

Designer's challenge

The difference between a good website and a great website happens before you begin coding

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Hi, I am Keith

- IBM > ibm.com > User Experience Design > Information Architect
- Computer science > Human-computer interaction > Hypertext > Web usability > Information architecture
- Telecommute to work from Toledo

Local connection



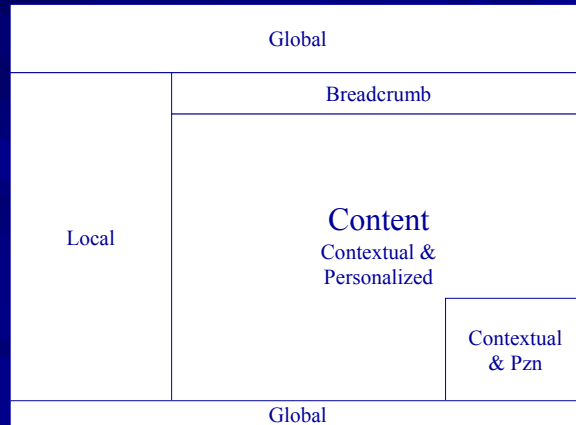
Last year at Spring
: Web User Experience

- User experience as a broad, team responsibility
- Basic principles (e.g., human behavior)
- User testing as central technique

- Play clip here...

Last year at Spring
: Web Navigation

- Navigation stress test
- Navigation framework
- Faceted browsing



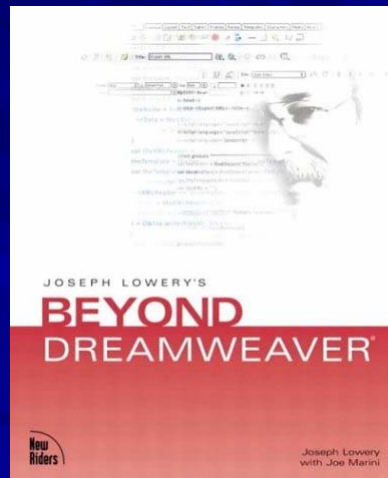
Today's topic: In between

- User experience: basic principles
- *You are here*: How to apply the principles in the trenches
 - Work products
 - Methodologies
- Navigation: gory details

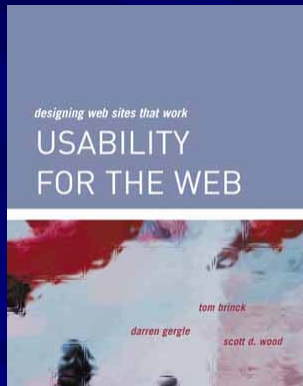
Books that tell you what to do



Books that tell you how to coax the technology to do what you want

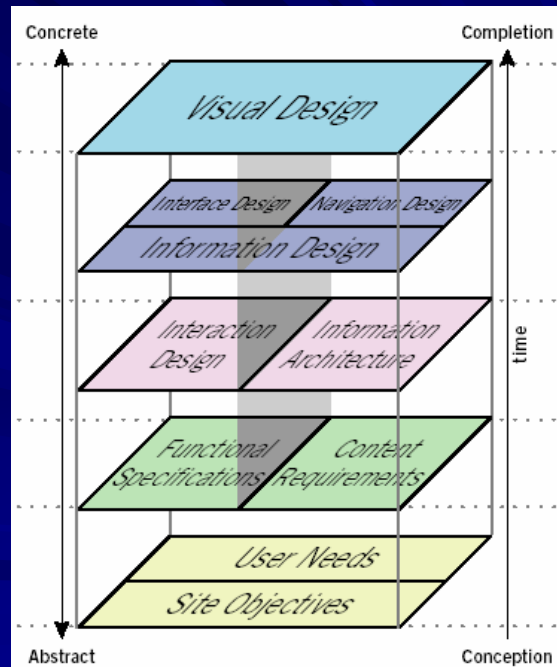


Books that tell you how to do the “whole” project



But first: Good vs. Great?



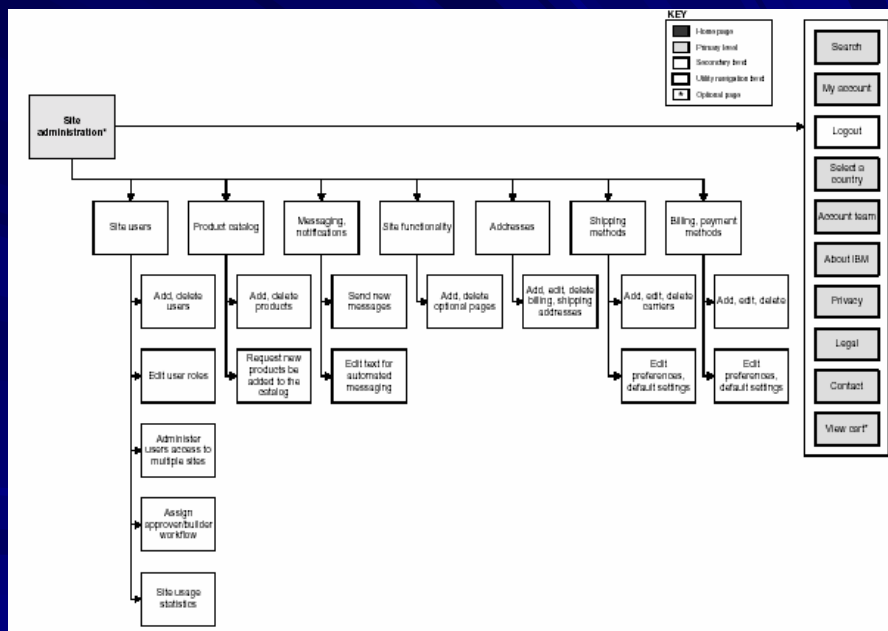


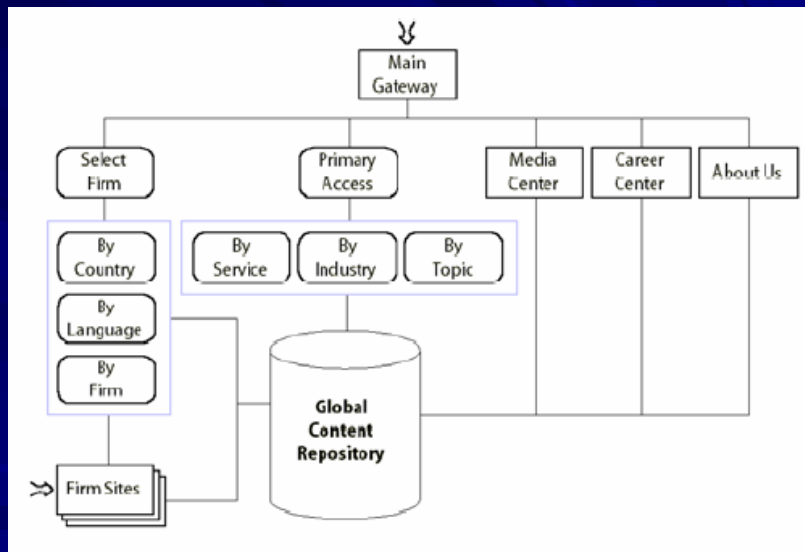
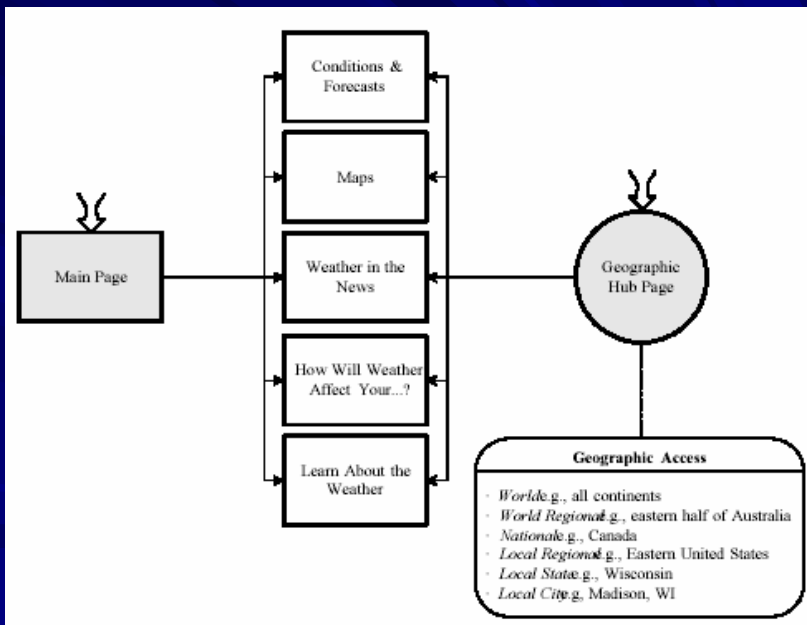
Work products

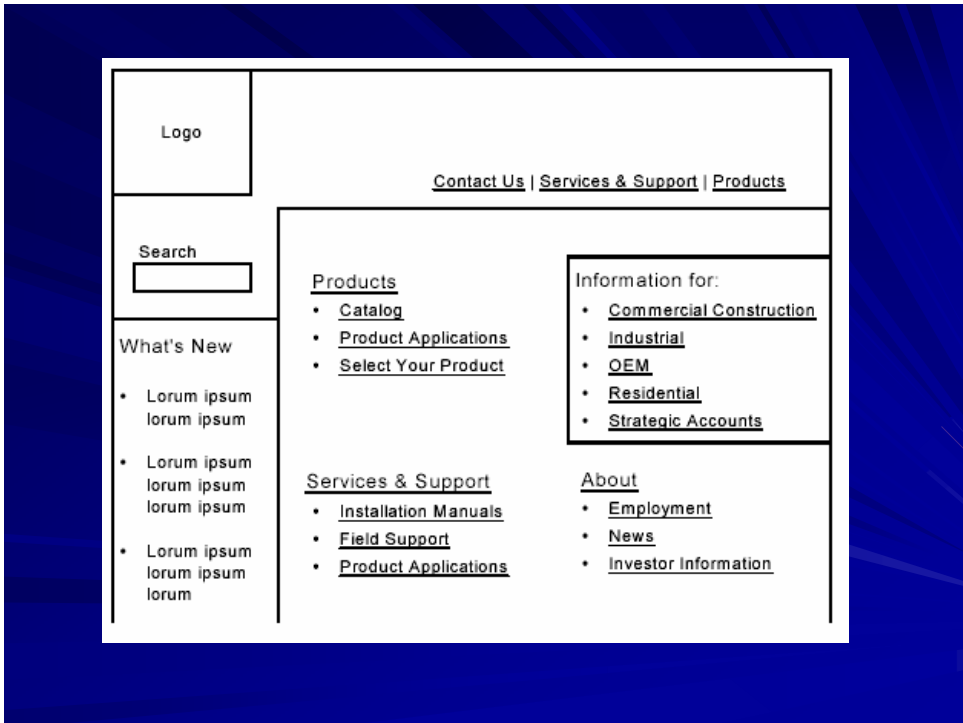
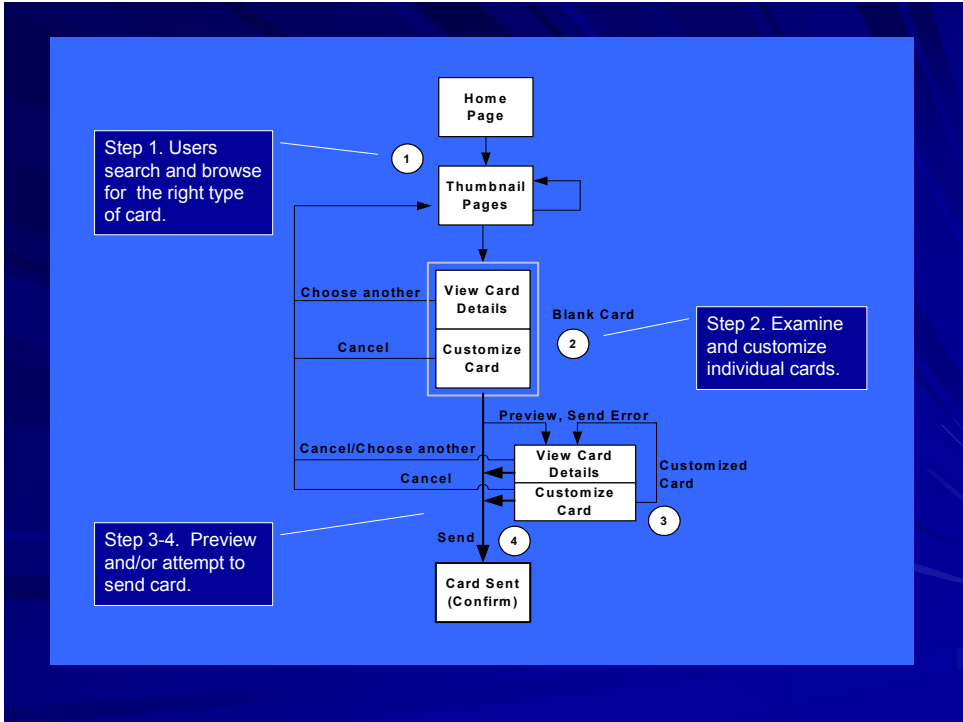
- “Deliverables” – things you create
- When it comes time to code, this is the documentation you work from
 - User research: Personae, scenarios, ...
 - Design documents: Site maps, flow diagrams, wireframes, ...
- <http://iainstitute.org/tools/>

User research work products

- Personas
- Scenarios
- User interview reports
- Survey findings
- Usability evaluation findings







Header navigation for site-wide functions.

Logo

Banner Ad or Internal Promotion

Banner Ad or Internal Promotion

Home | Help | Login/Signup
Search | Site Index

Cards | Invitations | Gift Shop | Gift Certificates | Promotions | My Cardshop

Welcome, Tim! Dad's Day is June 18th. [New Cards](#) | [Most Popular](#) | [Highest Rated](#)
Send a card for free.

Card Thumbnail | Card Thumbnail | Card Thumbnail

title: text text | title: text text | title: text text
[More Father's Day Cards](#) | [More Summer Cards](#) | [More Music Cards](#)

Primary card classification scheme. Expand level two channels as much as possible.

Reasons to Send

Birthday
[Subchannel](#) | [Subchannel](#) | [Subchannel](#) | [Subchannel](#) | [more...](#)

Channel
[Subchannel](#) | [Subchannel](#) | [Subchannel](#) | [Subchannel](#) | [Subchannel](#) | [more...](#)

Promote searching using the wizard on home. Position to catch users not satisfied by channels.

Search Assistant

Search Assistant Image

Don't know where to start? I can help you [SEARCH](#)

Collections

Music
TV
Movies
Stationery
Teen Lounge
African American
Spanish
Religious

Promo Image (Music)

Calendar [full calendar](#)

| date | Holiday |
|------|-----------------------------------|
| date | editorial holiday |
| date | editorial holiday |
| date | editorial holiday |
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partner ad/offer space

Methodologies

- Like standards, best part of methodologies is that there are so many to choose from
- Set of steps to make sure you are building the right thing
- Good starting points – then tweak to fit your needs
 - User testing
 - Project management
 - Iterate

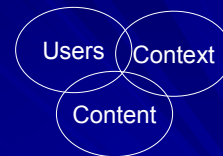
Information architecture methodology



- Research
- Strategy
- Design
- *Implementation*

Information architecture methodology - Research

- Context
 - Stakeholders
 - Technology assessment
- Content
 - Content inventory, analysis
- Users
 - Analysis: search logs, customer support, etc.
 - User research: surveys, focus groups, card sorting, etc.



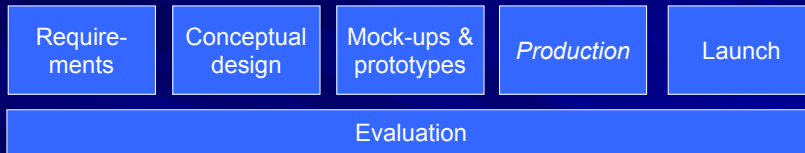
Information architecture methodology - Strategy

- Consolidate the research
- Audience, mission, vision for the site
- Architectural strategy
 - Conceptual blueprints & wireframes
- Content management plan
- Project plan

Information architecture methodology - Design

- Detailed blueprints (site map)
 - what pages are needed
- Detailed wireframes
 - how the pages should be laid out
- Detailed content model
 - database fields and values
- Detailed style guide
 - visual design elements
- Prototype
 - “living spec” to build from

Usability methodology



- Iterative design
- Project management
- Budget, staff, schedule

Usability methodology

- Requirements
 - Target audience
 - User needs
- Conceptual design
 - Task analysis
 - Information architecture
- Mockups & prototypes
 - Page layout
- *Production*
 - Writing
 - Design elements
- Pre / post launch

Usability evaluations

- Inspections
 - Checklist, heuristics, guidelines, standards
- Group walkthrough
- User testing
 - Labs
 - In the field
 - Remote

User testing

- Give representative users realistic tasks, watch quietly, be amazed



Site redesign methodology



- Define the project
 - Discovery, planning, clarification
- Develop site structure
 - Content, site-view, page-view, user-view
- Design visual interface
 - Create, confirm, hand-off
- *Build & integrate*
- Launch & beyond

Client screening

- Goal-oriented, big picture vs. unrealistic speed and cost, shortcuts
- Timely sign-offs vs. cannot make a decision
- Establishes content point of contact vs. does not know what the content will be, does not care
- Sticks to schedule vs. changes mind frequently

Creating a project plan

- Project overview
- Schedule
 - Deliverables
 - Methodology
- Budget breakdown, hours
- “Communication brief”
 - Target audiences, technical requirements, CYA
- Other plans: user testing plans

Other good books

- User interface design for programmers – Spolsky
- The Flash usability guide – MacGregor, Waters, Doull (out of print)
- User and task analysis for interface design – Hackos, Redish

Summary: Good → Great

- ✓ Good project plan
- ✓ Good project manager
- ✓ Good site architecture
- ✓ Good iterative design/evaluation process
- ✓ Good visual design
- ✓ Good content
- ✓ Good client
- ✓ Good developers
- Great user experience, great web site

Thanks!

This presentation and other stuff about user experience:

<http://user-experience.org/>

