



Full Stack Development Course

Milestone Project 1

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User Experience Design (UXD)

There are five key elements required to build an appropriate User Experience;

- Strategy
 - What is the purpose? Is it simple? why is it special? why does it add value? and to who?
- Scope
 - What are we building? what are we not? and is it feasible?
- Structure
 - How is it organised, how do we navigate, is it learnable? and is it assured?
- Skeleton
 - What form? what conventions do we use? Do we have right content? **Is the UI, the product?**
- Surface
 - What appears on the surface? What consistency for navigation, colours, layout, text, font and progressive disclosure? **Does it represent value to its audience and fulfill the strategy?**

UXD for MTB and GX Tours, Catalonia & Pyrenees

The business (friends) wish to set up bike tours in the Catalonia and Pyrenees region;

- **Strategy**
 - Tours to trails in the area. Trail riders off-road is popular and can combine with visit type. Travel offering B2C.
- **Scope**
 - Offer of bike tour services, to the Catalonia region, mixed no. of days, simple offerings at first, competitive pricing.
- **Structure**
 - Information is [location, accommodation, culture, history, food, bikes], [customer details], [pricing].
- **Skeleton**
 - Three pages: [Landing], [Tour Details], [Pricing & Contact] Images & high-level descriptions, [Tour Summaries], [Interaction] **Is the UI, the product?**
- **Surface**
 - Landing page with regional images and descriptions. Nav to three pages on surface. Consistent nav, text color and font across pages, with high contrast Easy to Action and Submit Details for Contact.

Strategy

Objectives

- What is the audience culture?
 - Off-road bike track rides with travel interest.
- Is the content relevant?
 - Trail rides, history, culture in Catalonia/Pyrenees.
- Can we track content intuitively?
 - What, where, when, accomodation, bikes and food.
- Is the technology appropriate?
 - Core UI interaction capability for Action.
- Are business goals met?
 - Sells bike packages attracting customers.
- Does it add value to the user?
 - High imagery and descriptive content, tells them tour details and 'from' price and contact capability
- Does a user want this?
 - Bike ours off-road to the region are popular
- Stakeholder, market, competitor research?
 - A few do exist in area but outside Girona is limited and are totally 'bike' oriented
- Is it B2C or B2B?
 - B2C.
- Is it functional or emotional drivers?
 - Emotional drivers through image, call to action -tour signup and contact details.
- Is pricing transparent for B2C?
 - Pricing is suggestive, transparent for B2C

Scope

Objectives

- Is scope defined?
 - 3 GX MTB guided trails to start
- What is in and what is out?
 - Content to describe 3 simple tours
- What is available now?
 - Agile as first iteration.
- Can we define agile scope?
 - Simple three pages then iterative after
- Is it simple?
 - Offers simple tours to high demand area.
- Can we build features for later?
 - Login, password, client details, more tours, social media connect for more complexity and messaging
- What does it offer
 - Sought after location, desirable activity, effective pricing
- Does it all meet the strategy?
 - Cycling popular in the area with good weather.
- Is scope too big or too small?
 - Simple site for small number of tours, test interest
- What are the business trade-offs?
 - Needed and wanted, site capable to grow.
- Requirements – needed? wanted?, don't know?
 - Basic requirements home page, 3 tours, contact page
- Does scope drive the business?
 - It will kick the business off.
- What constraints do we have?
 - Startup, legal and experience.

Structure

Objectives

- How is the content organised?
 - Three simple pages, general, specific, sign up,
- How do we navigate through content?
 - Generic to explain area then tour types
- Is there an effective information architecture?
 - Home, tours, contact pages.
- Is the content and nav intuitive?
 - Web pages effective and vibrant images.
- Simple or complex narrative?
 - Simple descriptive narrative over images.
- Does the content and nav support users?
 - Should attract a type of user, easy to navigate.
- Does the structure support interactivity?
 - Easy to navigate, creates interest, informal.
- Is it consistent, predictable, learnable and visible with clear intuitive feedback?
 - Easy to use site but with descriptive content.
- Does the content provide 'hinting'?
 - Lots of content hinting, page hinting, keen to see more images.
- Does it allow for details submission?
 - Contact form is last page.
- Does it provide for assured feedback?
 - Quick and easy to use with emotional imagery.

Skeleton

Objectives

- What form does the application take?
 - Website, simple easy, informative
- Does the UI provide appropriate content?
 - Each page is specific to message, what how, action
- Does the UI provide content at the right time?
 - Home is lead-in, specifics then contact.
- What conventions do we use (icons etc.)?
 - 3rds, travel imagery (in preference to icon usage), brief description, transparent 'from' pricing, simple form, social media, about us structure
- Are visual conventions applied?
 - Generally uses 3rds rule, high imagery, less icon usage due imagery
- Do we take advantage of progressive disclosure?
 - Pages flow down with high imagery, inviting further discovery and easy to click to other pages
- Is the UI the system and the product?
 - Pages convey relaxed tone with high imagery conveying essence of location and what the company offers
- Does UI?; provide immediate interaction; first time learning; focused on the audience; meets the needs of the audience?
 - Three simple pages with scroll down click menu making it easy to navigate
- Are we at the right amount of features?
 - Enough to convey immediate messaging. More features in terms of business content can be added later.
- Have we created a 'wireframe' to review?
 - Yes, wireframe document attached.

Surface

Objectives

- What appears on the surface plane?
 - Rules of 3rds imagery on home page, high impact imagery, easy fixed scroll navbar.
- What layout, colours, sequence, identity?
 - Home, Tours, Contact. 3rds for consistency, images conveys clear message, each page a clear structured message. Icons not used extensively (footer only), relying on images to convey content message.
- Is the language readable with contrast and consistent patterns?
 - Content displayed in grey background within imagery, to add content to underlying imagery.
- Is the technology appropriate?
 - Very fast for the audience, simple, high imagery fast interaction.
- Is the font consistent?
 - Fonts are Exo (crisp with curves) and Roboto(more direct for footer)
- Are the images consistent with the message?
 - Images are the product - views and travel experience.
- Are the pages consistent in design?
 - Yes, rule of thirds with high image content, same structure on each page
- Does the UX bring value?
 - Aimed at users emotionally responding to images and content, able to contact via form or call
- Is it consistent with strategy and does it support stakeholders, business and users
 - Travel focused, bike tours with access to a traditional vacation region rich in geography and history