CCT260, WINTER 2018, Assignment 1

BUILDING A STANDALONE PROFESSIONAL WEBSITE: INFORMATION ARCHITECTURE & WEBSITE WIREFRAMES

Design objectives

Information produced by human beings is expanding at a rapid pace. Navigating vast bodies of information is a challenge. With billions of information pages and data sources across the World Wide Web, a key objective of designers and developers is to make sense of, visualize and communicate information in a coherent and usable way. This projects helps you build skills in organizing, structuring, labeling, designing and coding of web content for a professional website. You will build a content strategy, user personas, Information Architecture, wireframe, all of which will inform your interface and interaction design. The end product is a principle component and building block of the interaction design and development of a website.

Scope of work

An open Wikipedia information page (e.g. on "Design" or "Computer Programming") with several offshoot content branches is selected by you. The webpage must be a minimum of 2000 words in length, and contain at least 8 related content branches or sub-categories. Images and other media used must be either your own work or open-licensed and even if you create your own, you must provide references for all media.

1. **Content Study**: Map the exact, non-modified content to an Information Architecture and show it as a Node-Link Tree diagram that represents the network of existing information as provided.

2. **Personas**: Identify and describe three distinct user personas that you speculate will be the primary user groups of your content.

3. **New IA**: Draw a revised Node-Link Tree diagram that reflects your new approach to the IA based on usability considerations for the three user personas and logistics of building a usable and interactive website.

4. **Navigation**: Identify and clearly label all types of navigations for your IA: Structural, Associative, Utility

5. **Wireframes**: Build wireframe for 2 individual page-types: the homepage and 1 inner content pages. For example, in addition to the homepage choose one of the following pages to wireframe: About, Contact, Photo Gallery, Video, People Profile, Products, Events. Describe how your wireframes respond to the personas, your proposed IA and principles of usability.

6. **Graphic Design**: Design the web interface (desktop browser only, *not* mobile browser) for your 2 page-types: the homepage and the inner page.

7. **Process**: Include all steps, brainstorming and visual studies that led to the final design along with all work executed during this project. Sketches and studies, prototypes, rough layouts and tests must be thoroughly documented and organized. Any hypothesis and resource used to explain the rationale for a choice, persona and/or approach should be included in written format.

Submission requirements

A single multipage PDF or ZIP file which includes all your content study, personas, new IA, navigation, wireframes, graphic design and process (steps 1-7)

Learning outcomes

- Analyze large-scale websites from an IA standpoint and design/develop with usability at the centre;
- Apply principles of Information Architecture, persons, wireframing, prototyping and design of usable content navigation to semantic web design

Evaluation criteria includes:

- [40%] Quality of research; Uniqueness of approach; Clarity of assumptions; Quality of documentation; All considered prototyping studies and explorations; Sketches, process documentation and rationale; Application of standards discussed in the course; References and resources
- [40%] Quality of the IA and representation of both node-link tree IA diagrams (before/after); Quality of the wireframe of desktop and mobile experiences; Description and identification of types of navigation systems (Structural, Associative, Utility); User profiles
- [20%] Quality of graphic design, usability of interface, hierarchy, grid, emphasis, colour, media