Web II

The Unix Rebels - Design Document

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Introduction

* What is a goal?
* Destination - where do you want to be when you're done?
* Result or Outcome - what do you want to accomplish?
* Purpose - what are you trying to do?

Goals

* The Importance of Goals to Design
* Learning - clarity, simplicity, modules, testing
* Enjoyment - variety, surprise, wit
* Understanding- graphs, charts, illustrations
* Experience - interactivity, user control
* Action - features and benefitsk, forms, options
* Getting Information - reference, fast access, index

Objectives

* What is an objective?
* Measurable - How will you know when you've attained your objectives?
* Obtainable - Do you have the time, money, and people to attain your objectives?
* Coherent - Do the objectives "hang together" to create a coherent whole?
* Specific - Are the objectives specific? How is this different than measurable?

Audience

* Knowing and Understanding Your Audience
* Age - How does age affect your audience?
* Gender - How does gender affect your audience?
* Experience Level - What affect does experience level have on your audience?
* Expectation - How do the audience expectations affect your goals and objectives?
* Browsers and Bandwidth - What affect does having different technology create?

Analysis

* Competitive Analysis
* Who is the competition? - others with the same goals and audience
* What are they doing now? - checking out the competition
* Rating the competition? - web site critiques

Organization of Information

* How?

Interactivity

* What?

Functionality

* What?

Content

* What else?

Surveys

* Gathering Information From Your Audience
* Focus Groups watch and record
* Individual Interviews - ask in person
* Surveys - Ask directly
* What Do You Ask?
* 1.  
  2.  
  3.  
  4.  
  5.

Scenarios

* Summarizing Audience Information
* imagining and writing about average users