Principles of User Centered Web Design

IST 5323 • Learner Centered Design
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Course Outline

Home

VARK *(* This section is optional)*

- VARK Information
- VARK Questionnaire / VARK Results

UCD

- What is UCD?
- UCD vs. LCD

Design Process

- Plan & Analyze
    - Planning
    - Evaluate Current Site
    - Analyze Users
    - Task Analysis
    - Personas & User Stories
    - Set Goals
- Design
    - Mood Boards
    - Wireframes
    - Software Resources
- Deployment
- Evaluation & Feedback
    - Evaluation
    - Feedback

Resources

- References
- About Me

VARK Results

- Your preferential learning style is _____.

- All Results
    - V:
    - A:
    - R:
    - K:

- Do you agree or disagree with these results?

- What are some strategies you can implement into your workflow based on these results?

Activity 1A - Planning

1. What is the purpose of your site?

2. What is the vision for your site?

3. What are the goals for your site?

4. What is the overall feeling of your site?

Activity 1B - Evaluate Current Site

1. Visit each of the sites from above.
   ○ What are your initial thoughts on each of the sites?

   ○ What would you do to improve them?

   ○ Would you be likely to visit these sites in the future?

2. Do you have a current site?

3. If yes,
   ○ What are some characteristics that you like? Why do you like them?

   ○ What are some areas that need to be improved?

4. If no,
    ○   What are some sites that you admire?

    ○   Why do you like these sites?

Activity 1C - Analyze Users

1. Create a list of all potential users.

2. For each user type, identify the following:
    ○   Age, gender, ethnicity
    ○   Education
    ○   Physical ability
    ○   General computer experience
    ○   Relationship to You

Activity 1D - Task Analysis

For each user type you identified in 1C, identify the following:
●   What overall tasks is that user trying to complete?

●   How is that task being completed?

## Activity 1E - Personas & User Stories

- Practice completing a few user stories

Activity 1F - Set Goals

1. Identify 3 measurable goals for your site

2. For Example:
   - Set a deadline for site completion
   - Determine the type of feedback you hope to receive

Activity 2A - Wireframes

1. Create a few rough wireframes for your site
2. Feel free to try out one of the listed resources or use pen & paper!

4-UP BROWSERS

PROJECT

::: SNEAKPEEKIT
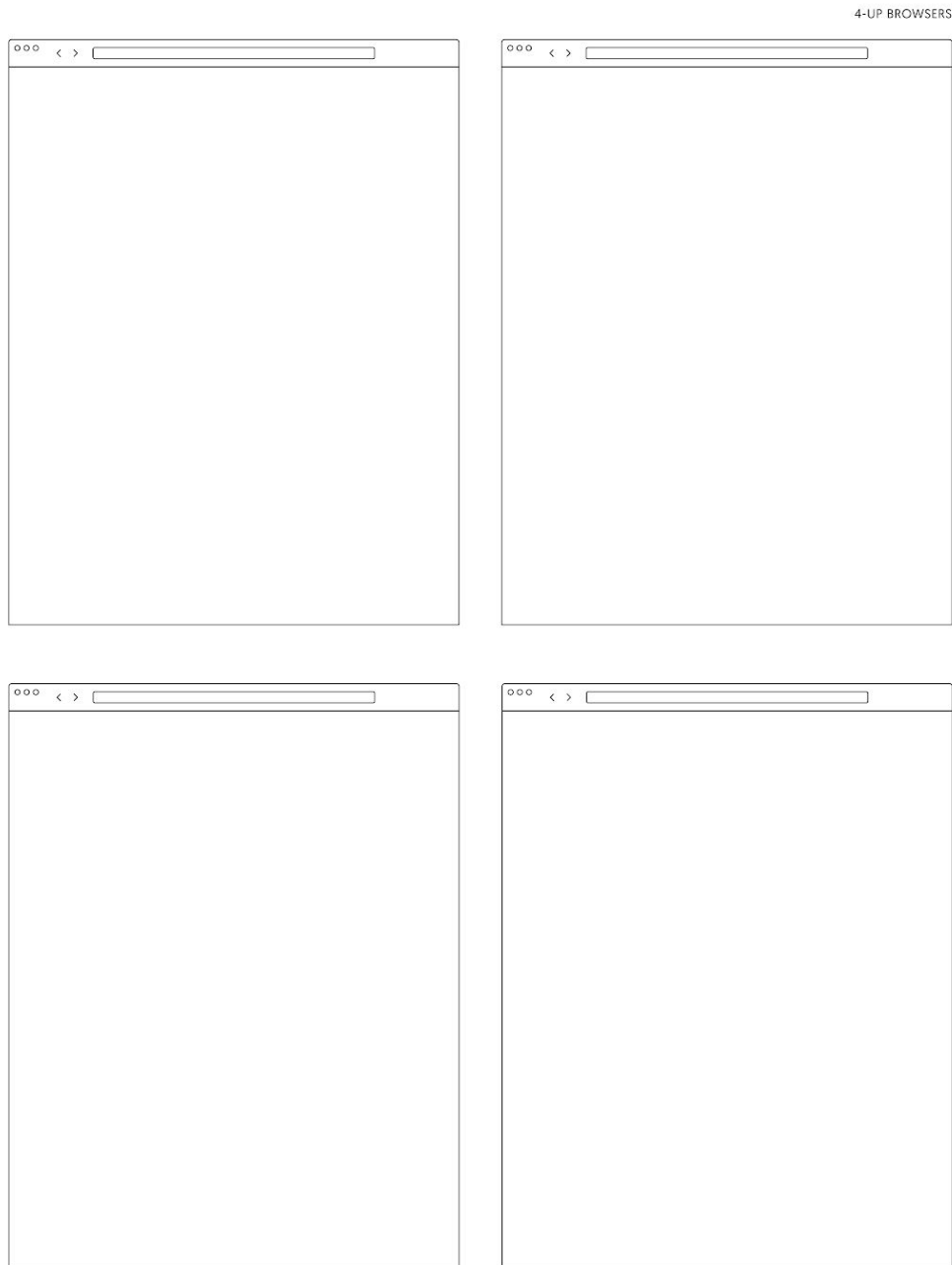
Activity 3A - Deployment

1. What are some realistic ways you can evaluate your site?