IDD510 – Final Document Specs:

Introduction

* What the project is

The purpose of this project is to create a fictional website. The theme of the site is a coffee shop, created by two brothers in the Philadelphia area.

The website includes planning elements such as research, user journeys, competitive analysis and user studies. Design for the website consists of wireframes, branding, and atomic style guide.

* Who it is for (abstract paragraph)

The intended audience are various type of coffee lovers, social drinkers, and/or workaholics. The site is sought out to showcase information about Toasted Bean, attracting digital consumers as well as passing bystanders.

Research

* Personas
* User Journey
* Competitor Research
* Initial Research
* User Study
  + Survey
  + Generative User Sessions
* Informed Design

Design

* Wireframes
* Designs
* Branding
* Experience
  + Deep Interactions
  + Walk through

Code

* Atomic Style Guide

Conclusion

* Next steps