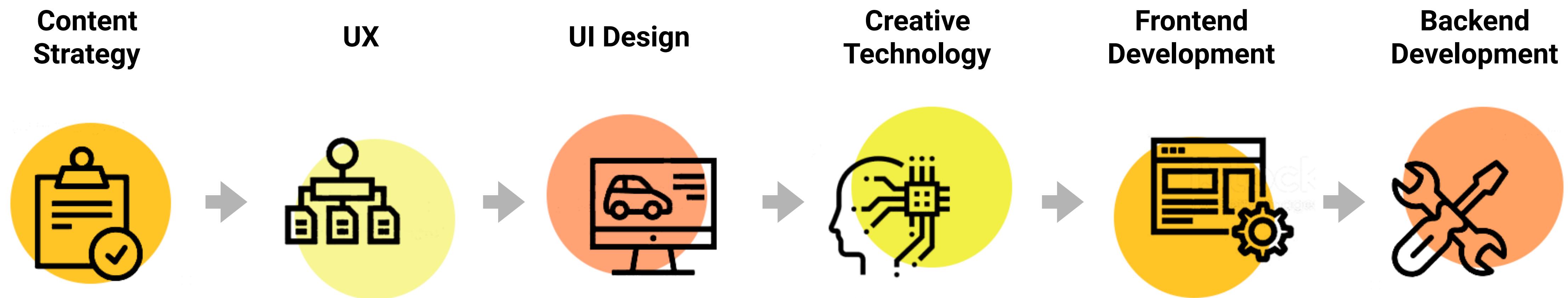


# Organizing Content

WEEK 2

# Disciplines

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# User Experience

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It's all about the user

User-centric experience

## THE BASICS

**Know the user**

Who is your audience?

**Understand the experience**

What is the story you are telling?

**Understand information**

What is the hierarchy this content?

**Test and test again**

User testing & focus groups

## THE GOAL

# Keep your user engaged

**Providing more information that might interest the user** (related links, articles, products )

**Different ways to get into relevant sections** (global nav, promo modules, search bar)

## METHOD

# It's a system!

Systematic/methodical approach

Visual cues relate to user behaviors

Repeatable patterns (based on visual  
and behavioral conventions)

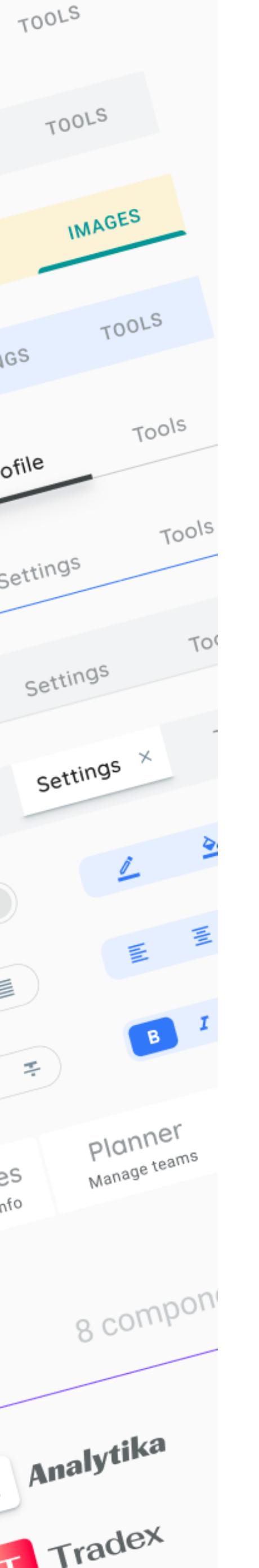
# UI PATTERNS

# UI Patterns

# Recurring solutions that solve common design problems

# **Examples: Vertical Dropdown, Menu Horizontal, Dropdown Menu, Accordion Menu**

<http://ui-patterns.com/patterns>



## UI PATTERNS

# UI Patterns

Recurring solutions  
that solve common  
design problems

**Examples:** Vertical Dropdown,  
Menu Horizontal, Dropdown  
Menu, Accordion Menu

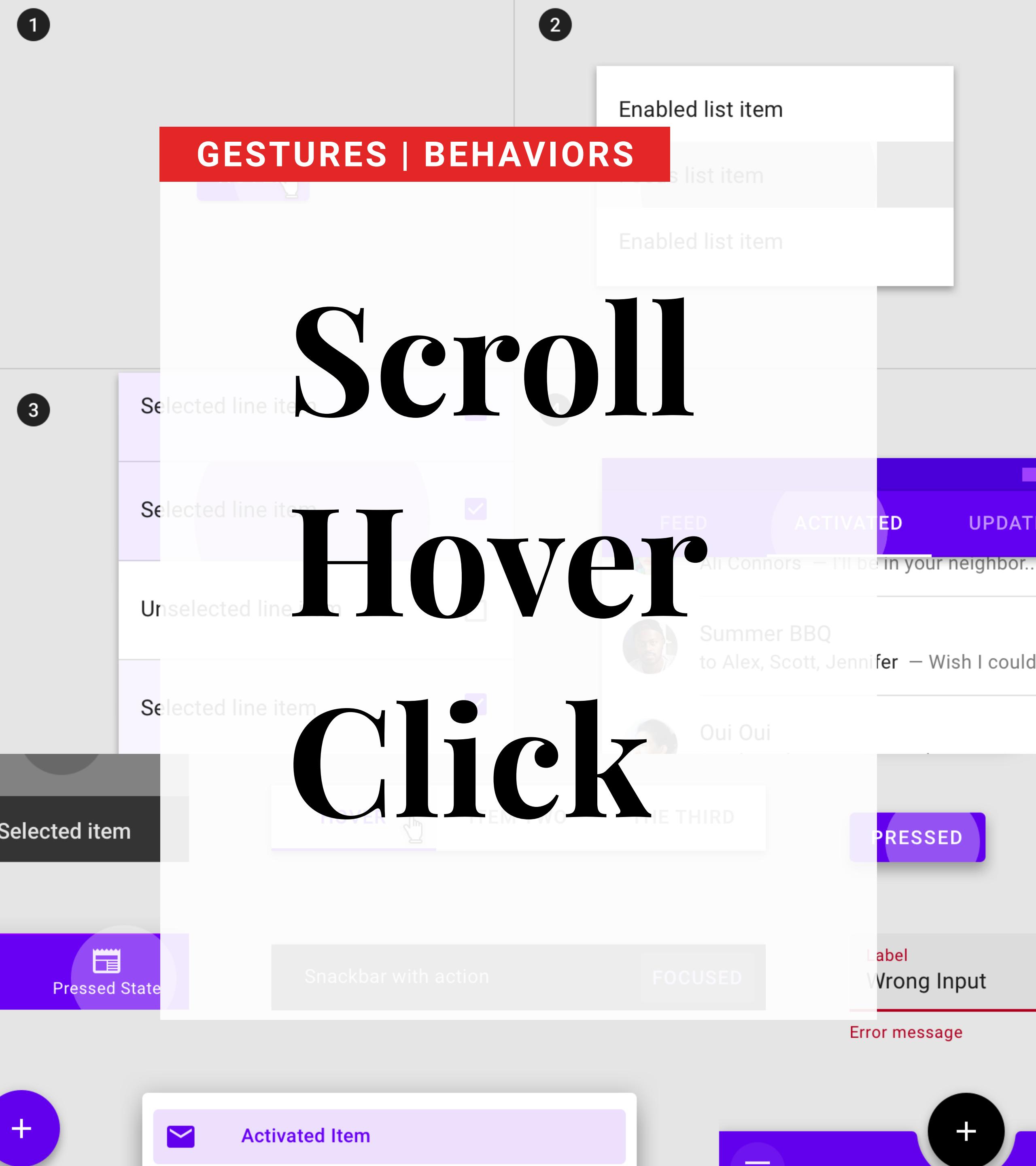
<http://ui-patterns.com/patterns>

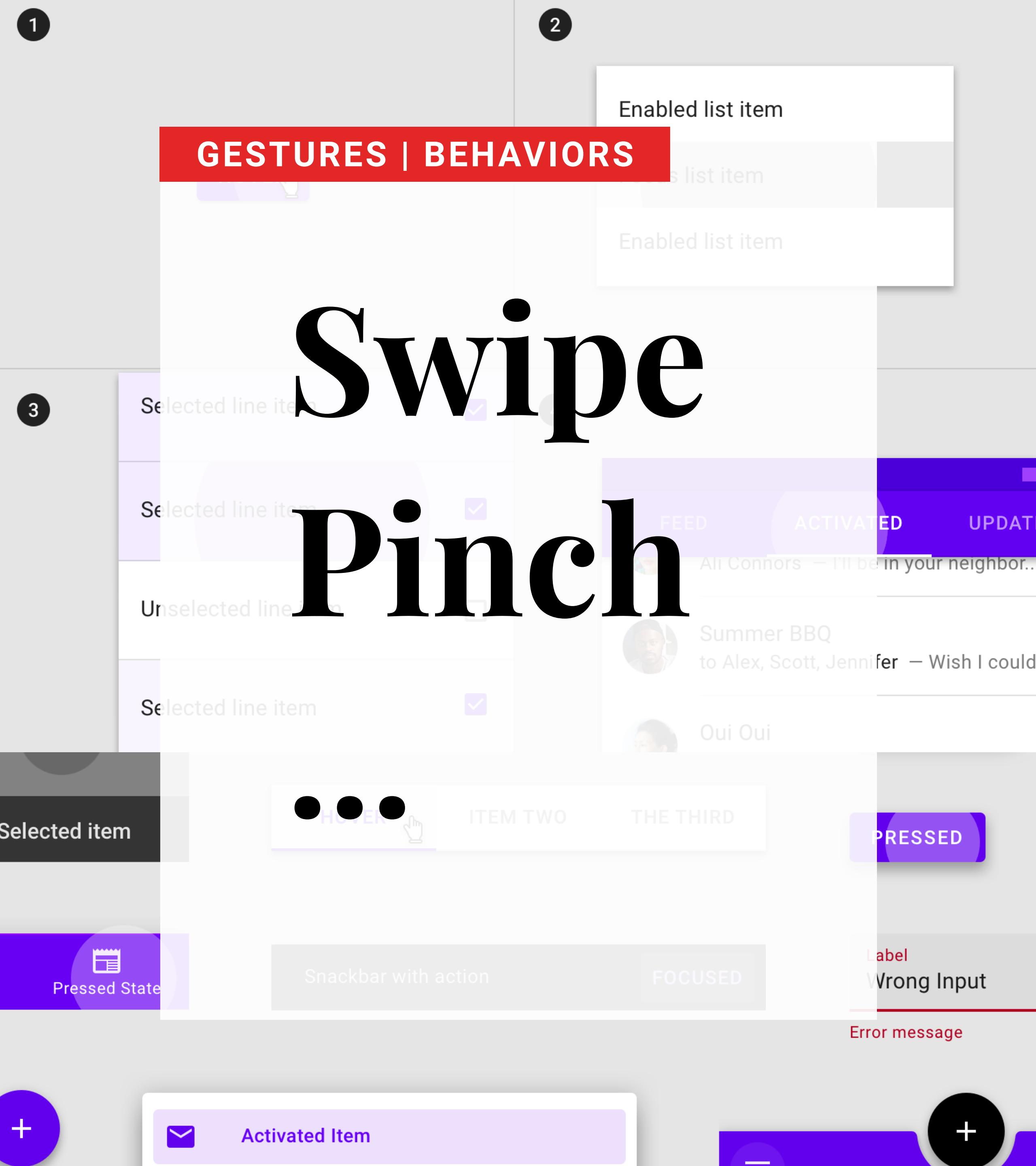
## MODULES

# Modules

A singular functional  
deliverable and  
unchanged in form,  
functionality and content.

**Examples:** header, main navigation  
and footer.





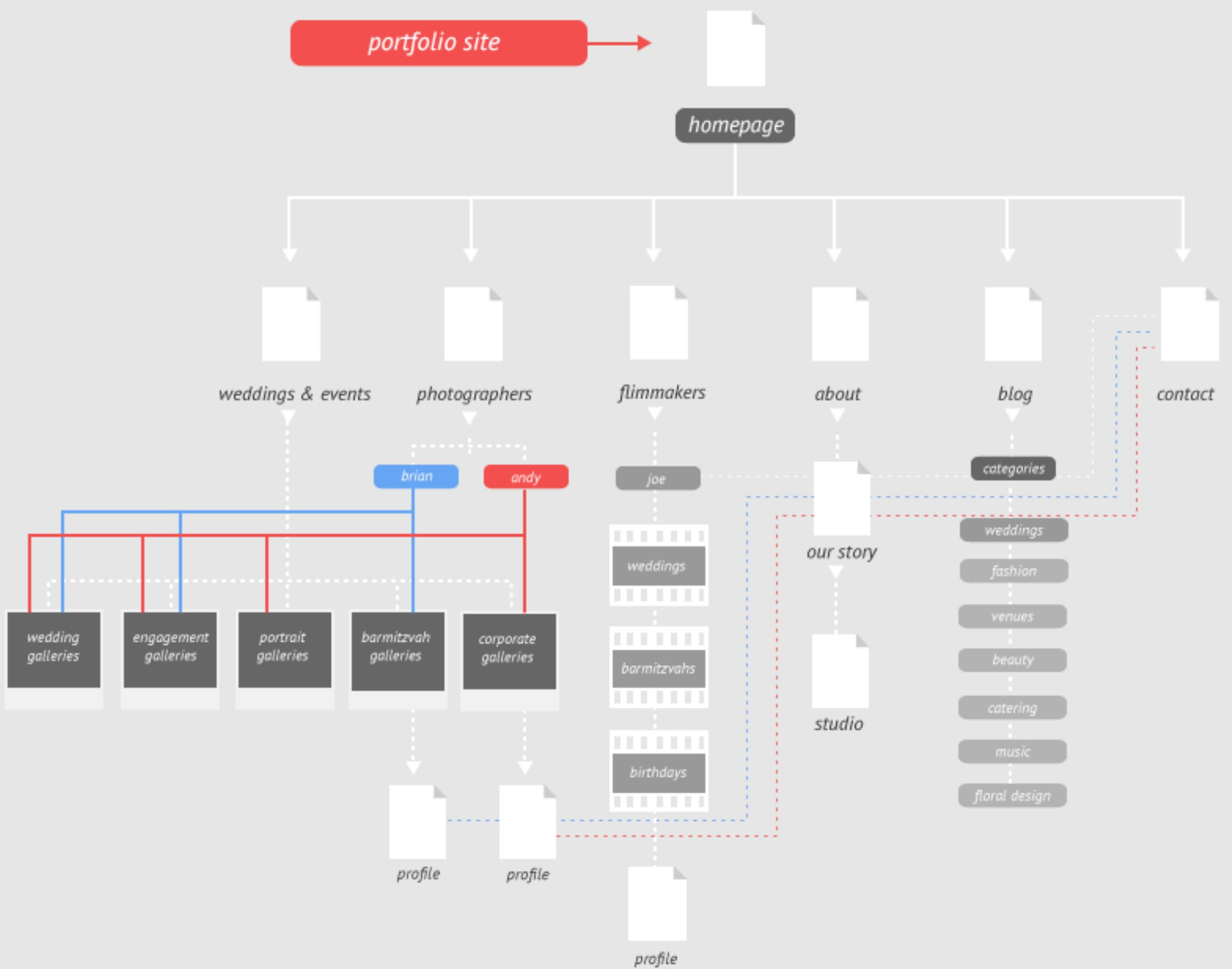
## UX DELIVERABLES

Sitemaps

User flows

Wireframes

# SITEMAP



Phone number

Country switcher

# SITEMAP



Footer (primary nav repeated, plus...):

Contact details (contextual)

Sectors:

- sector 1
- sector 2
- sector 3

Products

- product 1
- product 2
- product 3

News

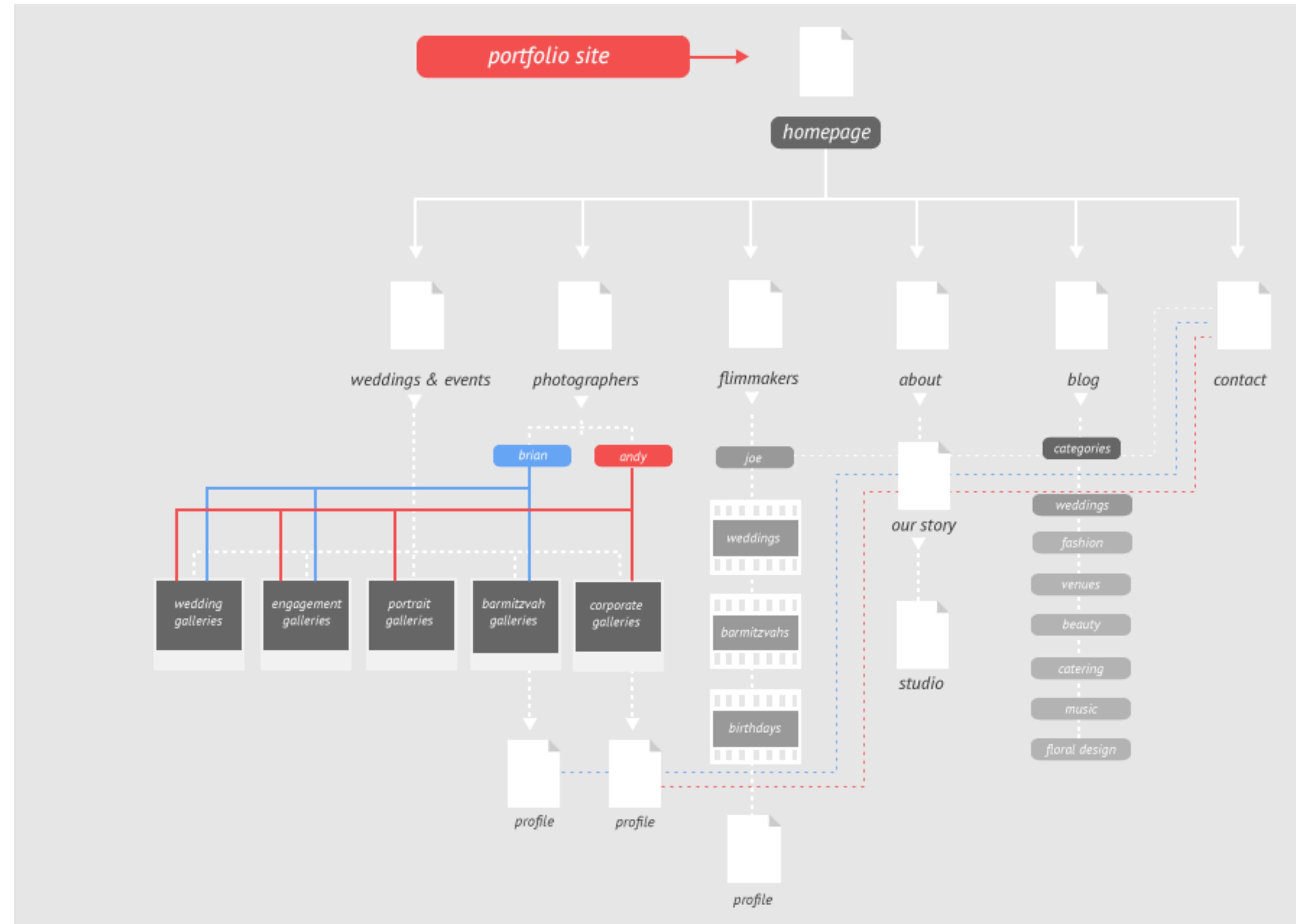
Advice

Newsletter signup

Terms of business

Social channel links

# SITEMAP

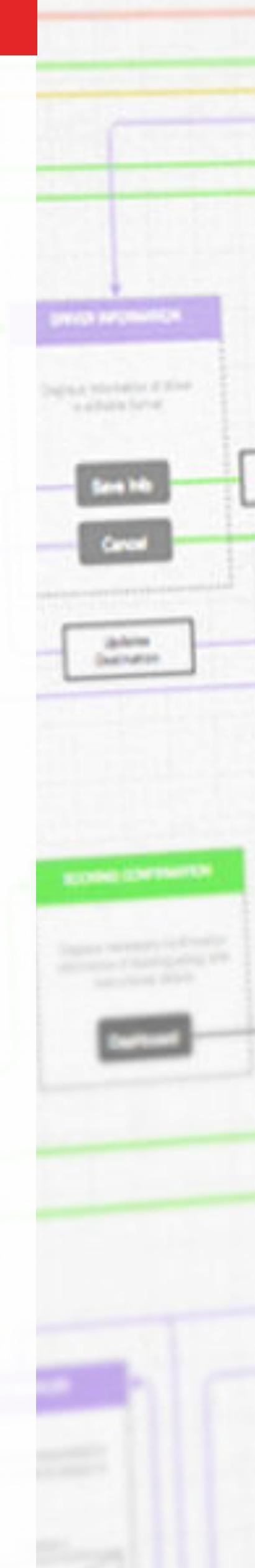


## INFORMATION ARCHITECTURE

# Flat vs. Deep Architecture

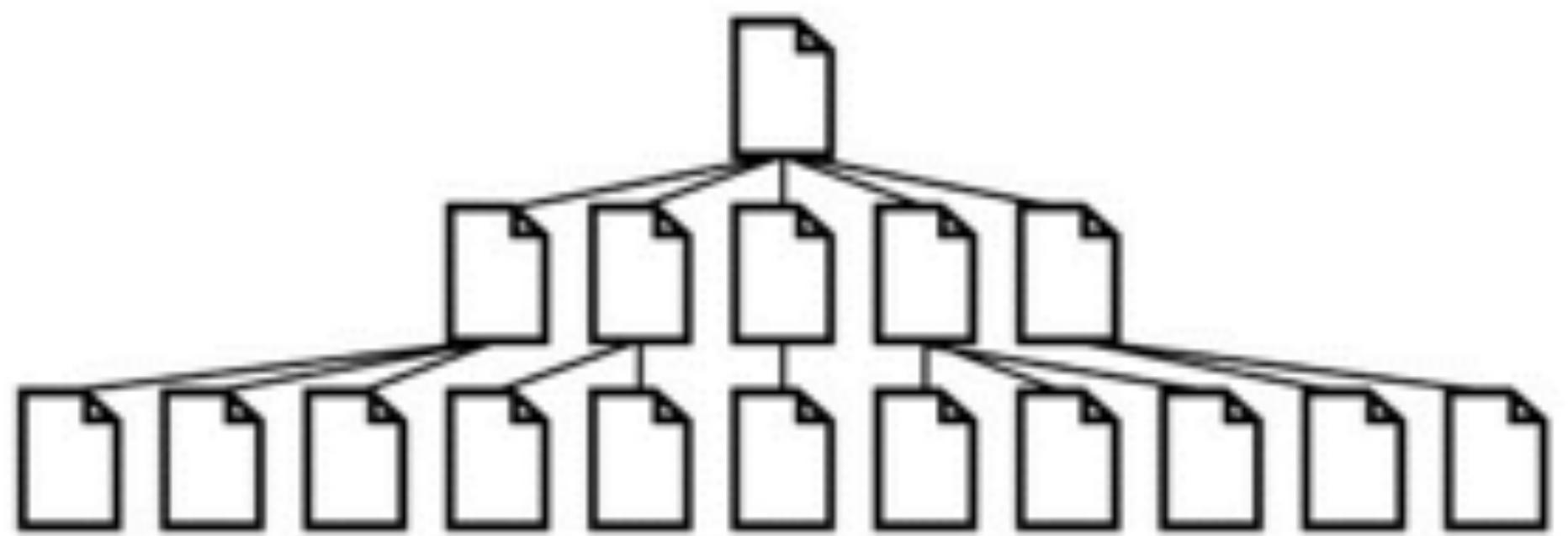
Is your website just one long scroll?

Or does it consist of many interlinked pages?

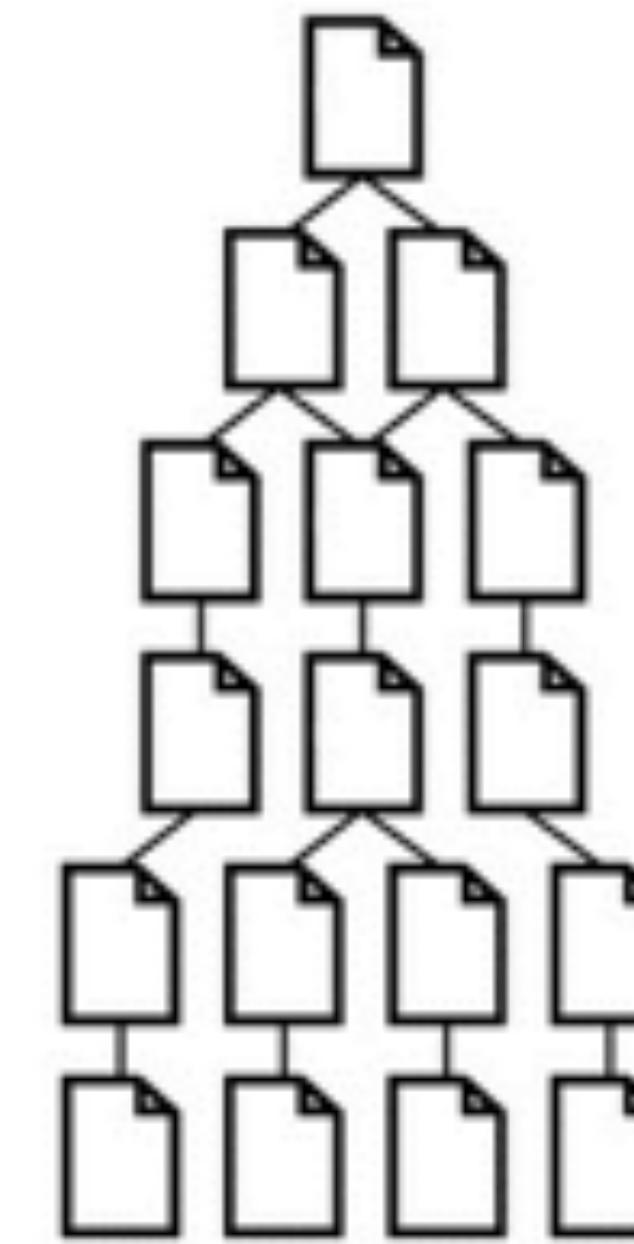


# INFORMATION ARCHITECTURE

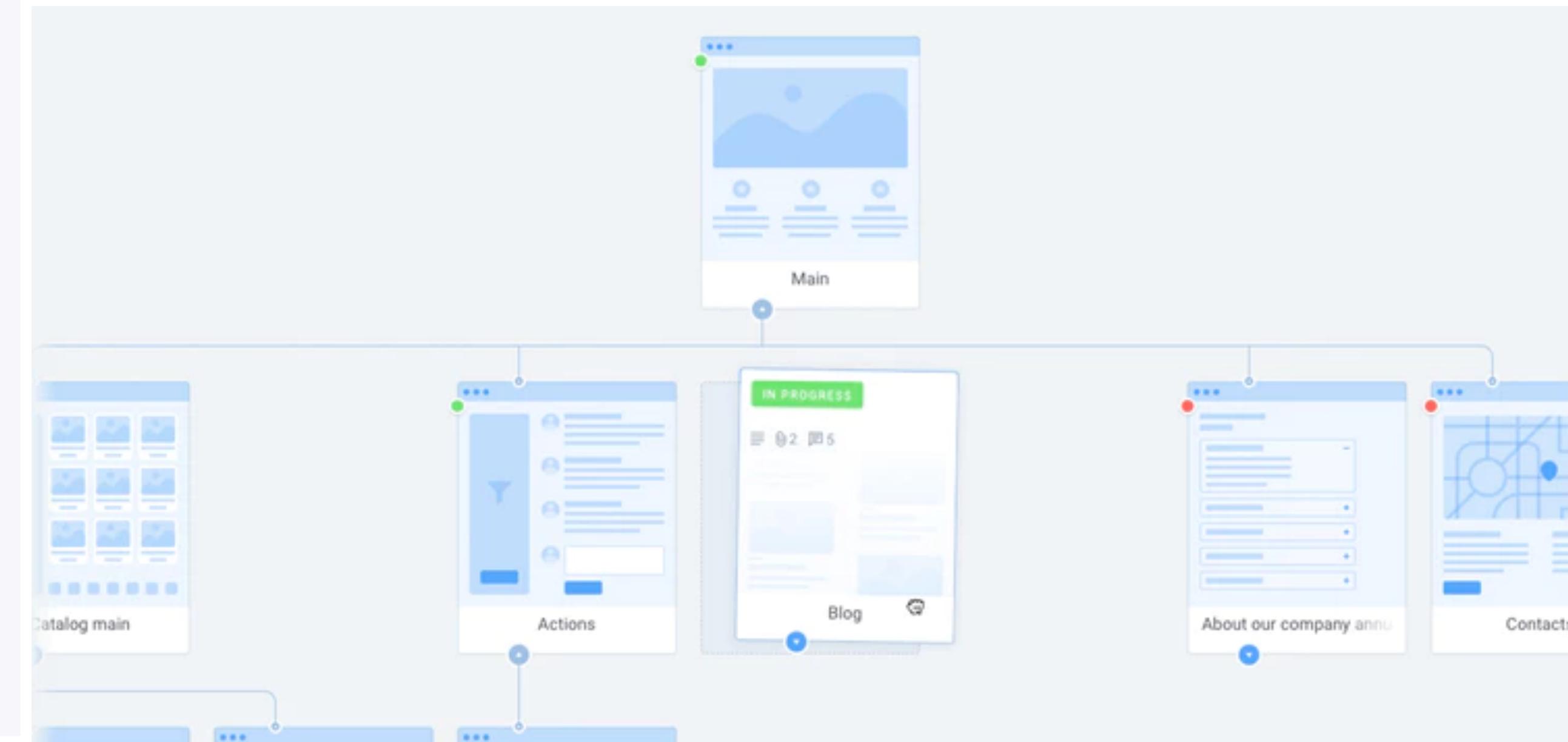
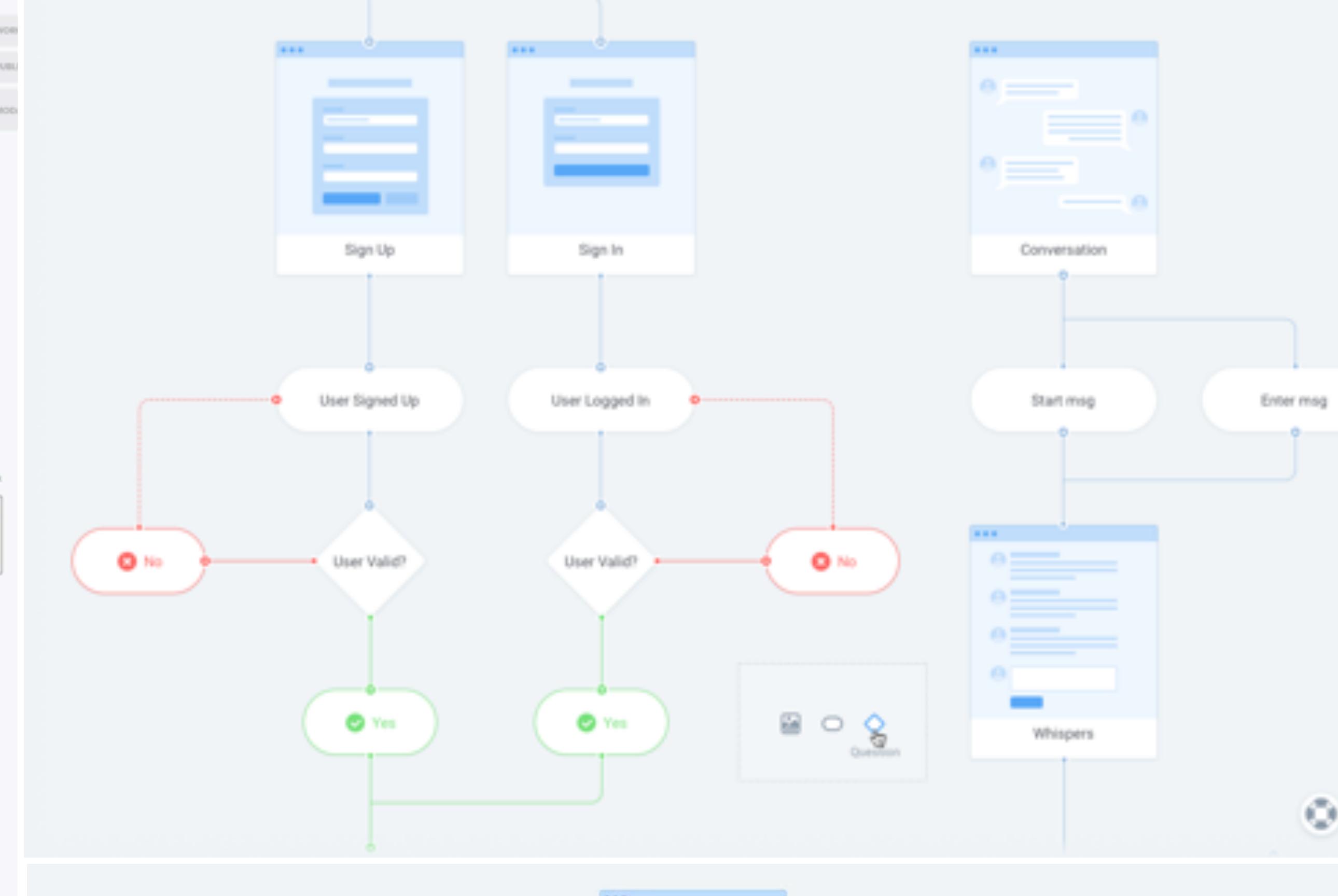
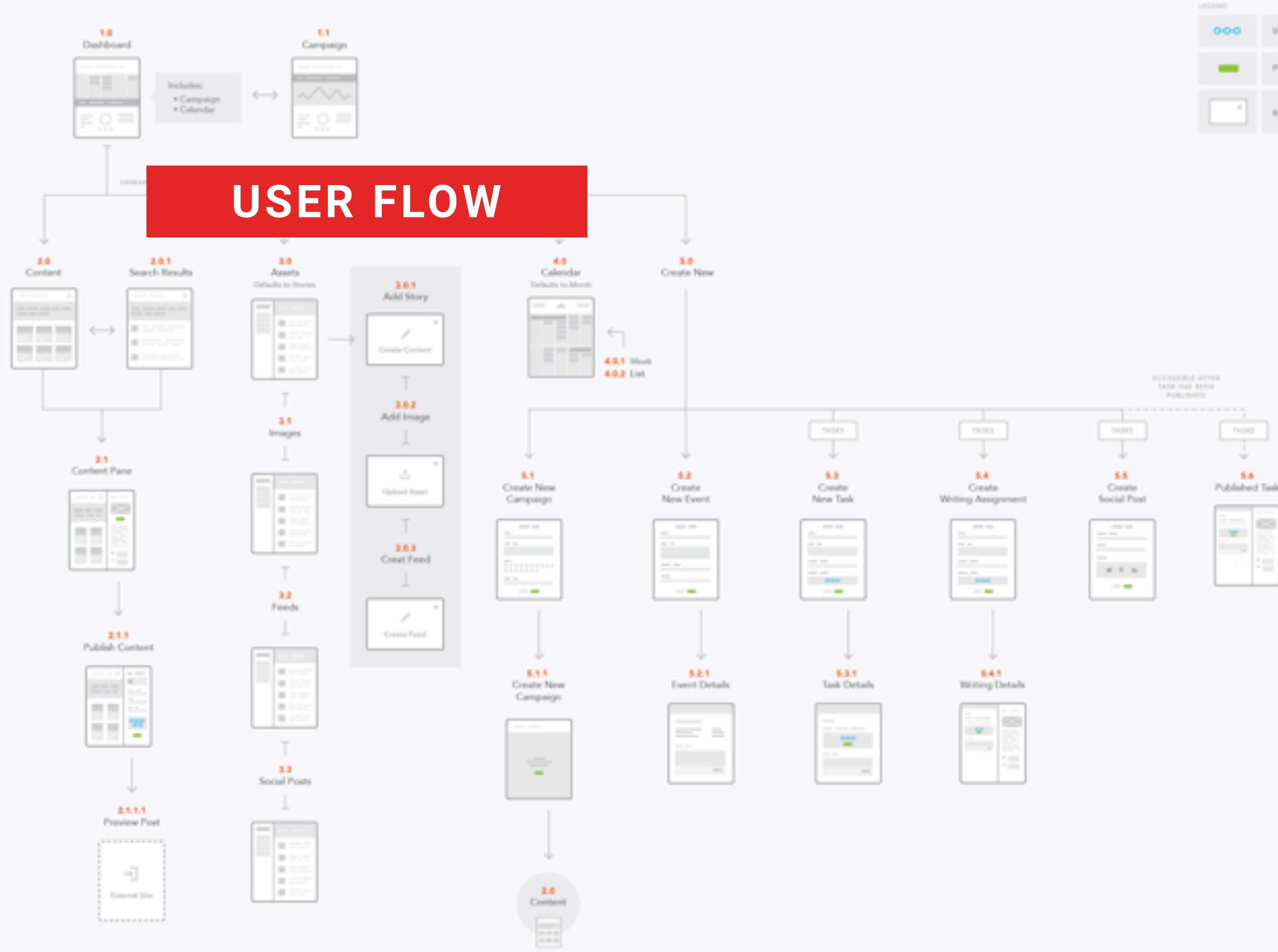
FLAT SITE ARCHITECTURE



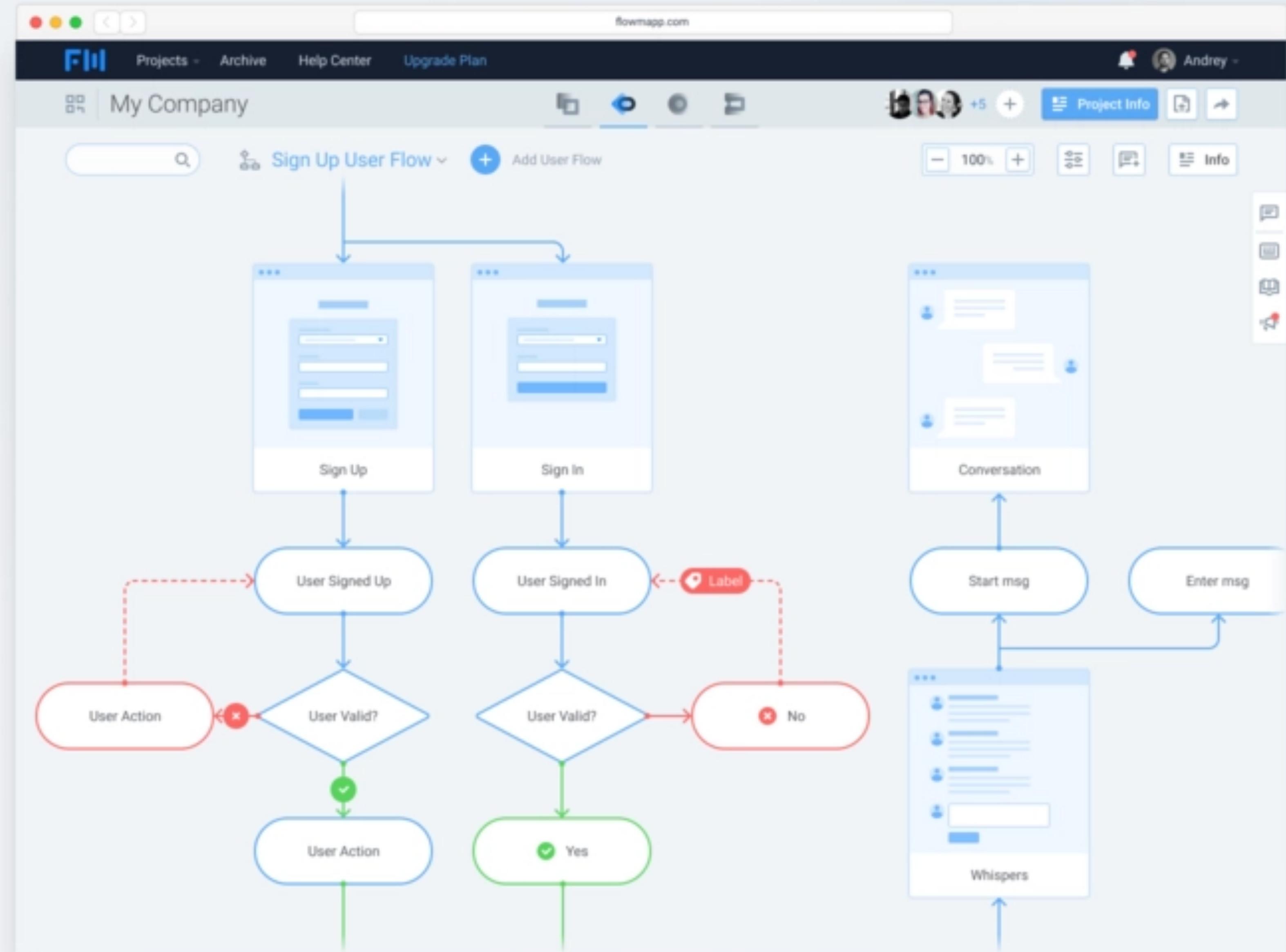
DEEP SITE ARCHITECTURE



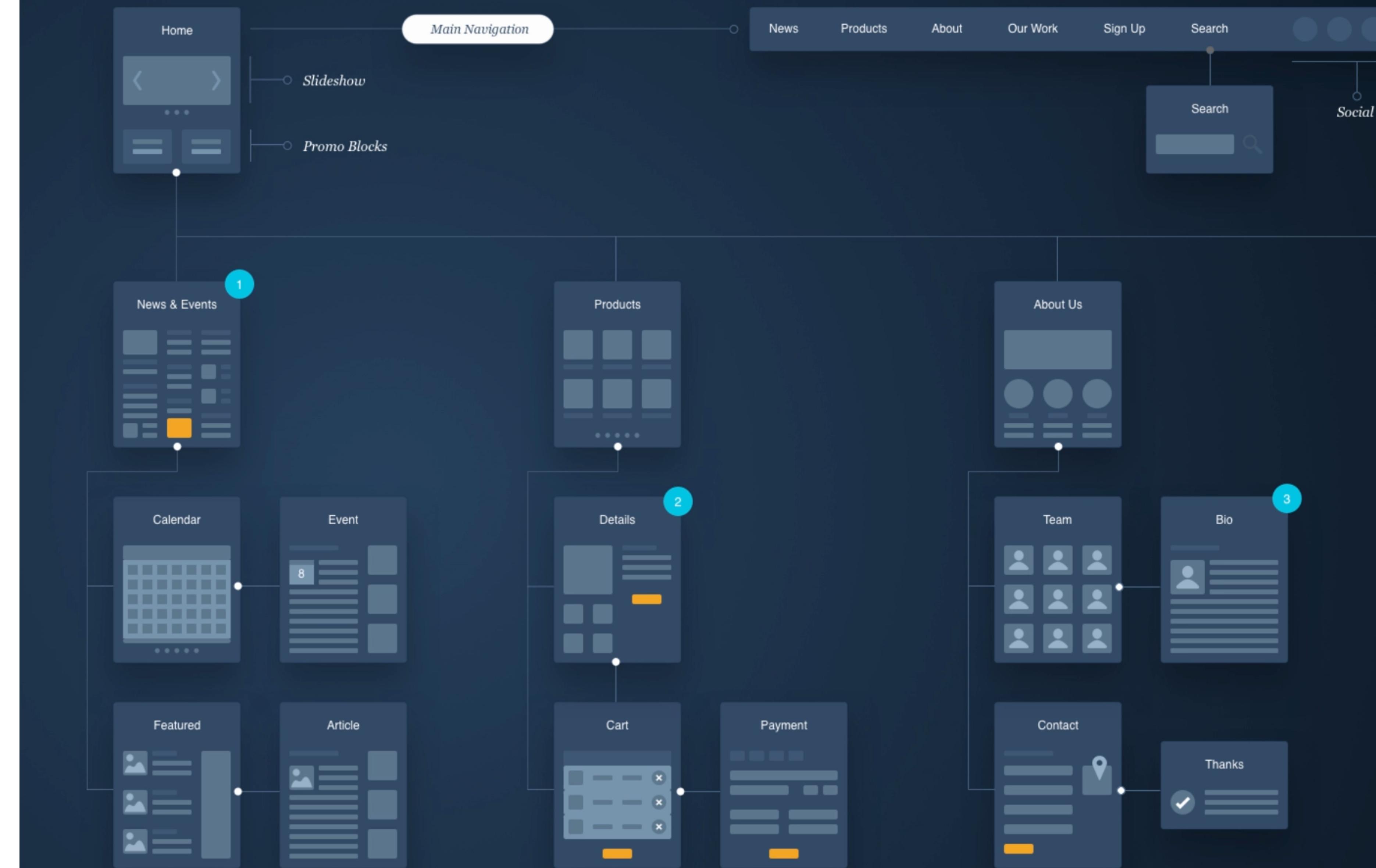
Why are  
sitemaps  
important?



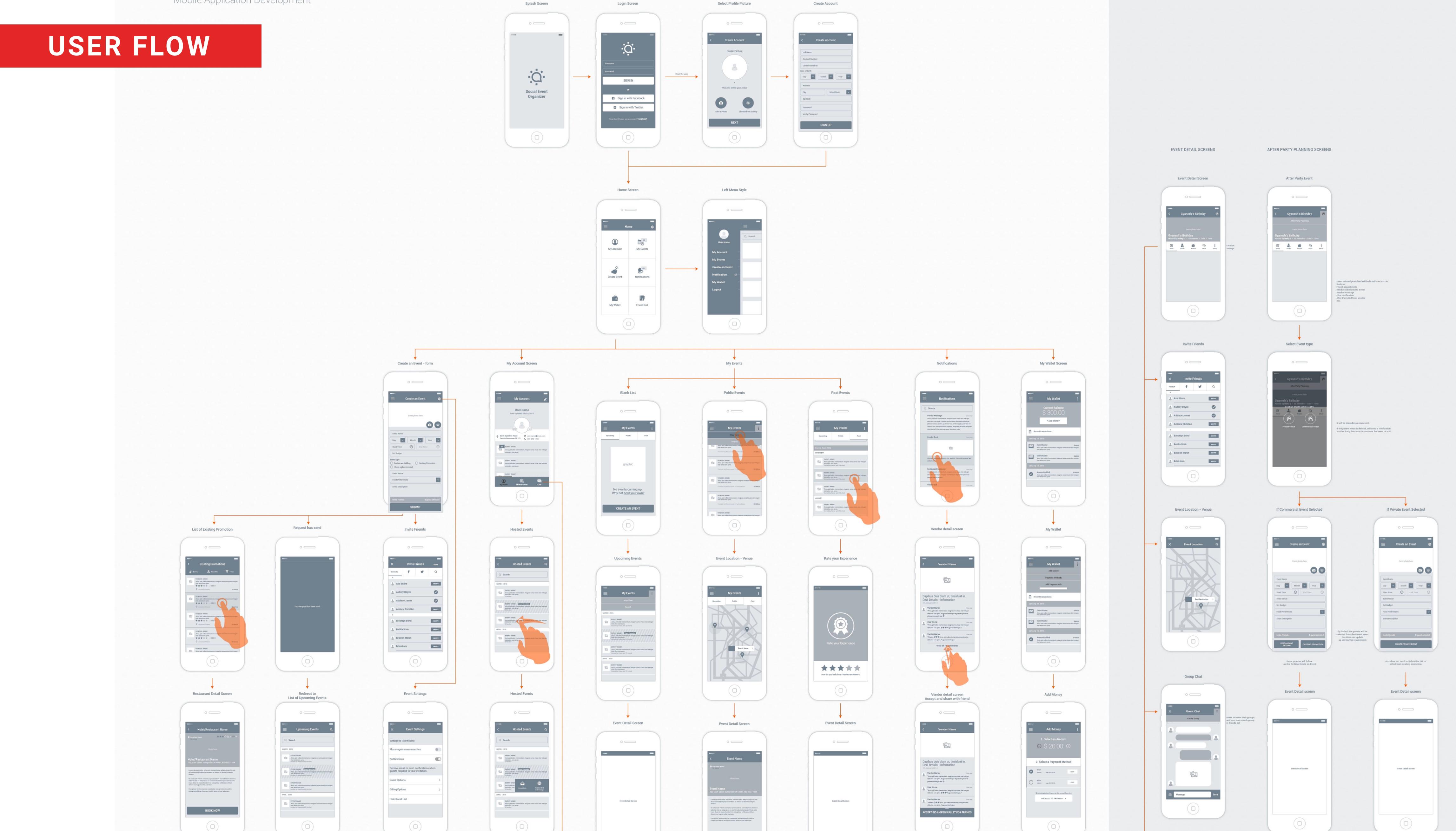
# USER FLOW

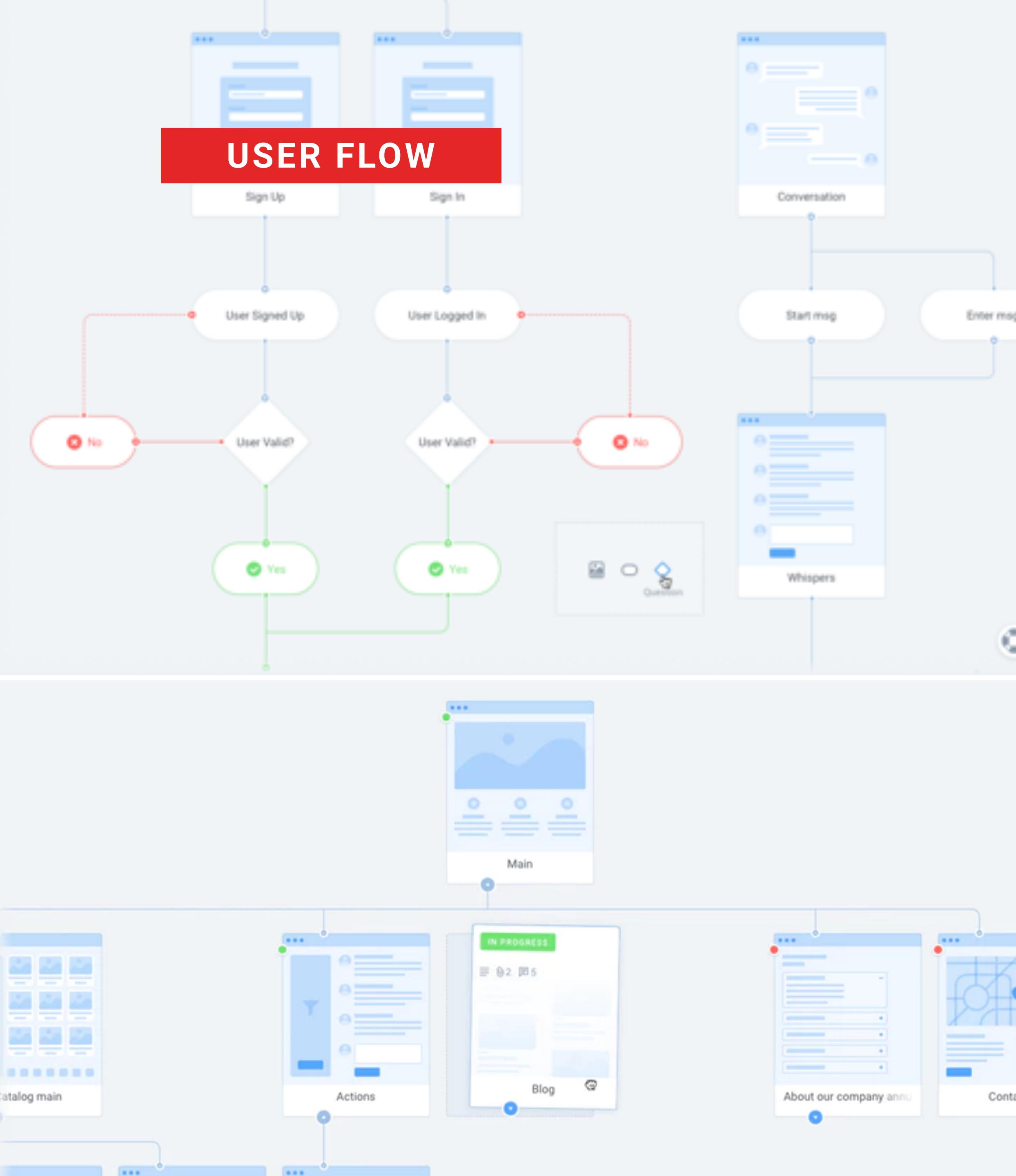


## USER FLOW



# USER FLOW





User flow is **the path taken** by a prototypical **user** on a website or app to complete a task.

The **user flow** takes them from their entry point through a set of **steps towards a successful outcome** and final action, such as purchasing a product.

# WIREFRAMES

## Default / Browser

Viewport 1024x768 - Grid Width 940

A Big Title

Home Event Accesories Apparel Featured Items

12 My Account

Image Gallery of Featured Products

Intro Copy Headline

Item Title  
Item Category  
\$88.00

Quick Links

[Home](#)  
[Event](#)  
[Support](#)  
[Contact](#)

Announcements / Promoted Content

Coming Soon

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## Smartphone

Viewport 320x480 - Grid Width 280

A Big Title

Home

Intro Copy Headline

Image of Featured

Item Title  
Item Category  
\$88.00

Image of Featured

Item Title  
Item Category  
\$88.00

Quick Links

[Home](#)  
[Event](#)  
[Support](#)  
[Contact](#)

Announcements / Promoted Content

Coming Soon

Image of upcoming product

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Support: Support@AcmeWidgets.com

## WIREFRAMES

Default / Browser  
Viewport 1024x768 - Grid Width 940

12 My Account

A Big Title

Home Event Accessories Apparel Featured Items

Intro Copy Headline  
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Item Title  
Item Category  
\$88.00

Quick Links  
[Home](#)  
[Event](#)  
[Support](#)  
[Contact](#)

Announcements / Promoted Content  
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Coming Soon

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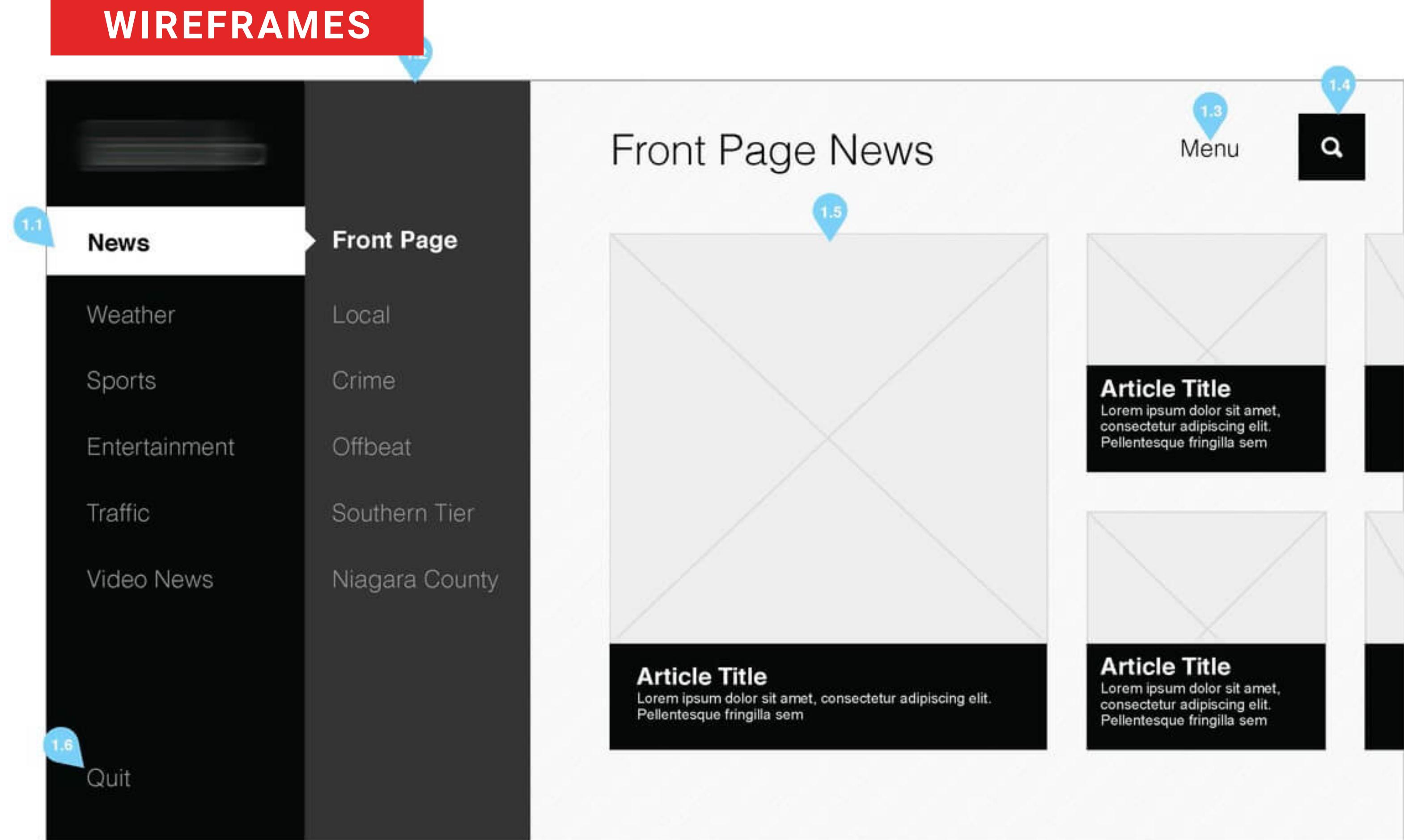
**HEADER WITH  
GLOBAL  
NAVIGATION**

**HERO IMAGE  
OR SLIDER**

**CARD MODULE  
OR PROMO  
MODULE**

**FOOTER**

# WIREFRAMES



## 1. Landing

### 1.1 Main Menu



When focused on a menu item, the secondary menu will change to reflect the subsections.



Will open up the "Front Page" subsection.

### 1.2 Secondary Menu



Goes to the parent main menu item (Southern Tier goes to News).

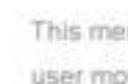


Goes to the article on its immediate right.



Changes all articles on the right to the specified subsection.

### 1.3 Quick Menu Access



This menu can be accessed any time the user moves all the way up.



Changes screen to 3: Menu Mode.

### 1.4 Search



Opens the virtual keyboard for input.

### 1.5 Article

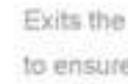


Moving off screen goes to a different visual state 2: Gallery. The main and secondary menu also disappear in the new state.



Opens up the article to 4: Article

### 1.6 Quit



Exits the application. Will first prompt the user to ensure that they really intended to leave.

# WIREFRAMES

## 5.0 MANAGE CONTRIBUTION

VALIC Wireframe\_Change\_Contribution\_v4.5.graffle

**HEADER**

### Change Contribution A Employer A - Plan A - Account A ▾

B You may miss out on \$1,800 on your employer match. Increase your contribution to and capture the difference. Close

Make a positive change.

Monthly Contribution D E F G H I J

7 .15% C K L M N O P Q R S T U V W X Y Z

\$ 256 per paycheck \* H SET TO CURRENT

See positive results.

Annual Savings C K L M N O P Q R S T U V W X Y Z

\$5,000 C K L M N O P Q R S T U V W X Y Z

\$3,200 Project End of Yr

Employer Match C K L M N O P Q R S T U V W X Y Z

\$8,000 C K L M N O P Q R S T U V W X Y Z

\$0 C K L M N O P Q R S T U V W X Y Z

\$3,200 Project End of Yr

\$6,400/yr J

Please note: If you want to stop your recurring contribution, then set the contribution percentage to 0%.

Other ways to manage your contribution

E Automatic Increase G Schedule a Contribution F One Time Contribution

Automatic Increase E Schedule a Contribution F One Time Contribution

Automatic Increase E Schedule a Contribution F One Time Contribution

MANAGE CONTRIBUTION WIREFRAMES

**HEADER**

### Change Contribution A Employer A - Plan A

B You may miss out on \$1,800 on your employer match. Increase your contribution to and capture the difference. Close

Make a positive change.

Monthly Contribution D E F G H I J

7 .15% C K L M N O P Q R S T U V W X Y Z

\$ 256 per paycheck \* H SET TO CURRENT

See positive results.

Annual Savings C K L M N O P Q R S T U V W X Y Z

\$3,200 Projected YTD

Employer Match C K L M N O P Q R S T U V W X Y Z

\$3,200 Projected YTD

\$6,400/yr J

Please note: If you want to stop your recurring contribution, then set the contribution percentage to 0%.

E Automatic Increase

Automatic Increase E

F Schedule a Contribution

Schedule a Contribution F

G One Time Contribution

One Time Contribution G

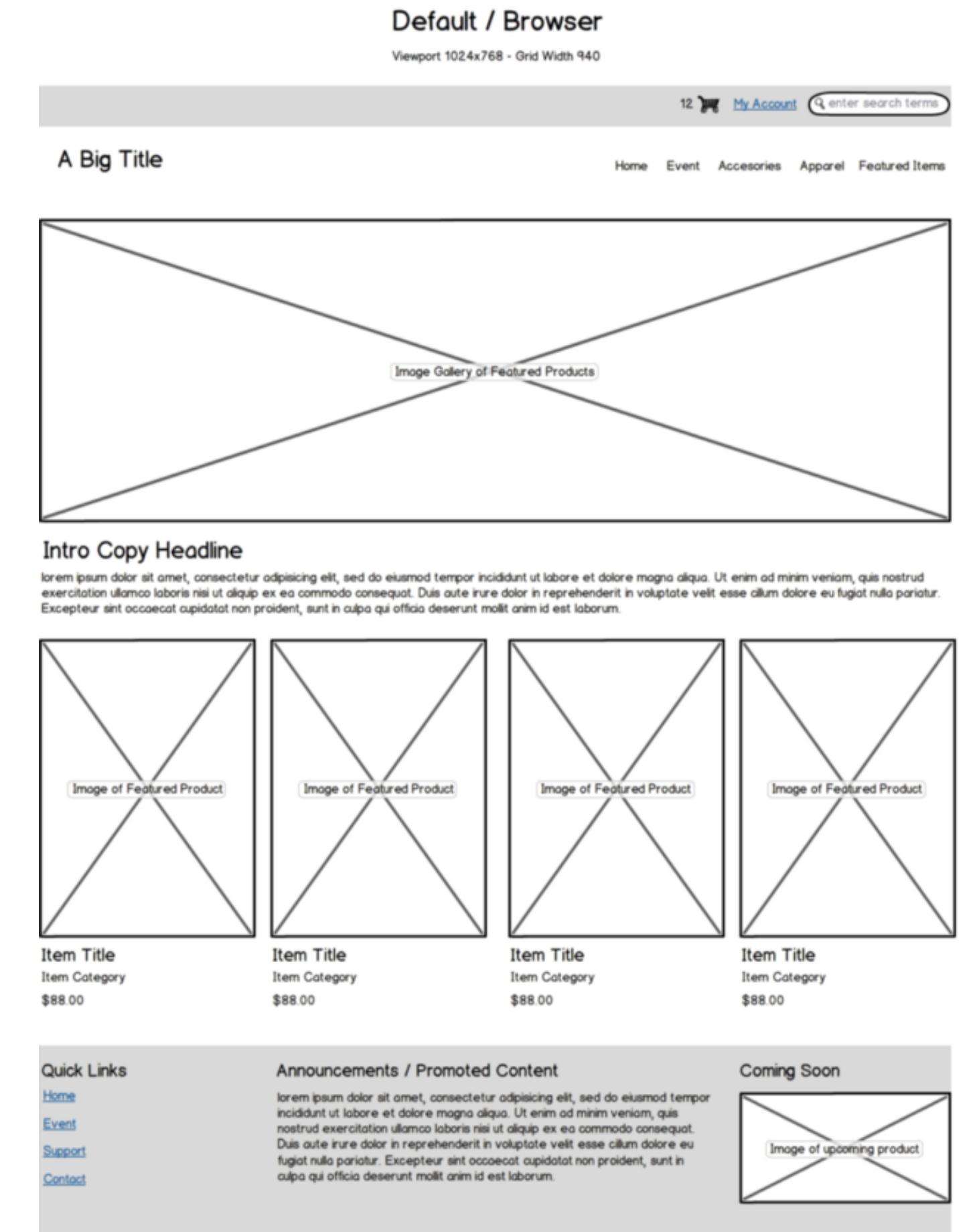
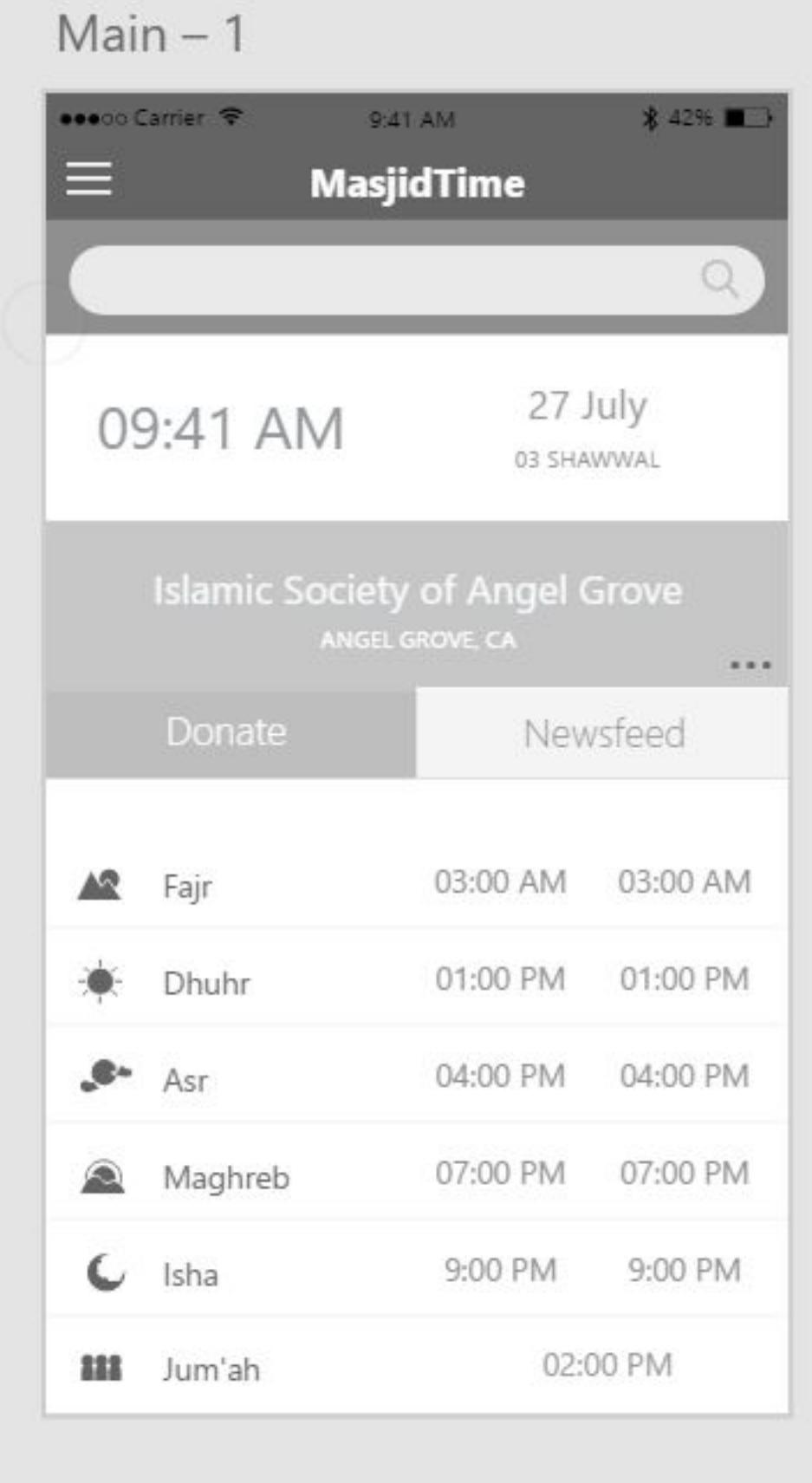
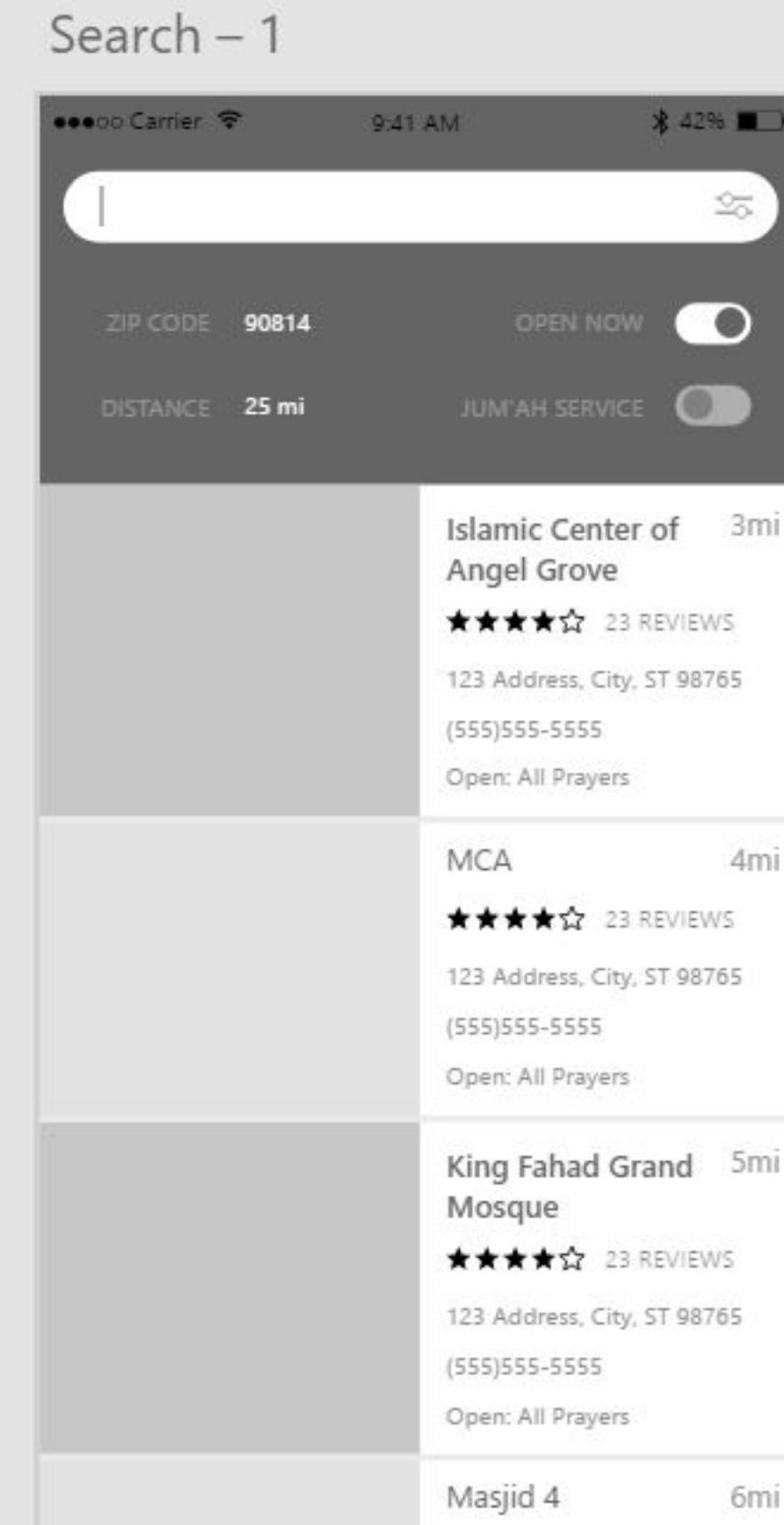
### ANNOTATIONS

This is the landing page for manage contribution. It provides an overview for the user's current contribution, a schedule of any upcoming contribution changes, and areas to select and set additional contribution changes.

ID	Element	Event	Description	Req	Auth
A	Dropdown	Tap/Click	If user has only one plan/one employer, will default to static copy. If user has multiple employers and/or plans, a plan selection is made here. Defaults to the first plan in the list.	Y	N
B	Contextual Ribbon	Tap/Click	Optional module that can appear on any page. See Workspace wires, 2.9 CONTEXTUAL RIBBON.	Y	N
C	Module		Displays projected contributions and match based on current contribution The projected information is updated based on the + or - change in annotation D. On SVP, the information is displayed via summary copy. If there is no Employer Match, the Annual Savings chart is rotated to better fill the space.	Y	N
D	Module	Tap/Click	On tap of + or - displays next available date information and options. + or - are hidden based on plan minimum or maximum. Reference the open state on 5.0 MANAGE CONTRIBUTION CONT'D	Y	N
E	Copy and button	Tap/Click	Navigates to 5.4 MC: SCHEDULED INCREASE	Y	N
F	Copy and button	Tap/Click	Navigates to 5.3 MC: ONE TIME CONTRIBUTION	Y	N
G	Copy and button	Tap/Click	Navigates to 5.6 MC: SCHEDULE A CONTRIBUTION	Y	N
H	Button	Tap/Click	Resets the percent or dollar amount to what it is currently in the system.	Y	N
I	Tooltip	Error state	When the user taps/clicks the "+" and "-" buttons then a small tooltip will appear when the smallest and highest value is reached.	Y	N
J	Total	Static	Sum of Annual Savings and Employer Match to date. Does not change a contribution if edited.	Y	N

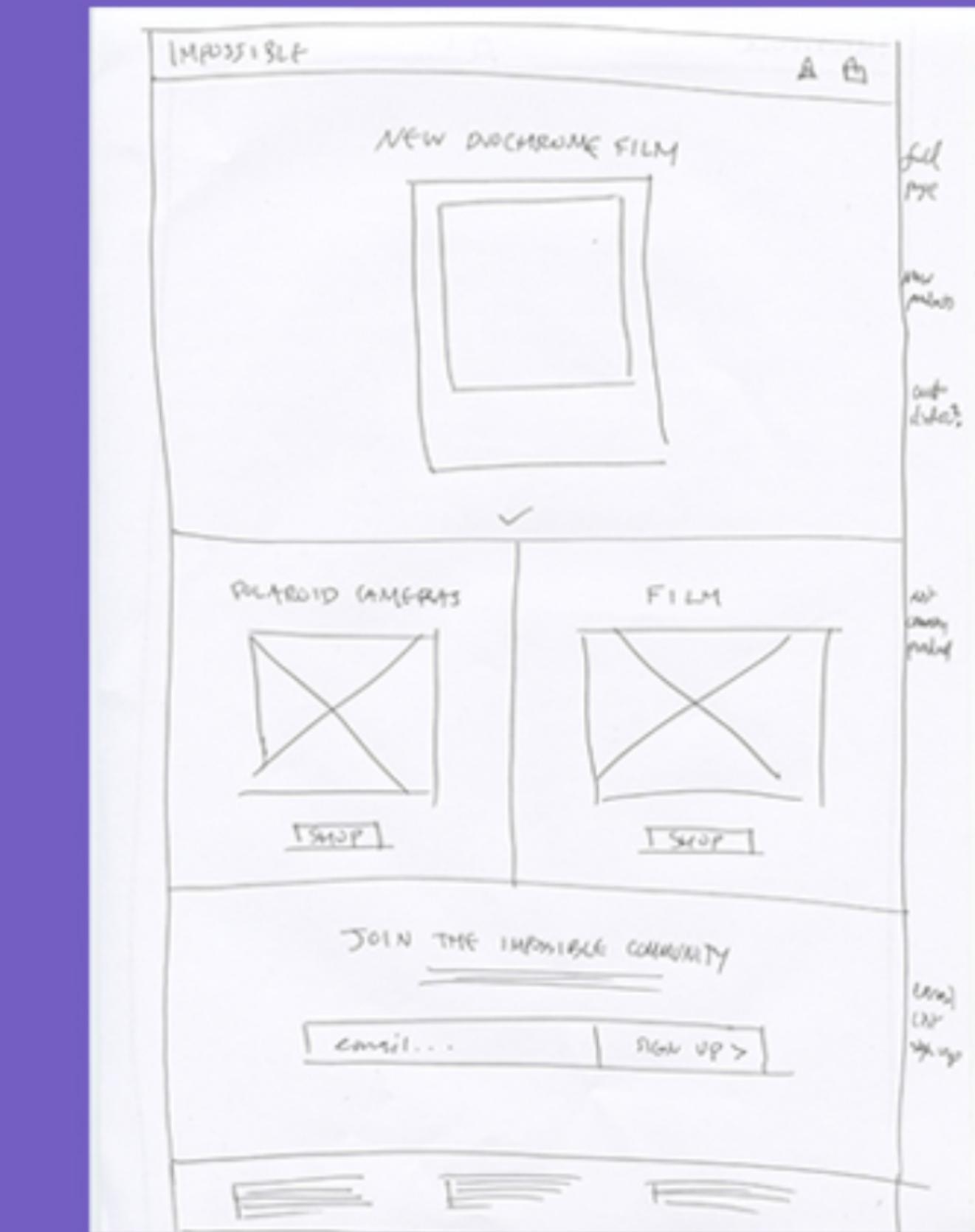
F Schedule a Contribution G One Time Contribution

# WIREFRAMES

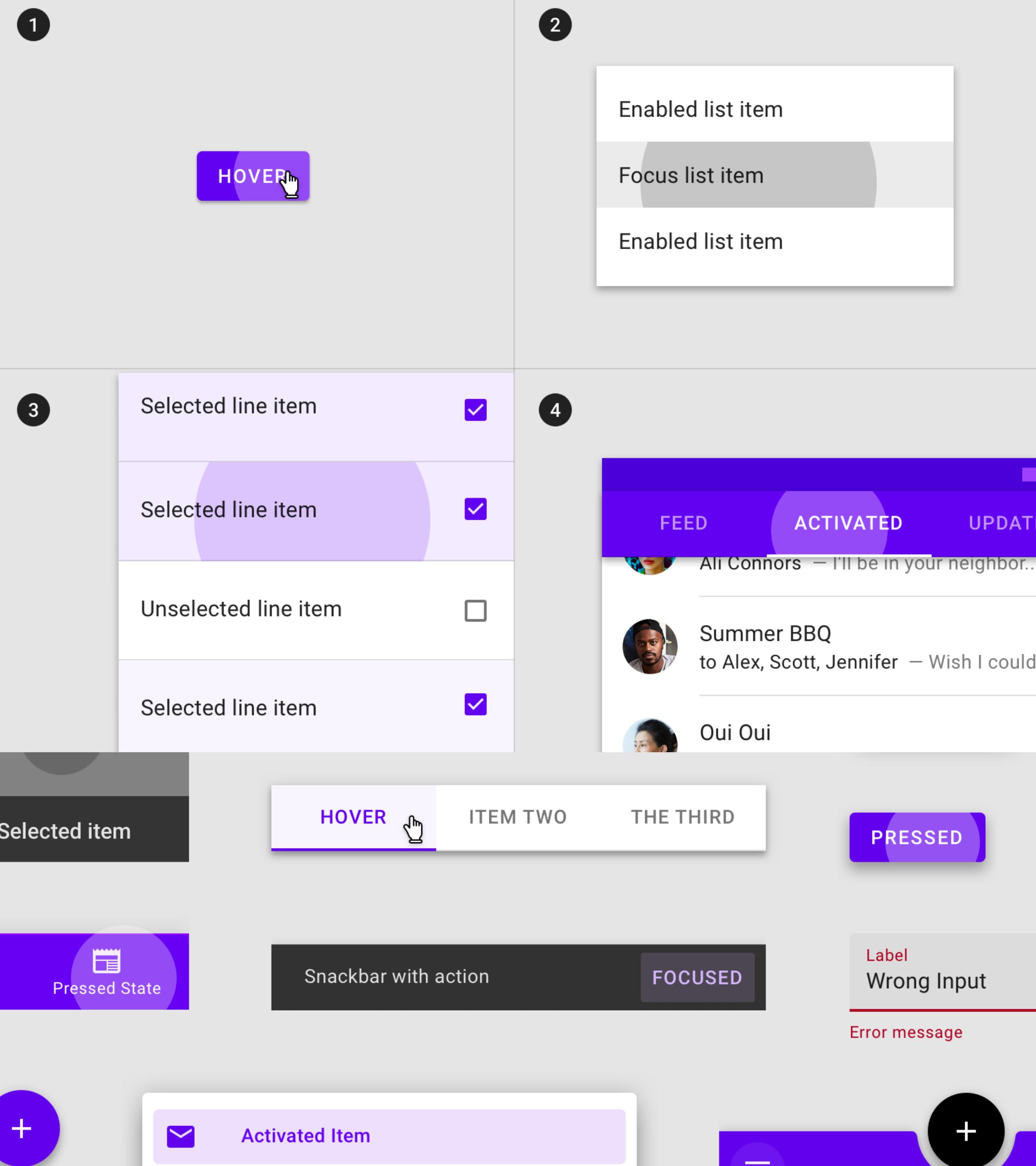


# WIREFRAMES

# WIREFRAME SKETCH PAPER + PEN



# LOW-FIDELITY WIREFRAME MADE IN SKETCH



**DESIGNING USER EXPERIENCE IS IMPORTANT IN BIG ENTERPRISE LEVEL PROJECTS**

**OR**

**SMALL PROJECTS**

