|  |
| --- |
|  |
| Project Title |
|  |
| [Type the document subtitle] |

**team Members**

[Pick the year]

Client: name

Project Title

[Type the document subtitle]

Table of Contents

Overview 2

About the project 2

Project Team 2

Business Requirements 2

Project Approach 2

Strategy 2

User Needs {personas} 2

Business Objectives 3

Competitive Benchmarking 3

Concept Map 3

Scope 3

Content requirements (content inventory, sitemap) 3

Technical Requirements 3

Information Architecture 3

Navigation design 3

Page design 3

User Testing 3

Interface & Visual Design 4

Site Development 4

Lessons Learned 4

Conclusion 4

References 5

Appendices 6

Milestone 1: Competitor Benchmarking 6

Milestone 2: User Analysis 6

Milestone 3: Design Description Documents 6

Milestone 4: Usability Tests 6

*Initial Short Usability Test Report for [Site name]* 10

Executive summary 10

Methodology 10

*Who we tested* 10

*What participants did* 11

*What data was collected* 11

*Major findings and recommendations* 11

List major issues – 11

Identify solutions – 11

*Introductory Questions & Tasks-* 11

*Exit Questions/User Impressions* 13

# Overview

## About the project

Introduce the focus of your project

Background – you may need to insert information from your project brief written in your own words. You may also wish to include the project brief in the Appendix.

The overall goal of this project is to…….

*One or two paragraphs are all that is needed here.*

### Project Team

Outline the project team members and the roles and responsibilities that they will assume for the duration of the project.

*One paragraph is all that is needed here or a sentence and a table that defines the roles/responsibilities.*

### Business Requirements

From the project brief and from any feedback from your client, outline the business requirements for your project in your own words.  
Specifically in this section outline:

* • what is the key content that your website should communicate,
* • what is the key function your website should perform, and
* • what will your web visitors remember about your site (your brand)

*One or two paragraphs are all that is needed here.*

## Project Approach

Outline the approach that was used to develop the project – write a paragraph describing this process and why it was used. Reference your writing in this section.

*One or two paragraphs are all that is needed here.*

# Strategy

To determine how to position the website to best meet the business requirements of the client, a number of activities were undertaken. This included understanding the business objectives in some depth through competitor benchmarking; a user needs analysis with personas and scenarios developed and the development of a concept map or model.

## Business Objectives

### Competitive Benchmarking

Outline what you did in this activity – i.e. what you looked for in other sites, what you found and the implications for your project. Summarize your group’s findings here.

## User Needs {personas}

Outline the main user groups that will use the website. Discuss the typical users you have identified and their needs. Refer to your User Analysis documents in Appendix 2 in your discussion

* What user experience goals do you hope to achieve for this site?
* What usability goals do you hope to achieve for the site?
* *Up to three paragraphs is all that is needed here.*

### Concept Map

Include here your concept map/model that underpins how you think you website basically works. Briefly explain.   
*One paragraph is all that is needed here.*

# Scope

To determine the scope of the project, it is necessary to understand how much content is available, the importance and state of the content (i.e. if the writing needs to be modified for web) and what further content is required. Explain why its so important to understand content in terms of scope.   
*Use one or two sentences is all that is need here.*

### Content requirements (content inventory, sitemap)

Write a brief paragraph of what you found – you can include diagrams here if they help explanation.

### Technical Requirements

Outline the JavaScript you have included to enhance the user experience.   
Provide an explanation of what you have chosen and why also explaining the actions you have taken to ensure universal access. Where there is a choice of using JavaScript or CSS for a particular interaction – explain your choice.

Finally outline the steps you have taken from a coding perspective to ensure your site is accessible to a widest range of users and devices.

*Three or four paragraphs are required.*

# Information Architecture

Explain what this is and how it relates to the design of your site and particularly why it is important for any website development. *One paragraph is required.*

### Navigation design

Outline the navigation structure for the site. Discuss the global/site level navigation and other navigation features that you have used. Refer to diagrams where appropriate. Refer to Krug or *usability.gov* when discussing this section.   
*Two to three paragraphs are required*

### Page design

Outline the page design structure implemented for the site. Discuss how information hierarchy has been used for page content. Refer to diagrams where appropriate. Discussing design inspiration would be appropriate.   
*One or two paragraphs are required.*

### User Testing

Explain what was tested and why. Findings from the user testing should be discussed and your subsequent response.  
*Include at least two paragraphs.*

# Interface & Visual Design

Outline what interface design features were part of your visual designs.

Discuss visual design inspirations used to create your site.

Where appropriate here, include feedback received from your client along the way. *This should only take 3 paragraphs max.*

# Site Development

Outline how you and your partner then organized the coding side of the site, i.e. who did what. A table should be used as part of the explanation.

# Lessons Learned

Outline:

* What worked?
* What didn’t?
* What would you change if you could do this project again?

# Conclusion

Up to you – summarize the key points you have made as you went through the report and make a final comment.

# References

**First reference.** The text begins at the left margin of the paper. Lines are double-spaced. When the entry is longer than one line, the second line is automatically indented.

Put these in alphabetical order

Use Harvard Style or APA. Whichever you choose your reference list must be uniform.

**Additional references.**

# Appendices

## Milestone 1: Competitor Benchmarking

* 1. Website name, URL, student who did it, test results
  2. Website name, URL, student who did it, test results

## Milestone 2: User Analysis

Use the template provided in Learnline (Week 8 Tasks).

1. Persona & scenario: name of character student who did it
2. Persona & scenario: name of character student who did it

## Milestone 3: Design Description Documents

1. content inventory - student who did it
2. concept model - student who did it
3. site map - student who did it
4. navigation prototypes - student who did it
5. page description prototypes - student who did it

## Milestone 4: Usability Tests

Use the short test report from Usability.gov to plan and write up (see Appendix at end of document).

Appendix 1 Competitor Benchmarking

Appendix 2 user ANALYSIS

Appendix 3 Design Description Documents

Appendix 4 Usability testing

# *Initial Short Usability Test Report for [Site name]*

Date of Test: [Month Day, Year]

Location of Test: [City, State]

Prepared by: [Name]

Phone Number: [XXX-XXX-XXXX]

Email: [[name@address.gov](mailto:name@address.gov)

## Executive summary

NOTE: This section describes the main goal and rationale of the study. Briefly describe the scenarios that participants completed, how the sessions were conducted, and how many participants took part in the study. This section should also discuss overall trends, such as whether or not participants were able to complete all the tasks. Data should be reported as both a number of completed scenarios as well as a percentage. Is there is a reason why tasks were completed or not? Be sure to give an overall impression (theme) about what the reader will encounter in the report.

## Methodology

### *Who we tested*

*NOTE: Supply each tester’s full name, address and contact number.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * **Audience Type**  |  |  | | --- | --- | | User Profile 1 | 2 | | User Profile 2 | 4 | | User Profile 3 | 2 | | **TOTAL (participants)** | **8** | | * **Computer Usage**  |  |  | | --- | --- | | 0 to 10 hrs. wk. | 2 | | 11 to 25 hrs. wk. | 4 | | 26+ hrs. wk. | 2 | | **TOTAL (participants)** | **8** | |
| * **Age**  |  |  | | --- | --- | | 18-25 | 2 | | 26-39 | 2 | | 40-59 | 2 | | 60-74 | 2 | | **TOTAL (participants)** | **8** | | * **Gender**  |  |  | | --- | --- | | Women | 4 | | Men | 4 | | **TOTAL (participants)** | **8** | |

### *What participants did*

NOTE: State about how long participants met with the study facilitator and how many tasks they completed. Describe anything else that participants did, such as filling out questionnaires.

### *What data was collected*

NOTE: Describe the data collected, including paths selected, task completion rates, and verbal feedback. Describe any other data that were collected, such as time on task or satisfaction ratings. This is a very important part of this section. It should be quite detailed.

### *Major findings and recommendations*

#### List major issues –

Use the bullet format to enable quick scanning.

#### Identify solutions –

Make recommendations for adjustments to site as a result of the testing.

NOTE: Readers should be able to use this section to get a good grasp of what the issues are and what possible solutions exist. It is not a list of every single problem, but an overview of the major stumbling blocks identified during testing.

### *Introductory Questions & Tasks-*

NOTE: List the question followed by the summaries of responses. If you ask participants to define their expectations for a set of labels, it may be useful to put them in a table so they can be compared. Following are two examples.

*Sample 1. Summary of introductory questions*

|  |  |
| --- | --- |
| Sample Questions | Sample Responses |
| Have you heard of [site]? | None of the participants had been to or heard of the site. |
| Just from looking at this site, what kinds of information do you think you could get from this site? Please be specific. | All participants correctly defined the purpose of the site. Participants used phrases from major headers and labels to describe the information on the site. |
| Who do you think this site is designed for? Why? | Participants correctly identified general public. One person suggested doctors and nurses. |
| Who manages this site? | One participant identified the sponsor from the masthead. |

*Sample 2. Label expectations by participant*

|  |  |  |  |
| --- | --- | --- | --- |
| Participant No. | What’s New | News | Resources |
| 1 | New on the site | Press releases | Web sites |
| 2 | New books | Headlines | Books, articles |

Repeat these scenarios as many times as you had scenarios.

Scenario 1 - Exercise/Sports; Fitness

*You’ve heard that many people get injured due to bike accidents. You want to know if wearing a bike helmet will reduce your chance of injury. Where would you look for this information?*

|  |  |
| --- | --- |
| Number of participants | X |
| Percent successful | XX% |

|  |  |
| --- | --- |
| Sample Findings | Sample Recommendations |
| X participants completed the task with ease (score of “2”) by finding the [target].  X participants needed prompting or had significant difficult completing the task (score of “1”)  X participants did not complete the task (score of “0”).  X participants found the [target] via [path]. | State each separate recommendation in the form of an action item.  List as many as needed to resolve the issue, keeping in mind how the recommendations affect the site or application as a whole. |

Scenario 2 – Self-Directed Activity – Another type of activity you could do

*Now, we’d like to hear about how you might use this site. Please identify an item that you would be interested in finding on this site. Please state your question and then search for the answer. Let me know when you’ve found the information. [Outline the tasks that participants described and their success in attempting those tasks.]*

|  |  |
| --- | --- |
| Number of participants | X |
| Percent successful | XX% |

|  |  |
| --- | --- |
| Sample Findings | Sample Recommendations |
| X participants completed the task with ease (score of “2”) by finding the [target].  X participants needed prompting or had significant difficult completing the task (score of “1”)  X participants did not complete the task (score of “0”).  X participants found the [target] via [path]. | State each separate recommendation in the form of an action item.  List as many as needed to resolve the issue, keeping in mind how the recommendations affect the site or application as a whole. |

### *Exit Questions/User Impressions*

NOTE: It may be useful to put responses in a table, especially if you want to list all participant responses rather than an overall summary. Following are two examples.

*Sample 1. Summary of user impressions*

|  |  |
| --- | --- |
| Sample Questions | Sample Responses |
| What is your overall impression to [site]? | Participants liked being able to find health info. |
| What is your impression of the search capability? | Search worked well, efficiently. Seemed to have the most relevant information at the top. |
| Do you feel this site is current? Why? | The site is current because the information is dated with information from the past couple of days. |
| What did you like best about the site? | 1) Resources 2) Articles 3) Health tips |
| What did you like least about the site? | 1) No way to share info 2) Everything in PDF 3) Not enough pictures (images, charts, graphs) |
| If you were the website developer, what would be the first thing you would do to improve the website? | 1) “Email a friend” 2) FAQs |
| Is there anything that you feel is missing on this site? | 1) “Email a friend” 2) FAQs |
| If you were to describe this site to a colleague in a sentence or two, what would you say? | It’s a useful site with a lot of good information. |
| Do you have any other final comments or questions? | Needs more pictures and color. |

*Sample 2. User impressions by participant*

|  |  |  |  |
| --- | --- | --- | --- |
| Participant No. | Like best? | Like least? | Improvements |
| 1 | Search | Registration | Add more color |
| 2 | A-Z index | Pop-ups | Clickable charts |