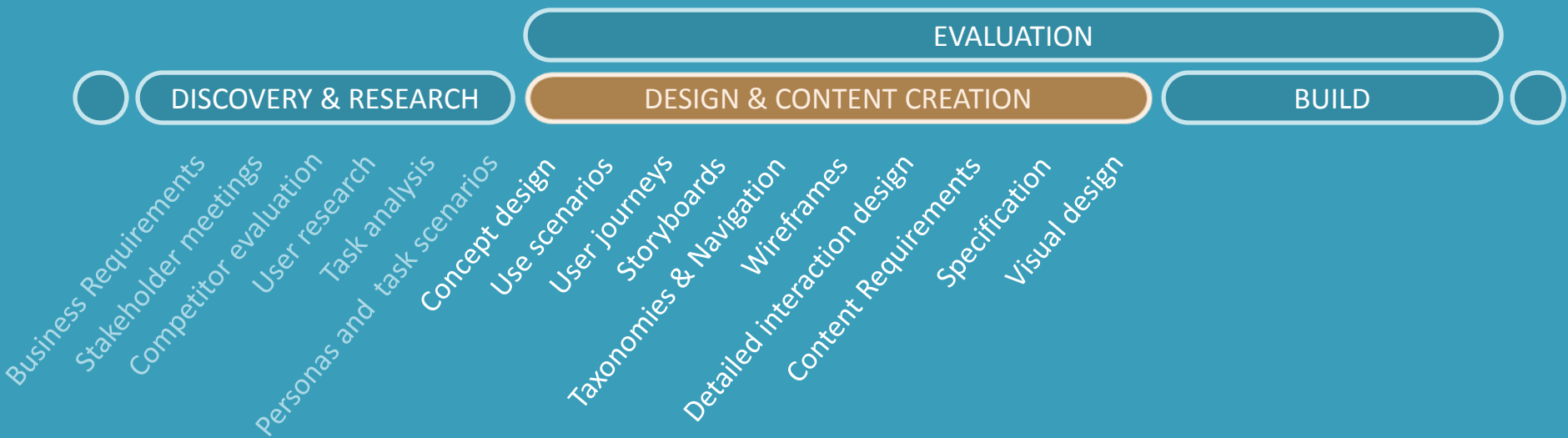**Diploma Web Design and Development** 14 March 2009

WDD3.2
Information Architecture and content creation

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PROJECT TIMELINE

EVALUATION

DISCOVERY & RESEARCH

DESIGN & CONTENT CREATION

BUILD

Business Requirements
Stakeholder meetings
Competitor evaluation
User research
Task analysis
Personas and task scenarios
Concept design
Use scenarios
User journeys
Storyboards
Taxonomies & Navigation
Wireframes
Detailed interaction design
Content Requirements
Specification
Visual design

Discuss: *How are you doing?*

- Were you be able to complete the **client survey?**

- Can you formulate a **proposition** for your site?

- What are the **site goals?**

- Are you clearer about who your **audience** is going to be**?**

- How are you going to **research your audience** to identify its **goals and needs?**
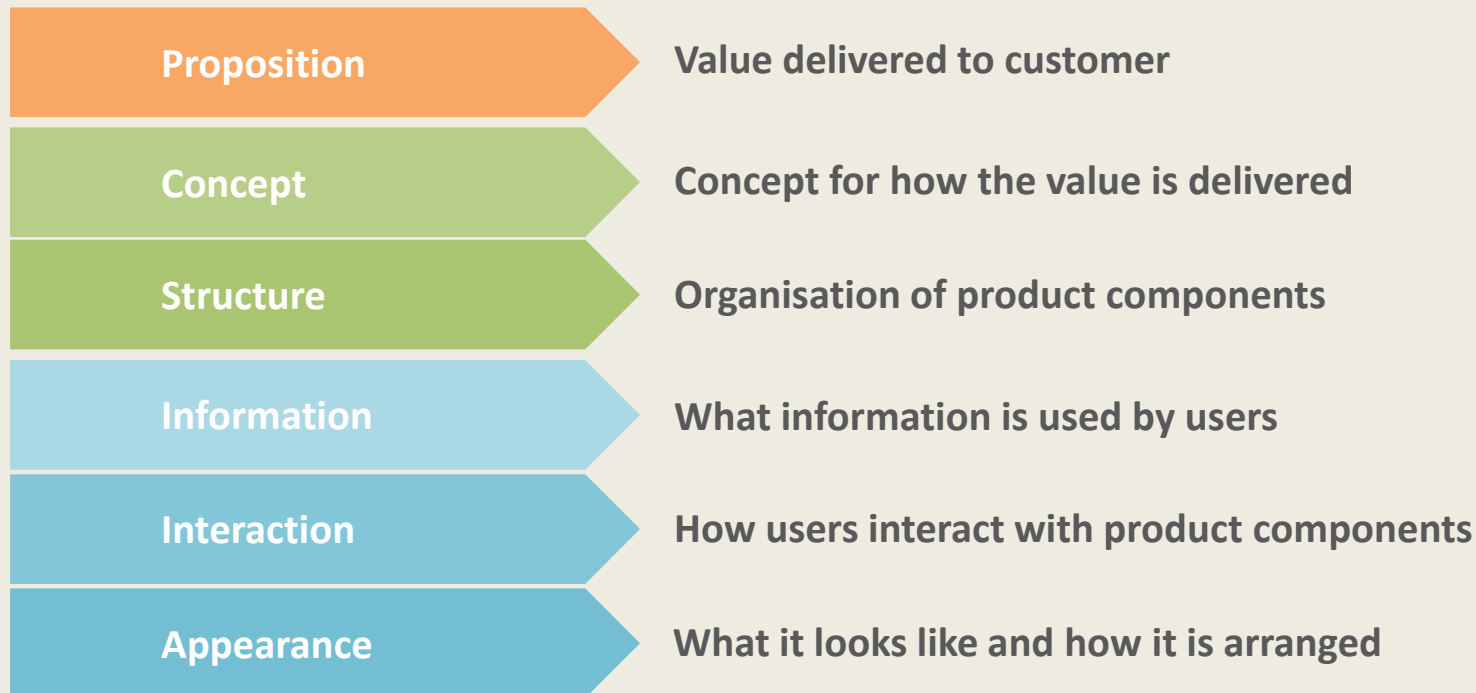
Creating a concept design

We followed a UCD process and have completed user research to understand:

- **Organisational structures** and **business goals**

- The overall **market**

- **Users** and their **goals** and **needs**

- **Personas** (models of the users) and **scenarios** (models of the things they want to do).

We've created a **value proposition and site goals that bring user goals and business objectives together.** We can now look **how to deliver this value** to the user.

Creating a concept design

The elements of user experience

Proposition — Value delivered to customer

Concept — Concept for how the value is delivered

Structure — Organisation of product components

Information — What information is used by users

Interaction — How users interact with product components

Appearance — What it looks like and how it is arranged

…one view of it. Here's another one

The elements of user experience

Proposition	**Value delivered to customer**
Concept	**Concept for how the value is delivered**
Structure	**Organisation of product components**
Information	**What information is used by users**
Interaction	**How users interact with product components**
Appearance	**What it looks like and how it is arranged**

…one view of it. Here's another one

What is concept design?

A collaborative thinking process involving:

- Creation of **new ideas,** approaches and solutions

- **Exploration** of fit for purpose and alternatives

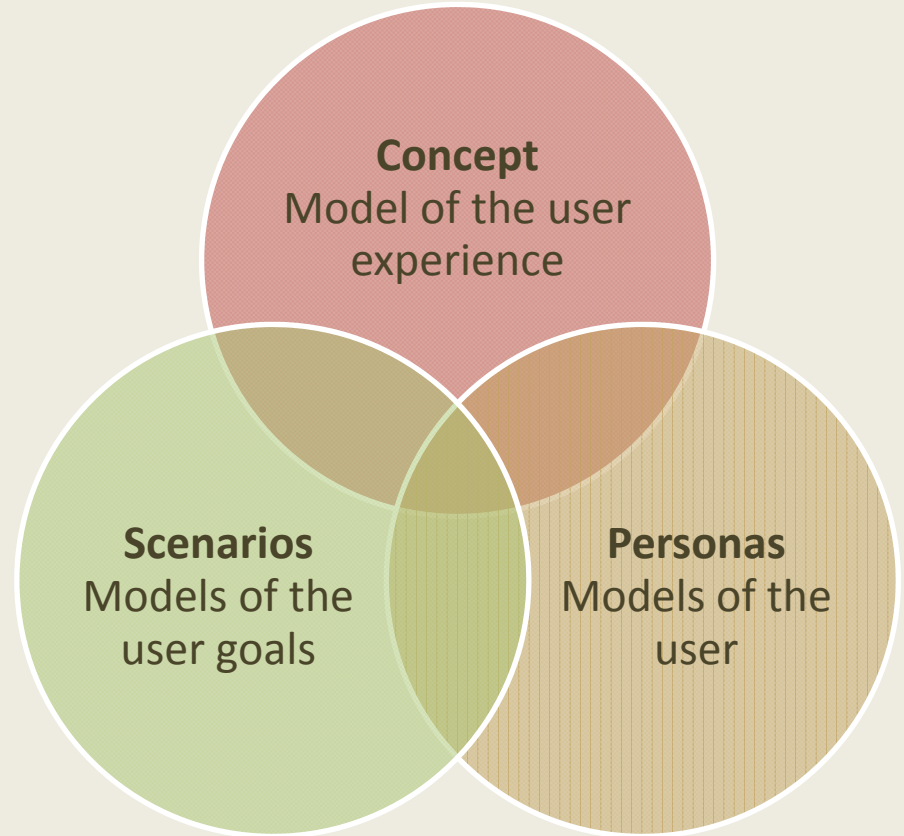- **Refinement** of ideas to define a ideal solution

In the UCD lifecycle concept design is not about:

- Defining business needs

- Defining user needs

- Understanding technology constraints

Generating ideas

- **Knowledge from user research** is used to generate ideas and make decisions about which ideas to eliminate and which to keep and improve.

- **Personas** and **scenarios** are tools we use to keep user focus.

Concept
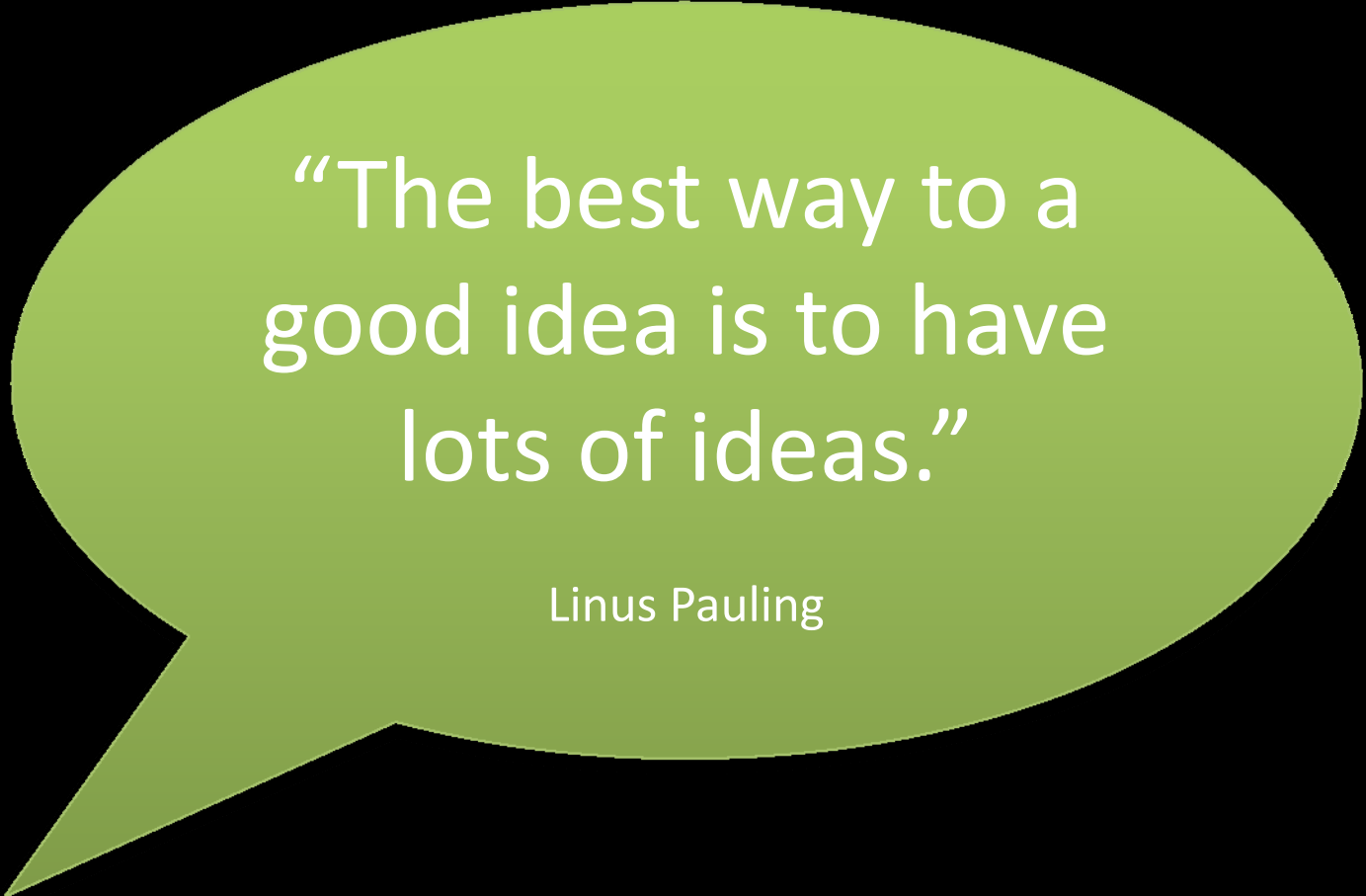Model of the user experience

Scenarios
Models of the user goals

Personas
Models of the user

Creating a concept design

Look at your personas and task scenarios and think:

- **What shape could the design take?** – is it more like a magazine, a catalogue, a guided tour?

- **What existing Web patterns could you use?** – take advantage of conventions that you know work already

- **What real-world metaphors could work?** – take advantage of the fact that people already have an understanding of the way certain things work in the real world

- **Does your proposition change?**

Discuss: Crocus.co.uk

- check Crocus.co.uk
- Can you think of what key concepts the site is based on?

Concept design is about **creating lots of ideas and rapid iteration!**

"The best way to a good idea is to have lots of ideas."

Linus Pauling

It's important to start simple…

…sometimes a **little doodle is enough** to test an idea.

Many great designs have started with **simple sketches and prototypes.** It's too expensive to do the real thing and then watch it fail.

UCD is about **iterating your design** until it's right.

Therefore it's important to work at the **right level of fidelity** for each stage of the project – that is just doing enough to be able to evaluate the design
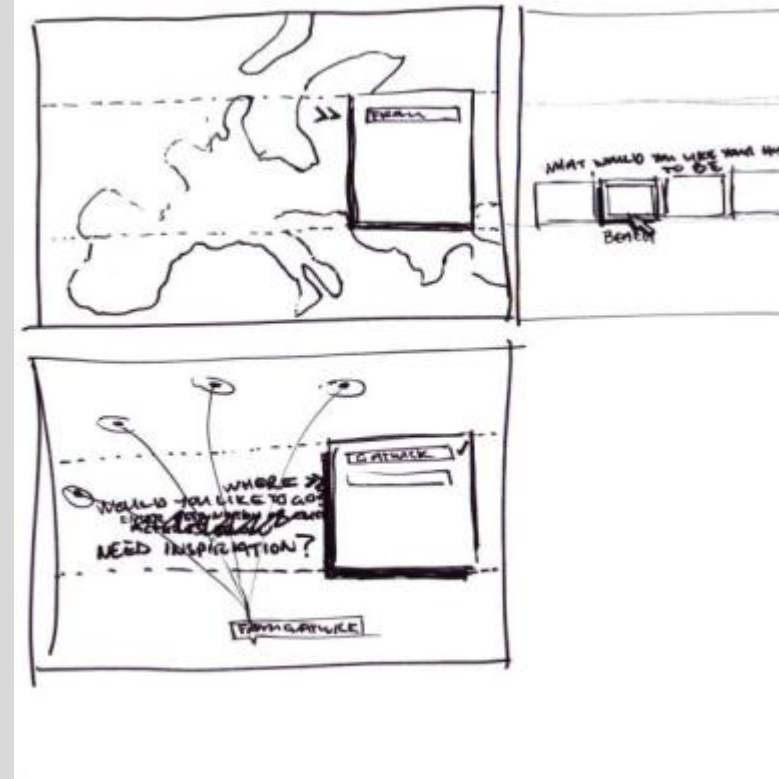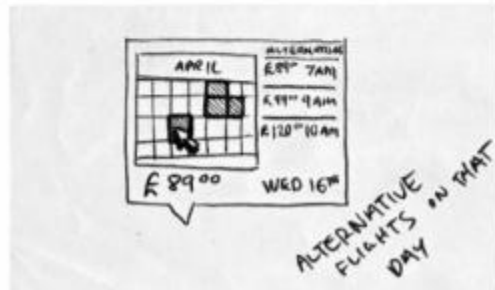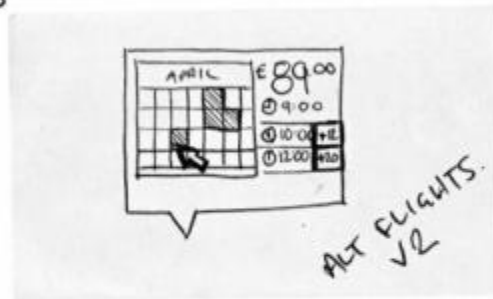
Low-fidelity prototyping
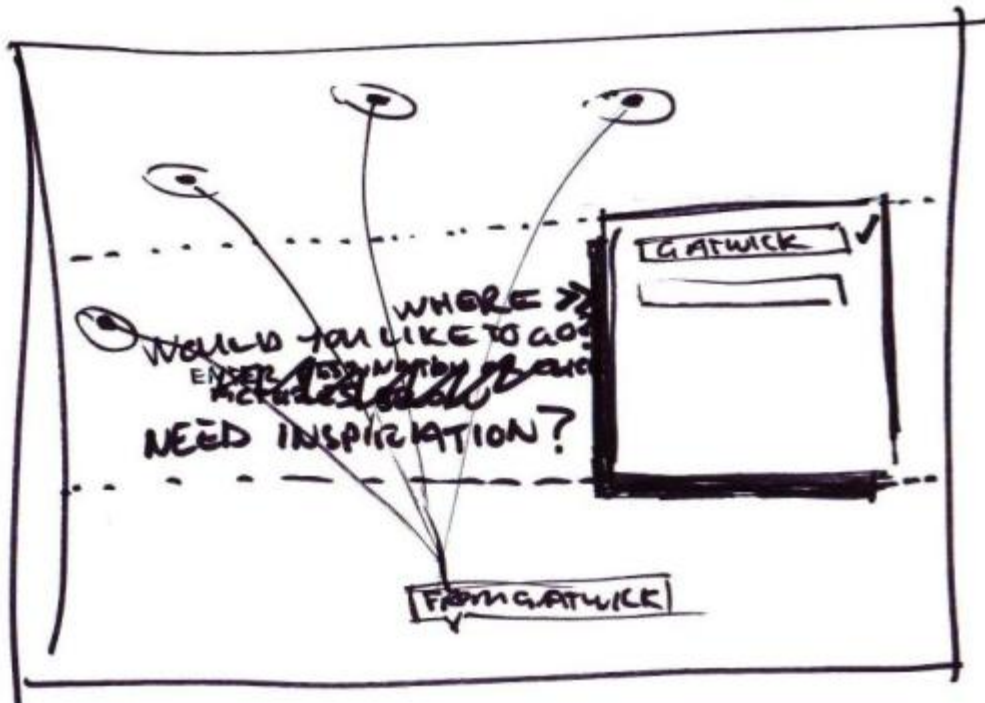
Sometimes you need only a few strokes to test an idea

Low-fidelity prototyping

Sketches of different widgets for a website

Use scenarios

- Take your task scenarios of your personas and turn them into use scenarios are storyboard – **stories of how users would use your site**

- Think of the **user goal,** the **tasks** it takes to achieve the goal, and what **functionality** and **information** of your site users will use to complete their task

- **Do users have the right information and functionality** to complete the task?

- **Does your solution align with the mental models** you found in your research?

- **Use your personas to validate**

Creating a structure to your site

- You can now start thinking about a **structure** to your site

- Look at the different use scenarios: what **content and functionality** does the site need to provide?

- Create a **diagram of the key users journeys** through the site…

- Where do they **overlap?**

- An article about <u>user journeys</u> on boxes and arrows

User journeys

Often a few stickies and a bit of paper is enough to create a site structure. Working on the wall makes it easy to view and communicate structure and key task flows.

Storyboards

- **Storyboards are series of illustrations or images** displayed in sequence to create the outline structure of a motion graphic or interactive media sequence.

- In web design you can use them to plan how a user would use your site

- You a can vary the level of detail as needed: Click-by-click or just showing key steps in the user journey

- A great book that will help you to understand how to effectively storyboard is Understanding Comics

- See also Adaptive Path's article on "sketchboards" and downloadable templates

Storyboards

Storyboards allow you to prototype different task flows quickly without thinking of too much detail.

Remember – UCD is iterative

- Successful evolution happens through many **alternative designs**

- Using **paper, pen and post-it's** (and a digital camera to document progress) or **storyboards** helps you quickly explore alternative solutions

- Producing fancy diagrams and designs too early in the process is a waste of time

Task: *Create a concept and a storyboard*

- You are a user experience designer who's been **asked to design the concept and information architecture for** *Deliverease,* a new online service to be launched by a major supermarket chain.

- *Deliverease* allows users to **find and view recipes and order all required ingredients** directly from the supermarket chain online store for home delivery.

Task: Create a storyboard

- For a meeting with the product team you need a **first draft of some of the key user journeys.**

- **Design for the persona supplied** (see worksheet).

- Think of a **conceptual metaphor** that addresses the challenge

- Work in teams of 3 to **storyboard one user journey** (i.e: Find and view a recipe and order ingredients) using the storyboard template provided. **Focus on the essential,** not the detail.

- **Validate against the persona** chosen.

15 min. Coffee Break