

349



The Design Process: One-Pagers



One-Pager Process



Why One-Pagers?

- ★ Defines the scope and purpose of the project.
- ★ Explores personas and user archetypes.
- ★ Gets the client and team on the same page.
- ★ The One-Pager acts as the primary source for the project—you should be referencing back to the short and long pitches as well as the personas as you move through the design process.




One-Pager Outline

- ★ **Short elevator pitch:** One well-thought out sentence that concisely describes your project.
- ★ **Long elevator pitch:** Roughly a one paragraph blurb on your project going into more detail than the short pitch.
- ★ **Personas:** These are made-up user archetypes that represent potential or known users of your project. Who is the target audience?
- ★ **Comps:** Comparable or competitive projects that are similar to yours.




Short Pitch



A web experience showcasing the
design work, leadership and
publications of Jeff Siarto



Long Pitch

A decorative header bar at the top of the slide, consisting of a horizontal row of colored squares. From left to right, the colors are: green, blue, purple, orange, yellow, white, grey, and dark blue.

Siarto.com will focus on sharing selected design work, projects and publications from Jeff Siarto, with an emphasis on showcasing his work as a creative director and in other design leadership roles. The site will also be the primary marketing outlet for his book, Head First Web Design and will serve as a secondary promotion to O'Reilly's site. Although not currently looking for work, Siarto.com must be able to "switch" into a mode that communicates to visitors if Jeff is available for project work.



Personas



Persona Guidelines

- Personas should be user archetypes of actual users you expect to visit the site
- They should be detailed enough that you can put yourself in their shoes during the design process.
- Think of the personas as “user representatives” to the design team--they’re here to inform and back-up decisions
- Personas can be well-researched, or just initial guesses at the users (more accuracy is better)



My Example Personas

- Head First reader
- Recruiter/headhunter/employer
- MSU affiliate



Comparables



Comparables Guide

- ★ Find sites that are doing similar things in your market—it's important to know about competing sites and services.
- ★ Find sites that match the look and feel you're going for—we're not going to copy, but we can use it for design ideas and inspiration.
- ★ Don't just throw a few sites in here, really spend some time researching your comparables.

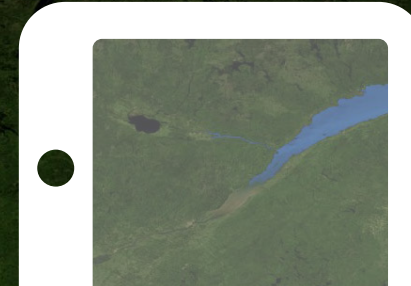


Example

LandCast

iOS/iPad Application

Landcast Viewer is a tablet application for showcasing and extending the reach of land information to scientists and non-scientists alike.



We collect data about our planet faster than we can develop technology and software to view, analyze and interpret the information. LandCast Viewer aims to showcase technology and techniques for the exploration and comparison of land data products and layers while making land information more accessible to the science community and general public. In particular, LandCast Viewer will act as a test bed for using mobile and tablet technology to explore new ways to communicate and visualize land information data.

PERSONAS



Rose the Educator
Specific science and
curated content interests.



Brian the Enthusiast
Science-minded data
junkie.



Joe the Explorer
General interest in Earth
science.

COMPS



Google Maps



Earth Now (JPL)



The Weather Channel