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)

Planning

Visual Mockups (round 1 designs, round 2 designs, round 3 designs, final designs)

Designing

Coding

HTML/CSS/JS (converting from photoshop to html, testing multiple layouts, css positioning, etc)

Testing

SYSTEM PERSPECTIVE

System needs, Scripting & Programming Languages, Content Management, Site Maintenance, Site Validation
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CONCEPTUAL PLANNING
TIPS, TRICKS, & TECHNIQUES…

Research
- Project Brief
- Funct/Feature Specs
- User Profiles

Planning
- Site Maps
- Wireframes

Designing
- Color/Type Studies & Moodboards
- Visual Mockups

Brainstorm
CONCEPTUAL PLANNING
TIPS, TRICKS, & TECHNIQUES…

1. **CREATIVE BRIEF**
   - Define the primary site goal, define the target audience, conduct a competitive analysis

2. **USER PROFILES & SCENARIOS**
   - Define three typical users in detail, focus groups, surveys, interviews

3. **BRAINSTORMING & LISTS: FUNCTIONAL/FEATURE SPECIFICATIONS & USABILITY CHECKLIST**
   - Define the exact features of the site, identify your goals

4. **SITE MAPS**
   - Site information organization, breadth vs. depth, naming conventions

5. **WIREFRAMES**
   - Layout explorations, paper prototyping, navigation schemes & design patterns

6. **COLOR & TYPOGRAPHY STUDIES**
   - Font exploration, color palettes, etc.

7. **MOODBOARDS**
   - Visual examples for style identification and inspiration
MAKE LISTS

» List #1: Site Features & Functionality
  » What does the client want/need?
  » What do the users (target demographic) want/need?
  » What are the technical specifications (system needs)?

» List #2: Designer Goals
  » What is your goal as a designer for this project?
    » Expand portfolio? Broaden visual range? Implement new technologies?
LIST EXAMPLE #1 – Client/User/System (Restaurant/Dining)

» Client wants/needs
  » New, fresh look that is more professional and sophisticated
  » New logo/branding/identity
  » Web 2.0 integration (blog, CMS, news section, Twitter/Facebook feeds/links)

» User wants/needs
  » Access to the menu online in a readable/legible format
  » Phone number
  » Driving Directions
  » Online reservation system
  » Online ordering system

» Technical specifications
  » CMS w/Blog/RSS
  » Online reservation system
  » Online ordering system
LIST EXAMPLE #2 – Designer Goals

» Web 2.0 Style Site
  » Large rich typography
  » large into type block
  » large call-to-action buttons
  » custom icons
  » over-sized Web 2.0 footer
  » strong photography with shallow depth-of-field
  » custom illustration
  » grid based with staggered multiple columns and strong typesetting
  » Drop-case intro paragraphs

» Technologies
  » Custom Wordpress Theme
  » Shopping Cart System
  » JQuery Slider
  » @font-face
  » CSS3 Rounded Corners
SITE MAP AND WIREFRAMES

» Sketch first
  » Sketch, sketch, sketch, sketch, sketch. Make multiple sketches.
    » “Thumbnails”
  » As you sketch, think about usability concerns such as:
    » The navigation & categories – should certain items be moved around, renamed, etc.
    » Naming conventions
    » Hierarchy of features, functionality, and content
  » If you go digital, consider working in either Power Point or Illustrator (for speed)
    » Consider using power point’s built-in organization chart diagram feature for ease.
Michael Vedders and Mark Erickson creating pages on the fly
Paper wireframing: digitally redrawing the analog versions
Reconcile "Add Student"

- Keep the Cost Estimate section general, the same.
- Incorporate other notes...

- Can they do they want to add multiple courses to the same course/package?
- Cost Estimate (rename) - facilitates concept - does this make sense?
- How often do 3A's make multiple options?
- Am I over-complicating?
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Perk Up!
Do all caps for 'Wuthering Heights'
Chuck Anderson

My Art & Graphic
Designer Teachers at High
School made me promise
I would never throw
away my talent &
become a hairdresser.
Seven Years later I
realised they were right

Chuck has also worked for Google,
Absolut Vodka, Reebok & Fall Out Boy
to name a few...
I was slightly horrified when I found out
he is only 24!! One tiny year older than me.
I aspire to be as great as this!

The Courteeners
GOLDHAWK
DJ TODDLA T
DOORLY
NICOLA BEAR
TUE 22ND JUNE
IBIZA ROCKS HOTEL

Money
We work to get paid after all

Friends

Music

Oh, the Places
You’ll Go!

Travelling inspires me, different cultures
& people all influence new & exciting
t ideas.

IBIZA ROCKS
TIP: CREATE A SLIDING CRITERIA DESIGN CHART THAT WILL FIT YOUR CLIENT NEEDS

- Low Risk ★★★★★
- Muted ★★★★★
- Light ★★★★★
- Flat ★★★★★
- Minimal ★★★★★
- Professional ★★★★★
- Technical ★★★★★

High Risk ★★★★★
Colorful ★★★★★
Dark ★★★★★
Depth ★★★★★
Busy ★★★★★
Playful ★★★★★
Human ★★★★★
A LOW RISK SLIDING CRITERIA DESIGN CHART EXAMPLE

- Low Risk
- Muted
- Light
- Flat
- Minimal
- Professional
- Technical

High Risk
Colorful
Dark
Depth
Busy
Playful
Human
A High Risk Sliding Criteria Design Chart Example

- Low Risk: Muted, Light, Flat, Minimal, Professional, Technical
- High Risk: Colorful, Dark, Depth, Busy, Playful, Human
we can create
a Masterpiece
for your loved ones

Destry Janna

HOME ABOUT PRODUCTS SHOWCASE

about Destry Janna

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id massa quis nunc mattis euismod. Maecenas sapien odio, vehicula quis, tincidunt quis, adipiscing eu, lorem.


LESSON
TIPS, TRICKS, & TECHNIQUES…

SLIDING CRITERIA DESIGN CHART

» Low Risk  —  High Risk
» Muted     —  Colorful
» Light     —  Dark
» Flat      —  Depth
» Minimal   —  Busy
» Professional —  Playful
» Technical —  Human
Welcome

Destry Janna’s unique gifts and creative baskets was started because of a strong desire to make and give people unusual gifts and baskets. I was tired of seeing the same old typical gift baskets and wanted to offer a beautifully artistic alternative.

A wise inspirational speaker once told me that everything is bought based on emotion. I also believe the saying that it is better to give than receive. You know that feeling when you found the perfect gift for someone and can’t wait for them to open it. That’s the kind of feeling I want you to feel everytime you purchase something special for someone. I live my days with a passion for everything I do and it should be the same when you buy someone a gift. I think you should put all your effort into making it fabulous, otherwise why bother!

I look forward to hearing from you so we can create a masterpiece for your loved ones together.

All my best,
SLIDING CRITERIA DESIGN CHART

- Low Risk ➔ High Risk
- Muted ➔ Colorful
- Light ➔ Dark
- Flat ➔ Depth
- Minimal ➔ Busy
- Professional ➔ Playful
- Technical ➔ Human
Brand, Content, and Visual Design

User Experience Intensive, October 2009

Maria Giudice, CEO and Founder of Hot Studio

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Content Strategy Process

This document outlines the main activities and deliverables that a content strategist (CS) may do on a given project. It is intended to help us determine level of effort when scoping new projects.

There is a lot of potential overlap between the CS’s role and the lead user experience architect’s (UXA) role. Some of the activities listed below may be performed by the UXA, rather than the CS. Consider this document a reminder of the potential activities a CS could do, but don’t assume that each is required for every project.

**Discovery**
Gather information about content and messaging needs of users and publishing needs of business stakeholders.

- Participate in user and/or stakeholder interviews
- Incorporate content questions in surveys
- Review existing content; identify challenges and opportunities
- Add content perspective to competitive audit
- Participate in UX workshop
- Write/edit parts of Discovery document

**Strategy**
Develop strategic recommendations related to content. (Gaps? New sections? Shift in tone? Address new tasks or users? Nomenclature changes? Role of UGC?)

- Conduct content workshop (e.g., card sort, voice/tone, messaging, nomenclature)
- Create content needs analysis
- Consult with UX on high level site map
- Participate in brand workshop (if doing work on voice & tone)
- Create voice and tone guidelines
- Create content inventory
- Create nomenclature guidelines
- Write sample copy for schematics
- Write/edit parts of Strategy document

**Design**
Plan editorial process. Write. Edit.

- Identify the level of detail tech team needs in content inventory and content specifications
- Start content style guide
- Start content inventory
- Define page types (with UX and VD input)
- Write content specifications (e.g., assign page types, word counts, headline styles, frequency of updates, etc.)
- Create editorial plan for launch and post-launch (could include workshop)
- Writing & editing

**Build/Transfer**
Sync up with UX, VD, and tech to make sure final documentation is consistent. Finalize documentation and hand off to client’s editorial team.

- Finalize all documentation
- Content handoff workshop(s) (with editorial team and developers)

**Deliverables**
- Content style guide (draft)
- Content delivery plan (draft)
- Content (draft)
- Content style guide (final)
- Content delivery plan (final)
- Content (final)

Content strategy 101
Design activities

User Experience
- Stakeholder interviews
- User interviews
- Design workshops
- Site audit
- Competitive review
- Technical discovery

Strategy
- User profiles
- Scenarios & task flows
- Hi-level site map
- Schematics
- Feature prioritization
- Business & tech requirements
- SEO & SMM Strategy
- Usability Testing

Design
- Revised site map
- Schematics
- Design concepts
- Design refinement
- Design extension
- Development planning

Build
- Page framework
- Sample code
- Front-end templates
- CMS Build
- Implementation

Transfer
- Style guide (optional)
- QA & Testing
- CMS Training, Service & Support (optional)
- Hosting configuration and site deployment (optional)
Brand attributes

USEFUL.

TOOL-BASED.

Inspiring

COLLABORATIVE

Inclusive

CREATIVE

RELEVANT

SPACE

Architecture Studio
A perfect presenter is a publicly recognized or celebrated leader who embodies the qualities, motivation, and active commitment with which the Academy identifies. While making decisions in both Discovery and Strategy, questions will be frequently asked: “What would E. O. Wilson (or the others) do?” or “Is this up to his/her standards?”

At the visual design discovery workshop, the stakeholders suggested many people who possess these qualities in addition to a high level of commitment to progressive ideas, lifelong learning, sustainability, activism, and overall commitment to the quality of life for all. They are all listed here and will all be considered.

**E. O. Wilson**
Outstanding thinker, communicator, writer. Passionate, knowledgeable, brilliant. Suggested a way to a way to save life on Earth.

**Leonard DiCaprio**
Because of star power, he has rare access to people and places; committed; smart; sincere; highly knowledgeable.

**Buckminster Fuller**
Academic, deeply sincere person, visionary, inspirational, inventor, hero to multiple generations.

**Sean Penn + Robin Wright**
California locals, out in front, there first, not in it for publicity, connected but not living in Hollywood (uses Hollywood), global force.

**Jon Krakauer**
Writer and mountaineer, well known for outdoor and mountain-climbing writing. Adventurer, teacher.

**Bono**
Extraordinary access to people and places; neutral, can speak to both sides; best mobilizer. Using celebrity for good.

**Mark Plotkin**
American ethnobotanist. Forward-looking/thinking, tied to the planet, younger, hip, adventurer.

**Neil Armstrong**
Explorer, long-standing inspiration, always striving to learn more, heroic, American legend.
Color
Site likes and dislikes
Button styles
Navigation treatment
1-10: How visually dense should the new site be?

In consideration of the style and visual tone of the new site, the question of visual density needs to be addressed. After discussion with the stakeholder team, it was determined that the new site should have a moderate amount of text, color, and imagery on each page. This allows for ultimate usability and brand expression.

1-10 scales

1. The new site should be spare and clean with a maximum of white space
2. The new site should be visually dense with both color and imagery on each page
3. The new site should have a moderate amount of text, color, and imagery on each page
4. The new site should have a moderate amount of text, color, and imagery on each page
5. The new site should have a moderate amount of text, color, and imagery on each page
6. The new site should have a moderate amount of text, color, and imagery on each page
7. The new site should have a moderate amount of text, color, and imagery on each page
8. The new site should have a moderate amount of text, color, and imagery on each page
9. The new site should have a moderate amount of text, color, and imagery on each page
10. The new site should have a moderate amount of text, color, and imagery on each page
1-10: How much should the new site differ from current site?

With the design of the new site, the stakeholders determined that it should possess a totally new look and feel that is unrelated to the existing site.

1-10 scales

The new site should look very much like the current site

The new site should look somewhat different from the current site

The new site should look totally different from the current site
Mood boards