

# The Web Design Process

# A Web Design Process

# A Web Design Process

1. User experience and information architecture
2. Design
3. Structure (HTML)
4. CSS (Style)

# User

The archetype of person that may use your site. There may be different users with different needs and design considerations.



- Kim Goodwin



**JOSH**

Age 16

Male

High school student

Has iPod touch and iPad

Middle class family

*Self conscious about his image and wants to seem like he has knowledge about what is trendy in the music scene and also wants to show that he knows what good old music sounds like.*



**EMMA**

Age 29

Female

Project Manager at design agency

Has iPhone and iPad

Income: \$70k per year

*Emma is considered a trend authority by her friends and likes to make and share playlists with specific friends on social media. She tries to be just ahead of what is popular in music.*



**JEFF**

Age 37

Male

Executive at retail chain

Has iPhone

Income: \$100k+ per year

*Jeff remembers making mixedtapes with a tape and the radio when he was young. He loves the craft of it and is especially interested in discovering new music to create and share.*



## Elisabeth Eriksson

Stockholm

### BASIC

- 30 years old
- Dentist
- In a relationship

### PERSONALITY

- Outgoing
- Lovely

### MOTIVATIONS

- Design
- Tech
- Animals

### DEVICES

- iPhone 6 Plus
- iPad mini



## Christoffer Persson

Uppsala

### BASIC

- 23 years old
- Student
- Single and ready to mingle

### PERSONALITY

- Introvert
- Active

### MOTIVATIONS

- Photography
- Sports
- Social media

### DEVICES

- iPhone 5
- Apple watch



## Alexandra Pereira

Södertälje

### BASIC

- 42 years old
- Teacher
- Married

### PERSONALITY

- Neat
- Organized

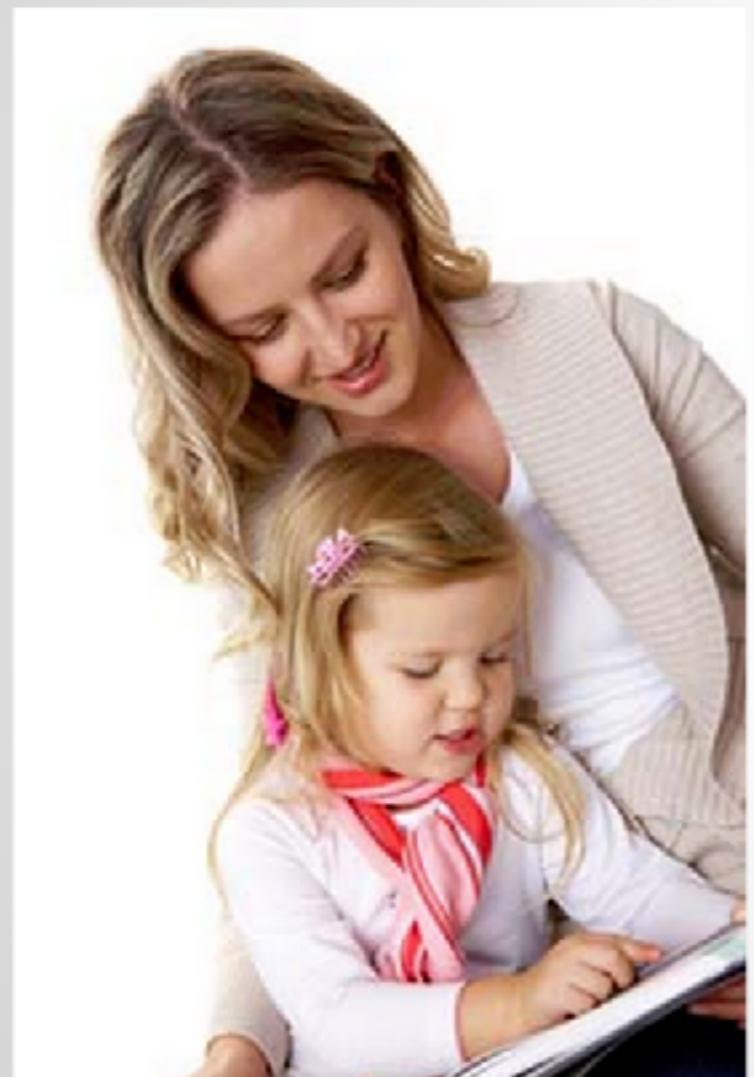
### MOTIVATIONS

- Food
- Education
- Decoration

### DEVICES

- iPhone 6s
- iPad pro

# Archetype I



**Name:** Katherine

**Demographics:**

- **Role/ Job:** a young mother, works at SEB bank
- **Family:** she is married, and she has 2 children, one 5 years old girl Hailey, one 8 years old boy Tommy.
- **Living/ Location:** Stockholm
- **Hobbies:** singing, choir, jogging
- **Communication channels:** through facebook website she knows poppi book
- **Budget:** will buy around 1~2 books/month

**Motivation:**

Katherine loves her children and husband a lot. During spring or summer, after work, she will bring her kids out with her husband. They will play games in the park, or just go for a walk. During weekend, they will have picnics in the suburb nearby. But during the winter, every time when Katherine gets back home after work around 4:30 pm, it's already dark and freezing outside. The kids' father picks their kids home. They play lego or Katherine will read to her kids. But sometimes they are bored to do the same activity all the time. They want to find something new to kill the long nights of the winter



## Cheryl

Customer &  
District Admin  
**Decision Maker**

"I need to be able to show that my students are improving their math skill with TTM through the school and state tests."

**Technical Skills:**



**Math Skills:**



**4% of Users**

30 mins or less



## Beth

School Admin  
**Decision Maker**

"I want to see an increase in math scores on our state tests. I need an easy to use tool for both teachers and students to help."

**Technical Skills:**



**Math Skills:**



**10% of Users**



## Ed

School Admin & Teacher  
**Decision Maker & Frequent User**

"My students need an engaging tool to help them learn math standards. I need an easy to use teacher tool to track progress."

**Technical Skills:**



**Math Skills:**



**7% of Users**



## Margaret

Special Edu Teacher  
**Frequent User**

"My students need math features that will help them achieve to their highest ability. They need motivation they can actually accomplish"

**Technical Skills:**



**Math Skills:**



**3% of Users**



## Chris

Secondary Edu Teacher  
**Frequent User**

"My students need practice on areas they struggle with to pass. I need a way to easily identify which students are struggling and on what areas."

**Technical Skills:**



**Math Skills:**



**27% of Users**



## Sara

Elementary Edu Teacher  
**Frequent User**

"I teach multiple subjects and I need a math tool that helps all my students learn in their own way that is fun and exciting."

**Technical Skills:**



**Math Skills:**



**49% of Users**

Time on product per week

macOS Human Interface Guide Kate

← → ⌘ Apple Inc. [US] <https://developer.apple.com/library/content/documentation/UserExperience/Conceptual/OSXHIGuideline...> ☆

Guides and Sample Code Developer

macOS Human Interface Guidelines iBooks Search Guides and Sample Code

UI Design Basics On This Page ▾

Design Strategies

Design Principles

**User-Centered Design**

Menus

Windows

Controls and Views

Touch Bar

macOS Technologies

Icon and Image Design

Revision History

# User-Centered Design

When you stay focused on your users throughout the design process, you have the best chance of delivering a product that meets their needs. After you determine who your target audience is and what, precisely, your app helps them do, it works well to use that knowledge as a tool to shape every design decision.

## Know Your Audience

It's useful to create scenarios that each describe a typical day of a person who might use your app. Think about the different environments, tools, and constraints that these people deal with. If possible, visit actual workplaces and study how people perform the tasks that you want your product to help them do.

Throughout the design process, find people who fit your target audience to test your prototypes. Listen to their feedback and try to address their concerns. Develop your product with people and their capabilities—not computers and their capabilities—in mind.

Recognize that, as an app developer or interface designer, you have a greater wealth of knowledge and a more intricate understanding of your app than your customers are likely to have. Although you should use that knowledge to choose the best default settings or decide the best presentation of information, remember that you are not designing the program for yourself. It is not *your* needs or *your* usage patterns that you are designing for, but those of your (potential) customers.

## Analyze User Tasks

Feedback

# User Story

As a <persona>, I want to...

# User Experience

A person's entire experience using a particular system. It includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction.

# User Experience

Additionally, it includes a person's perceptions of system aspects such as utility, ease of use and efficiency.



User experience

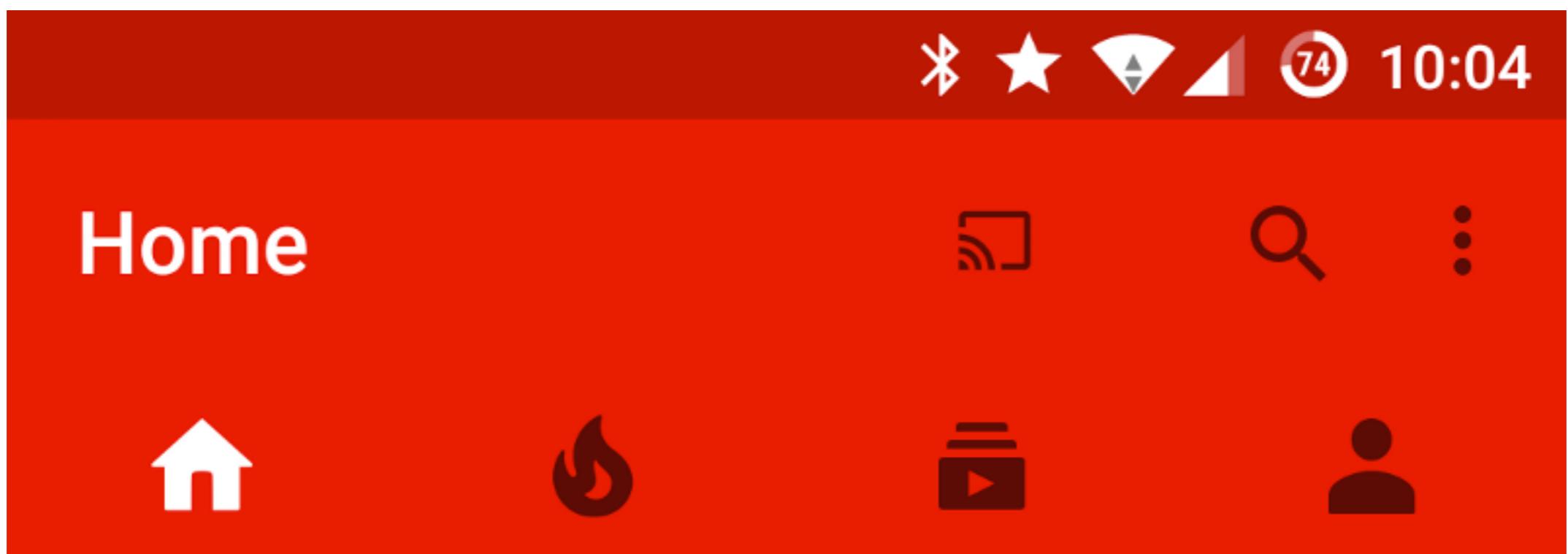
Design

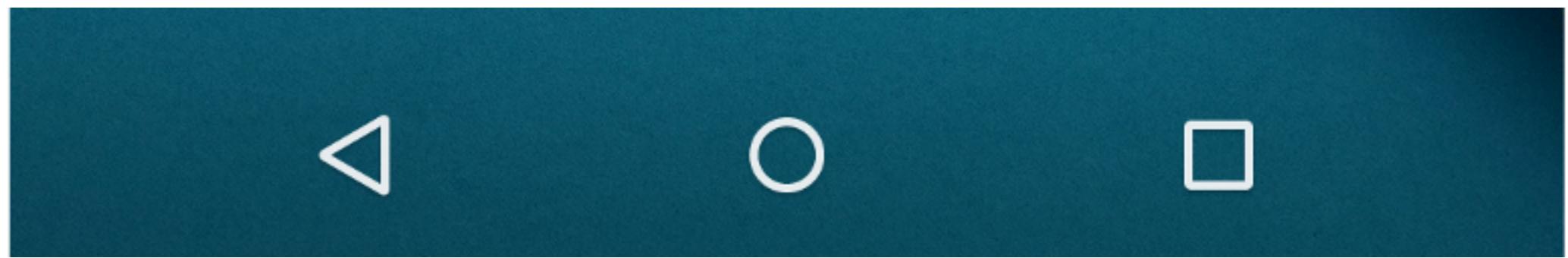


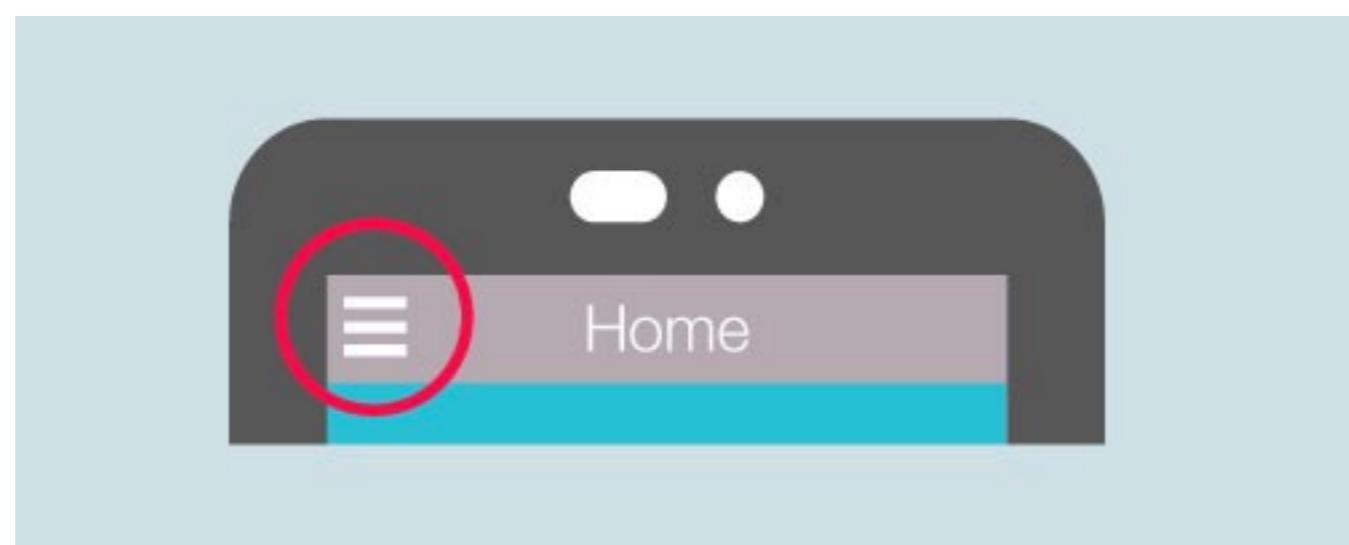
# USER EXPERIENCE ELEMENTS



designed by freepik.com







Navigation drawer - Patterns - X Kate

Secure https://material.io/guidelines/patterns/navigation-drawer.html#navigation-drawer-behavior

Patterns – Navigation drawer

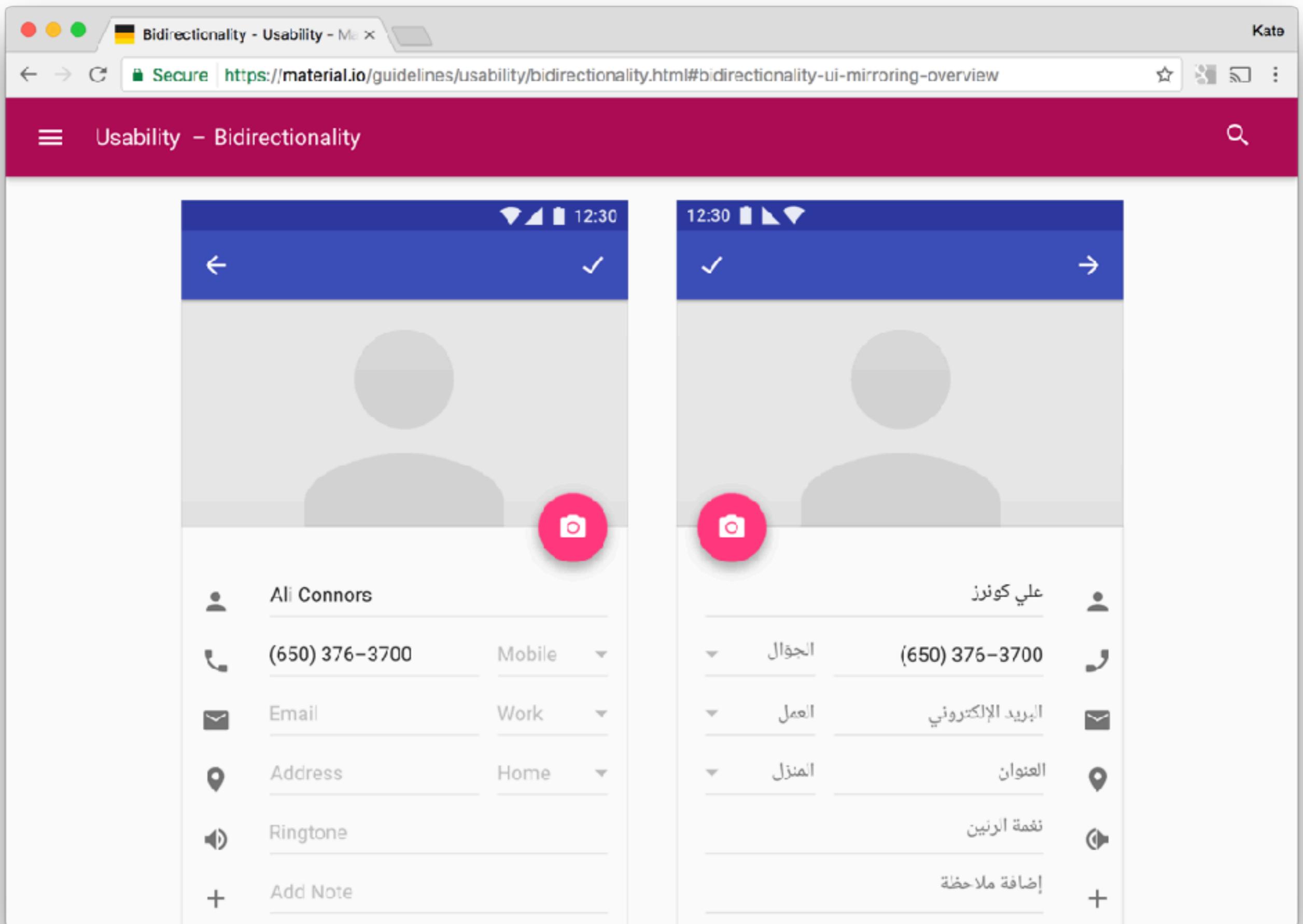
Mini variant

In this variation, the persistent navigation drawer changes its width. Its resting state is as a mini-drawer at the same elevation as the content, clipped by the app bar. When expanded, it appears as the standard persistent navigation drawer.

Recommended for:

Apps sections that need quick selection access alongside content

The left screenshot displays a compact navigation bar with five items: a user profile icon, the name "Jonathan", a back arrow, and three icons representing "Inbox" (envelope with "Inb"), "Starred" (star), and "Sent mail" (arrow). The right screenshot shows the navigation bar expanded, revealing a list of categories: "Inbox", "Starred", "Sent mail", "Drafts", "All mail", and "Trash".



Selection controls - Composer Kate

Secure <https://material.io/guidelines/components/selection-controls.html#selection-controls-checkbox>

Components – Selection controls

Light

On: Swatch 500, Opacity 100%  
Off: #000000, Opacity 54%  
Disabled: #000000, Opacity 26%

	hover	focused	pressed	disabled	disabled focused
On	<input checked="" type="checkbox"/>				
Off	<input type="checkbox"/>				

Light theme for checkboxes in hover, focused, pressed, disabled, and disabled focused states.

Selection controls - Composer X

← → ⌘ Secure https://material.io/guidelines/components/selection-controls.html#selection-controls-switch

Kate

Components – Selection controls

Dark

Thumb On: Swatch 200, Opacity 100%

Track On: Swatch 200, Opacity 50%

Thumb Off: Grey 400, #BDBDBD, Opacity 100%

Track Off: #FFFFFF, Opacity 30%

Thumb Disabled: Grey 800, #424242, Opacity 100%

Track Disabled: #FFFFFF, Opacity 10%

	hover	focused	pressed	disabled	disabled focused
On					
Off					

Dark theme for switches in hover, focused, pressed, disabled, and disabled focused states.

macOS Human Interface Guide x Kate

← → ⌘ Apple Inc. [US] https://developer.apple.com/library/content/documentation/UserExperience/Conceptual/OSXHIGuideline... ☆ ⓘ ⓘ ⓘ ⓘ ⓘ

Guides and Sample Code  Developer

macOS Human Interface Guidelines  eBooks  Search Guides and Sample Code

UI Design Basics 

Design Strategies

Menus

**About Menus**

Naming Menus and Items

Grouping Menu Items

Changing a Menu's Items

Icons and Symbols in Menus

Menu Bar Menus

Hierarchical Menus

Contextual Menus

Dock Menus

Windows

Controls and Views

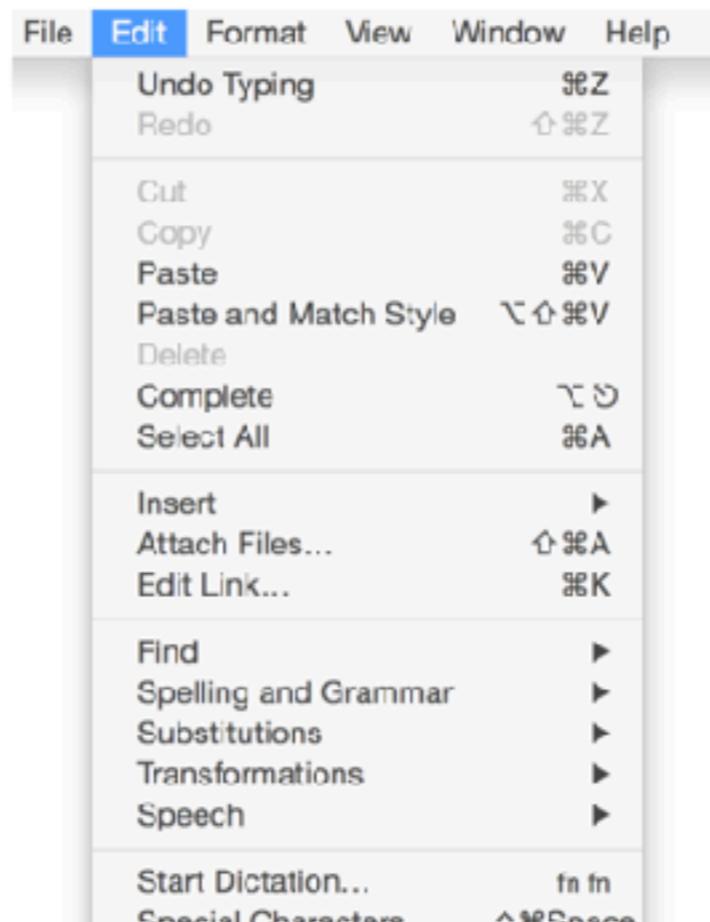
Touch Bar

OS Techniques

## About Menus

A menu presents a list of items—commands, attributes, or states—from which a user can choose.

Menus have a few different forms in macOS.



The screenshot shows a portion of a macOS window with a menu bar at the top. The 'Edit' menu is currently selected and open, displaying a list of commands: Undo Typing (⌘Z), Redo (⇧⌘Z), Cut (⌘X), Copy (⌘C), Paste (⌘V), Paste and Match Style (⌥⇧⌘V), Delete, Complete (⌃O), Select All (⌘A), Insert, Attach Files... (⇧⌘A), Edit Link... (⌘K), Find, Spelling and Grammar, Substitutions, Transformations, Speech, Start Dictation... (fn fn), and Special Characters... (^⌘Space). The 'Edit' menu item is highlighted with a blue selection bar.

A *menu bar menu* displays the current app's commands in the single menu bar at the top of the display. An app typically displays several menus in the menu bar. For an overview of the menu bar, see [Menu Bar Menus](#).





Favorite, save, add to wish list



Favorite, bookmark, rate

# User Experience

The overall concept and experience of your site. What is it, what is its purpose? What are the goals for the site? How do you design a user's experience on your site to meet these goals?

# The Design Document

1. Concept
2. User stories
3. Sitemap
4. Wireframes
5. Design Mockups

# Concept

The overall concept of your site. What is it, what is its purpose? What are the goals for the site?

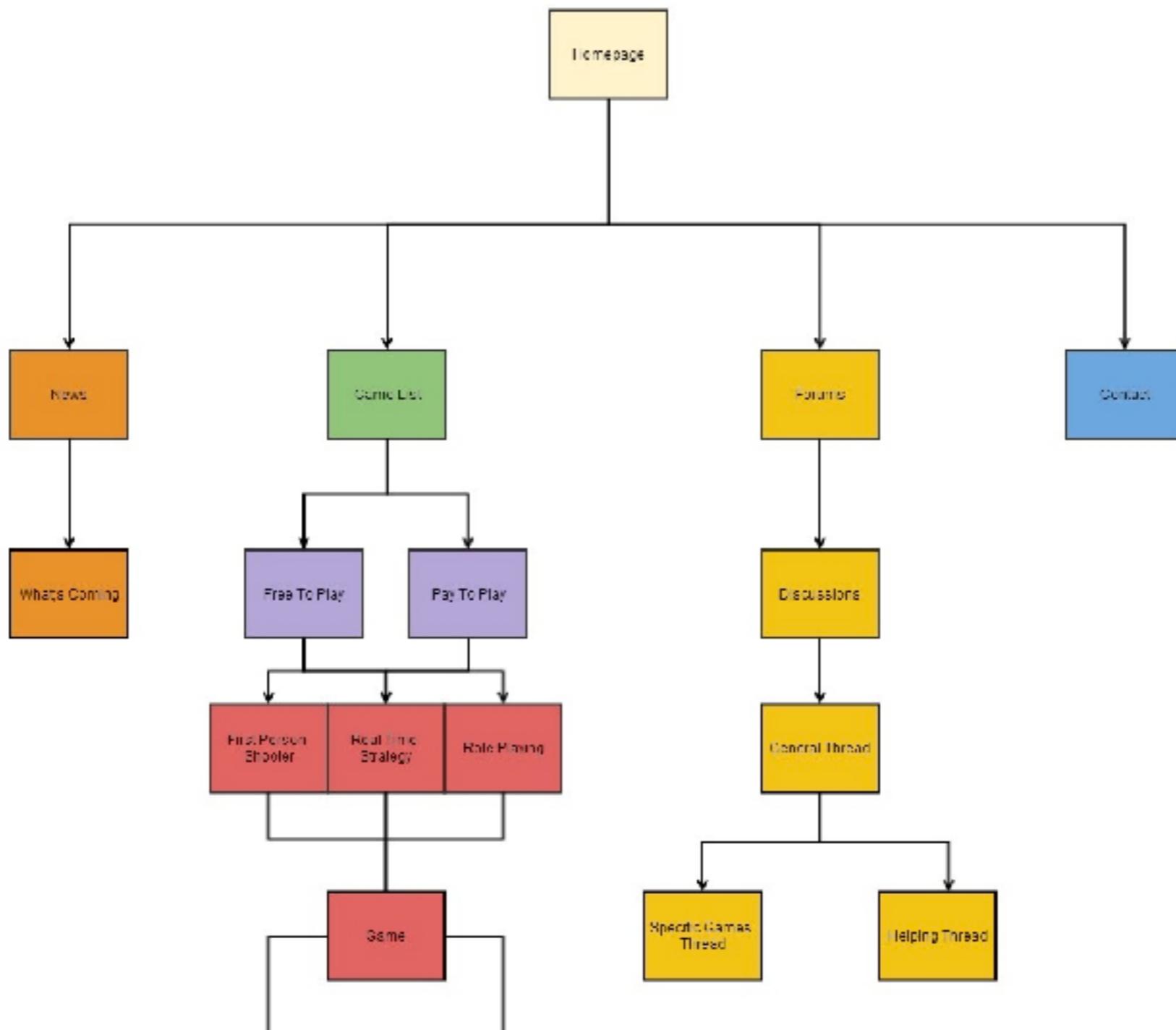
# User Stories

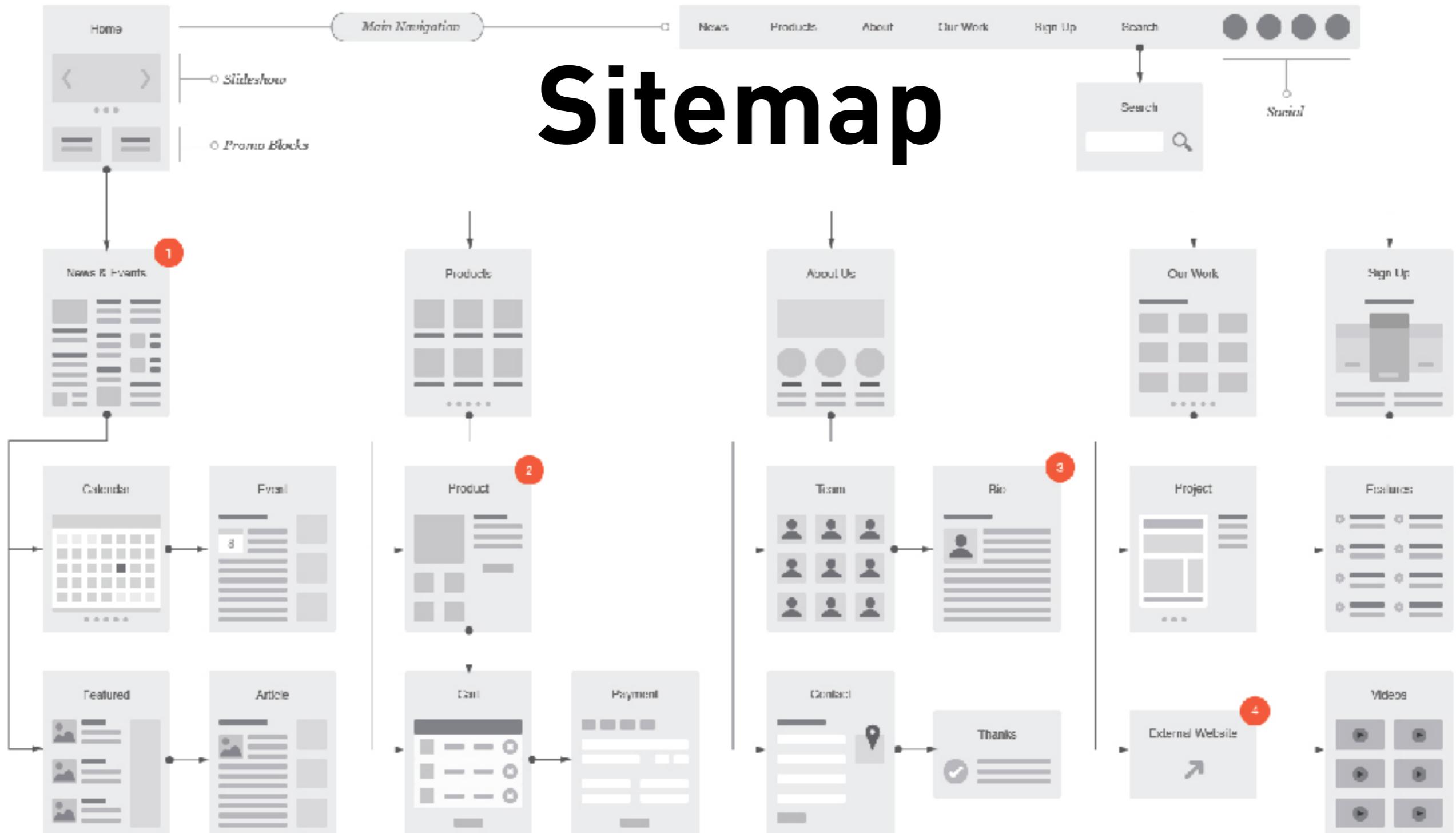
Imagine a hypothetical user type.  
A user story is a brief description of the user, what they want, and why. How will they interact with your site?

# Sitemap

A sitemap is a diagram that shows the connections between pages. Pages are represented by boxes, and directed lines between them indicate links.

# Sitemap





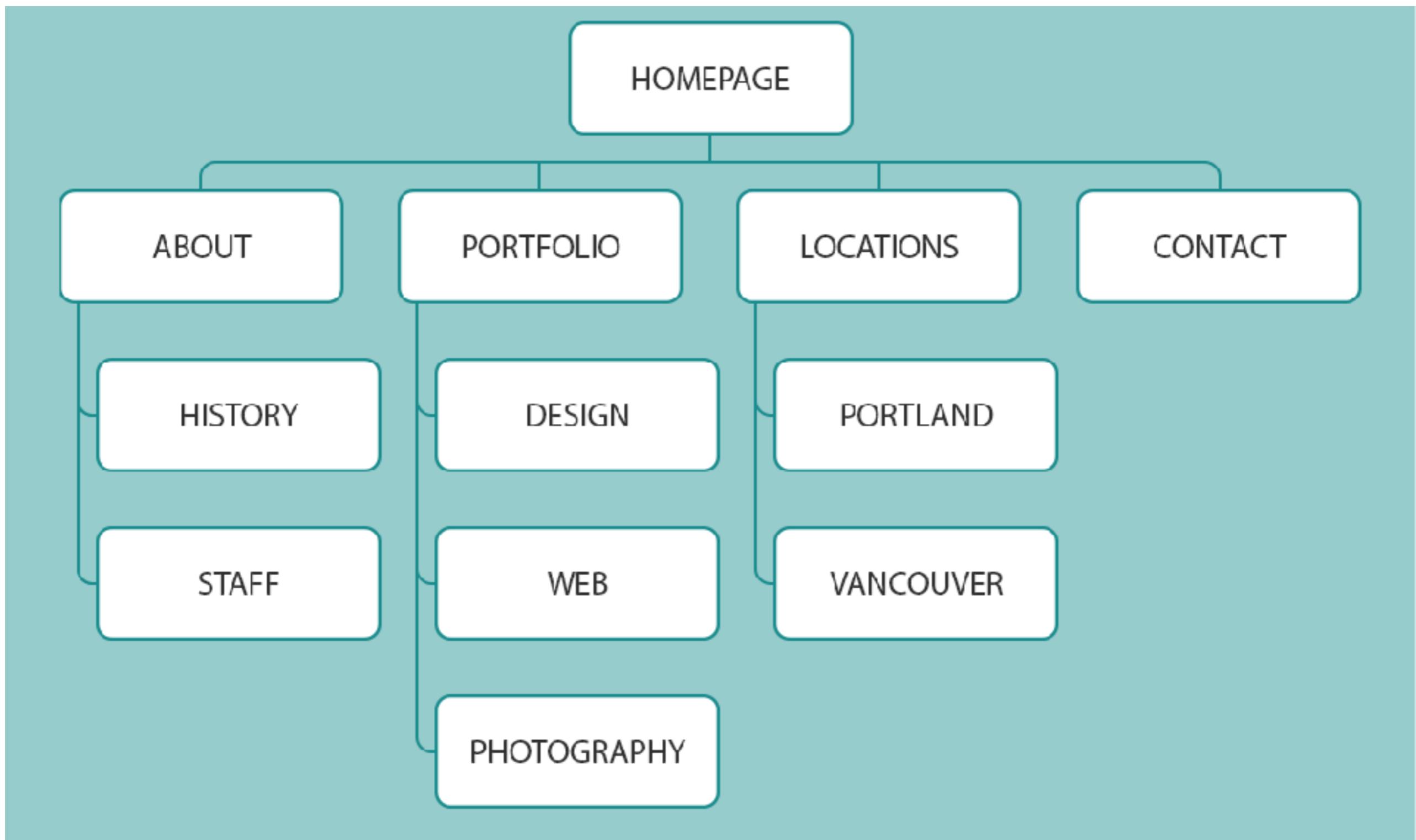
**1** *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna, sollicitudin sit amet ante at, aliquet timidum enim. Cras dapibus non nisi.*

**2** *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna.*

**3** *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna, sollicitudin sit amet ante at, aliquet timidum enim. Cras dapibus non nisi.*

**4** *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna.*

# Sitemap



# **Some examples!**