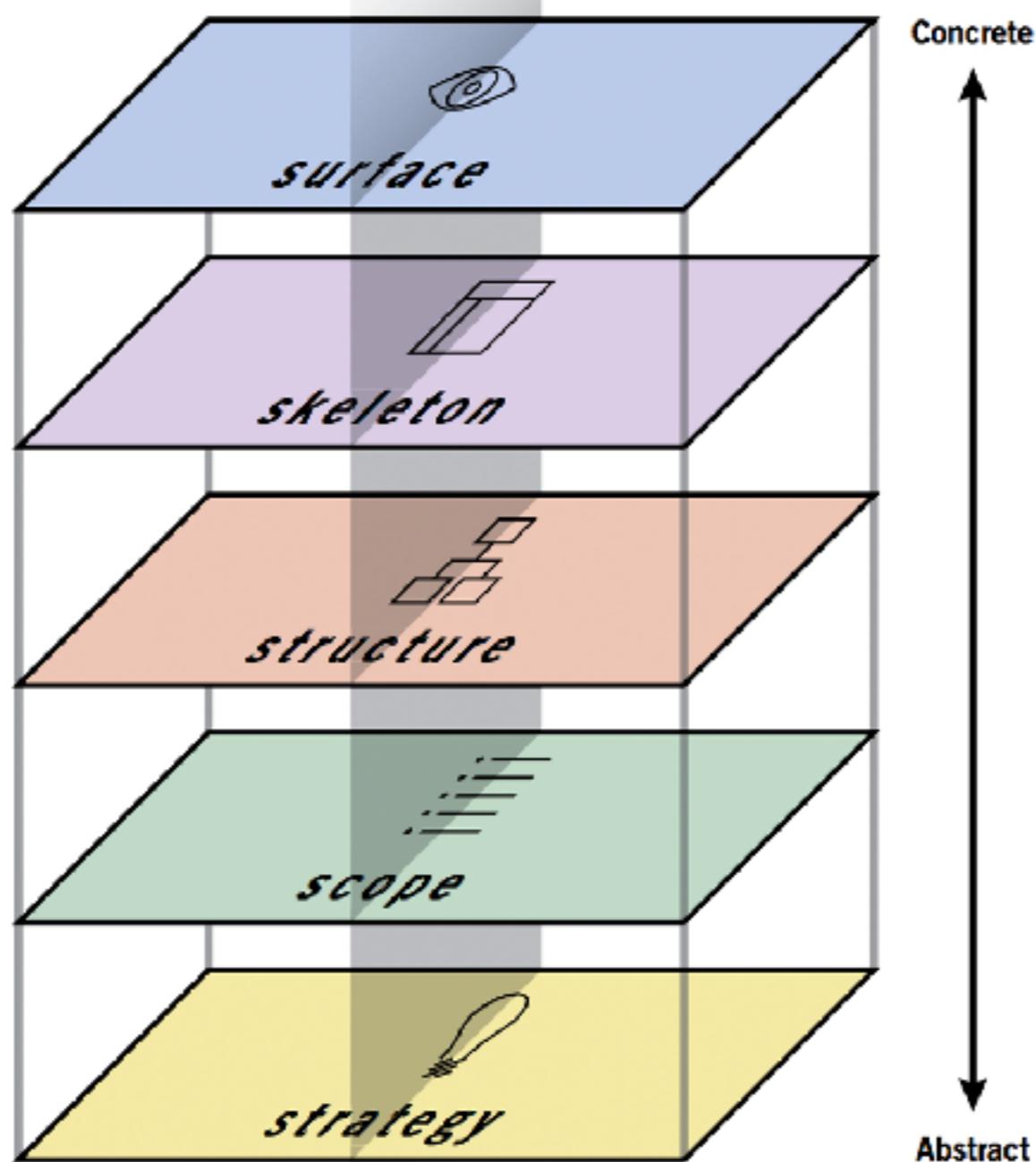


Week 3: Structure

PUCD 2125 Section F, Spring 2018

product as functionality | product as information



Strategy

product as functionality | **product as information**



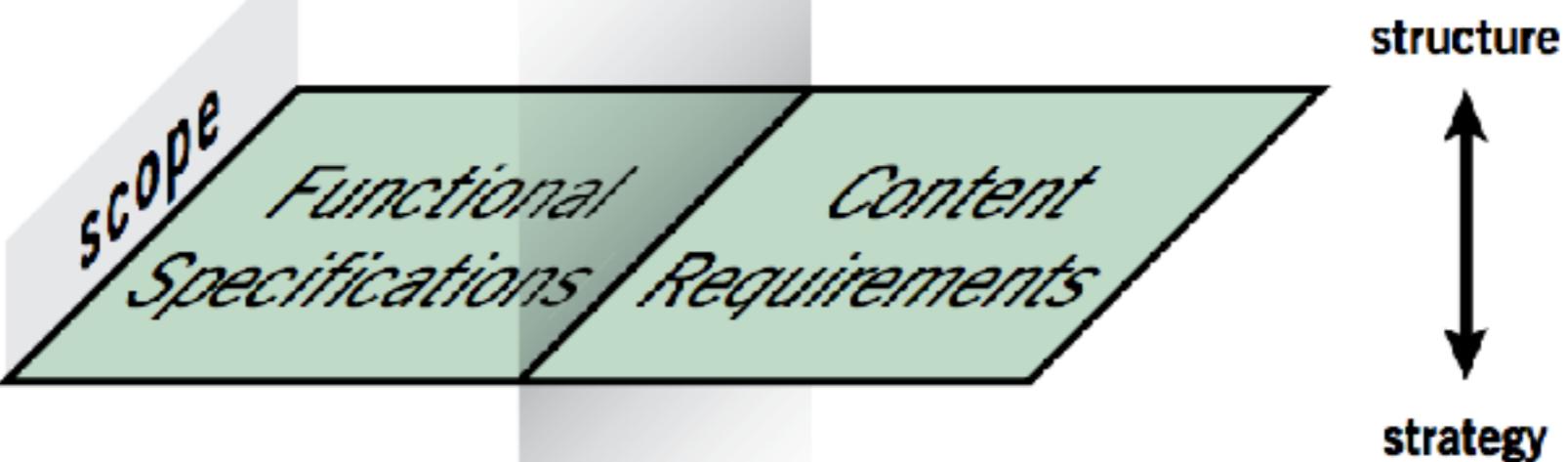
Why are we designing
and building something?

Who are we designing and
building something for?

What are their needs?

Scope

product as functionality | **product as information**



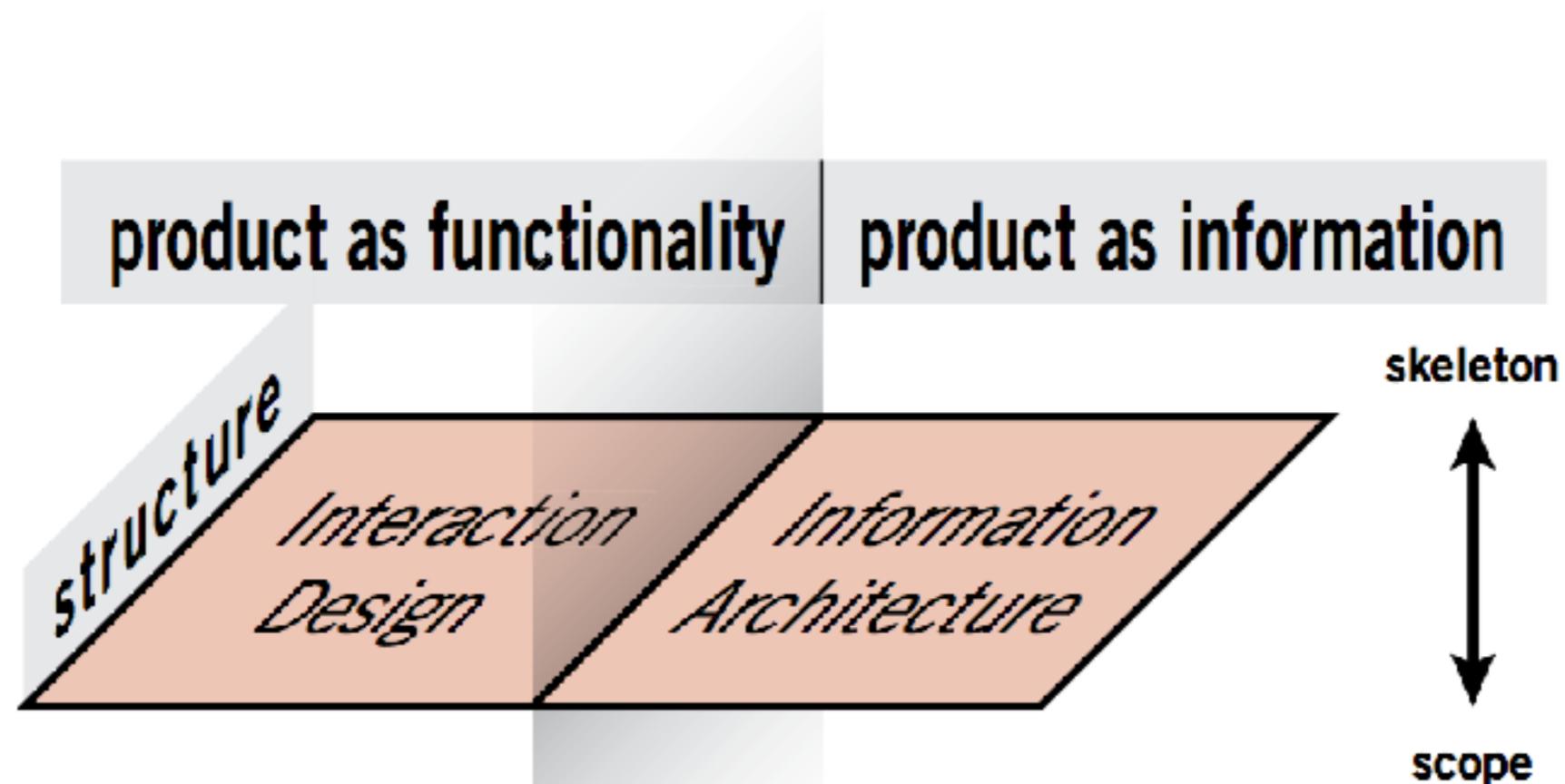
Functionality & Content

What are we making?

What are we **not** making?



Structure



Interaction Design

Interaction Design

Describing possible user behavior and defining how the system will accommodate and respond to that behavior.

Interaction Design

How the user accomplishes tasks.

Interaction design is like
a dance between your
interface and the user.

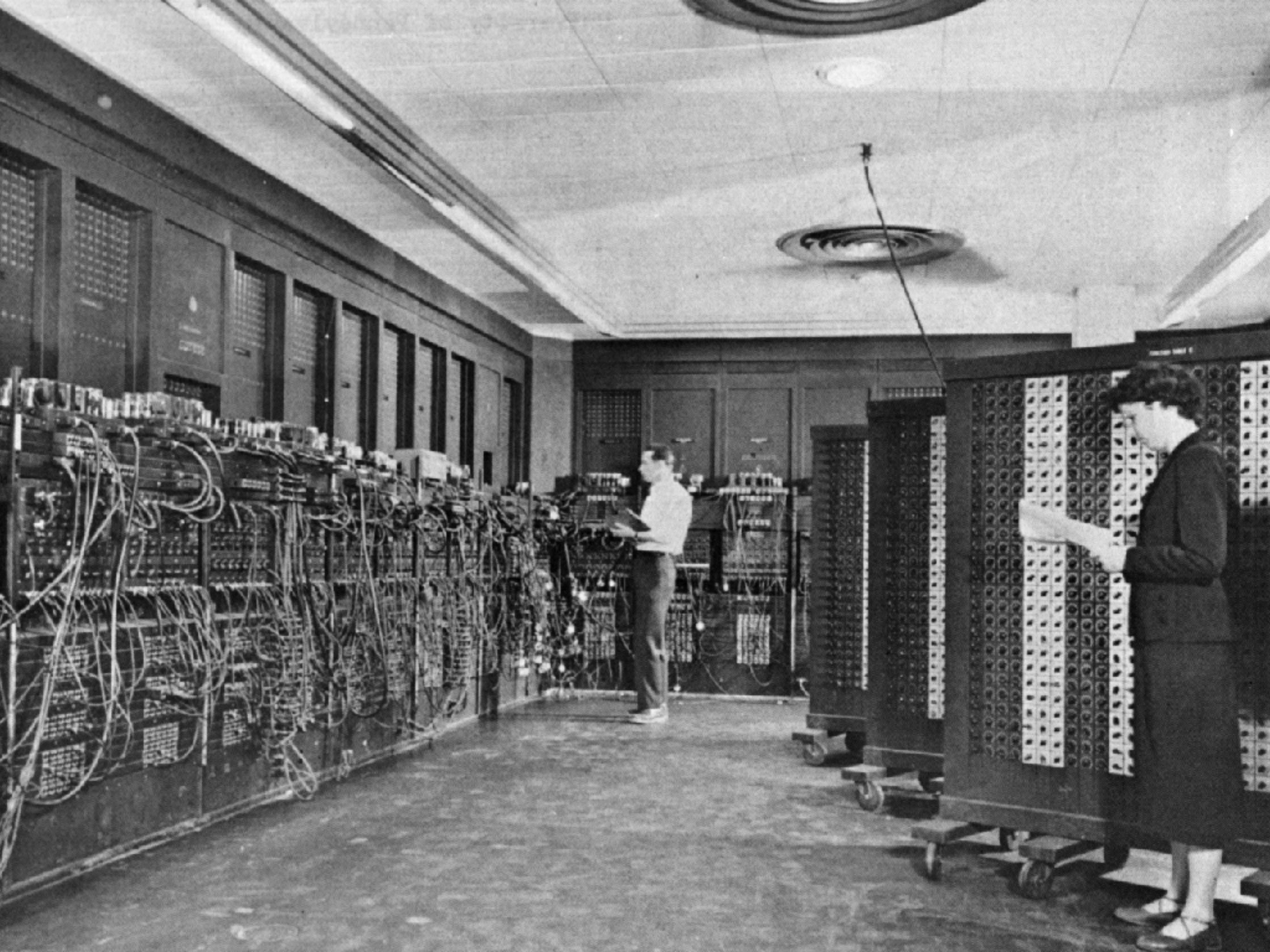








Interaction design is
about creating a good
dance partner.



A>ver

MS-DOS Version 4.01

A>dir /w

Volume in drive A is INST U4B1

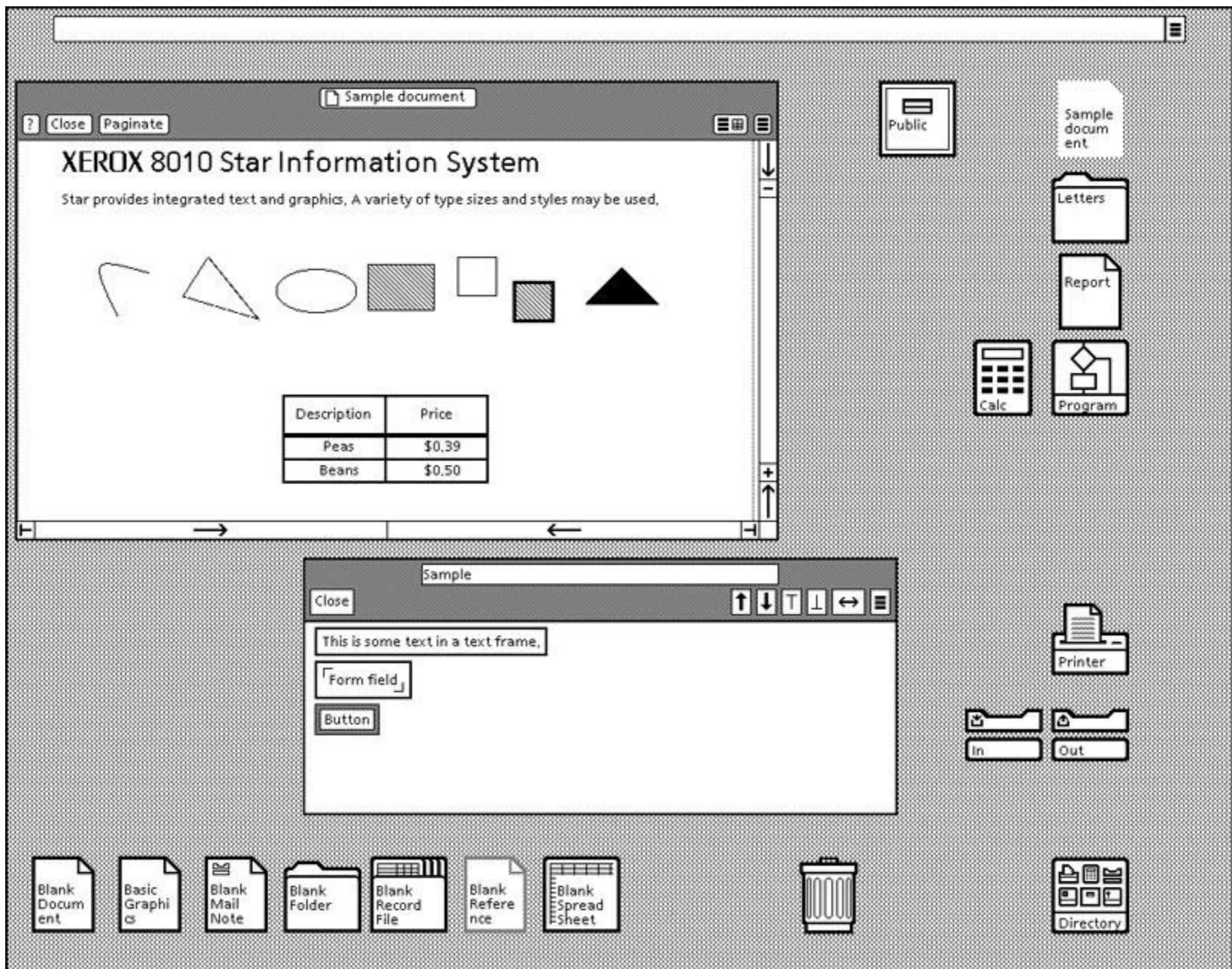
Volume Serial Number is 1BE8-BC34

Directory of A:\

COMMAND	COM	4281	CPI	4288	CPI	5282	CPI	ANSI	SYS
AUTOEXEC	BAT	CONFIG	SYS	COUNTRY	SYS	DISKCOPY	COM	DISPLAY	SYS
DRIVER	SYS	EGA	CPI	FASTOPEN	EXE	FDISK	EXE	FORMAT	COM
GRAFTABL	COM	GRAPHICS	COM	GRAPHICS	PRO	HIMEM	SYS	KEYB	COM
KEYBOARD	SYS	LCD	CPI	NLSFUNC	EXE	PRINT	COM	PRINTER	SYS
RAMDRIVE	SYS	REPLACE	EXE	SELECT	DAT	SELECT	EXE	SELECT	HP
SELECT	PRT	SHARE	EXE	SMARTDRV	SYS	SYS	COM	XMA2EMS	SYS

35 File(s) 19456 bytes free

A>_









Conceptual Models

- A thing the user consumes?
- A place the user visits?
- An object the user acquires?

Consistency

Consistency

Once a behavioral pattern is established, users are trained to expect similar behavior with similar elements.

Conventions

Conventions

Widely used conceptual models that users are typically already familiar with.

Free U.S. shipping on 2+ items. Easy returns.

Hi, Zeke →

Women

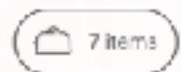
Men

EVERLANE

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Your Cart



The Texture V

Size: Small

Color: Dark Grey

- 1 +

\$25



The Texture V

Size: Small

Color: Ochre

- 1 +

\$25



The Air V

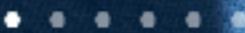
Size: Small

Free U.S. shipping on 2+ items. Easy returns.

You have: \$158.85 of credit

CONTINUE TO CHECKOUT

Free U.S. shipping on 2+ items. Easy returns.



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■ SECTIONS

SEARCH

Shop the NYT Store

LOG IN

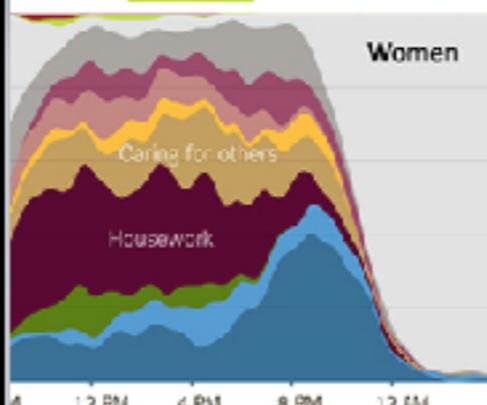
U.S. INTERNATIONAL 中文

The New York Times

Sunday, January 6, 2013 | ■ Today's Paper | ■ Video | ■ MP | Our ad rates

Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL

THE UPSHOT



Jobless Spend Their Weekdays

comparison of a day in the life of 167 men and 167 women in the United States.

Map: Where Working Women Are Most Common

Unearthing Things Their Brethren Carried

The Opinion Pages

OP-ED CONTRIBUTOR

The Pain to Closing Guantanamo

By CLIFF EGAN

Three in seven captives are holding up the end of this stain on America.

- Reun for Debates Are Political Dynamics Dangerous?
- ■ Op-Docs: 'An African's Message for America'

TIMES INSIDER >
Inside Myanmar's Opium Fields

OP-ED WORKS >
Play Today's Puzzle

Real Estate

TO RENT. TO BUY. TO LOVE.

ROOMING VIEW
Who Will Lead the Senate?
Follow the Prediction Markets

By JULIAN WELPTON
Last Updated: October 1, 2012



How would commentary on the midterm election look if economists, rather than Beltway pundits, were calling the race? You would read a lot less about personalities.

Feed

The Opinion Pages



ROOM FOR Debate

The War Against Online Trolls

Does anonymity on the web give people too much license to heckle and harass others?

BYLINE
Better Covering Through Data

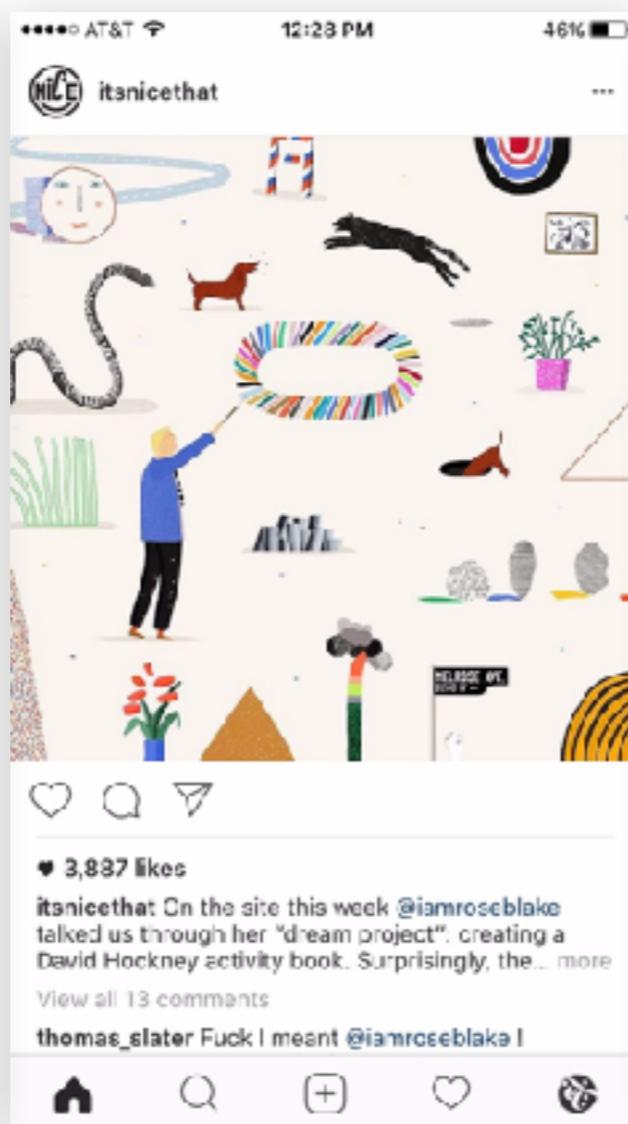
BYLINE
Alone Again, Naturally



BYLINE
The 2012 Election Results

BYLINE
The 2012 Election Results

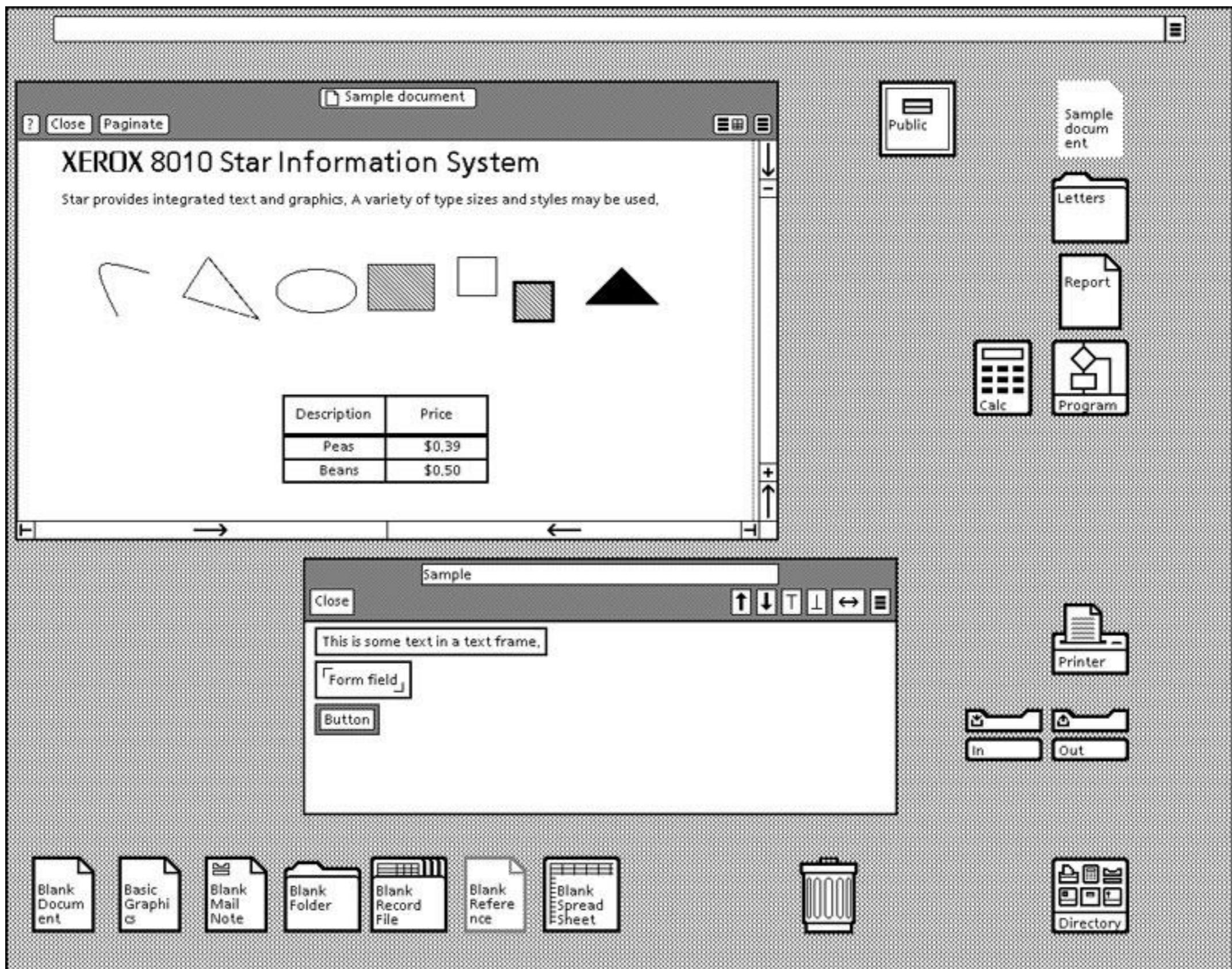
BYLINE
The 2012 Election Results



Conventions can be broken

- If you have a good reason to break it,
- And you can overcome the hurdle of users needing to figure out a new pattern.

Metaphors



Free U.S. shipping on 2+ items. Easy returns.

Hi, Zeke →

Women

Men

EVERLANE

Visit Us

Factories

About



Your Cart



The Texture V

Size: Small

Color: Dark Grey

- 1 +

\$25



The Texture V

Size: Small

Color: Ochre

- 1 +

\$25



The Air V

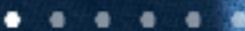
Size: Small

Free U.S. shipping on 2+ items. Easy returns.

You have: \$158.85 of credit

CONTINUE TO CHECKOUT

Free U.S. shipping on 2+ items. Easy returns.



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A screenshot of the Southwest Airlines website from 1999. The page features a large red banner at the top with the text "RAPID REWARDS® DOUBLE CREDIT" and "CLICK HERE FOR DETAILS". A yellow button on the left says "SPECIAL OFFER". Below the banner is a grayscale map of the United States. To the left of the map is a telephone icon with a red arrow pointing to it labeled "TRY ME!". A sign below the phone reads "Reservations". To the right of the map is a portrait of Herb Kelleher with the caption "HERB KELLEHER President & CEO". On the far left, a small image of an airplane is visible. In the center, there's a digital scale showing "\$ 79.00". To the right of the scale are two buttons: "RAPID REWARDS" (blue) and "FLIGHT SCHEDULE" (red). At the bottom, there are three large cylindrical icons: "NEWS" (with a newspaper icon), "CAREERS" (with a resume icon), and the Southwest Airlines logo featuring a stylized airplane and the text "SOUTHWEST AIRLINES®".

SPECIAL OFFER

RAPID REWARDS® DOUBLE CREDIT

CLICK HERE FOR DETAILS

Reservations

TRY ME!

SOUTHWEST AIRLINES VACATIONS
A SYMBOL OF FREEDOM

\$ 79.00

HERB KELLEHER
President & CEO

NEWS

CAREERS

SOUTHWEST AIRLINES®

© 1999 Southwest Airlines Co.



Error handling

System Error



Error Number 2.
Error text = Null object reference.
Window/Menu/Object = w_product_master.
Error Object/Control = w_product_master.
Script = pfc_postopen.
Line in Script = 34.

OK

The user is never
wrong.





Why do doors need instruction manual?
Why not make it obvious?

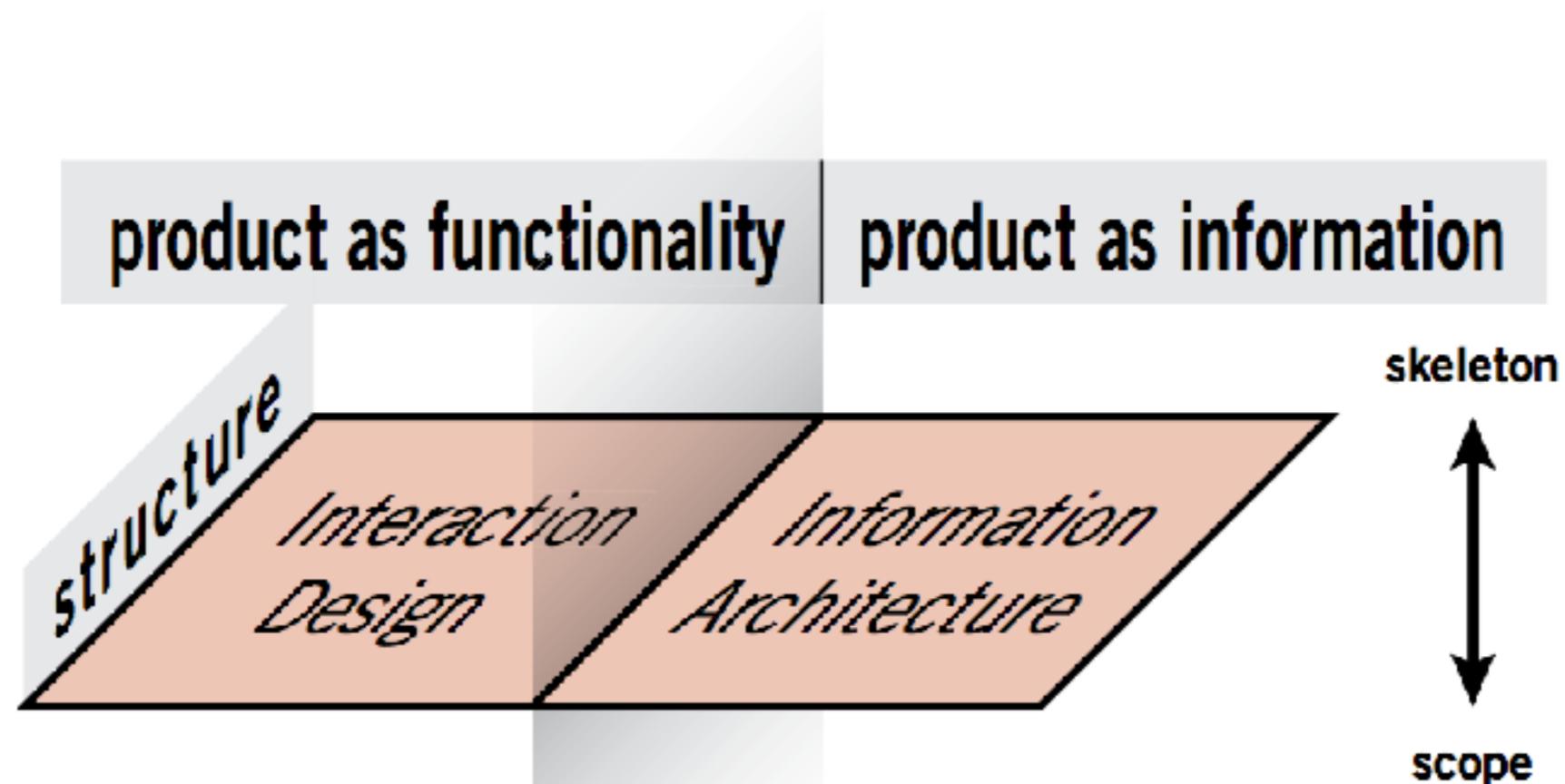
System Error



Error Number 2.
Error text = Null object reference.
Window/Menu/Object = w_product_master.
Error Object/Control = w_product_master.
Script = pfc_postopen.
Line in Script = 34.

OK

- **Prevention:** Can we make an error *impossible* to happen in the first place?
- **Correction:** Can we make an error *difficult* to happen in the first place?
- **Resolution:** If an error does happen, make sure it's easy to resolve.



Information Architecture

Information Architecture

How do we structure our content so that people can understand, find, and use it?

Structuring Content

Creating organizational and navigational schemes that allow users to move through the site efficiently and effectively.



■ SECTIONS

SEARCH

Shop the NYT Store

LOG IN

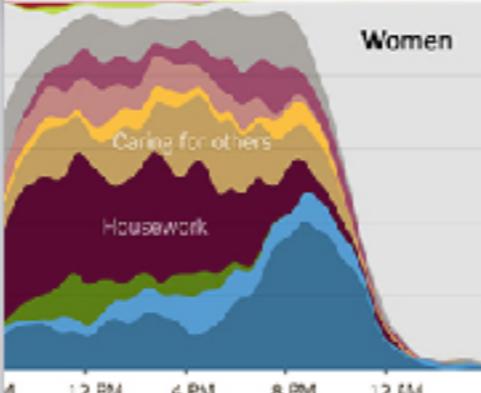
U.S. INTERNATIONAL 中文

The New York Times

Sunday, January 6, 2013 | ■ Today's Paper | ■ Video | ■ MP | Our ad rates

Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL

THE UPSHOT



Jobless Spend Their Weekdays

comparison of a day in the life of 167 men and 167 women in the United States.

Map: Where Working Women Are Most Common

Unearthing Things Their Brethren Carried

The Opinion Pages

Egypt's Appalling Crackdown on Gays

By THE EDITORIAL BOARD

The Egyptian government has persecuted gay men with varying degrees of intensity in the past, but the trial of 26 men now underway is especially harsh.

- Reun for Debates Are Political Dynamics Dangerous?
- ■ Op-Docs: 'An African's Message for America'

TIMES INSIDER >
Inside Myanmar's Opium Fields

OP-ED CONTRIBUTOR

The Pain to Closing Guantanamo

By CLIFF EGAN

Three imminent decisions are holding up the end of this stain on America.

- Brooks: The Problem With Meaning
- Cohen: Trying to Remember
- Nocera: The Moral of the Kullak

OP-ED WATCH >
Play Today's Puzzle



How would commentary on the midterm election look if economists, rather than Beltway pundits, were calling the race? You would read a lot less about personalities.

THE OPINION PAGES

The War Against Online Trolls

ROOM FOR Debate
Does anonymity on the web give people too much license to heckle and harass others?

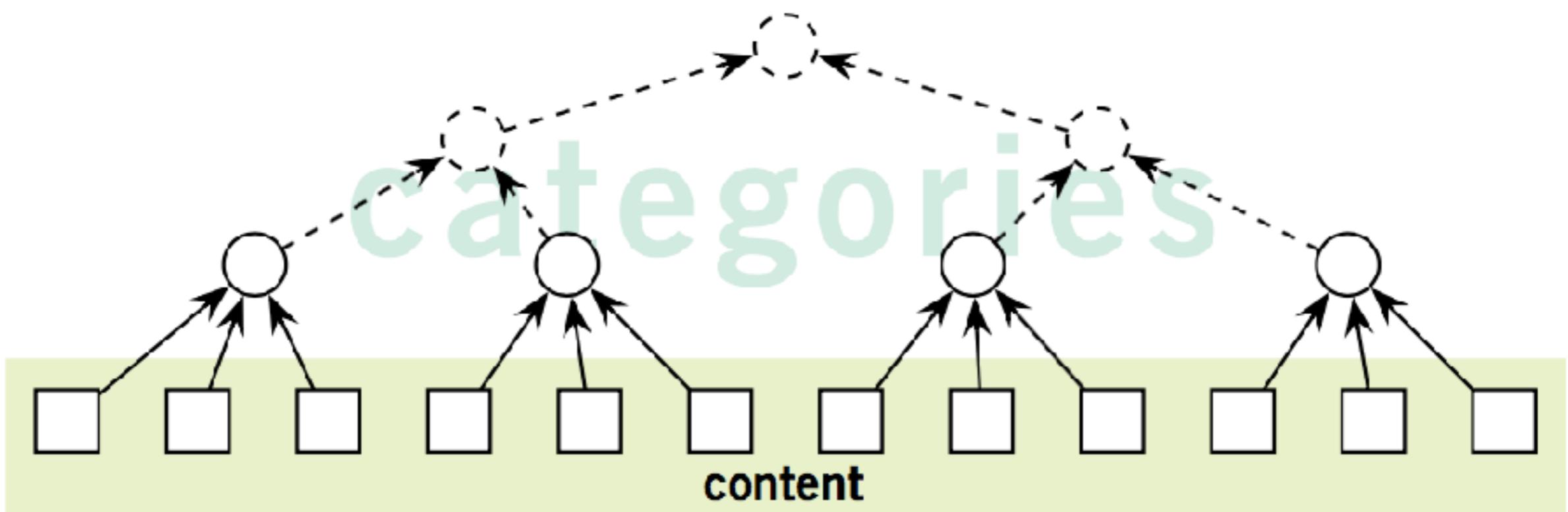
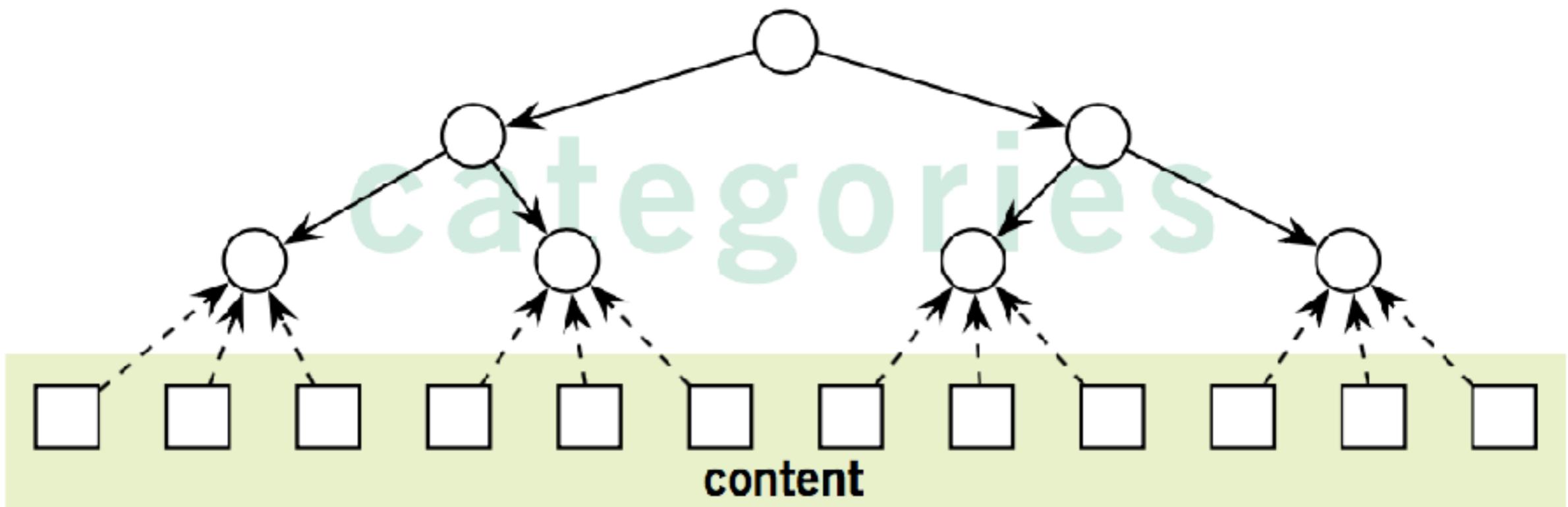
BYLINE: Better Covering Through Data

BYLINE: Alone Again, Naturally

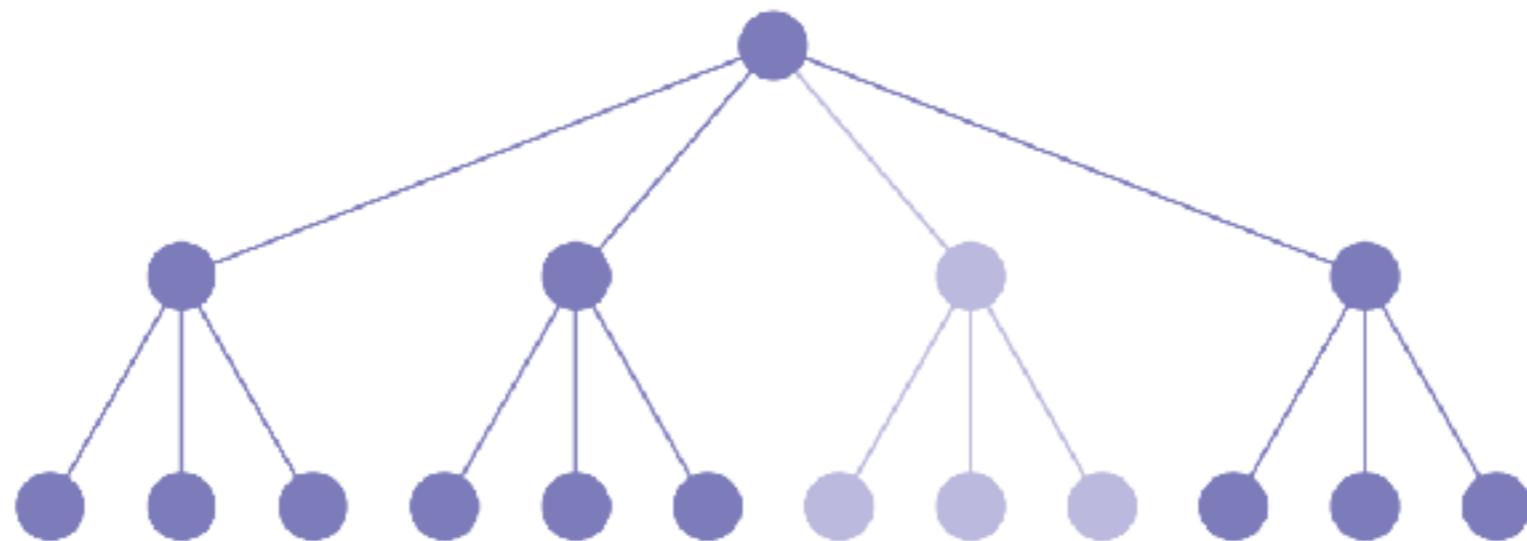
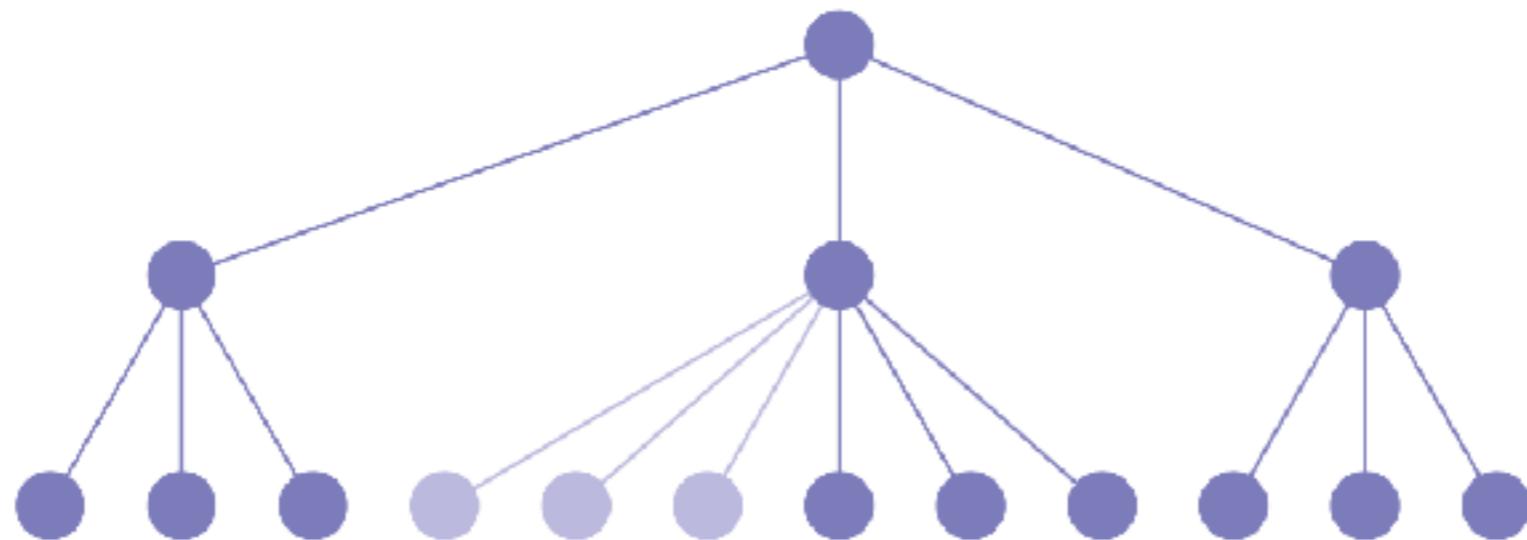
BYLINE: The rock star candidate who got away

Educate, inform, and
persuade.

Categorization Schemes



Adaptability



OPPORTUNITIES

QUOTES

CONTACTS

REPORTS

SETTINGS

WHAT HAPPENS
IF NO QUOTES
IN PIPELINE?

DAY?
MTD / YTD
ANALYTICS

RECENT ANALYTICS
DAY / WEEK / MONTH
YEAR?

HOW MANY
SALES PEOPLE
SHOW? SCROLL?

DISPLAY
MY VIEW
&
TEAM VIEW?

DISPLAY PIPELINE
- MONTH
- QUARTER
- YEAR

DISPLAY
CURRENT PIPELINE
- RECENT MONTH?
OR JUST PIPELINE

DISPLAY VIA
TOGGLE?

DASHBOARDS
ANALYTICS

MEETINGS
& TASKS
V2?

Callout current
status for
Analytics.
VIP-SLIDER?

How to display
DATA NOT
CURRENTLY AVAILABLE?

DISPLAY
OPPORTUNITIES

OPPORTUNITIES
- TODAY?
- THIS WEEK?
- THIS MONTH?
- YEAR?
- CUSTOM?

NOTES & TASKS
NOT IMPLEMENTED
YET IN V2!

SEARCH
FUNCTION
↳ SMART
SEARCH

SECTION HEADERS
- Opp Name
- Company (Primary)
- Counter (Secondary)
- Value in opp
- Probability
- Stage
- Close Date (Estimate)

DO WE SHOW
THE ASSOCIATED
QUOTES UP TO THE
OPP?

OPPORTUNITY
DETAILS
→ OVERVIEW
- EST. VALUE
- PROBABILITY
- ALL ASSOC QUOTES
- UPDATES

WHAT ARE THE
DIFFERENT STAGES
OF THE OPP?

STAGES
- QUALIFY
- DEMONSTRATION
- DISCOVERY
- PROPOSAL
- NEGOTIATION
- CLOSE

EXPANDABLE
VI SECTION IN
OPP HAS A LOT OF
INFO

EXPANDABLE
OPPORTUNITIES

WHAT IS INSIDE
AN EXPANDED
OPPORTUNITY?

OVERVIEW
- EST. VALUE
- CLOSE DATE
- PROBABILITY
- ALL ASSOC QUOTES
- DAYS UNTIL CLOSE

QUOTES
- INC. IN PIPELINE?

QUOTE FILTER
- QUOTE STATUS
- Status of quote

QUOTE DETAILS
- COUNT FILTER
- ALL ASPECTS OF QUOTE

QUOTE SECTIONS
- MULTIPLE REQS

CAN A QUOTE
BE EXPANDED?
WHAT SHOULD BE
INCLUDED?

ADDITIONAL
SECTIONS/AUX.
- DATE CREATED
- URGENT QUOTE
- NAMES: CUST/OWNER
- STATUS
- PROBABILITY

CAN WE
SORT QUOTE
SECTIONS?

NEW QUOTE
LINK ON SDS
PAGE - Buttons

WHAT ARE THE
STATUSES OF QUOTE?

STATUS:
- OPEN
- LOST
- UNRESOLVED
- WAIT

CAN A QUOTE
BE EXPANDED?
WHAT SHOULD BE
INCLUDED?

NEW QUOTE
LINK ON SDS
PAGE - Buttons

WHAT ACTIONS
CAN WE TAKE
SELECTED QUOTE?
Pipeline Revision?

QUOTE DETAILS
- QUOTE STATUS
- Status of quote

NOTES &
TICKETS NOT
AVAILABLE YET

CHOOSE COUNTER
NAVIGATION

NO
- QUOTE STATUS
- QUOTE ID
- QUOTE NAME
- DESCRIPTION
- TOTAL

CAN WE
DISPLAY THE
COUNTERS OF THE
SELECTED QUOTE?

WHAT COLOR OR
COUNTERS SELECT
TYPE OF QUOTE
OR COMPANY

SELECTED QUOTE
HAS COLOR CHANGED
TO THIS COLOR
IN THIS SECTION

WHAT COLOR
CHANGED TO
THIS COLOR
IN THIS SECTION

WHAT COLOR
CHANGED TO
THIS COLOR
IN THIS SECTION

PERIODS
- MONTH
- QUARTER
- YEAR
- CUSTOM

IF SELECTED
QUOTE IS
OPEN, WHICH
PERIOD IS IT
IN?

NOTES &
TICKETS NOT
AVAILABLE YET

FOR ALL
OPEN QUOTES
30 DAYS
- 100 TICKETS

NOTES &
TICKETS NOT
AVAILABLE YET

NOTES &
TICKETS NOT
AVAILABLE YET

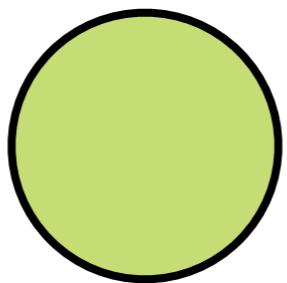
CONTACT INFO
- NAME
- PHONE
- EMAIL
- SOCIAL MEDIA
- ADDRESS
- NOTES
- ADDRESS

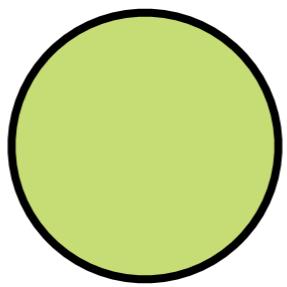
NOTES &
TICKETS NOT
AVAILABLE YET

NOTES &
TICKETS NOT
AVAILABLE YET

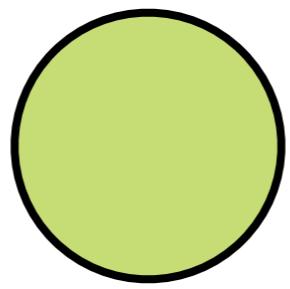
NOTES &
TICKETS NOT
AVAILABLE YET

Architectural Approaches



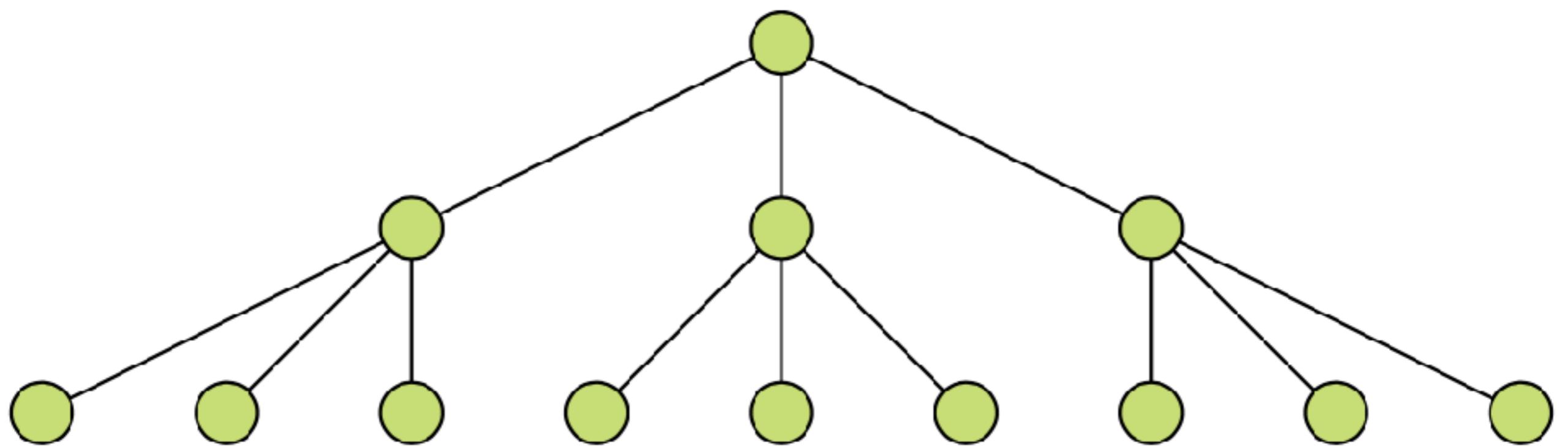


Node

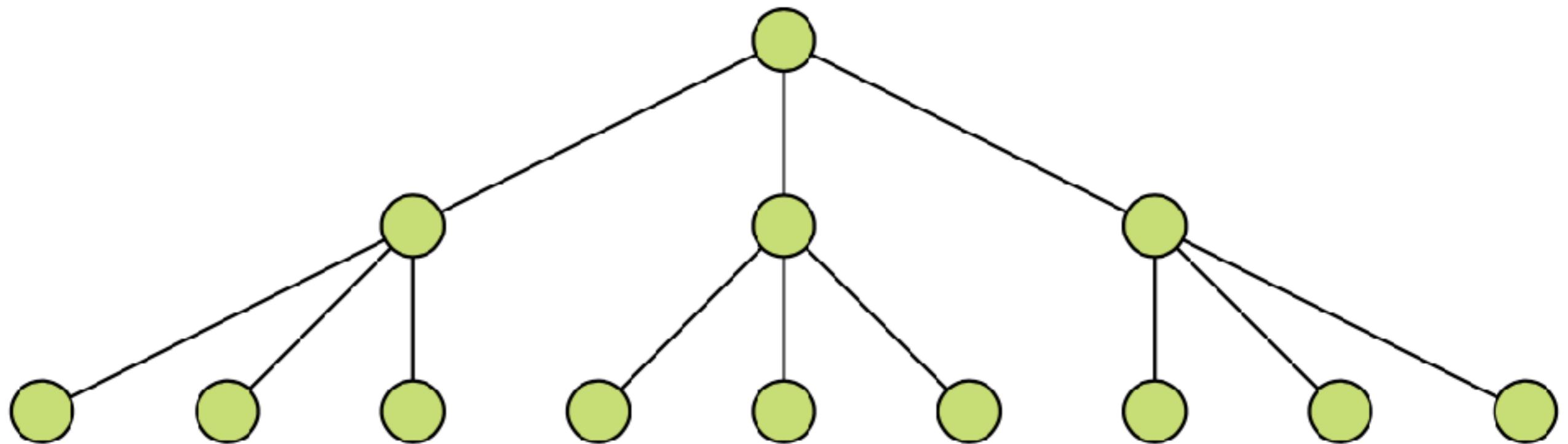


Node

Section > Page > Product > Price



Hierarchical



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Women

Men

EVERLANE

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About



Featured

Apparel

Accessories

100% Human Collection

Tees

Backpacks & Bags

Choose What You Pay

Shirts

Small Accessories & Gift Cards

New Arrivals

Sweatshirts & Sweatsuits

Best Sellers

Bottoms

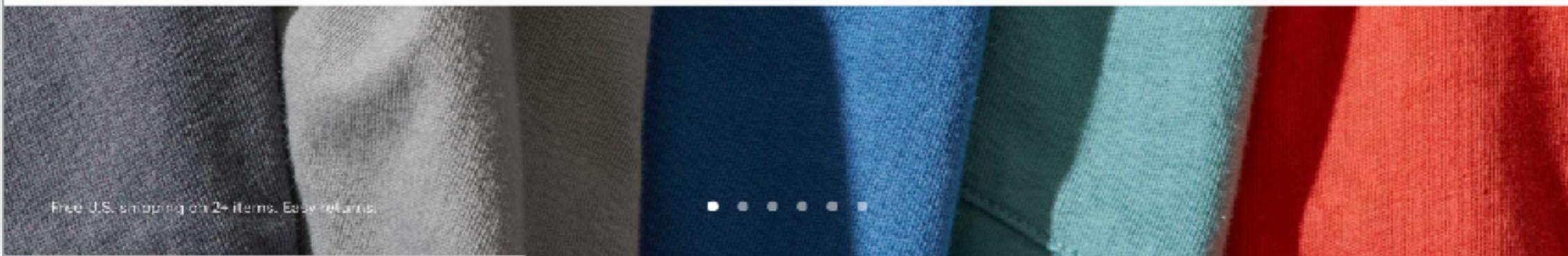
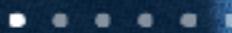
Coming Soon

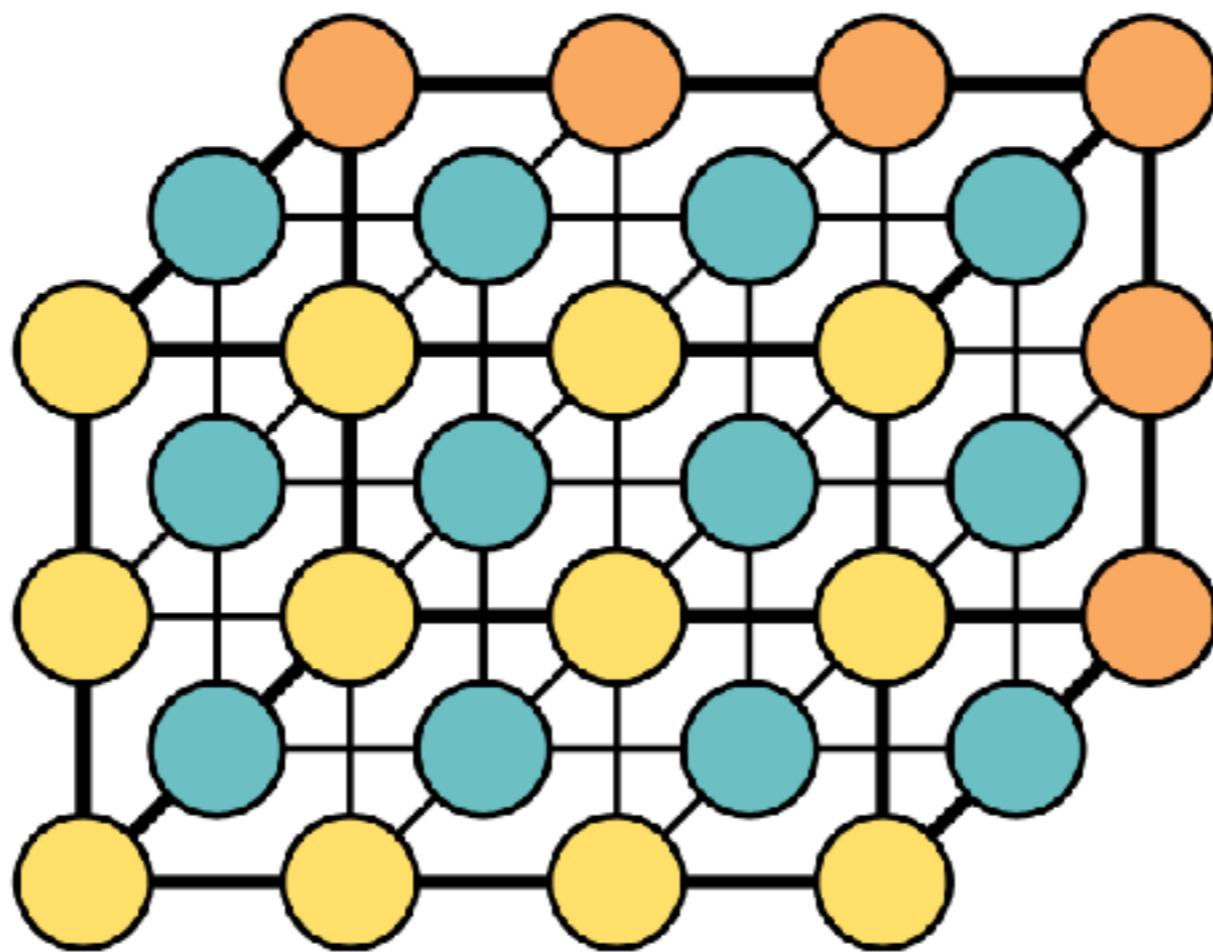
Outerwear

Everlane Now NYC

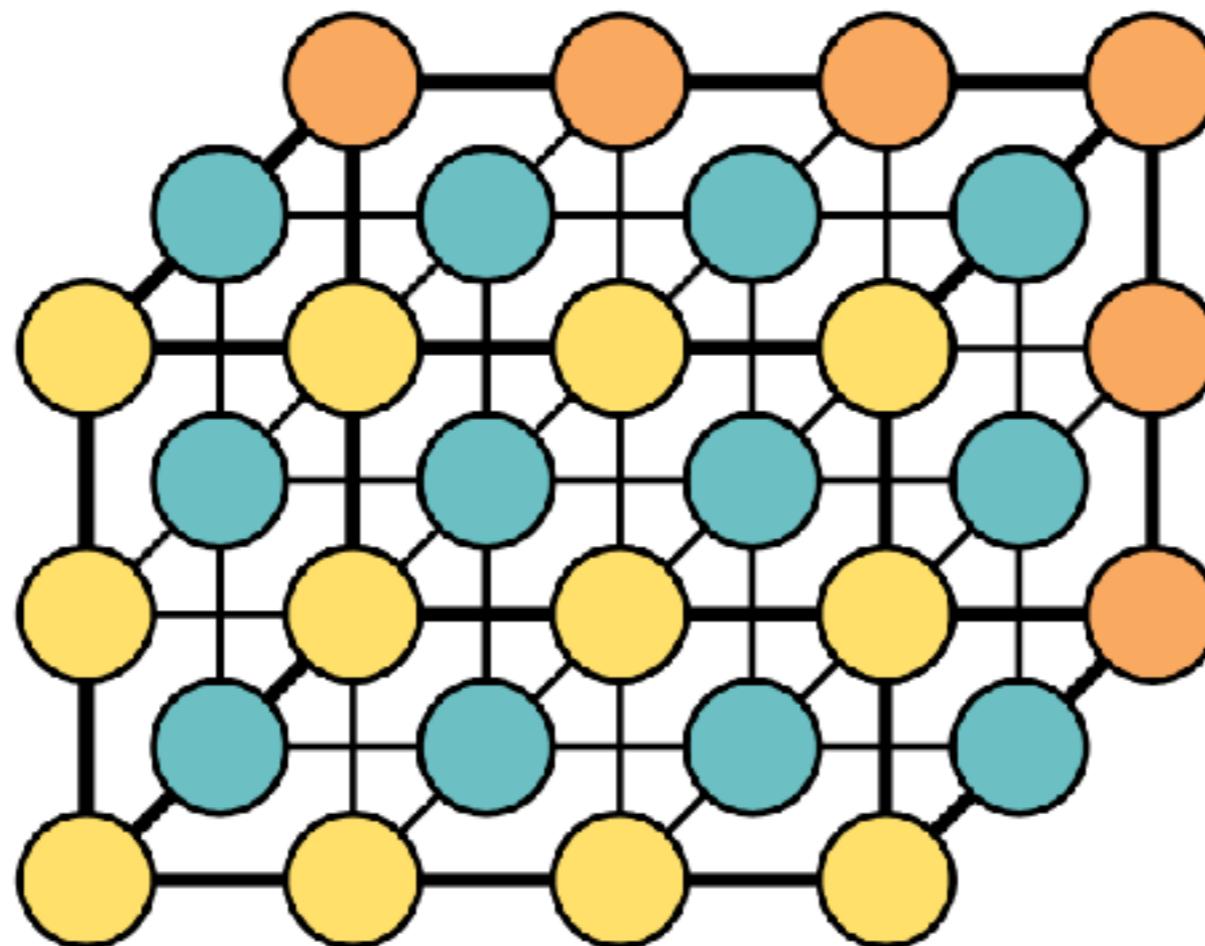
Everlane Kids Collection

Free U.S. shipping on 2+ items. Easy returns.





Matrix



Men's Jackets & Vests

- Insulated
- Rainwear
- Hard Shell
- Soft Shell
- Climbing
- Ski/Snowboarding
- 3-in-1
- Casual
- Fleece
- Windbreaker

FEATURES +

SILHOUETTE +

SPORT +

FIT +



M's Nano-Air* Light Hybrid Jacket
\$199.00

Compare



M's Nano-Air* Light Hybrid Vest
\$149.00

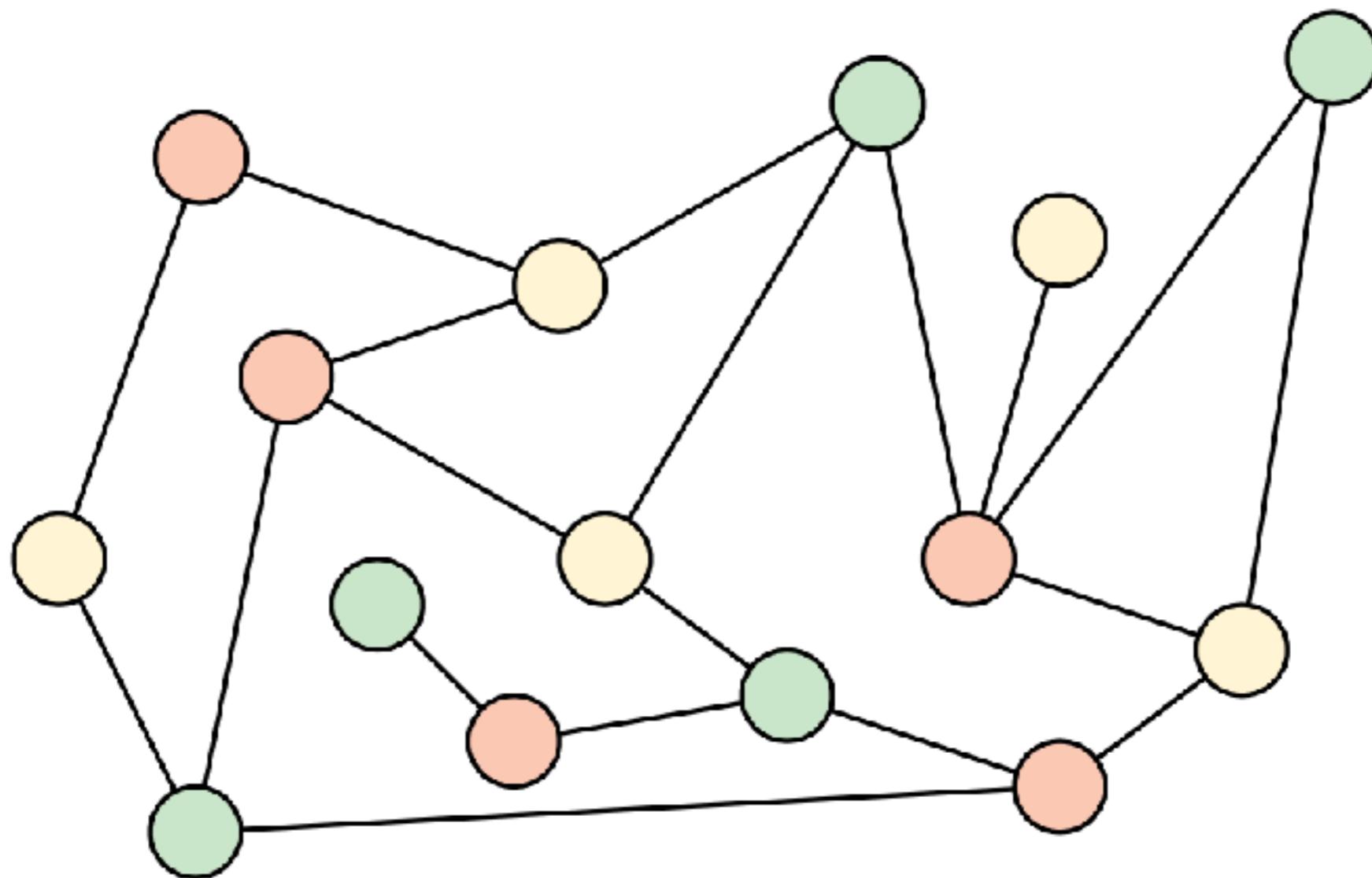
Compare



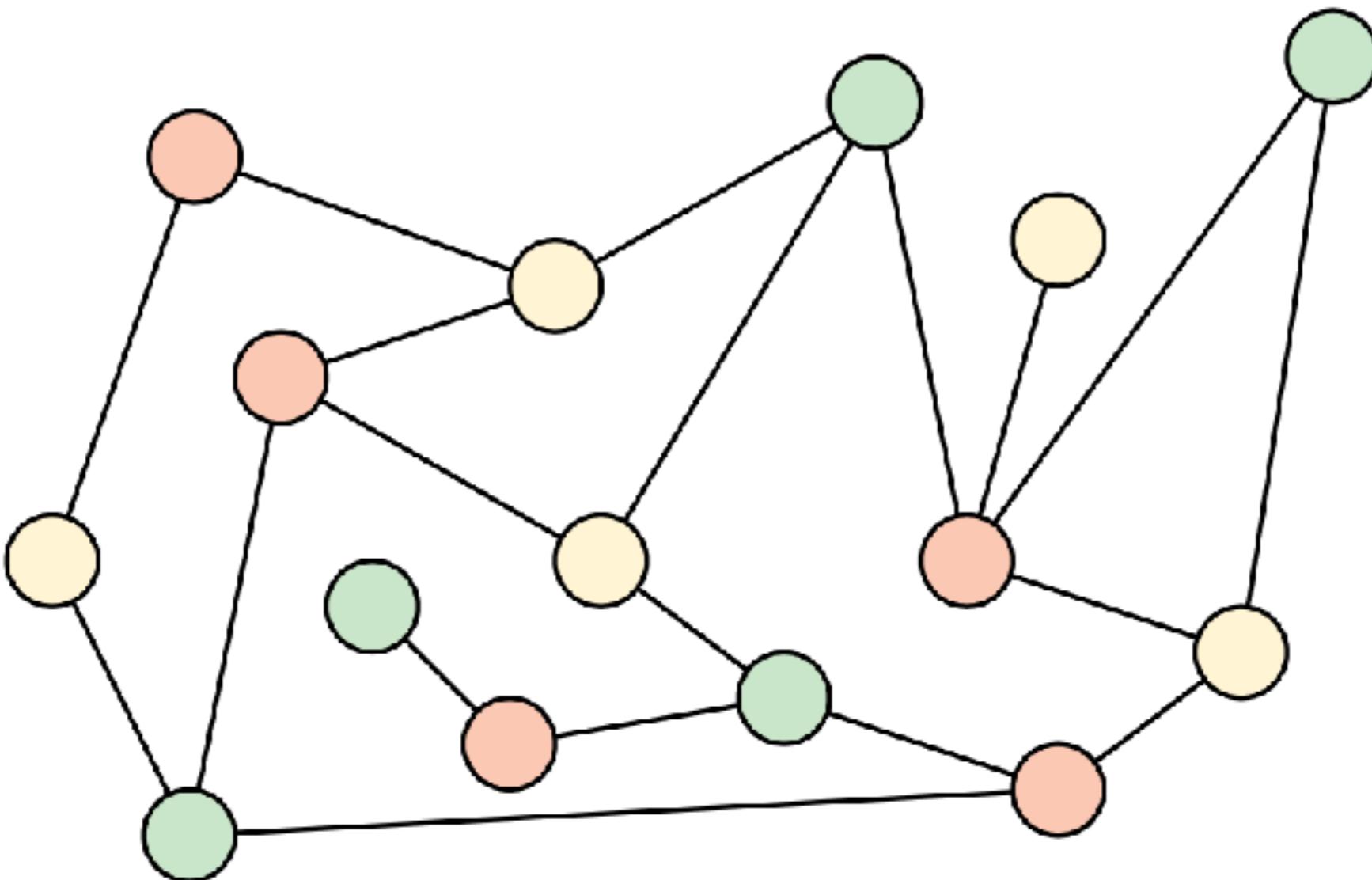
M's Primo Down Jacket
\$699.00

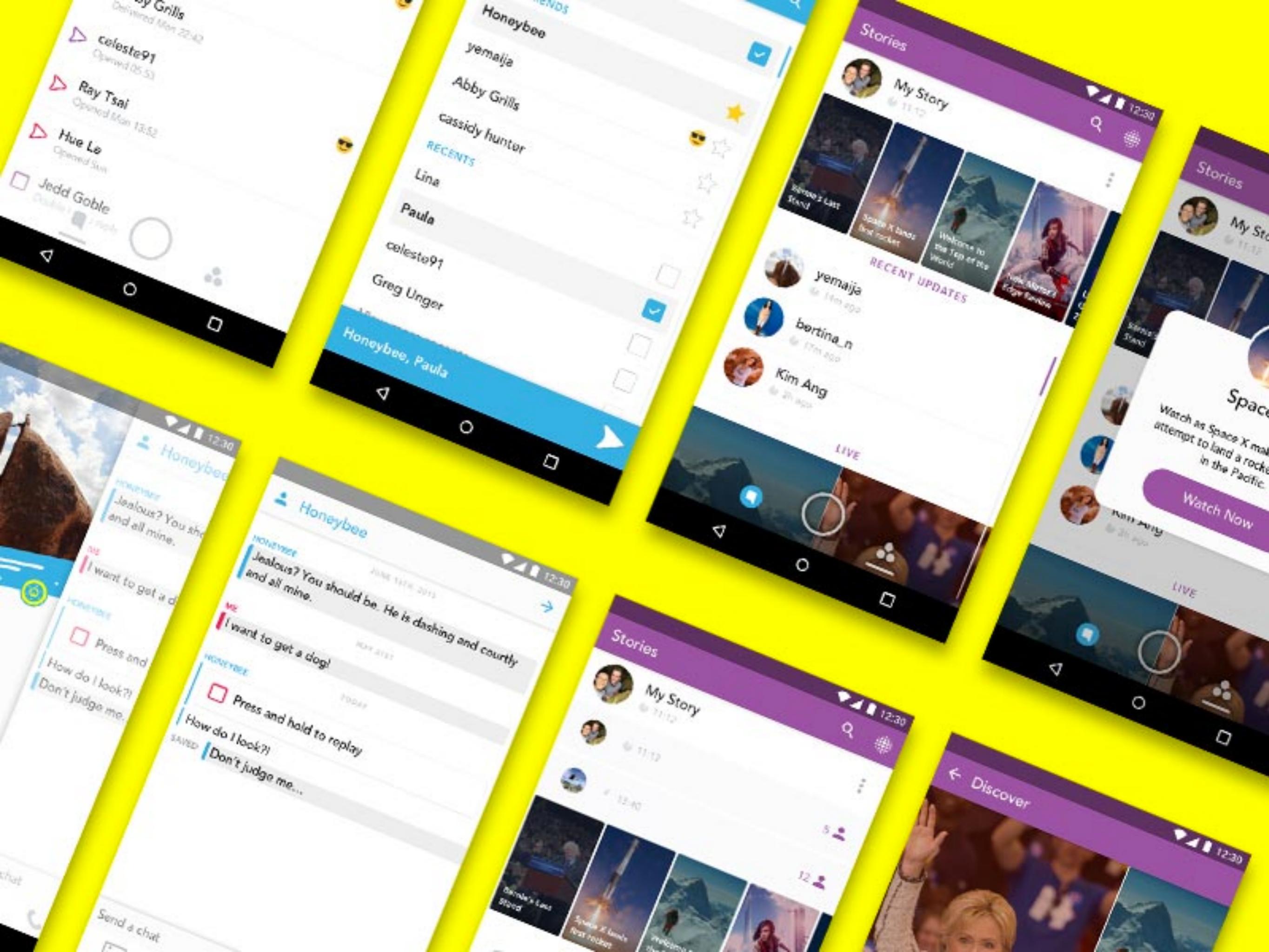
Compare

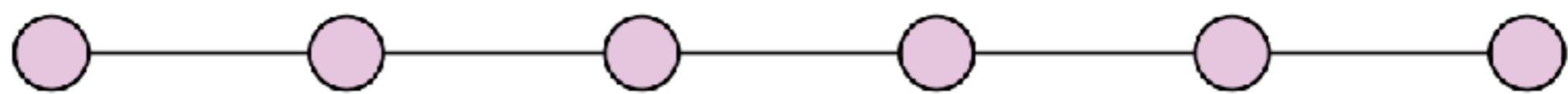




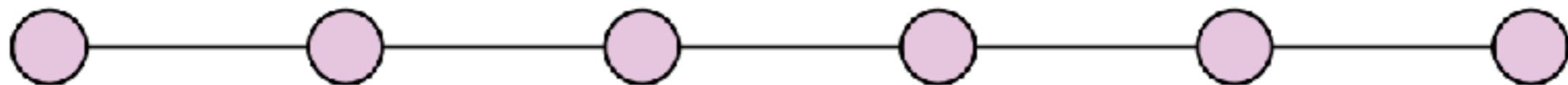
Organic

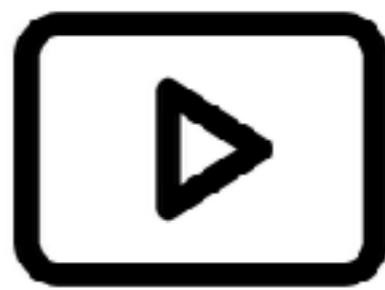






Sequential





[Close My Return](#)

Federal

\$7,097

You Owe

New York

\$871

You Owe

Introduction

Personal Info

Federal Taxes

Wages & Income

Deductions & Credits

Other Tax Situations

Federal Review

Error Check

State Taxes

Review

File

Here's an Update on Where Things Stand So Far



Your Federal Tax Due (In Progress)

\$7,097

Why did my refund change?

We calculated this based on:

1. What you told us about yourself
(if you're married, have kids, etc.).
2. The tax benefits we got you so far.
3. The numbers you entered from your W-2.

[Learn More About How We Calculated This](#)**Is this number final?**

No! This amount is a work in progress.

After you enter all your income, we'll check for tax breaks that can put a dent in your tax bill - and hopefully turn your tax due into a refund.

[Back](#)[Continue](#)

Welcome friend

To use all awesome functions we would like you to create an account. It won't take long.

[Continue](#)

[Why do I need an account?](#)

1 2 3



This information is great for us to help you find people near you.

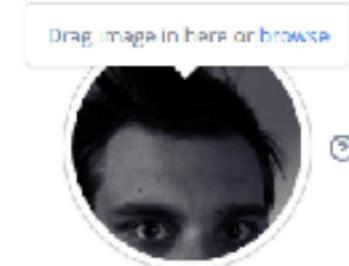
[Continue](#)

[I don't want to fill in this information right now](#)

2 3 4

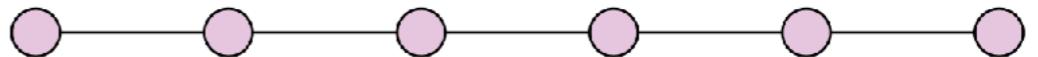
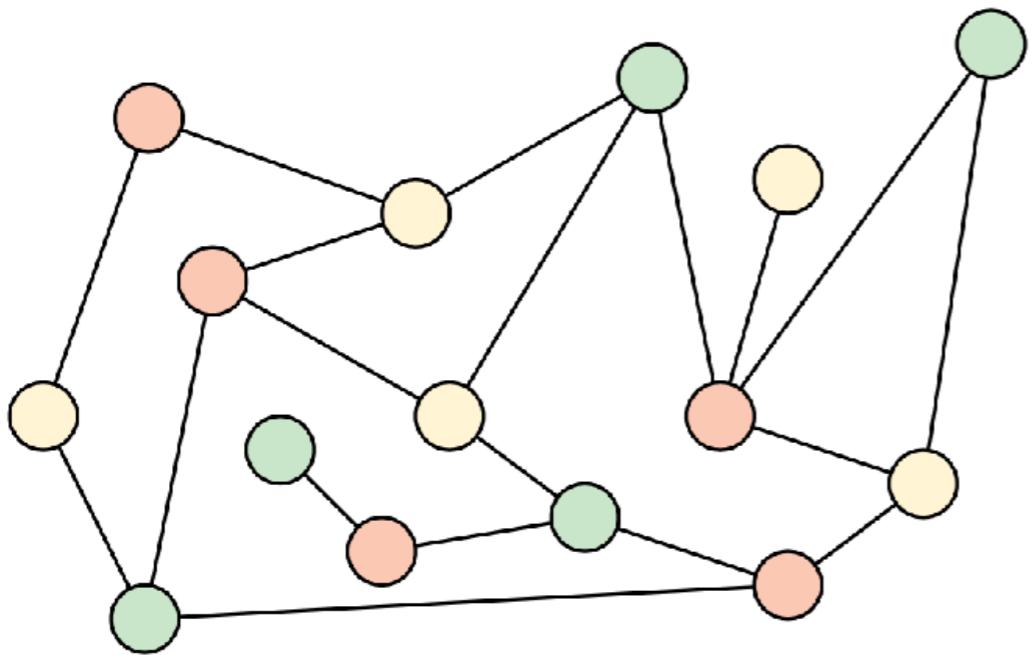
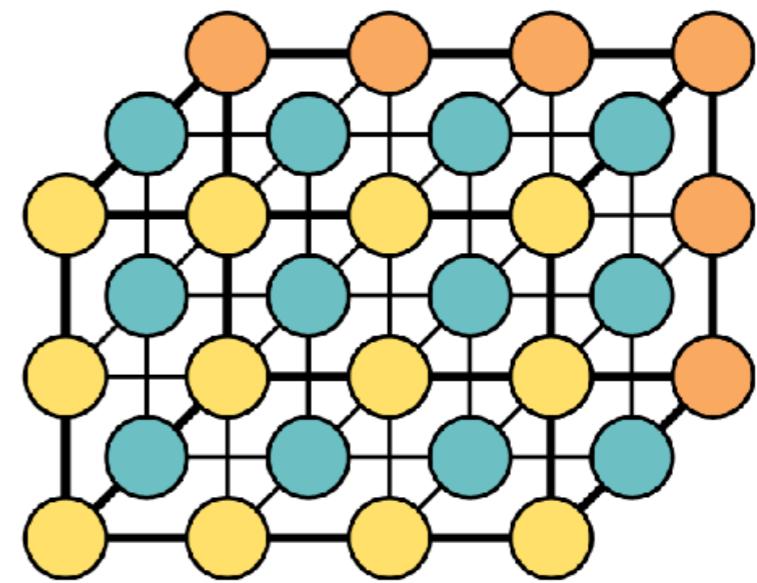
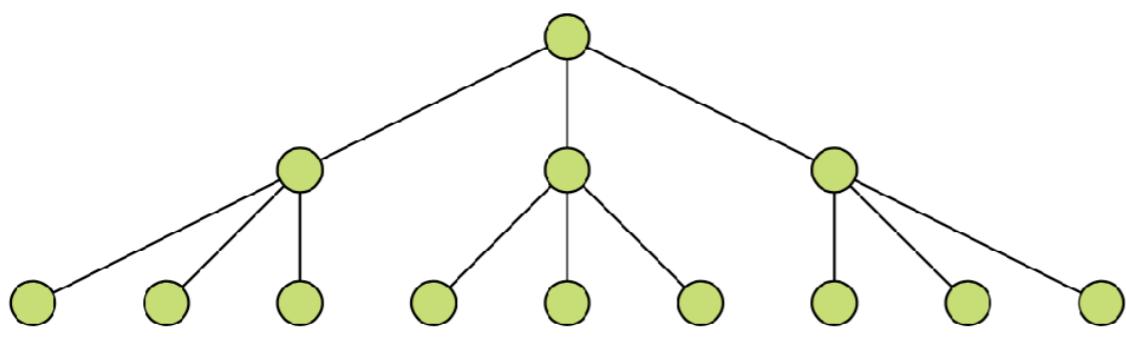


Don't hide yourself. Show the users who you are, they might some day be your friends.



[Continue](#)

[I don't want to fill in this information right now](#)



Organizing Principles

Organizing Principles

The criterion by which we determine which nodes are grouped together and which are kept separate.

Organizing Principles

How our nodes are arranged within an information structure.

OPPORTUNITIES

QUOTES

CONTACTS

REPORTS

SETTINGS

WHAT HAPPENS
IF NO QUOTES
IN PIPELINE?

DAY?
MTD / YTD
ANALYTICS

RECENT ANALYTICS
DAY / WEEK / MONTH
YEAR?

HOW MANY
SALES PEOPLE
SHOW? SCROLL?

DISPLAY
MY VIEW
&
TEAM VIEW?

DISPLAY PIPELINE
- MONTH
- QUARTER
- YEAR

DISPLAY
CURRENT PIPELINE
- RECENT MONTH?
OR JUST PIPELINE

DISPLAY VIA
TOGGLE?

DASHBOARDS
ANALYTICS

MEETINGS
& TASKS
V2?

Callout current
status for
Analytics.
VIP-SLIDER?

How to display
DATA NOT
CURRENTLY AVAILABLE?

DISPLAY
OPPORTUNITIES

OPPORTUNITIES
- TODAY?
- THIS WEEK?
- THIS MONTH?
- YEAR?
- CUSTOM?

NOTES & TASKS
NOT IMPLEMENTED
VERSION V2!

SEARCH
FUNCTION
↳ SMART
SEARCH

SECTION HEADERS
- Opp Name
- Company (Primary)
- Counter (Secondary)
- Value in opp
- Probability
- Stage
- Close Date (Estimate)

DO WE SHOW
THE ASSOCIATED
QUOTES UP TO THE
OPP?

OPPORTUNITY
DETAILS
→ OVERVIEW
- EST. VALUE
- PROBABILITY
- ALL ASSOC QUOTES
- UPDATES

WHAT ARE THE
DIFFERENT STAGES
OF THE OPP?

STAGES
- QUALIFY
- DEMONSTRATION
- DISCOVERY
- PROPOSAL
- NEGOTIATION
- CLOSE

EXPANDABLE
VI SECTION IN
OPP HAS A LOT OF
INFO

EXPANDABLE
OPPORTUNITIES

WHAT IS INSIDE
AN EXPANDED
OPPORTUNITY?

OVERVIEW
- EST. VALUE
- CLOSE DATE
- PROBABILITY
- ALL ASSOC QUOTES
- DAYS UNTIL CLOSE

QUOTES
- INC. IN PIPELINE?

CAN WE SELECT
QUOTES TO BE
INCLUDED IN THE
PIPELINE OR NOT
TO BE?

QUOTES ASSOCIATED
SHOW:
- BUDGET, RELEASE DATE,
- VALUE, DATE, NOTES

QUOTE FILTER SERVICE
- QUOTE STATUS
- STATUS OF QUOTE

QUOTE DETAILS
- QUOTE FILTER
- ALL ASPECTS OF QUOTE
- STATUS:
- WORKS
- LOST
- UNRESOLVED
- WAIT

QUOTE SECTIONS
- MULTIPLE REQS

CAN A QUOTE
BE EXPANDED?
WHAT SHOULD BE
INCLUDED?

ADDITIONAL
SECTIONS/AUX.

NEW QUOTE
LINK ON SDS
PAGE - Buttons
- STATUS
- PROBABILITY

CAN WE
SORT QUOTE
SECTIONS?

WHAT ARE THE
STATUSES OF QUOTE?

STATUS:
- WORKS
- LOST
- UNRESOLVED
- WAIT

NOTES &
THERE ARE
AVAILABLE AND
V2

CHOOSE COUNTER
NAVIGATION
- V3
- QUOTES
- LEADS
- OPPORTUNITIES
- WORKS

NEW QUOTE
LINK ON SDS
PAGE - Buttons
- STATUS
- PROBABILITY

CAN WE
DISPLAY THE
COUNTER COUNT
OF THE SAME COMPANY?

WHAT COLOR OF
COUNTER SHOULD
TYPE OF COMPANY
BE COMPANY

SELECTED COMPANY
HAS COLOR CHANGED
TO THIS SECTION
VS. OTHER SECTION
- GREEN

NOT GREEN
- QUOTES EXCLUDED
- WORKS EXCLUDED
- LEADS EXCLUDED
- OPPORTUNITIES EXCLUDED

NOT GREEN
- QUOTES EXCLUDED
- WORKS EXCLUDED
- LEADS EXCLUDED
- OPPORTUNITIES EXCLUDED

WHAT'S NEW
- SELECTED QUOTE
- QUOTE STATUS
- QUOTE ID

ABILITY TO
CREATE QUOTE
- V3

DISPLAY QUOTE
- WORKS
- LEADS
- OPPORTUNITIES
- QUOTES

NEW OPPORTUNITY
NEEDS TO BE INCLUDED
QUOTE COUNT

CONTACT INFO
- NAME
- PHONE NUMBER
- SOCIAL MEDIA
- LEADS WORKS
- OPPORTUNITIES

NOT GREEN
- QUOTES EXCLUDED
- WORKS EXCLUDED
- LEADS EXCLUDED
- OPPORTUNITIES EXCLUDED

NOT GREEN
- QUOTES EXCLUDED
- WORKS EXCLUDED
- LEADS EXCLUDED
- OPPORTUNITIES EXCLUDED

- By content type
- By audience type
- By time
- By attribute

Facets

Attributes used for organizing principals .



■ SECTIONS

SEARCH

Shop the NYT Store

LOG IN

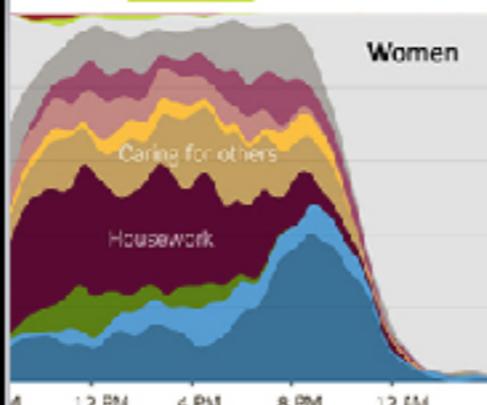
U.S. INTERNATIONAL 中文

The New York Times

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THE UPSHOT



Jobless Spend Their Weekdays

comparison of a day in the life of 167 men and 167 women in the United States.

Map: Where Working Women Are Most Common

Unearthing Things Their Brethren Carried

The Opinion Pages

OP-ED CONTRIBUTOR

The Pain to Closing

Guantanamo

By CLIFF EGAN

Three imminent decisions are holding up the end of this stain on America.

• Rehm: The Problem With Meaning

• Cohen: Trying to Remember

• Nocera: The Moral of the Kullak

TIMES INSIDER >

Inside Myanmar's Opium Fields

OP-ED WORKS >

Play Today's Puzzle

ROOM FOR Debate
Who Will Lead the Senate?
Follow the Prediction Markets

By JULIAN WILFREY

Last Updated: October 1, 2012

Real Estate

TO RENT. TO BUY. TO LOVE.

How would commentary on the midterm election look if economists, rather than Beltway pundits, were calling the race? You would read a lot less about personalities.

ROOM FOR Debate
The War Against Online Trolls

Does anonymity on the web give people too much license to heckle and harass others?

BY JULIAN WILFREY

Better Covering Through Data

BY JEFFREY MAYER

Alone Again, Naturally

The rock star candidate who got

Free U.S. shipping on 2+ items. Easy returns.

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Best Sellers

Bottoms

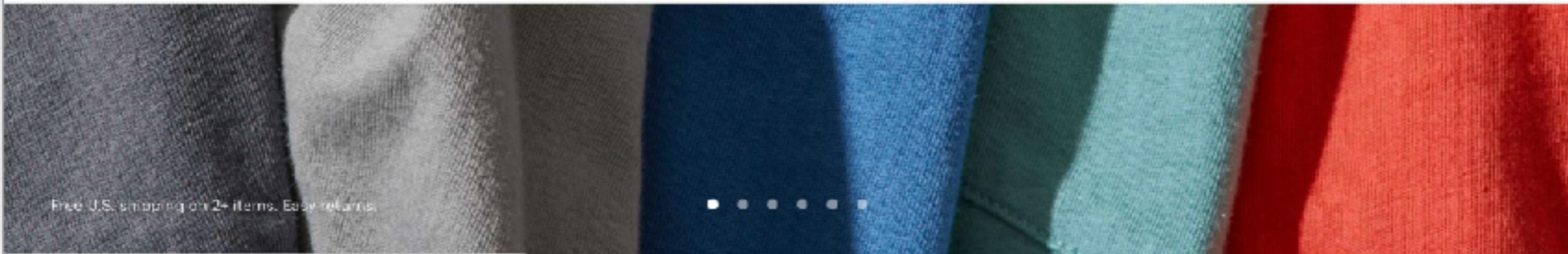
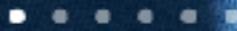
Coming Soon

Outerwear

Everlane Now NYC

Everlane Kids Collection

Free U.S. shipping on 2+ items. Easy returns.



Finding the *right* structure
for our objectives and
user needs.

Nomenclature

You can have the best structure
in the world, but it doesn't matter
if users can't understand it.

Descriptions, labels, and other terminology throughout the site should be **familiar to your users.**

Metadata

Information about information.

Metadata



The Great Hall of the Metropolitan Museum of Art. Even while drawing crowds, the museum faces a series of financial challenges.
Benjamin Norman for The New York Times

ART & DESIGN

Is the Met Museum ‘a Great Institution in Decline’?

Aiming ever higher, the museum faces financial challenges that include a deficit nearing \$40 million and expansion plans that have been postponed for lack of funding.

By ROBIN POGREBIN FEB. 4, 2017



The bad news had been building for months at the [Metropolitan Museum of Art](#).

Even as crowds poured into shows on [Hellenistic kingdoms](#) and [high-tech fashion](#), the Met’s deficit was approaching \$40 million and had forced the buyout or layoff of some 90 employees. An expansion into a satellite building cost millions of dollars more than expected. A new Met logo and



The New York Times

LOG IN



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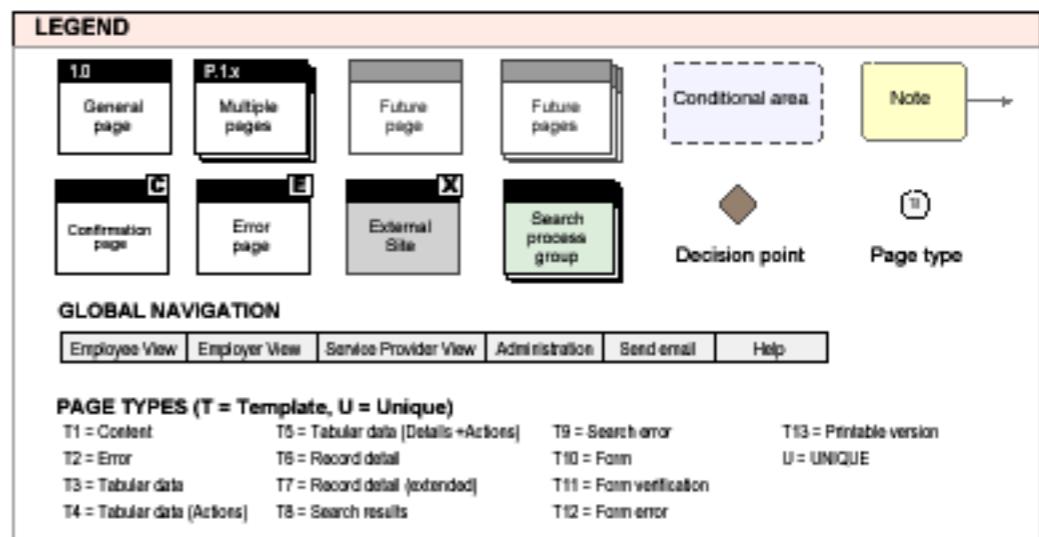
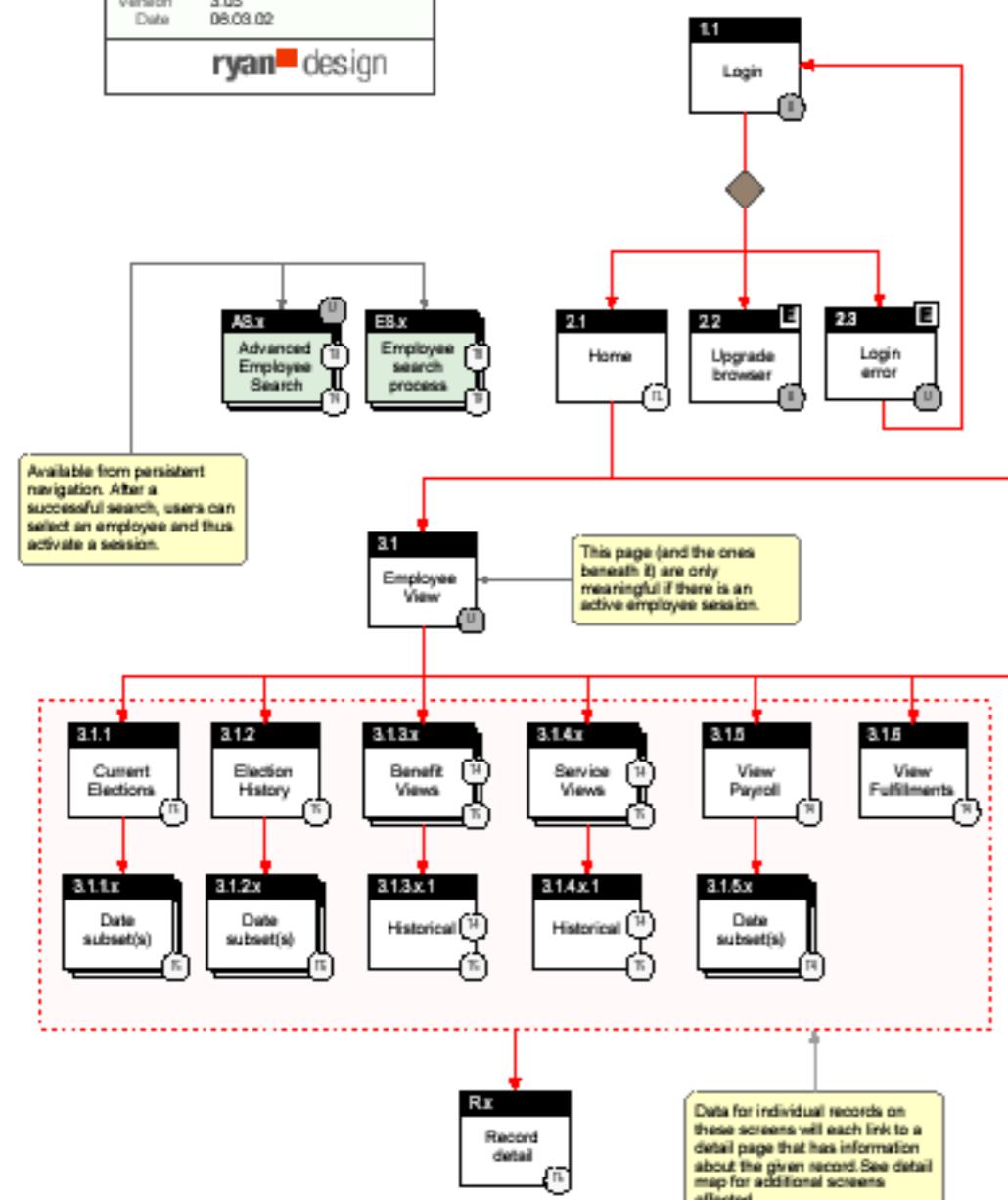


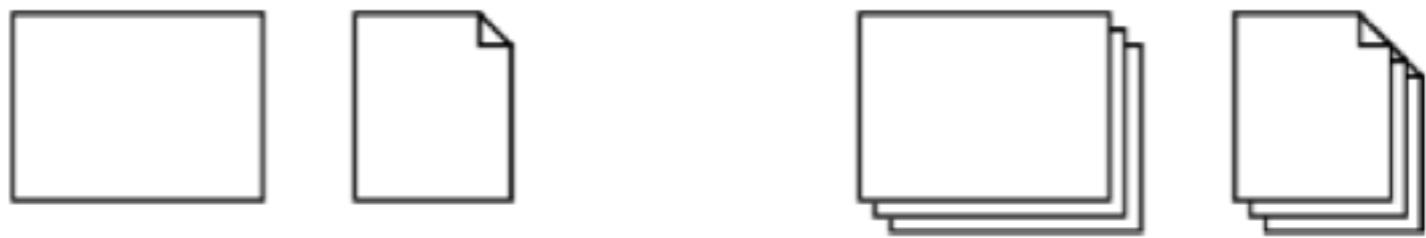
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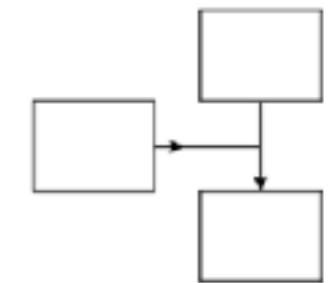
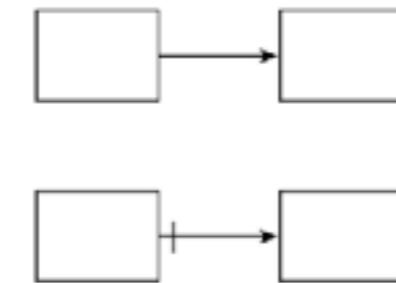
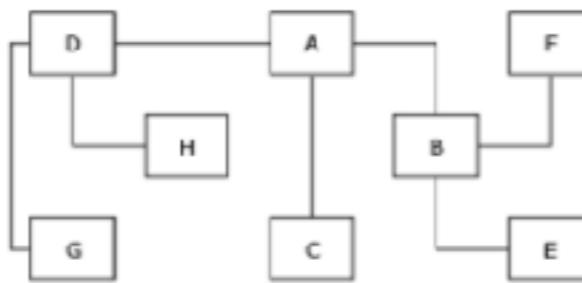
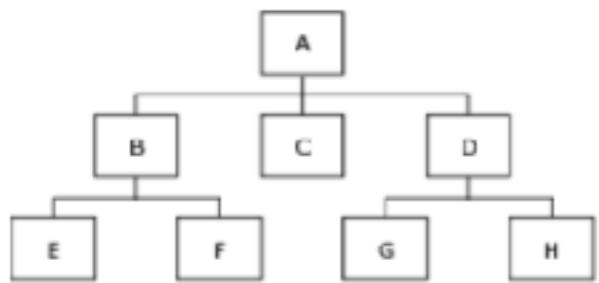
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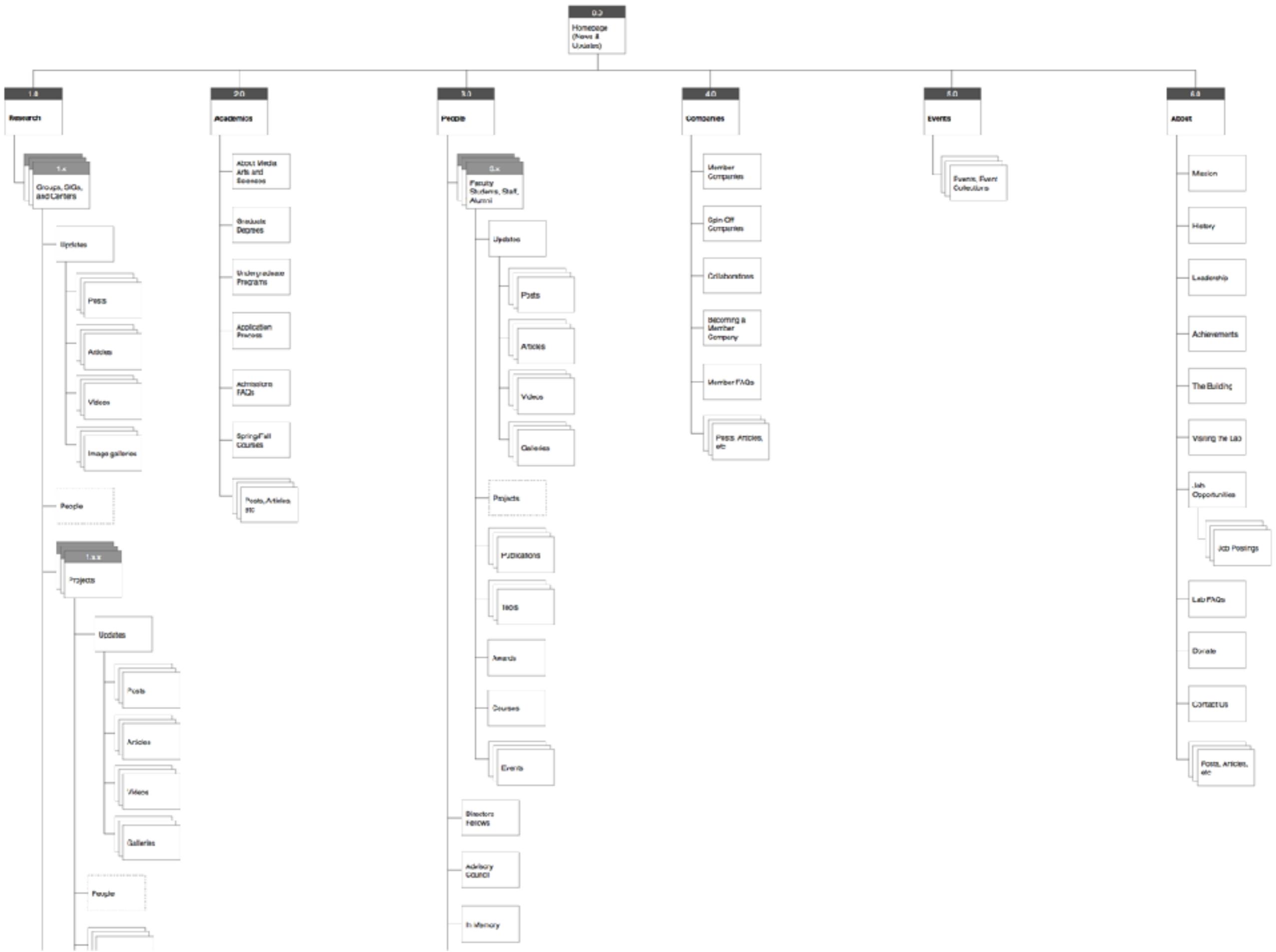


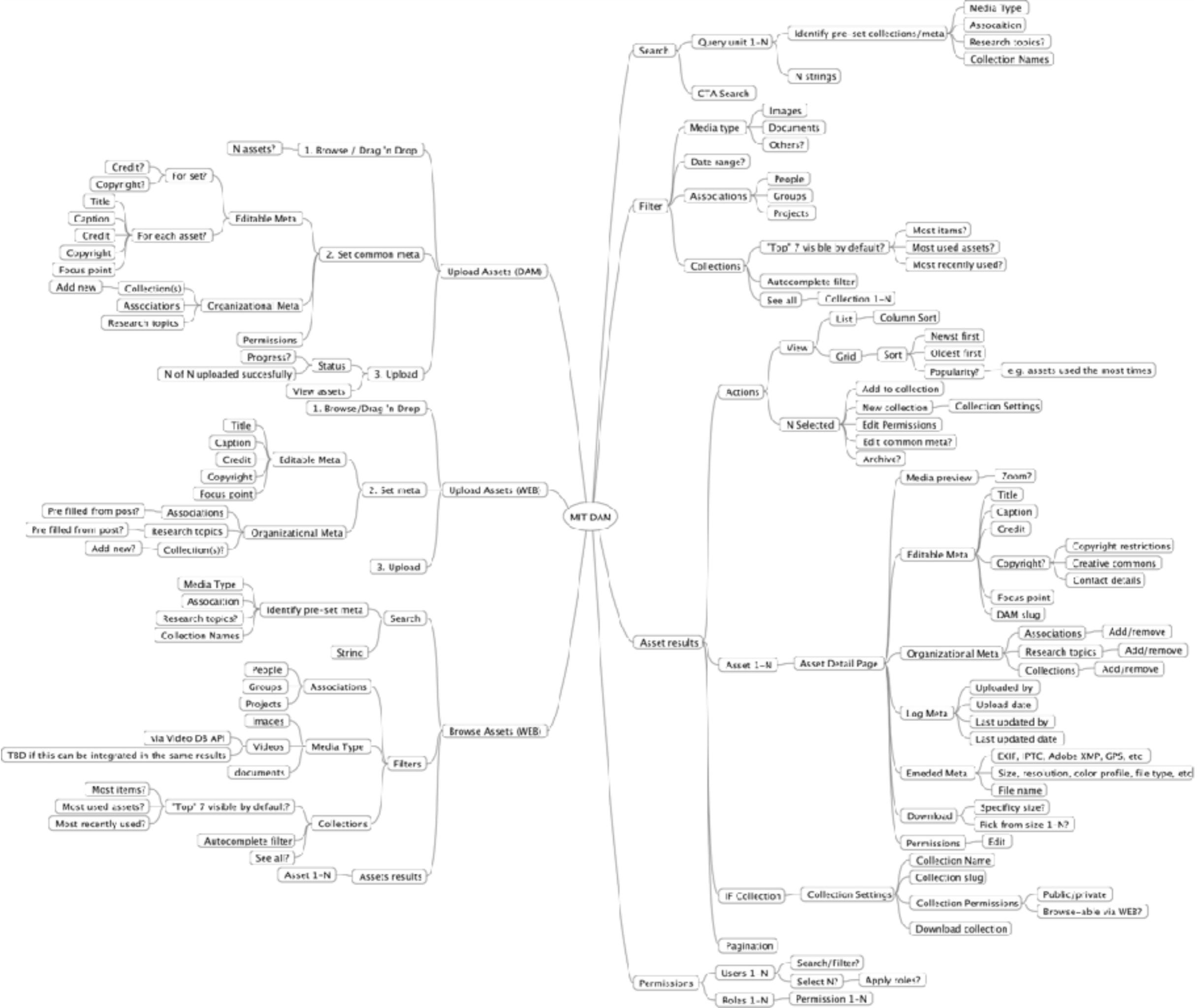


Elements: Data, Pages, and Groups



Relationships: Connectors and arrow





IA Tools



XMind



OmniGraffle

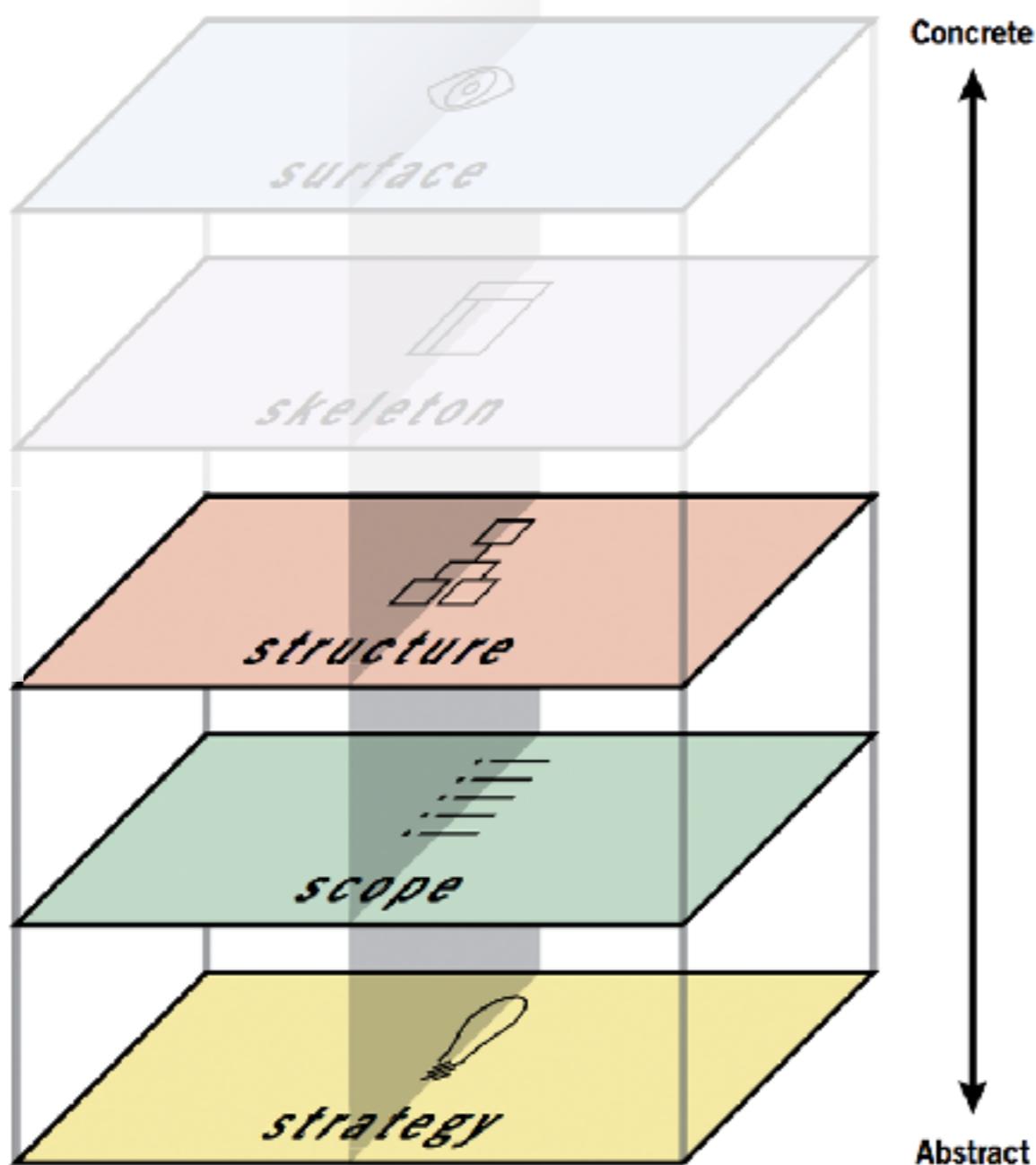


Sketch



Illustrator

product as functionality | product as information



Exercise:

- Pick a website or app that you use somewhat regularly
- Outline the site/app's *Objectives*
- Outline the site/app's *Audience Needs*
- Outline the site/app's *Functional Requirements*
- Outline the site/app's *Content Requirements*

For Thursday:

- Present Project 1, Part 1. Make sure your class site is updated with your project presentation in PDF format, including...
 - Strategy
 - Your Song/Poem/Short Story
 - Your Project Objectives/Goals
 - Your 10 precedents or pieces of inspiration
 - Your projects Intended Audience(s)
 - Audiences needs (might be very similar to your personal objectives)
 - Scope
 - What are the functional requirements of your project
 - What are the content requirements for your project