DESIGNING FOR THE WEB

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Designing does not mean Art

✳ Designing for the Web does not mean you need to be an artist

✳ You DO NEED to be smart about how and where you place elements on a web page

✳ Instead of designing art, you design a quality user experience for a website


WHAT PRODUCTS FRUSTRATE YOU?

# WHAT ABOUT A WEBSITE FRUSTRATES YOU?

User-Centered Design

* The practice of creating engaging, efficient user experiences is called user-centered design.

* It is difficult to get users to visit your site, work to keep them there.

* You must set out to provide them with an experience that is cohesive, intuitive, and maybe even pleasurable.

Garrett's Planes of Web Design

1. Define the Project = Strategy Plane, Scope Plane

2. Develop Site Structure & Organize Information = Structure Plane

3. Develop Page Structure & Organize Interactions = Skeleton Plane

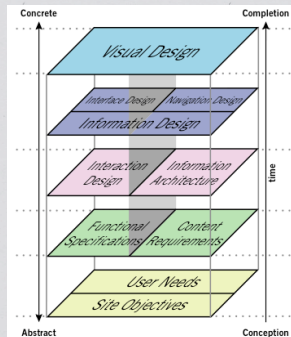4. Design Graphic User Interface = Surface Plane
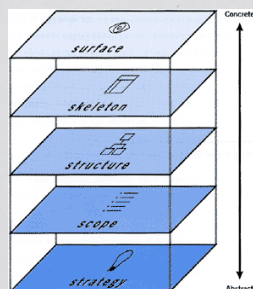
Each Plane is Dependent
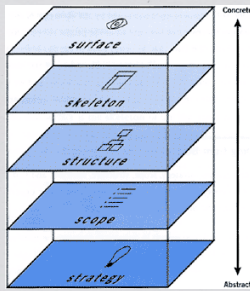
* The planes build from the bottom up

* On each plane, the issues we must deal with become a little more concrete

* Each plane is dependent on the plane(s) below it

The Elements of User Experience

* The model can be further broken down into further requirements

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The Strategy Plane

* Define the project

  * What the people running the site want to get out of it and what the users want to get out of the site.

  * Both user needs and product objectives are defined

The Scope Plane

* Continue to Define the Project

  * The scope of the features and functions are determined here.

  * Functional specifications and content requirements are defined here.

The Structure Plane

* The structure defines the way in which the various features and functions of the site fit together.

* The structure defines how users got to a page and where they go when finished.

* Interaction design and information architecture are defined here.

The Skeleton Plane

* The skeleton constitutes the placement of buttons, controls, photos, and blocks of text, for optimum effect and efficiency.

* Information design, interface design, and navigation design are defined here.

The Surface Plane

* The surface consists of images and text that the user sees.

* The sensory experience is provided here (dependent on previous planes).

Overlap Planes to Optimize Work

Requiring work on each plane to **finish** before work on the next can **start** leads to unsatisfactory results for you and your users.

A better approach is to have work on each plane **finish** before work on the next can **finish**.