The Web Design Process

1. One-Pagers

The One-Pager

★ Defines the scope and purpose of the project.

★ Explores personas and user archetypes.

★ Gets the client and team on the same page.

★ Typical outline:

   ★ Short elevator pitch

   ★ Long elevator pitch/description

   ★ Personas (user archetypes)

   ★ Comparable sites/competitors

2. UX/Content

Content & User Experience

★ Content is crucial to good design. In an ideal world, we have complete content to design against at the onset of the project.

★ Before we wireframe, we need to know how much, and what kind of content we'll be dealing with.

★ Sketching user flow thumbnails can help with content placement.

★ Content should be crafted using good web writing techniques.

NG FRIENDS)

LINKED ACCOUNTS

ADD FRIENDS

INVITES SENT

FACEBOOK PERMISSIONS

FRIENDS' LIST

The list will allow users to select up to 5 friends to send invites to.

If a 6th invite is sent, the user will be notified of the 5 invite limit through a notification.

SYNCING SOCIAL ACCOUNTS

In this screen we as the user to Sync accounts for the purpose of inviting friends, sharing content and enhancing their overall social experience.

SYNCING ACCOUNTS

After entering credentials and being authenticated, the friends list will be immediately shown.

2 of the 3 accounts will remain unsynced. Syncing will happen after account creation in the settings.

TWITTER PERMISSIONS

UNSYNCED ACCOUNTS

Tapping on the unselected accounts will bring the user back to the authentication screen for that respective account.

PREFERENCES

Other social preferences may be available per synced account. Example shows automatic sharing to Facebook Timeline
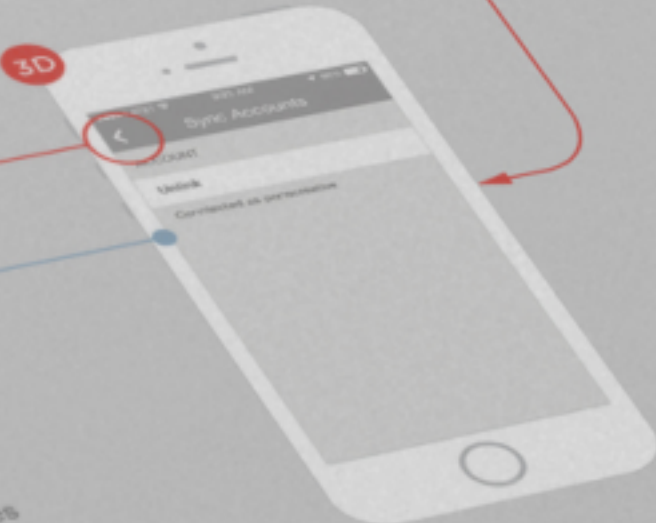
UNLINK ACCOUNTS

Accounts can be unlinked after being synced by tapping on the user name.

CONTACT PERMISSIONS

INVITED FRIEND

3. Wireframing

Wireframes

★ Low fidelity mockups that help to place content and other major screen elements.

★ Wireframes don't need to be in color—less is definitely more.

★ You can sketch wireframes or use one of the many online or desktop tools.

★ Wireframes should cover all major layouts and user interactions on a site.

4. Comps

Design Comps

★ Core design step in the overall design process.

★ Translate wireframes and content into complete design ideas.

★ Typical tools include Photoshop, Sketch and Browser/Markup.

★ This step will help you define your HTML and CSS patterns (in the production step).

5. Production

Production/Development

★ Depending on the project, HTML and CSS should be broken down to core components and defined in a pattern library (see Bootstrap).

★ Good markup matters—take care in marking up your content and be sure to use elements for their semantic meaning, not their style (style can be changed thanks to CSS).

★ You may have to work in other frameworks like Rails, Django or Node.

6. Testing

Testing

★ Generally, we test along the way using our browser's developer tools (Chrome) and cross checking our work in other locally installed browsers.

★ We can also test the design itself by having users perform tasks and measuring the results.

★ It's also a good idea to test the performance of the website by measuring its response time (usually in milliseconds)—faster is always better.