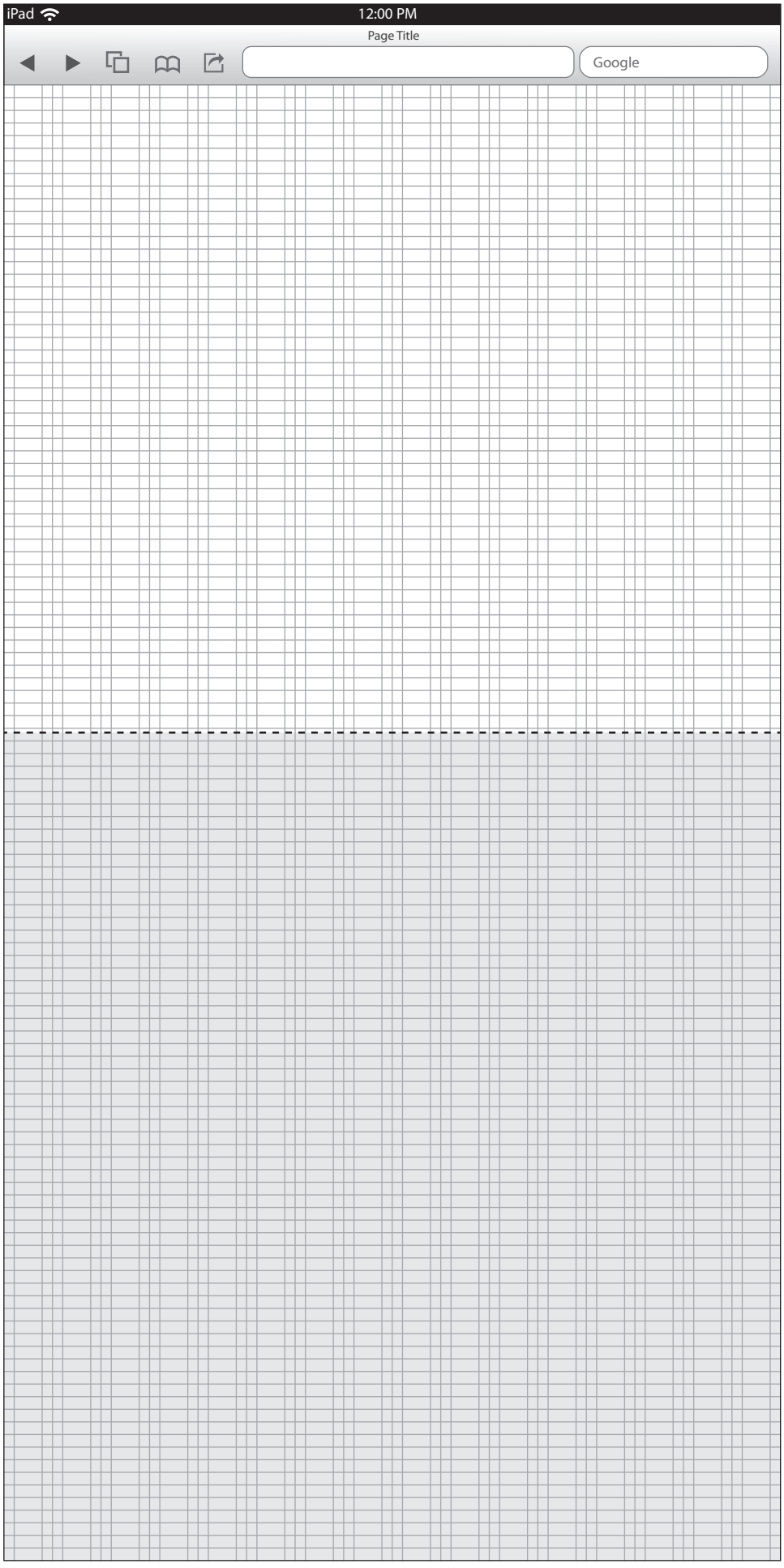
Title / Version: _____

Date: _____



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Tablet:

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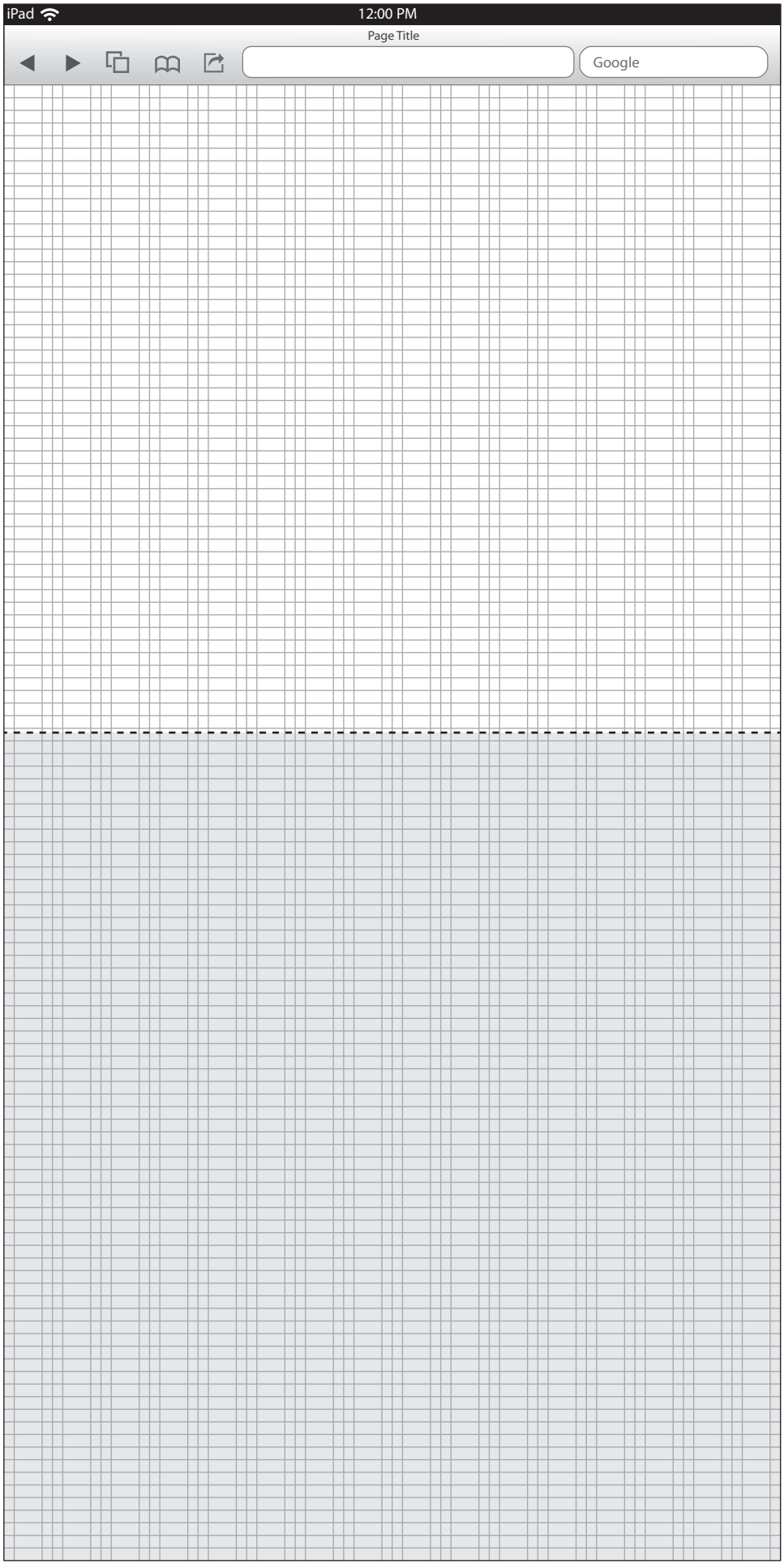
Fold:	1024px

Notes:

Prototype: Tablet wireframe

Title / Version: _____

Date: _____



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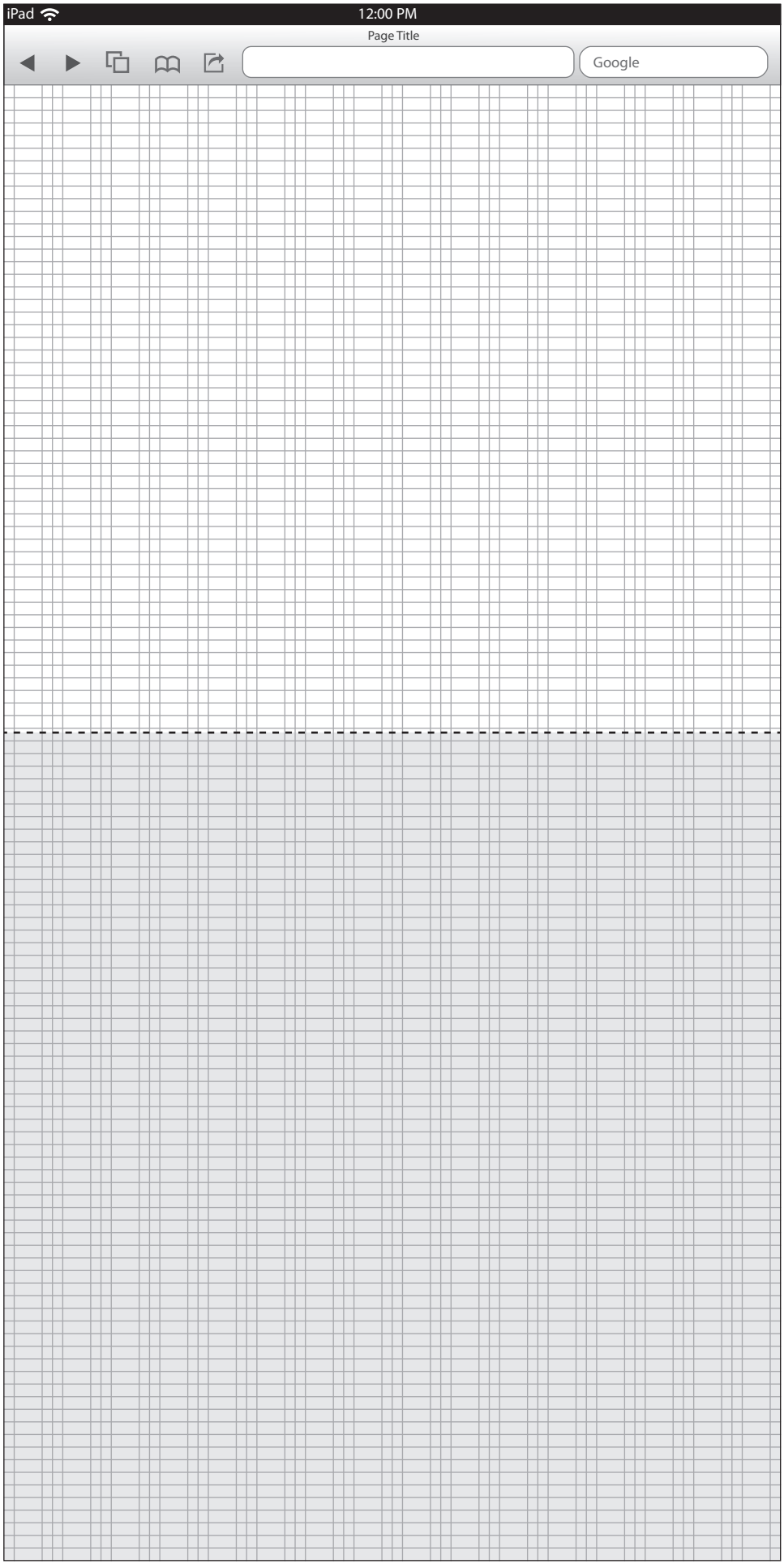

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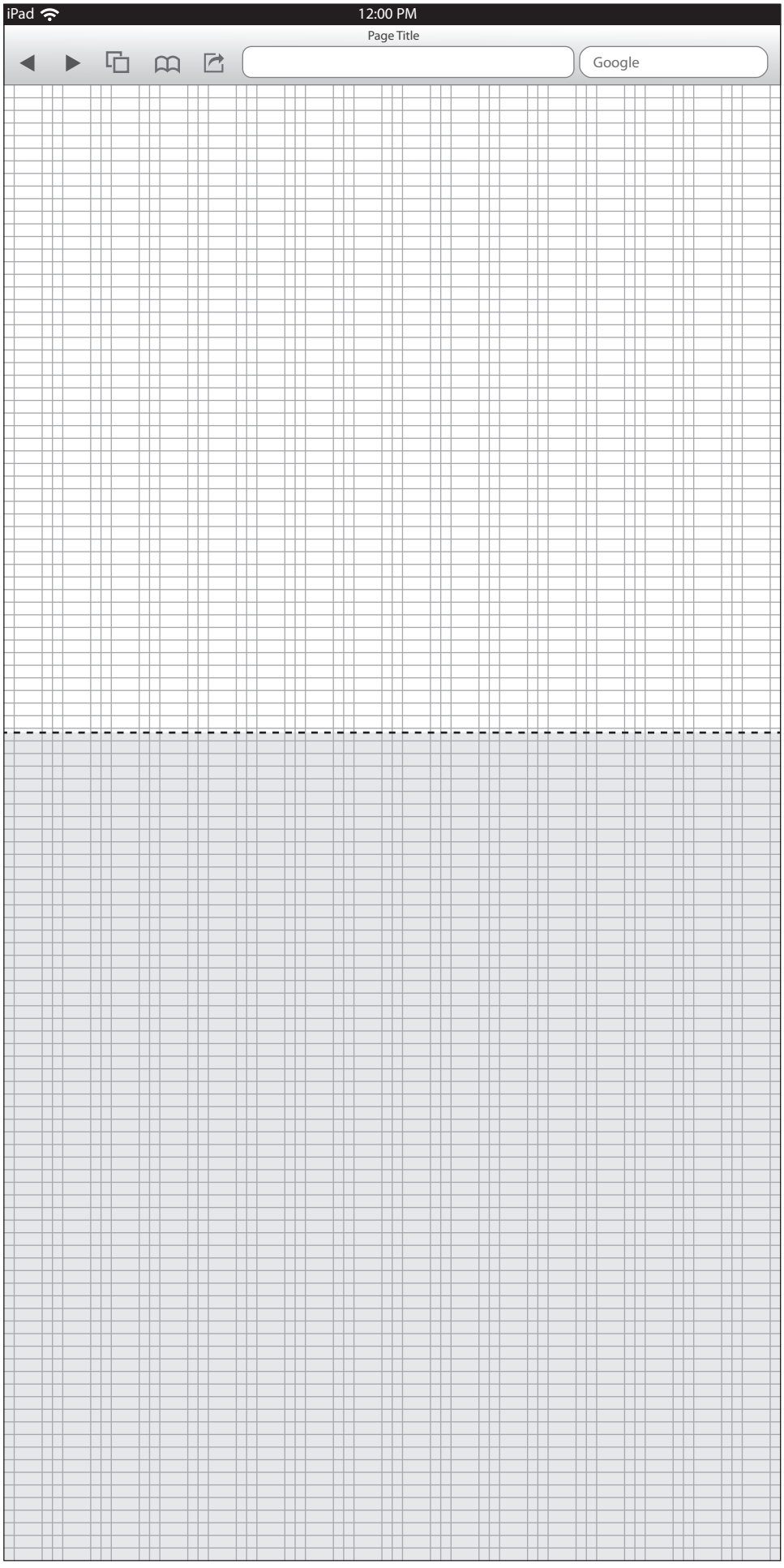

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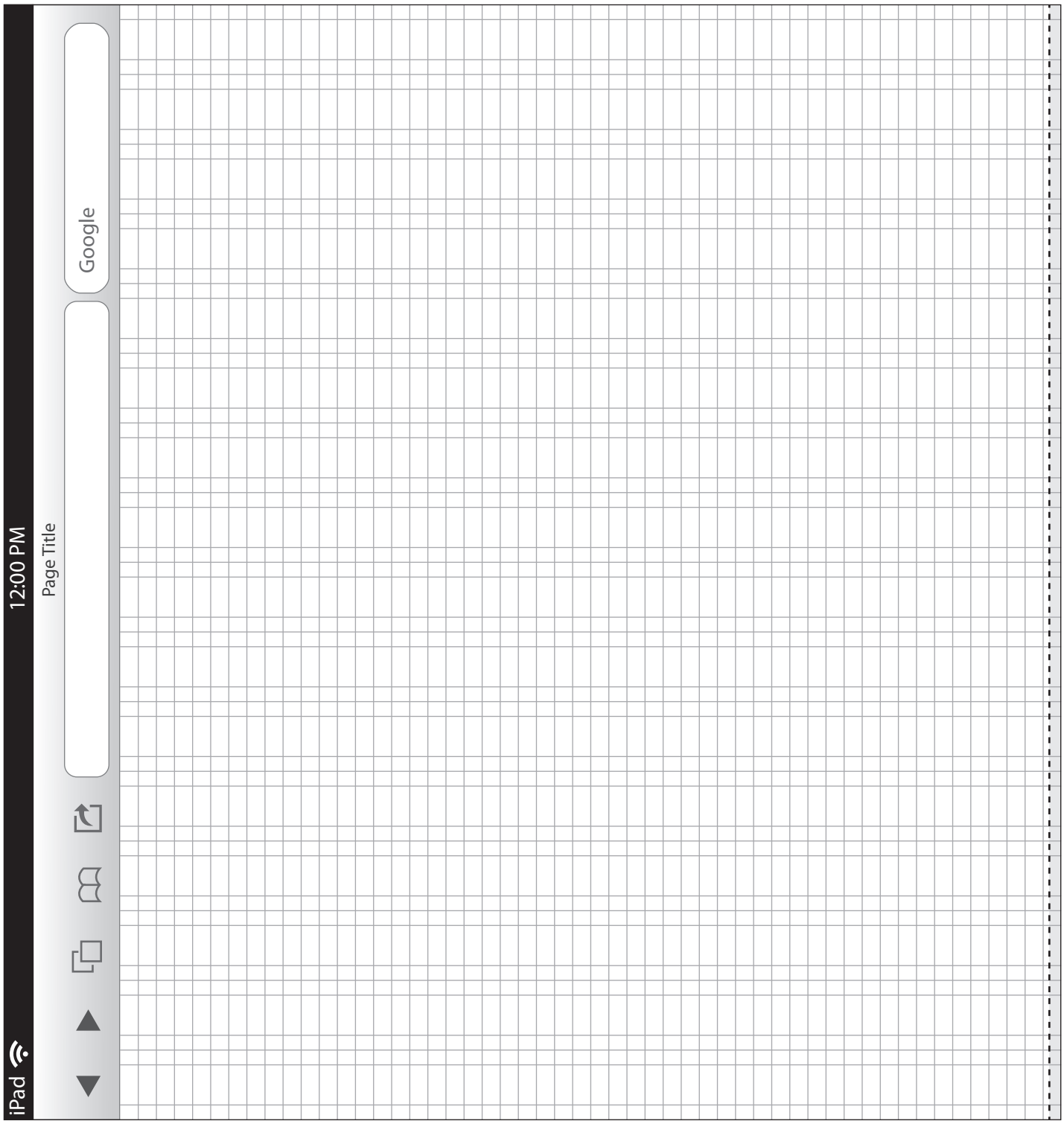

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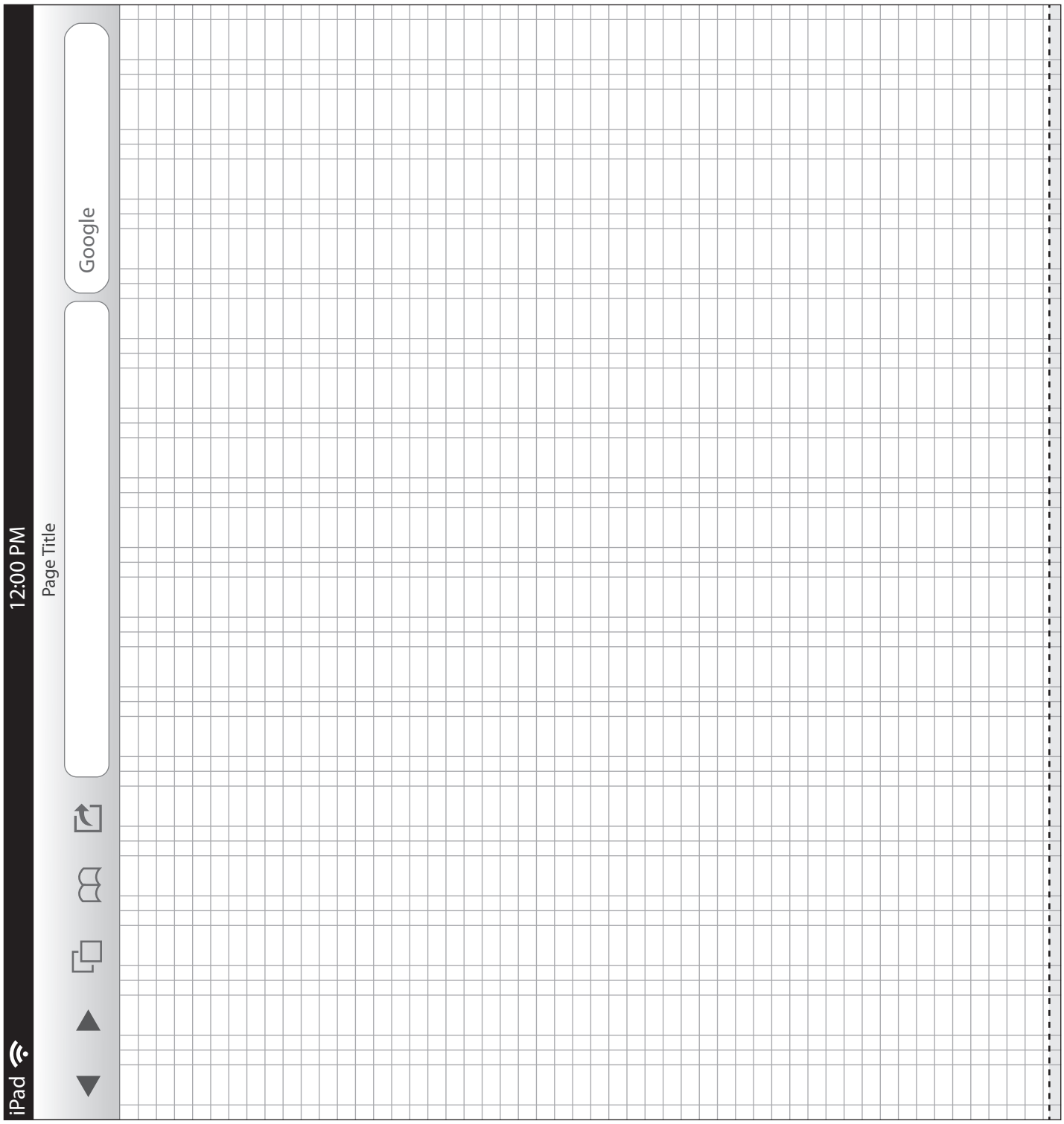

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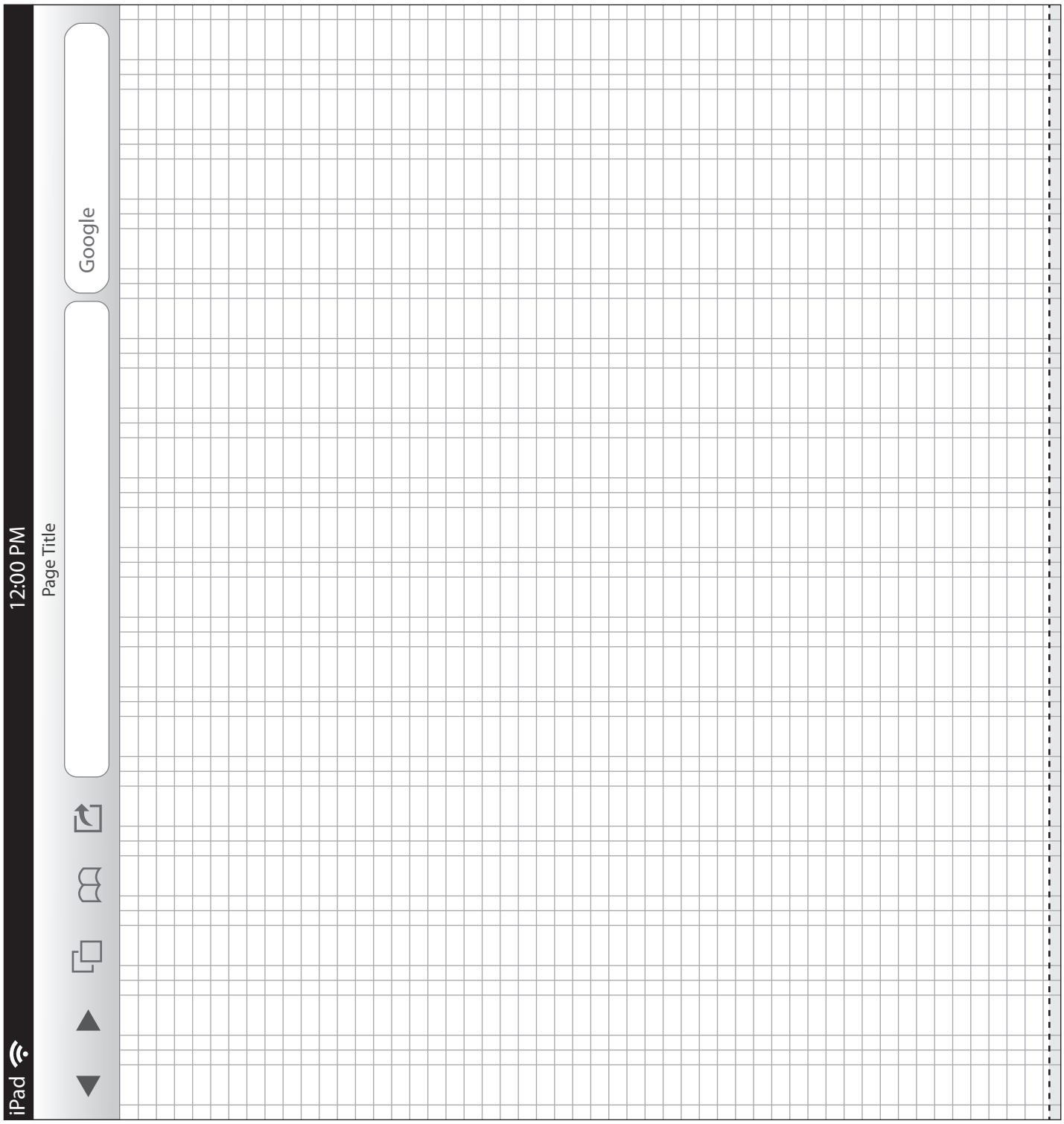

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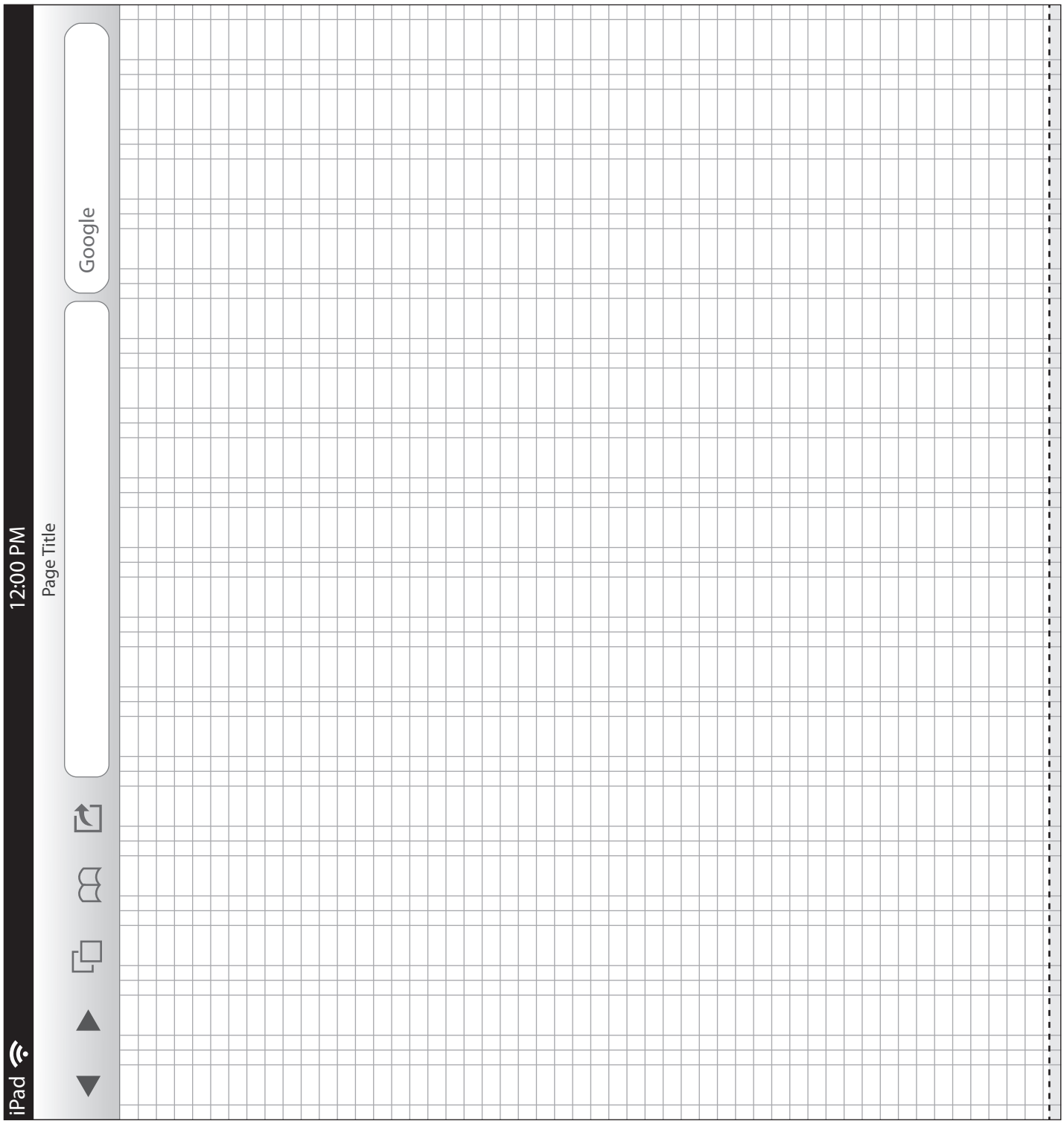

Notes:

Prototype: Smartphone wireframe

Title / Version: _____

Date: _____

Regular variables:

@mobileColumnNumber	4;

Regular:

Width:	320px
Fold:	436px
Column Width:	25%
Padding (Left & Right)	10px

Notes:

Prototype: Smartphone wireframe

Title / Version: _____

Date: _____

Regular variables:

@mobileColumnNumber	4;

Regular:

Width:	320px
Fold:	436px
Column Width:	25%
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Regular:

Width:	320px
Fold:	436px
Column Width:	25%
Padding (Left & Right)	10px

Notes:

Application design: Page goals

Title / Version: _____ Date: _____

Page name:

What is the primary action a user should take when visiting this page?

What are the secondary actions your users should trying to accomplish when visiting this page?

Rank the importance of those secondary actions.

Position	Action
#1	
#2	
#3	
#4	
#5	

If you could communicate only one message to visitors, what would it be?

Application design: Page goals

Title / Version: _____ Date: _____

Page name:

What is the primary action a user should take when visiting this page?

What are the secondary actions your users should trying to accomplish when visiting this page?

Rank the importance of those secondary actions.

Position	Action
#1	
#2	
#3	
#4	
#5	

If you could communicate only one message to visitors, what would it be?

Application design: Page goals

Title / Version: _____ Date: _____

Page name:

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Notes: