THE BASICS

Know the user Who is your audience?

Understand the experience What is the story you are telling?

Understand informationWhat is the hierarchy this content?

Test and test again
User testing & focus groups

Keep your user engaged

Providing more information that might interest the user (related links, articles, products)

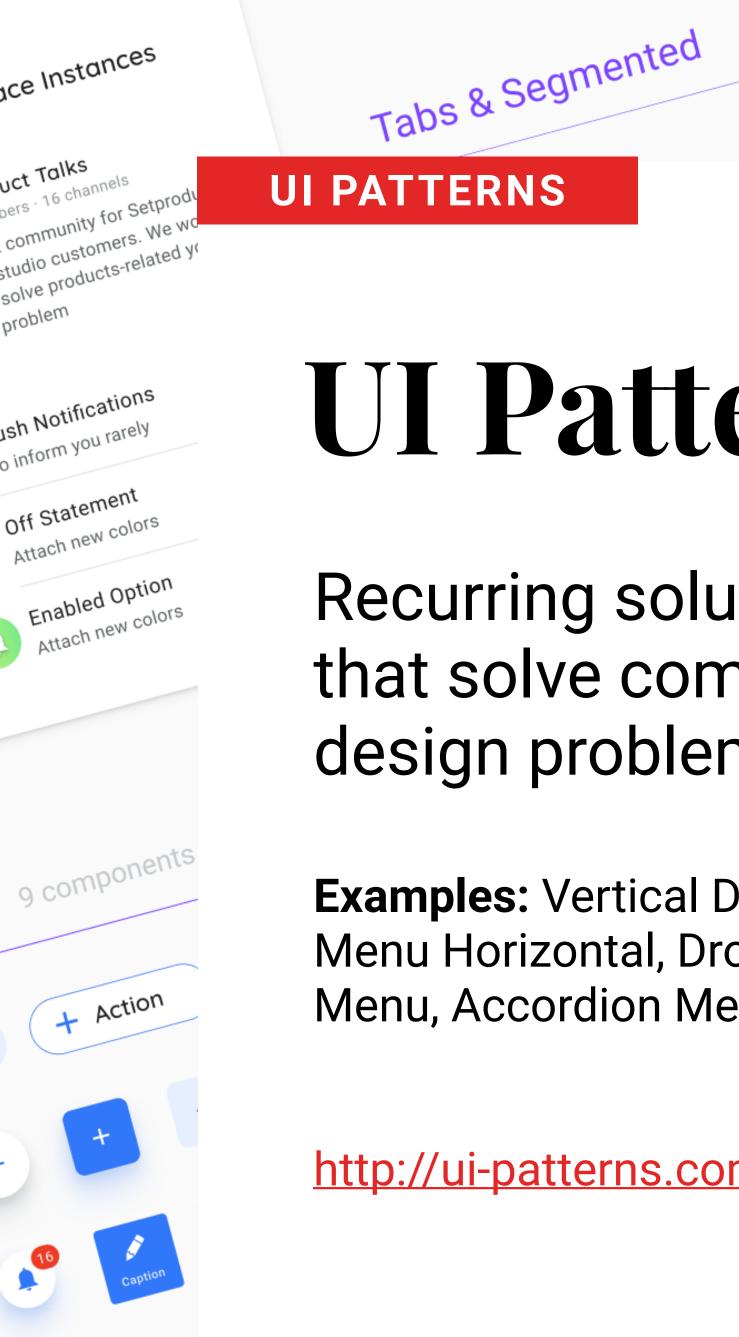
Different ways to get into relevant sections (global nav, promo modules, search bar)

It's a system!

Systematic/methodical approach

Visual cues relate to user behaviors

Repeatable patterns (based on visual and behavioral conventions)

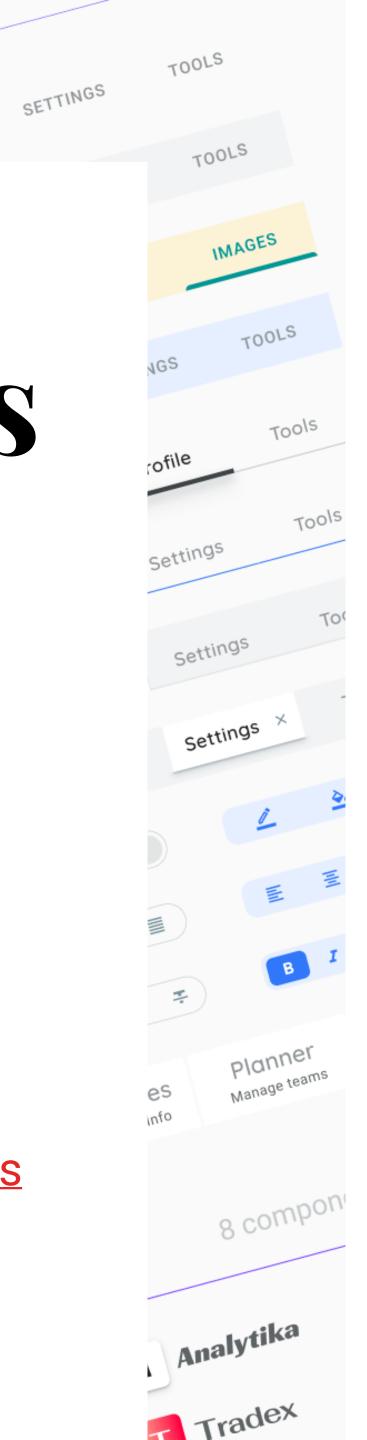


UI Patterns

Recurring solutions that solve common design problems

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

http://ui-patterns.com/patterns



UI Patterns

Recurring solutions that solve common design problems

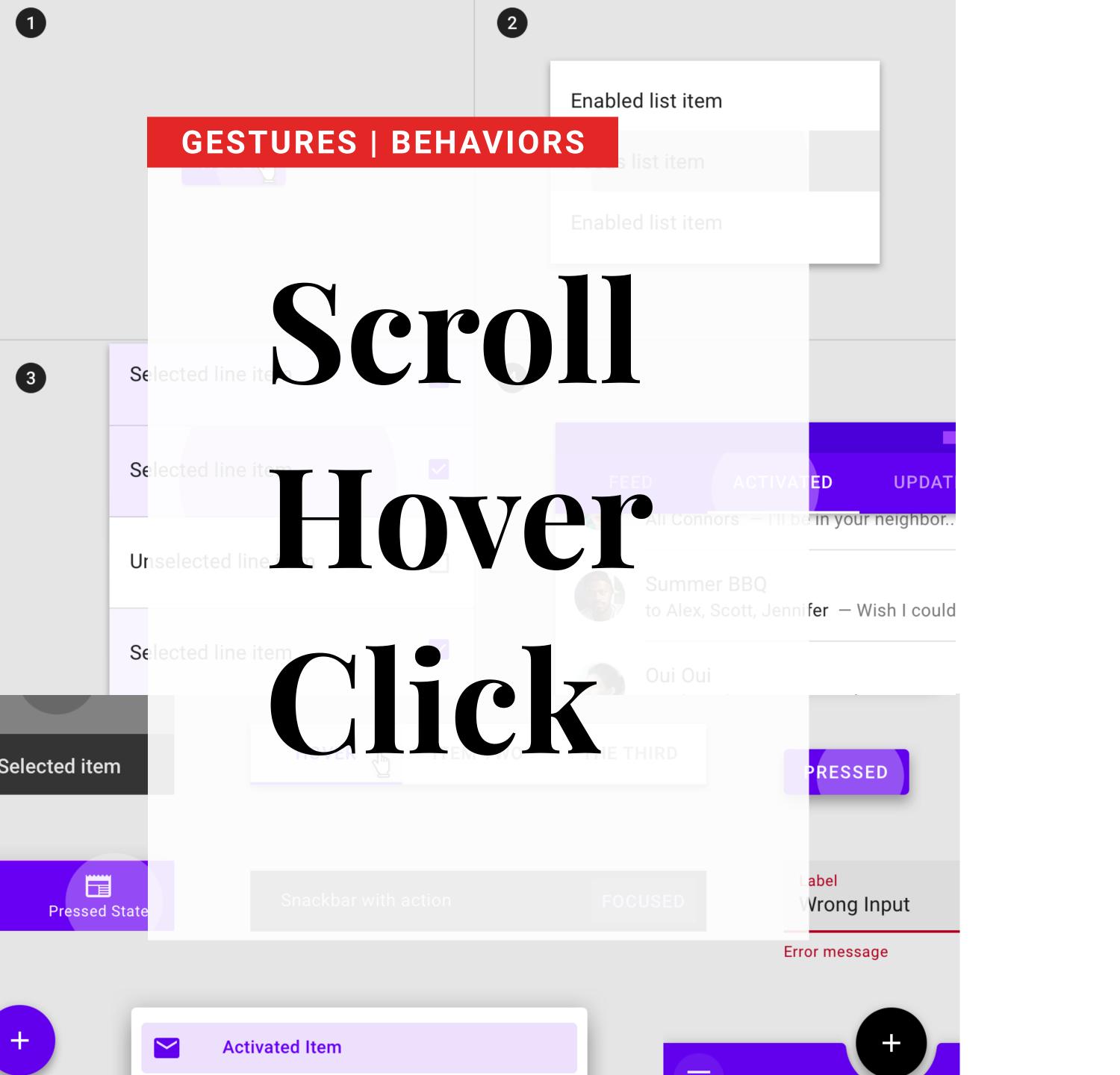
Examples: Vertical Dropdown, Menu Horizontal, Dropdown Menu, Accordion Menu

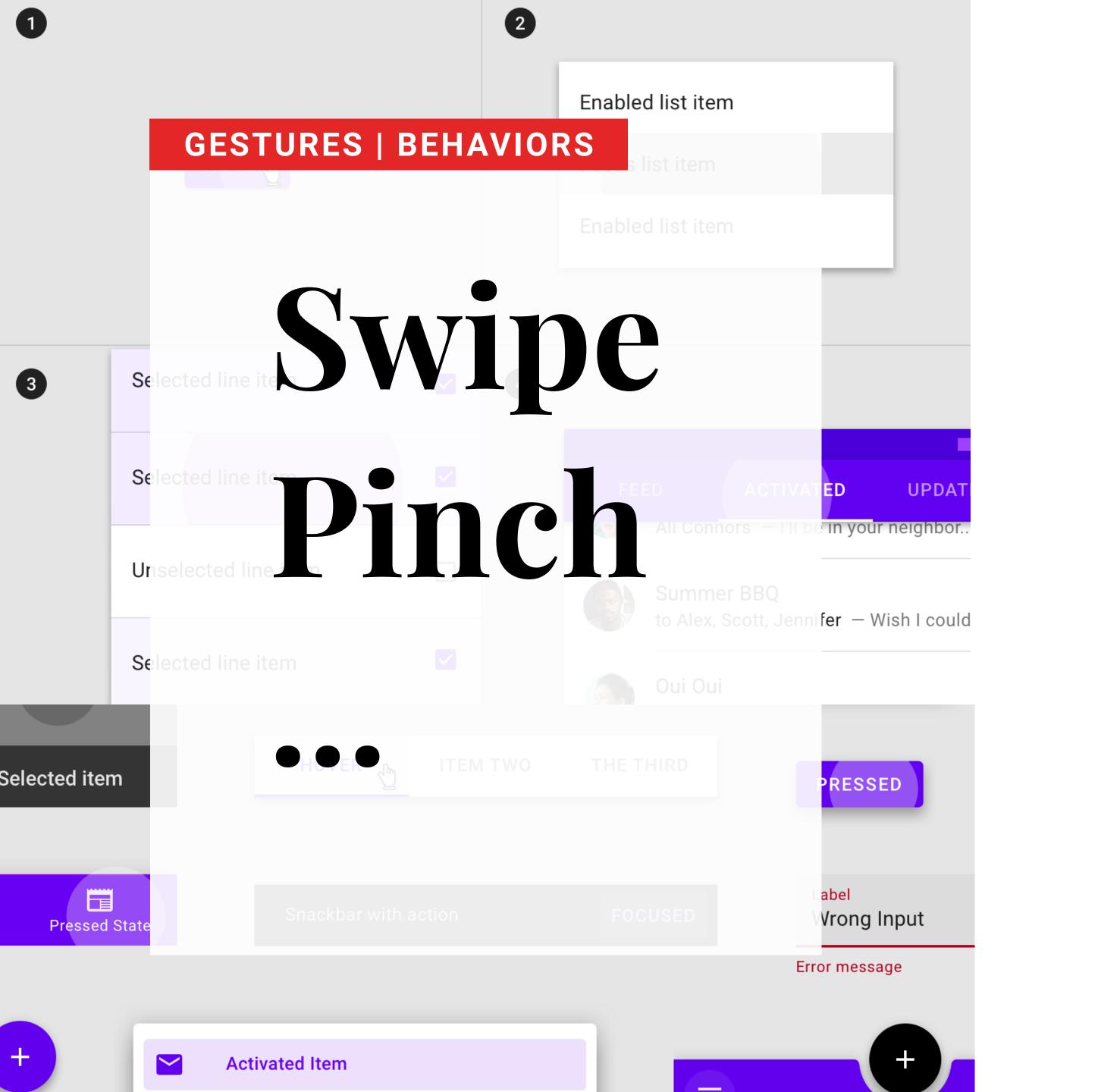
http://ui-patterns.com/patterns

Modules

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

Examples: header, main navigation and footer.





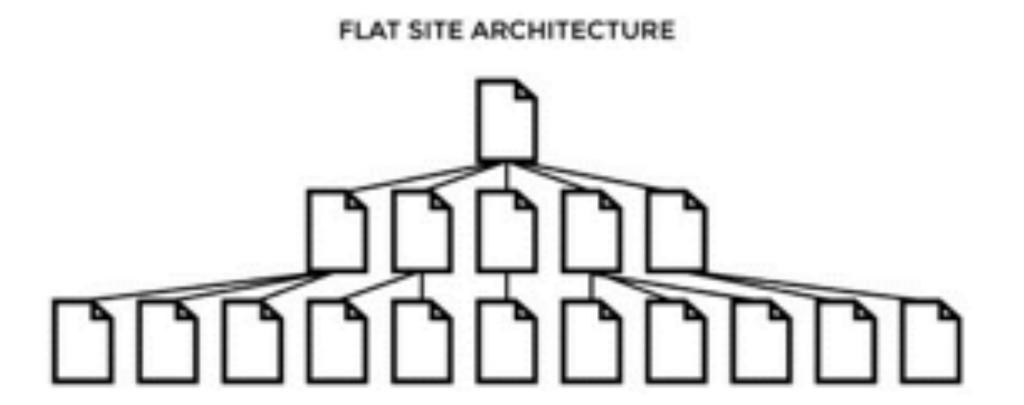
INFORMATION ARCHITECTURE

Flat vs. Deep Architecture

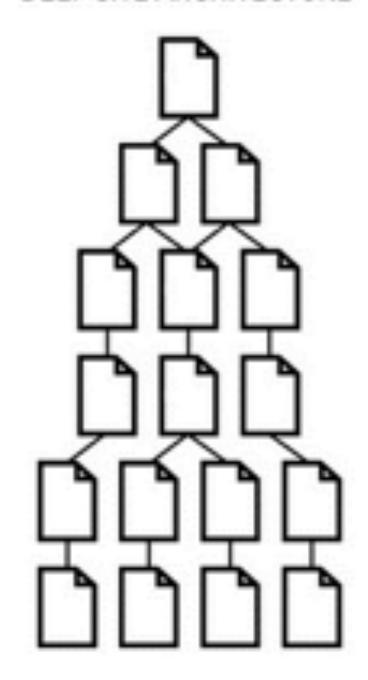
Is your website just one long scroll?

Or does it consist of many interlinked pages?

INFORMATION ARCHITECTURE

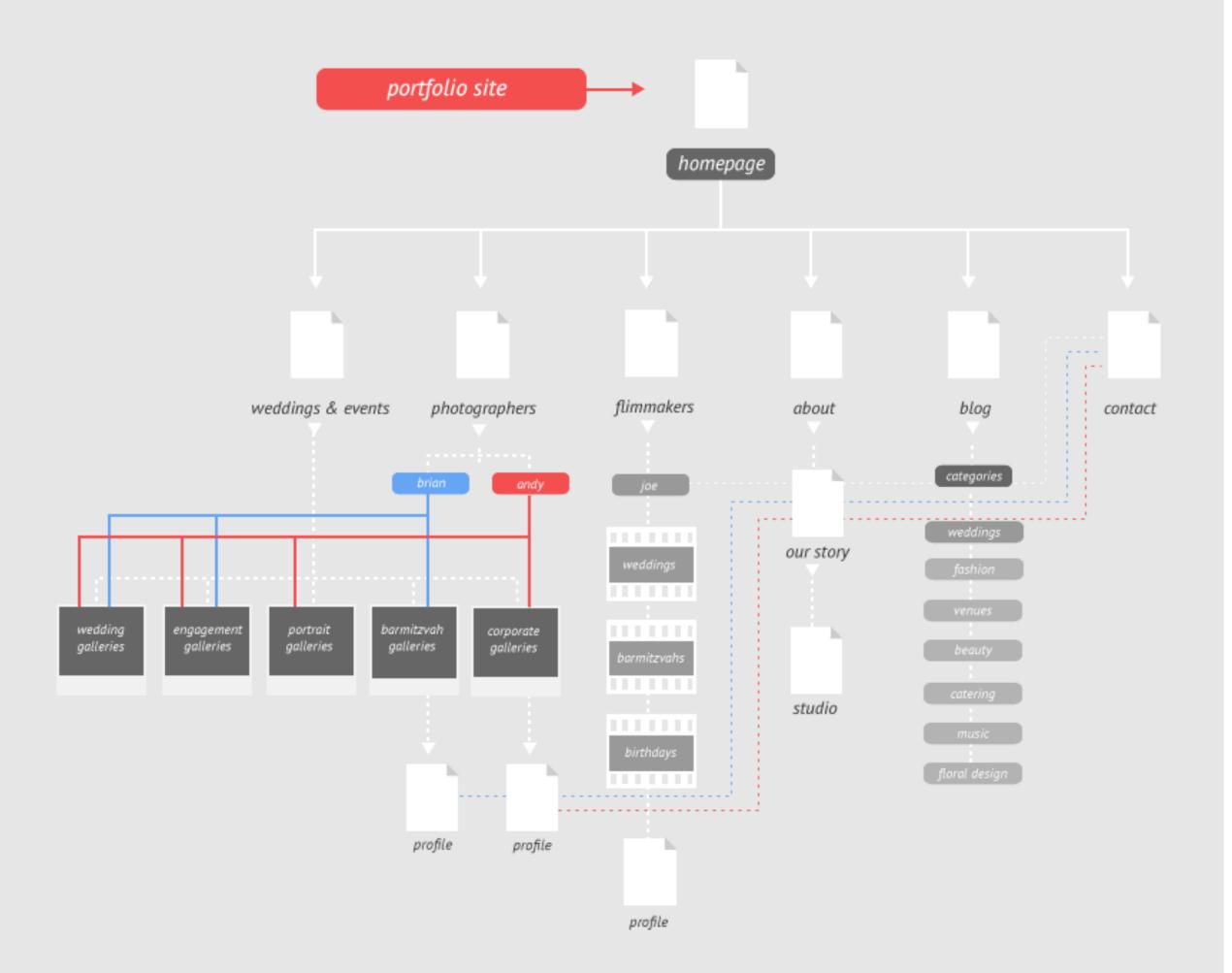


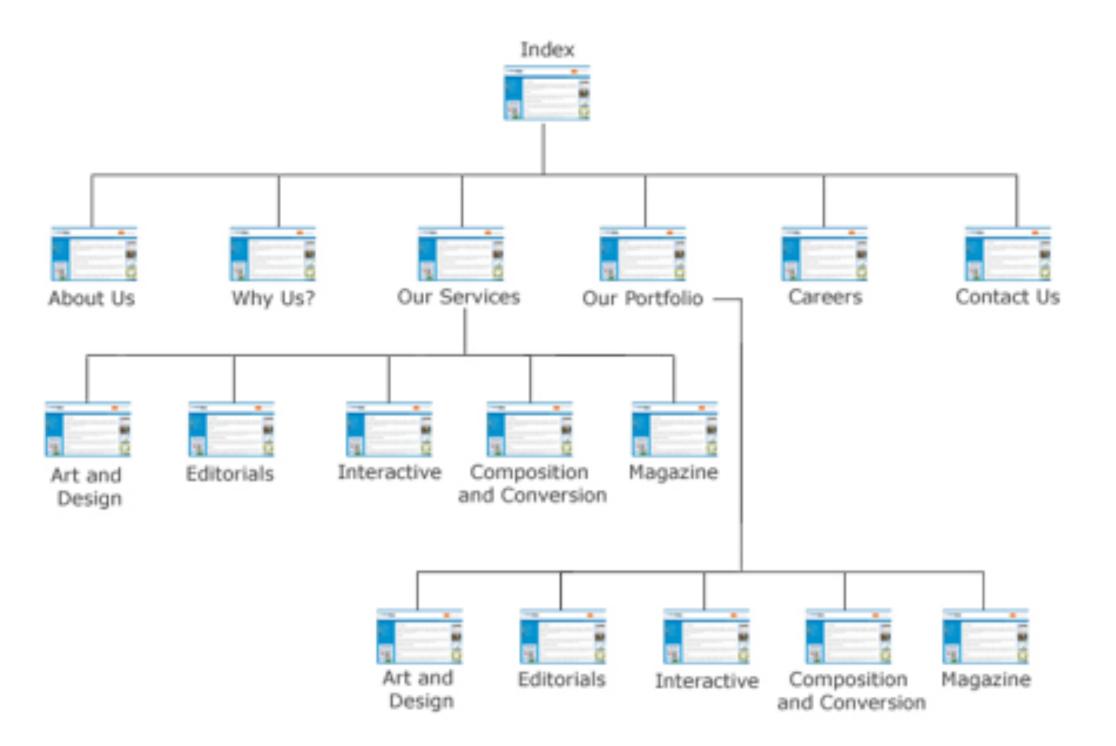
DEEP SITE ARCHITECTURE

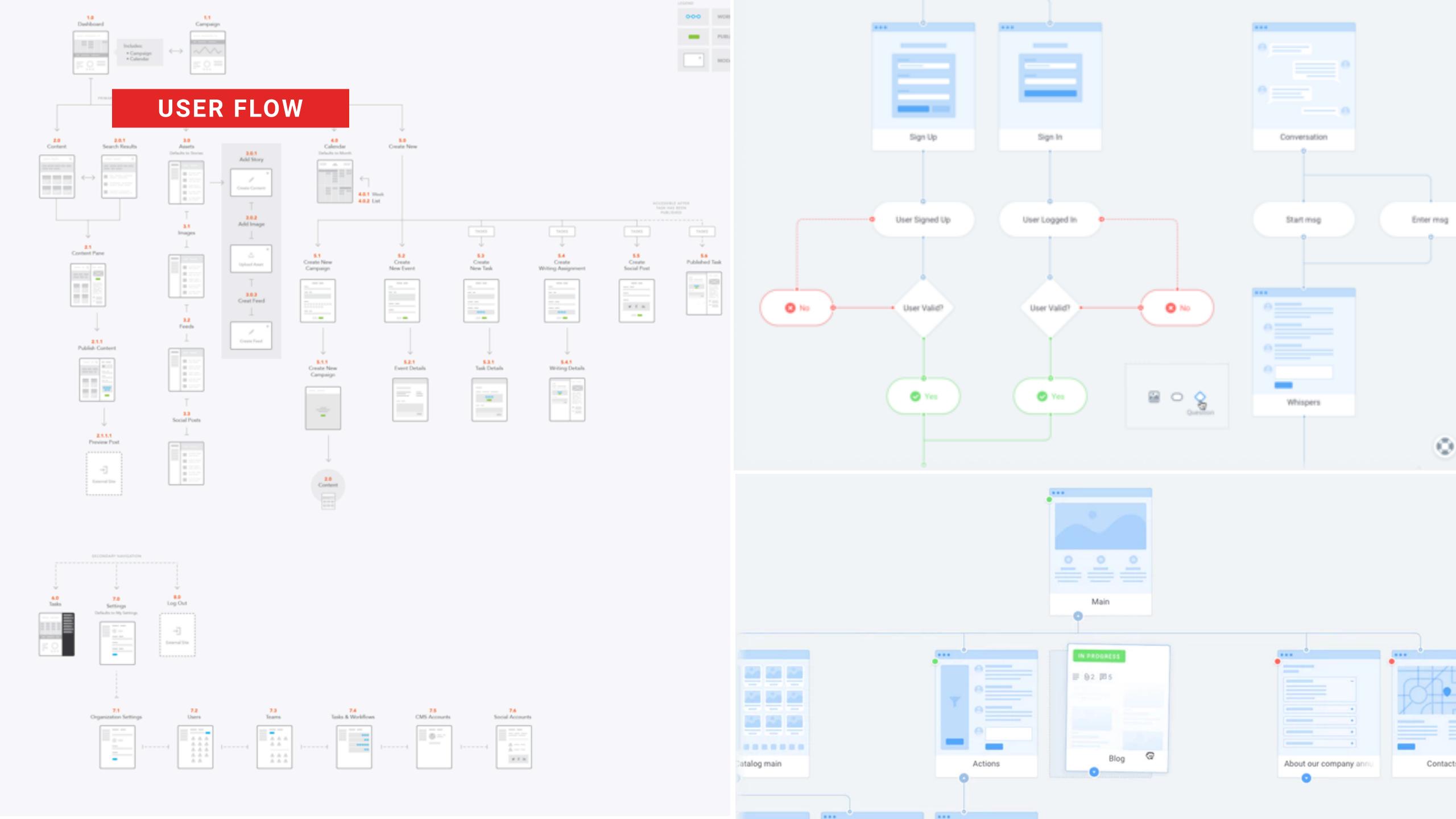


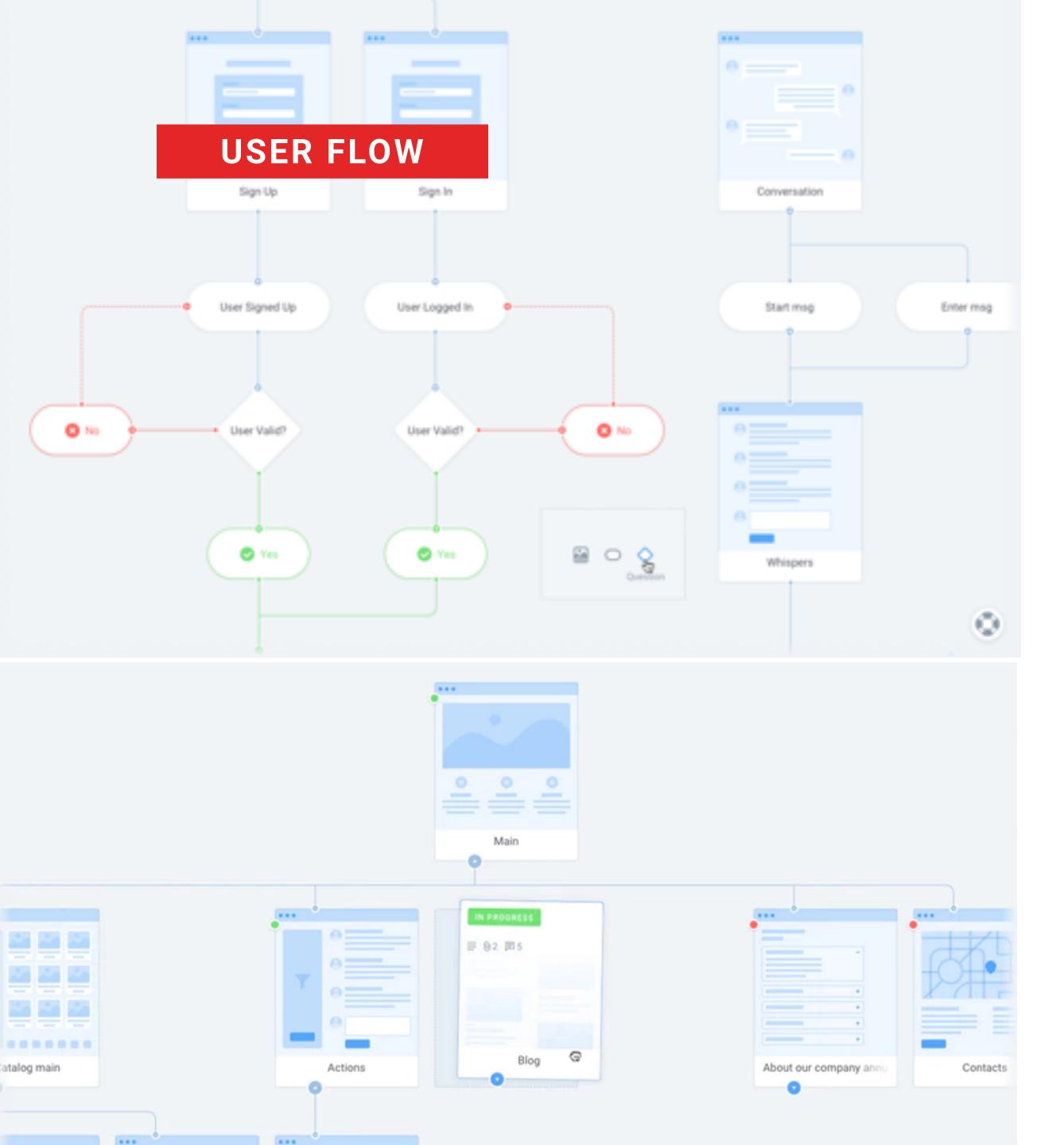
Sitemaps User flows Wireframes

SITEMAP







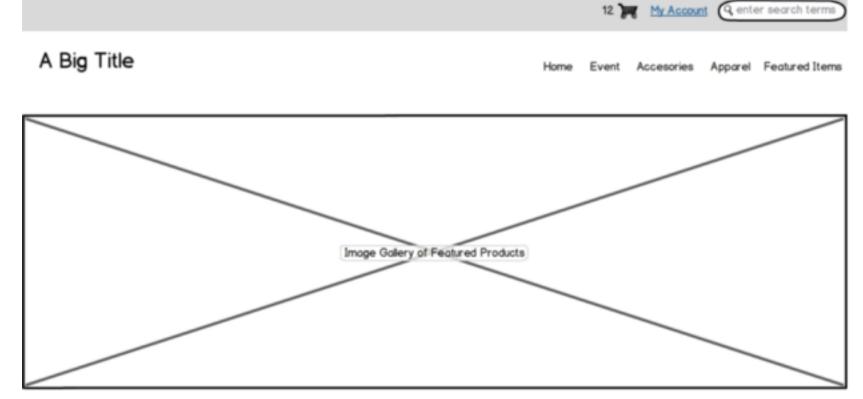


User flow is the path taken by a prototypical user on a website or app to complete a task.

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.

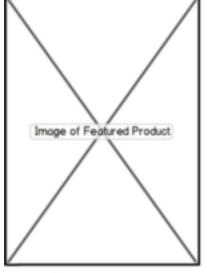
Default / Browser

Viewport 1024x768 - Grid Width 940



Intro Copy Headline

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Item Title Item Category \$88.00



Item Title Item Category \$88.00



Item Title
Item Category
\$88.00



Item Title Item Category \$88.00

Quick Links

Home Event

<u>Support</u> <u>Contact</u>

Announcements / Promoted Content

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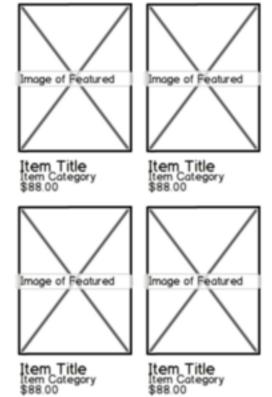
Smartphone

Viewport 320x480 - Grid Width 280



Intro Copy Headline

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Quick Links

Event

Support

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Announcements / Promoted Content

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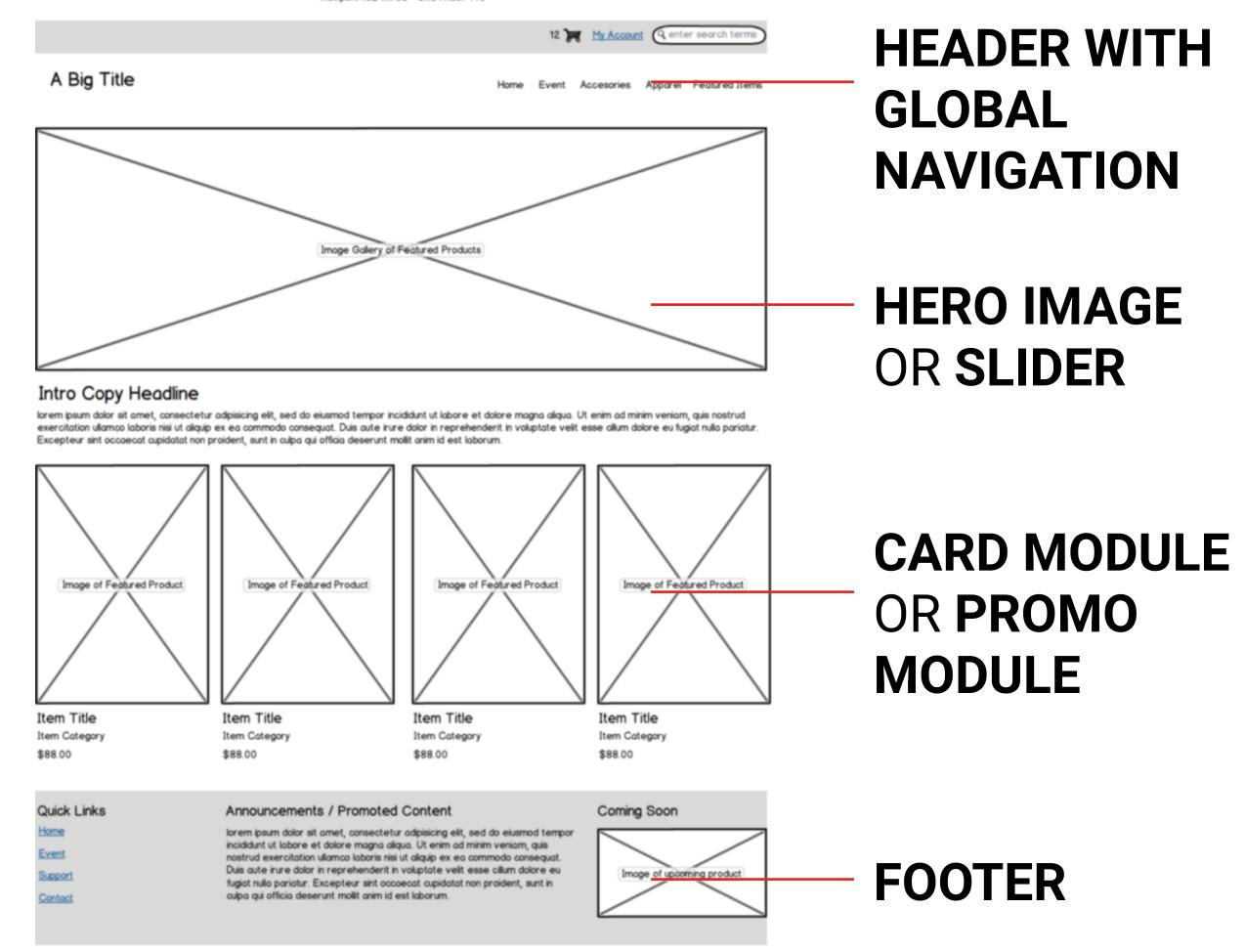
Coming Soon

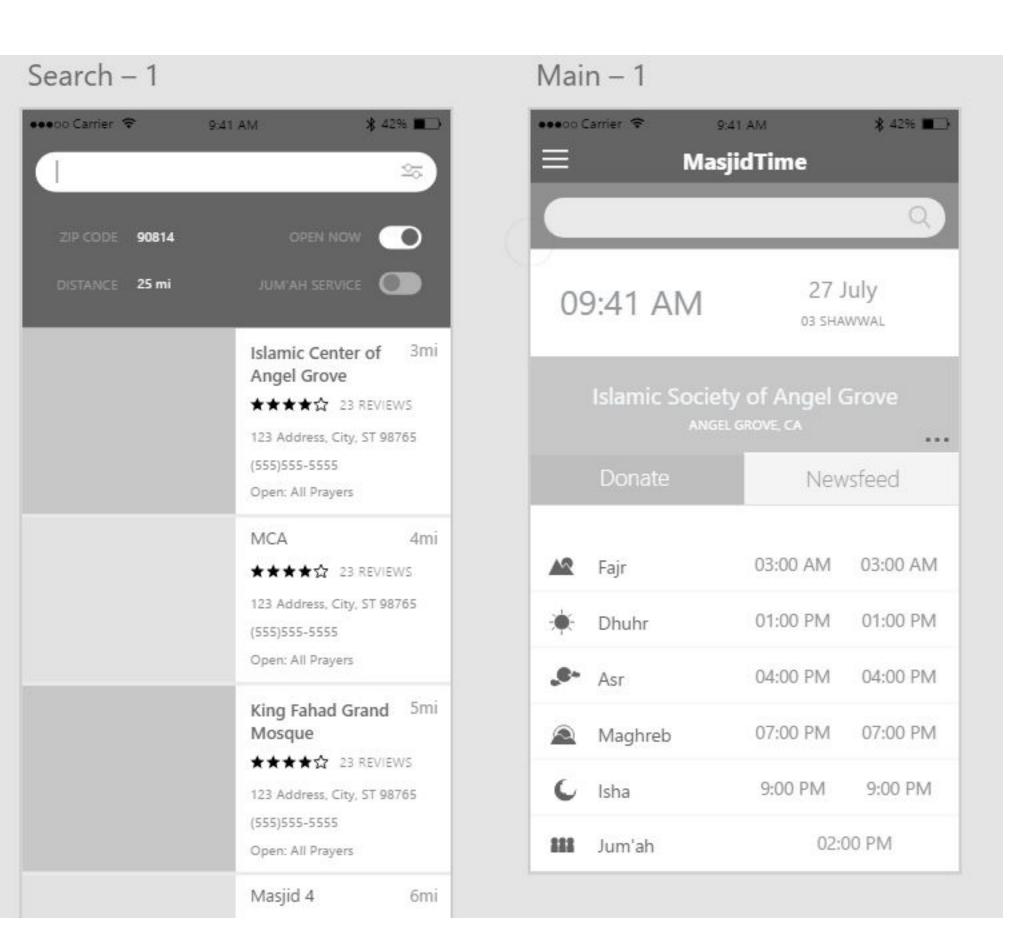


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Default / Browser

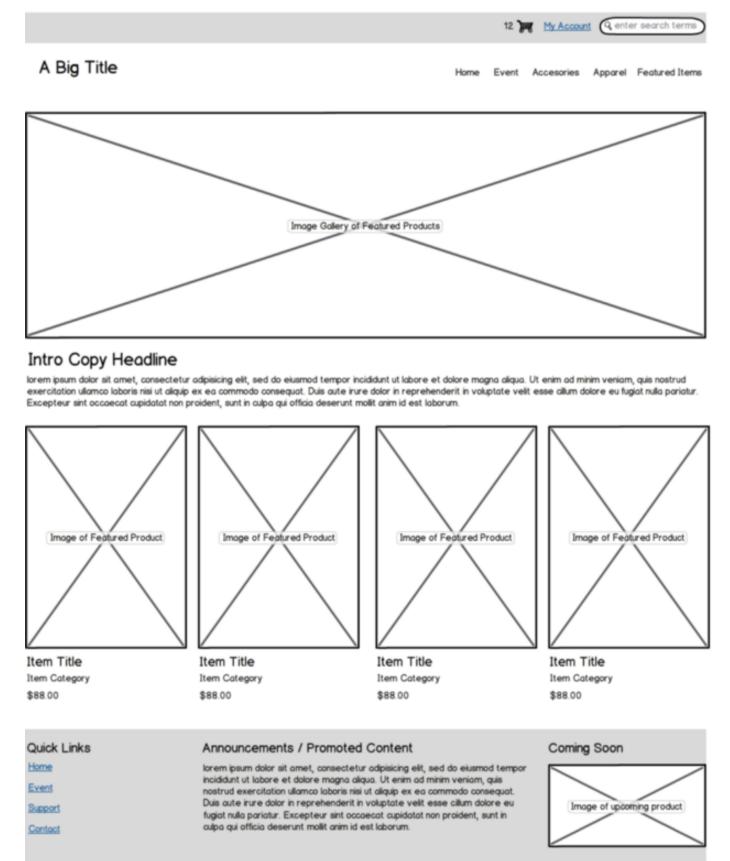
Viewport 1024x768 - Grid Width 940





Default / Browser

Viewport 1024x768 - Grid Width 940





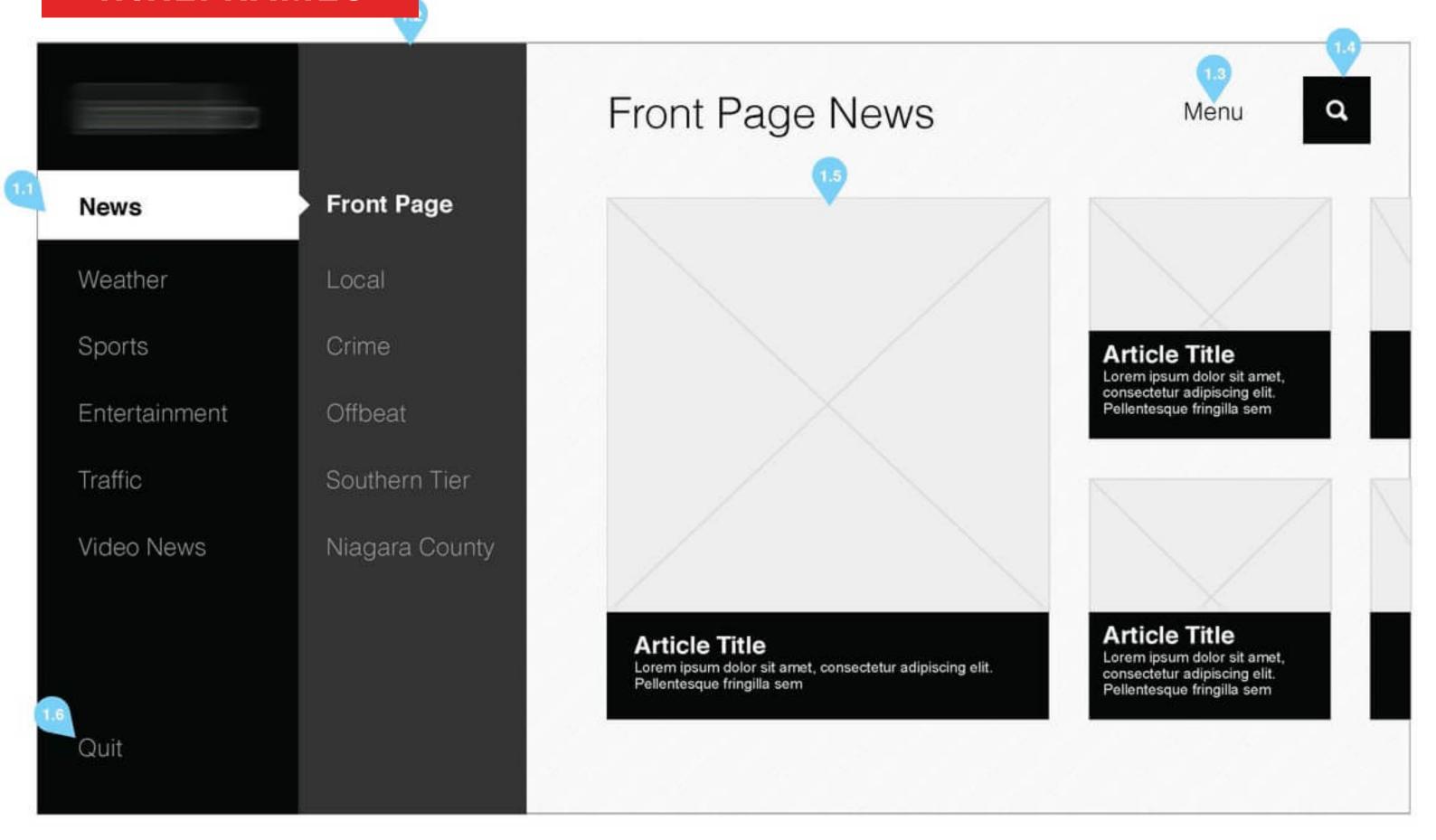
Home

Our Product

Customers

000

62012 Association All Digital December Connect Connect@Associations



1. Landing



Main Menu



When focused on a menu item, the secondary menu will change to reflect the subsections.



Will open up the "Front Page" subsection.



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.



Quick Menu Access

This menu can be accessed any time the user moves all the way up.



Changes screen to 3. Menu Mode.



Search



Opens the virtual keyboard for



Article



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



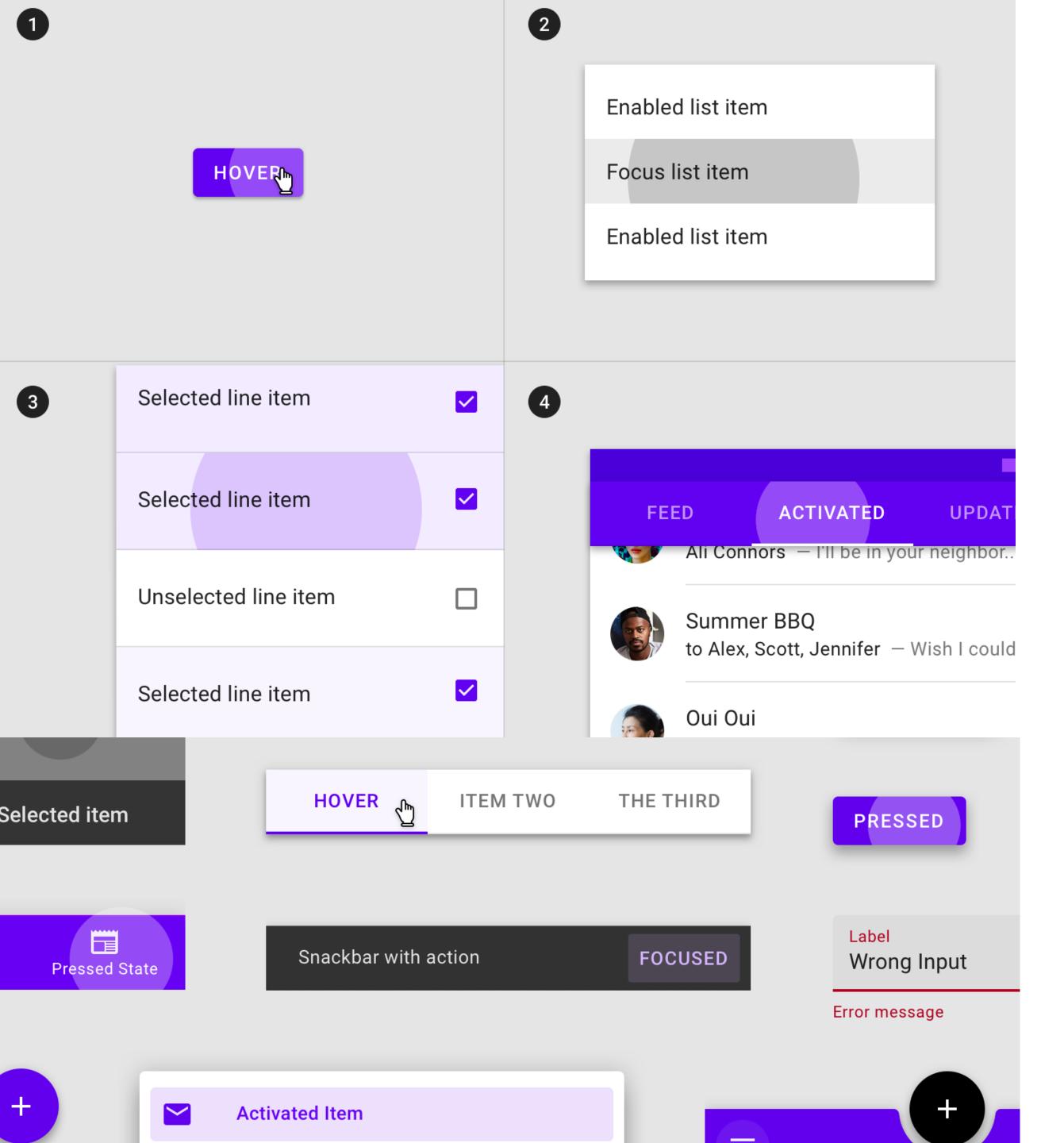
Opens up the article to 4. Article



Quit

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

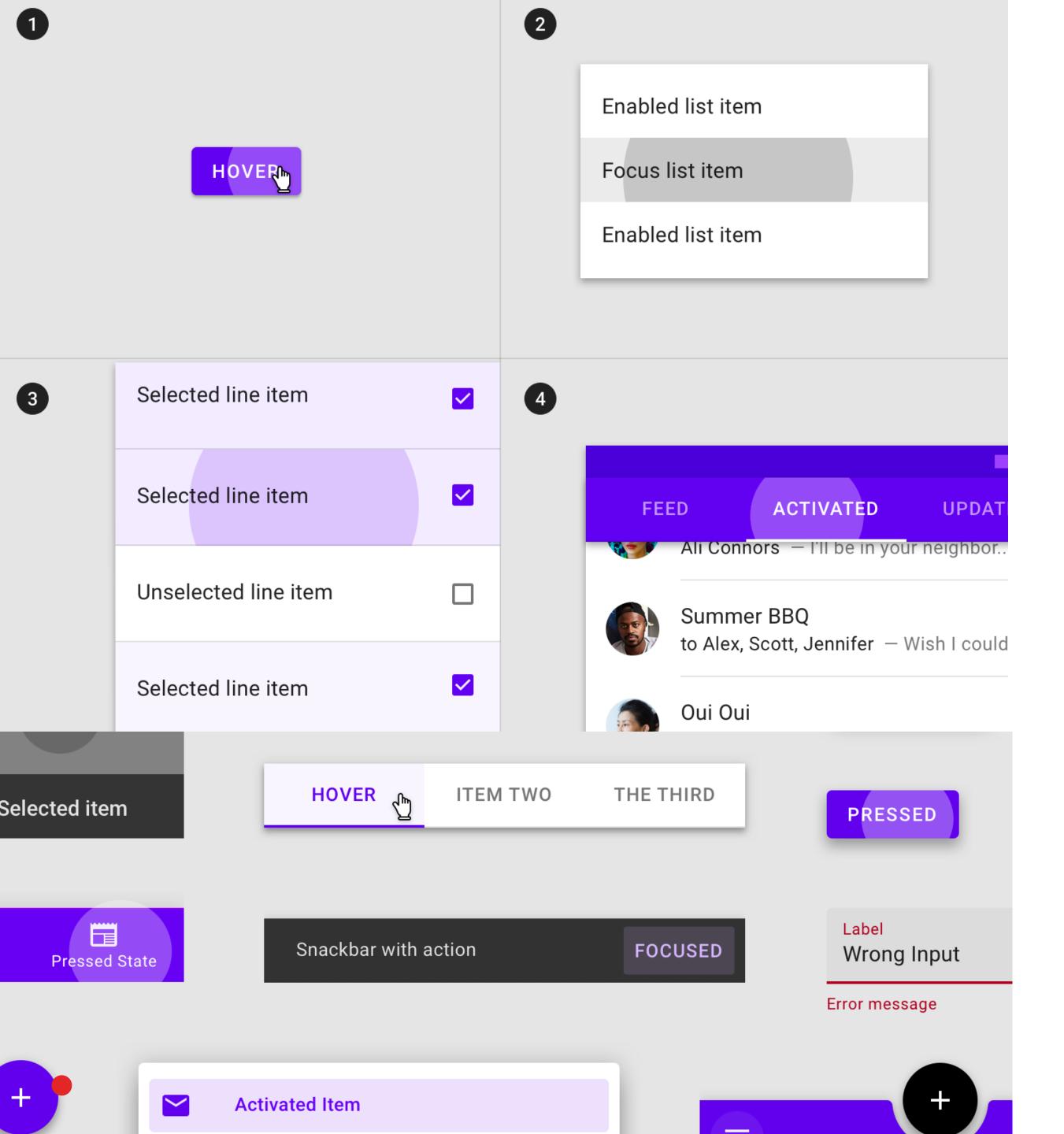
Writeria.



DESIGNING USER EXPERIENCE IS IMPORTANT IN BIG ENTERPRISE LEVEL PROJECTS

OR

SMALL PROJECTS



SO ALWAYS THINK

WHAT WOULD THE USER DO?