

Documentation Guide - Web Design Assignment 2:

Primary Purpose Of Website: (*text*)

What is the main goal of the web site. Describe this in a small paragraph or sentence.

Primary & Secondary Target Audience: (*text*)

Describe the primary and secondary target audience for your web site, use demographics and 2 basic persona's.

Design Process For New Design: (*text / screenshots or drawings or designs*)

Document all your research providing and including examples of Research, Ideation, Concepts, and Development of Concepts.

Evaluate Responsiveness of Current Web Site: (*text / screenshots*)

Survey and write about the responsiveness of the current web site.

Feedback On Designs: (*text / *screenshots or *drawings or *designs *optional*)

3 people have given feedback on your lowfi's and or hifi designs. Feedback is documented with name of person, date and feedback received.

Navigation Design: (*text / screenshot or lofi*)

Provide a screenshot of your final navigation and a basic description of the style of navigation and why you chose it.

Description of Final Responsive Approach: (*text / screenshots*)

A description of your new responsive approach. What breakpoints you selected, what devices it should work on..

Final Design Effectiveness: (*text / screenshots or designs*)

How has your final design improved the main purpose or goal achievement. What have you improved that will help the web site's goal to be achieved.

User Testing: (*text / *screenshot or *drawings or *designs *optional*)

An Industry Method has been used for user testing. This can happen prior to design or development or immediately after development. Also document what changes you have/could make based on user testing.

Suggested User Test Type

- 5 Second Test
- First Click
- A/B testing
- Acceptance test - Goal Achievement
- Survey
- Open observation and feedback

Suggested User Test Format

- Paper prototype
- Lofi on paper
- Hifi design or screenshot/s
- Invision
- Actual working web site

User Testing Guidelines

1. Chose test type and format
2. Run the test with 2 - 3 individuals maximum (single participants only, names and date of test)
3. **List and write your process:**
 - a. Testing Type & Format
 - b. Questions / Preparation (How does the test relate to your website goal)
 - c. Document Findings (Write findings down from test outcomes)
 - d. Analyze findings & draw conclusions from your test
 - e. List any required action or changes to your design/prototype or web site from the test

Portfolio: (screenshot)

Screenshots of the web site have been placed on a Behance portfolio page.

Live Server: (text / screenshot)

Files from your web site have been placed on a live server. Github or another live server environment. State where you have placed your site with a screenshot.