EXAMPLE

- Princess Cruises
EXAMPLES

• Inspiration Interiors
  • http://www.inspirationinteriors.com

• IKEA
  • http://www.ikea.com
INTRODUCTION

- game plan for the semester
- overview of the web site & revised syllabus
- assignment
GAME PLAN

• Hybrid course format
• Critiques
  • Critiquing both the presenter and the critic
  • Class participation grade
• “Post mortem” sessions
LESSON

• What is Information Architecture?
  • [http://www.google.com/search?hl=en&q=define%3A+information+architecture](http://www.google.com/search?hl=en&q=define%3A+information+architecture)

• What is Usability?
  • *the degree to which people (users) can perform a set of required tasks.*
  • Considering a web site to be a “system”, the design goals should be:
    • Functionally Correct
    • Easy to Use
    • Easy to Learn
    • Easy to Remember
    • Error Tolerant
    • Subjectively pleasing
THE FULL DESIGN PROCESS

Requirements Analysis

Conceptual Design

Mock-ups & Prototypes

Production

Launch

Evaluation
THE FULL DESIGN PROCESS

Requirements Analysis  Conceptual Design  Mock-ups & Prototypes  Production  Launch

Evaluation
LESSON

• The Applied Real World Design Process (in brief)
  • RFP (Request for Proposal) – RFP document from company
  • Internal Requirements Analysis
    • Brief research – creative brief drafted
    • Internal Brainstorming Meeting – meeting notes taken
    • Client Presentation drafted (overview of recommendations, schedule, budget)
  • Initial Client Meeting
    • The Client Pitch (presentation)
    • Meeting notes with Action Items
  • Pre-production Documentation
    • More thorough usability research (interviews, scenarios, checklists)
    • Standard Client production documentation (schedule, budget, site maps, page maps, feature spec document, tech spec document)
  • Production Documentation
    • Feedback on the design (focus group results, user flow charts)
    • Design Document (contains all IA research and decisions to date for the client to review)
  • Post-production documentation
    • Details for how to end the project (maintenance plans, style guide, server reports)
LESSON

• Brief Discussion of Project Briefs and Creative Briefs
  • The “who”: defining your target audience
    • Age
    • Gender
    • Income
    • Education
    • Occupation
    • Computer experience
    • + anything else you think may be important
  • Differences (user preferences, browsers, hardware, etc.)
    • http://www.w3schools.com/browsers/browsers_stats.asp
    • http://www.thecounter.com/stats
LESSON

• Some tips for constructing a creative brief
  • Use Microsoft Word (or other word processing application capable of making .doc files, such as Open Office’s Writer).
  • Be brief (1-2 pages)
  • Optional: Use visuals (i.e. screenshots) to help describe certain aspects of your brief (existing look & feel, competitors, etc.)
    • If you choose to include images, be sure to pay attention to the file size of your document. Try not to exceed 1MB.
ASSIGNMENT

Due: Week 6

- Create a class web page for yourself to post all assignments
  - The url should be
    http://www2.hawaii.edu/~yourname/art155/index.html
ASSIGNMENT

• Creative Brief
  • Assignment: 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
    • Competition/competitors
    • Assets needed
    • What else is important?
  • Format: 8.5”x11” .pdf. Post a link to the word document on your class web page before class begins.

Due: Week 6
QUESTIONS

• Now is your chance to ask any questions that you may have regarding the course.
POST MORTEM

• How smoothly did today’s class run?
• What has slowed us down?
• What did we skip over?
• How can we be more efficient in the future?