Web design – Strategies and Information Architecture

Module - 3

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User Experience Process – User Centric Design

- User-centric design is a design philosophy that prioritizes the needs, wants, and limitations of end users.
- It involves understanding the user's goals, context, and feedback to design a product that is intuitive and easy to use.
- Example: A user-centric design of a music app would involve understanding the user's music preferences, how they interact with the app, and their feedback to create a personalized and seamless experience.

Phases in UX

- Research: Understand the user and their needs.
- Design: Create wireframes, prototypes, and high-fidelity designs based on research.
- Testing: Validate the design with users to ensure it meets their needs.
- Implementation: Work with developers to bring the design to life.
- Evaluation: Assess the effectiveness of the design and make improvements.
- Example: In designing a shopping app, the UX team would first research user shopping habits, create a design, test it with users, work with developers to implement the design, and then evaluate its effectiveness.

Waterfall vs Agile

- Waterfall is a linear approach to project management where each phase must be completed before the next one starts.
- Agile is an iterative approach where work is divided into small chunks called 'sprints', and feedback is continuously incorporated.
- Example: In a waterfall approach, the entire design of a website would be completed before any coding begins. In an agile approach, a small part of the website would be designed, coded, and tested in a 'sprint', before moving on to the next part.

Web vs App

- Web applications are accessed via a web browser and require an internet connection to function.
- Mobile applications are downloaded and installed on a mobile device and can often function offline.
- Example: A web application like Google Docs requires an internet connection and a browser to function, while a mobile application like Spotify can be downloaded and used offline.

User Research and Analytics

- User research involves understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.
- Analytics involves the systematic analysis of data gathered on the website or app.
- Example: User research for a fitness app might involve observing how people use existing fitness apps and asking them about their needs. Analytics might involve analyzing data on how often users log workouts or use certain features.

User and Client Needs

- User needs are the features and functionality that users expect from a product.
- Client needs are the business objectives that the product must achieve.
- Example: For a banking app, user needs might include easy access to account balance and mobile check deposit, while client needs might include increasing digital transactions and reducing branch visits.

The Target Audience

- The target audience is the specific group of people that the product is designed for.
- Understanding the target audience involves researching their demographics, behaviors, needs, and motivations.
- Example: The target audience for a pregnancy tracking app would be expectant mothers. The app would be designed to meet their specific needs, such as tracking pregnancy milestones, scheduling doctor's appointments, and providing health tips.

Outlining the Scope, Content and Functionality

- Scope refers to the breadth and depth of the product.
- Content refers to the information provided in the product.
- Functionality refers to what the product can do.
- Example: For a news app, the scope might be global news coverage, the content would be news articles and videos, and the functionality might include saving articles, sharing articles, and adjusting text size.

Introduction to Sitemaps

- A sitemap is a diagram that represents the structure of a website.
- It shows how different pages are related to each other through a hierarchical system.
- Example: A sitemap for an e-commerce website might show a home page at the top, with categories like 'Men', 'Women', and 'Kids' below it, and individual product pages below each category.

Sitemap – Concerns, Elements and Processes

- Concerns: Ensuring the sitemap accurately represents the website structure and is easy to understand.
- Elements: Pages, links, and hierarchy.
- Processes: Creating the sitemap, validating it with stakeholders, and updating it as the website evolves.
- Example: When creating a sitemap for a blog, concerns might include ensuring all categories and posts are included. Elements would include the home page, category pages, and individual blog posts. The process would involve creating the sitemap, getting approval from the blog owner, and updating it when new posts are added.

Treejack – Introduction and Analysis

- Treejack is a usability testing tool used to evaluate the information architecture of a website.
- It allows users to complete tasks using a simplified version of your site structure, without the influence of your site’s visual design and navigation aids.
- Analysis involves looking at success rates, time taken, and the paths taken by users.
- Example: A Treejack test for a university website might involve tasks like 'Find the course schedule for the Fall semester'. Analysis would involve looking at how many users were able to complete the task, how long it took them, and what paths they took through the site structure.