

222-CSCI431W-01-2864

w07: Requirements



Edit Mode is: ON

## w07: Requirements

Build Content

Assessments

Tools

Partner Content



## Reading

## Read:

Don't Make Me Think (Krug)

- [Chapter 2 "How we really use the web"](#) and
- [Chapter 3 "Billboard Design 101"](#)

## Focus questions:

- The author explains the difference between *reading* and *scanning* digital interfaces. What's the difference between these behaviors?
- Opposed to choosing the optimal solution or choice, what does the author suggest people tend to do?
- Based on the author's reasoning, why do people have a tendency to type a website's URL into search bars (e.g. searching on Google/Yahoo/AOL)
- In what ways can information hierarchy be presented visually?
- The author says that "Conventions are your friends." What design conventions do you commonly see in digital interface design? Find a convention and post it, along with at least one visual example (provide at least an image of it, links can supplement it) and share your thoughts about that convention.

## Reminder:

- Have Adobe XD set up on your laptop (see last week's links for instructions if you have not requested your account). For the initial settings, choose the following:



## Install XD CC

Help us provide you with the right experience and learning content. (All questions required.)

My skill level with XD CC is

Advanced

I am a

Student

I am downloading XD CC for

Myself only

Continue



Persona

### Millennial Explorer



#### Camille

28 year old female in San Antonio, Texas

Product Manager at Rackspace

B.A. in Business Administration, studying the GMAT to apply to MBA programs

Camille enjoys her job but hates her commute. During the week, she spends about ~10 hours at work and is too exhausted to socialize, but she likes to spend her weekends out of the house with her friends. She's single and lives alone with her pet Labradoodle in a one bedroom apartment.

She likes trying new things she hasn't experienced before to appreciate different cultures and perspectives. However, she says she gets tired of fads once they become popular, "I used to love to go to South-by-Southwest (SXSW) up in Austin when they had underground bands I'd never heard of, but now it is all mainstream and corporate so I haven't gone in a while."

Goals:

- Discover unique movies that aren't yet well known
- Be ahead-of-the-curve to share "hidden gem" films with friends
- Learn from people who have similar tastes in artful films and series



### **Scenario** ▼

It's been a long day and **Camille** wants to wind down and relax. She says that her favorite way to end the day is "picking up some sushi on the way home, turning the lights off, lighting a candle, and getting comfy on the couch with my dog while I watch something." She gets under a blanket while she turns her TV. She just finished watching *Narcos: Mexico (season 2)* and loved it so she's curious if there are any movies like it that she hasn't already seen, but doesn't want anything "too Hollywood."



### **User Stories** ▼



### **Example Survey** ▼

[Linked spreadsheet of responses](#)



### **[Repo] Roll Call** ▼

This is an example repository for UX Project Reports

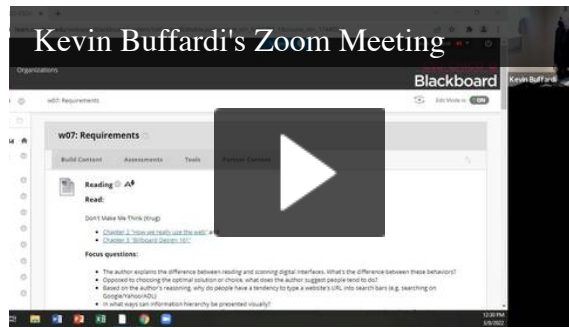


### **Embedding images in Markdown** ▼



### **Tuesday lecture: Requirements Gathering report, data interpretation**





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