

UX Design for Portfolio 1

Strategy Plane

Product Objectives

- Build a workable website that conforms to criteria as set out in Portfolio 1 Assessment Guide aiming for a distinction grade.
- Create a learn to crochet website linked back to Little Woolly Snuggles that covers the basics and offers a newsletter subscription for users wanting more tips.

User Objectives

- The audience for this site would predominantly be adults looking to learn a new skill.
- The user should be able to immediately identify what the site is about and navigate easily through it.

Research

- Reviewed sarahmaker.com - busy site with information overload and advertising content constrains main body.
- Reviewed thesprucecrafts.com - much better site. Easy on the eye, good contrasting colour. Fonts work well, drop down menus and layout well thought out.

Viable Content

- 2 - 3 basic stitches with pictures tutorial.
- Newsletter form.
- Home page with introductions.

Optional Content

- Videos of basic stitches.
- Feedback form.

Scope Plane

In Scope Items

- Pictures with 3 basic stitches and instructions.
- Newsletter form.
- Home page with 3 key headers and associated paragraphs.

Trade Off Items

In view of the product and user objectives, the following content items were deemed as trade-offs based on the time required to complete the essential content items.

- Feedback form.
- Videos of basic stitches

Structure Plane

General

- There will be three immediately accessible pages: Home, Get Started and Sign Up
- A fourth page, Thank You, will be created but only accessible on successfully completing the sign up page. There will be a button to return to the home page.
- Each page header will contain links to the three immediately accessible pages.
- The footer will contain social media links.

Home Page

- There will be three sections: What is Crochet, Why Learn to Crochet? and Why Little Woolly Snuggles.
- The sections will consist of a relevant image and a description.

Get Started Page

- There will be three sections: What Do you Need, Holding the Hook and Why Little Woolly Snuggles.
- The sections will consist of a series of three or four images to guide the user in an meaningful way.

Sign Up Page

- This page will contain a form with required inputs of first name, last name and email address.
- The form will have a sign up button to submit the data.

Sign Up Page

- This page will contain a thank you message for signing up.
- There will be a button to return to the home page.

The Skeleton plane will be represented in wireframes contained in a separate PDF..

The Surface plane will be represented in the website itself and described in the README markdown.