Study Plan — *The Design of Sites* (2nd ed.)
Full User Story Set by Chapter/Pattern Group

Jordan Suber

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How to Use This Template

This document contains one detailed user story per chapter/pattern group in *The Design of Sites (2nd ed.)*. Each story follows the same structure: a \StoryCard with metadata and a pair of **Acceptance Criteria** scenarios (BDD) plus **Evidence Links**. Duplicate any card to expand your backlog.

DOS-CH1-001 — Establish Customer-Centered Design Principles

Epic / Feature	Ch.1 — Customer-Centered Web Design
Business Value	Team aligns on principles that tie design choices to customer outcomes and metrics
Priority / Estimate	Priority: High SP: 5
Persona	Product Team
Dependencies	Stakeholder availability; access to analytics
Assumptions / Risks	Risk: principles too generic; Assumption: leadership buy-in

Story *As a Product Team, I want to Establish Customer-Centered Design Principles so that Team aligns on principles that tie design choices to customer outcomes and metrics.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Principles are documented and actionable
  Given a cross-functional workshop was conducted
  When the team finalizes the principles
  Then there are 5-7 principles, each mapped to a customer task and KPI

Scenario: Principles drive decisions
  Given a design review for a new flow
  When a tradeoff is discussed
  Then the decision cites at least one agreed principle and expected KPI impact
```

Evidence Links

- Principles doc: /docs/design-principles.md
- Workshop notes: /meetings/ccwd/notes.pdf

- KPI mapping: /analytics/kpi-map.xlsx

DOS-CH2-001 — Create Pattern Shortlist & Composition Map

Epic / Feature	Ch.2 — Using Design Patterns
Business Value	Faster, consistent design with a vetted pattern set and page/flow mapping
Priority / Estimate	Priority: High SP: 8
Persona	UX Lead
Dependencies	Access to component library; page inventory
Assumptions / Risks	Risk: overfitting; Assumption: cross-team adoption

Story *As a UX Lead, I want to Create Pattern Shortlist & Composition Map so that Faster, consistent design with a vetted pattern set and page/flow mapping.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Shortlist approved
  Given a review with design and engineering
  When the shortlist is presented
  Then 8-12 patterns are approved with rationale and examples

Scenario: Composition map covers top flows
  Given the top 5 user journeys
  When patterns are mapped to pages and states
  Then each step references a chosen pattern and fallback
```

Evidence Links

- Pattern shortlist: /patterns/shortlist.md
- Composition map: /patterns/composition-map.pdf

DOS-CH3-001 — Define Personas, Top Tasks, & Scenarios

Epic / Feature	Ch.3 — Knowing Your Customers
Business Value	Decisions grounded in representative users and measurable tasks
Priority / Estimate	Priority: High SP: 8
Persona	Researcher
Dependencies	Interview pool; survey tool
Assumptions / Risks	Risk: small sample; Assumption: tasks stable for 2 quarters

Story *As a Researcher, I want to Define Personas, Top Tasks, & Scenarios so that Decisions grounded in representative users and measurable tasks.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Personas cover major segments
  Given interviews and survey data
  When personas are written
  Then there are 3-5 personas with goals, constraints, and context of use

Scenario: Tasks are measurable
  Given the top tasks list
  When success criteria are defined
  Then each task has a target KPI and measurement plan
```

Evidence Links

- Personas: /research/personas-v1.pdf
- Top tasks: /research/top-tasks.csv
- Scenarios: /research/scenarios.md

DOS-CH4-001 — Establish Iterative Prototype & Usability Cadence

Epic / Feature	Ch.4 — Involving Customers Iteratively
Business Value	Regular feedback reduces risk before build
Priority / Estimate	Priority: High SP: 5
Persona	Design & PM
Dependencies	Prototype tool; recruiting panel
Assumptions / Risks	Risk: low participation; Assumption: 5-users-per-iteration

Story *As a Design & PM, I want to Establish Iterative Prototype & Usability Cadence so that Regular feedback reduces risk before build.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Cadence defined
  Given the roadmap for the next 6 weeks
  When scheduling evaluation sessions
  Then there is a 2-week cadence with goals for each session and roles assigned

Scenario: Actionable findings
  Given a completed test session
  When insights are logged
  Then issues are prioritized with owners and deadlines
```

Evidence Links

- Test protocol: /ux/tests/protocol-iter1.md
- Insight log: /ux/tests/findings.csv

DOS-CH5-001 — Publish Process Playbook & Phase Gates

Epic / Feature	Ch.5 — Development Processes
Business Value	Predictable delivery with clear entry/exit criteria
Priority / Estimate	Priority: Medium SP: 5
Persona	PMO
Dependencies	SDLC references; RACI templates
Assumptions / Risks	Risk: heavy process; Assumption: lightweight gates

Story   *As a PMO, I want to Publish Process Playbook & Phase Gates so that Predictable delivery with clear entry/exit criteria.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Gates defined
  Given discovery, design, build, and launch phases
  When defining gates
  Then each phase has entry/exit criteria and required artifacts

Scenario: Rollback readiness
  Given a launch plan
  When risk is assessed
  Then rollback criteria and owner are documented
```

Evidence Links

- Playbook: /process/playbook.pdf
- Gate checklist: /process/gates.md
- Rollback plan: /release/rollback.md

DOS-PG-GEN-001 — Identify Site Genre & Benchmarks

Epic / Feature	Pattern Group — Site Genres
Business Value	Clarity on conventions and constraints per genre with 2-3 benchmarks
Priority / Estimate	Priority: Medium SP: 3
Persona	UX Lead
Dependencies	Competitor list
Assumptions / Risks	Risk: copying without fit; Assumption: mixed-genre site

Story   *As a UX Lead, I want to Identify Site Genre & Benchmarks so that Clarity on conventions and constraints per genre with 2-3 benchmarks.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Genre classified
  Given the product vision
  When evaluating common genres
  Then the site is tagged with one primary and up to two secondary genres

Scenario: Benchmarks extracted
  Given 2-3 exemplar sites per genre
  When patterns are analyzed
  Then a list of reusable patterns with pros/cons is published
```

Evidence Links

- Benchmark deck: /competitive/genre-benchmarks.pdf

DOS-PG-HP-001 — State the Value Proposition on Homepage

Epic / Feature	Creating a Powerful Homepage
Business Value	Visitors immediately understand what the site does and why it matters
Priority / Estimate	Priority: High SP: 5
Persona	New Visitor
Dependencies	Brand messaging finalized; IA primary paths
Assumptions / Risks	Assumption: 1–2 CTAs; Risk: overcrowded hero

Story   *As a New Visitor, I want to State the Value Proposition on Homepage so that Visitors immediately understand what the site does and why it matters.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Above-the-fold communicates key value
  Given a new visitor lands on the homepage
  When the page loads on a standard laptop viewport
  Then the primary value proposition, one primary CTA, and 2-3 key paths are visible without scrol

Scenario: Mobile first-read is clear
  Given a mobile visitor on 375px width
  When the hero content renders
  Then the value proposition is readable and the primary CTA is tappable without zoom
```

Evidence Links

- Wireframe: /design/homepage/hero-v2.fig
- Prototype: https://example.com/proto/homepage-v2
- Analytics goal: Time-to-first-CTA, scroll depth dashboard

DOS-PG-IA-001 — Establish Global + Local Navigation

Epic / Feature	Creating a Navigation Framework
Business Value	Customers can reach critical tasks in <2 clicks from the homepage
Priority / Estimate	Priority: High SP: 8
Persona	All Users
Dependencies	Final IA labels; search plan
Assumptions / Risks	Risk: menu bloat; Assumption: 6–8 global items

Story   *As a All Users, I want to Establish Global + Local Navigation so that Customers can reach critical tasks in <2 clicks from the homepage.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Global nav exposes top tasks
  Given the global navigation
  When evaluating the first read
  Then it lists 6-8 items with descriptive labels (no jargon)

Scenario: Local nav supports deep browsing
  Given a second-level content page
  When scanning the left rail
  Then contextual links to sibling/child pages are present
```

Evidence Links

- IA diagram: /ia/site-map-v3.drawio
- Copy deck: /content/nav-labels.md

DOS-PG-CONTENT-001 — Define Content Model & Editorial Rules

Epic / Feature	Writing and Managing Content
Business Value	Consistent, scannable content that supports reuse and SEO
Priority / Estimate	Priority: High SP: 8
Persona	Editors
Dependencies	Style guide base; content inventory
Assumptions / Risks	Risk: legacy content debt; Assumption: modular CMS

Story   *As a Editors, I want to Define Content Model & Editorial Rules so that Consistent, scannable content that supports reuse and SEO.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Content model defined
  Given page types and modules
```

```
    When modeling content
    Then templates list required fields, helper text, and governance rules

Scenario: Scannability standards
  Given the editorial guide
  When a page is authored
  Then headings, summaries, and links conform to the guide and pass linting
```

Evidence Links

- Content model: /content/model.yaml
- Editorial guide: /content/style-guide.md
- Lint rules: /content/lint-rules.yml

DOS-PG-TRUST-001 — Expose Trust & Credibility Signals

Epic / Feature	Building Trust and Credibility
Business Value	Lower perceived risk to improve conversion and retention
Priority / Estimate	Priority: High SP: 5
Persona	Privacy-Conscious Visitor
Dependencies	Policy docs; security text
Assumptions / Risks	Risk: dark-pattern suspicion; Assumption: transparent wording

Story *As a Privacy-Conscious Visitor, I want to Expose Trust & Credibility Signals so that Lower perceived risk to improve conversion and retention.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Key trust pages present
  Given an about, privacy, and security overview
  When a visitor scans the footer and main nav
  Then links to these pages are clearly visible and crawlable

Scenario: Consent clarity
  Given a cookie and data consent prompt
  When the prompt is shown
  Then options are clear, non-coercive, and stored for audit
```

Evidence Links

- Policies: /legal/
- Consent spec: /privacy/consent-spec.md

DOS-PG-BECOM-001 — Implement Cart & Streamlined Checkout

Epic / Feature	Basic E-Commerce
Business Value	Frictionless purchase flow that minimizes drop-off
Priority / Estimate	Priority: High SP: 13
Persona	Buyer
Dependencies	Payment gateway; tax/shipping rules
Assumptions / Risks	Risk: address validation; Assumption: guest checkout enabled

Story   *As a Buyer, I want to Implement Cart & Streamlined Checkout so that Frictionless purchase flow that minimizes drop-off.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Cart preserves state
  Given an anonymous session
  When an item is added to cart
  Then cart state persists across pages and refreshes

Scenario: Checkout flow
  Given a filled cart
  When proceeding to checkout
  Then a single-page or guided multi-step checkout completes within 2 minutes
```

Evidence Links

- Checkout wireflow: /commerce/checkout-flow.pdf
- Drop-off dashboard: /dashboards/checkout-funnel

DOS-PG-AECOM-001 — Ethical Personalization & Recommendations

Epic / Feature	Advanced E-Commerce
Business Value	Higher AOV without harming trust or relevance
Priority / Estimate	Priority: Medium SP: 8
Persona	Returning Buyer
Dependencies	Product catalog tags; rec engine
Assumptions / Risks	Risk: filter bubble; Assumption: explainable rules

Story   *As a Returning Buyer, I want to Ethical Personalization & Recommendations so that Higher AOV without harming trust or relevance.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Cross-sell placement
  Given a product detail page
```

```
    When related items are displayed
    Then no more than two modules appear and are clearly labeled "Recommended"

Scenario: Controls and transparency
    Given personalization is active
    When a user opens settings
    Then there are controls to mute categories and a link "Why these?"
```

Evidence Links

- Merch rules: /commerce/merchandising.md
- A/B plan: /experiments/recs-plan.md

DOS-PG-TASKS-001 — Reduce Friction in Forms & Help

Epic / Feature	Helping Customers Complete Tasks
Business Value	Higher task completion with clear forms, errors, and assistance
Priority / Estimate	Priority: High SP: 8
Persona	All Users
Dependencies	Form library; help center CMS
Assumptions / Risks	Risk: long forms; Assumption: progressive disclosure

Story   *As a All Users, I want to Reduce Friction in Forms & Help so that Higher task completion with clear forms, errors, and assistance.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Form clarity
    Given a multi-field form
    When validation fails
    Then errors are inline, specific, and focus returns to the first invalid field

Scenario: Assistive help
    Given a complex task page
    When a user hesitates
    Then contextual help or a "Need help?" module is available
```

Evidence Links

- Form standards: /ux/forms/standards.md
- Help patterns: /help/patterns.md

DOS-PG-LAYOUT-001 — Publish Grid & Layout Specification

Epic / Feature	Designing Effective Page Layouts
Business Value	Consistent, readable pages across breakpoints
Priority / Estimate	Priority: High SP: 5
Persona	Design System Team
Dependencies	Token system; breakpoint guidelines
Assumptions / Risks	Risk: component drift; Assumption: responsive-first

Story   *As a Design System Team, I want to Publish Grid & Layout Specification so that Consistent, readable pages across breakpoints.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Grid tokens
  Given the design system
  When layout tokens are published
  Then grid columns, gutters, and margins are defined for mobile/tablet/desktop

Scenario: Above-the-fold guidance
  Given content-heavy pages
  When layout templates are used
  Then critical content appears within the first read band
```

Evidence Links

- Layout spec: /design-system/layout.md
- Templates: /design-system/templates/

DOS-PG-SEARCH-001 — Design Effective Site Search

Epic / Feature	Making Site Search Fast and Relevant
Business Value	Search is a first-class navigation path with relevant, fast results
Priority / Estimate	Priority: Medium SP: 8
Persona	Information Seeker
Dependencies	Indices seeded; content model complete
Assumptions / Risks	Risk: noisy synonyms; Assumption: facetable content

Story   *As a Information Seeker, I want to Design Effective Site Search so that Search is a first-class navigation path with relevant, fast results.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Search interaction
```

```
   Given the site header on any page
   When the user focuses the search input and types a query
   Then recent queries and typeahead suggestions appear within 150ms

Scenario: Results quality and resilience
   Given a query with zero exact matches
   When results render
   Then show helpful fallbacks (did-you-mean, popular content) and no dead ends
```

Evidence Links

- Relevance tests: /search/eval/queries.csv
- Telemetry: /dashboards/search-latency

DOS-PG-NAV-001 — Standardize Link Labels & Error Handling

Epic / Feature	Making Navigation Easy
Business Value	Predictable navigation with clear labels and resilient 404s
Priority / Estimate	Priority: Medium SP: 5
Persona	All Users
Dependencies	Link inventory; 404 design
Assumptions / Risks	Risk: jargon; Assumption: descriptive labels allowed

Story *As a All Users, I want to Standardize Link Labels & Error Handling so that Predictable navigation with clear labels and resilient 404s.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Descriptive links
   Given menus and inline links
   When labels are audited
   Then vague terms are replaced with descriptive phrases

Scenario: Useful 404
   Given a broken link
   When a 404 page is served
   Then it presents search, top paths, and a reporting link
```

Evidence Links

- Link language guide: /content/link-language.md
- 404 spec: /ux/errors/404-spec.pdf

DOS-PG-PERF-001 — Adopt a Performance Budget

Epic / Feature	Speeding Up Your Site
Business Value	Faster loads that improve conversion and SEO
Priority / Estimate	Priority: High SP: 5
Persona	Engineering
Dependencies	RUM tooling; asset pipeline
Assumptions / Risks	Risk: third-party bloat; Assumption: budgets enforced in CI

Story *As a Engineering, I want to Adopt a Performance Budget so that Faster loads that improve conversion and SEO.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Budget defined
  Given target device classes and network profiles
  When budgets are set
  Then page weight, LCP, and requests limits are defined per template

Scenario: Budget enforced
  Given the CI pipeline
  When a PR increases bundle size beyond budget
  Then the build fails with guidance to remediate
```

Evidence Links

- Perf budget: /perf/budgets.yml
- CI checks: /ci/perf-checks.md
- RUM dashboard: /dashboards/web-vitals

DOS-PG-MOBILE-001 — Deliver Mobile-First Variants

Epic / Feature	The Mobile Web
Business Value	Parity of critical tasks with mobile-friendly inputs and layouts
Priority / Estimate	Priority: High SP: 8
Persona	Mobile Visitor
Dependencies	Breakpoint rules; mobile components
Assumptions / Risks	Risk: hidden content; Assumption: touch-first targets

Story *As a Mobile Visitor, I want to Deliver Mobile-First Variants so that Parity of critical tasks with mobile-friendly inputs and layouts.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

```
Scenario: Viewport and sizing
  Given a mobile device
  When a page loads
  Then viewport meta is correct and tap targets meet 44px guidelines

Scenario: Task parity
  Given the list of critical tasks
  When testing on mobile
  Then each task is possible without desktop-only steps
```

Evidence Links

- Mobile guide: /design-system/mobile.md
- Component variants: /design-system/components/mobile-variants.md

Blank Story Card

ID-XXXX — Short, Action-Oriented Title

Epic / Feature	Epic/Feature or Chapter/Pattern
Business Value	Outcome for the customer / metric to move
Priority / Estimate	Priority: Priority SP: SP
Persona	Persona
Dependencies	Dependencies
Assumptions / Risks	Assumptions / Risks

Story *As a Persona, I want to Short, Action-Oriented Title so that Outcome for the customer / metric to move.*

Definition of Ready: Persona clear; AC drafted; Dependencies known; Estimate set. • **Definition of Done:** All ACs pass; KPIs improve or stay green; Security/a11y checks; Docs updated; Deployed/flagged.

Acceptance Criteria

```
Scenario: Happy path
  Given ...
  When ...
  Then ...

Scenario: Edge case
  Given ...
  When ...
  Then ...
```

Evidence Links

- Designs: ...
- Prototype/PR: ...
- Dashboards/Reports: ...