Group Exercise: Site Design

# Overview

Your first job out of college is for an entrepreneur who’s made his fortune with his uncanny knack for buying the right domain names, then hiring a small clever creative team to build a killer web site for it. He has purchased what he believes will be one of the biggest killer domain names of his career and assigned it to you. It’s now up to you to design a site for it. To help you out, he has carefully selected teammates to assist you. Needless to say, if you do this job well, your career is assured. Break into groups of 4 or so, and get started on this killer new site!

The domain your boss has purchased is: **octolist.net**

# Part 1: Define Purpose

1. Why does this site exist?
2. What do you hope to achieve with it?
3. What's the Goal?

# Part 2: Consider Audience

1. Who will be using your site?
2. What are some characteristics of these users?
3. What technology will they have?
4. How might that affect your design?

# Part 3: Gather Ideas & Brainstorm

* List numerous ideas without being critical
* An off-the-wall idea may help bring an excellent 'reasonable' idea to mind
* List features
* Examine other sites
* Ask potential users

# Part 4: Organize Ideas

* Take ideas and consider them
  + Do they help the goals of the site defined at the beginning?
  + Seek maximum impact with minimum resource consumption
* Sort ideas into categories

# Part 5: Organize Information

* The structure upon which you will build the site
* Needs to be thought out before design
* Doesn't need to be absolutely rigid (strong, yet flexible)

# Part 6: Determine Navigation

* How should this be organized?
  + By category?
  + By date?
  + By alphabetical order?
  + Others?
* Draw a conceptual diagram.

# Part 7: Sketch Pages

Use Blank Paper and Design Tools provided by your professor.

# Part 8: Present Design to the Class

Probably at the beginning of next class, unless we have time today!