**Design Specification – 50%** [layout & presentation 5%]

1. **Description of the Project** [1%]

Short paragraph describing what the project/website is about

1. **Goals**
   1. What is the purpose of the website? [2%]
   2. What is the scope of the website? [2%]
2. **Competitor Analysis** [6%]

Research any 3 similar websites to that you are creating making reference to

(i) design features, (ii) functionality (iii) your personal opinion [& informed by research] on the pros & cons interacting with each website

**3.1**

**3.2**

**3.3**

1. **User Experience**
   1. Personas [\*2] [6%]
   2. Scenarios [\*3] [6%]
2. **Content Strategy, Navigation Architecture & Visual Design**
   1. Content Inventory [2%]
   2. Sitemap [4%]
   3. Wireframe Sketches [\*2 hand drawn] [2%]
   4. WireFrames using a UX Tool of your choice (Architectural Blueprints) [\*2] [4%]
   5. Mock-Ups using a UX Tool of your choice [ \*2 ] [4%]
   6. Screen Capture [\*2]
3. **Evaluation & Testing** [6%]
   1. Usability Heuristics [discuss any 6 evaluation principles pertaining to your own project]