Final

Exam

Prep/Review

post-midterm lessons

project explained   web usability

affinity diagram
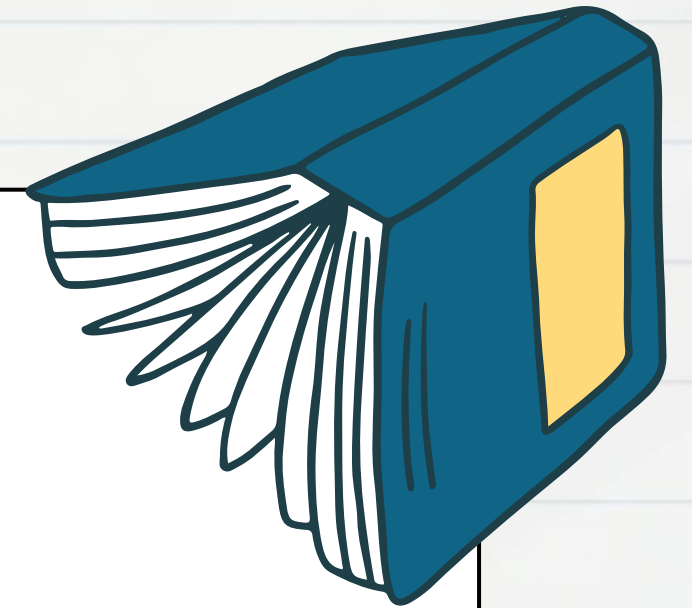
web design   storyboard

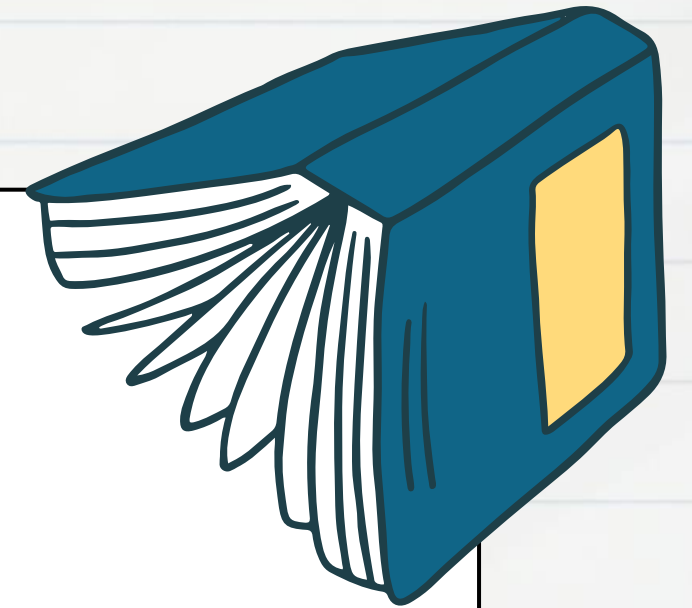web navigation   wire framing

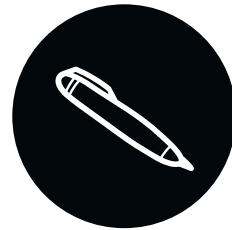web SEO   set up a website

post-midterm lessons

web	design

affinity diagram
storyboard
wire framing

design

1

Affinity Diagram

2

Storyboard

3

Wireframe

1. Design and draw an affinity diagram for ....

2. Design and draw a storyboard for four stages ...

3. Design a wireframe for ...

Do not copy an online design

post-midterm lessons
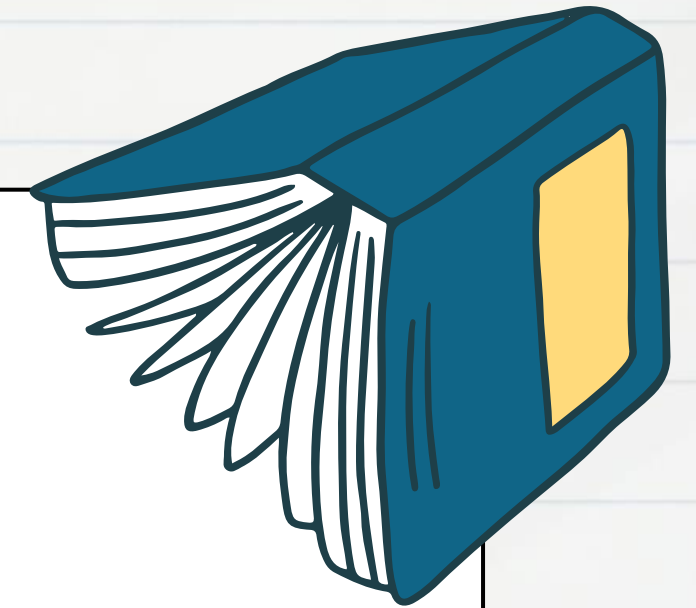
web	design

web usability
web design
web navigation
web SEO

web

7

design

8

navigation

9

seo

7. The … wishes to change their website and you are in charge of the design team.

8. The … wishes to change their website and you are in charge of the team that designs the search and navigation features. Explain …

9. The … wishes to change their website and you are in charge of the marketing team. Explain … high rank on search engines.

Do not copy an online design

post-midterm lessons

web
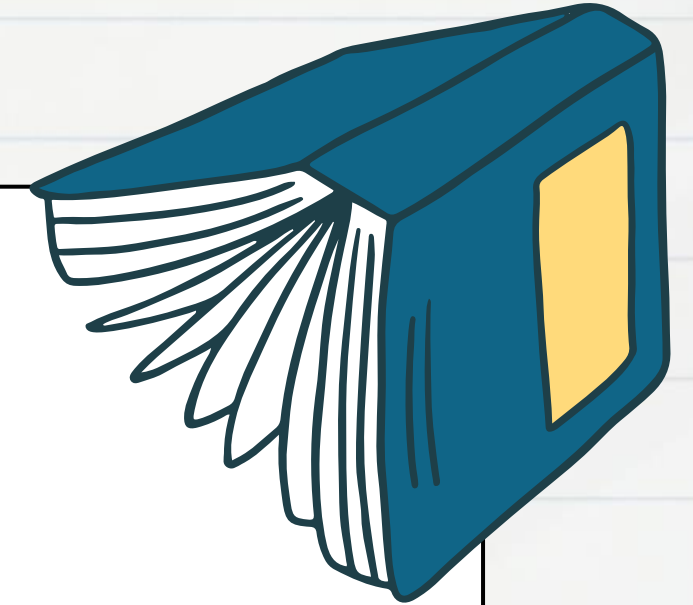
sites

web usability

set up a website

prep

4

usability

5

interaction

6

site

4. You are required to design a user interface for …

5. … evaluation the user interaction of the system.

6. … develop your own website … getting the site up and running

Do not copy an online design

Highlights

1. Usability
2. Design
3. Navigation
4. SEO
5. Affinity Diagram
6. Storyboard
7. Wire frame
8. Set up website

to
follow

Project

Demo

basics

Demonstration

report

give me your design
(from your report)
the day before your
demo

why?

I want to find out
WHY you have
designed your
project like you have

complex

do it simple –
no PowerPoint,
no long preparation,
do
show your best,
short & fast,
what I don't know

I can see your design in your report, I know your project &
have seen all your work before midterm. Show me things
that I don't know, and that are good!

not this –
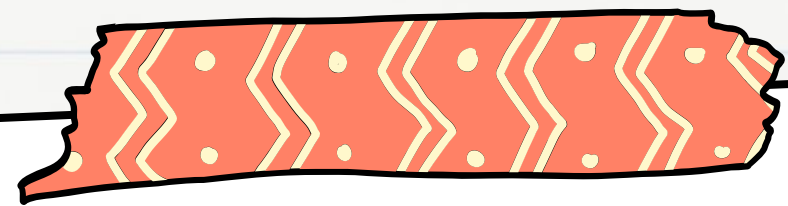
remember

purpose

- for make it easy for a visitor to buy your product or use your service

interaction

- The whole course is focuses on why and how users interact with digital products & interfaces
- show how your project allows this **easily**

Final

Project

Report

What is a project?

- proposal
- research
- model analysis
- design
- implement
- review / maintenance

Introduction

General

- introduce the project, product/service and the report.

The start

- Try to explain the whole project (344) in 1 or 2 sentences
- Expand on this/these sentences
- Think – what is essential information to understand what I am doing?

Introduction

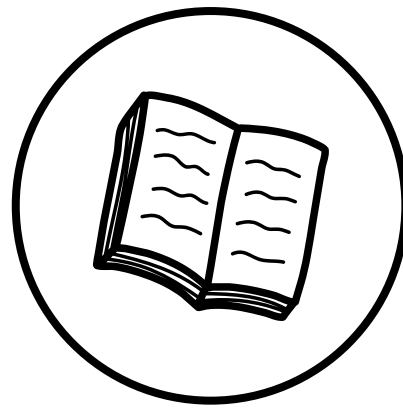The reader should know **<u>exactly</u>** what you are designing

- Is it a web page, phone app, digital tool (e.g. watch)?
- What is the overall purpose of the product/service?
- What is your focus on this project (344)?
- What will you explain, in detail, in this report, concerning exactly how a user will use this to achieve the main goal, and other goals (called user intents)?

Project proposal

What is your proposal?
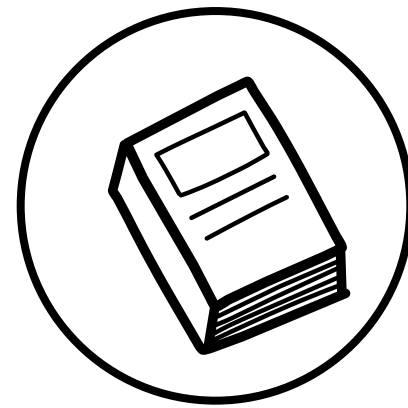
What is it supposed to do –
overall (background)
in this project (344)
- give a very positive view of
the work that you will **show**
in this report
(not sales talk / 399)
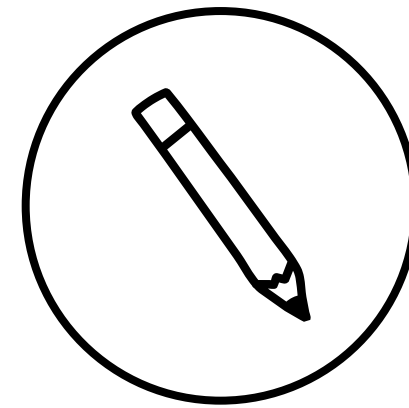
Who is the user?
What do they want to do?.
Or, what do you want them
to be able to do?
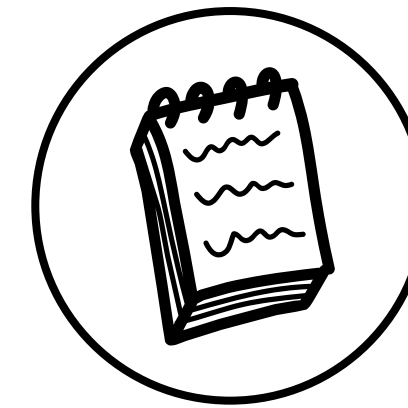
What is the number 1 thing
they need to be able to do?
How are you going to explain
this main goal?

DO NOT USE 399 – it is not relevant

analysis (includes your models)
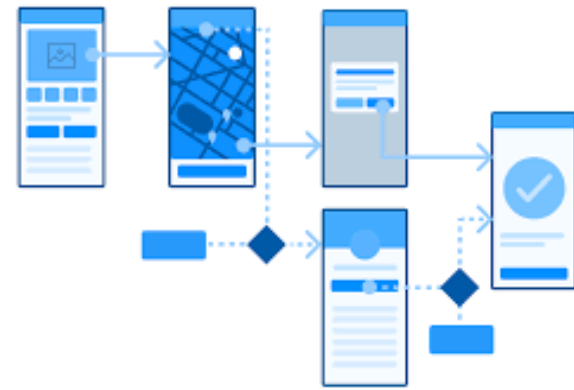
Flow

show the flow of screens and actions when the user performs their main goal / intent
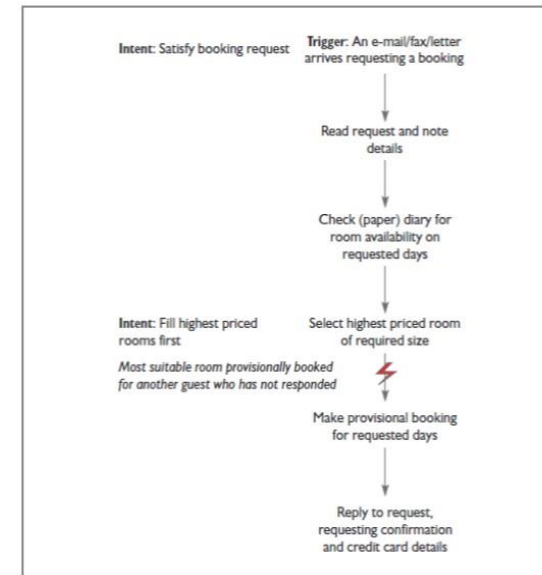
Sequence

Give detail of the actions the use takes when performing a sequence of actions
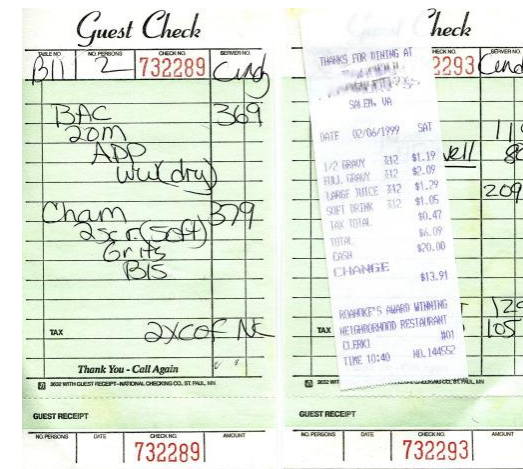
Artefacts

How will the user interact? What will the product do when there is an interaction?

Other

standard models
high / low fidelity
site map / architecture
vocabulary

issues or problems are shown as a lightening symbol

Design

affinity diagram

top-down and bottom-up
design

use this if you want to show
a lot of functions

Storyboard

customer walkthrough

easy marks, if it is correct

Wire frame

shows the basics , includes
the interaction

most important,
interactions = marks
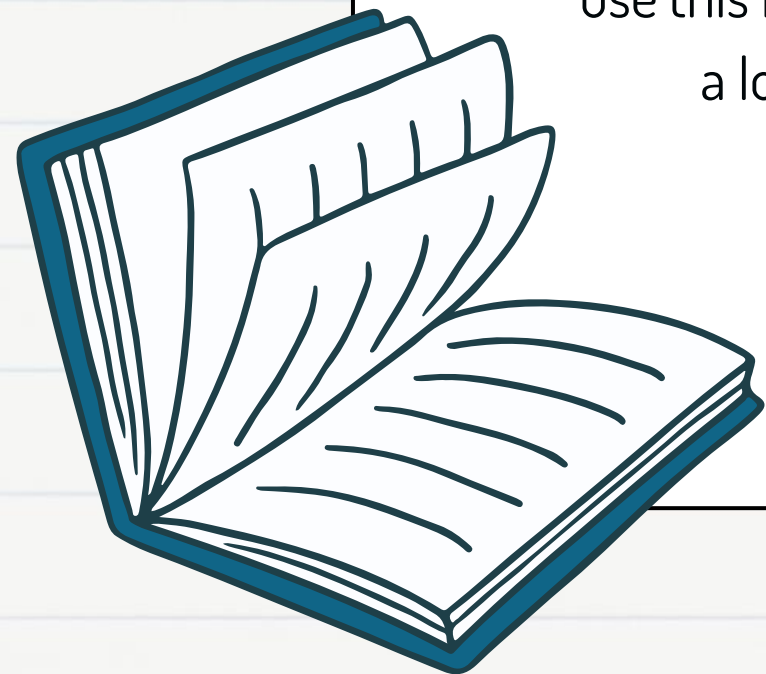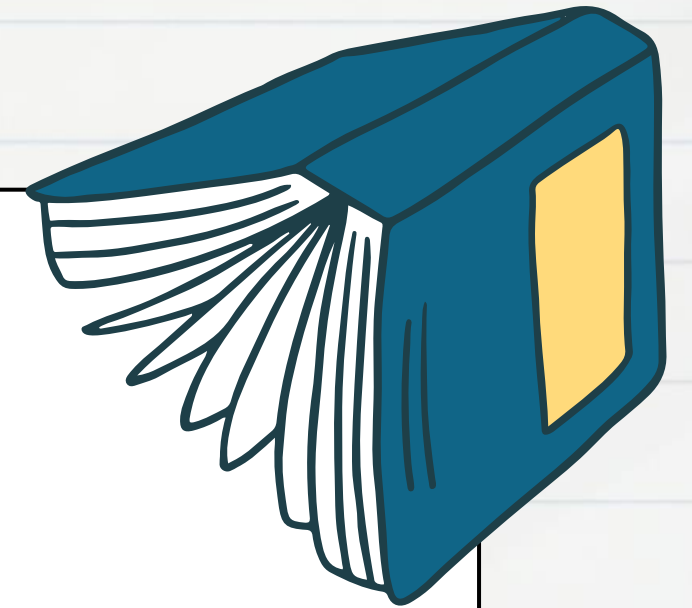
The good – interaction

research

insight from what exists
used to understand your
design

analysis

what is important,
what goes where

design
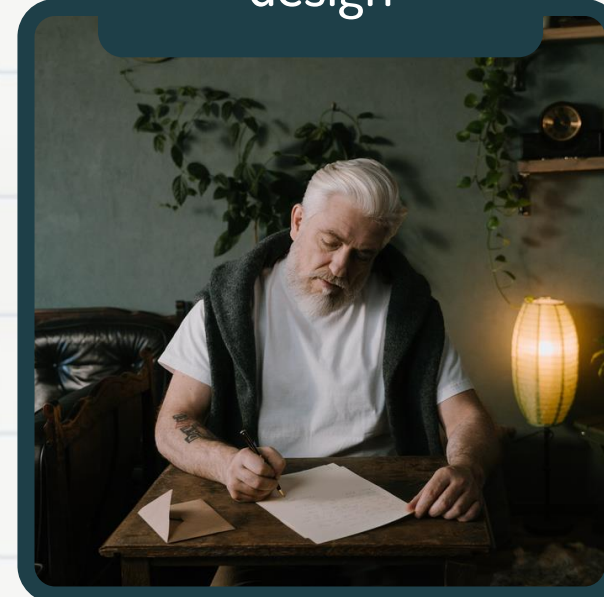
what goes where,
what does it do
what does the user do
how, how quick, what next
etc.

overall
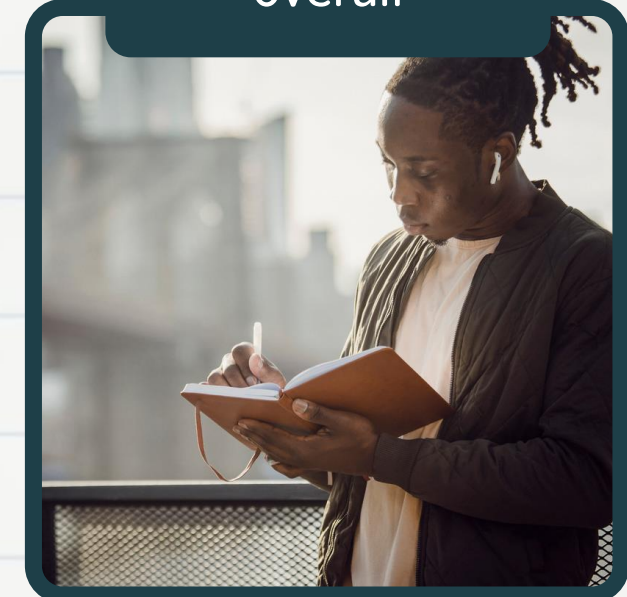
I can see what you have
designed
why you have designed it
the stages & drafts you have
produced to get to your final
design

Anything else?

Cover page

- Student name, student number
- course name, date.

Conclusion

- summarize what you have done
- why is it good?

References

- Cite your work and provide references (formatted correctly)

A well-formatted and structured report will get you better grades

1. Introduction
2. Project Proposal
   2.1 product design

   ...,

Conclusion

01 Do at least the basics, include why your work is good

02 Draft and read your report – everyone's first draft is POOR – improve it

03 plagiarism = 'F' just don't

Notes − relevant text

- what is relevant for the design of the part of the project for this unit
- work completed for this course
- work in the report

DO NOT PUT WORK FROM ANOTHER UNIT IN THE FINAL REPORT

no 888399

Notes – relevant drafts

- include all of your relevant work, including discarded designs, drafts, amendments , early design, design processes, design considerations etc.
- describe the why – why did you add, remove, design this button / menu / menu item / delay/ color change / sound etc. ?
- and describe what happens
  - user presses button, button changes color, de-presses, & within 0.2 seconds the new screen appears

Example: purchase (5 pages)
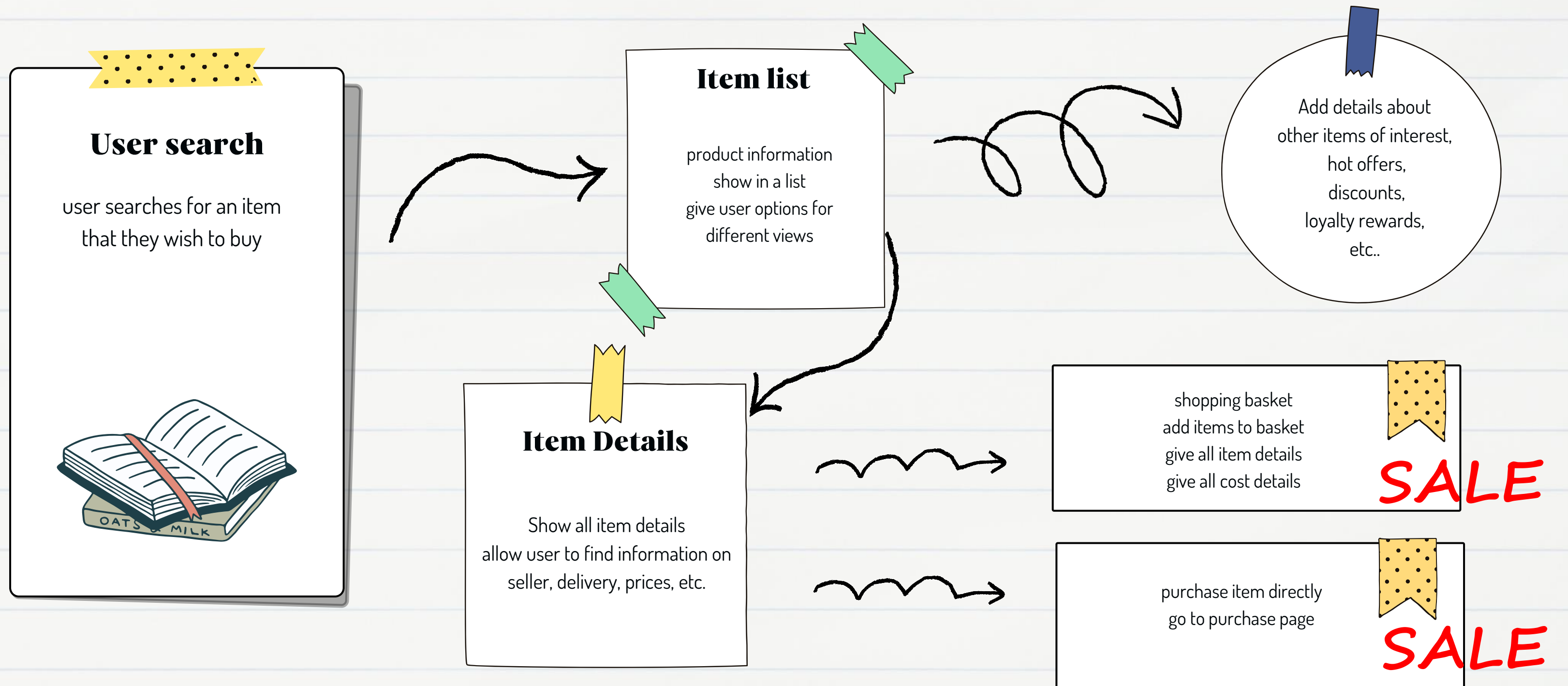
Example #1: page 1 of 5
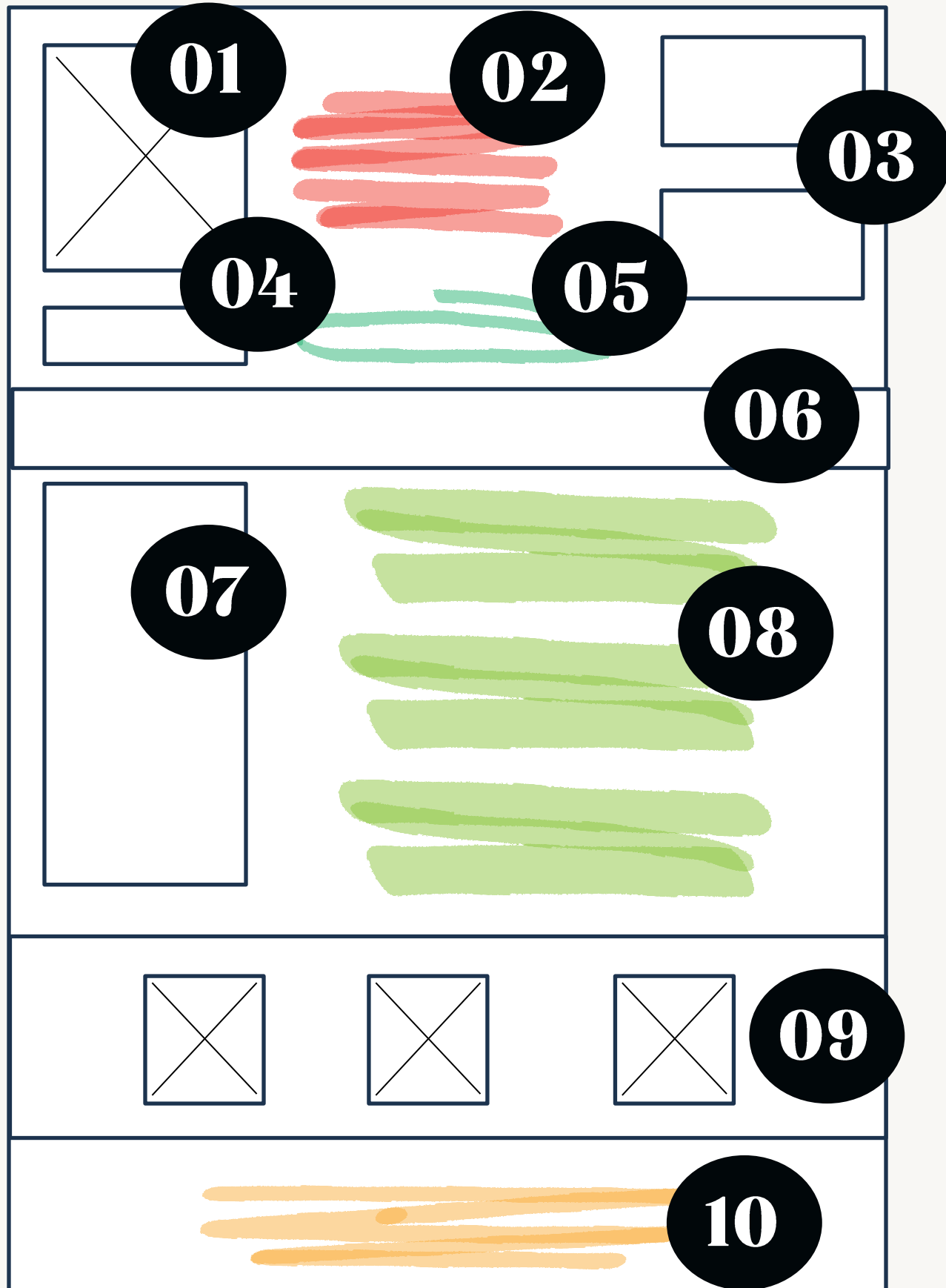
01 image of product no interaction

02 description of product no interaction

03 seller details no interaction

04 …. interaction …

05 …. interaction …

06 …. interaction …

07 …. interaction …

08 description of product no interaction

09 recently viewed / offers no interaction

10 feedback, Q A interaction …

interactions

03 item images section
User can select options by clicking on a small thumbnail

- explain 1st interaction
- explain 2nd interaction
- explain 3rd interaction
- explain what is it, how does the user know, what does the user do, what happens, how quickly, then what?

interactions

04 item images section
User can select options by clicking on a small thumbnail

- explain 1st interaction
- explain 2nd interaction
- explain 3rd interaction
- explain what is it, how does the user know, what does the user do, what happens, how quickly, then what?

Final

Exam

Prep/Review

Highlights

1. Usability
2. Design
3. Navigation
4. SEO
5. Affinity Diagram
6. Storyboard
7. Wire frame
8. Set up website

Web Usability

<div style="background:red; color:white">

Don't make me think!

krug's first law of usability

</div>

- Alternative
  - get rid of half the words on each page
  - then get rid of half of what is left

thinking

get rid of all the question marks!

Web Usability

What makes us think?

- terms
    - marketing ideas
    - known to the company
    - unfamiliar / technical names

Web Usability

What users really see

Web Usability

Web Usability
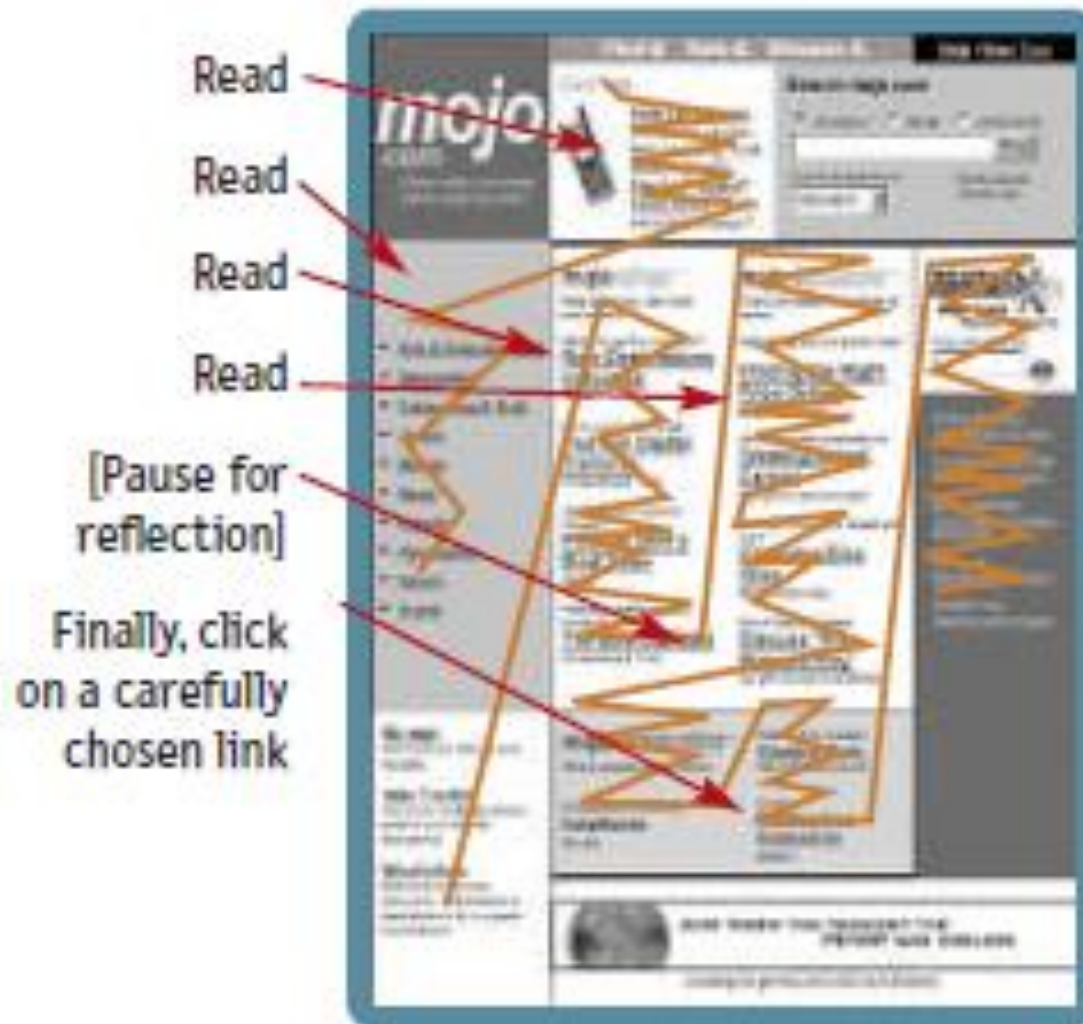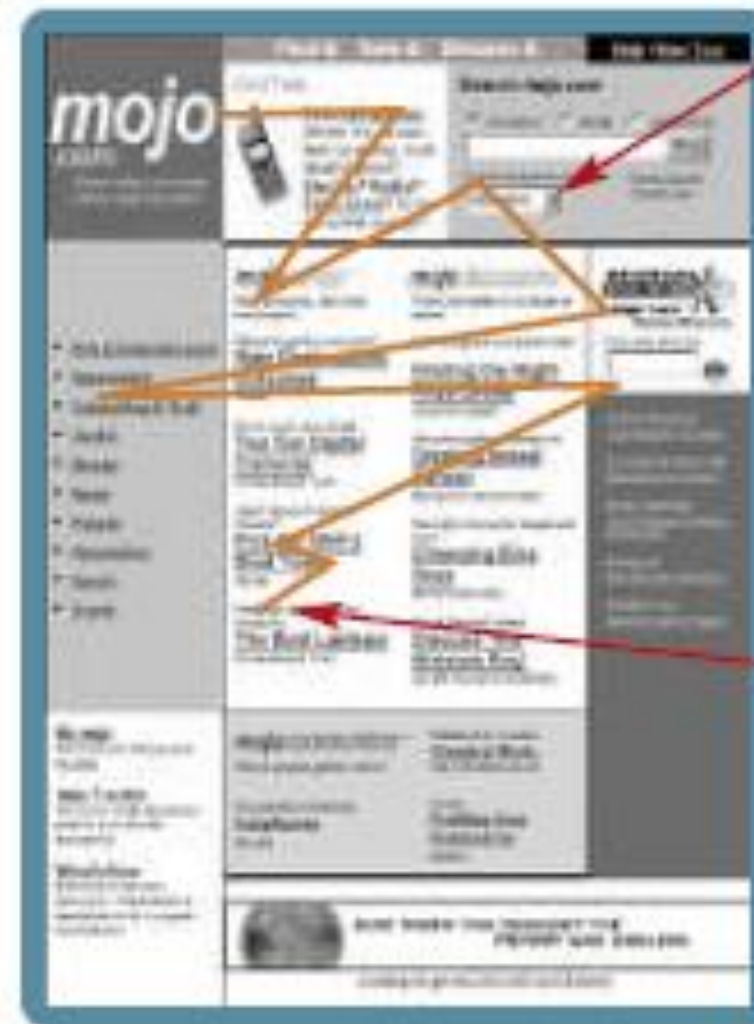
What users see

- 'free'
- 'sale'
- 'sex'
- '[your name]'

Web Usability

Design for scanning

1. Create a clear visual hierarchy on each page

2. Take advantage of conventions

3. Break pages up into clearly defined areas

4. Make it obvious what is clickable

5. Minimize noise

Web Usability

Create a clear visual hierarchy on each page

appearance portrays the relationships between parts

a)   more important = more prominent

  – headings larger, bolder, distinct, near top

b)   related logically = related visually

  – group

  – defined area

c)   visually nested

  – what is part of what

  – "computer books"
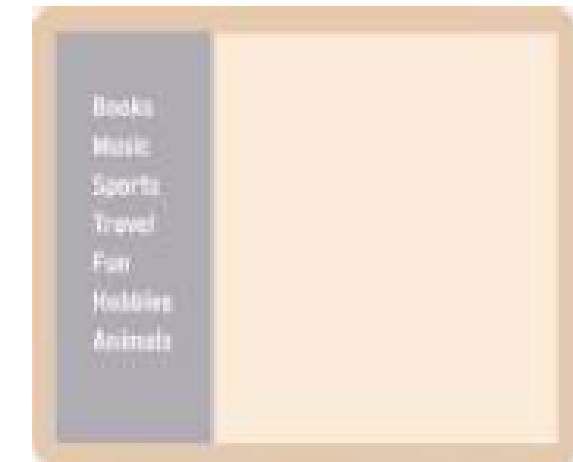
Web Usability

Conventions

- larger text = headline
- story is beneath the headline
- page layout / formatting known
- easier & faster

Conventions enable users to figure out a lot about a Web page, even if they can't understand a word of it.

Web Usability

Make it obvious what is clickable

- correct small flaws

Web Usability

Reduce noise

- too busy

- too much trying to get the users attention

- background noise

Before

After

www.msnbc.com

Web Usability

The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs.	The first sentence is just introductory happy talk. I know what a survey is for; all I need is the words "help us" to show me that they understand that I'm doing them a favor by filling it out.
Please select your answers from the drop-down menus and radio buttons below.	Most users don't need to be told how to fill in a Web form, and the ones who do won't know what a "drop-down menu" and a "radio button" are anyway.
The questionnaire should only take you 2-3 minutes to complete.	At this point, I'm still trying to decide whether to bother with this questionnaire, so knowing that it's short is useful information.
At the bottom of this form you can choose to leave your name, address, and telephone number. If you leave your name and number, you may be contacted in the future to participate in a survey to help us improve this site.	This instruction is of no use to me at this point. It belongs at the end of the questionnaire where I can act on it. As it is, its only effect is to make the instructions look daunting.
If you have comments or concerns that require a response please contact Customer Service.	The fact that I shouldn't use this form if I want an answer is useful and important information. Unfortunately, though, they don't bother telling me *how* I contact Customer Service—or better still, giving me a link so I can do it from right here.

no unnecessary words

Please help us improve the site by answering these questions. It should only take you 2-3 minutes to complete this survey.

NOTE: If you have comments or concerns that require a response don't use this form. Instead, please contact Customer Service.

Highlights

Introduction

—establishing the purpose of the site,

—who it is aimed at, and

—how it fits into the organization's overall publicity strategy.

Design and Development

Web site design is also concerned with

- information design and,

- navigation design.

- Vital to the success of a website, of course, is the content.

Navigation

- structure and content of the site and to find their way to a particular part of the site is the key issue.

Information architecture is an area of study devoted to designing websites and helping people to answer questions such as:

- Where am I?
- Where can I go?
- Where have I been?
- What is nearby?

Design principles

- Consistency is important and a clear design language should be developed including interaction patterns for the main recurring interactions.

- If it is not desirable to use the standard blue underlined links then ensure that links are consistent so people will quickly learn them.

- Many sites confuse people by not making links sufficiently visible and distinguishable from other text in the site.

- Provide people with feedback on where they are in the site and clarify contexts and content.

Design principles

- Using meaningful URLs (Uniform Resource Locators, i.e. Web addresses) and familiar titles will help people find what they are looking for and understand what other content is in the site.

- A good design guideline for websites is to minimize the need for scrolling and

- plan for entry at (almost) any page, as not all your visitors will go in through the front page.

Design principles

Different people have different strategies on websites.

    – Half of all site visitors are 'search dominant',

    – 20 per cent 'link dominant'

    and the rest mixed (Nielsen, 1993).

Ensure that it is clear what has been searched when designing the search facility.

- Search-focused people are task-centred and want to find what they want, whereas the others are more happy to browse around.

Information Design & Architecture

Garrett said:

Information design is primarily about perception, how people translate what they see and hear into knowledge.

Information architecture (IA) is primarily about cognition, how people process information and construe relationships between different pieces of information.

http://www.kelake.org/articles/id/differences.html

Skeleton plane - wireframe

- This is concerned with information design, navigation design and interface design.

- A key technique for bringing all these elements together is the 'wireframe'.

    Wireframes aim to capture a skeleton of a general page layout.

- They are on the border between information architecture and information design as the various components of a page are assembled into the standard structures described by wireframes.

Skeleton plane

To construct a wireframe

- designers need to identify the key components of the design for each different type of page, then place them on a layout.

- It is very important to consider not just the type of object – navigation bar, search box, banner headline, advert, text box, and so on

- – but what content that item can have.

- It is no use having a very small text box, for example, if there is a lot of text to go in it.

- It is no good having a drop-down menu if the user has to search through hundreds of items.

information architecture

- Information architecture is concerned with **how the content is classified and organized.**

- Techniques such as affinity diagrams and card sorts are **used to understand how people conceptualize content.**

information architecture

- Getting an information architecture that is robust enough to serve such multiple interests is difficult and website 'information architects' are in great demand.

- Information architecture for websites is to do with how the content of the site is organized and described:

- how to organize the content (i.e. create a taxonomy),

- how to label the items and categories,

- how to describe the content in the site and

- how to present the architecture to users and to other designers.

Alternatives:

- Task-based: 'Buy a Car'

- Audience: 'Car Buyers'

- Topic-based: 'Cars'

- Department: 'Sales Department'

Highlights

Navigation design for websites

- The design of navigation mechanisms is the second main pillar of information architecture.
- There are three key features of a good navigation design for websites:
  - labelling,
  - navigation support and
  - searching mechanisms.

Navigation design for websites

Labeling –

- Labels are used for internal and external links,

- headings and sub-headings,

- titles and related areas.

- Paying attention to good, consistent, relevant labels is a critical part of information architecture.

- Information architects must develop a clear and unambiguous preferred vocabulary.

Navigation design for websites

Searching -

- One of the significant features of the Web as an information space is that many sites support searching.

- The first is knowing exactly what sort of documents the search engine is searching.

- The second is how to express combinations of search criteria.

Nav

5 Beautiful Navigation Bars

- Navigation bars – both local and global – are essential for supporting easy navigation around a site.

- Site maps and good feedback on where people are in the structure will also help.

- Another alternative is to provide a clear path through a part of the site.

- A site 'wizard' can help here that guides people and explains what each activity is for.

Navigation

- Web Navigation
  - navigation involves 2 parts:
    - getting from one place to another, and
    - figuring out where you are

Navigation

- Analogy – a shopping mall

- go to the relevant shop

- look for the relevant section – signposted

- look for the signs relevant for your goal

- look for your item

- what do you do if you are in the wrong place?

People won't use your web site if they can't find their way around it

Navigation

- Web navigation
  - search-dominant
    - always look for the search box as soon as they enter a site
  - link-dominant
    - will always browse first, only use the search when run out of links

Navigation

- Web browsing
  - look for the main sections
    - like the store's department signs
  - then the subsections
    - navigate to the goal
    - if you can't find it, you leave

Navigation

- Web Navigation
  - also tell use 'what is here'
  - what the site contains
  - the navigation tells us the content
  - it is a guide to what is in the site, where to go, and how to get there
  - it also gives use positive feelings about the site/company/provider

Page name — **JEANS**

jeans
worker jeans-twill new
slim fit jeans
original fit zip fly jeans
original fit jeans
easy fit jeans
boot fit jeans
dark wash boot fit jeans
boot fit cords
leather boot fit jeans
loose fit jeans
vintage cut jeans
relaxed fit jeans
baggy fit jeans
wide leg jeans
worker jeans
carpenter jeans
easy fit jean shorts
carpenter jean shorts sale

Local navigation
(Things at the
current level)

Site ID — Sections — Utilities

GAP | MEN'S | WOMEN'S | GIFTS | SHOPPING BAG | CHECKOUT | HELP

Whats New   ▶ Jeans   Shirts/Polos   Leather/Outerwear   GapBody Underwear
Men's Sale   Khakis   T's   Activewear/Logo   Loungewear/Sleepwear
                    Pants/Shorts   Sweaters   Accessories

Subsections

"You are here"
indicator

Small text
version

sites: [gap | gapkids | babygap]
services: [help | store locator | site directory | company | gift services]

Navigation

- Web navigation conventions
  - navigation stays in the same place
  - same style, format, consistency
  - persistent navigation has 5 elements
    1. site ID
    2. a way home
    3. a way to search
    4. sections
    5. utilities

Navigation

- Utilities
  - links to other elements not in the content hierarchy
    - e.g. how to buy, help, site map, contact us, FAQs, downloads, register, order tracking, your account, about us, etc.
  - top level of the navigation hierarchy
  - can also display secondary navigation or subsections

Navigation

- A way to search

  - unless a site is very small and very well organized, it should have a search facility

  - normally a search box

  - a box, a button, the word 'search'

Navigation

- Lower levels
  - designers show several levels (level 3 and 4)
  - but don't take the same care in navigation
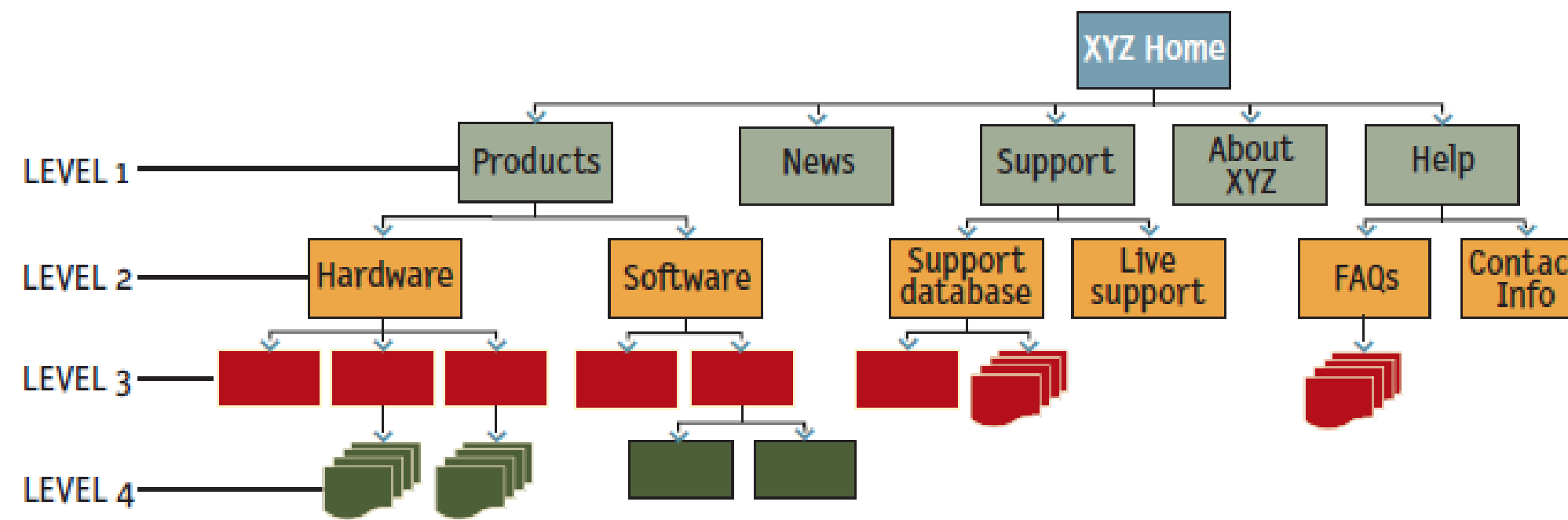
Navigation

- web navigation
  - every page needs a name
  - it needs to be in the right place
  - it needs to be prominent

- it needs to match what the user's just clicked

  - same name = same thing, different name = different thing

WHAT I CLICK...

WHAT I GET...

Lug nuts

| Lug nuts | Nuts | Spare parts (No mention of Lug Nuts on the page) | Error 404 Page not found |

Names match. Comfort, trust, no thought required. → Names don't match. Frustration, loss of trust.

Highlights

SEO

consistency

- the big things
  - titles, H1, subheadings (H2), key terms, synonyms
- the small things
  - images, alt text, link text

SEO

- the big things
  - linking, structure, IA / vocab, navigation, site map, footer
- why successful
  - DA (domain authority) – good site people stay
  - TA (topic authority) – good related content
  - user intent
    - users choose to visit the site
    - users choose to stay on the site

SEO

changes

- more content = >DA,
- all about key terms
  - now about user intent
- changing
  - what shortcuts & seo tricks 'beat' google
  - AI is cheap but poor quality
  - less money, less time, less effort – can it succeed?

SEO

what you can do now

- start
  - page, content, socials, internal links
- plan, monitor performance
- gain skills & knowledge

what can you do over time

- authority / brand building
- use targeted marketing & socials to get visitors
- external links

SEO

tools

- free tools – not good enough
- good tools – too expensive

seo plugins

- I haven't seen any benefits (early days)

what has worked

- speed
- images
- 'good' targets
  - based on research & hard work

Highlights

organizing my information .... Green notes describe an overarching area of concern within the work practice.

show me what I have to do .... Pink notes describe specific issues within an area of concern.

| daily to-do lists help me track progress | I want it printed in front of me | don't interrupt me with non-critical stuff | ·· Blue notes describe aspects of an issue revealed by clusters of yellow notes. |

| U3 302 likes the prioritization format in her day planner | U2 221 prints calendar several times a day and hangs them next to her computer | U5 523 has his email set so only urgent mail is automatically opened | ·· Yellow notes represent a single observation, insight, concern, or requirement firmly rooted in research data. These are the building blocks of the affinity diagram. |
| U5 518 makes a report for group with day's hot tasks every day | U7 743 transfers meetings from email to wall calendar | U1 12 keeps her inbox behind her so she won't be interrupted | |
| U1 38 checks things off her to-do list as she finishes them | U3 351 likes getting an email with tasks rather than a phone call so she can print it | | |
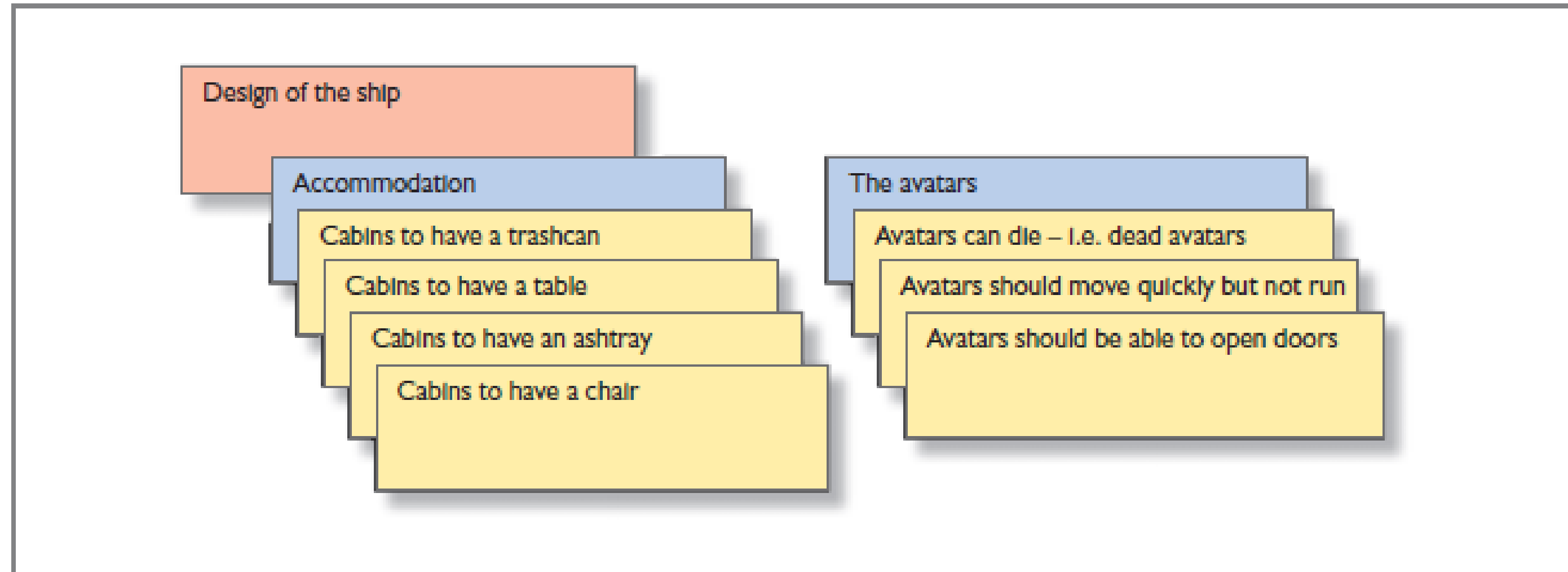
Figure 13.2 A partial affinity diagram for the DISCOVER training system

- note the use of colour to denote level
- the bottom notes are normally white or yellow
- notes containing headings are in blue

Highlights

1) on arrival at the hotel, the guest goes straight to the reception desk.

2) At the Reception desk, the receptionist types details of the guest into the computer and checks the guest in.

3) The receptionist asks for a credit card from the guest as a deposit.

4) The receptionist then gives the guest the key to their room.

Figure 13.4 A hotel storyboard showing a high-level impression of the registration process

Frame 1. The guest arrives at the reception desk and announces 'I have a reservation and I wish to check in'. The receptionist stops what she is doing and asks for the guest's name.

Frame 2. The receptionist then consults the hotel's information system *and* accesses the database to match the guest's name against reservations. The name is found and the receptionist updates the database to indicate that the guest has arrived and allocates a room to her.

Frame 3. The receptionist then asks the guest for her credit card in order to secure payment. The card is swiped and its details are entered into the hotel's information system.

Frame 4. Finally, the receptionist gets the room key from the key board and hands it to the guest.

Highlights

Wireframe

- clear and logical layout
- Information design, navigation design and interface design
- Capture a skeleton of a general page layout.
- Interactions
  - buttons
  - menus
  - what will the user click, how will they know, what will happen
- Vocab
  - what is written for the user (for interaction)
  - visual hierarchy
  - make it clear & simple

Highlights

set up a website

- Address
- Hosting
- WordPress
- Themes
- Settings
- Plugins
- Images, speed
- SEO

Any questions?