

Steps in Planning and Designing a Site

1. Determine the goals of the site and the business requirements.
 2. **A.** Develop an audience analysis with the information below.
 - Demographic Info:
 - Age
 - Gender
 - Location
 - Occupation
 - Economic status
 - Technological comfort level
 - Needs of the audience (i.e. The need to find content fast while commuting, etc)
 - Stylistic/Other Info:
 - Where might this person shop?
 - What might this person wear?
 - What music might this person listen to?
 - What hobbies might this person have?
 - B.** Then, using your answers, write a persona. The persona should be 1-2 paragraphs and should include each piece of info from your analysis. (Turn in both the above analysis and the persona.)
 3. Write down at least 3 descriptors (usually adjectives) to define the tone of the site.
 4. Identify and write out the conventions of other sites in this genre.
 - What are the typical **pages/content** included?
 - What conventions exist for **layout** &/or **usability**?
 5. Organize the content: Create a sitemap/flowchart. For all user processes, add task flows to the site map.
 6. Create wireframes (one for each unique layout). All *layout* decisions should be shown here. (Also, a wireframe prototype could be made here to test with users.)
 7. Design: Create a prototype to share with the client and for user testing. (Also, A/B Testing can be done here with users from your site's demographic.)
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8. Code: Front-end code & back-end code.
 9. Test: Different browsers, operating systems, and devices
 10. Fix the errors, track analytics, and continue improving the site.