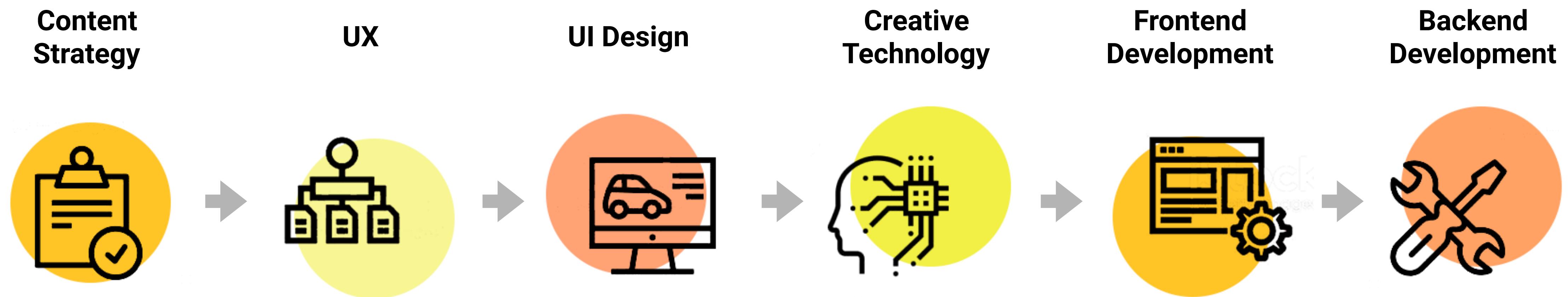


Organizing Content

WEEK 2

Disciplines





User Experience

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)

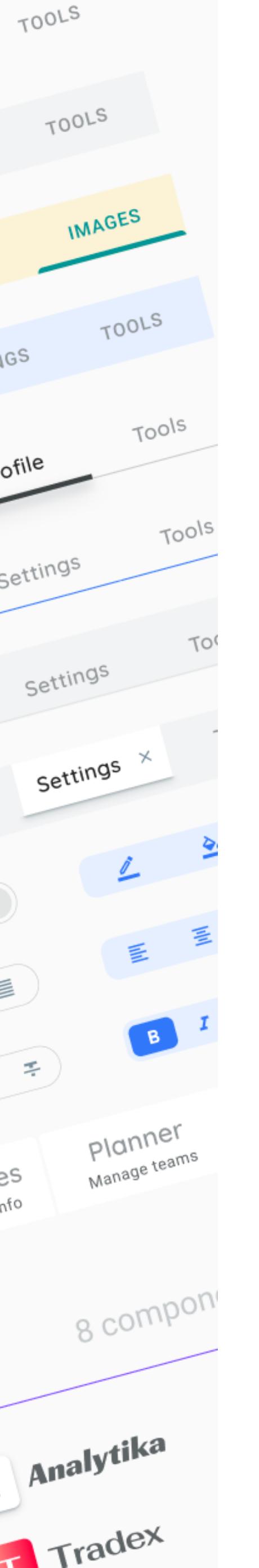
UI PATTERNS

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

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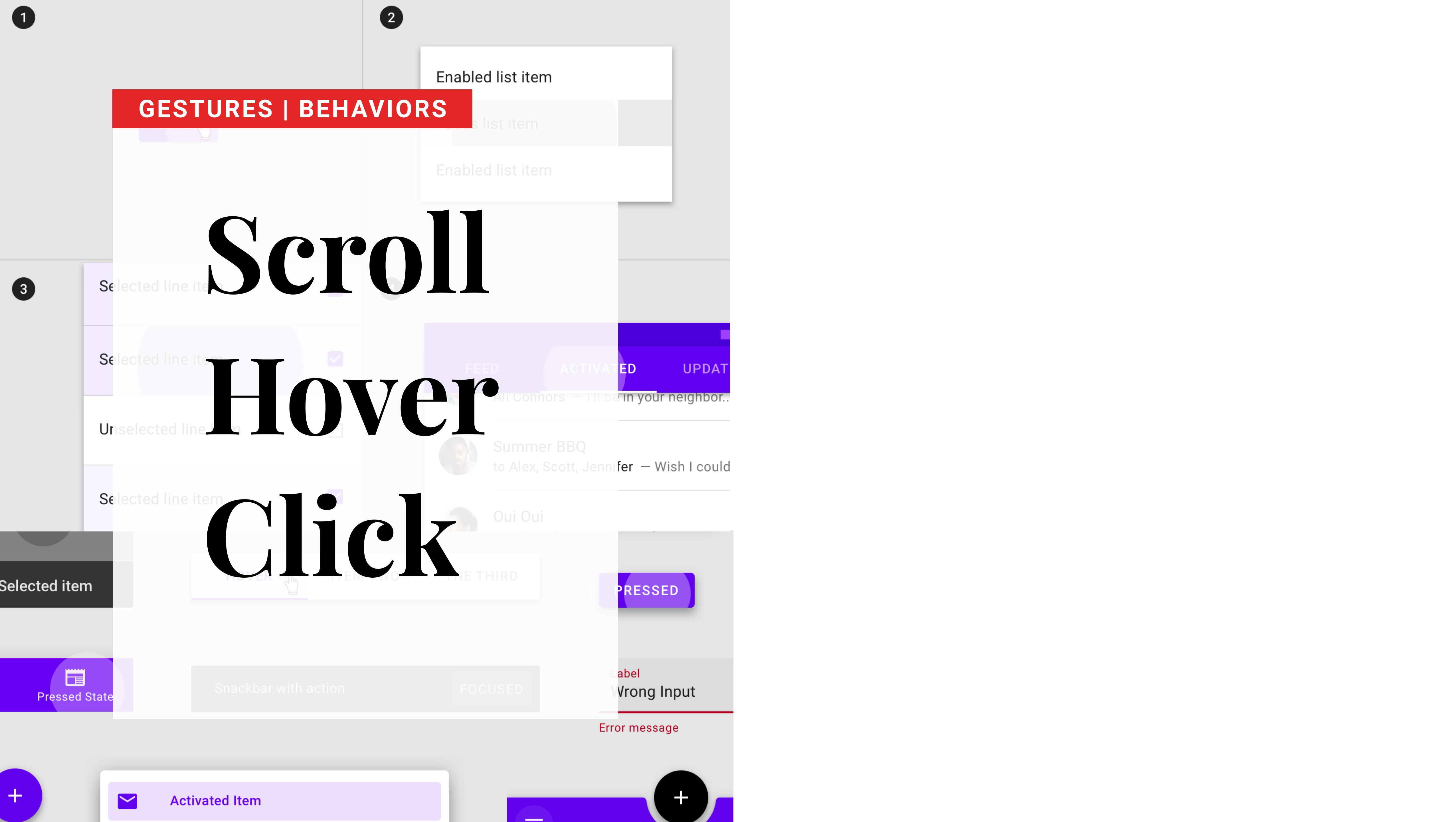
<http://ui-patterns.com/patterns>

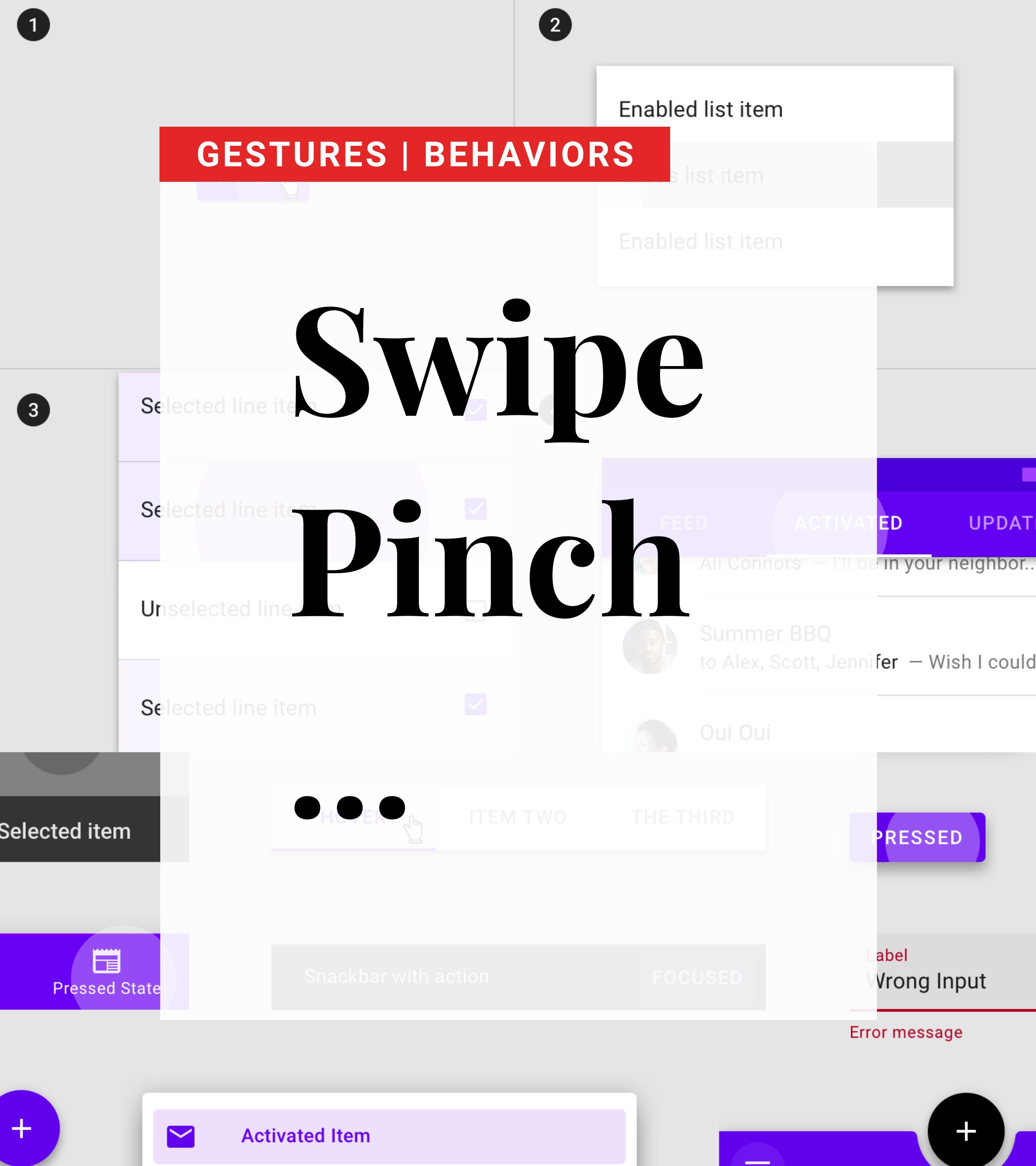
MODULES

Modules

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

Examples: header, main navigation
and footer.



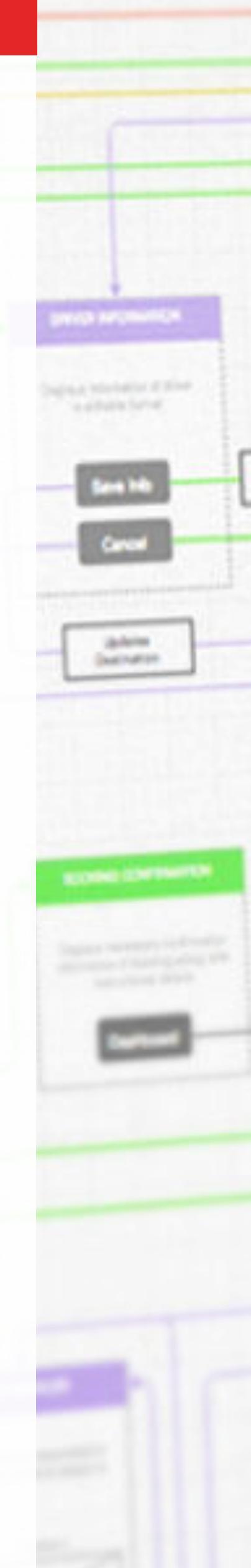


INFORMATION ARCHITECTURE

Flat vs. Deep Architecture

Is your website just one long scroll?

Or does it consist of many interlinked pages?



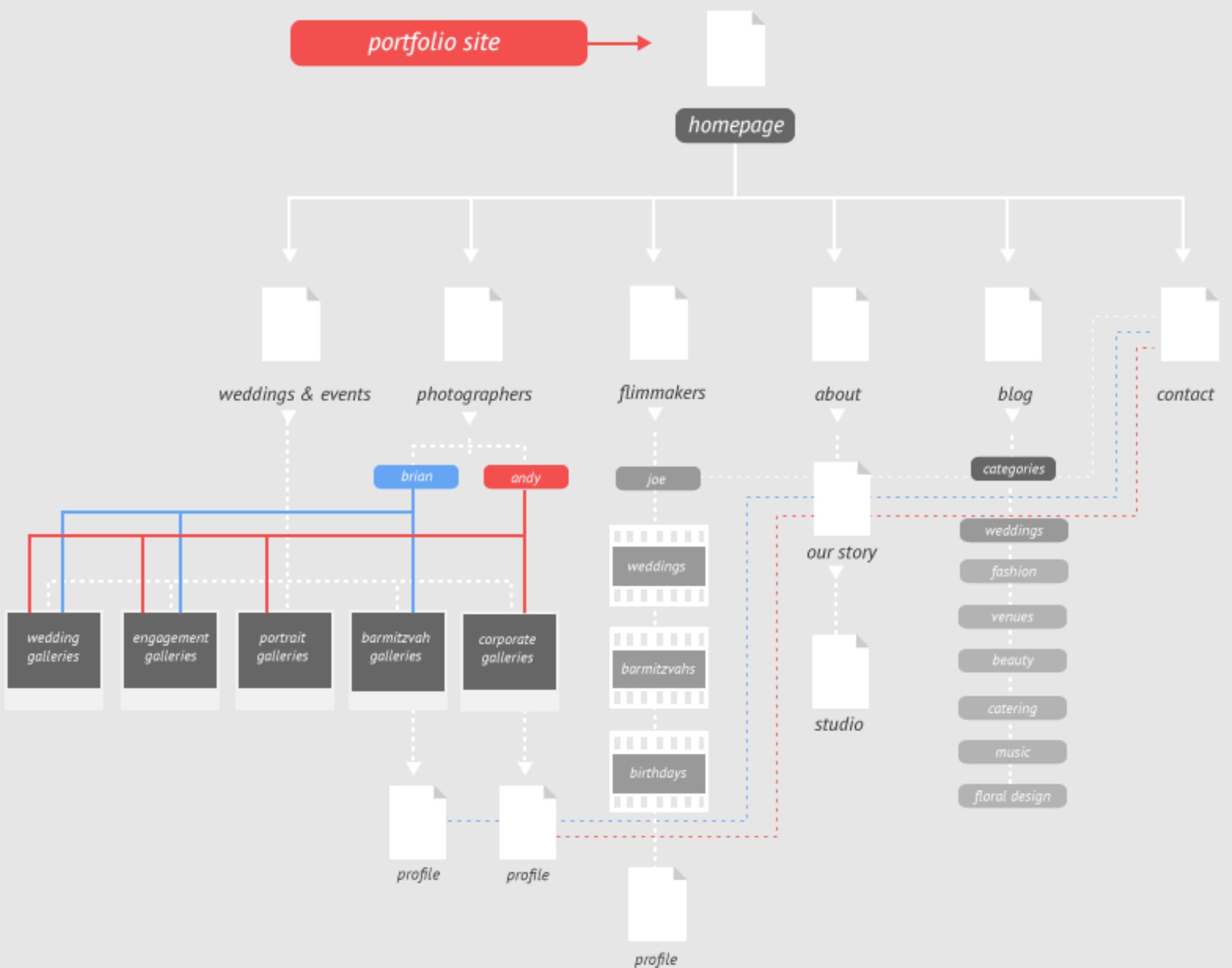
UX DELIVERABLES

Sitemaps

User flows

Wireframes

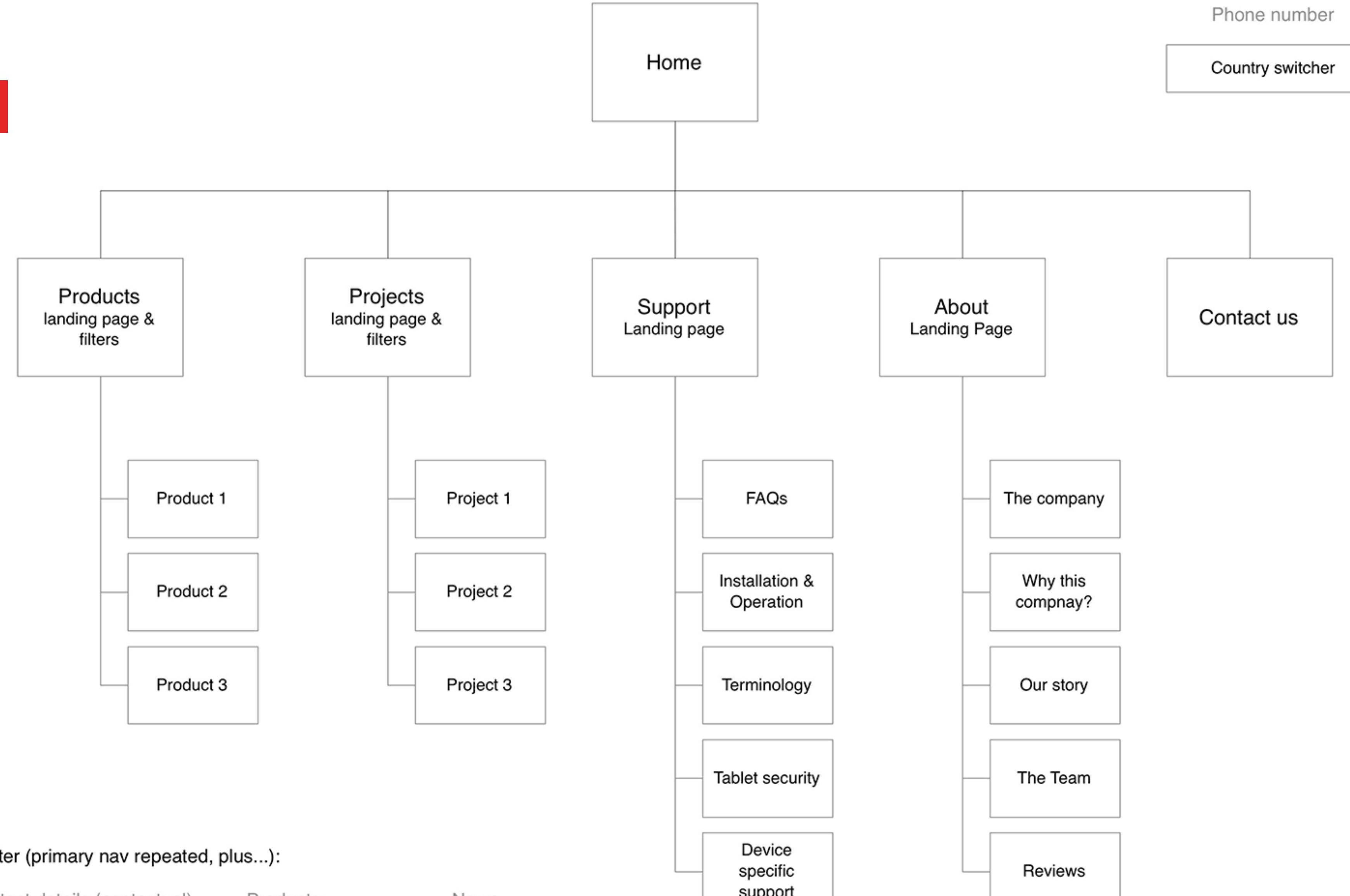
SITEMAP



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

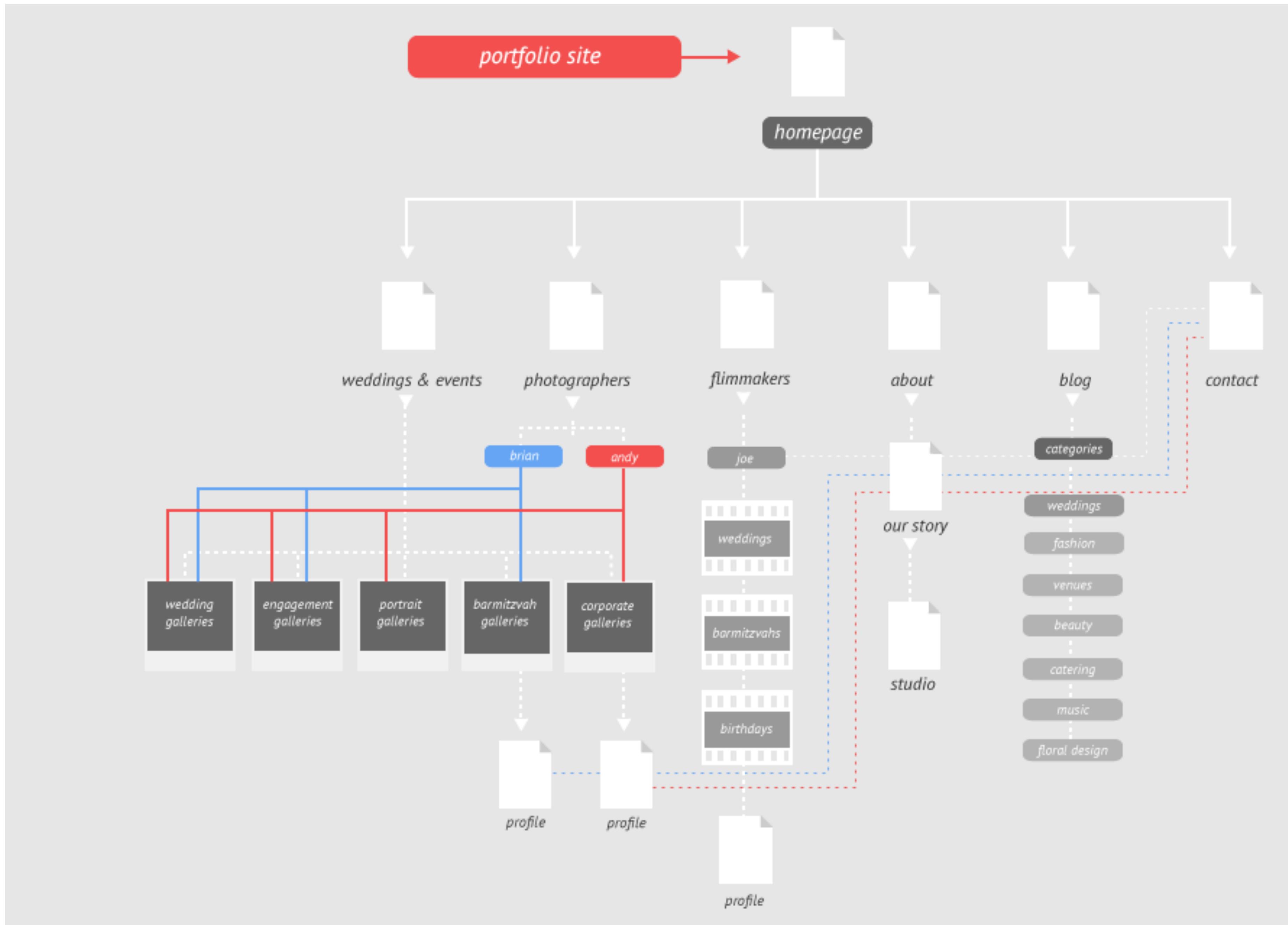
Advice

Newsletter signup

Terms of business

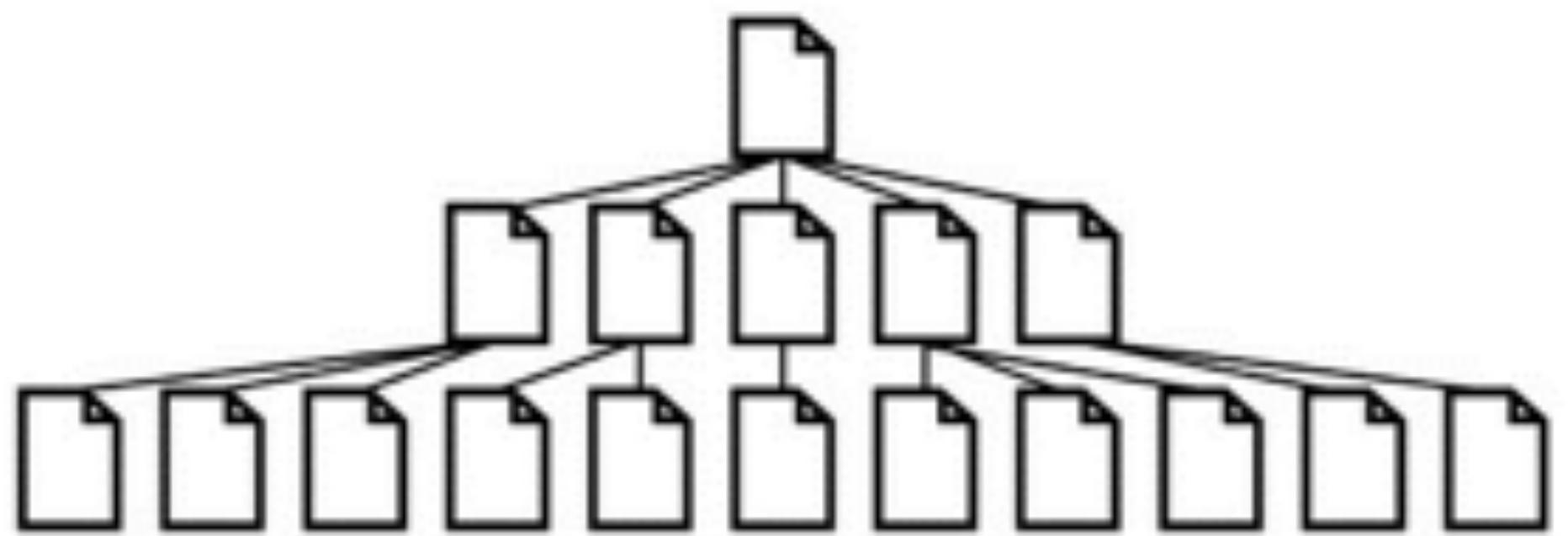
Social channel links

SITEMAP

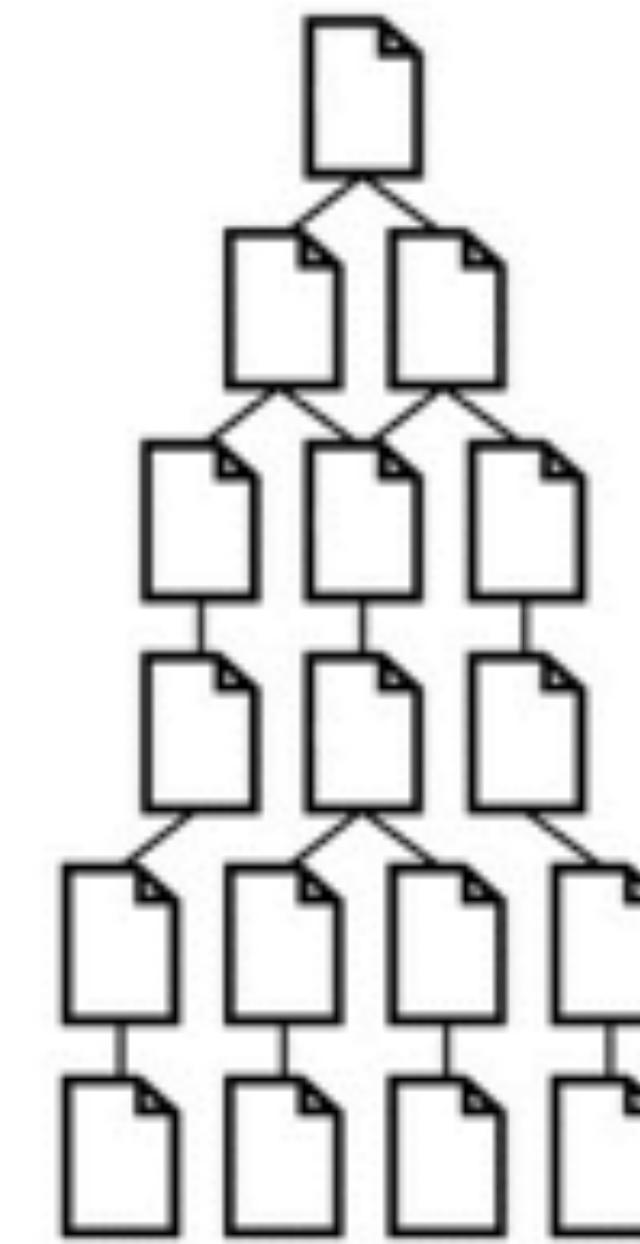


INFORMATION ARCHITECTURE

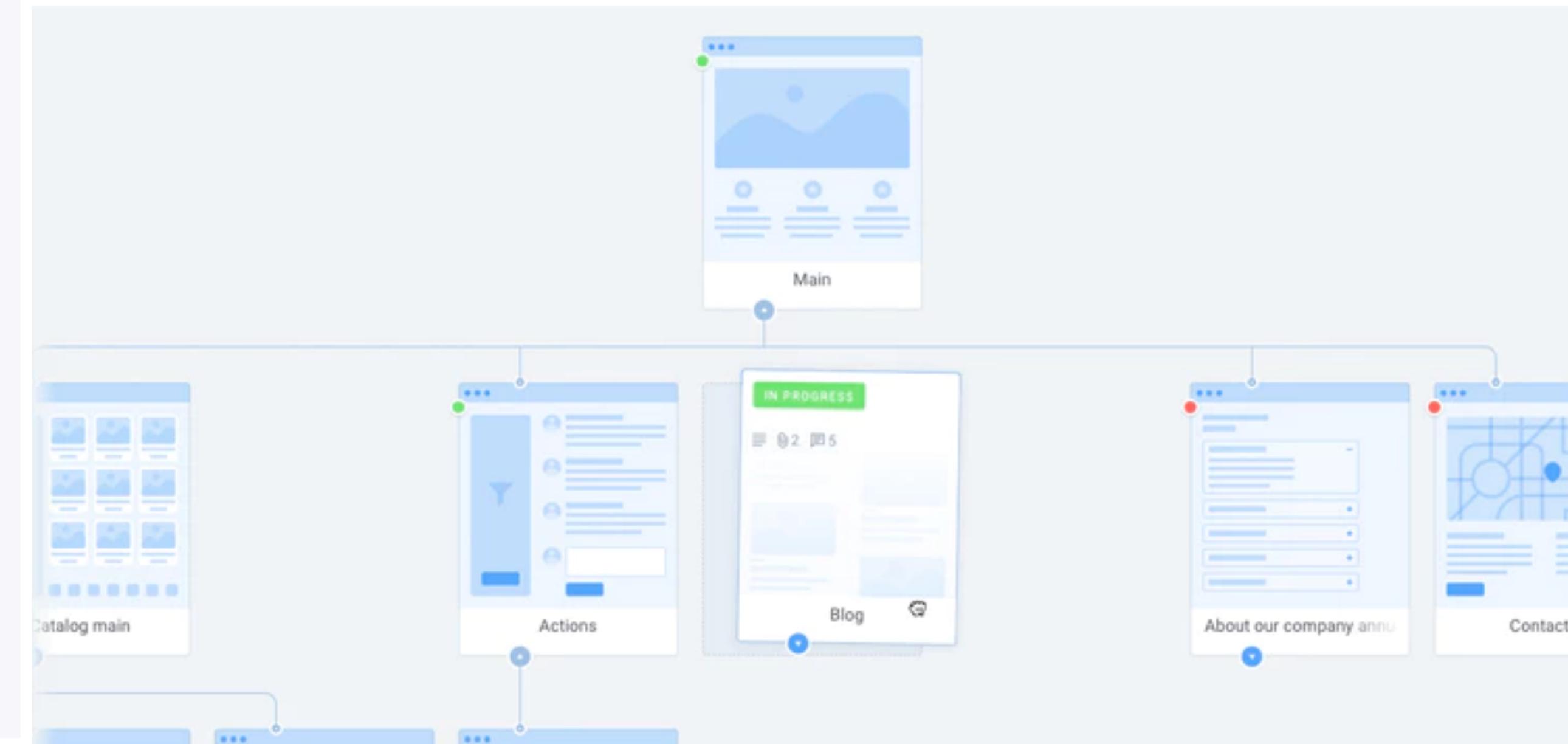
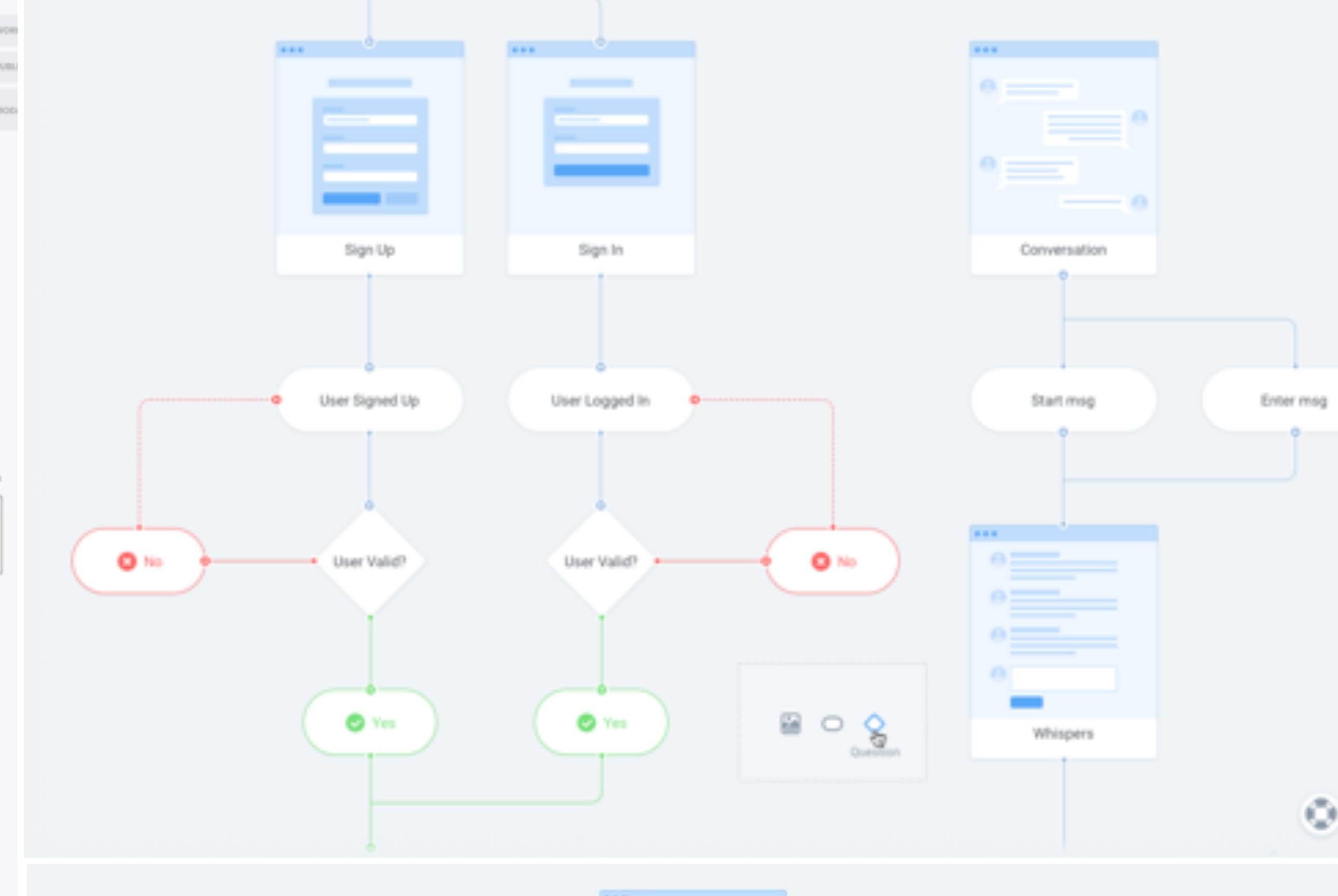
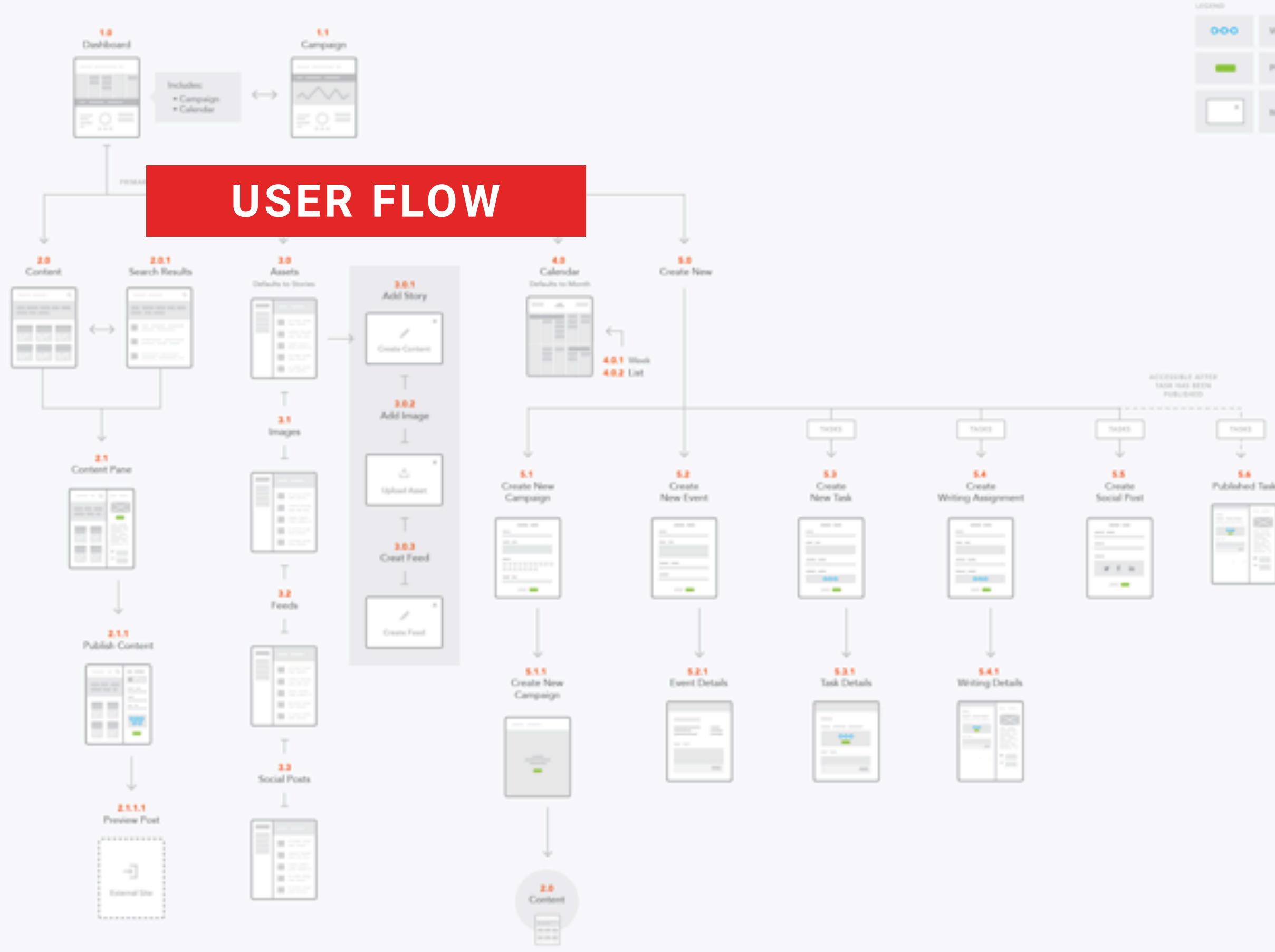
FLAT SITE ARCHITECTURE



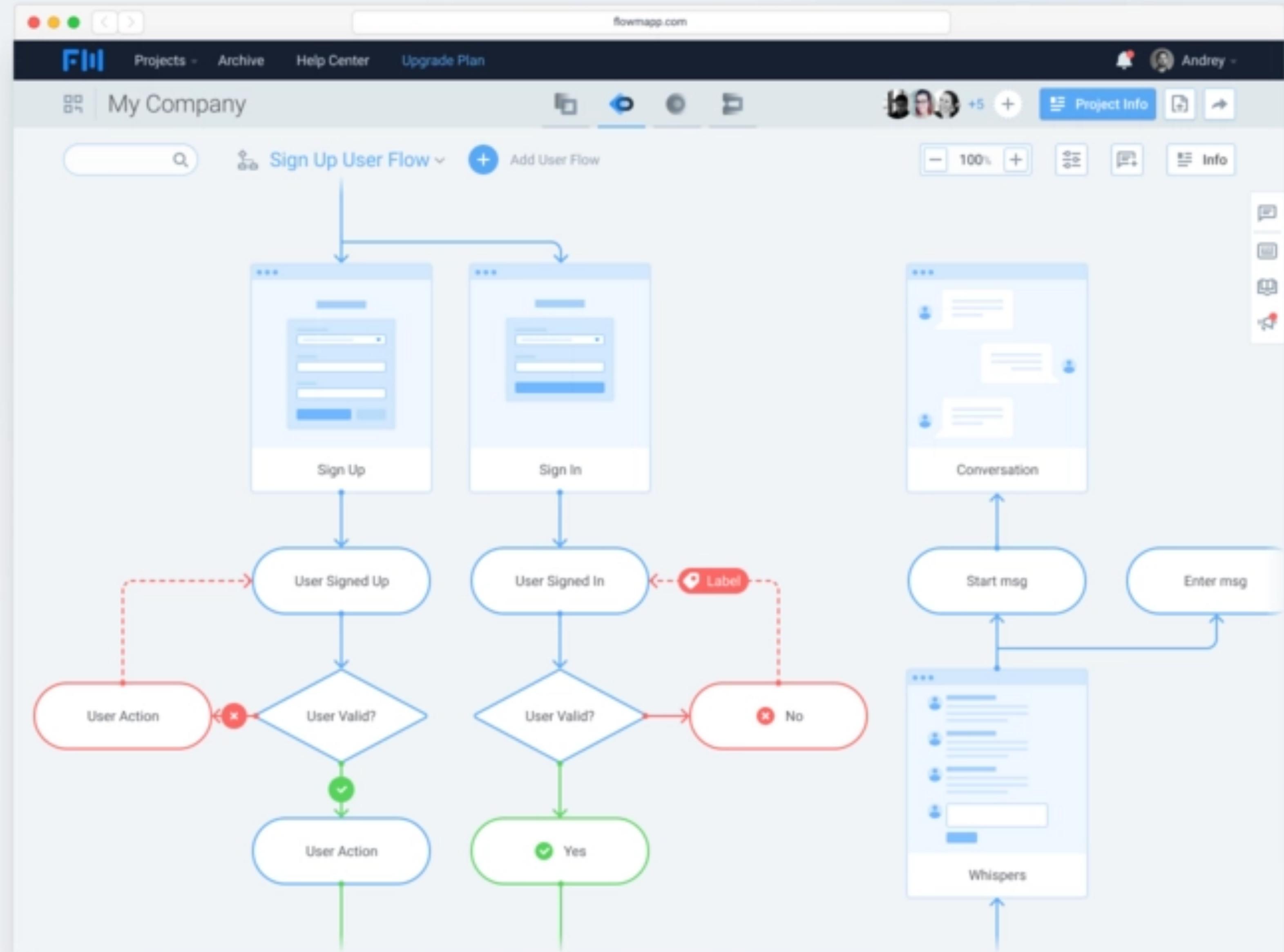
DEEP SITE ARCHITECTURE



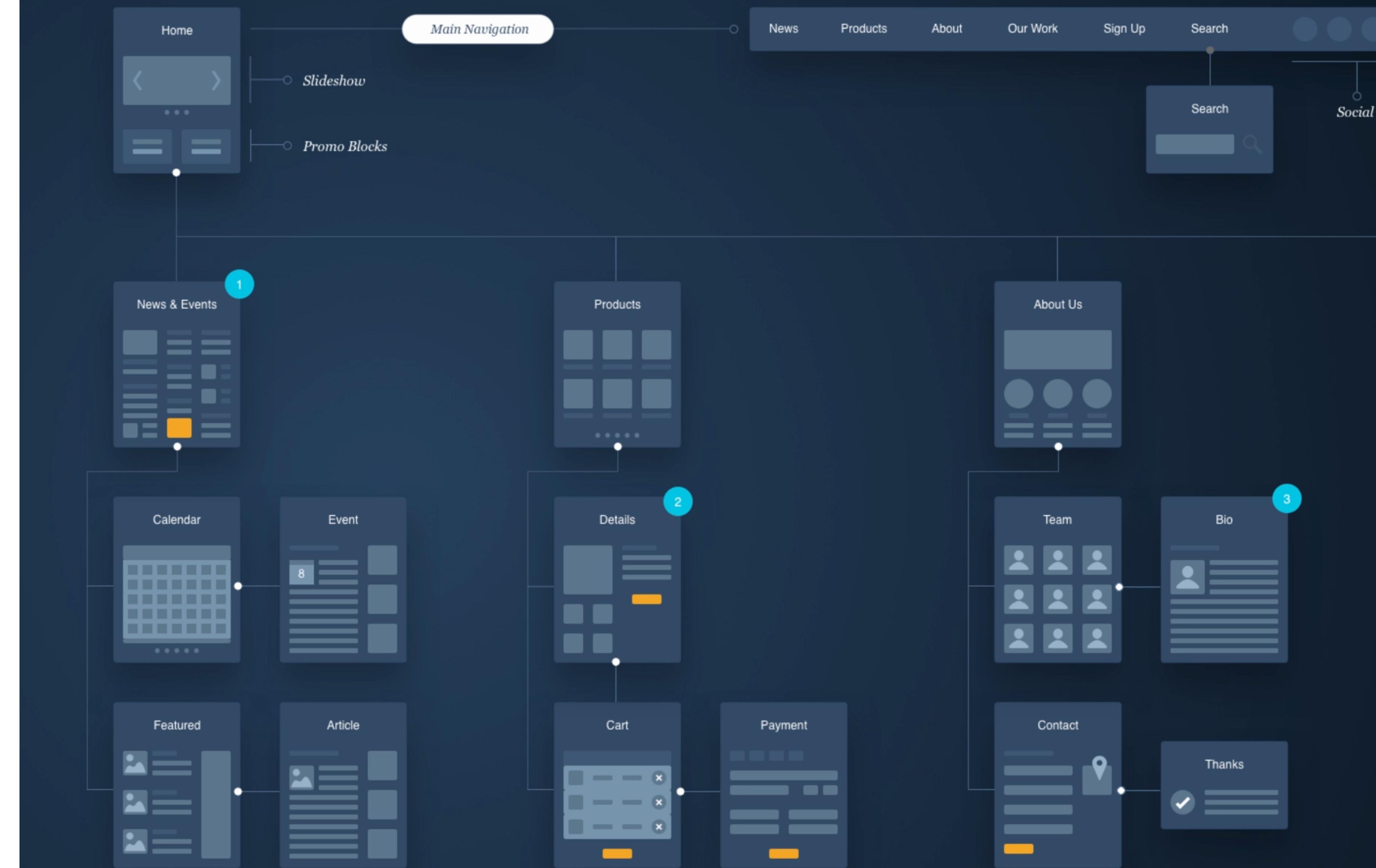
Why are
sitemaps
important?



USER FLOW

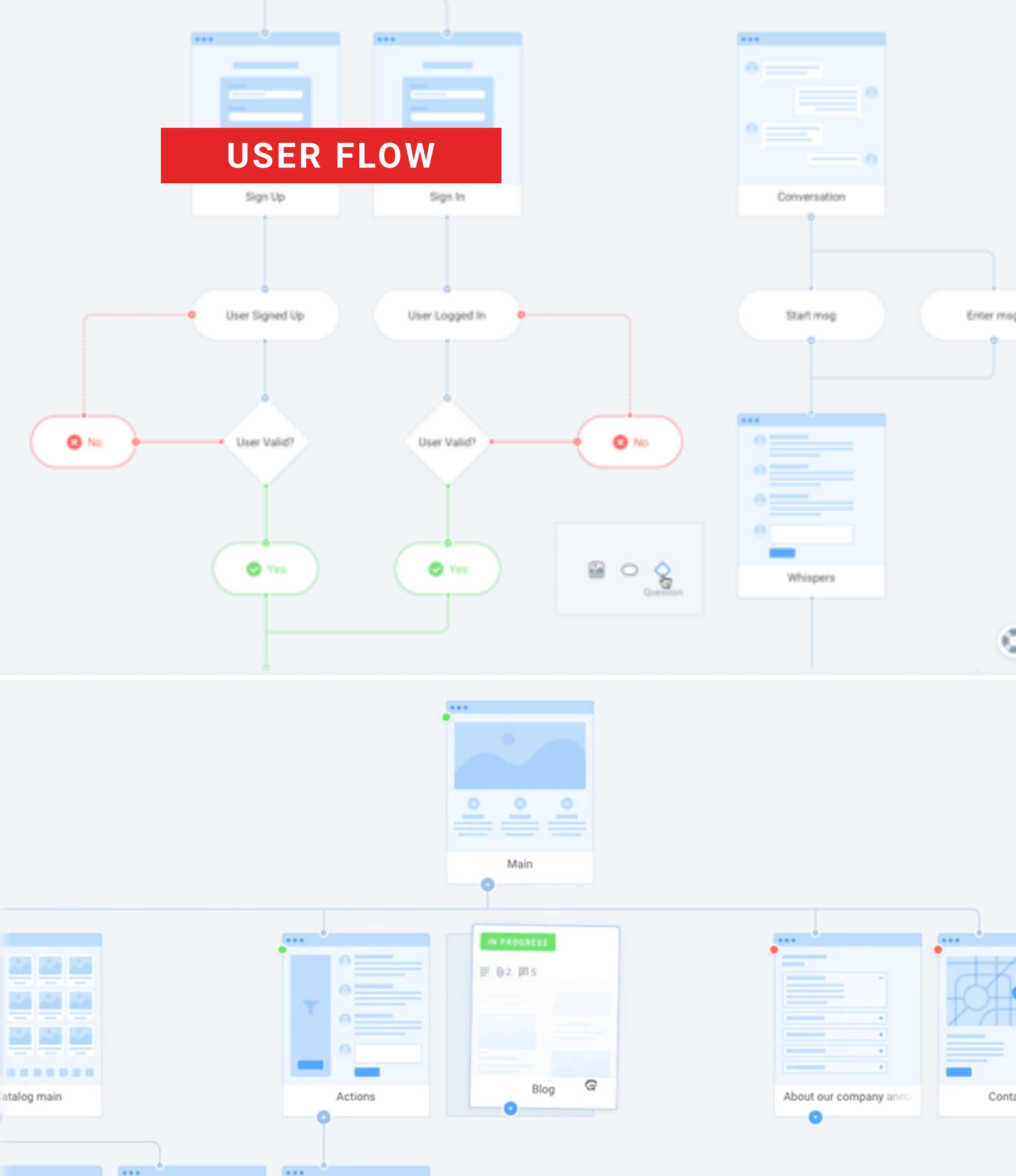


USER FLOW



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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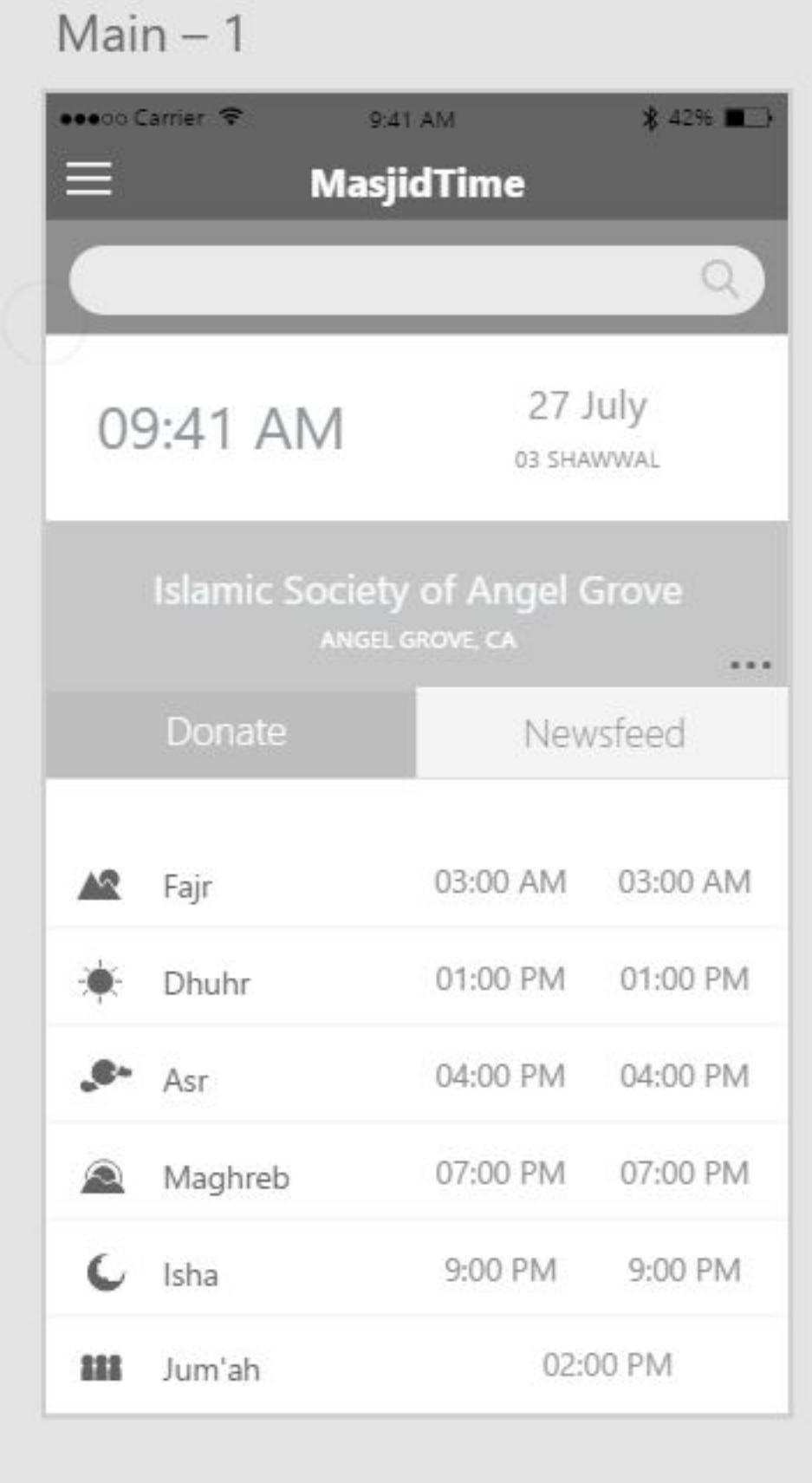
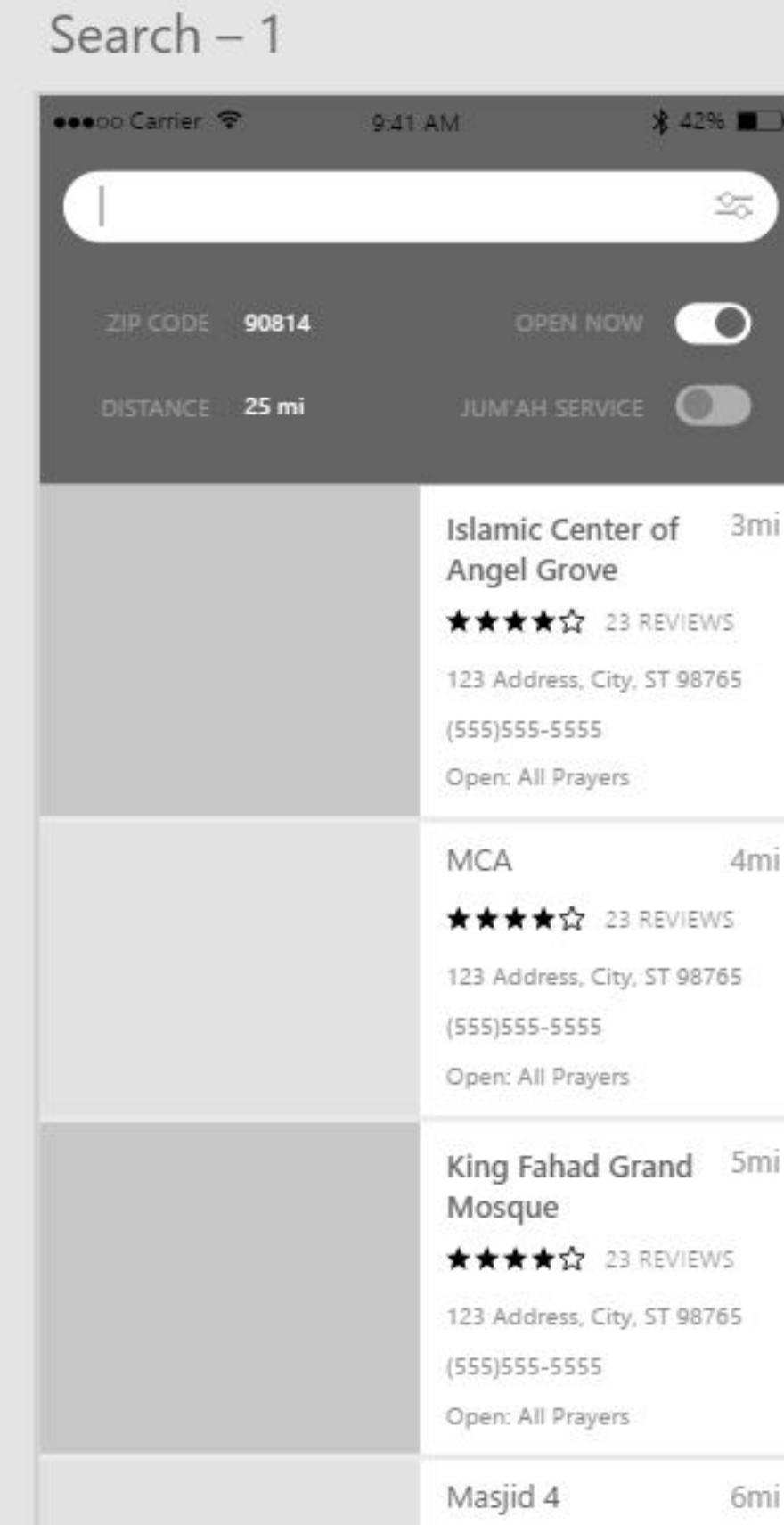
**HEADER WITH
GLOBAL
NAVIGATION**

**HERO IMAGE
OR SLIDER**

**CARD MODULE
OR PROMO
MODULE**

FOOTER

WIREFRAMES



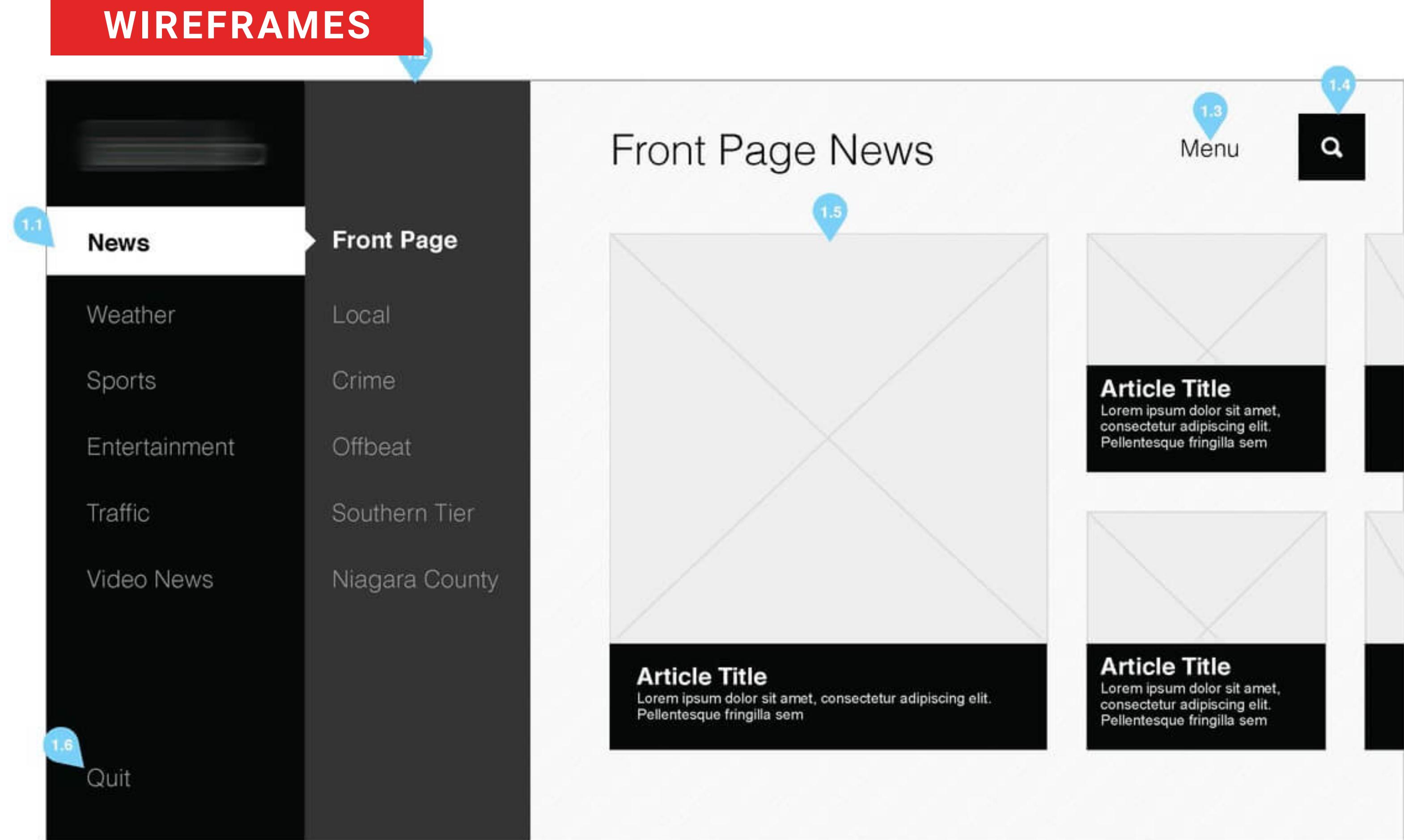
Default / Browser
Viewport 1024x768 - Grid Width 940

This wireframe represents a desktop browser view of a product catalog. At the top, there is a header with a user icon, a search bar, and navigation links for Home, Event, Accessories, Apparel, and Featured Items. The main content area features a large title "A Big Title" and a section titled "Intro Copy Headline" with placeholder text. Below this are four product cards, each with a placeholder image labeled "Image of Featured Product", item title, category, and price (\$88.00). The footer contains "Quick Links" to Home, Event, Support, and Contact, along with sections for "Announcements / Promoted Content" and "Coming Soon".

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The right side of the wireframe shows a vertical stack of other wireframes for "Home", "Our Product", and "Customers", indicating a workflow or design process.

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).

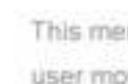


Goes to the article on its immediate right.



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

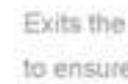


Moving off screen goes to a different visual state 2: Gallery. The main and secondary menu also disappear in the new state.

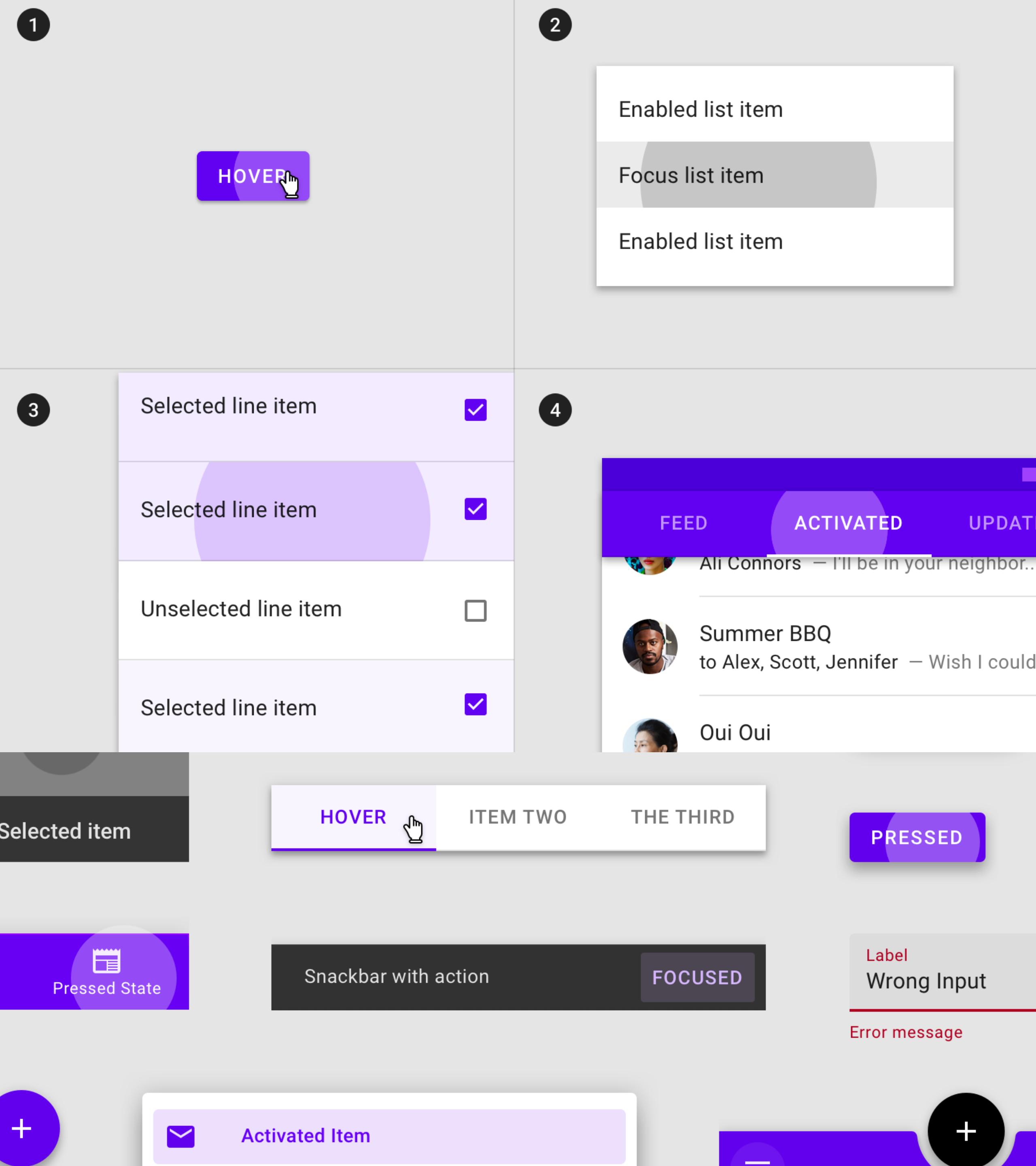


Opens up the article to 4: Article

1.6 Quit



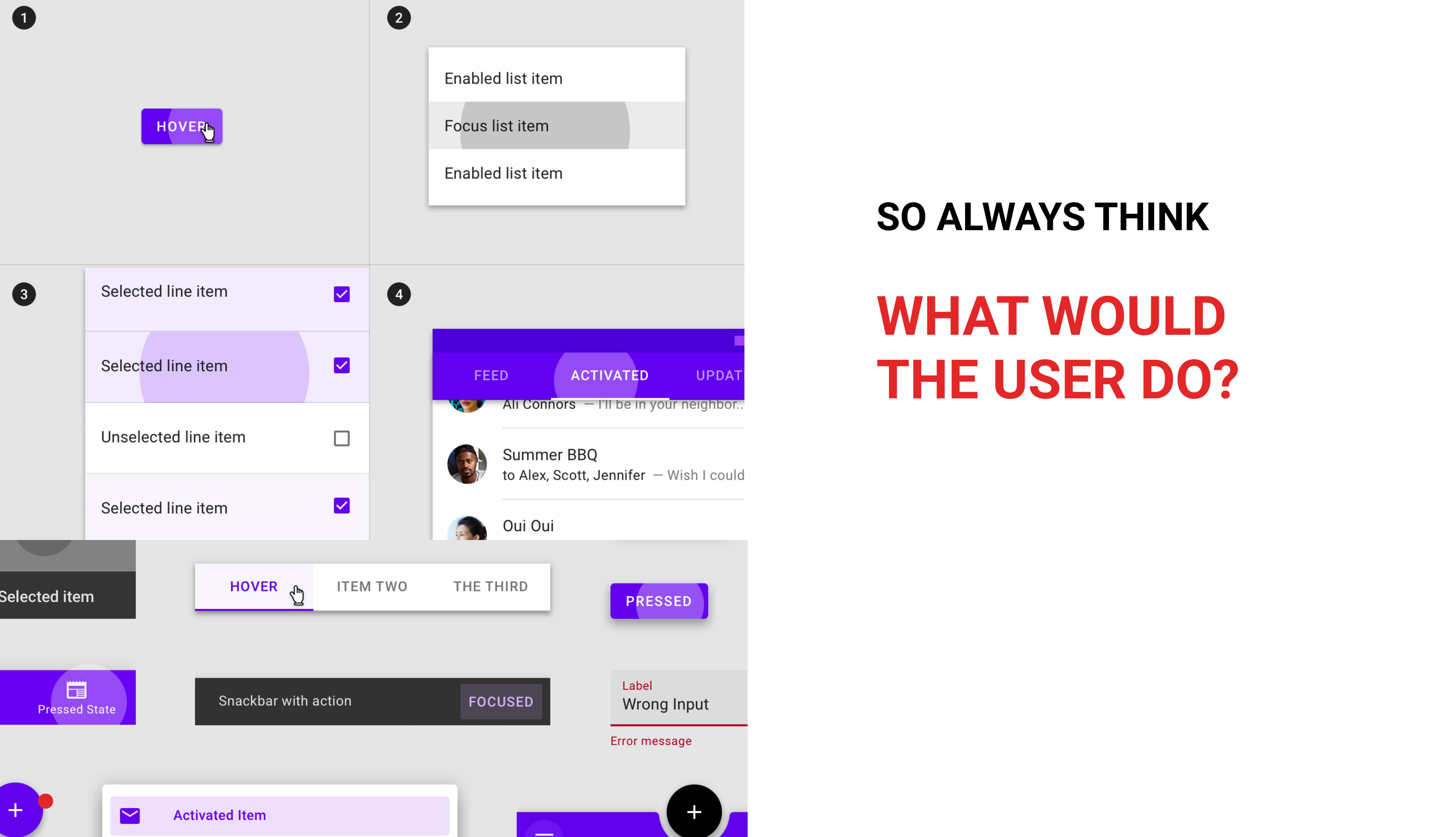
Exits the application. Will first prompt the user to ensure that they really intended to leave.



DESIGNING USER EXPERIENCE IS IMPORTANT IN BIG ENTERPRISE LEVEL PROJECTS

OR

SMALL PROJECTS



SO ALWAYS THINK
WHAT WOULD
THE USER DO?