

introduction to:// web design

<idesn . 2115 />

needs assessment

DESCRIPTION

Schedule an initial meeting with your client (ideally, in person) and during the consultation pose the following questions:

- » Why does the client need a website?
- » What is the purpose of the website?
- » What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?
- » At whom is the website targeted?
- » How does the client plan to measure the success of the new website?
- » If the client already has a website and you are redesigning the site: what issues does the client's current site have that a redesign will need to address? What do users think of the current site?
- » Has the client ever worked with a designer before? If so, what kind of experience did the client have?
- » Can the client provide you with some sample content (text and imagery) within a week?

DELIVERABLE

A 500-word written essay in narrative format. The essay should not be in a simple Q and A format; it should synthesize all of the responses to the above questions into multiple sequential and logically structured paragraphs.

READING

Please read chapter 2 of Jesse James Garrett's *The Elements of User Experience*. A PDF will be posted in the #homework channel on Slack.

course info

idesn 2115
fall 2016
3 credits

meeting time

monday, wednesday
8:00am - 10:30am
university hall
room L023

instructor

saul baizman
sbaizman@lesley.edu
617 863 0136

office hours

by appointment

website

baizman.com/itwd

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OBJECTIVE

It is necessary to define the scope of what one is building before one begins to build it. This is often accomplished through a formal needs assessment or “discovery” process wherein the designer seeks to understand the client’s needs, the reasons for those needs, and the context in which those needs will be met.

DEADLINE

This assignment is due next Wednesday, 10/26. Please commit and upload your files to the master branch of your GitHub repository in a subfolder named “10 needs assessment.”

WEIGHT

This assignment carries a weight of 2.

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