JEN KRAMER, INSTRUCTOR
PLANNING SUCCESSFUL WEBSITES & APPS

CLASS FIVE
IA TECHNIQUES: WORKFLOWS

Log into Squarespace

Email Address
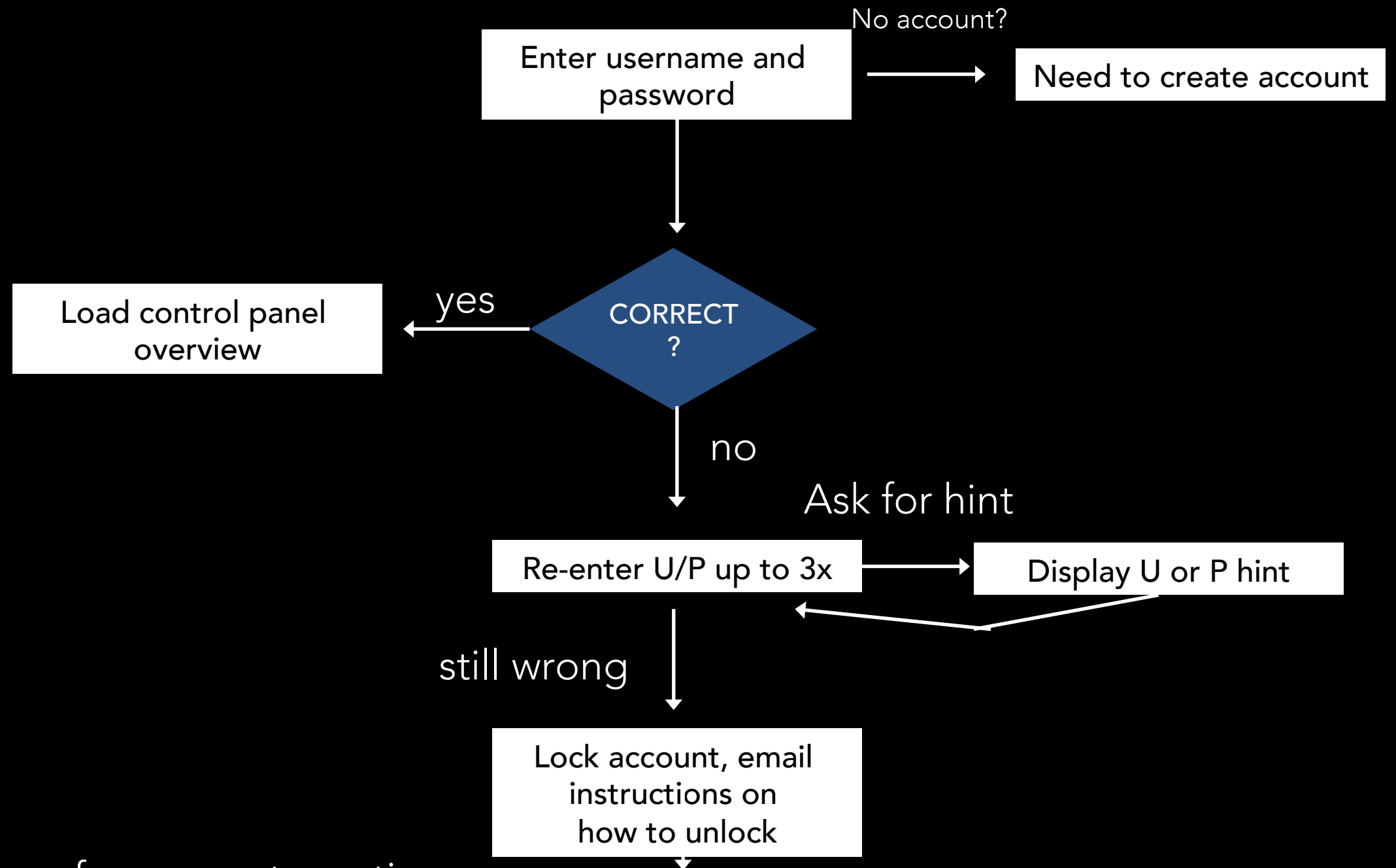
Password

Log In

Create an Account   Recover Account   Log in with Google

FLOWCHARTS

Enter username and
password

No account?

Need to create account

CORRECT
?

yes

Load control panel
overview

no

Ask for hint

Re-enter U/P up to 3x

Display U or P hint

still wrong

Lock account, email
instructions on
how to unlock

Add screens for account creation
Username and password hint screen
Write content for wrong u/p
Write content for how to unlock account
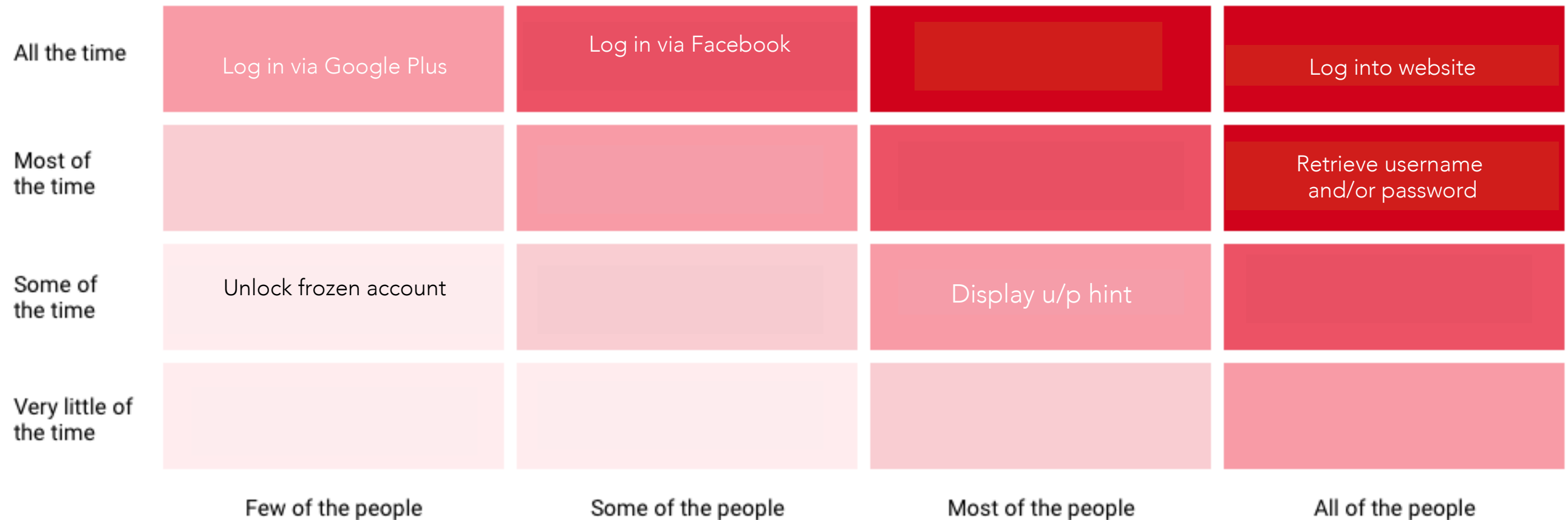Create locked account screen

TASK FLOW
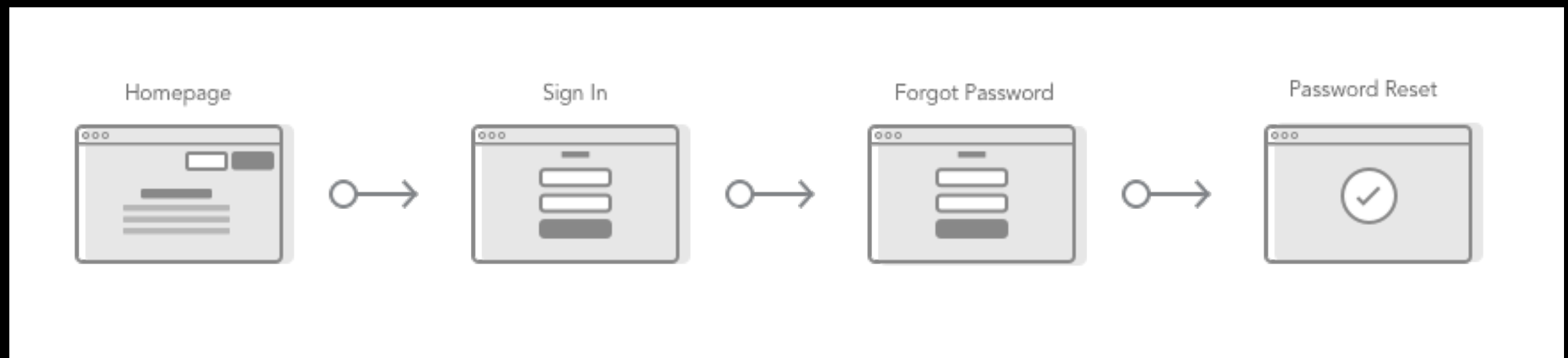
Single flow with no branching

RED ROUTES

	Few of the people	Some of the people	Most of the people	All of the people
All the time		Get auto-suggestions what you can cook and what you need	Easy search, add and edit ingredients	Find interesting recipes
Most of the time		Show recipes based on my habits	Filter recipes Filter ingredients in the list	Add your own ingredients and recipes
Some of the time	Use voice to add ingredients from fridge	Share recipes	Order food via internet	Remember my habits
Very little of the time	Connect your fridge	Scan food via smartphone		

Prioritization of the most important interactions

RED ROUTES

	Few of the people	Some of the people	Most of the people	All of the people
All the time	Log in via Google Plus	Log in via Facebook		Log into website
Most of the time				Retrieve username and/or password
Some of the time	Unlock frozen account		Display u/p hint	
Very little of the time				

Prioritization of the
most important interactions

- Workflows are most useful for interactive pieces of the site, less so for browsing content

- Not all sites need all types of workflows

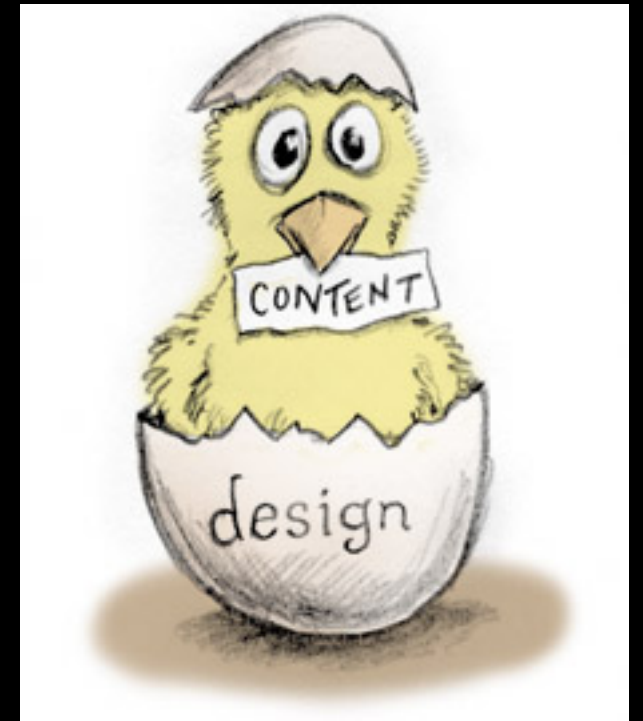 (These are samples of commonly used workflows – there are many others!)

- The most used interactions on the site should be the most usable.

JEN KRAMER, INSTRUCTOR
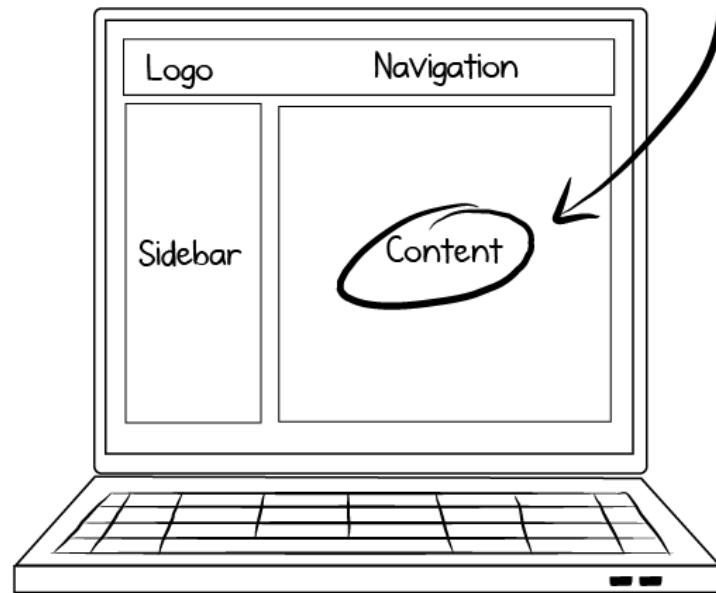PLANNING SUCCESSFUL WEBSITES & APPS

CLASS FIVE

WIREFRAMING
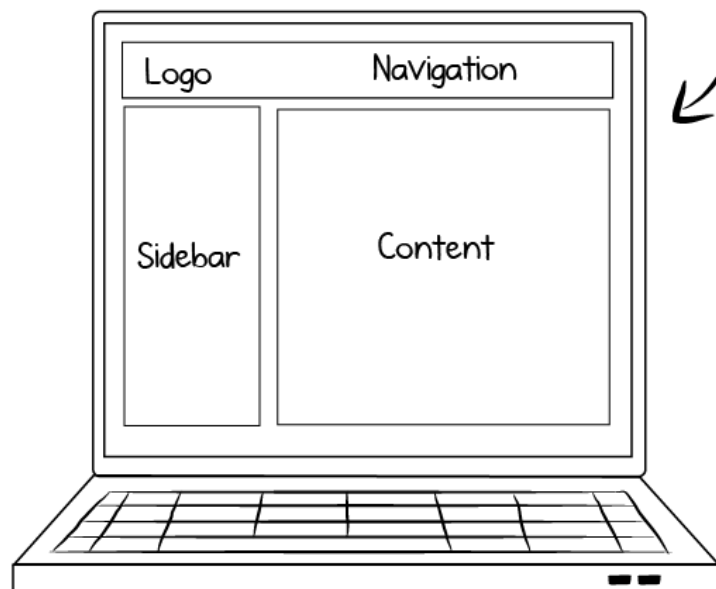
Elevator pitch

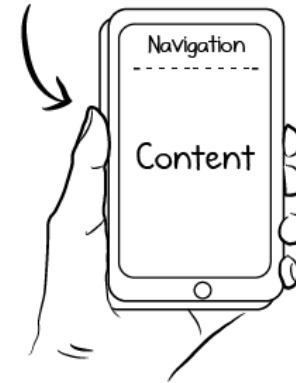Personas & scenarios

Branding

User journeys

Information architecture

Workflows

Wireframes

Tomato [Plant this]

Who's growing this?

Skud
[Skud's Backyard](#)
Thornbury, VIC, Australia

Quantity: 5
Planted: November 1, 2012
[12 posts](#)

Bob
[Bob's Really Long Name...](#)
San Francisco

Quantity: 5
Planted: November 1, 2012
[12 posts](#)

qwerty
[qwerty's Garden](#)
Nairobi, Kenya

Quantity: 5
Planted: November 1, 2012
[12 posts](#)

francine
[Francine's Jardin](#)
Lyon, France

Quantity: 5
Planted: November 1, 2012
[12 posts](#)

Scientific names

Some text
Some text

Growing tips
For London, UK [(change)](#)

Sun: *****
Water: *****

Planting dates:

More information

[Wikipedia](#)

[Practical Plants](#)

Emediat
Defining "Front Door"

Hello, Hannah   Logout

Change View: Zoetica & IIE
- Jordan
- Lebanon
- Morocco
- UAE
- Yemen

Welcome to E-mediat
Zoetica and IIE

Home	Resources	Discussion	Reports	Events

Share Resource   File   Photo   Link   Curriculum

Browse for File   [Browse]

Search for Resources

[Search] [Search]
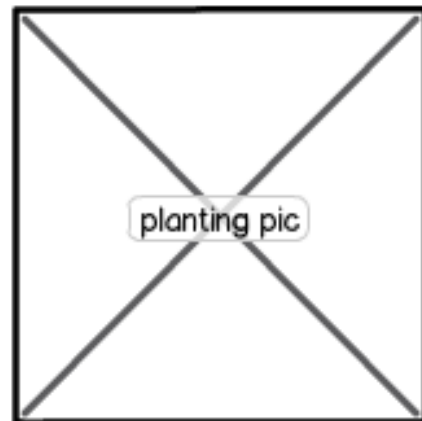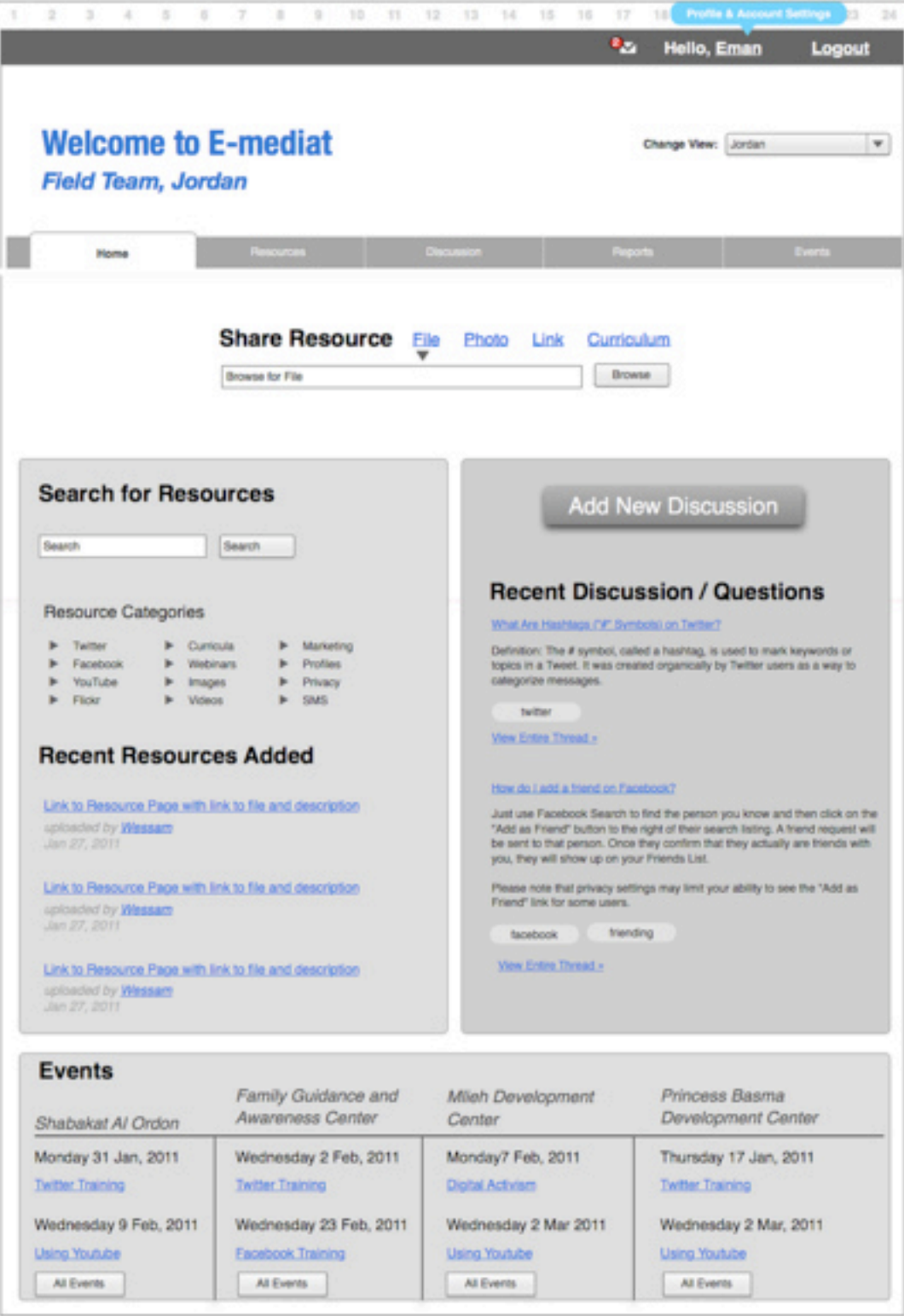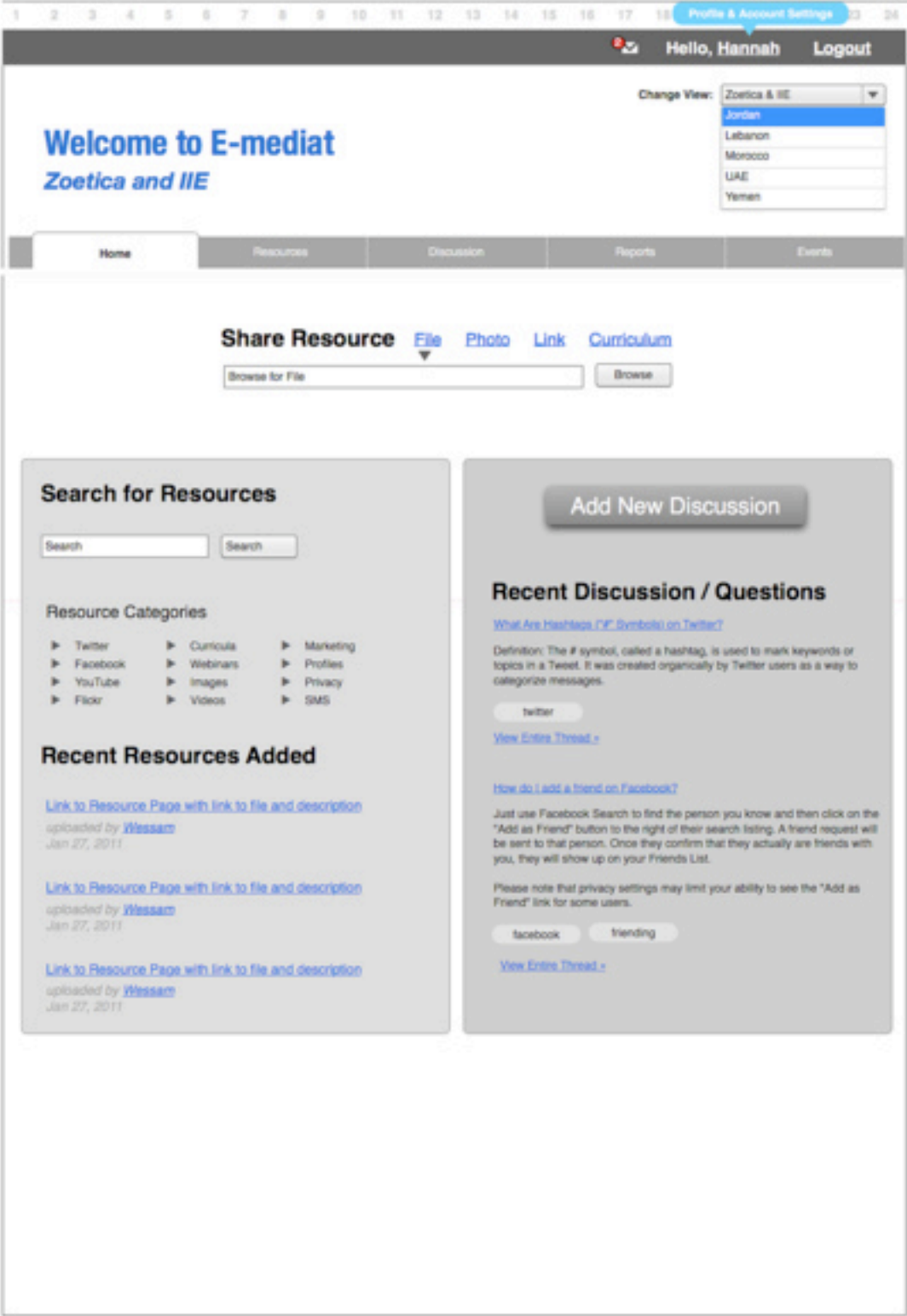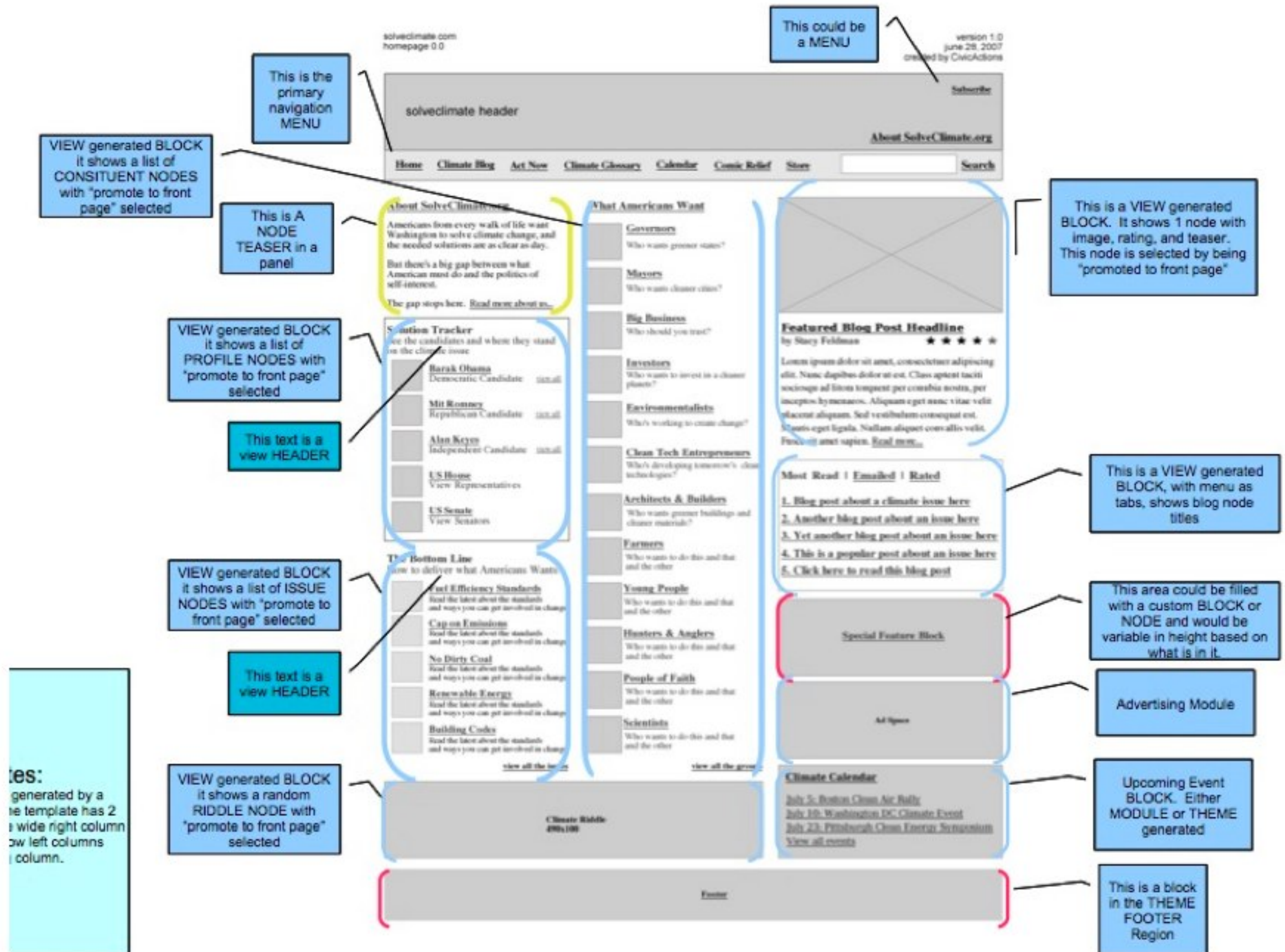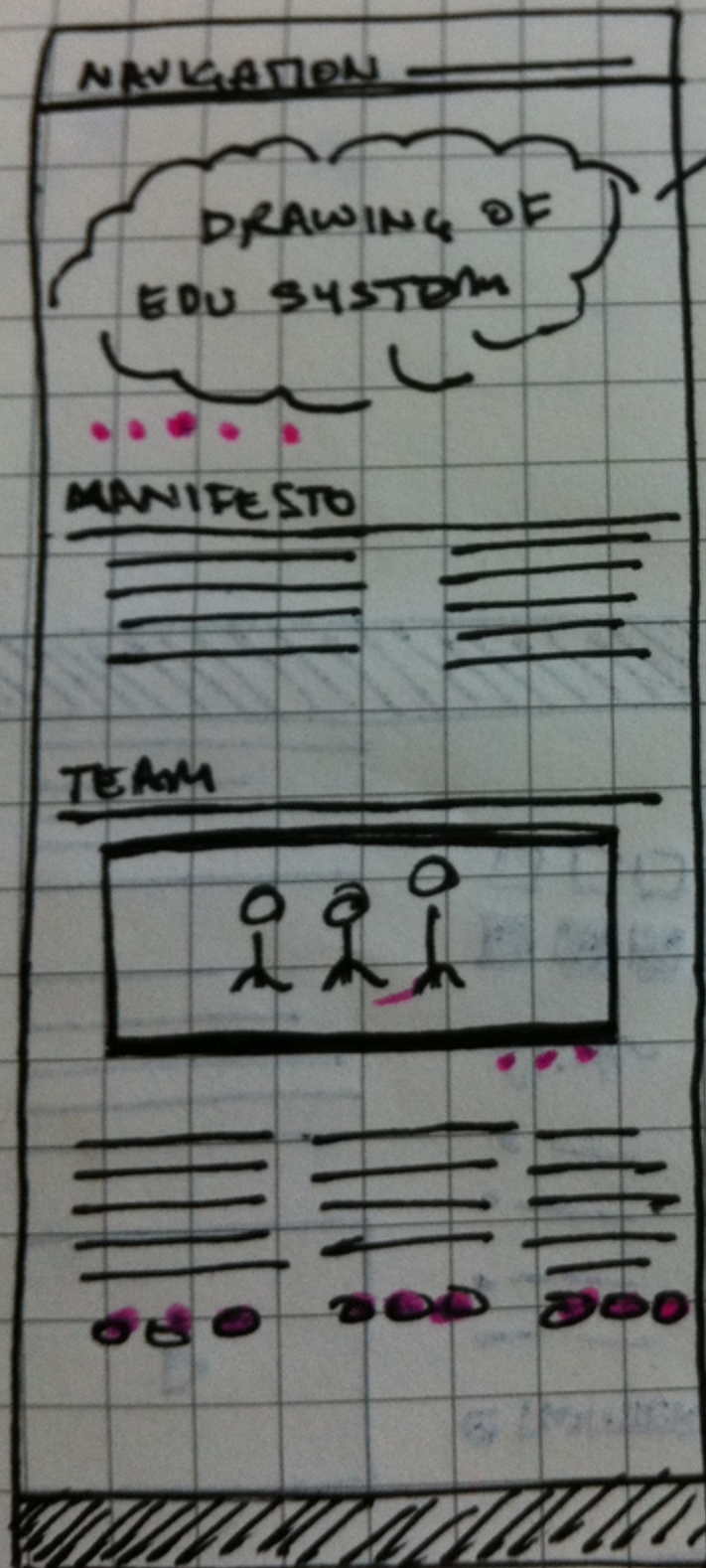
Resource Categories
- Twitter
- Facebook
- YouTube
- Flickr
- Curricula
- Webinars
- Images
- Videos
- Marketing
- Profiles
- Privacy
- SMS

Recent Resources Added

Link to Resource Page with link to file and description
uploaded by Wessam
Jan 27, 2011

Link to Resource Page with link to file and description
uploaded by Wessam
Jan 27, 2011

Link to Resource Page with link to file and description
uploaded by Wessam
Jan 27, 2011

Add New Discussion

Recent Discussion / Questions

What Are Hashtags ("#" Symbols) on Twitter?

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

[twitter]

View Entire Thread »

How do I add a friend on Facebook?

Just use Facebook Search to find the person you know and then click on the "Add as Friend" button to the right of their search listing. A friend request will be sent to that person. Once they confirm that they actually are friends with you, they will show up on your Friends List.

Please note that privacy settings may limit your ability to see the "Add as Friend" link for some users.

[facebook]   [friending]

View Entire Thread »

Hello, Eman   Logout

Change View: Jordan

Welcome to E-mediat
Field Team, Jordan

Home	Resources	Discussion	Reports	Events

Share Resource   File   Photo   Link   Curriculum

Browse for File   [Browse]

Search for Resources

[Search] [Search]

Resource Categories
- Twitter
- Facebook
- YouTube
- Flickr
- Curricula
- Webinars
- Images
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Recent Resources Added

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[facebook]   [friending]

View Entire Thread »

Events

Shabakat Al Ordon	Family Guidance and Awareness Center	Mileh Development Center	Princess Basma Development Center
Monday 31 Jan, 2011	Wednesday 2 Feb, 2011	Monday 7 Feb, 2011	Thursday 17 Jan, 2011
Twitter Training	Twitter Training	Digital Activism	Twitter Training
Wednesday 9 Feb, 2011	Wednesday 23 Feb, 2011	Wednesday 2 Mar 2011	Wednesday 2 Mar, 2011
Using Youtube	Facebook Training	Using Youtube	Using Youtube
[All Events]	[All Events]	[All Events]	[All Events]

Samples: Annotated Wireframe

ABOUT

NAVIGATION _____ _____

DRAWING OF
EDU SYSTEM

MANIFESTO

TEAM

FOOTER

CHALK BOARD
DRAWING OF WHAT
TUTORSPREE DOES

HOW DOES IT HELP?
KIDS?

- OPTION①
USE ONE LONG PAGE
DESCRIBE EVERYTHING
YOU DO

♥ T

ASK
QUES

FOLL
@ TU

Left phone (Analysefunktion):

3G

PURSE ANALYSE

LEBENSMITTEL 45%

BASISPRODUKTE
207,03 € — 75%

GETRÄNKE (ALKOHOLISCH)
4/1,00 — 21

ZURÜCK
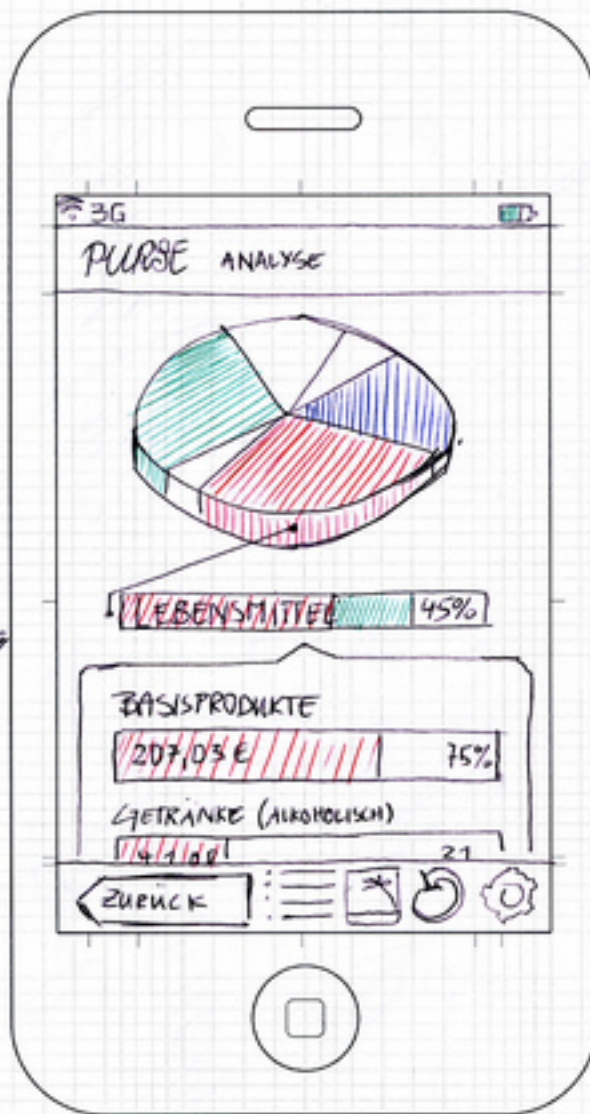
Scrollbar →

PREISE → ALSO VERSUCHE MICH UNTER BRINGEN

MEINE ZIELE FÜR REGELN

EINSTELLUNGEN → AUTOMATISCHER REFRESH MONATLICH

LISTENANSICHT MIT TAGS ODER TAG CLOUD!

BECKS
KATEGORIE: LEBENSMITTEL / LUXUS
MONATLICHER VERZEHR
3% — 14,05€

KONSUMORTE
ALDI SÜD — 75%
EDEKA NEUKAUF — 17%
DERWISCH DÖNER — 3%

— ANALYSEFUNKTION —

Right phone (Rechnungen):

3G

PURSE (RECHNUNGEN SUCHEN) 🔍

− 24,09€   EDEKA NEUKAUF SAARSTASSE 57 01.2.01
− 3,50€   DERWISCH DÖNER NEUSTRASSE 102
+ 10,00€   PETER SCHILLING PURSE TO PURSE
− 44,12€   ALDI SÜD GMBH 11.1.01 SAARSTR 12
+ 1,30€   EDEKA NEUKAUF SAARSTRASSE 1.1.01
− 41,43€   ORION GMBH 27.12.10 LEITERGASSE
− 13,99€   EIS.DE 23.12.10 WEB

ZURÜCK 📷 ▦ 🌐
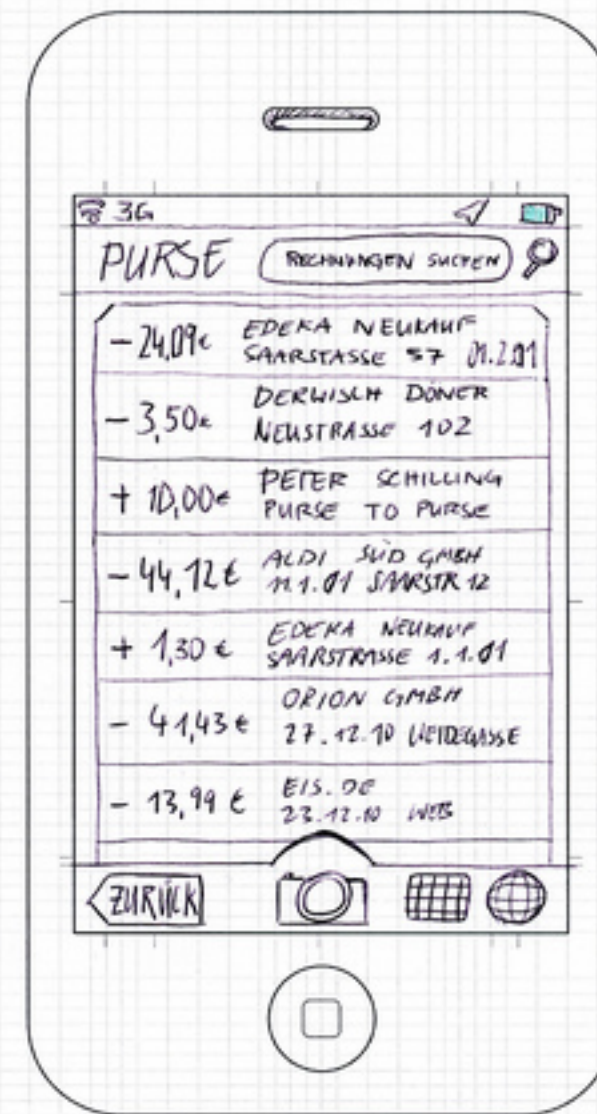
← RECHNUNGSLISTE MIT ADDRESSAT GEOTAG DATUM BETRAG

← KAMERA ZUM ABFOTOGRAFIEREN STARTEN.

MAPS STARTEN MIT GEOTAGS DER RECHNUNGEN

AUSSERDEM MIT KALENDERANSICHT

— RECHNUNGEN —
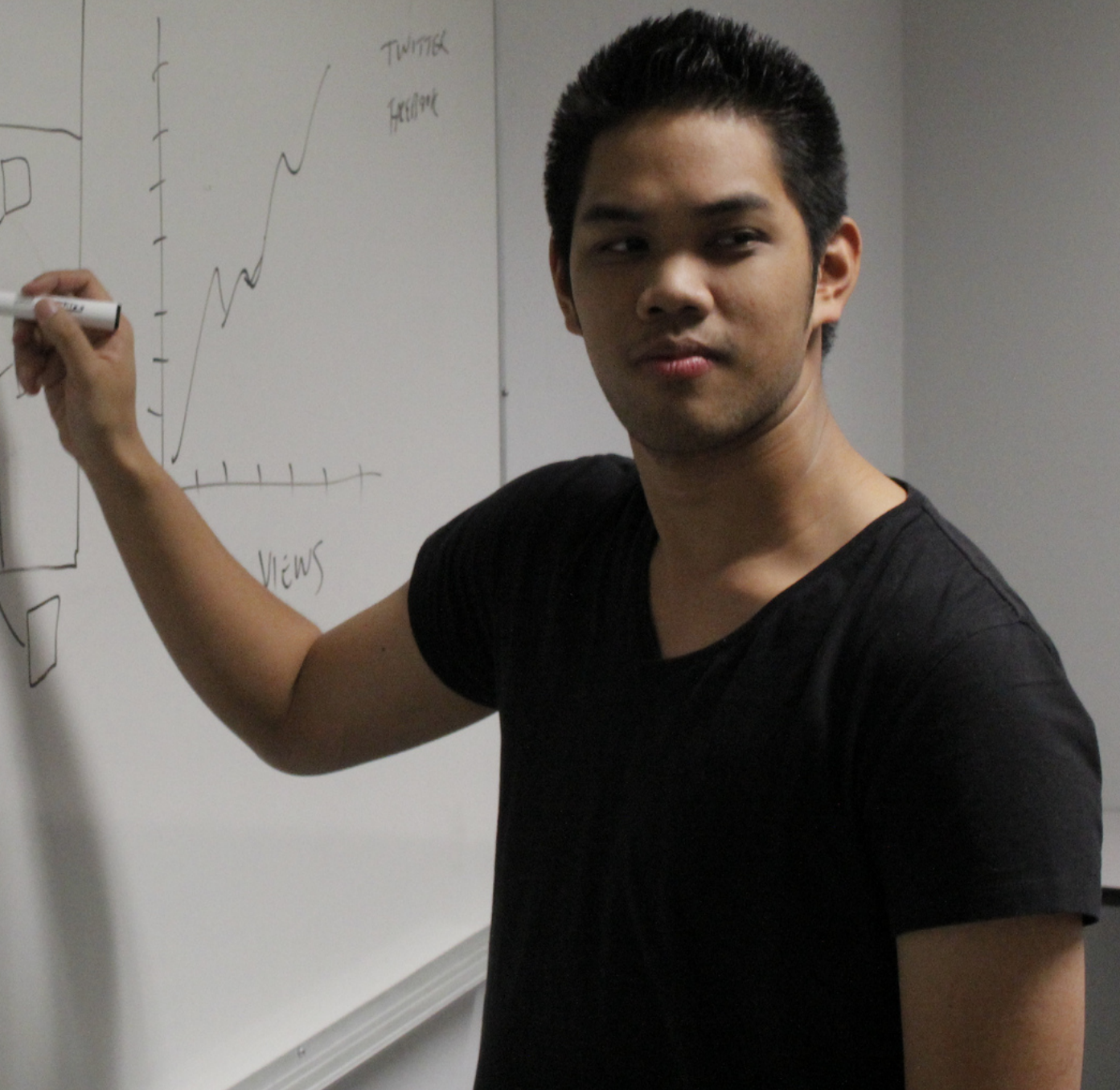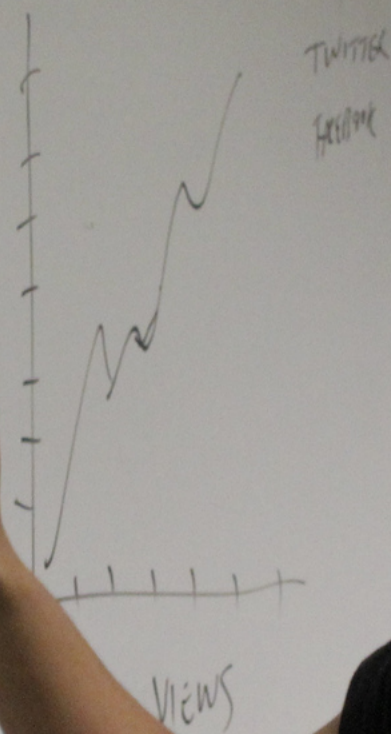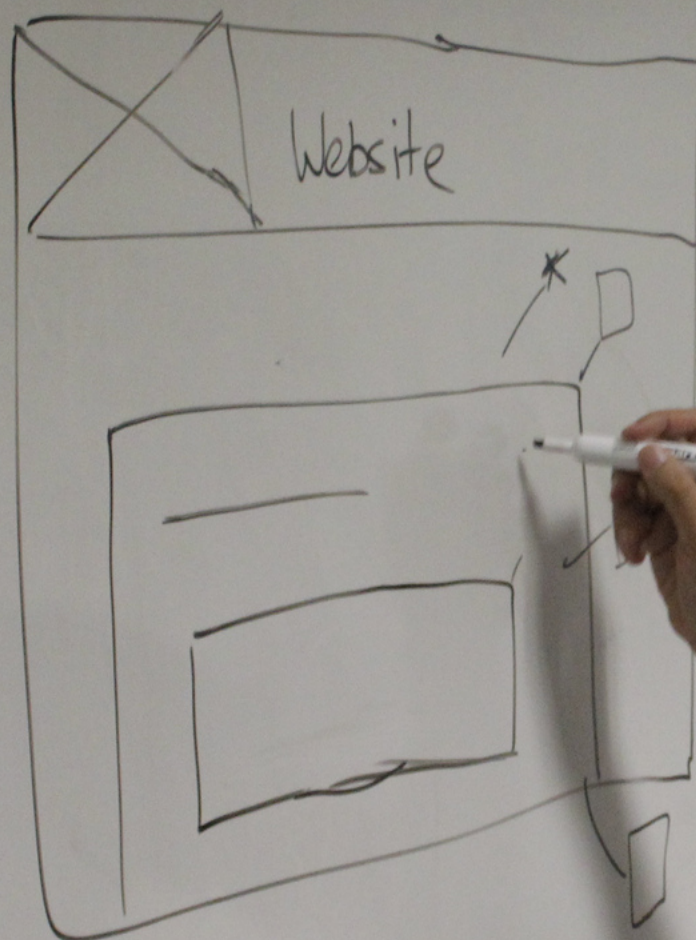
No/low color

(Almost) no photos

Generic fonts

Don't make it too pretty

Tomato [Plant this]
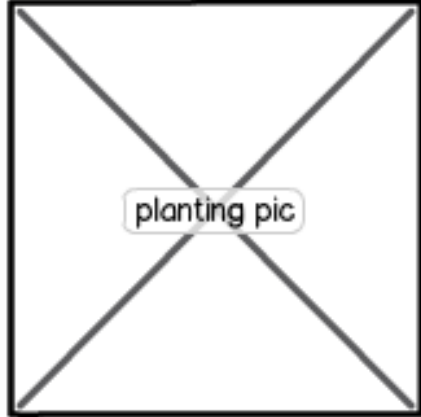
Who's growing this?

Skud

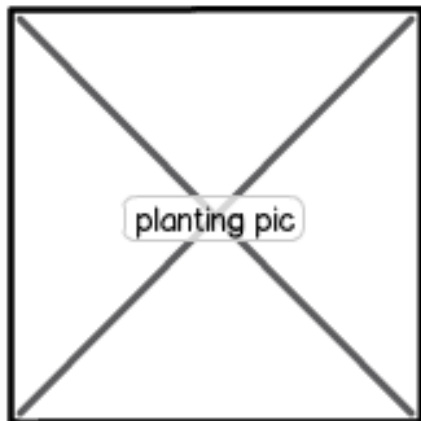Skud's Backyard
Thornbury, VIC, Australia

Quantity: 5
Planted: November 1, 2012
12 posts

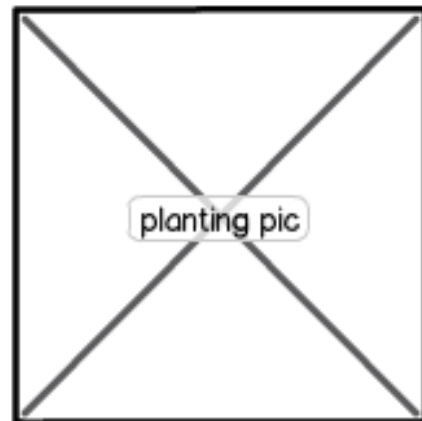### Bob

Bob's Really Long Name...
San Francisco

Quantity: 5
Planted: November 1, 2012
12 posts

qwerty

qwerty's Garden
Nairobi, Kenya

Quantity: 5
Planted: November 1, 2012
12 posts

francine

Francine's Jardin
Lyon, France

Quantity: 5
Planted: November 1, 2012
12 posts

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Some text
Some text

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For London, UK (change)

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Water: *****

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More information

Wikipedia

Practical Plants

Focus on element placement

Focus on what the page communicates

Tomato [Plant this]
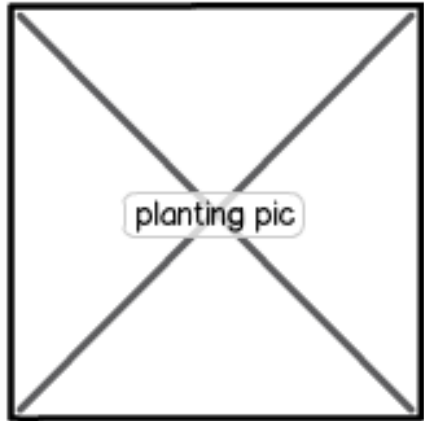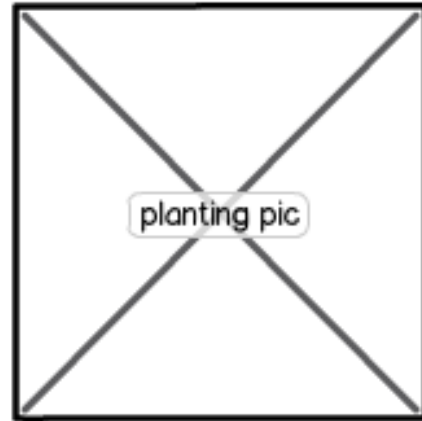
Who's growing this?

Skud

Skud's Backyard

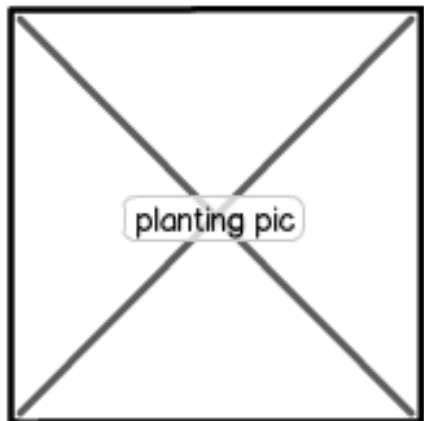Thornbury, VIC, Australia

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Bob's Really Long Name...

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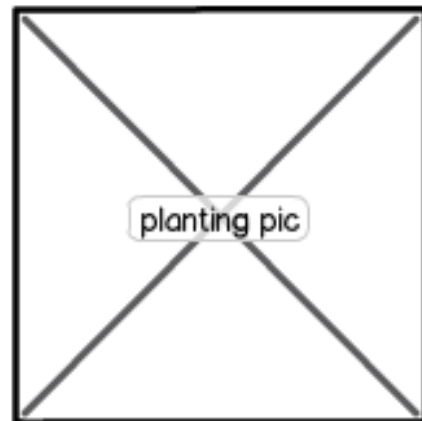Planted: November 1, 2012

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Don't distract client with brand issues

Don't distract with copy they have not seen or approved

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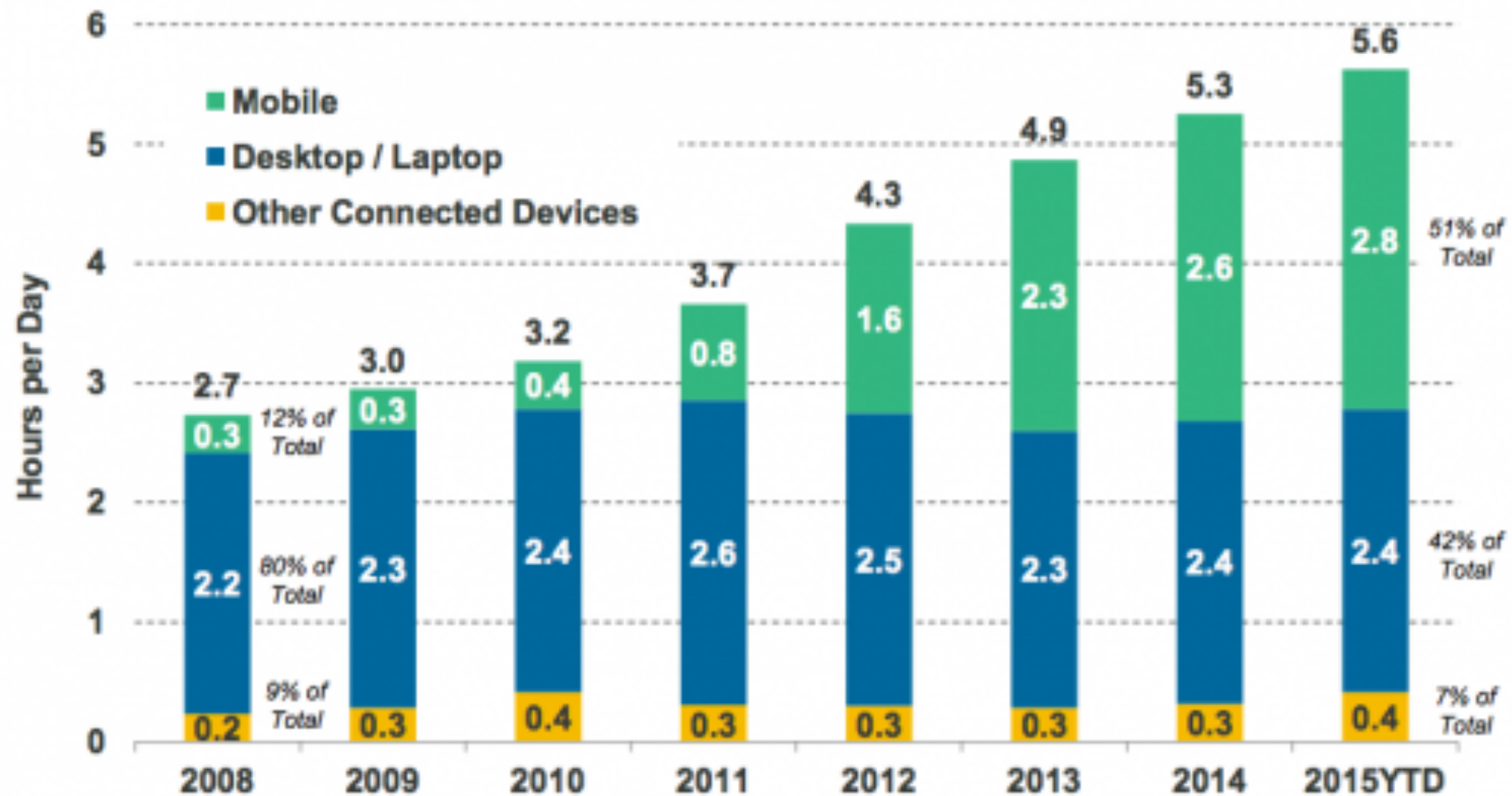
CLASS FIVE
DESIGN TIPS & TRICKS

Contrast

Repetition

Alignment

Proximity

"Non-Designer's Design Book" by Robin Williams (Harvard Library website)

Start with mobile

Internet *Usage* (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

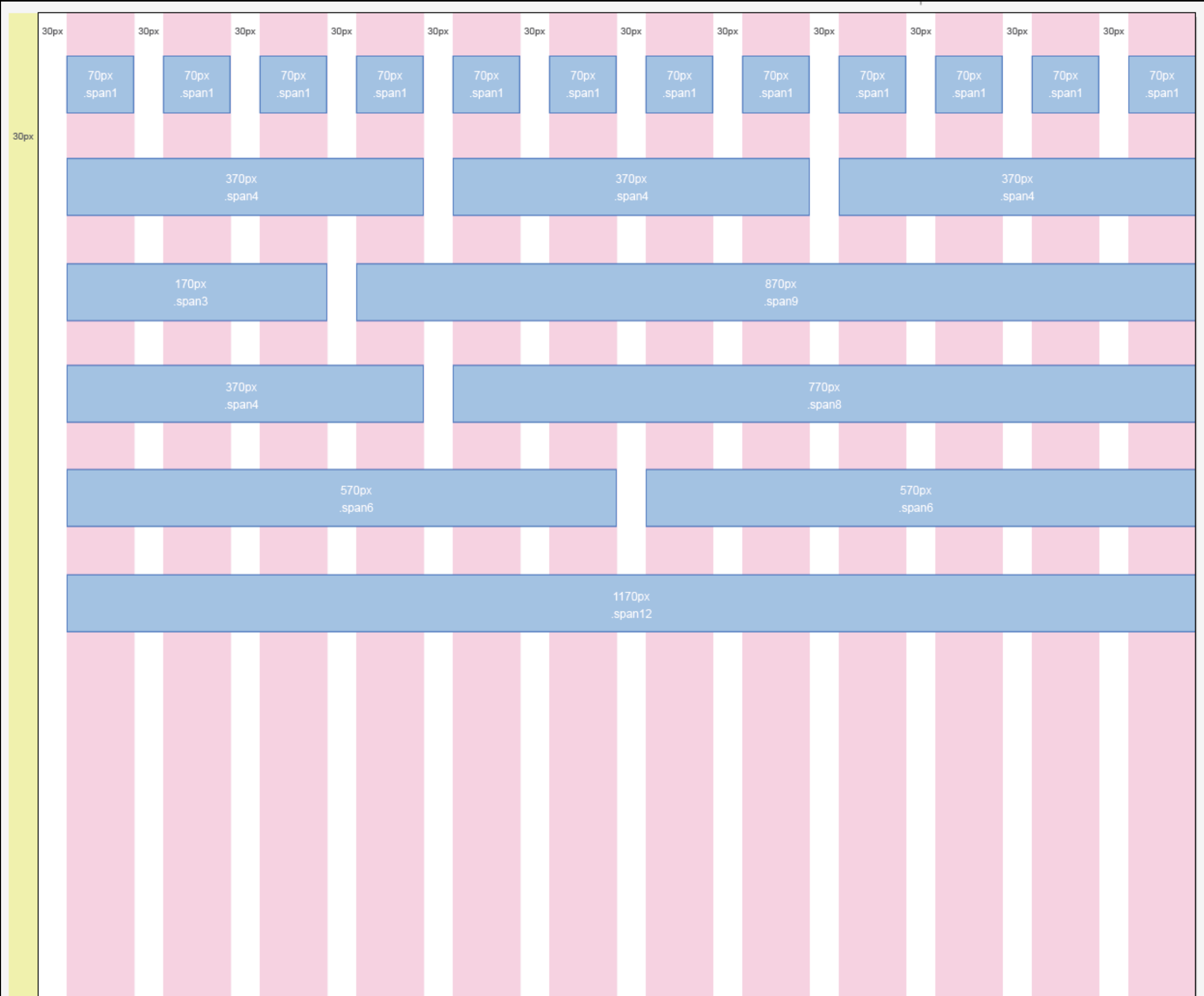**Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD**

Legend:
- Mobile
- Desktop / Laptop
- Other Connected Devices

Totals by year: 2.7 (2008), 3.0 (2009), 3.2 (2010), 3.7 (2011), 4.3 (2012), 4.9 (2013), 5.3 (2014), 5.6 (2015YTD)

Mobile values: 0.3, 0.3, 0.4, 0.8, 1.6, 2.3, 2.6, 2.8 (51% of Total)

Desktop/Laptop values: 2.2, 2.3, 2.4, 2.6, 2.5, 2.3, 2.4, 2.4 (42% of Total)

Other Connected Devices values: 0.2, 0.3, 0.4, 0.3, 0.3, 0.3, 0.3, 0.4 (7% of Total)

2008: 12% of Total (Mobile), 80% of Total (Desktop), 9% of Total (Other)

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

@KPCB   14

http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/

80% of internet users own a smartphone

Users spend 69% of media time on phones

Use a grid

(or grid proportions, divisible by 12)

30px   30px   30px   30px   30px   30px   30px   30px   30px   30px   30px   30px

30px

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

70px
.span1

370px
.span4

370px
.span4

370px
.span4

170px
.span3

870px
.span9

370px
.span4

770px
.span8

570px
.span6

570px
.span6

1170px
.span12

Design consistently

lisajill Lisa Wess   1h

Have you seen this discussion?

> 🖼 Why is the "Posts" label not a "Replies" label? **ux**   ⌄ →
>
> Why is Posts title "Posts" and not "Replies"? Should/could it be a reply count (that counts only replies)?
> After all, the number only increases when a user "Replies" to a topic via the "Reply" button. I find it
> inconsistent and confusing. [image]

I agree with you - the word choice is confusing on topics and posts is confusing.

❤   %   ⚑   🔖   ↩ Reply

Replying to post 3 by 🖼 lisajill:

💬 **B** *I* | % ❞ </> ⬆ | ≔ ☰ A — ☺

Thanks, Lisa! I'm not particularly interested in getting into that other discussion, but in this case I'd like to hear more from
@codinghorror about the design decision to make the submit button identical. Since they appear on the same screen it's
confusing. Also here for replies.

Thanks, Lisa! I'm not particula
more from @codinghorror ab
the same screen it's confusing

↩ **Reply**   cancel   saved

Have one focal point

THE THING

NOT THE THING

NOT THE THING

NOT THE THING

NOT THE THING

NOT THE THING

Use existing patterns

STORE

See all results in Kindle Store

Creative Workshop: 80 Challenges to...
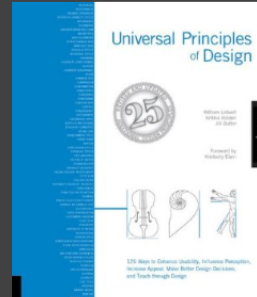David Sherwin
★★★★½ 105

The Design of Everyday Things:...
Don Norman
★★★★½ 136

Universal Principles of Design, Revised...
William Lidwell, Kritin...
★★★★½ 110

ux design

ux design

ux design **salary**

ux design **jobs**

ux design **portfolio**