

Project Planning & Design

A step-by-step guide for user-centered digital project design



Initial Consultation

The initial consultation is an opportunity to explore the project vision, scope, and assess its viability as a DH project.

Visit the DHLab during **Office Hours** or sign up for a consultation.



Planning & Research

The client provides sample data to the production team to assess the scope and deliverables discussed in the initial consultation.

Select data that gives a good idea of its range, complexity, and scale.



Lean Canvas

This exercise sets project goals, identifies target audiences, and crystallizes the research question driving the project.

Get brainstorming and download this handy **Lean Canvas** to share with your collaborators.



User Experience

The **User Analysis** translates high level concepts into step-by-step user journeys that inform how to storyboard features around your users.

Sketch collaboratively to collect the best **Ideation** as the basis for designing wireframe mockups.

The **Project Charter** articulates specific production goals and deliverables:

- Team members, roles, and responsibilities
- Project constraints, risks, and dependencies
- Acquisition and management plan for data including related media and permissions



Project Charter

- Web and software infrastructure decisions
- Timeline and budget requirements
- Final wireframe mockups for production

The Project Charter is signed off by all parties before production can begin.



Content & Design

Production begins by establishing a clear workflow and channels of communication for team members. Design and content can include:

- Develop a style guide, graphics, and CSS from designed wireframes
- Produce/edit media: audio, video, images, etc.
- Clean metadata
- Produce written copy



Coding & Analysis

Development includes building both the back and front ends of application as well as coding for data analysis and interpretation.

- Implement software infrastructure
- Data analysis and visualization



User Testing

Once a prototype is created, begin user testing to identify any areas of improvement to ensure the product's success.

- Recruit at least 5 users
- Talk to the DHLab to set up user testing sessions
- Review testing results and analysis
- Re-calibrate where needed



Closing & Sustainability

The **Project Closeout** details the long-term governance of the project's sustainability, maintenance, and operation.

- Provide documentation
- Measure accomplishments
- Determine lessons learned
- Identify who will maintain the project going forward