

JEN KRAMER, INSTRUCTOR
PLANNING & DESIGNING YOUR WEBSITE

CLASS NINE

DESIGN & CONTENT PT 2

Elevator pitch

Personas & scenarios

Tone/voice

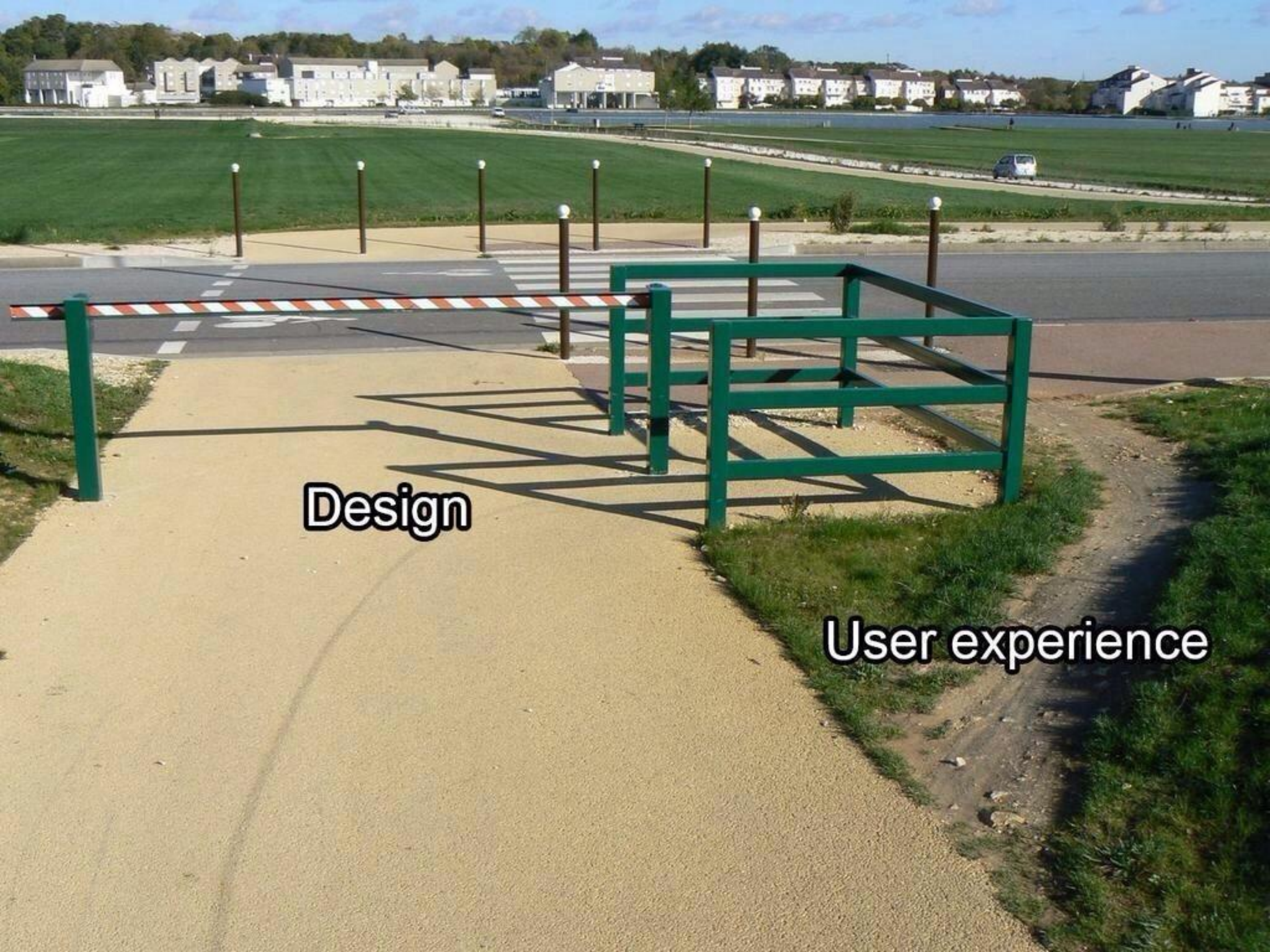
Information architecture

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

Elevator pitch

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Tone/voice

Information architecture

Workflows

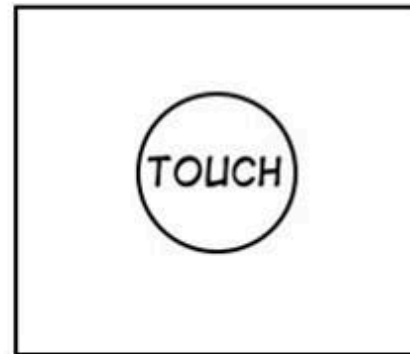
Wireframes

User testing

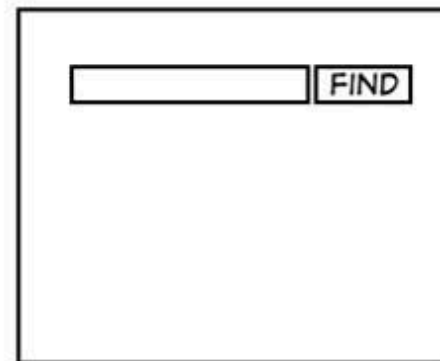
KJ analysis

The user takes an unexpected path
through the site

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

| | | | | |
|--|----------------------|-----------|--------------------------|---|
| FIRST NAME: | <input type="text"/> | TYPE CD: | <input type="text"/> | <div>4 - K AA2- DK9B KKA? CN3 AA-9</div> <div>NEW DEL</div> |
| LAST NAME: | <input type="text"/> | TQP STAT: | <input type="checkbox"/> | |
| SSN: | <input type="text"/> | VER: | <input type="text"/> | |
| ID: | <input type="text"/> | FT/PT: | <input type="checkbox"/> | |
| PHONE 1: | <input type="text"/> | CAT CD: | <input type="text"/> | |
| PHONE 2: | <input type="text"/> | CITY: | <input type="text"/> | |
| ADDR 1: | <input type="text"/> | STATE: | <input type="text"/> | |
| ACCT #: | <input type="text"/> | ZIP: | <input type="text"/> | |
| | | ORD #: | <input type="text"/> | |
| <div>OKAY APPLY SAVE UNDO HELP DELETE EDIT</div> <div>SELECT BROWSE ERRORS</div> | | | | |

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

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"What this all means is,
it depends."

The 5th Wave

By Rich Tennant

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www.the5thwave.com

10/27



"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

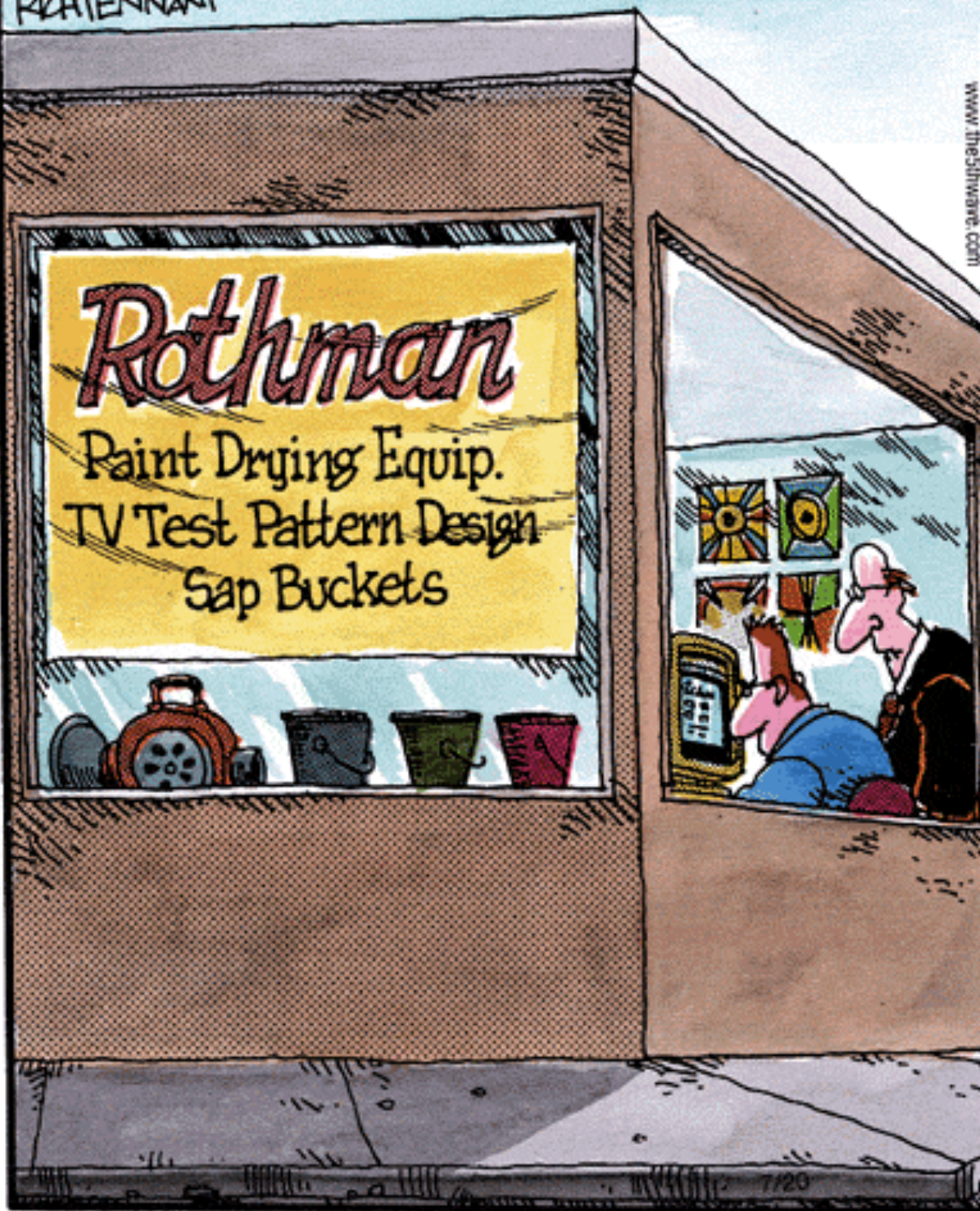
The 5th Wave

By Rich Tennant

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www.the5thwave.com



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

You identified the wrong user

The 5th Wave

By Rich Tennant

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"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

THE TRAGEDY OF POORLY WRITTEN
SLINKY DOCUMENTATION.

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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?



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Assignment 3 discussion