JEN KRAMER, INSTRUCTOR
PLANNING & DESIGNING YOUR WEBSITE

CLASS NINE
DESIGN & CONTENT PT 2

Elevator pitch

Personas & scenarios

Tone/voice

Information architecture

Workflows

Wireframes

User testing

KJ analysis

Design

User experience

Rework the wireframes!

#330

A USER INTERFACE IS LIKE A JOKE. IF YOU HAVE TO EXPLAIN IT, IT'S NOT THAT GOOD.

STARTUPVITAMINS

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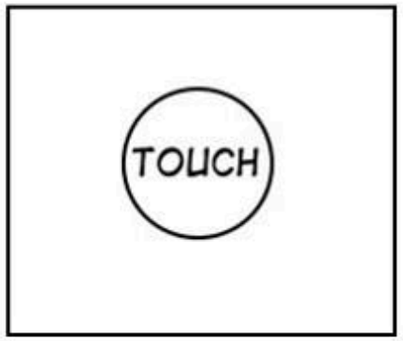
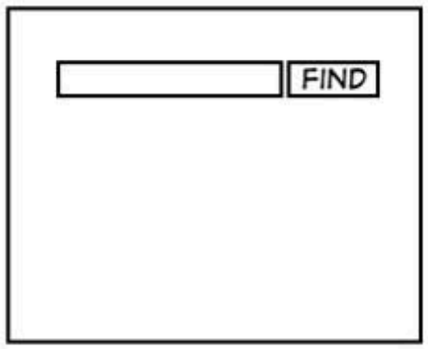
The user takes an unexpected path through the site

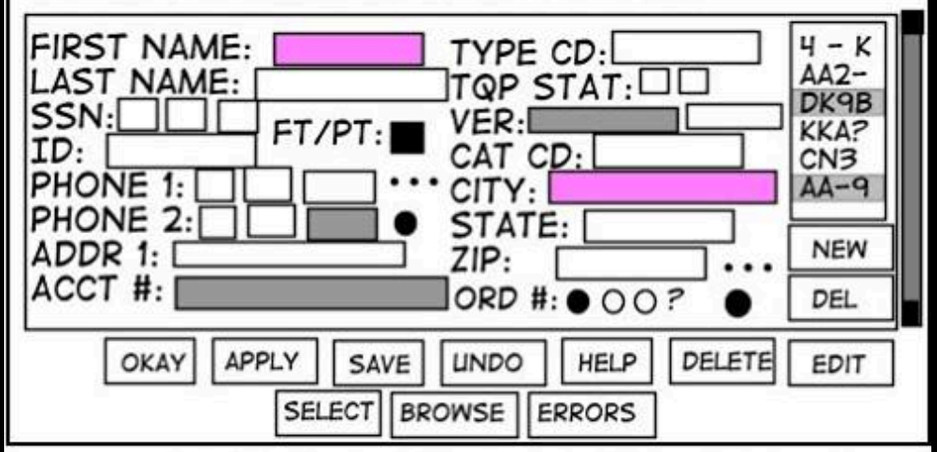
TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...



STUFFTHATHAPPENS.COM BY ERIC BURKE

The user has trouble with navigating the site, or navigating within a page

"What this all means is,
it depends."

The 5th Wave

By Rich Tennant

"OK, well, I think we all get the gist of where
Jerry was going with the site map."

The user reacts negatively to the copy, images, colors, branding

The 5th Wave

By Rich Tennant

You thought that feature was awesome,
but the user could care less

"Maybe it would help our Web site if we showed our products in action."

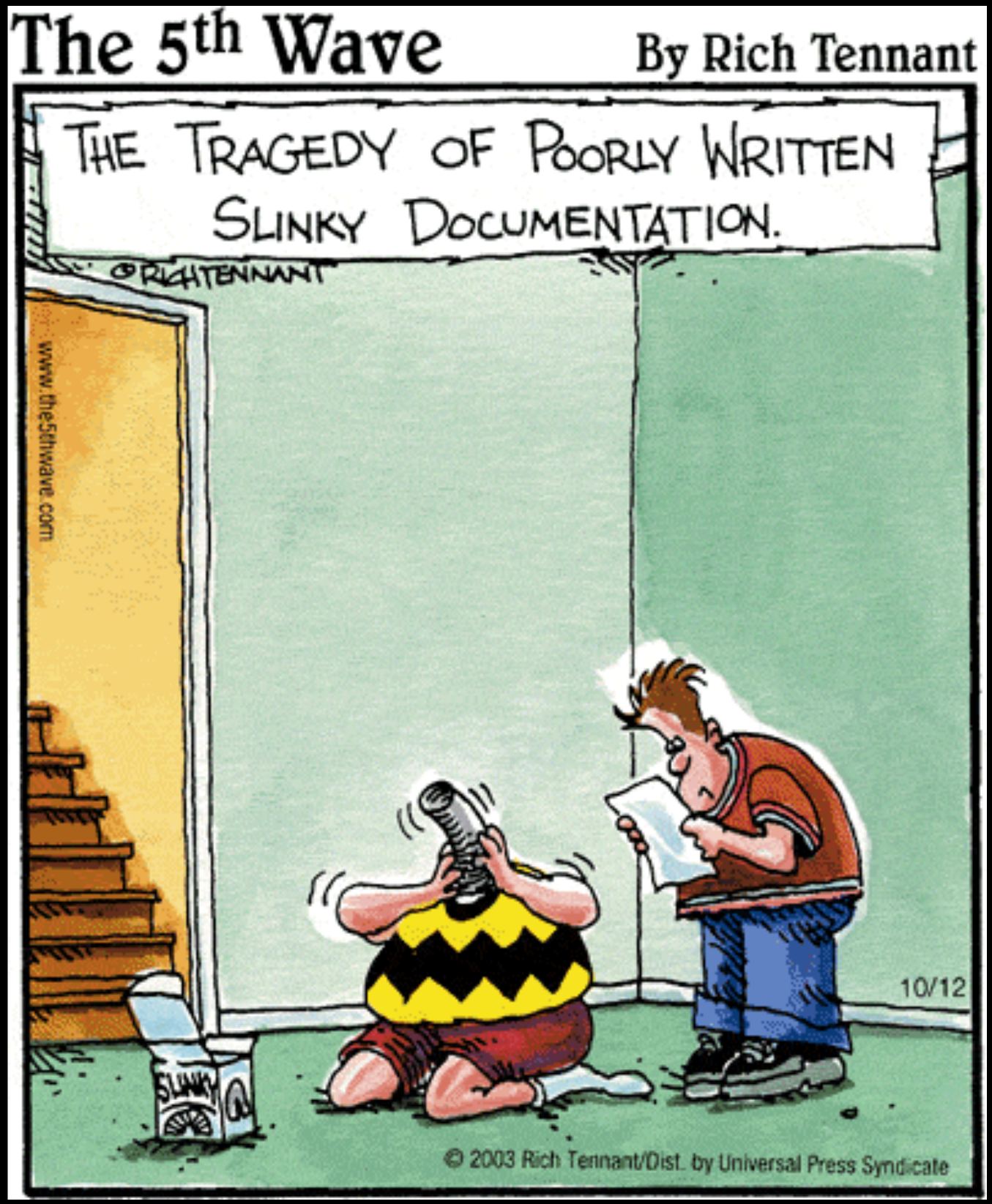
You identified the wrong user

"So someone's using your credit card info to buy stylish clothes, opera tickets and exercise equipment. In what way would this qualify as 'identity theft'?"

The user didn’t understand the message

The 5th Wave

By Rich Tennant



Time to iterate

THE LIFE OF A SOFTWARE ENGINEER.

CLEAN SLATE. SOLID FOUNDATIONS. THIS TIME I WILL BUILD THINGS THE RIGHT WAY.

MUCH LATER...

OH MY. I'VE DONE IT AGAIN, HAVEN'T I ?

MANU

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Assignment 3 discussion