PLANNING

Tailoring to the User

Lecture 4: Jan. 11 2016

Goals & Audience

Planning a website and successfully designing an impactful visual experience requires thought towards audience and goals for the site.

Design choices (from content, to form, to behavior) should align as closely with these goals.

User experience experts often suggest outlining "personas" that help tailor your user's journey through the site.

Guiding Questions

Audience

- Who do you feel are your site's audiences?

- What are the demographics of these audiences?

- How comfortable with technology is this audience?

- Who else is competing for their attention?

Outcomes

- What do you want to persuade your audience to do?

- What assumptions do you make concerning your audiences?

Tone and Voice

- What message do you need to get across?

- What is the voice and personality you want to give off?

Planning Tools

Given these goals and the various areas needed for one site, we need to plan the following. At each stage, think of the scenarios for your expected users.

- How the pages are linking.
  - What components lead to where when clicked? How do you get to a certain page? How many clicks does it take to get there?
- The information architecture — the structure and hierarchy of content
- The look & feel of page designs
- Identify consistent elements recur across pages

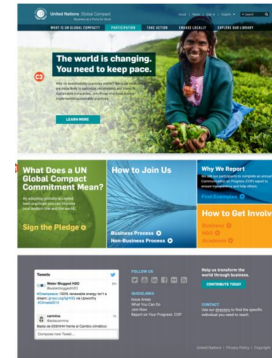Industry standard practices utilize the following tools for this:

Sitemaps ➡️ **Wireframes** ➡️ **Mockups**
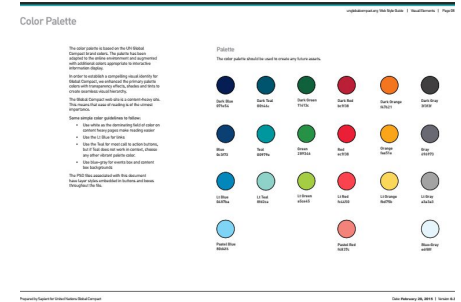
Walkthrough of examples
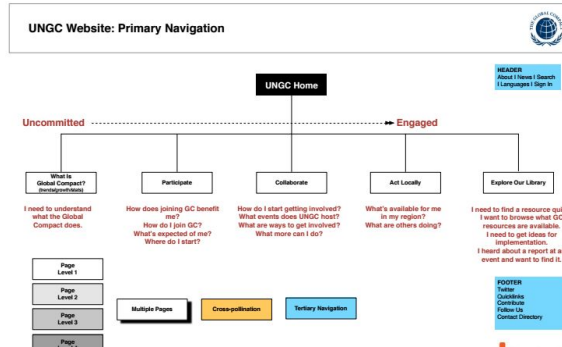
Sitemaps

Wireframe

Mockup

Style Guide

Website Planning: Review

You should now have an understanding of how to:

- ❏ Create a site map
- ❏ Develop a wireframe
- ❏ Mockup a design
- ❏ Prepare a style guide