



The Role of Storytelling

Oct 7th 2021

Today's Plan

- Reading Discussion
- Project Review (*Responsify*)
- Creating a Site Map / Information Architecture
- Midterm Project (*Assignment Review*)
- Mid-Class Break
- Follow along Figma Exercise (*Recreating the Bon Appetit site Continued*)

Reading Discussion

Storytelling

As a **sales tool**, helping to get stakeholders to buy in to your work

As a **research tool**, helping users understand the context what you are investigating

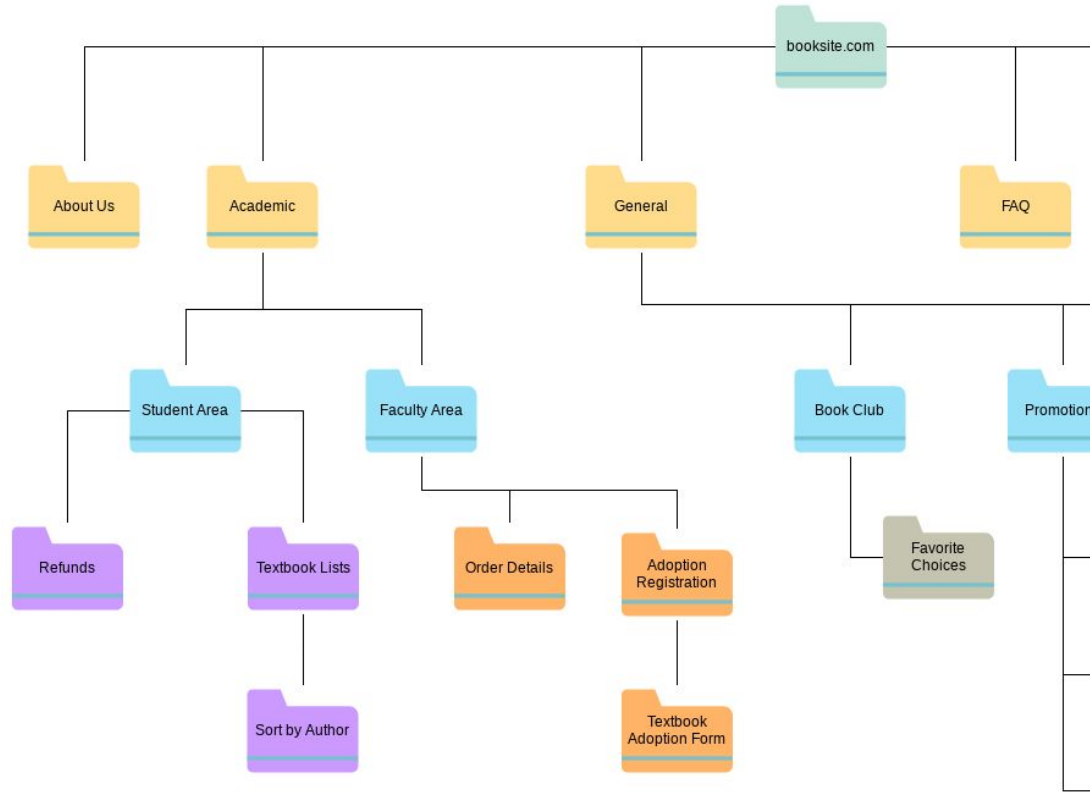
Sometimes it's **more important** than the execution of the end product, specially when the technology isn't there just yet

Story helps to **cement the rationale** of work from the very beginning

Site Maps

What's a Site Map?

Visual sitemaps are a hierarchical diagram that shows the information architecture of a website. It gives you a visual representation of the site's organization and how different sections are linked together.



Information Architecture

The structure of your sites content and pages.

Independent of the content details. But matching closely to how your user to be associated.

The relationship between pages and interactions on a website.

Midterm Project

Assignment Review

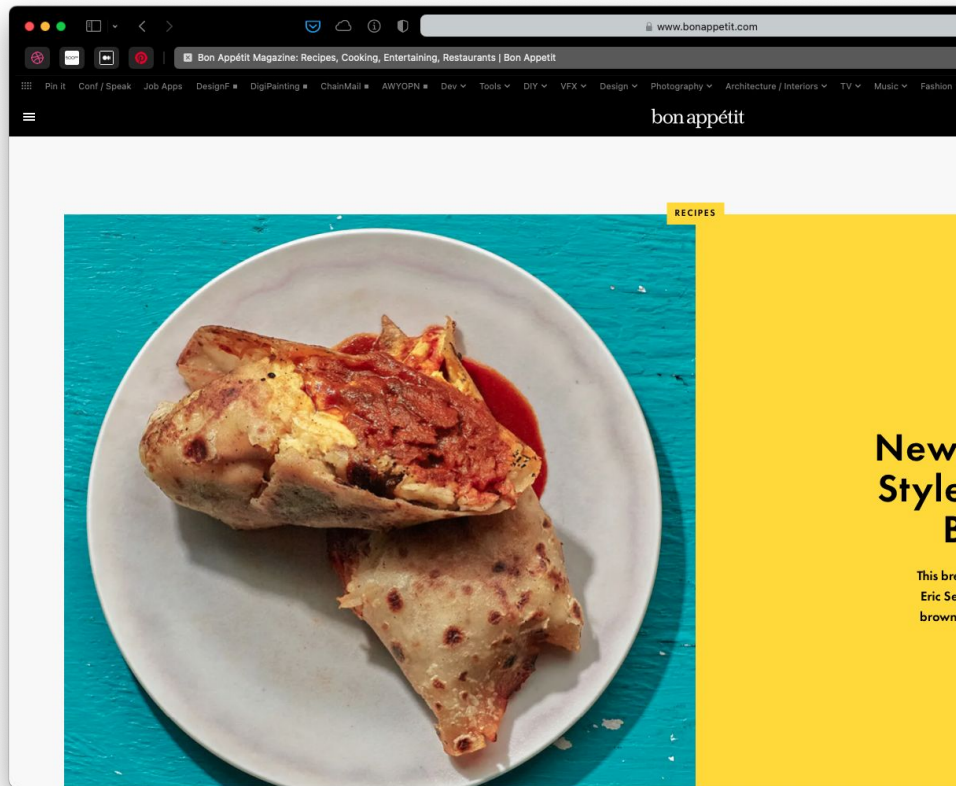
Break

Follow Along Figma Exercise

Recreating a pixel perfect version of the Bon Appetit website

Considering components & styles along the way

Reviewing the design on device (Figma Mobile App)



Rose Bud Thorn

This is working great!

*A highlight, success, small win,
or something positive that
happened.*

This is an opportunity!

*New ideas that have
blossoming or something you
are looking forward to
knowing or experiencing*

This is broken!

*A challenge you experienced
or something you can use
more support with*

At least 2 of each in reflection of today's class