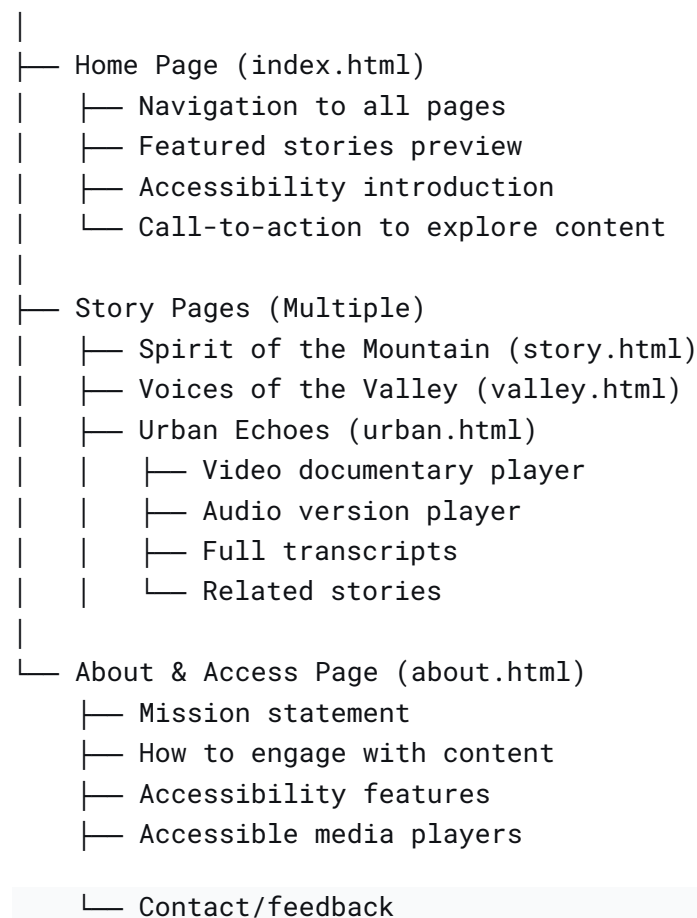


StoryCast - Research & Planning Document

1. Information Architecture

Sitemap

StoryCast Microsite



Content Hierarchy

Home Page Structure:

- H1: "Stories for Everyone"

- H2: "Featured Stories"
 - H3: Story cards with titles
- H2: "Built for All" (Accessibility section)

Story Page Structure:

- H1: Story title (e.g., "Spirit of the Mountain")
- H2: "Story Media" (visually hidden)
- H3: "Watch the Documentary"
- H3: "Listen on the Go"
- H2: "Full Transcript"
- H2: "More Stories You'll Love"

About Page Structure:

- H1: "About StoryCast"
- H2: "Our Mission"
- H2: "How to Engage with Our Content"
- H2: "Accessibility Features"
- H2: "Accessible Media"
- H2: "Get Involved"

Media Placement Strategy

- Primary: Video documentaries with full captions
 - Secondary: Audio versions for alternative consumption
 - Tertiary: Text transcripts for complete accessibility
 - Supporting: Descriptive thumbnails with alt text
-

2. User Journey Maps

Persona 1: Visually Impaired User (Screen Reader Dependent)

User Profile:

- Name: David
- Age: 42
- Condition: Complete blindness
- Technology: JAWS screen reader, keyboard navigation only
- Goal: Access African storytelling content independently

Journey Steps:

1. Landing & Orientation

- Arrives on homepage via direct link
- Screen reader announces page title: "StoryCast - Accessible Audio Stories"
- Uses skip link to jump to main content
- Hears "Stories for Everyone" heading first

2. Navigation

- Presses Tab to navigate through header
- Hears "StoryCast logo link, Home link current page, Featured Story link, About & Access link"
- Selects "Featured Story" using Enter key

3. Content Discovery

- Lands on "Spirit of the Mountain" story page
- Screen reader announces breadcrumb: "Home / Spirit of the Mountain"
- Hears main heading and story description
- Navigates to media section

4. Media Consumption

- Encounters video card with proper ARIA labels
- Chooses audio version for easier consumption
- Uses keyboard controls to play/pause audio
- Downloads transcript for detailed reading with screen reader

5. Transcript Engagement

- Finds transcript toggle button
- Expands full transcript content
- Screen reader reads poetic content about African mountains
- Uses heading navigation to browse related stories

6. Completion & Next Steps

- Returns to homepage via navigation
- Explores other stories using same accessible patterns
- Considers providing feedback on accessibility experience

Pain Points Addressed:

- ✓ Skip links for quick navigation
- ✓ Semantic HTML structure
- ✓ Proper ARIA labels on media controls
- ✓ Keyboard-only operability
- ✓ Screen reader-optimized transcripts

Persona 2: General User (Sighted, Mouse/Touch User)

User Profile:

- Name: Sarah
- Age: 28
- Condition: No impairments
- Technology: Desktop computer with mouse, occasional mobile use
- Goal: Discover engaging African stories with good user experience

Journey Steps:

1. First Impression

- Lands on visually appealing homepage
- Scans hero section with gradient background
- Notices clear navigation and logo
- Attracted by featured story cards with images
- 2. Content Exploration
 - Clicks "Spirit of the Mountain" story card
 - Appreciates clean, modern story page layout
 - Scans story metadata (duration, type, description)
- 3. Media Interaction
 - Notices compact video card design
 - Clicks thumbnail to expand video player
 - Watches documentary with captions enabled
 - Uses video controls intuitively
- 4. Multi-format Consumption
 - Switches to audio version for background listening
 - Downloads transcript for reference
 - Uses transcript toggle for quick reading
- 5. Continued Engagement
 - Browses related stories section
 - Clicks on "Voices of the Valley" for next story
 - Experiences consistent interface patterns
- 6. Learning & Sharing
 - Visits About page to understand mission
 - Appreciates accessibility commitment
 - Considers sharing site with others interested in African content

Pain Points Addressed:

- ✓ Clean, intuitive visual design
- ✓ Responsive layout for all devices
- ✓ Fast-loading media players
- ✓ Clear information hierarchy

- ✓ Engaging visual elements
-

3. Accessibility Considerations Mapped to User Journeys

For Visually Impaired Users:

- Screen Reader Optimization: Semantic HTML, ARIA landmarks, proper heading structure
- Keyboard Navigation: Full tab access, focus indicators, skip links
- Media Alternatives: Audio descriptions, text transcripts, keyboard-controlled players

For General Users:

- Visual Design: High contrast, clear typography, intuitive layouts
- Media Experience: Multiple formats, responsive players, fast loading
- Content Discovery: Clear navigation, related content, engaging previews

Cross-Persona Benefits:

- Multiple Access Methods: Video, audio, and text for different contexts
- Progressive Enhancement: Core content accessible to all, enhanced experience for capable devices
- Consistent Patterns: Same interaction models across all user types

4. Success Metrics

For Accessibility:

- Screen readers can navigate all content without barriers
- Keyboard-only users can complete all tasks
- Color contrast meets WCAG AA standards
- All media has text alternatives

For User Experience:

- Users can easily find and consume preferred content format
- Navigation feels intuitive across different ability levels
- Media players work reliably across devices
- Content discovery leads to continued engagement

This research-driven approach ensures StoryCast delivers on its mission of making African storytelling truly accessible to everyone, regardless of ability or technology preferences.

WIREFRAME LINK

<https://www.figma.com/design/gLejvu37qVfy8btnXWmEzR/Storycast-wirframe?node-id=0-1&t=rtEPVSUaMJ0tkX7O-1>