Group Exercise: Site Design

*A concept by:*

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# Overview

Your first job out of college is for an entrepreneur who’s made his fortune with his uncanny knack for buying the right domain names, then hiring a small clever creative team to build a killer web site for it. He has purchased what he believes will be one of the biggest killer domain names of his career and assigned it to you. It’s now up to you to design a site for it. To help you out, he has carefully selected teammates to assist you. Needless to say, if you do this job well, your career is assured. Break into groups of 4 or so, and get started on this killer new site!

The domain your boss has purchased is: **octolist.net**

# Part 1: Define Purpose

1. Why does this site exist?

*To serve as a safe place for all Octodad players.*

1. What do you hope to achieve with it?

*A communal understanding between all Octodad players.*

1. What's the Goal?

*We need to unite all the Octodad communities under one dad.*

# Part 2: Consider Audience

1. Who will be using your site?

*Octodad players, new or verteran.*

1. What are some characteristics of these users?

*They like odd video games, and enjoy having a creative outlet to express their creativity.*

1. What technology will they have?

*Smartphone, laptop, tablet.*

1. How might that affect your design?

*We’ll need to make it mobile and tablet friendly.*

# Part 3: Gather Ideas & Brainstorm

* List numerous ideas without being critical
* An off-the-wall idea may help bring an excellent 'reasonable' idea to mind
* List features
* Examine other sites
* Ask potential users
* *Weekly polls on which tie is best*
* *Chat function for players to communicate*
* *Fan art section*
* *Help section*
* *Achievements*
* *Only view site if played for at least 100 hours*

# Part 4: Organize Ideas

* Take ideas and consider them
  + *Do they help the goals of the site defined at the beginning?*
  + *Seek maximum impact with minimum resource consumption*
* Sort ideas into categories
* *Perhaps the 100-hour limit does not serve our goal of establishing an inclusive community of Octodad community.*
  + *Just have a forum section specifically for the 100-hour people*
* *Categories*
  + *Forum*
    - *Section for each platform*
    - *Polls*
    - *Fan art*
  + *Info for the two games*
  + *Help section*
  + *Achievements*
    - *Split by platform*
  + *User account section*
  + *Chatrooms*
  + *Home page*
    - *Best fan art*
    - *Best posts*
    - *Poll winners*

# Part 5: Organize Information

* The structure upon which you will build the site
* Needs to be thought out before design
* Doesn't need to be absolutely rigid (strong, yet flexible)

*Our site will be like that of the tentacle: strong, yet flexible. There will be a navigation link for each of the categories described above. Information will mostly be user-created, with the exception of polls and general game information. It will be organized into the categories described above, with user content being in the forums.*

# Part 6: Determine Navigation

* How should this be organized?
  + By category?
  + By date?
  + By alphabetical order?
  + Others?
* Draw a conceptual diagram.
* *Navigation system organized by category*
* *Forum posts sorted by date, or optionally by popularity*

# Part 7: Sketch Pages

Use Blank Paper and Design Tools provided by your professor.

# Part 8: Present Design to the Class

Probably at the beginning of next class, unless we have time today!