

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)

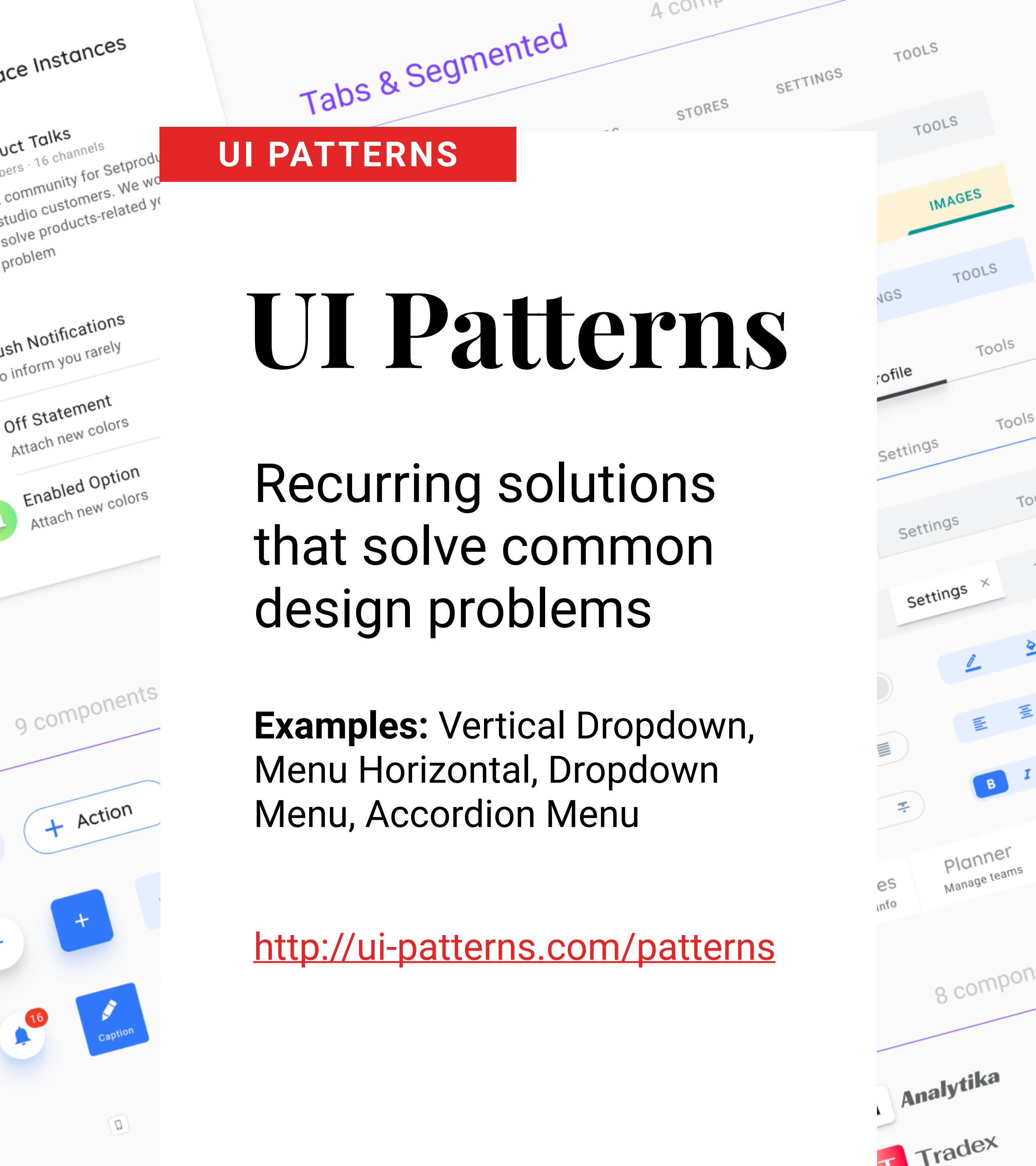
UI PATTERNS

UI Patterns

Recurring solutions
that solve common
design problems

Examples: Vertical Dropdown,
Menu Horizontal, Dropdown
Menu, Accordion Menu

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



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MODULES

Modules

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

Examples: header, main navigation and footer.

GESTURES | BEHAVIORS

Scroll Hover Click

GESTURES | BEHAVIORS

Swipe Pinch

Flat vs. Deep Architecture

Is your website just one long scroll?

Or does it consist of many interlinked pages?

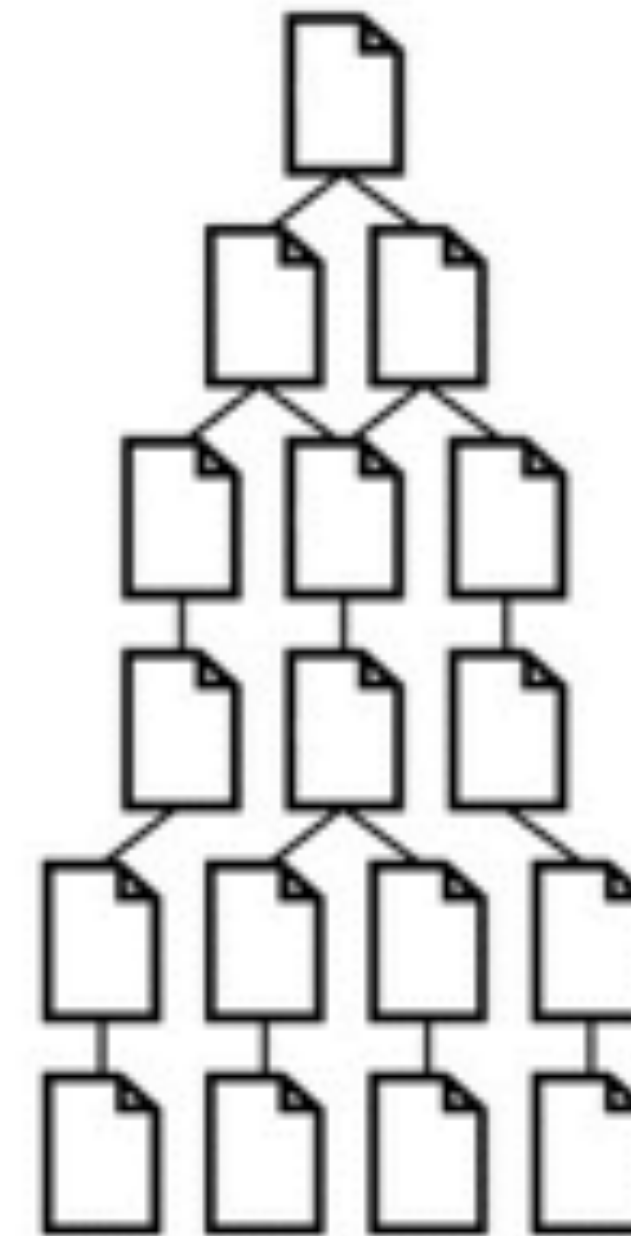


INFORMATION ARCHITECTURE

FLAT SITE ARCHITECTURE



DEEP SITE ARCHITECTURE



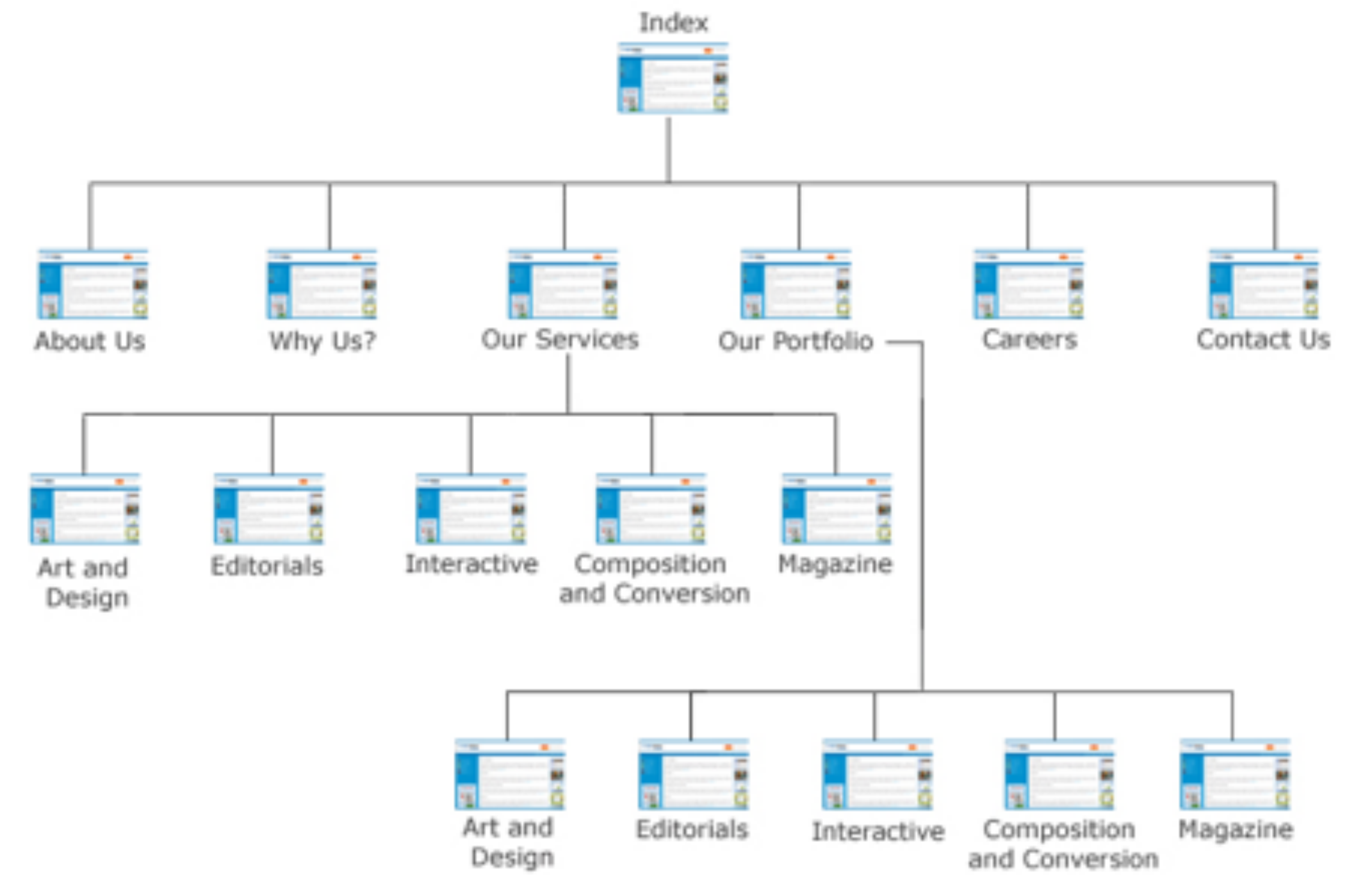
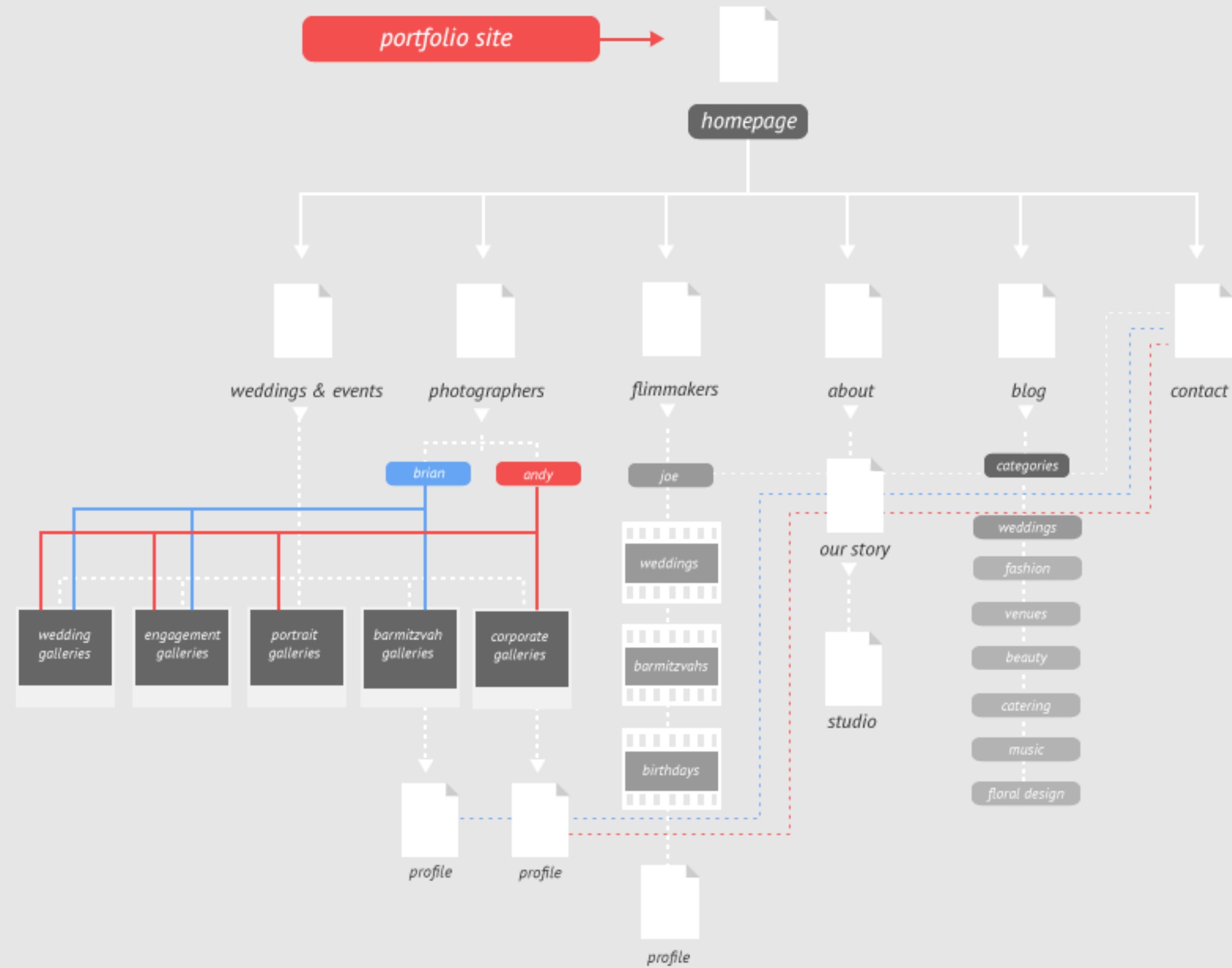
UX DELIVERABLES

Sitemaps

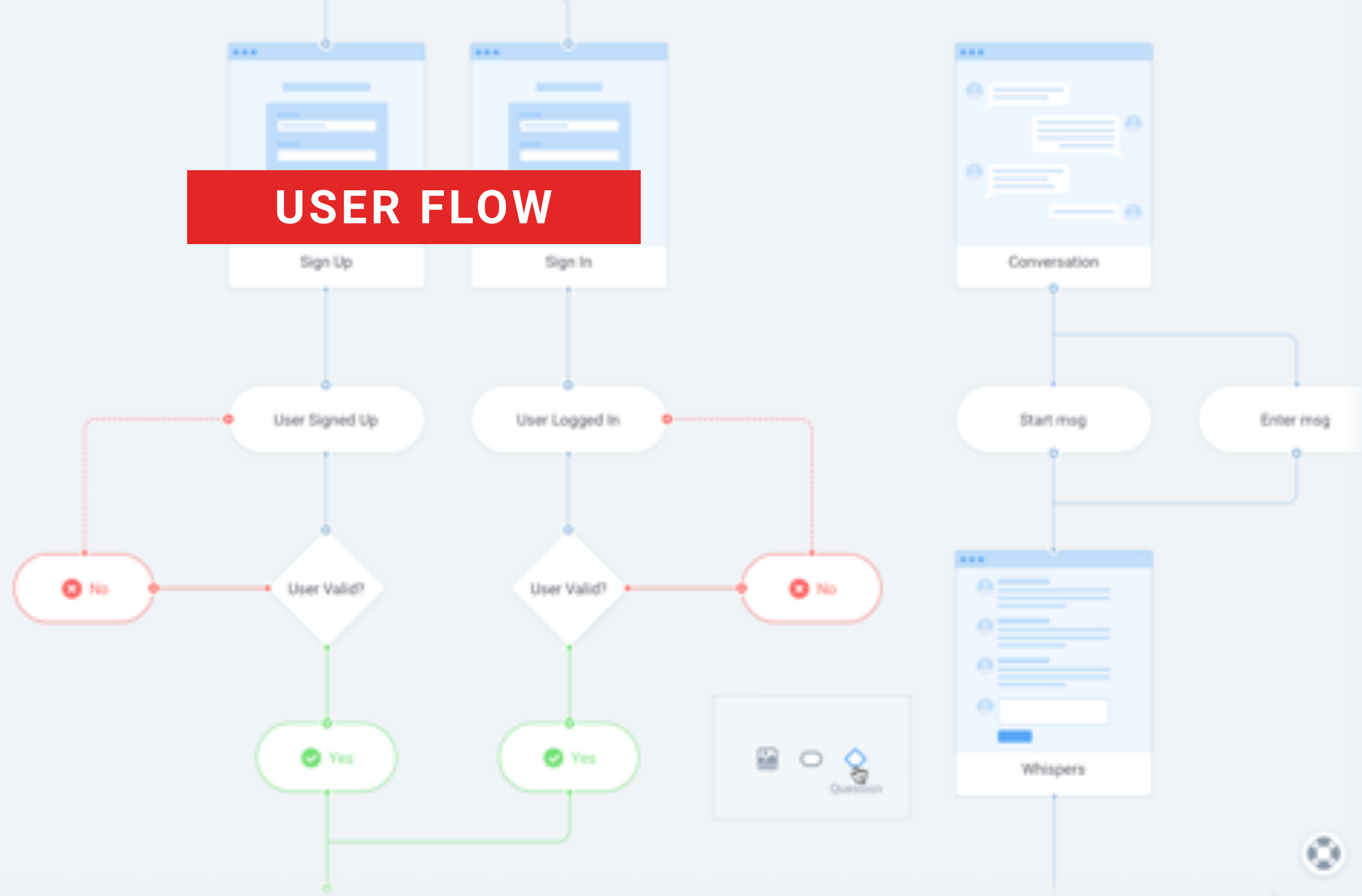
User flows

Wireframes

SITEMAP

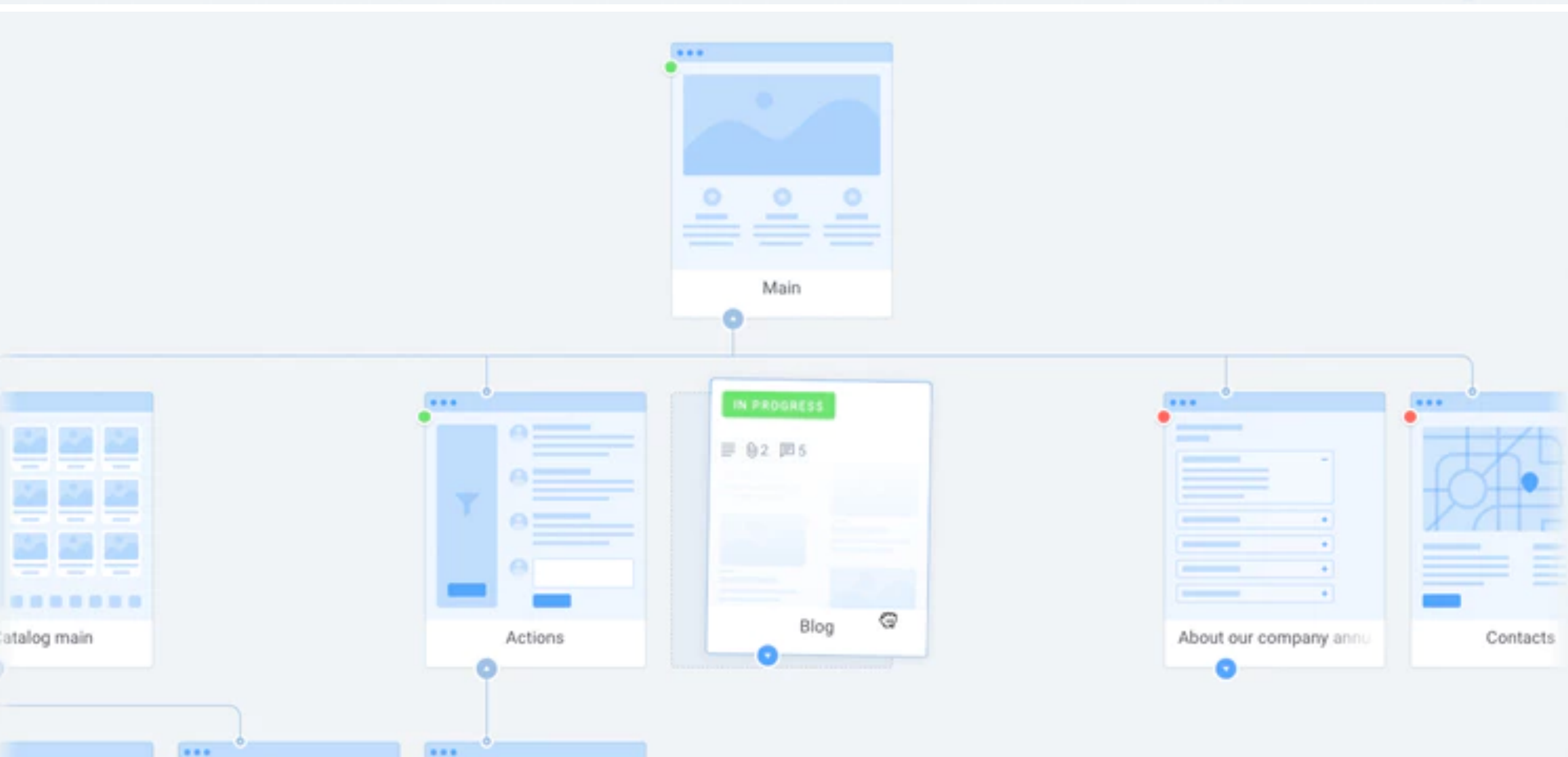


USER FLOW

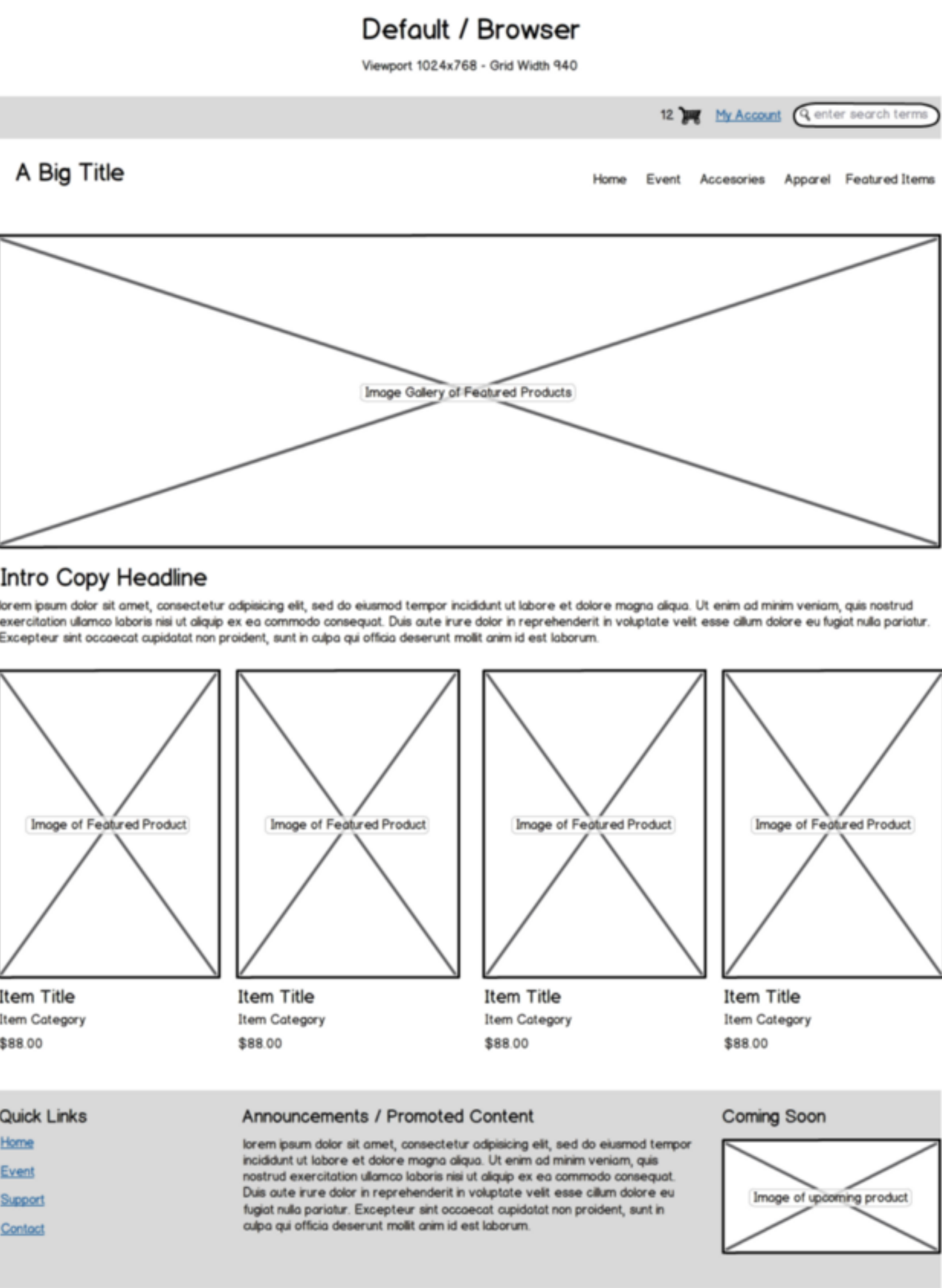


User flow is **the path taken** by a prototypical **user** on a website or app to complete a task.

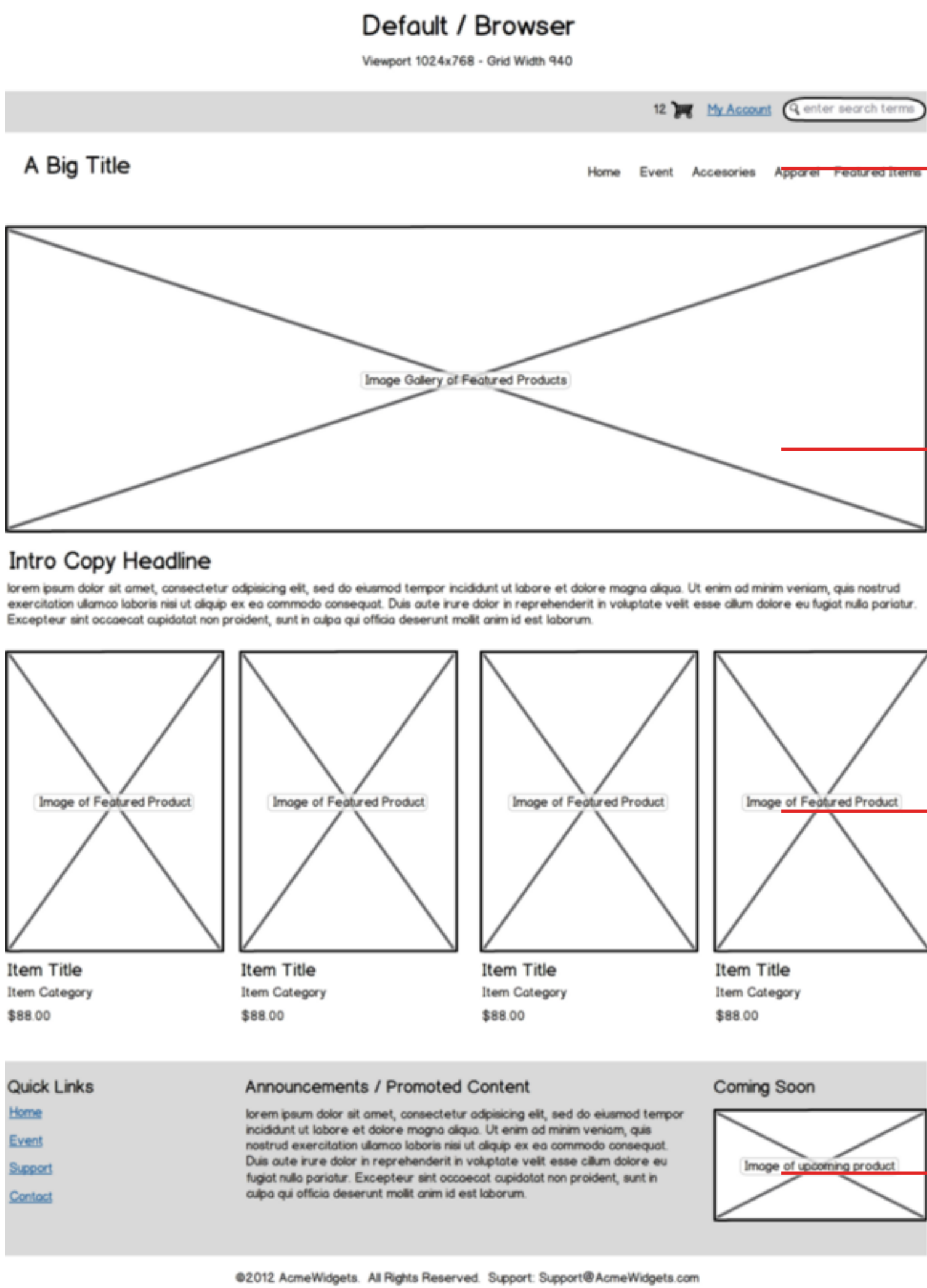
The **user flow** takes them from their entry point through a set of **steps towards a successful outcome** and final action, such as purchasing a product.



WIREFRAMES



WIREFRAMES



HEADER WITH
GLOBAL
NAVIGATION

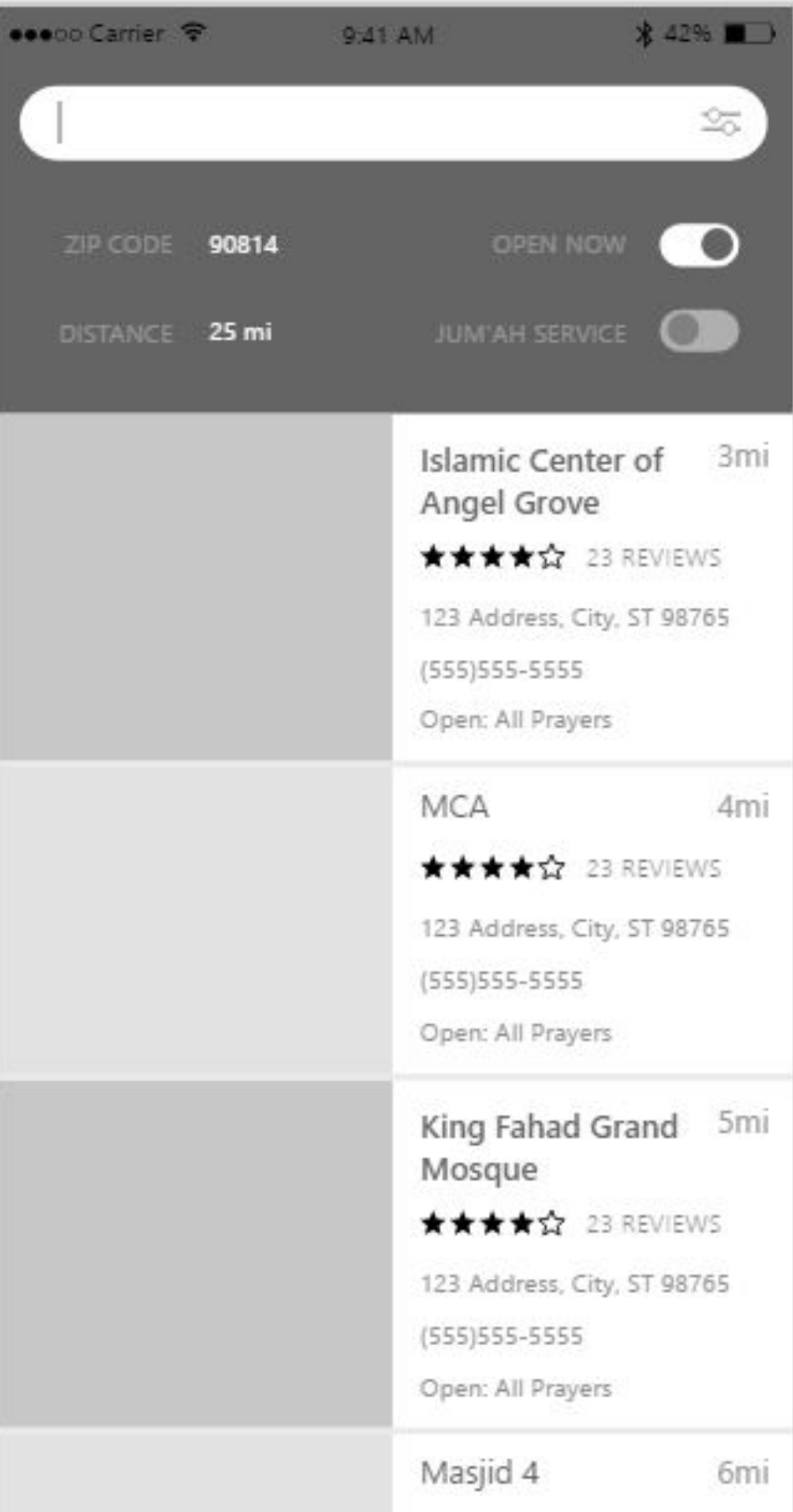
HERO IMAGE
OR SLIDER

CARD MODULE
OR PROMO
MODULE

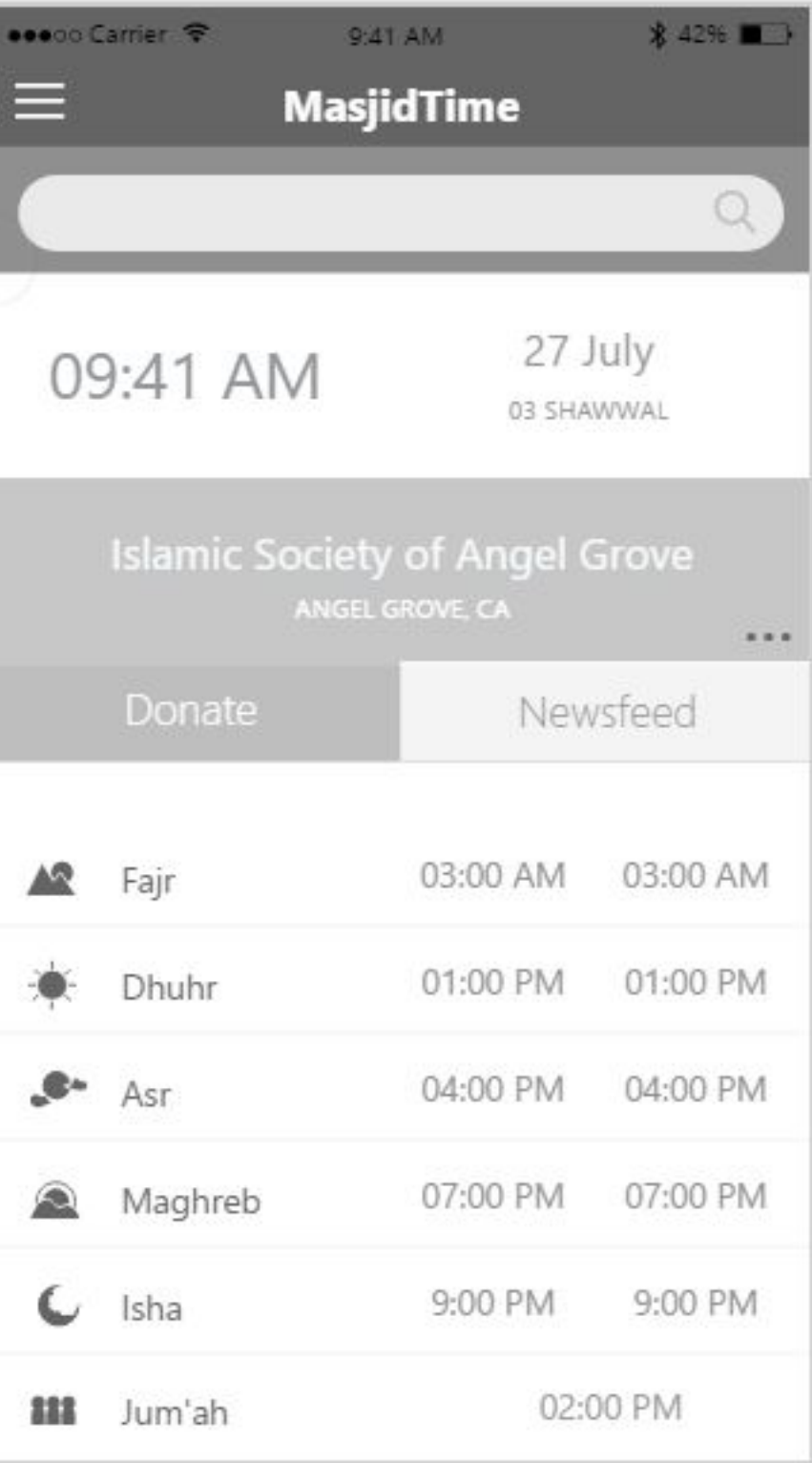
FOOTER

WIREFRAMES

Search – 1

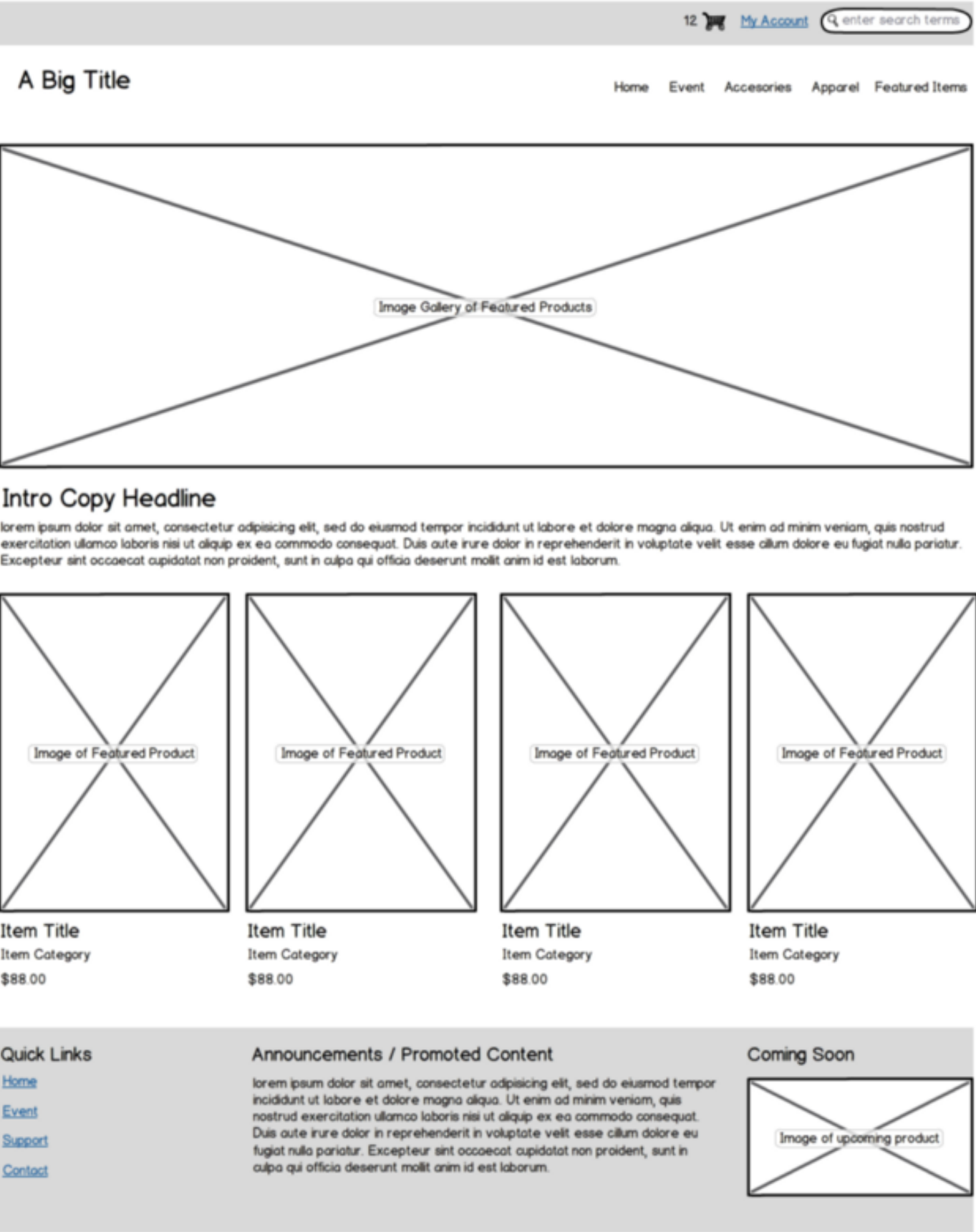


Main – 1

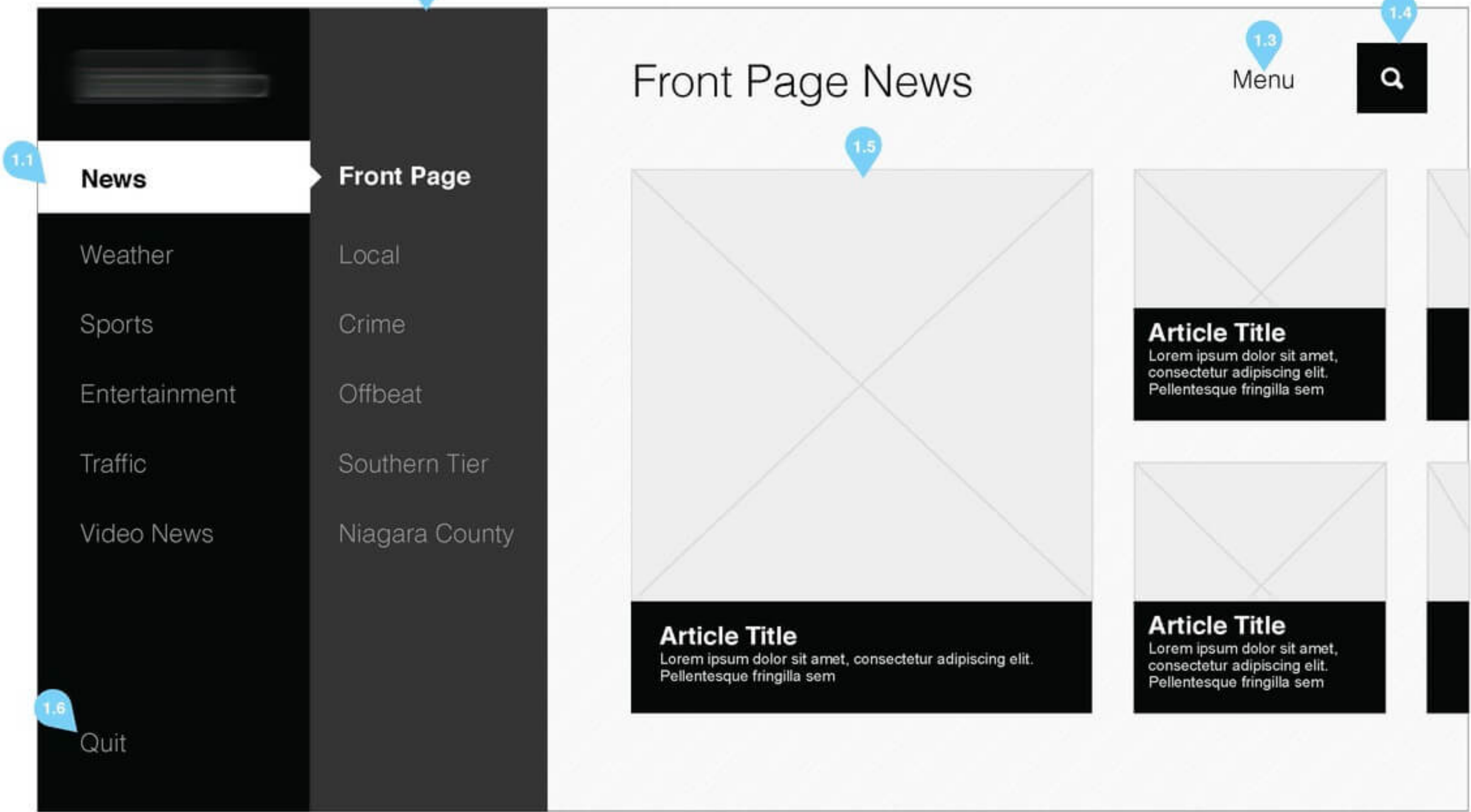


Default / Browser

Viewport 1024x768 - Grid Width 940



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



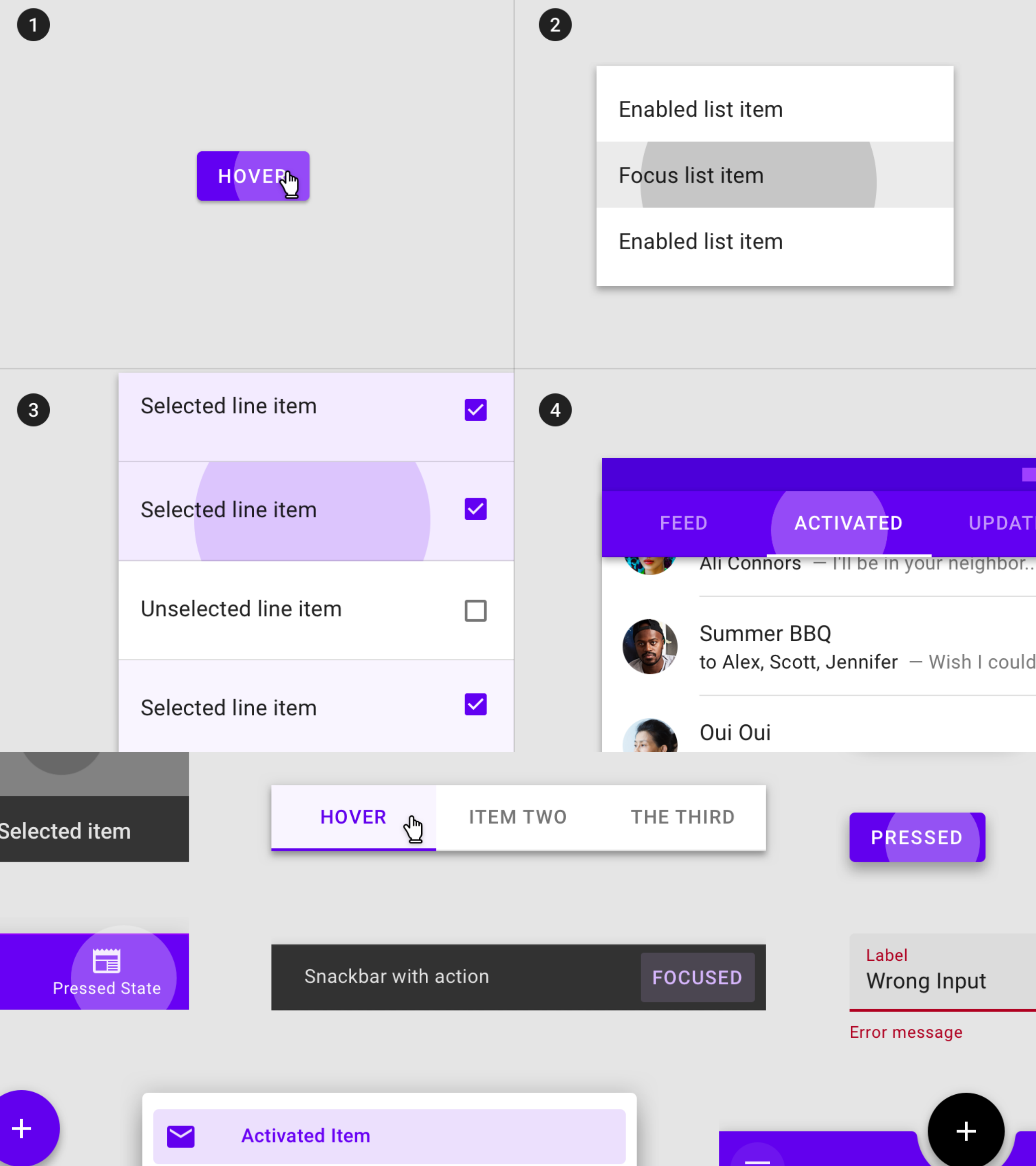
Moving off screen goes to a different visual state 2: Gallery. The main and secondary menu also disappear in the new state.



Opens up the article to 4: Article

1.6 Quit

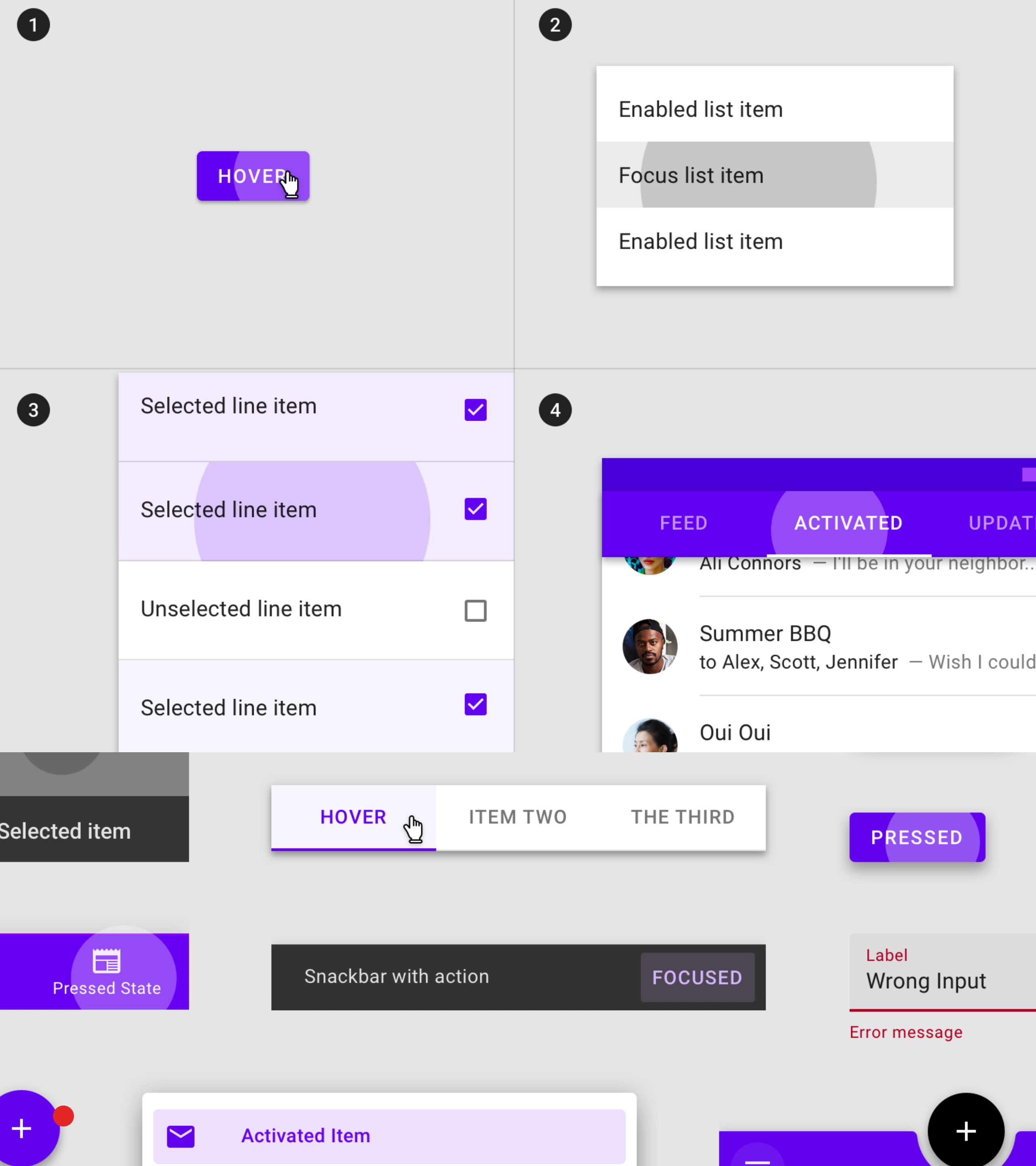
Exits the application. Will first prompt the user to ensure that they really intended to leave.



**DESIGNING USER
EXPERIENCE IS
IMPORTANT IN BIG
ENTERPRISE LEVEL
PROJECTS**

OR

SMALL PROJECTS



SO ALWAYS THINK

WHAT WOULD

THE USER DO?