

# Organizing Content

WEEK 2



# **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)

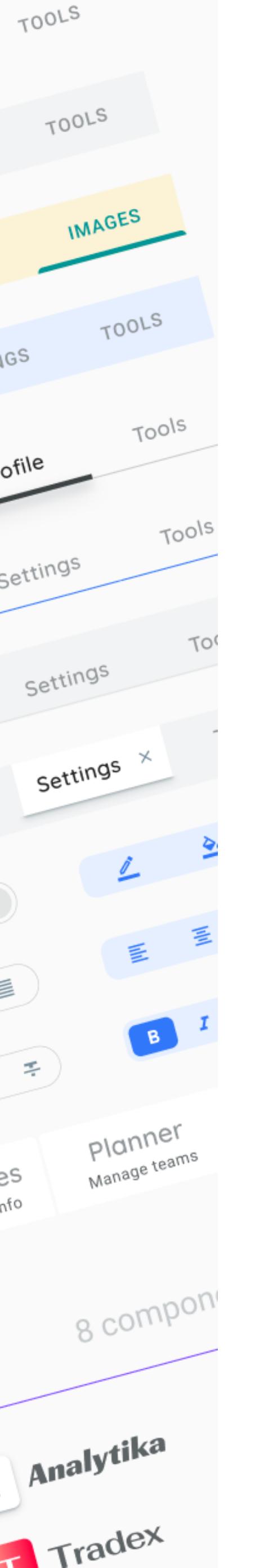
# UI PATTERNS

# 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

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

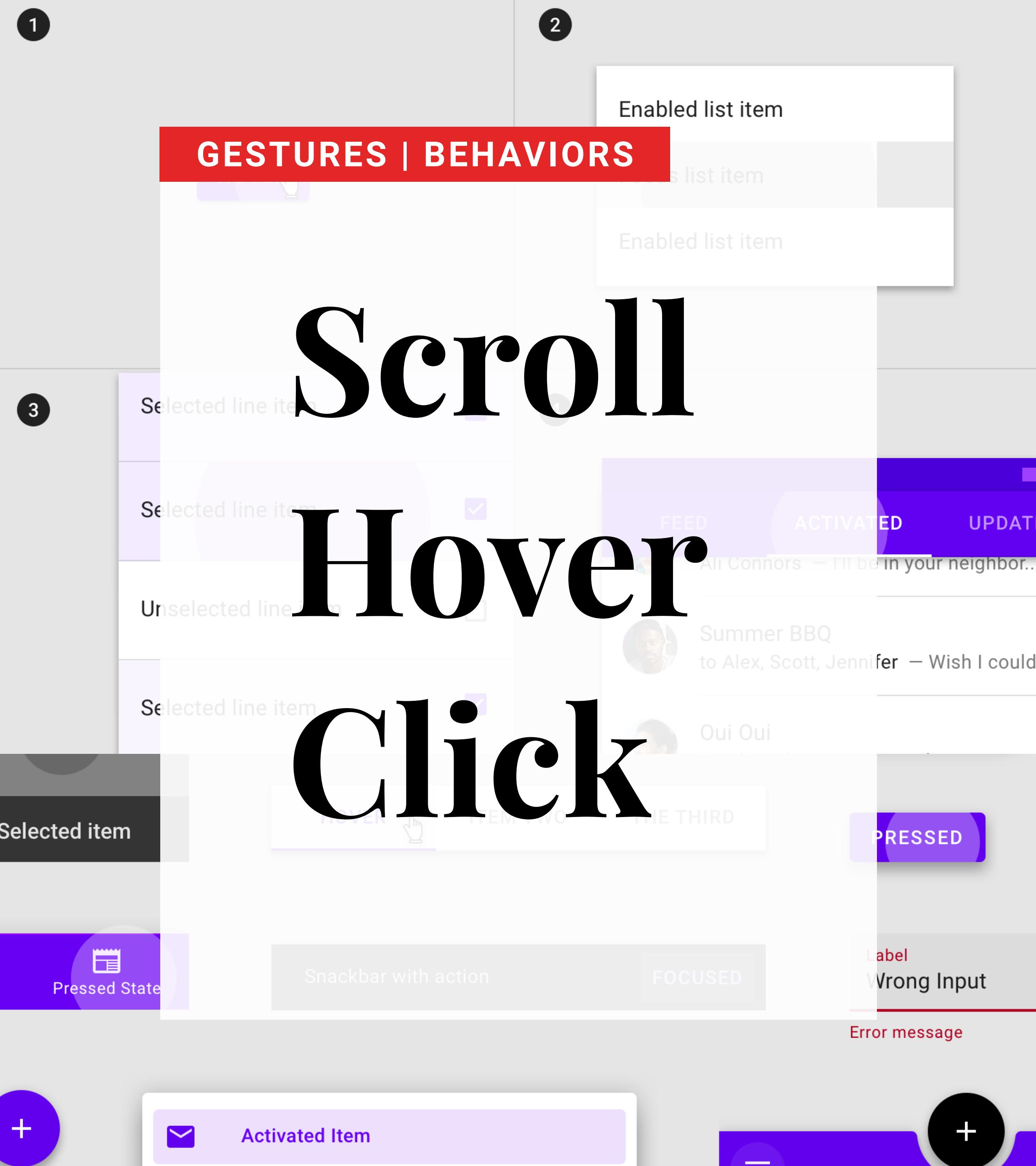
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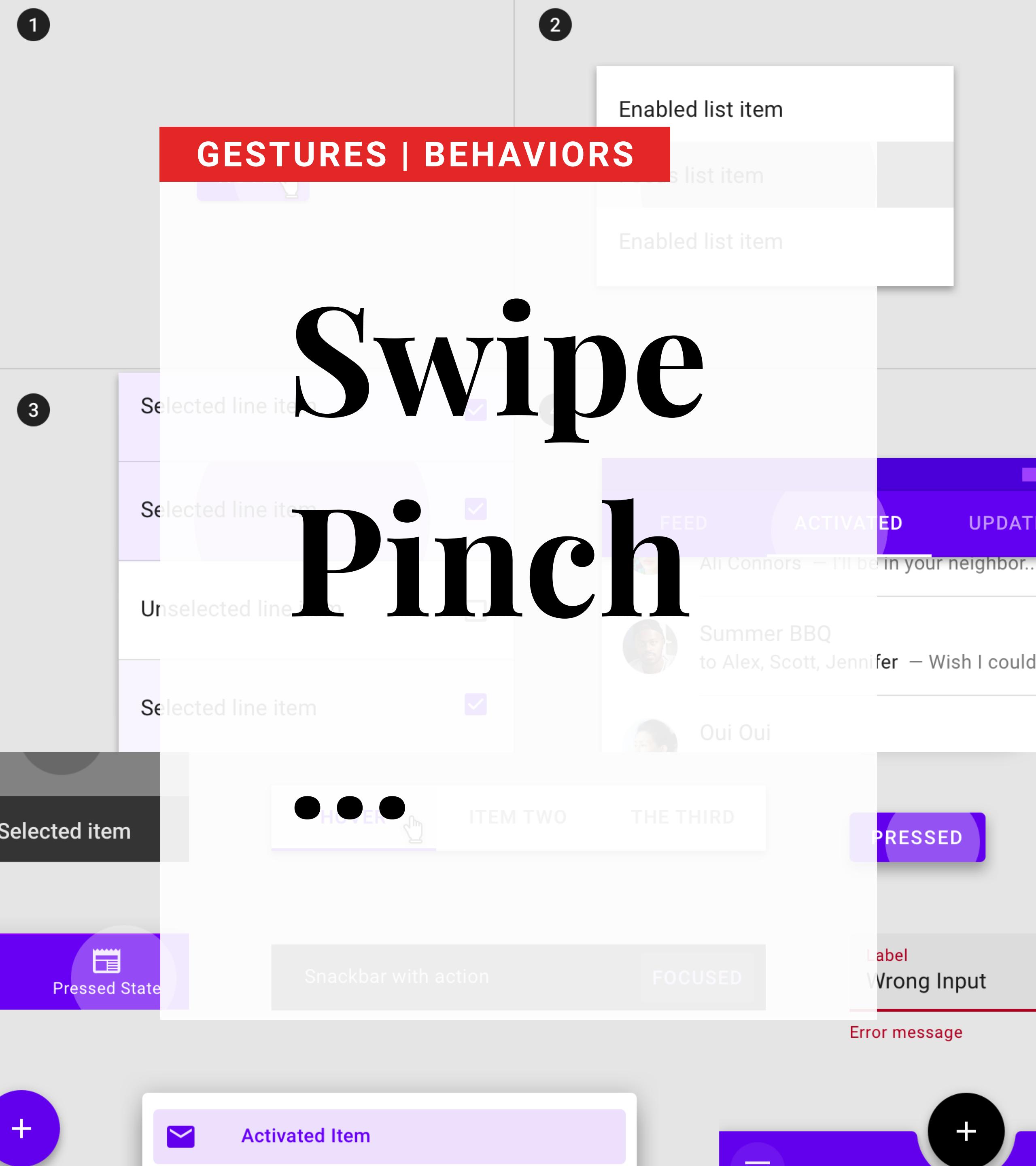
## MODULES

# Modules

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

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



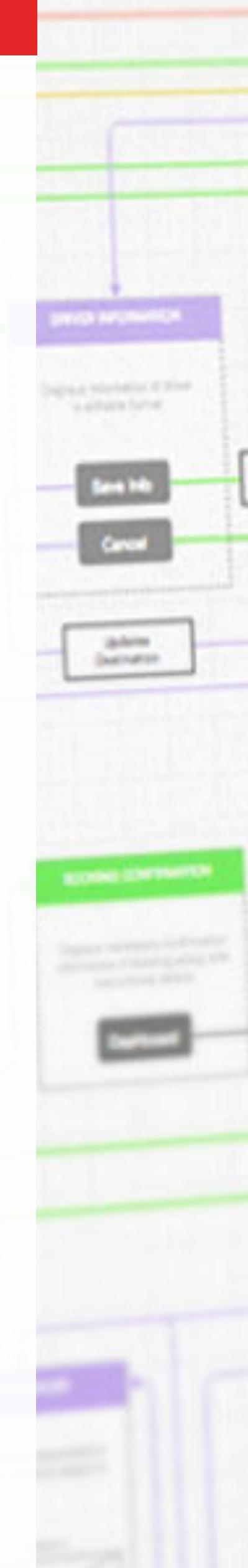


## INFORMATION ARCHITECTURE

# Flat vs. Deep Architecture

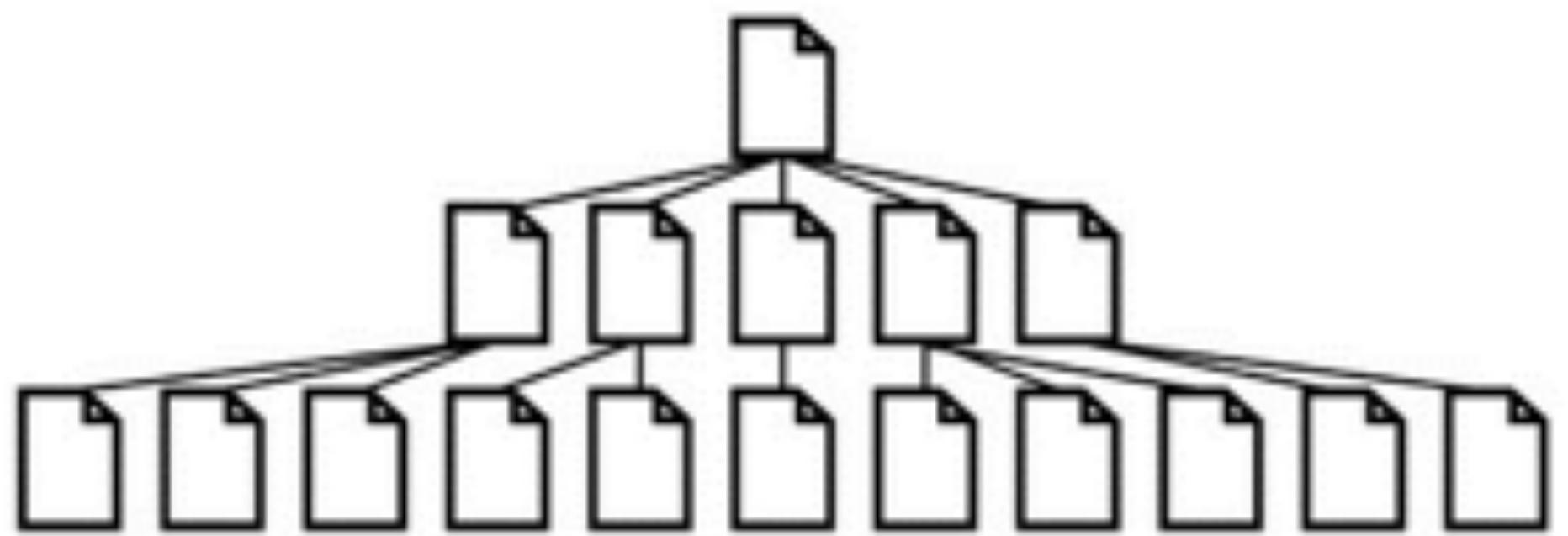
Is your website just one long scroll?

Or does it consist of many interlinked pages?

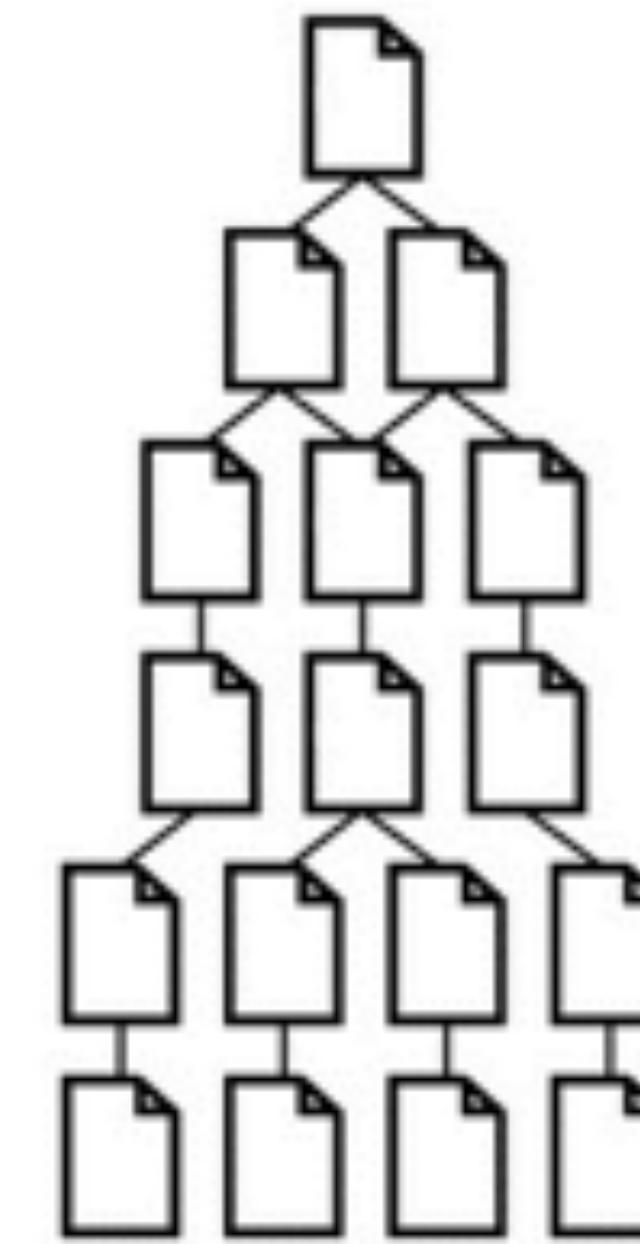


# INFORMATION ARCHITECTURE

FLAT SITE ARCHITECTURE



DEEP SITE ARCHITECTURE



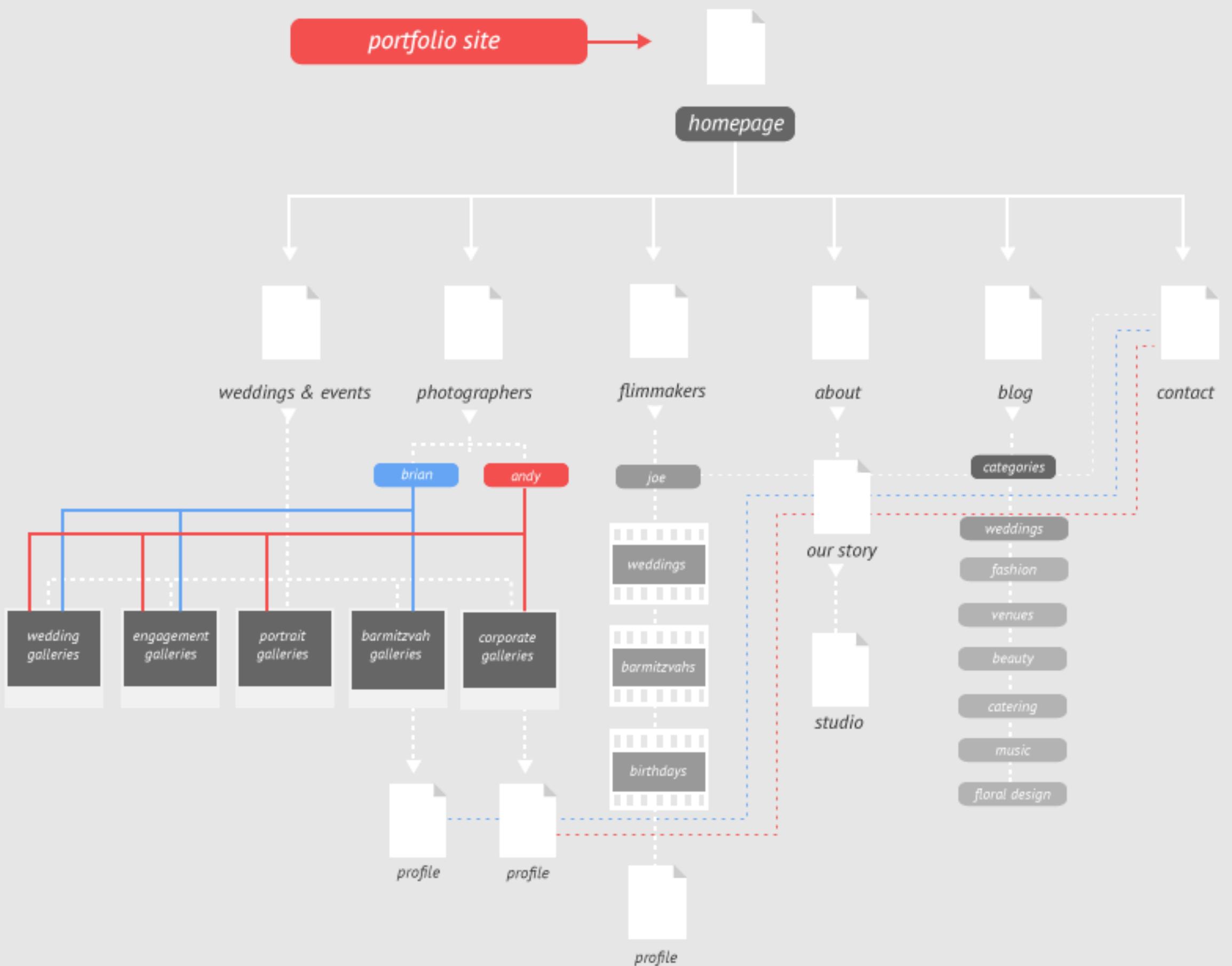
## UX DELIVERABLES

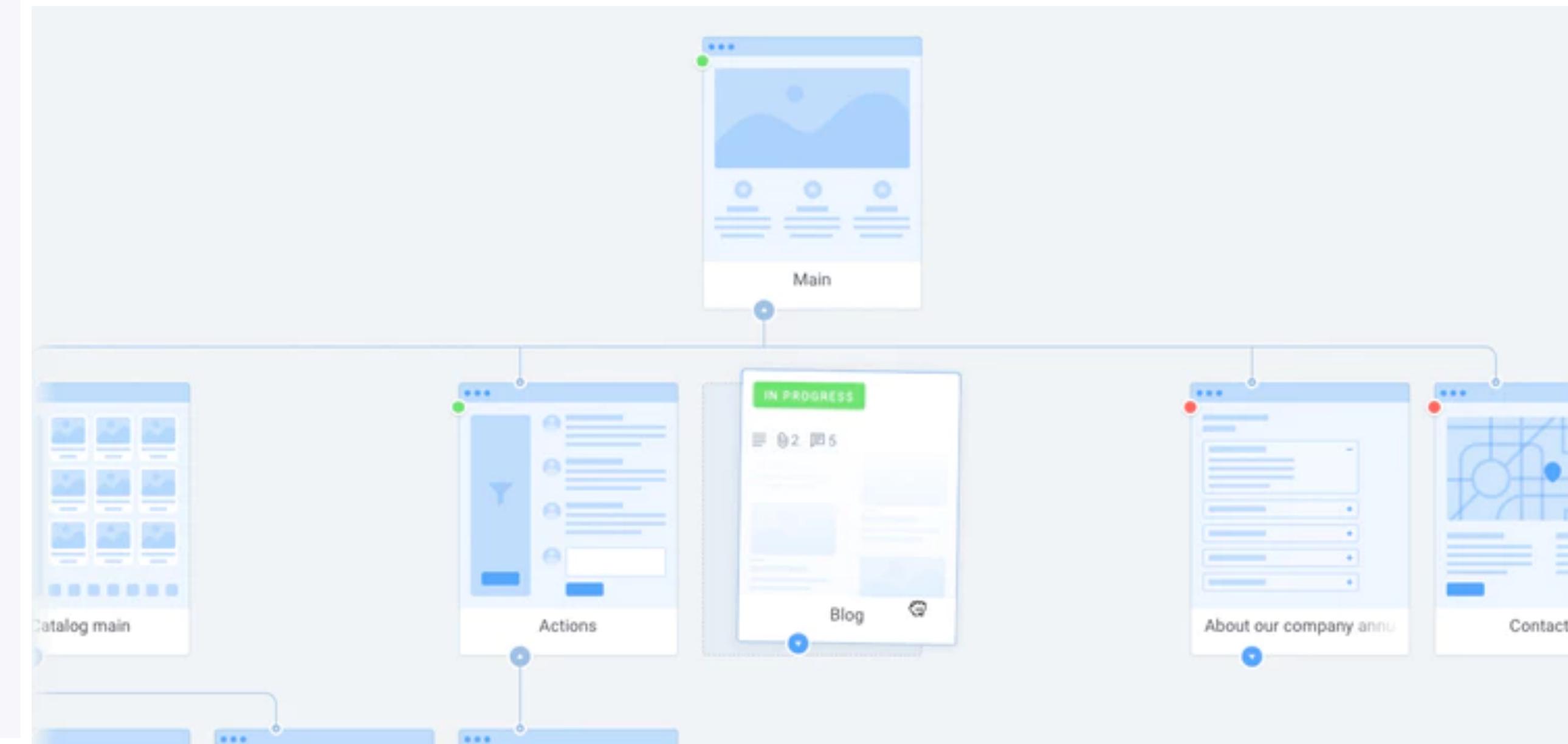
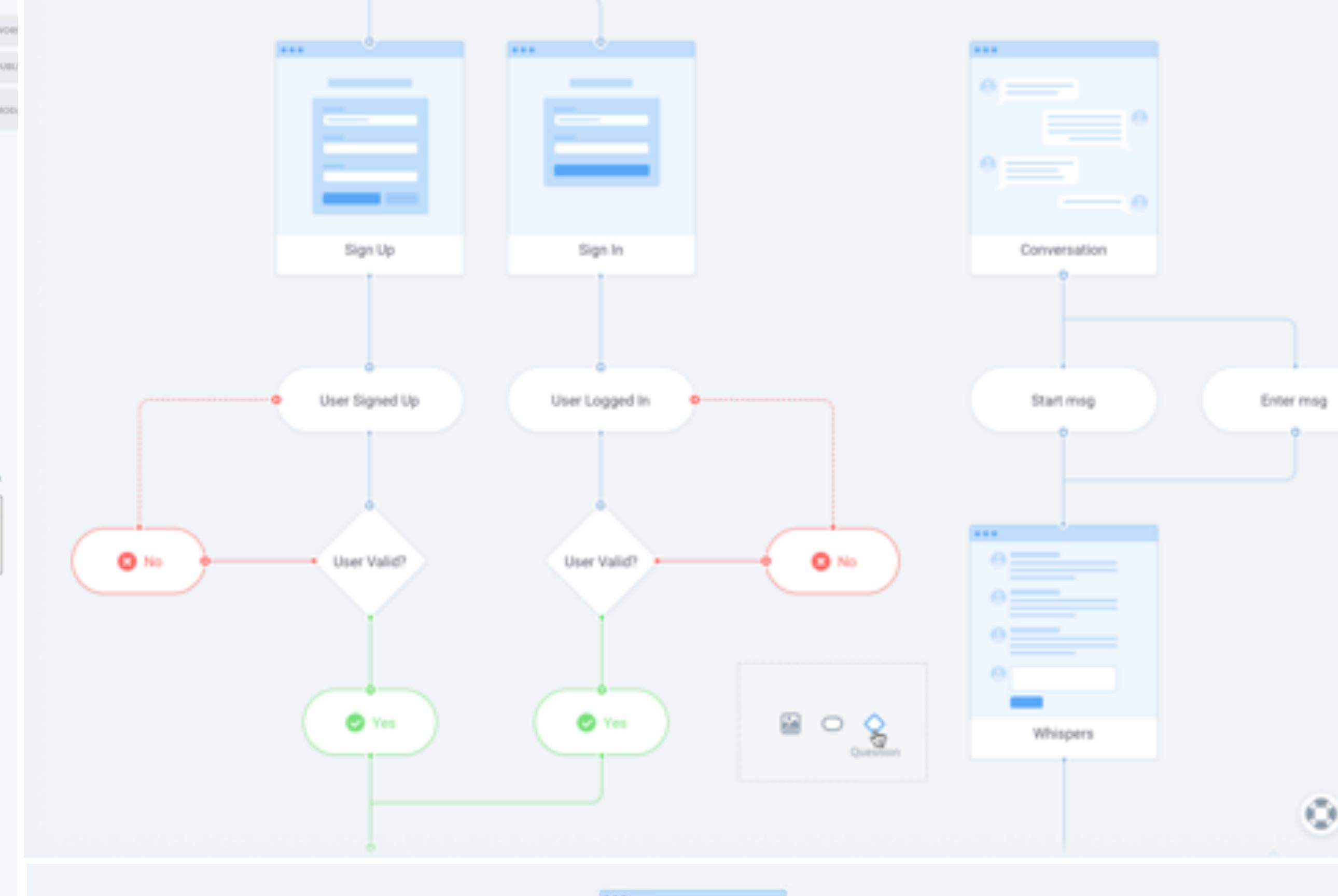
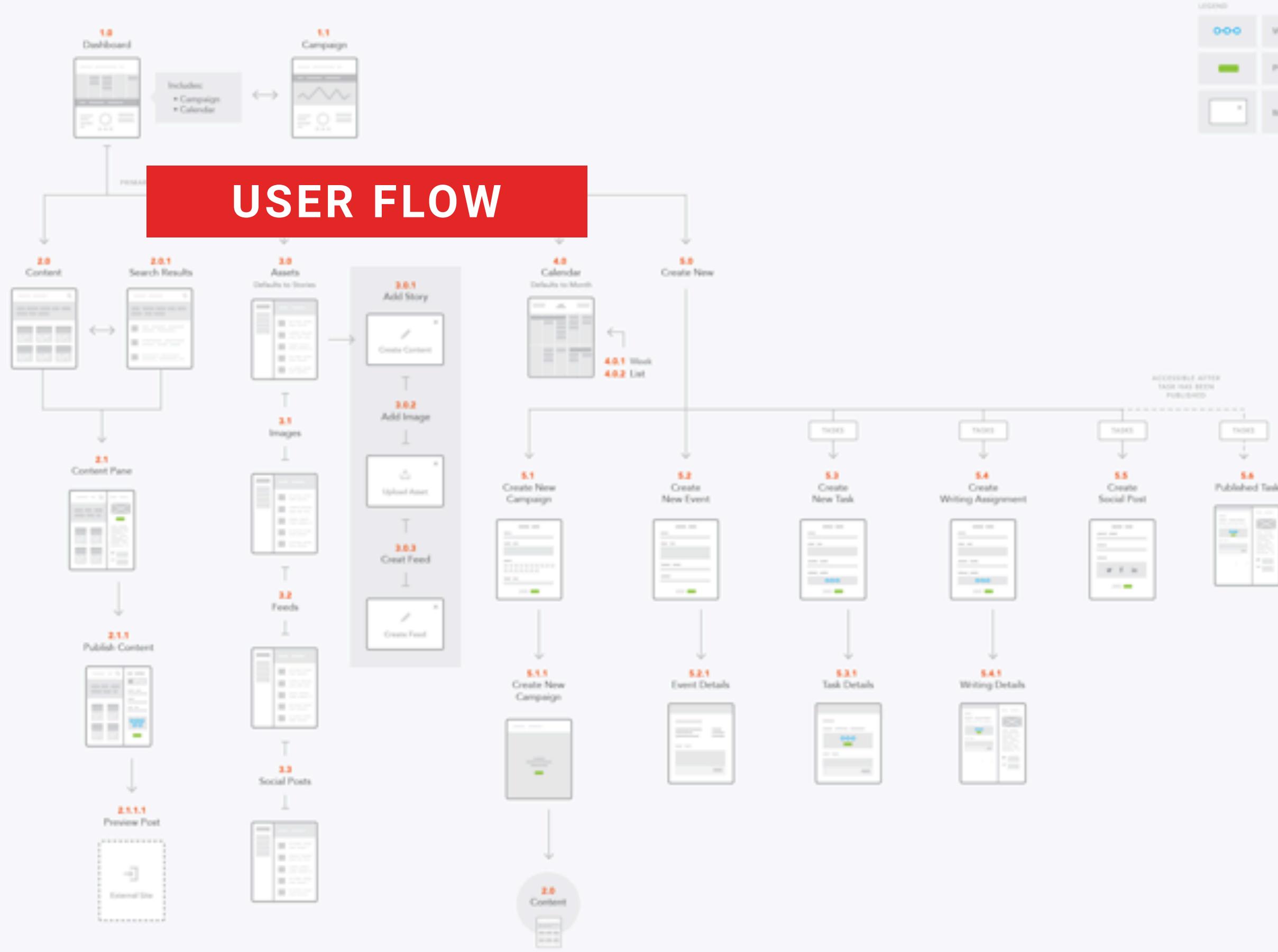
Sitemaps

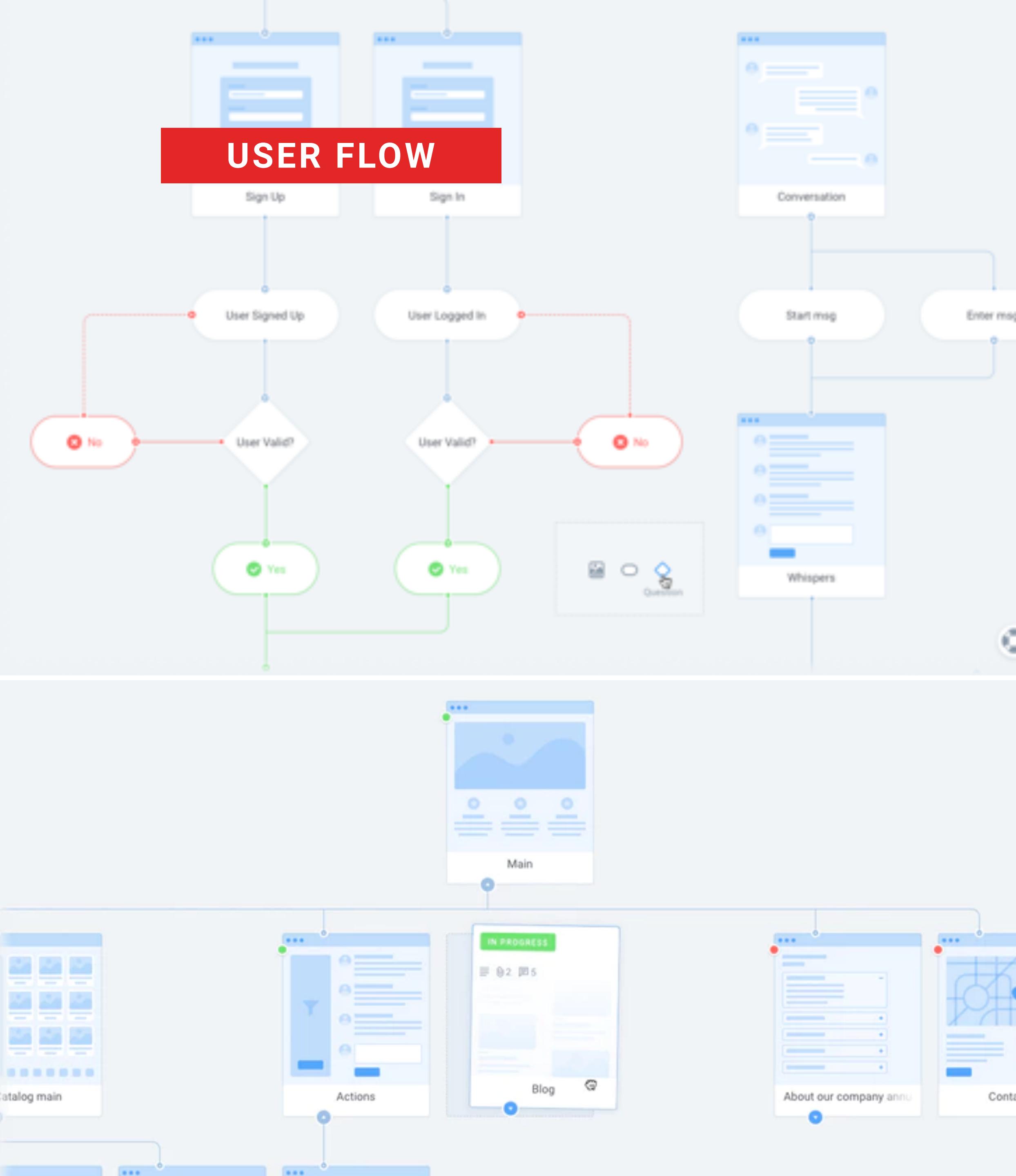
User flows

Wireframes

# SITEMAP







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

12 My Account  enter search terms

A Big Title [Home](#) [Event](#) [Accessories](#) [Apparel](#) [Featured Items](#)

**Intro Copy Headline**  
lorem ipsum dolor sit amet, consectetur adipisicing 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	Item Title Item Category \$88.00	Item Title Item Category \$88.00	Item Title Item Category \$88.00
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**Quick Links**

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

**Announcements / Promoted Content**  
lorem ipsum dolor sit amet, consectetur adipisicing 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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**Smartphone**  
Viewport 320x480 - Grid Width 280

12 My Account  enter search terms

A Big Title [Home](#)

**Intro Copy Headline**  
lorem ipsum dolor sit amet, consectetur adipisicing 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

Image of Featured Item Item Title Item Category \$88.00	Image of Featured Item Item Title Item Category \$88.00
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Image of Featured Item Item Title Item Category \$88.00	Image of Featured Item Item Title Item Category \$88.00
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**Quick Links**

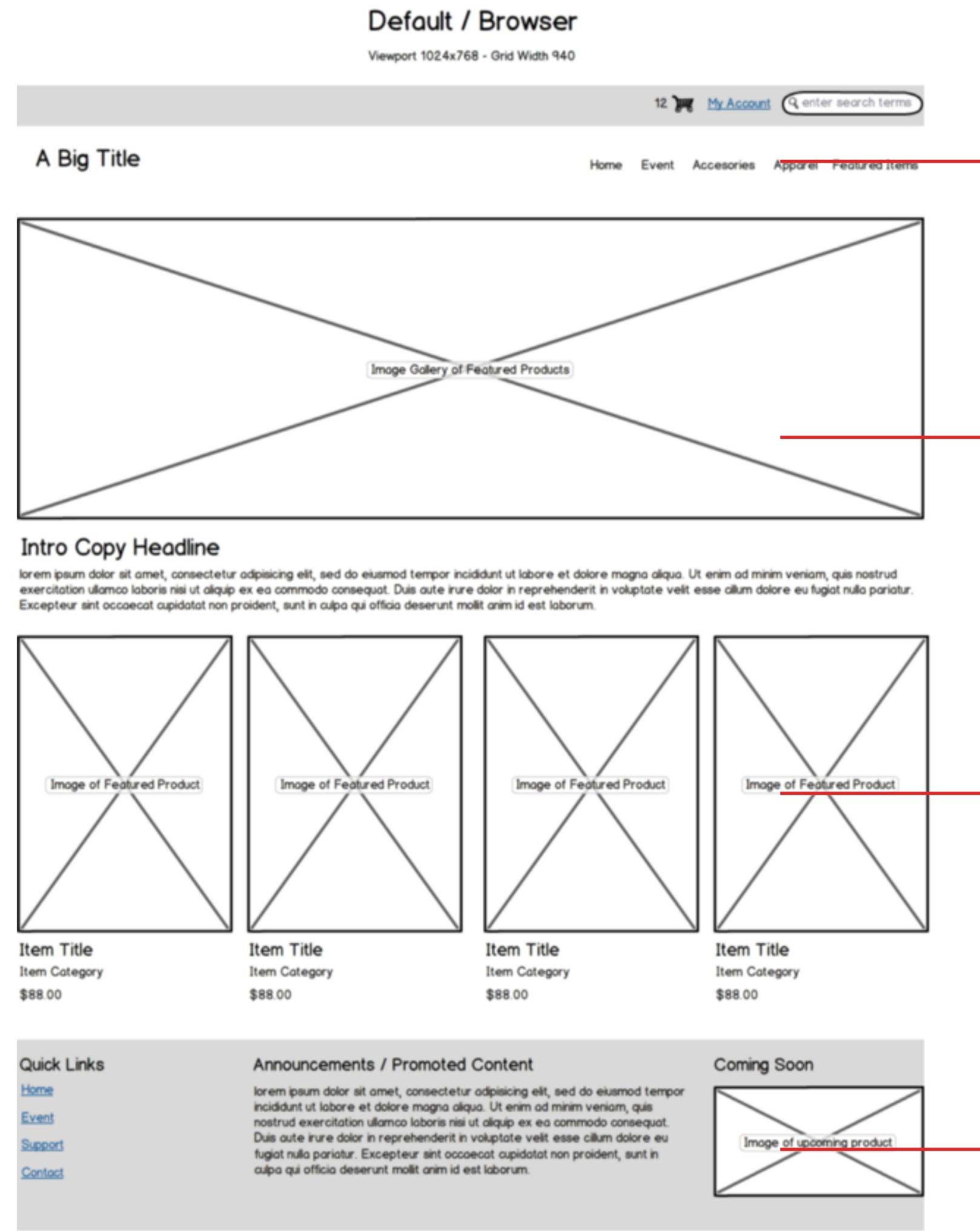
[Home](#)  
[Event](#)  
[Support](#)  
[Contact](#)

**Announcements / Promoted Content**  
lorem ipsum dolor sit amet, consectetur adipisicing 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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## WIREFRAMES



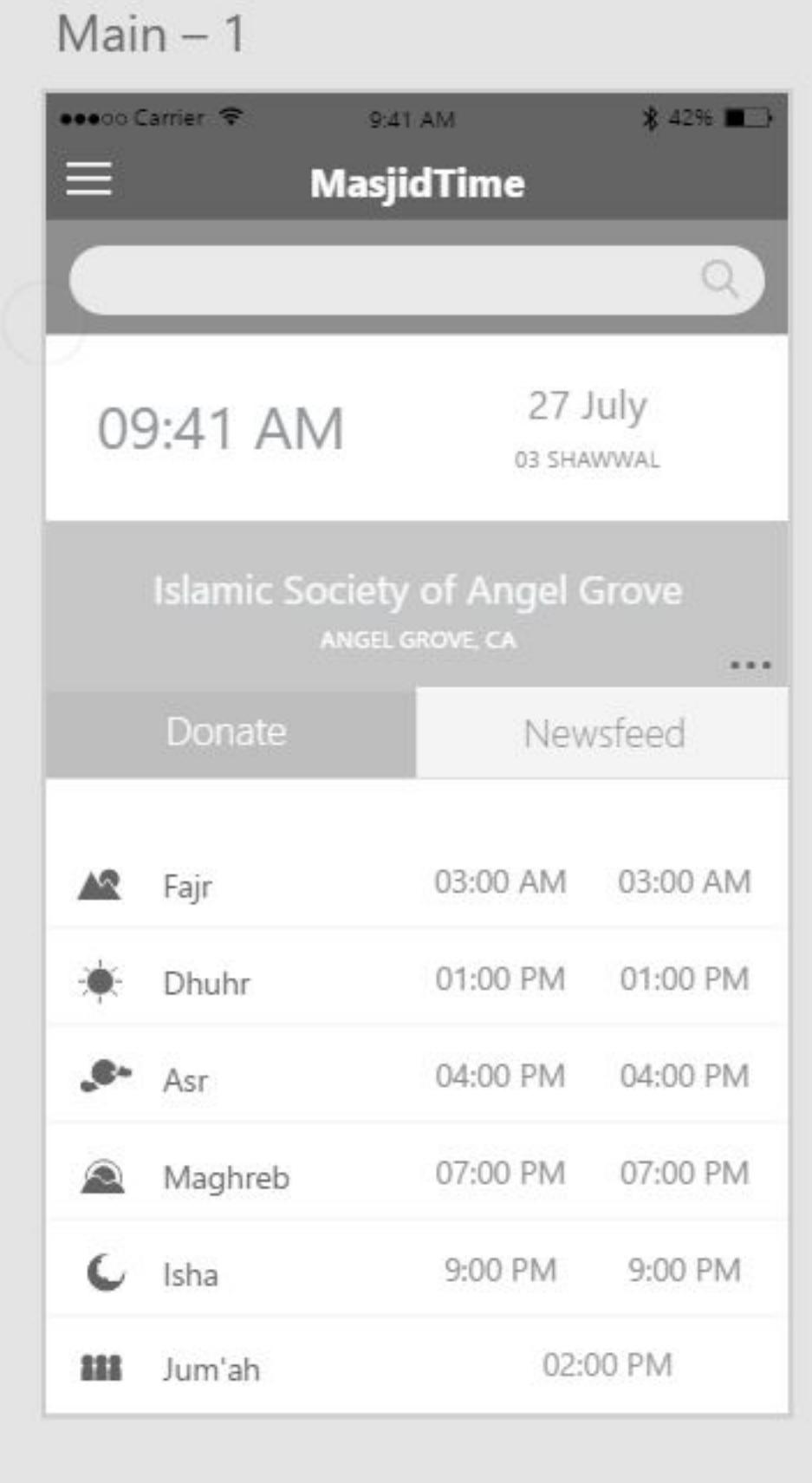
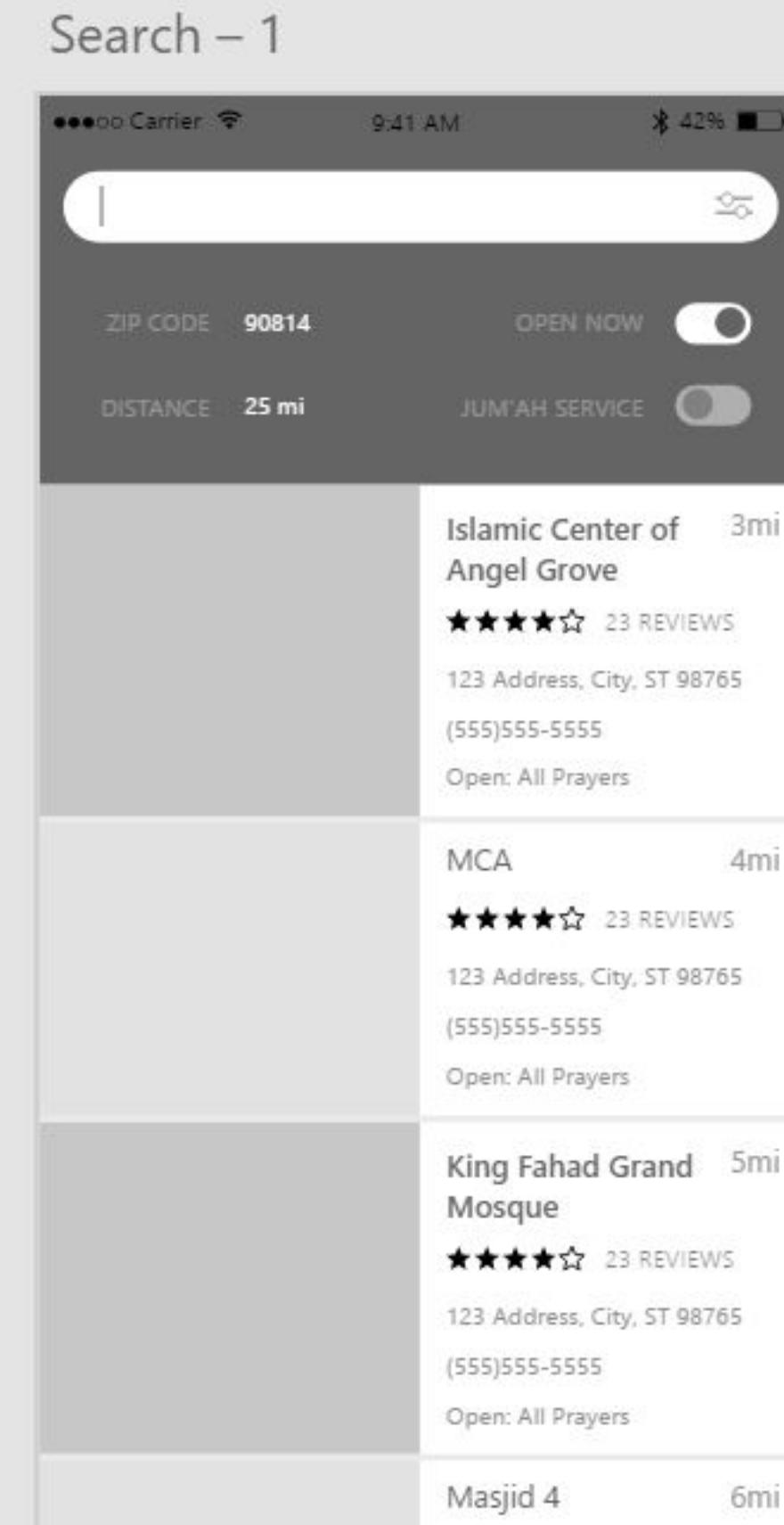
**HEADER WITH  
GLOBAL  
NAVIGATION**

**HERO IMAGE  
OR SLIDER**

**CARD MODULE  
OR PROMO  
MODULE**

**FOOTER**

# WIREFRAMES



**Default / Browser**  
Viewport 1024x768 - Grid Width 940

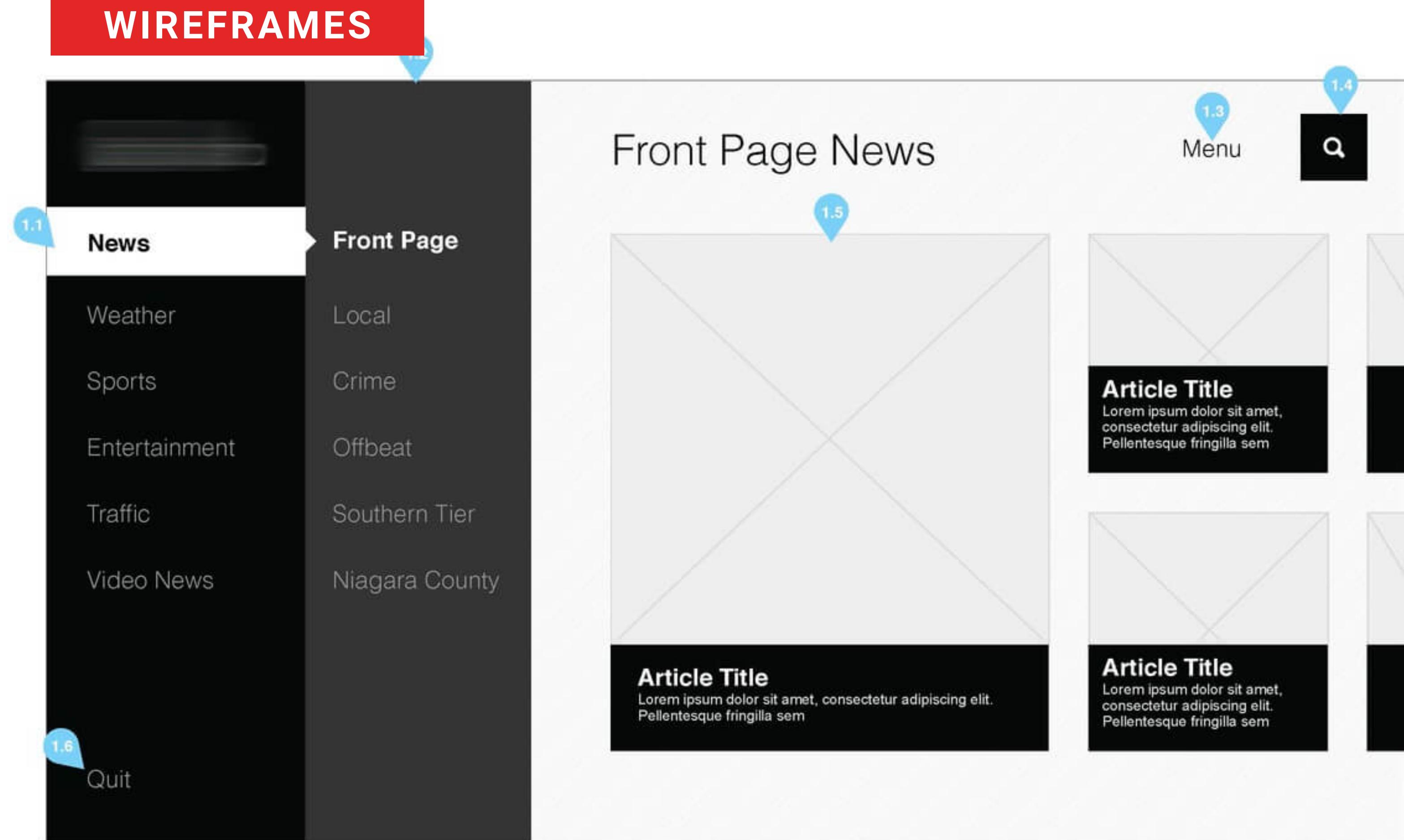
This browser-based wireframe shows a product catalog page. At the top, there's a navigation bar with a user icon, a search bar, and links for Home, Event, Accessories, Apparel, and Featured Items. The main content area starts with a large "A Big Title" and a "Image Gallery of Featured Products". Below this is an "Intro Copy Headline" followed by a paragraph of placeholder text. A grid of four "Image of Featured Product" boxes is shown, each with a "Item Title", "Item Category", and a price of "\$88.00". At the bottom, there are "Quick Links" (Home, Event, Support, Contact), "Announcements / Promoted Content" (with placeholder text), and a "Coming Soon" section featuring a placeholder image.

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This block contains three wireframes for a website layout:

- Home**: A wireframe showing a header, a large central image, and several smaller circular and rectangular components.
- Our Product**: A wireframe showing a header, a sidebar with a menu, and a main content area with a grid of products.
- Customers**: A wireframe showing a header, a sidebar with a user profile, and a main content area with a grid of customer profiles.

# 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).

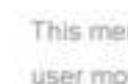


Goes to the article on its immediate right.



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

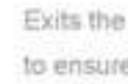


Moving off screen goes to a different visual state 2: Gallery. The main and secondary menu also disappear in the new state.

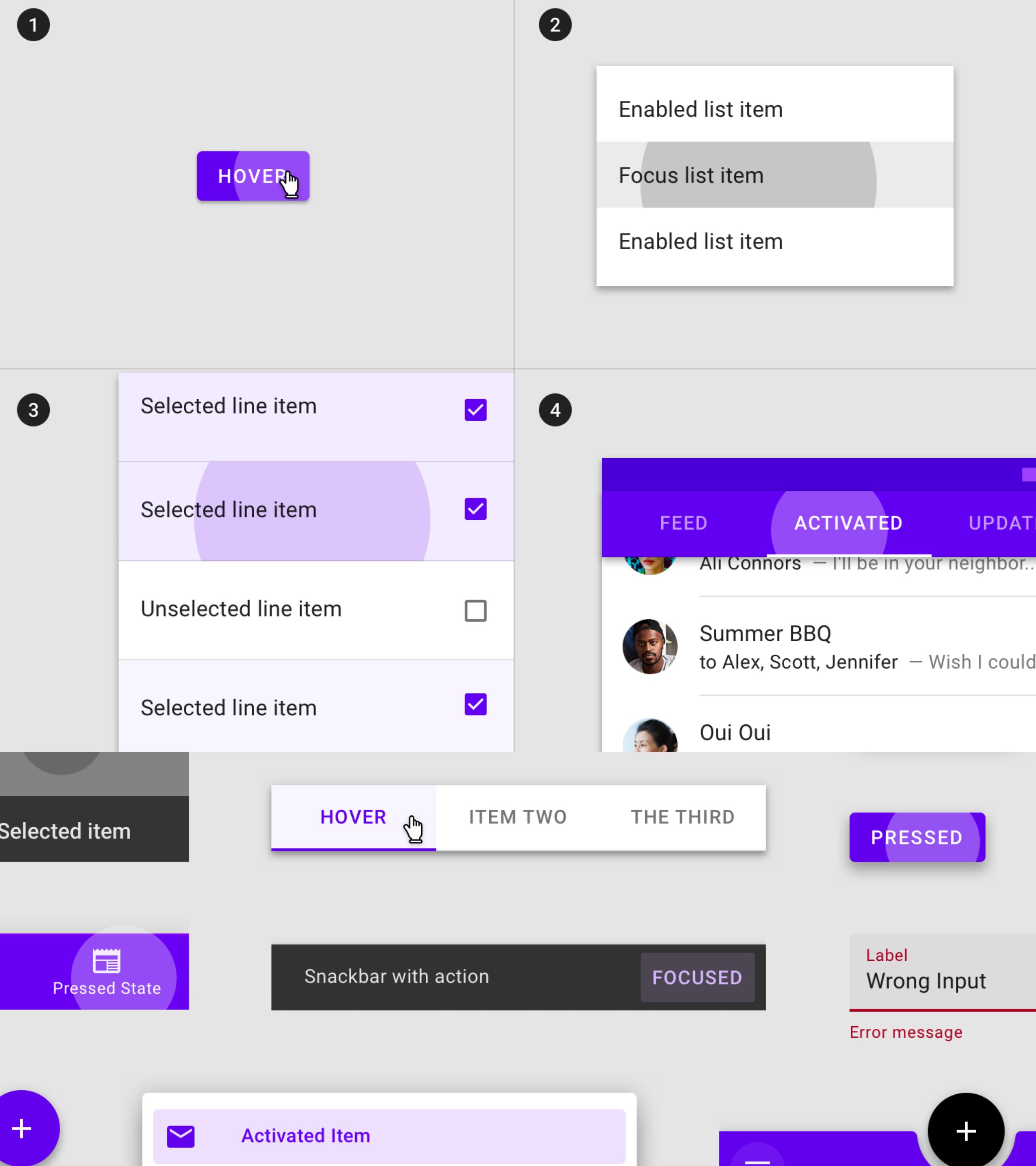


Opens up the article to 4: Article

### 1.6 Quit



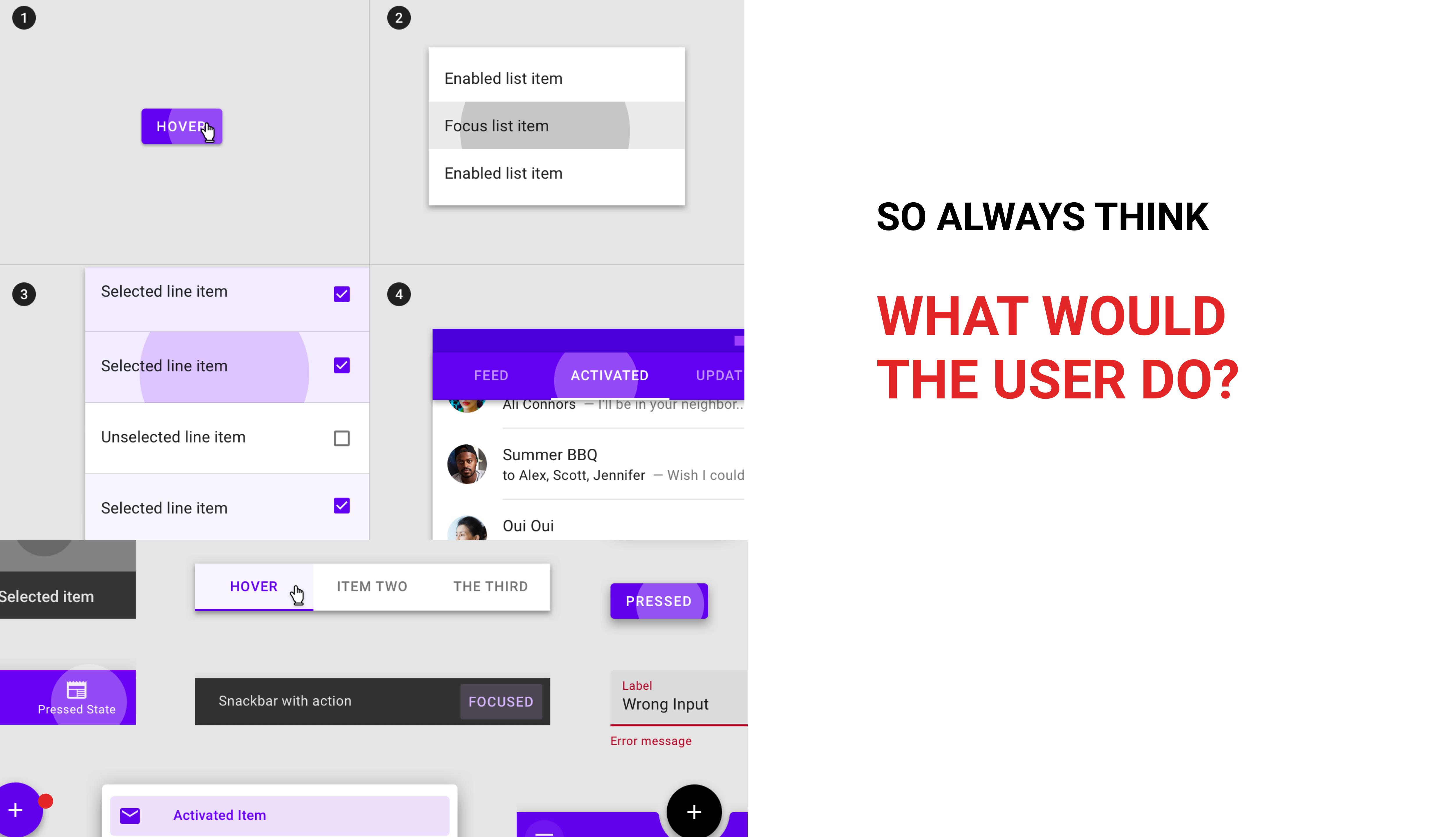
Exits the application. Will first prompt the user to ensure that they really intended to leave.



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

**OR**

**SMALL PROJECTS**



**SO ALWAYS THINK**  
**WHAT WOULD**  
**THE USER DO?**