THE DESIGN PROCESS
INTERFACE DESIGN

USER PERSPECTIVE
Client needs, User needs, Usability, Features, Site Organization, Visual Designs

- Research
  Client Documentation (research, project brief, user profiles, feature specs, site maps, wireframes)

- Conceptual Designs
  Visual Mockups (round 1 designs, round 2 designs, round 3 designs, final designs)

- Visual Designs

- Production
  HTML & CSS (converting from photoshop to html, testing multiple layouts, css positioning, etc)

- QA & Launch

SYSTEM PERSPECTIVE
System needs, Scripting & Programming Languages, Content Management, Site Maintenance, Site Validation
THE DESIGN PROCESS

INTERFACE DESIGN

A MORE REALISTIC TIME ALLOCATION (for this course):

Weeks 1-2
Client Documentation (research, project brief, user profiles, feature specs, site maps, wireframes)

Weeks 3-9
Visual Mockups
(round 1 designs, round 2 designs, round 3 designs, final designs)

Weeks 10-16
HTML & CSS
(converting from photoshop to html, testing multiple layouts, css positioning, etc)
LESSON
TIPS, TRICKS, & ADVICE…

SOME TIPS FOR CHOOSING A CLIENT

» Try to choose a small client that needs a relatively small site (4-5 pages; no more than 10 max).

» If you unsure of which site you will choose, or if you have multiple options to choose from, do a creative brief for each of your potential options, and we will help you choose one in class.

SOME TIPS FOR CONSTRUCTING A CREATIVE BRIEF

» Conduct preliminary research on your web site and put together a creative brief. Your creative brief should include the following:

  » Project Title, Project Summary, Primary Objective, Target Audience, Analysis of Competition/Competitors, List of Assets needed, Examples of existing look and feel (visuals), and anything else that is important.
SOME TIPS FOR CONSTRUCTING A CREATIVE BRIEF

» Do plenty (several hours) of background research on your client, their competitors, and the industry
  » Become familiar with your client’s mission, primary objectives, and culture/personality
  » Take a look at all competitor sites (both small and large – raise the bar)
  » Identify the user base (to enable you to use user-centered design practices)

» Use Microsoft Word (or other word processing application capable of easily making .doc or .pdf files – such as Open Office Writer).
  » Do not spend too much time making it look pretty – it’s the content that counts.

» Be brief (1-2 pages)

» Use visuals (i.e. screenshots) to help describe certain aspects of your brief
  » ie. existing look & feel (screenshot of existing site), competitor site screenshots, etc.

» Look at the student examples from past years.
QUESTIONS?
NO QUESTION IS A DUMB QUESTION

IF YOU EVER HAVE ANY QUESTIONS REGARDING THE PROJECT, PLEASE USE LAULIMA

» Post any questions, concerns, etc. on the discussion board in Laulima.