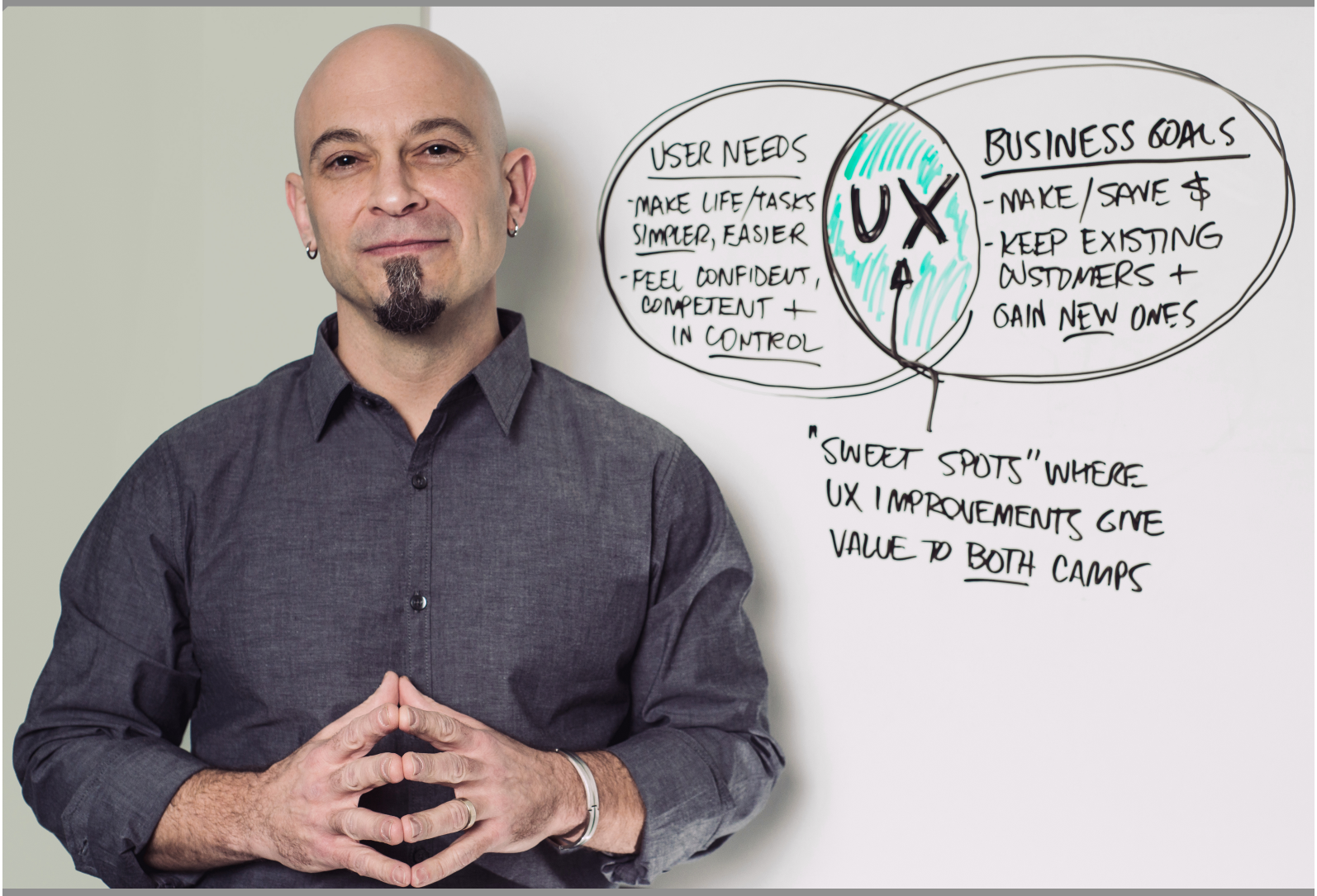
COURSE GUIDEBOOK



UX+WEB DESIGN MASTER COURSE

WITH JOE NATOLI

Everything you could ever want to know (and more) about strategizing, architecting, designing and coding successful websites that deliver powerful, positive user experiences!

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JOE NATOLI • COACHING FOR UX DESIGNERS + DEVELOPERS

DEFINITION: SECTION 1 – LECTURE 2

Why are we doing this?

What's the reason this website/app/system needs to exist? What problem does it solve, for you/your client and for users?

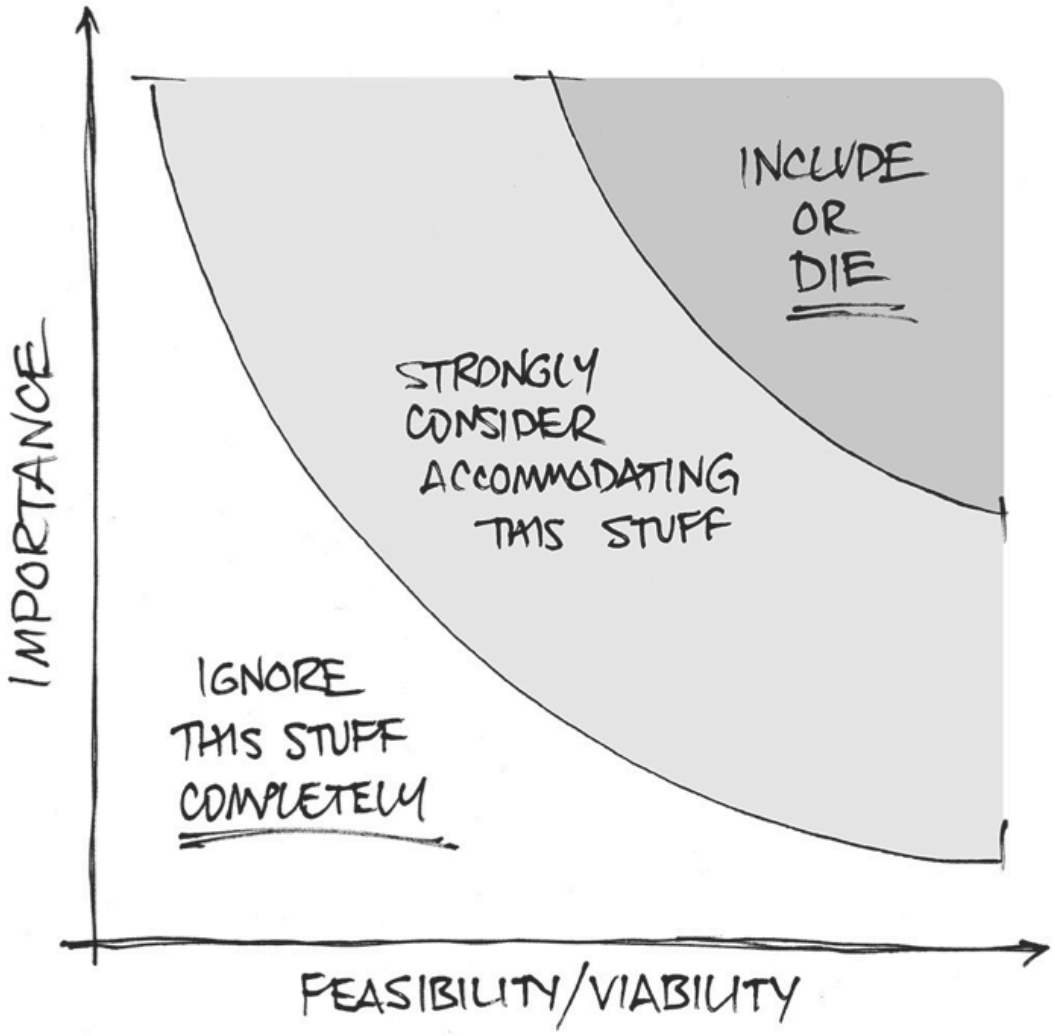
Think about an idea you have for a website, an app or digital product of any kind. Write down why you think it should be created.

DEFINITION: SECTION 1 – LECTURE 4

Three Key Questions: What's Worth Doing?

*Anything of **high importance** and **high feasibility** must be done.*

What are your tradeoffs between **importance** and **feasibility**? Where do you think your proposed features fall on this chart?



DEFINITION: SECTION 1 – LECTURE 5

Three Key Questions: What Are We Creating?

*You **must** write it down.*

Lean and Agile practices require meaningful documentation. That documentation should cover features, functionality, platform and content.

Remember — that documentation **does not have to be formal**!

Think about something you're working on, or an idea you have for a website or an app. Write down what you'd be creating below.

DEFINITION: SECTION 1 – LECTURE 6

Three Key Questions: What Value Does It Provide?

Who's your target audience?

What experiences will be valuable or compelling to them?

How will your offering be different from competitors (and substitutes)?

DEFINITION: SECTION 1 – LECTURE 7 SNACK BREAK!

Competitive Analysis

*What are your tradeoffs between **importance** and **feasibility**?*

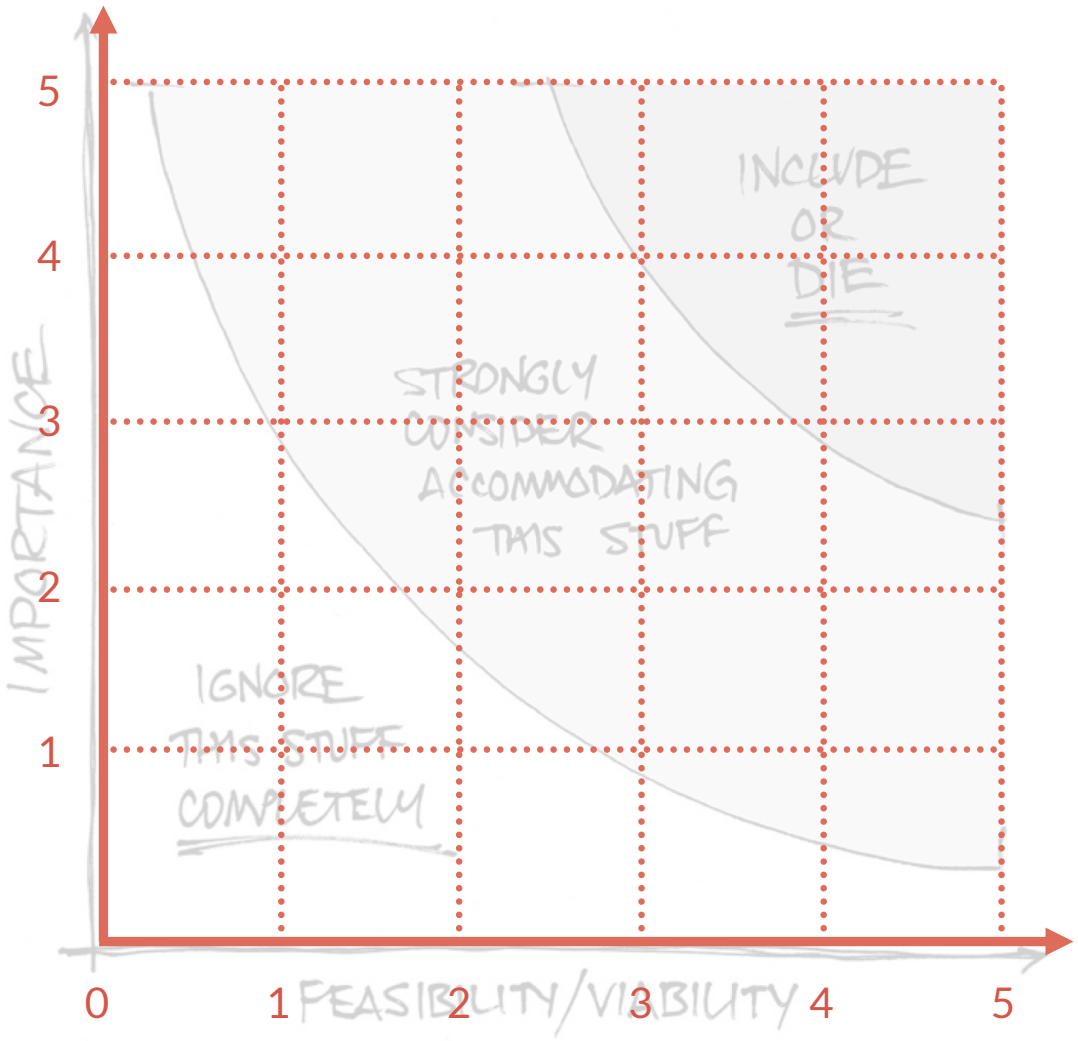
List **multiple business opportunities** for a real or made-up product. Rate each opportunity on a scale of **1-5** in each of the two categories below.

Opportunity	Importance	Feasibility
Totals		

Middle score x number of opportunities = points available

How will you "spend" your points?

Plot your **results** on the chart below. What will you focus on first? Next? *Never*?

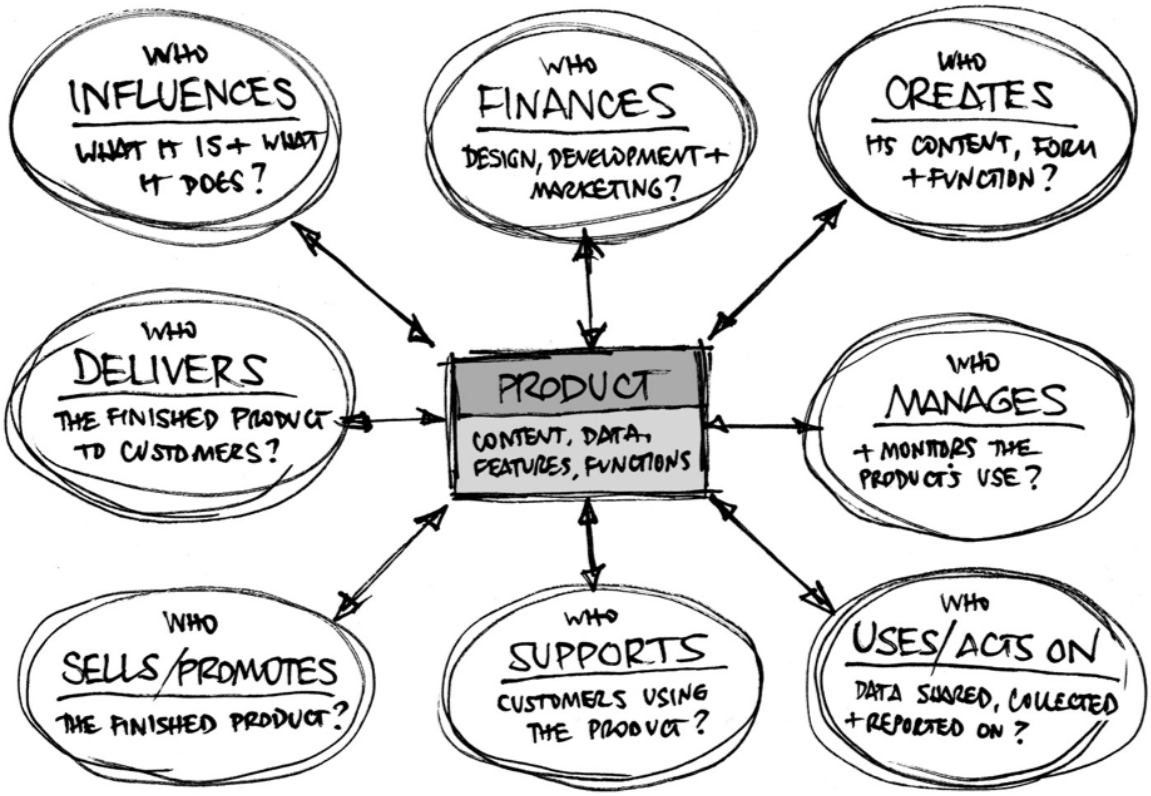


DEFINITION: SECTION 1 – LECTURE 9

Identifying Business Goals

What does the business need from the website?

Who are the stakeholders for your project?



What are the business's goals and desired outcomes, and how will they be measured?

Who is the customer, and why will they use the website?

What industry standards or regulations should influence what we design or build?

Who are the competing organizations, products and services — both direct and indirect?

How will we differentiate this website and its content from what they're doing?

DEFINITION: SECTION 1 – LECTURE 10 SNACK BREAK!

Identifying User Needs

What do users need, want and expect? Interview potential or current users and ask the questions included in this lecture to determine the following:

Is this website a **B2B** (Business to Business) or **B2C** (Business to Consumer) site?

What do users expect to be able to do with the website?

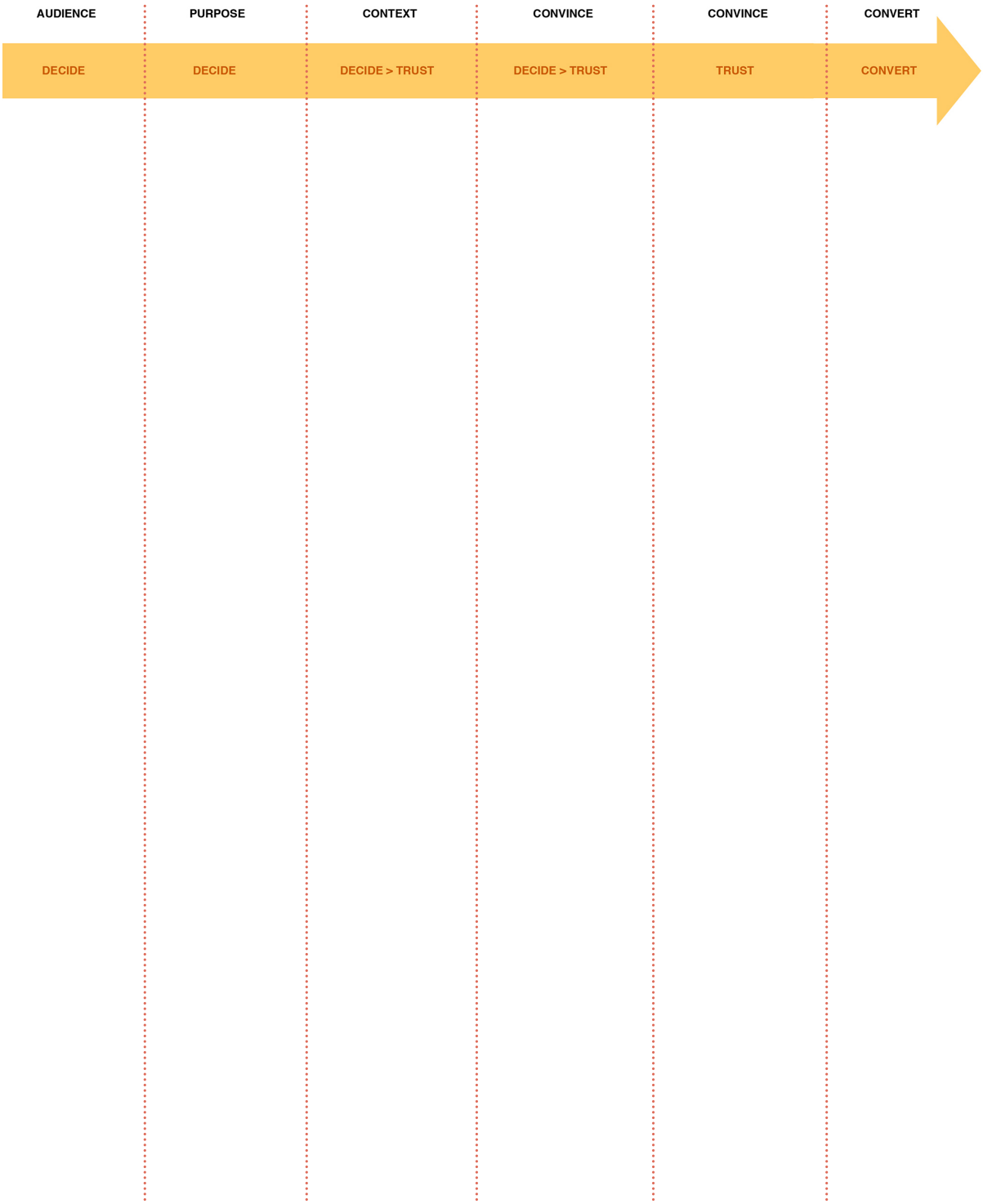
Why do these things matter to them?

What are they using to do those things now?

What would provide value to them — make their lives easier or better?

DEFINITION: SECTION 1 – LECTURE 12 EXERCISE

Create your own decision path



DEFINITION: SECTION 1 – LECTURE 13

Generating Requirements

What are the requirements for your website?

What things have you heard people — prospective users or customers or your client — ***say*** they need?

What things do you think they ***actually*** need, based on your research, your user/stakeholder interviews or other evidence?

Again, based on your research, what things do you think may be useful or valuable to them that they ***don't know*** they need?

DEFINITION: SECTION 1 – LECTURE 18

Smart Project Scoping

The Buy-a-Feature Game

"Buy a feature" is a simple and effective game that's been used by IT folks for years. It's great for getting people to understand the necessary tradeoffs in choosing features they'd like to see in the finished website.

How to Play

1. **Create a list of website features**. Create a list of features for a made-up website (or a current project) — no more than 30 features total. Consider:

   - Features suggested by ***users***
   - Features suggested by ***your client***
   - Features that have been implemented by ***rival websites***

   Features should be user-focused (e.g. don't include "optimizing SQL queries"). Each feature should include a name and short description outlining what the feature is and what the benefits to the user are.

2. **Assign a price to each feature**. This price related to the complexity to implement the feature — so a feature that's twice as complex as another should be twice as expensive. You don't need to be accurate with cost — the purpose is just to illustrate differences in complexity.

3. **Create feature cards**. One card for each feature, including the feature name, what it does and how much it costs. Use the **templates on the following page** to create and print your cards.

4. **Give each player a budget**. This is the amount they can spend on features. Giving them enough money to buy between 1/2 and 1/3 of the features available usually works well.

5. Play the game. Hand out the money and the features list, and start the game. You play the role of shop keeper, answering questions and taking payment when a feature is purchased. Keep in mind:

   - In order to buy a feature, players have to explain why they want that feature.

   - The game continues until all money is spent, or players are done buying. Make it clear to players that it's OK for money to be left over at the end ; you don't want people buying features just to get rid of their unspent cash

[Feature name]	[Feature name]	[Feature name]
[Feature description] Describe what the feature does and what the benefits are to the user. $COST	[Feature description] Describe what the feature does and what the benefits are to the user. $COST	[Feature description] Describe what the feature does and what the benefits are to the user. $COST
[Feature name]	**[Feature name]**	**[Feature name]**
[Feature description] Describe what the feature does and what the benefits are to the user. $COST	[Feature description] Describe what the feature does and what the benefits are to the user. $COST	[Feature description] Describe what the feature does and what the benefits are to the user. $COST
[Feature name]	**[Feature name]**	**[Feature name]**
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DEFINITION: SECTION 1 – LECTURE 18

Planning for User Testing

Create a basic user testing plan.

Who are you're testing for? What type of user? Age, gender, job role (if applicable)?
e.g. Women between 18 – 35.

What are the most popular devices they'll use?
e.g. iPhone 5, iPad 2+, desktop (1024 pixels and up).

What OS/browser combinations are most popular among your audience?
e.g. Windows 8 Internet Explorer, OS X Safari, iOS X Firefox.

What connection speeds do they have (3G, 4G, broadband)?

How tech-savvy is your demographic? e.g. fairly tech-savvy, smartphone owner, social media user.

Prioritize browser & device support.

FULLY SUPPORTED Devices, Browsers & Platforms	PARTIALLY SUPPORTED Devices, Browsers & Platforms	NOT SUPPORTED Devices, Browsers & Platforms

Exercise: Identifying Content Workflows

Ask questions of content stakeholders:

Identify everyone and anyone associated with creating, editing, approving or requesting content. Set up a half- or full-day meeting with those people in the room and ask them the following questions — and diagram the answers as shown in the exercise video:

What is your current process for creating and publishing content?

Which parts of that process work well? Which don't?

Which people — in what roles — are responsible for the following tasks & activities?

- *Adding text, photos, video, Twitter feeds, forms, etc.*
- *Creating new pages*
- *Deleting pages and digital assets*
- *Adding or updating metadata*
- *Publishing content to a test server*
- *Returning new or edited content with comments for revisions*
- *Scheduling content for publication*
- *Formatting headers, tables, captions, links, etc.*

Can authors create new pages or just edit existing ones?

Who is authorized to create subfolders (subdirectories)?

Can authors delete pages? What about other digital assets like photos, videos, etc?

Can editors approve content across the entire site or just the sections they're responsible for?

What about content *they own* that spreads across multiple sections of the site?

Do you need to manage multiple approvers (editors)? Are requests for approval delegated to other approvers if an assigned editor is out of the office?

How should workflow be managed when multiple authors are working on the same page?

Are content managers involved in the workflow process? Are they informed about publishing updates? Are they responsible for documenting changes in the system somewhere?

ARCHITECTURE: SECTION 2 – LECTURE 33

5 States that affect context

Write down any instances within the following states that may affect your IA:

PHYSICAL:

ENVIRONMENTAL:

PREFERENTIAL:

EMOTIONAL

COGNITIVE:

ARCHITECTURE: SECTION 2 – LECTURE 39 EXERCISE

Determining Information Priority

Use this table to determine Information Priority, as shown in the video. Rank each information category with a number from 1-X (dependent on the number of categories). 1 is most important, X is least important.

Category	Client Rank	User Rank

ARCHITECTURE: SECTION 2 – LECTURE 54 EXERCISE

Determining Key Navigation Paths

First: Identify valuable outcomes.

1. **What's the value proposition?** Is it clear why they should sign up or access specific information? If there's no sense of reward, people won't take the risk — even if it's an incredibly tiny risk!

2. **What do users want to happen, and what do you (or your client) want to happen?** What outcomes deliver the most value to both the user and the business? Think hard about this, because the things that people find valuable are not always as obvious as they seem.

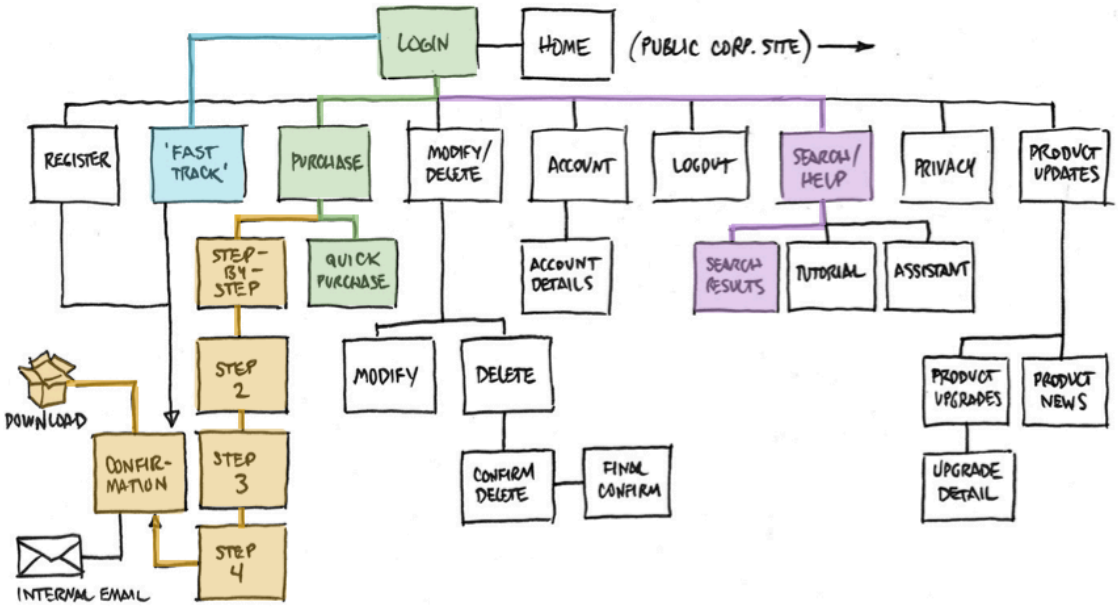
3. **How many valuable outcomes exist, and how important is each?** There may be multiple activities within your site that delver value, but they are not all equally important. If a user only follows one, which should it be?

Next: Identify the direct paths to that value.

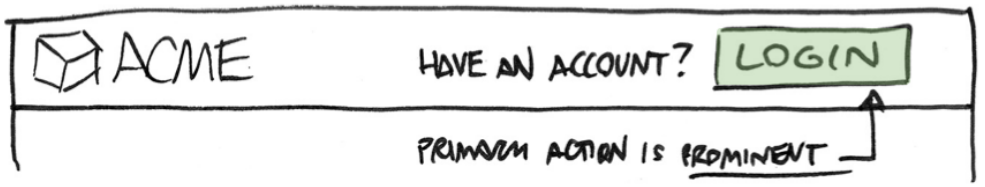
1. **Is the path to that value obvious?** Are opportunities to interact visible? From the home page, can a user immediately see the path that gets them to their goal in the fastest or easiest manner?

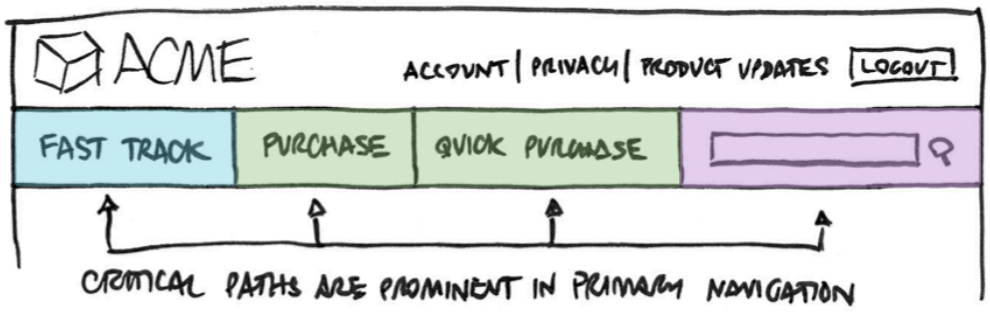
2. **Does that path also answer questions?** Does navigation provide a visible answer to "how do I...?" You're not there to answer these questions in conversation — exposing key navigation paths, however, can and should.

Once you figure out what the critical pages and paths are, **highlight them in your IA model,** as shown in this example:



Then, expose those paths in your wireframe UI design, as shown in these examples:





ARCHITECTURE: SECTION 2 – LECTURE 58

Prototype Sketching

Use the space here to sketch quick wireframe prototypes. Focus on arranging elements, not visual design. Label elements, but don't spend more than 2 minutes on each sketch:

YOUR SKETCHES + NOTES

YOUR SKETCHES + NOTES

YOUR SKETCHES + NOTES

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