

Postgraduate Certificate Web Design and Development 16 January 2010

*WDD2.2*

*Information Architecture and content creation*

**Andrew Harder**, Design Research Specialist, Nokia, London

**Peter Otto**, Principal User Experience Consultant, Flow Interactive, London

## ***Recap: What you've learned in the last session***

- **User Experience** – the way users experience your web site
- **User Centred Design** – a design process that is built around user input
- **Six layers** of user experience
- **Norman's model** – how the designer's view differs from the user's
- Understanding **business requirements** and **stakeholders**
- Conduction **user research**
- Documenting user **needs** and **goals** as **personas** – representative users of your site

## PROJECT TIMELINE

A horizontal timeline arrow pointing right, labeled 'PROJECT TIMELINE'. Below it, three rounded rectangular boxes represent the stages: 'DISCOVERY & RESEARCH', 'DESIGN & CONTENT CREATION' (highlighted in orange), and 'BUILD'. Above the 'DESIGN & CONTENT CREATION' box is a longer rounded rectangle labeled 'EVALUATION'. Below the 'DISCOVERY & RESEARCH' box is a list of activities: Business Requirements, Stakeholder meetings, Competitor evaluation, User research, Task analysis, and Personas and task scenarios. Below the 'DESIGN & CONTENT CREATION' box is a list of activities: Concept design, Use scenarios, User journeys, Storyboards, Information Architecture, Wireframes, Detailed interaction design, Content Requirements, Specification, and Visual design. The timeline starts and ends with a small white circle.

DISCOVERY & RESEARCH

Business Requirements  
Stakeholder meetings  
Competitor evaluation  
User research  
Task analysis  
Personas and task scenarios

DESIGN & CONTENT CREATION

Concept design  
Use scenarios  
User journeys  
Storyboards  
Information Architecture  
Wireframes  
Detailed interaction design  
Content Requirements  
Specification  
Visual design

EVALUATION

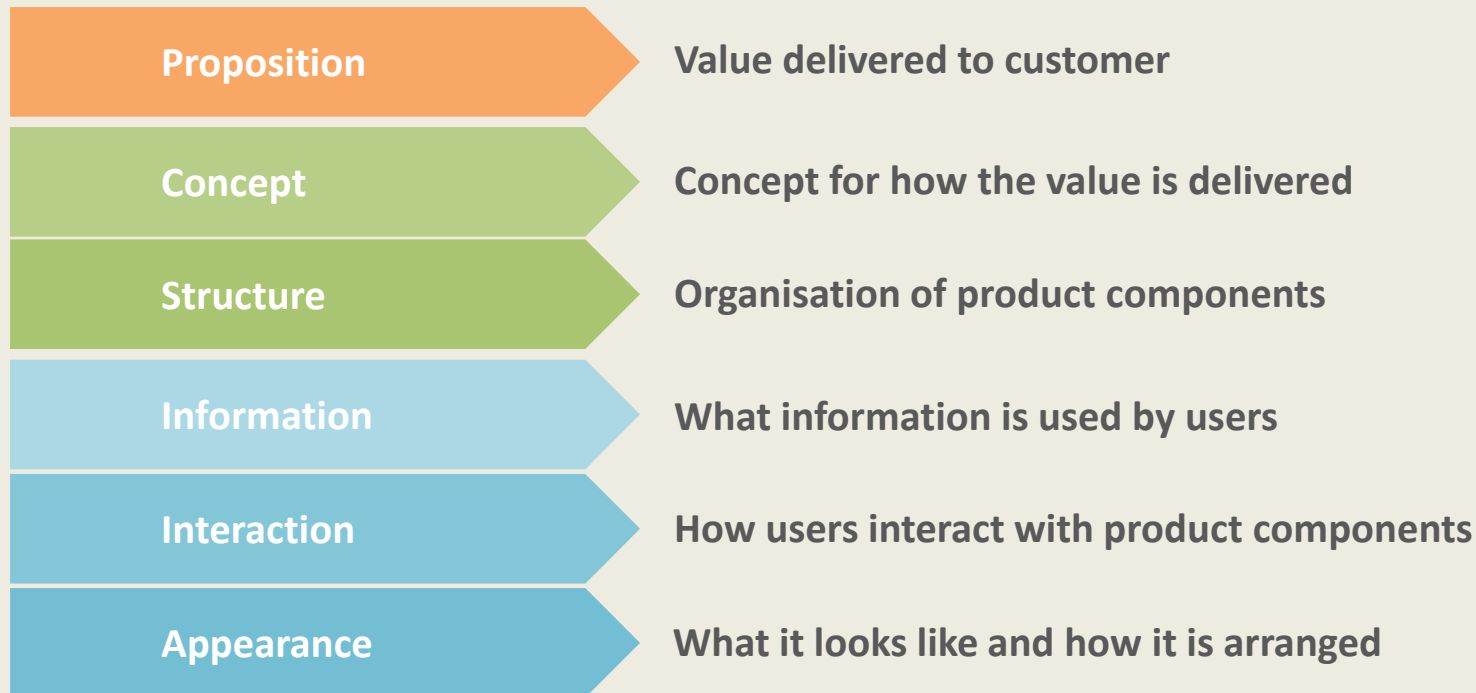
BUILD

## ***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?
- Did you manage to **research your audience** to identify its **goals and needs**?

## *2.2.1 Creating a concept design*

# The elements of user experience



...one view of it. [Here's another one](#)

# 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** (stories of what users 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.

# 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 thinking process involving:

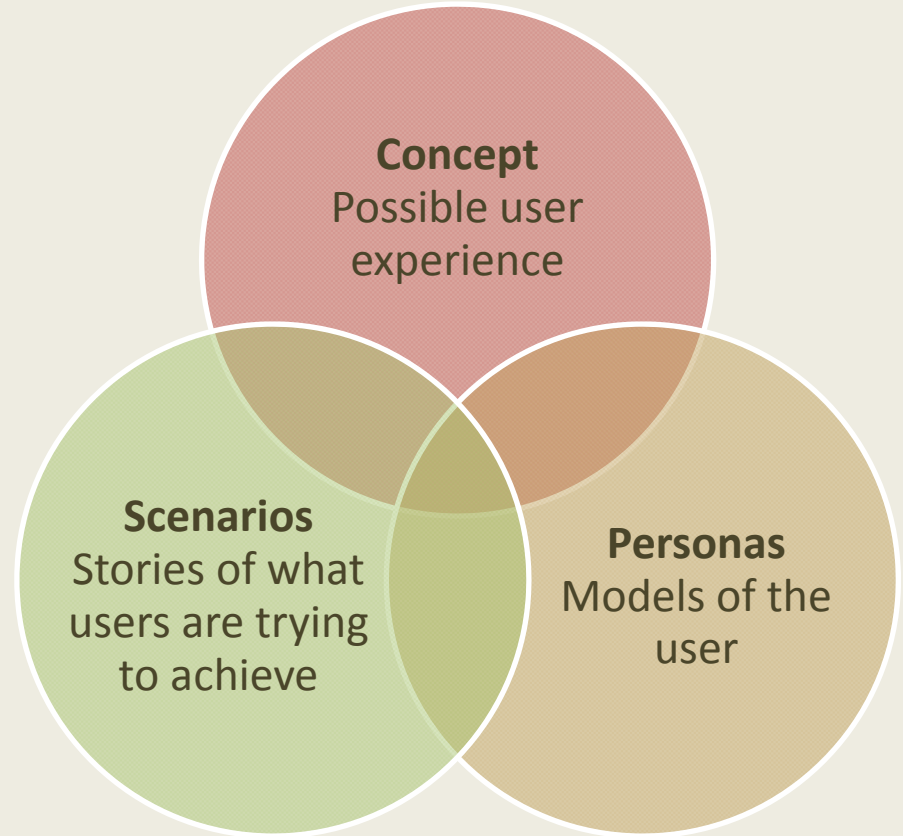
- Creation of **conceptual ideas** that bring user and business needs together
- **Refinement** of these ideas to define a ideal solution

## 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.



# 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](https://crocus.co.uk)
- Can you think of what key concepts the site is based on?

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



*“The best way to a good idea  
is to have lots of ideas.”*  
*Linus Pauling*

# It's important to start simple...

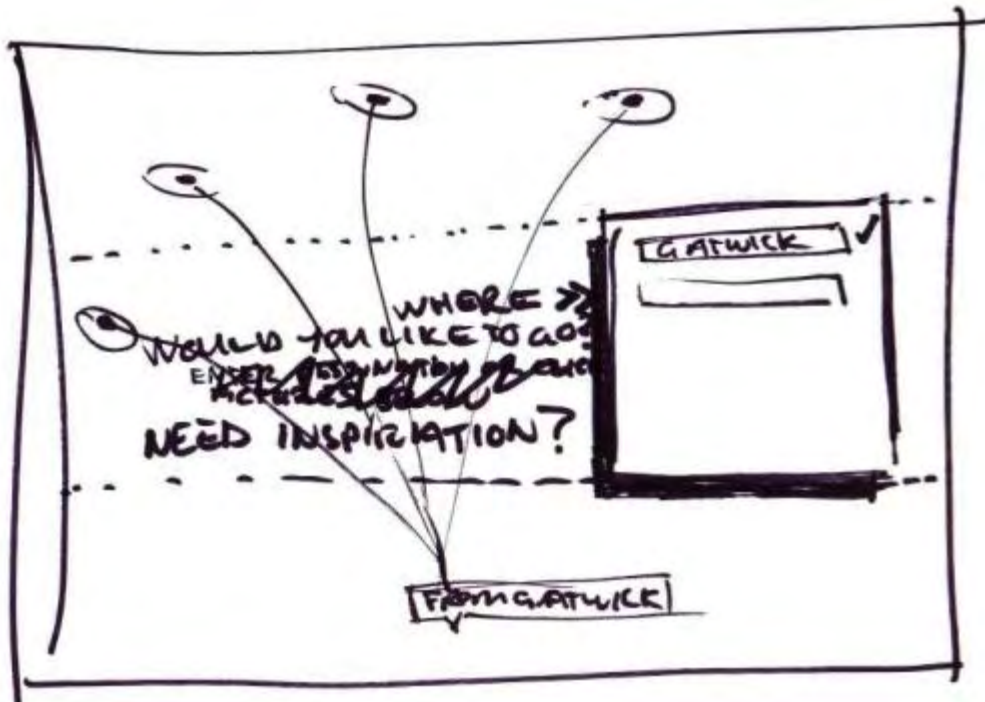
...sometimes a **little doodle is enough** to test an idea.

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 pen strokes to test an idea



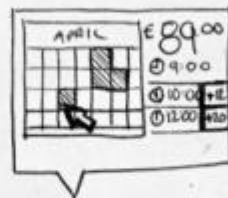
# Low-fidelity prototyping



SHOWS PRICE, DAY OF WEEK, DATE  
AND TIME OF THE LOWEST PRICE  
FLIGHT FOR THE MONTH.



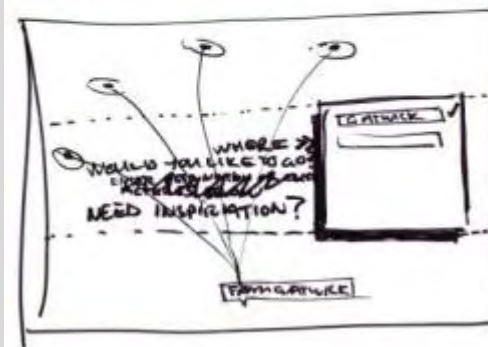
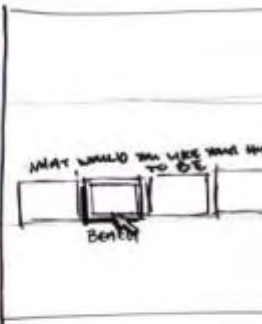
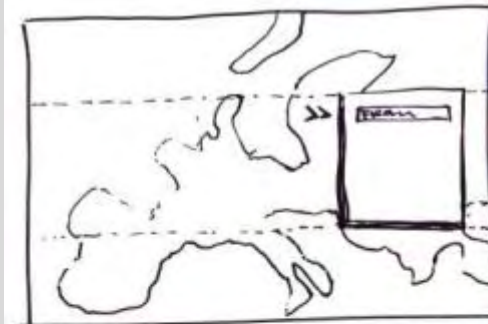
CHEAPEST FLIGHTS  
AVAILABLE ON THESE  
DAYS ...  
TIME OF FLIGHT  
ON BOLLINGER



ALT FLIGHTS  
V2



ALTERNATIVE  
FLIGHTS ON THAT  
DAY



Sketches of different widgets for a website

# ***Recap: Scenarios***

**Scenarios are user stories** that describe the steps users go through to satisfy their goals:

- **Task scenarios** describe what users are doing currently
- **Use scenarios** describe how users will perform the same task using your product or service

# Use Scenarios

- Take your task scenarios of your personas and turn them into use scenarios – **stories of how users would use your site**
- For each scenario think of the **user's 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**

# Storyboards



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

# 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 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

# 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.

# 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 [user journeys](#) on boxes and arrows



# Remember – UCD is iterative

- Successful evolution happens through many **alternative designs**
- Using **paper, pen and post-its** (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.