



The Elements of



WEB



DESIGN

Course Overview

What we will learn

- Persona Creation
- User Testing
- Site Organization
- Sketching and Wireframing
- Navigation Best Practices
- Form Design
- Homepage Best Practices
- Pricing Page Design
- Mobile Design Best Practices

Fundamentals of Design

Suggested Course



Learn the basics of:

- Type
- Color
- Layout

So... Is This Course UX or UI?

Well... it's a bit of both.

User Experience

- Ideation
- Experience Mapping
- Persona Creation
- Scenario Mapping
- Prototyping and User Testing

User Interface Design

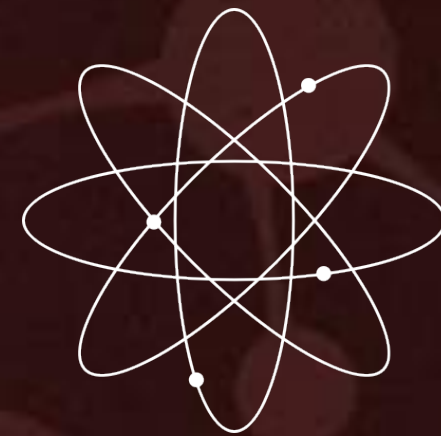
- Interaction Design
- Usability Design
- Visual Design
- Icon Design
- Color and Type

✦ Level 1 ✦

Section One: Personas



The Product Design Brief



ChemCraft

- Users can easily find and read articles
- Users can publish and comment on articles
- Users need a dashboard with analytics
- Users need to purchase peer reviews

First, We Need to Get to Know Our Users

Our Users

Demographics

_____	_____
_____	_____
_____	_____

Goals and Tasks

_____	_____
_____	_____

Environment

_____	_____
_____	_____

Concerns

_____	_____
_____	_____

- How much work experience do they have?
- What's their professional background?
- What are their needs and interests?
- How are they currently trying to meet this need?
- When and where would they use this service?

How Can We Gather Persona Information?

- Make educated assumptions
- Conduct a focus group
- Interview current users
- Hire a third-party research team



"But we don't have users yet — this is a new product."

We need a way to organize information about our user.

What Does a Persona Entail?

the Recipe

Note: Personas are descriptions of users within our target audience.

Pull Quote Image	Fictitious Name Job Title Demographics
Goals	Concerns

A Pull Quote and Image

the Recipe

Pull quote

Image

"I only have a minute."



Goals

Fictitious Name
Job Title
Demographics

Concerns

Demographic Information

the Recipe

“I only have a minute.”



Goals

Walter Whalen
Dept. Manager at Wyatt Technology
Married with 2 kids

Concerns

Fictitious name

Title

Marital status

User Goals

the Recipe

“I only have a minute.”



Walter Whalen

Dept. Manager at Wyatt Technology

Married with 2 kids

Goals

- Read about the latest trends
- Share his knowledge
- Find peer reviewers

Concerns

Goals

The User's Concerns

the Recipe

"I only have a minute."



Walter Whalen

Dept. Manager at Wyatt Technology

Married with 2 kids

Goals

- Read about the latest trends
- Share his knowledge
- Find peer reviewers

Concerns

- Can I co-write articles?
- Can I read on my iPad?
- Can I save articles?

Concerns

Our First User: Walter Whalen

Persona 1: Walter

“I only have a minute.”



Walter Whalen

Dept. Manager at Wyatt Technology

Married with 2 kids

Goals

- Read about the latest trends
- Share his knowledge
- Find peer reviewers

Concerns

- Can I co-write articles?
- Can I read on my iPad?
- Can I save articles?

Our Second User: June Leigh

Persona 2: June

“I want to make the next great discovery.”



June Leigh

Intern at DuPont

Single, no kids

Goals

- Follow her peers
- Get paid to peer review
- Read stories on polymer

Concerns

- Read articles from phone
- Write articles from phone
- Be alerted on new articles

Our Two Personas



Walter Whalen

Dept. Manager at Wyatt Technology
Married with 2 kids



June Leigh

Intern at DuPont
Single, no kids

These personas will
evolve as people use the site.

4 Key Benefits of Creating Personas



"Hmmm. I see now why we needed these before wireframes."

- They separate you from your work.
- They help you empathize with the user.
- They focus decision-making and personalize the users.
- They create a shared understanding of the users.

Most Major Organizations Use Personas



NETFLIX



Google



Southwest

