

Study Plan — *The Design of Sites* (2nd ed.)

Full User Story Set by Chapter/Pattern Group

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How to Use This Template

Customer-Centered Sites: End-to-End Workflow

Discovery & Strategy

\StoryCard with metadata and a pair of **Acceptance Criteria** scenarios (BDD) plus **Evidence Links**. Duplicate any card to expand your backlog.

ID-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

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

ID-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

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

Information Architecture & Content Strategy

ID-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

Acceptance Criteria

Scenario: Content model defined
Given page types and modules

(cont.)

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

ID-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

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\path{/child} pages are present

Evidence Links

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

ID-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

Acceptance Criteria

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-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

Acceptance Criteria

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

(cont.)

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

Interaction Design & Prototyping

ID-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

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

ID-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

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

ID-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

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

(cont.)

Scenario: Benchmarks extracted

Given 2-3 exemplar sites per genre

When patterns are analyzed

Then a list of reusable patterns with pros\path{/cons} is published

Evidence Links

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

ID-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

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 scrolling

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

ID-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

Acceptance Criteria

Scenario: Grid tokens

Given the design system

When layout tokens are published

Then grid columns, gutters, and margins are defined for mobile\path{/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/

ID-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

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

(cont.)

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

ID-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

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

ID-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

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

ID-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

Acceptance Criteria

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

Scenario: Edge case
Given ...

(cont.)

When ...

Then ...

Evidence Links

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

Accessibility & Usability

Content Production

Implementation

Testing & QA

Launch

Post-Launch & Optimization

ID-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

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

ID-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

Acceptance Criteria

Scenario: Gates defined

Given discovery, design, build, and launch phases

When defining gates

Then each phase has entry\path{/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

ID-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

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

ID-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

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