

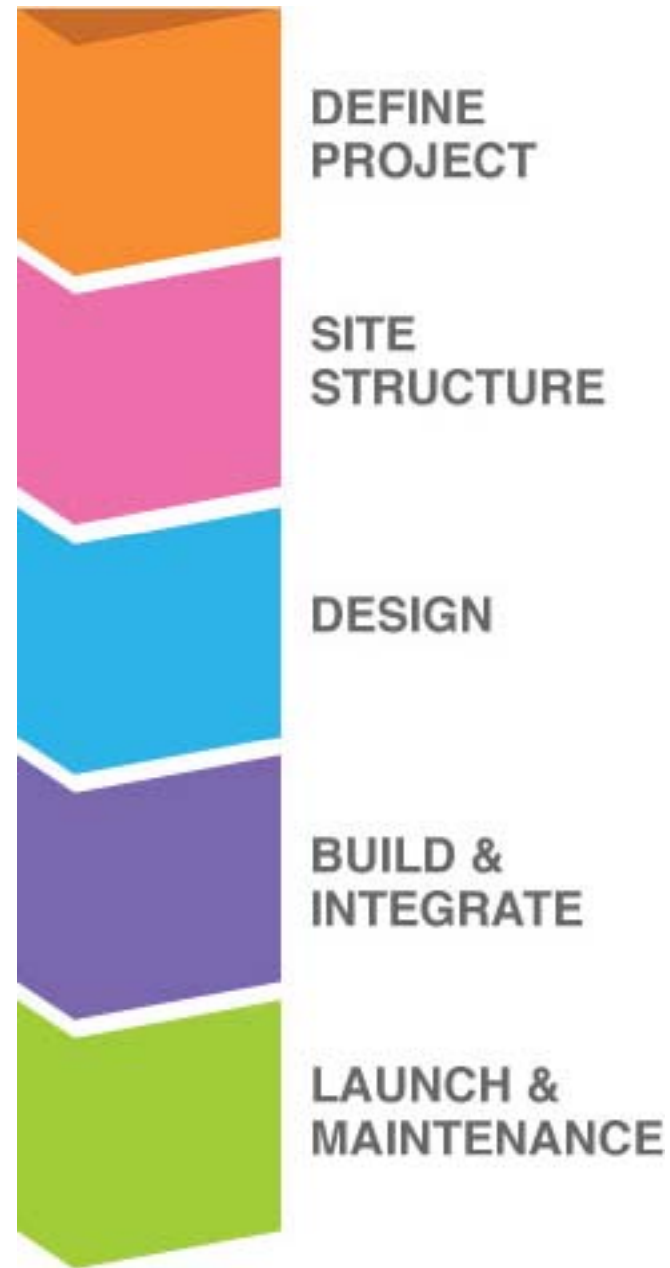
# The Design Process In A Nutshell

# Design

## Business and Creativity

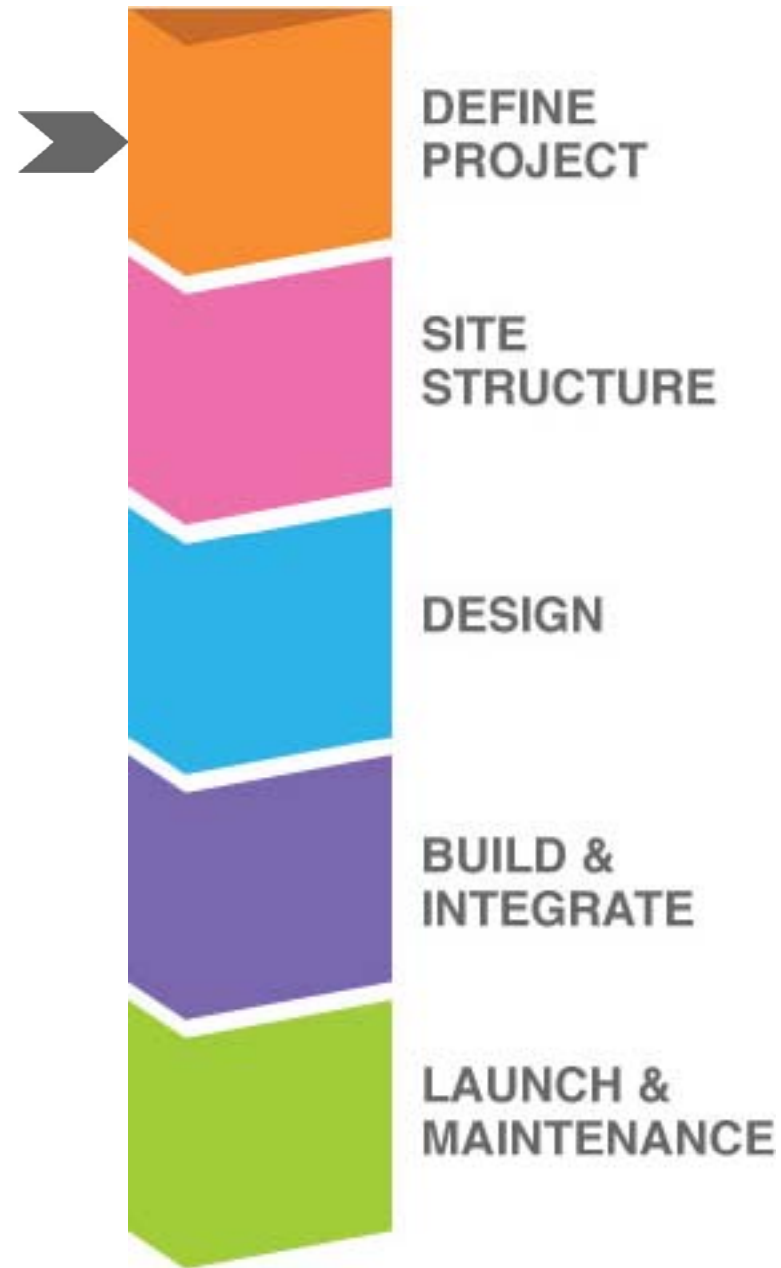


# The Design Process



# The Design Process:

## Define Project



**DEFINE  
PROJECT**

**DISCOVERY**

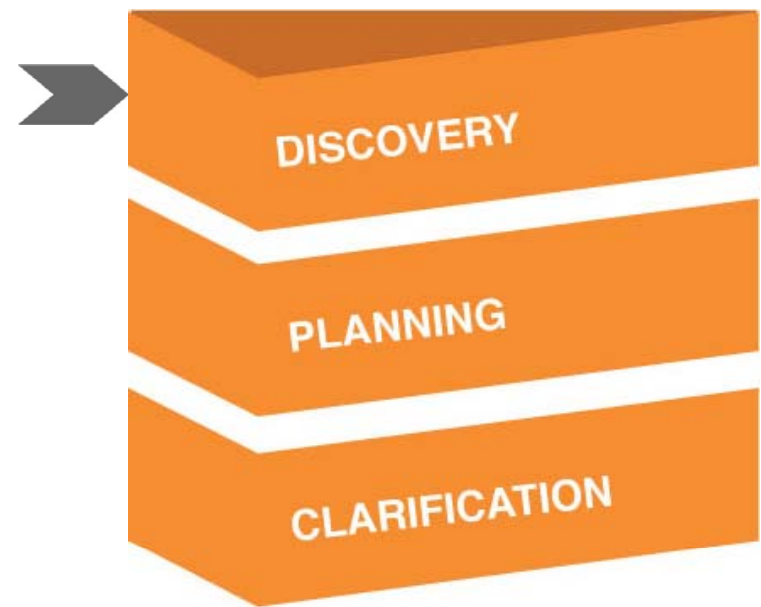
**PLANNING**

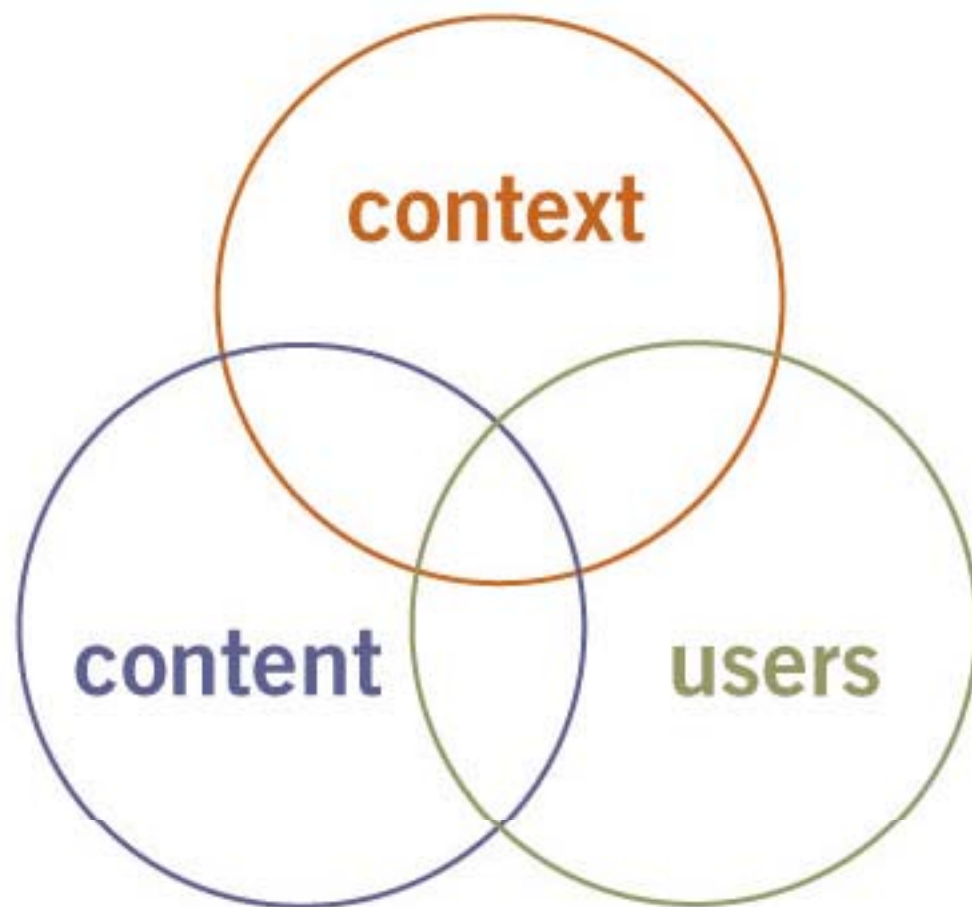
**CLARIFICATION**

# Discovery

## Gather Info

CONTEXT // CONTENT //  
USERS





# Discovery

**CONTEXT** // CONTENT // USERS

## CONTEXT:

Reality of situation (*budget, staffing capabilities, schedules, business goals*)

# Discovery

**CONTEXT** // CONTENT // USERS

- Background Research
- Strategy Meetings
- Content Meeting
- IT meeting/Tech Assessment
- Stakeholder Interviews

# Discovery

CONTEXT // **CONTENT** // USERS

**CONTENT:**

The stuff in your website

# Discovery

CONTEXT // **CONTENT** // USERS

- Gather Content
- Analyze Content
- Content Mapping

# Discovery

CONTEXT // CONTENT // **USERS**

**USERS:**

Your Audience

# Discovery

CONTEXT // CONTENT // **USERS**

- Usage Statistics
- Marketing Research
- Card Sorting

- Connect with an audience of dozens to millions.
- Stop sending mass emails to everyone.
- Archive your thoughts.
- Why the heck not?

## Hot Blogs Today

1. [Lorelle on WordPress](#)
2. [churumuri](#)
3. [Scobleizer - Microsoft Geek Blogger](#)
4. [Pomme & Kelly](#)
5. [My Journey to Macintosh](#)
6. [Sam Ideas, Thoughts, Programming](#)
7. [El Blog Oficial de Carlos Sicilia](#)
8. [Qwerty Maniac - The Typo Killer](#)
9. [Football Videos](#)
10. [Nosy Snoop](#)
11. [It's a Definite Maybe](#)

More of the [best blogs on WordPress.com](#).

account? ×

Username:

Password:

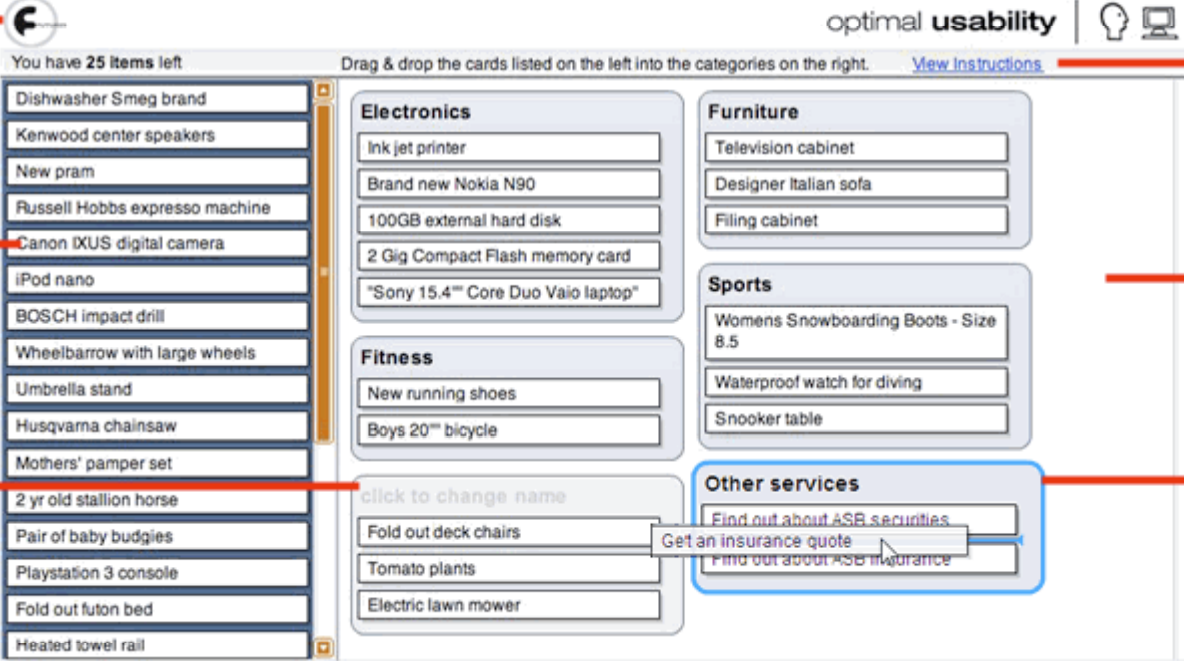
Remember me



Login »

WordPress.com  
News Blog

- [Blog Stats Widget](#)
- [Unlimited Blogs](#)
- [Widgets: It's a Plugin!](#)
- [Check Your Spelling](#)
- [Tag Feeds and Paging](#)
- [Andreas04 and Thirteen](#)
- [Login Errors](#)

## Participant view of the card sort



**optimal usability** |  

You have **25 items left** Drag & drop the cards listed on the left into the categories on the right. [View Instructions](#)

**Electronics**

- Ink jet printer
- Brand new Nokia N90
- 100GB external hard disk
- 2 Gig Compact Flash memory card
- "Sony 15.4" Core Duo Vaio laptop"

**Furniture**

- Television cabinet
- Designer Italian sofa
- Filing cabinet

**Sports**

- Womens Snowboarding Boots - Size 8.5
- Waterproof watch for diving
- Snooker table

**Other services**

- Find out about ASE securities
- Get an insurance quote
- Find out about ASE insurance

**Items List:**

- Dishwasher Smeg brand
- Kenwood center speakers
- New pram
- Russell Hobbs expresso machine
- Canon IXUS digital camera
- iPod nano
- BOSCH impact drill
- Wheelbarrow with large wheels
- Umbrella stand
- Husqvarna chainsaw
- Mothers' pamper set
- 2 yr old stallion horse
- Pair of baby budgies
- Playstation 3 console
- Fold out futon bed
- Heated towel rail

[click to change name](#)

You can leave **additional comments** about this exercise:

**done**

Your logo can be uploaded and displayed here.

Participants drag a card from the list and drop it into a category of their choice and making.

Participants can easily name each category while seeing what is in that category.

Comments can be made at any time during the card sort.

Instructions on how to perform the card sort are easily accessible (they are also presented before this screen).

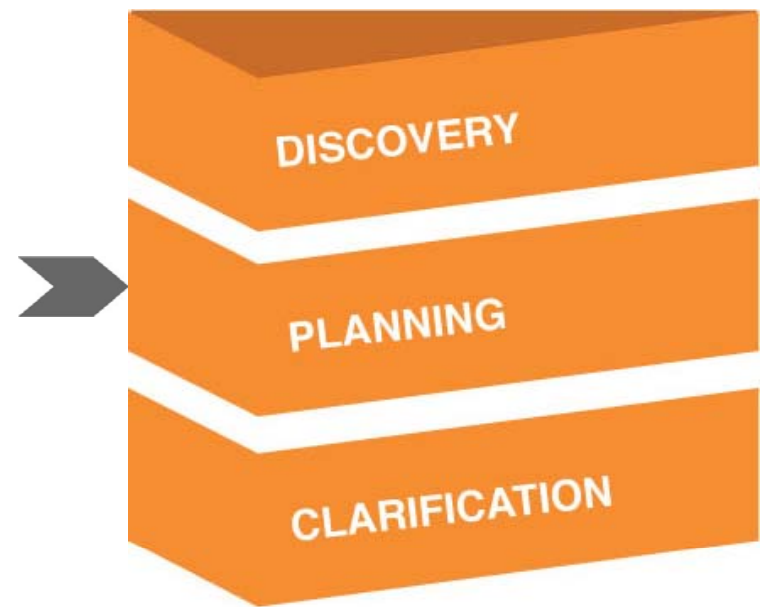
New categories are automatically created when a card is dropped into this area.

Highlights provide strong visual feedback about which category the card will be placed in.

When finished, participants click Done. Participants are prompted if they leave cards unsorted in the left panel but are still allowed to finish the sort.

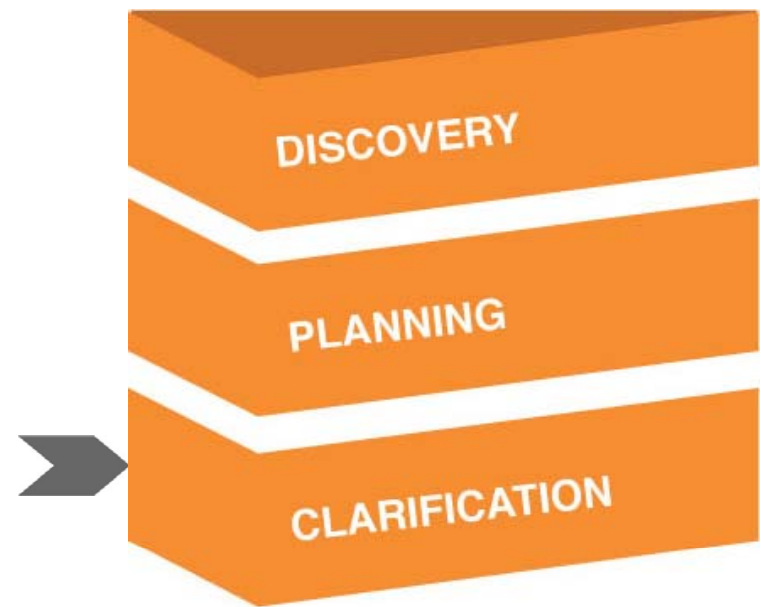
# Planning

- Project Plan
- Team
- Schedule
- User Testing

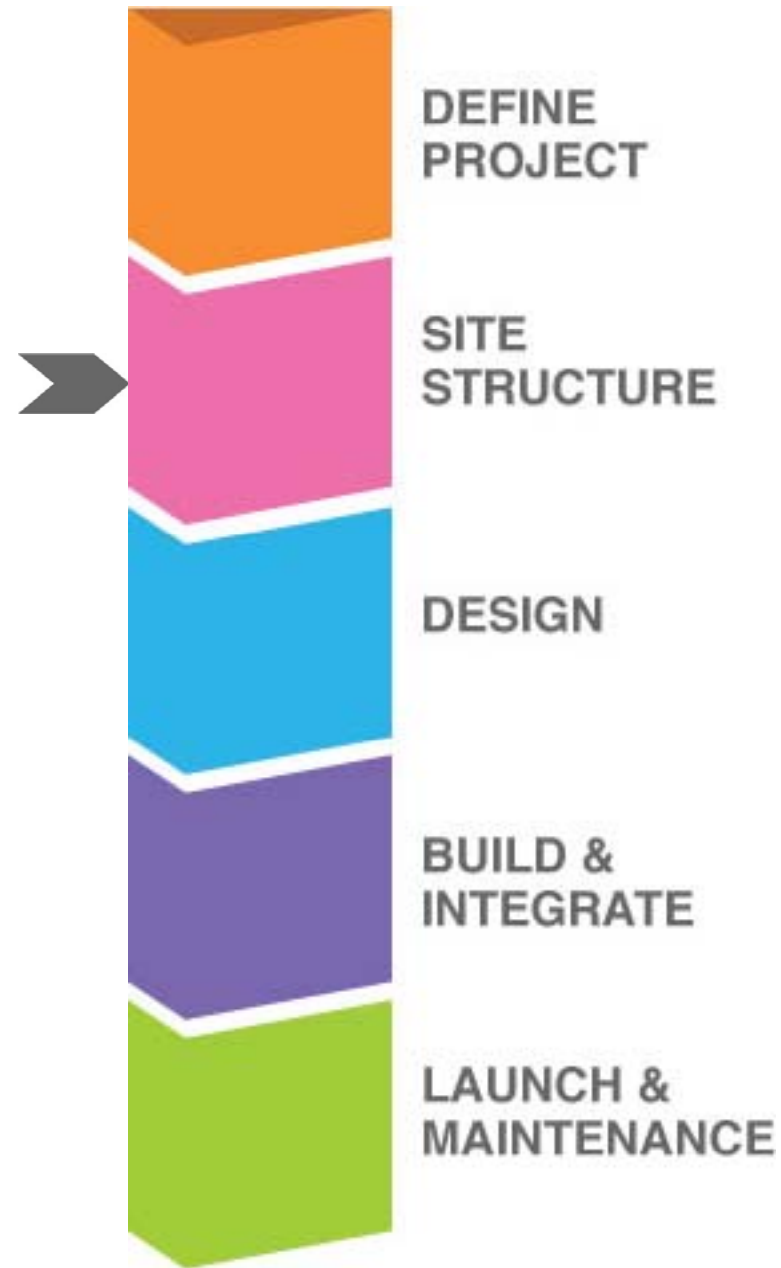


# Clarification

- Communication Brief
- Goals



# The Design Process: Site Structure



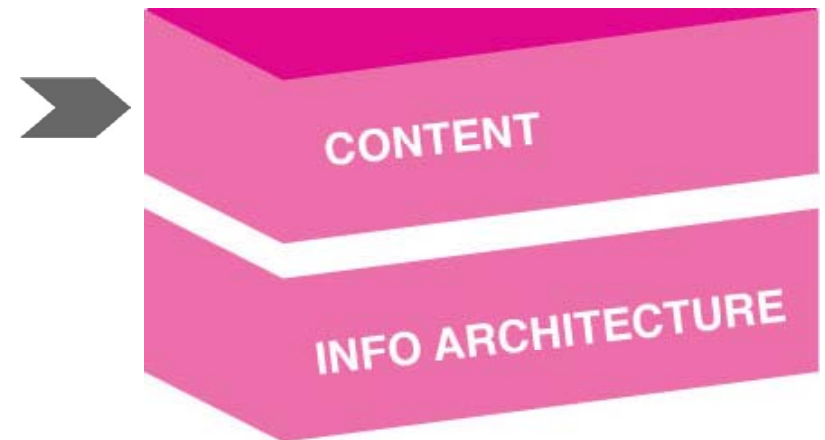
**SITE  
STRUCTURE**

**CONTENT**

**INFO ARCHITECTURE**

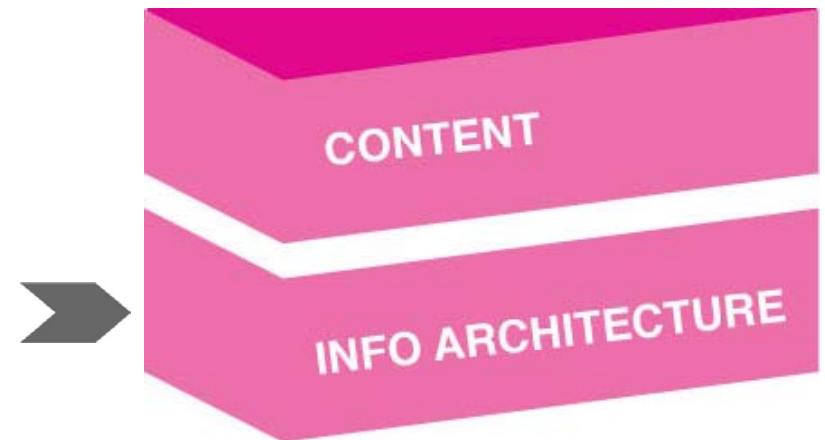
# Content

- Outline Content
- Content Delivery Plan

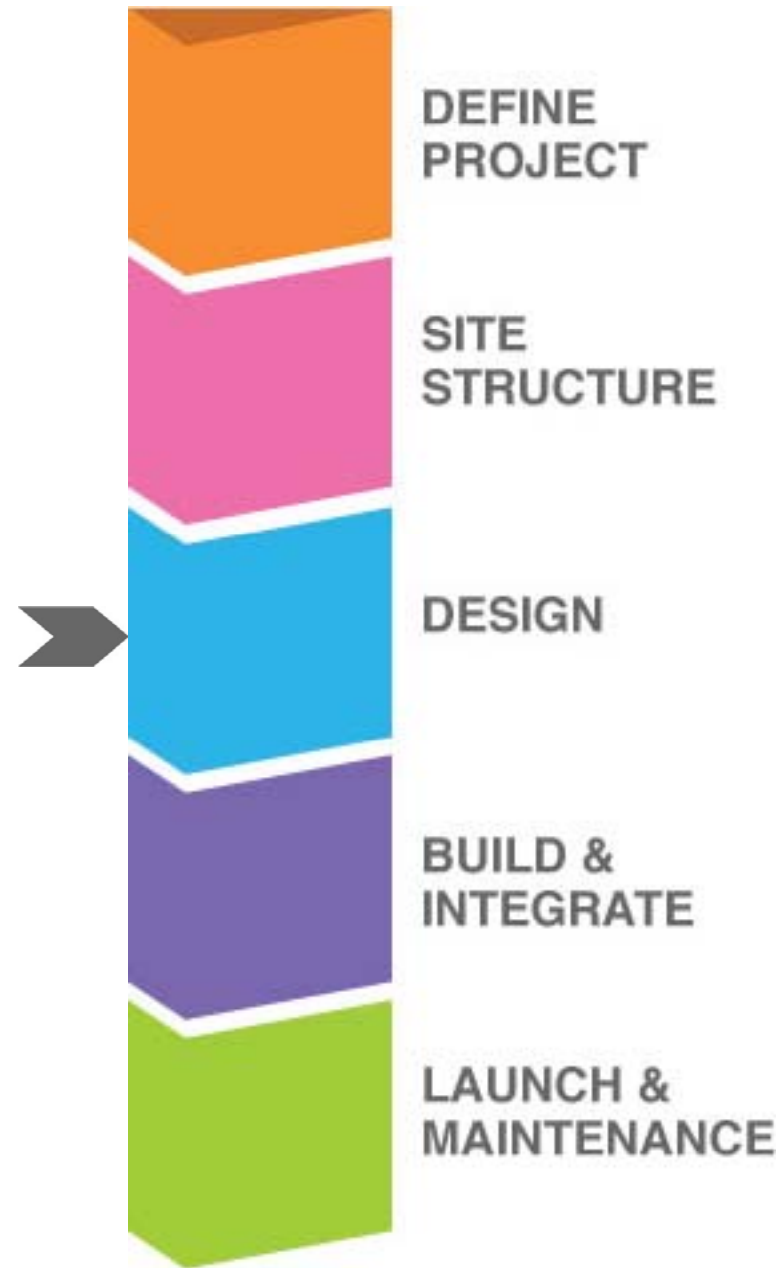


# Information Architecture

- Identify Key User tasks
- Site Mapping



# The Design Process: Design





# DESIGN PROCESS

REVIEW  
REQUIREMENTS  
& RESEARCH

STRATEGY

VISUAL CONCEPTS

DESIGN EXECUTION

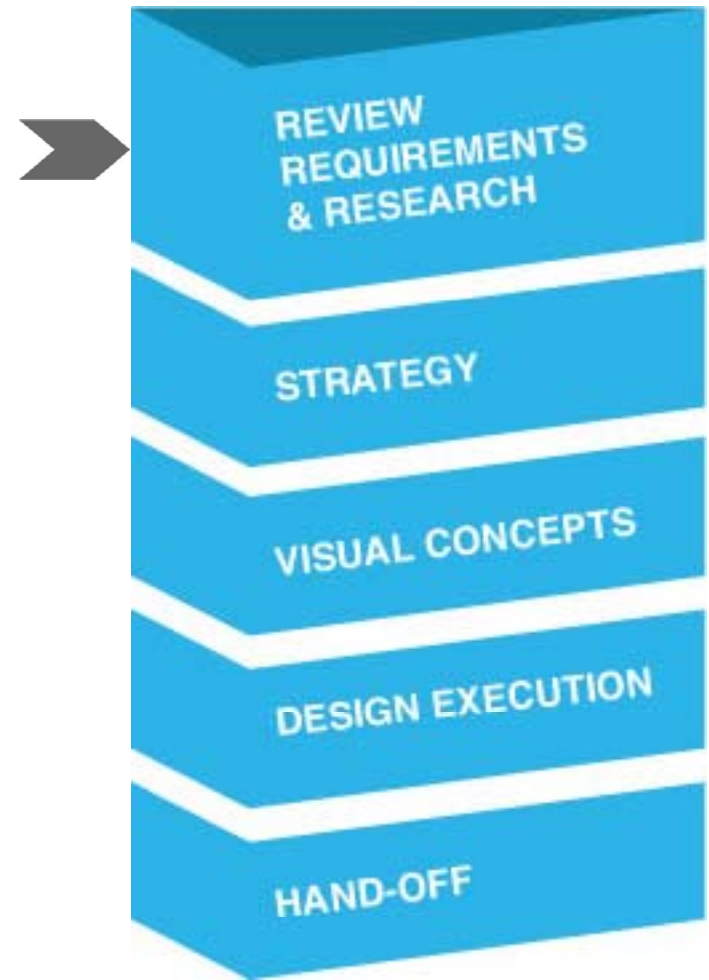
HAND-OFF

# Review Requirements & Research

Aim, then Shoot

WHO // WHAT //

WHERE // WHY



Company goals + *User*  
Needs + Brand/Image +  
Overall Message + Budget  
Time Frame + *Aesthetics*  
Technical Restraints +  
Feasibility + *Communication*

DESIGN SOLUTION

# Review Requirements & Research

**WHO** // **WHAT** // WHY // WHEN

## **WHO:**

- Consider Audience
- Client and their industry

## **WHAT:**

- Offering
- Make relevant to consumer

# Review Requirements & Research

WHO // WHAT // **WHY** // **WHEN**

**WHY:**

- Goals

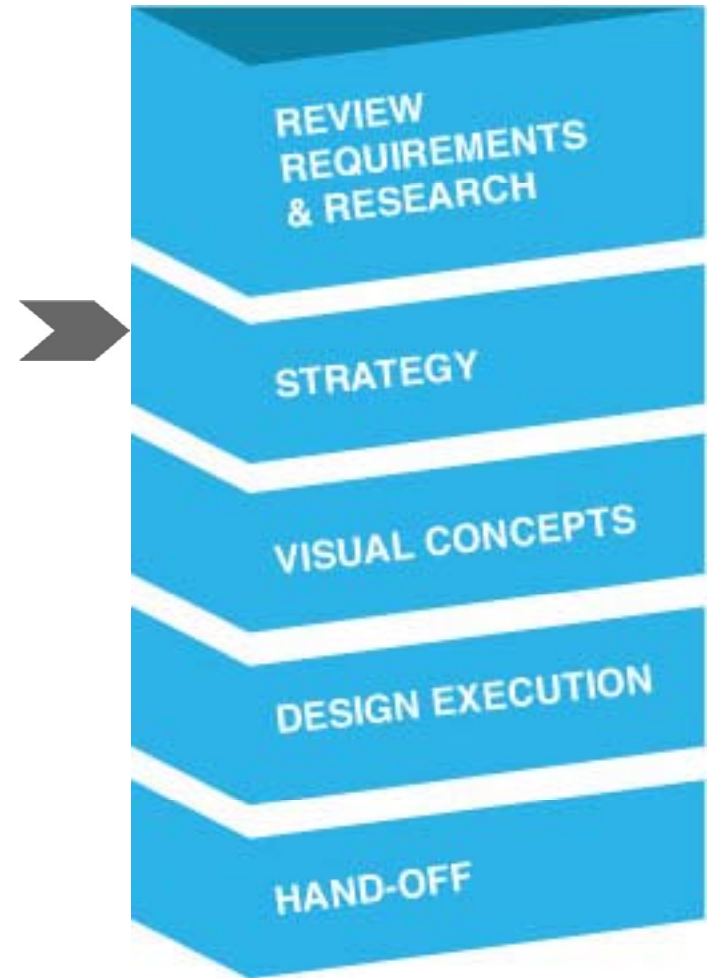
**WHEN:**

- Project Plan
- Deadlines

# Strategy

## How

THINK // ARTICULATE //  
COMMUNICATE // TEST



# Strategy

**THINK** // ARTICULATE // COMMUNICATE // TEST

**THINK:**

Convert research into  
creative ideas

# Strategy

**THINK** // ARTICULATE // COMMUNICATE // TEST

- Create time and space to brainstorm
- Do what works best for you
- See what others have done

# Strategy

THINK // **ARTICULATE** // COMMUNICATE // TEST

## **ARTICULATE:**

Informally put ideas to paper

# Strategy

THINK // **ARTICULATE** // COMMUNICATE // TEST

- Wireframes
- Collect Examples
- Color Swatches

# Strategy

THINK // **ARTICULATE** // COMMUNICATE // TEST

## **Wireframe:**

Suggest the layout of fundamental elements in the interface

# Home Page

The wireframe shows the layout of the Carnegie Library of Pittsburgh home page. At the top left is the library logo. To the right is a search bar with a 'GO' button and a link to 'Search the Internet'. Below the search bar are links for 'Ask a Librarian: Email | Online Chat | 412.622.3114' and a 'How Do I?' help link. A horizontal navigation bar contains links for HOME, USING THE LIBRARY, BOOKS, MOVIES & MORE, RESEARCH & HOMEWORK, EVENTS, LOCATIONS & DEPARTMENTS, and ABOUT CLP. Below this is a secondary search bar with a 'GO' button and links for '> Find Articles, Databases and more!' and '> My Account'. A font size selector is also present. The main content area is divided into several sections: 'View Your Library Card Account' with input fields for name and card number; 'Specialty Information & Services!' featuring icons for KIDS, TEENS, Donor Plus Login, and WiFi; 'Today at CLP' with a featured item 'Harry Potter and the Deathly Hallows Release Party'; 'Support Your Library' with links for Donate, Advocate, and Volunteer; and an 'Extra Callout Area'. The footer contains the library's mission statement, contact information, and a 'RAD works here' logo.

**Page Indicator**

**Area focus on highlighting services (pc center) or information (kids site).**

**1024x768 Break Point**


**Designated space to highlight multiple items without reloading the page.**

**Extra promotion space.**

**This space will not change when page is reloaded, like the current home page web ad.**

**Primarily used for global promotions/campaigns. (Ex. Awareness campaign, Libraries for Life, etc)**

# Events



**Carnegie Library of Pittsburgh**

Site Search:  Search this Site  > Search the Internet

Ask a Librarian: [Email](#) | [Online Chat](#) | 412.622.3114

HOME USING THE LIBRARY BOOKS, MOVIES & MORE RESEARCH & HOMEWORK **EVENTS** LOCATIONS & DEPARTMENTS ABOUT CLP

Catalog Search:  Search Books, DVDs, & more   > Find Articles, Databases and more! > My Account

Font Size:

You Are Here: home /

## Events

### Search Events & Classes

Other Search Options:  
> Keyword Search  
> Advanced Search

**Step 1:**  
What type of event/class are you interested in?


**Step 2:**  
Which location would you like?

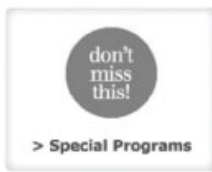
**Step 3:**  
What subject interests you?

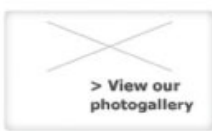
**Step 4:**  
Who is attending?


**Step 5:**  
Find your event/class.

**Keyword Search**

 Download Events Brochure

 don't miss this!  
> Special Programs

 > View our photogallery

 > View Pittsburgh Events

# Strategy

THINK // ARTICULATE // **COMMUNICATE** // TEST

**COMMUNICATE:**

Share your ideas

# Strategy

THINK // ARTICULATE // **COMMUNICATE** // TEST

- Find safe & unsafe co-worker
- Share with your developer
- Write-up your strategy
- Present to client

# Strategy

THINK // ARTICULATE // COMMUNICATE // **TEST**

- Paper Test  
*(home page, trunk tests)*
- Build Prototype

# Visual Concepts

Ideas Take Shape

CREATE // CONFIRM // PRESENT



[HOME](#) | [USING THE LIBRARY](#) | [BOOKS, DOWNLOADS & MORE](#) | [TOOLS & RESEARCH](#) | [EVENTS](#) | [LOCATIONS & DEPARTMENTS](#) | [ABOUT CLP](#)

Catalog Search:   ▾  > Find Articles, Databases & more! > My Account

### View Your Library Card Account

Your Name (Example, type Jane Smith)

Library Card Number



Need an account?  
Get a Library Card!



Font Size:

[Today at CLP](#) | [Staff Picks](#) | [My Library](#) | [Featured Collections](#) | [CLP News](#)



**Harry Potter and the Deathly Hallows Release Party**

Celebrate the arrival of the 7th and final book. . .

> read more

◀ || ▶

### Specialty Information & Services!

**KIDS**

**TEENS**

*Donor Plus Login*

**eCLP**

Mobi Site

**CLP RSS**

**Podcasts**

**WiFi**  
Wireless

- > PC Classes
- > Library for the Blind & Physically Handicapped
- > Calendar of Events



**Support Your Library**

- > Donate
- > Advocate
- > Volunteer



**So many great stories!**

> Tell us yours!

# Visual Concepts

**CREATE** // CONFIRM // PRESENT

- Concentrate on overall look
- Choose pages are representative and/or important to site

# Visual Concepts

CREATE // **CONFIRM** // PRESENT

- All information, navigation, and elements included?
- Usability (*Do clickable items look clickable? Home page, Trunk test*)

# Visual Concepts

CREATE // **CONFIRM** // PRESENT

- Support Goals and Enforces Brand
- Meet Technical Requirements

# Visual Concepts

CREATE // CONFIRM // **PRESENT**

- Present Visual Concepts to clients
- Explain Strategy

# Visual Concepts

CREATE // CONFIRM // **PRESENT**

- Maintenance Needs
- Information and design element needs  
*(testimonials, photo shoot, etc)*

# Design Execution

Finish up

INVENTORY & COMPLETE



# Design Execution

## **INVENTORY & COMPLETE**

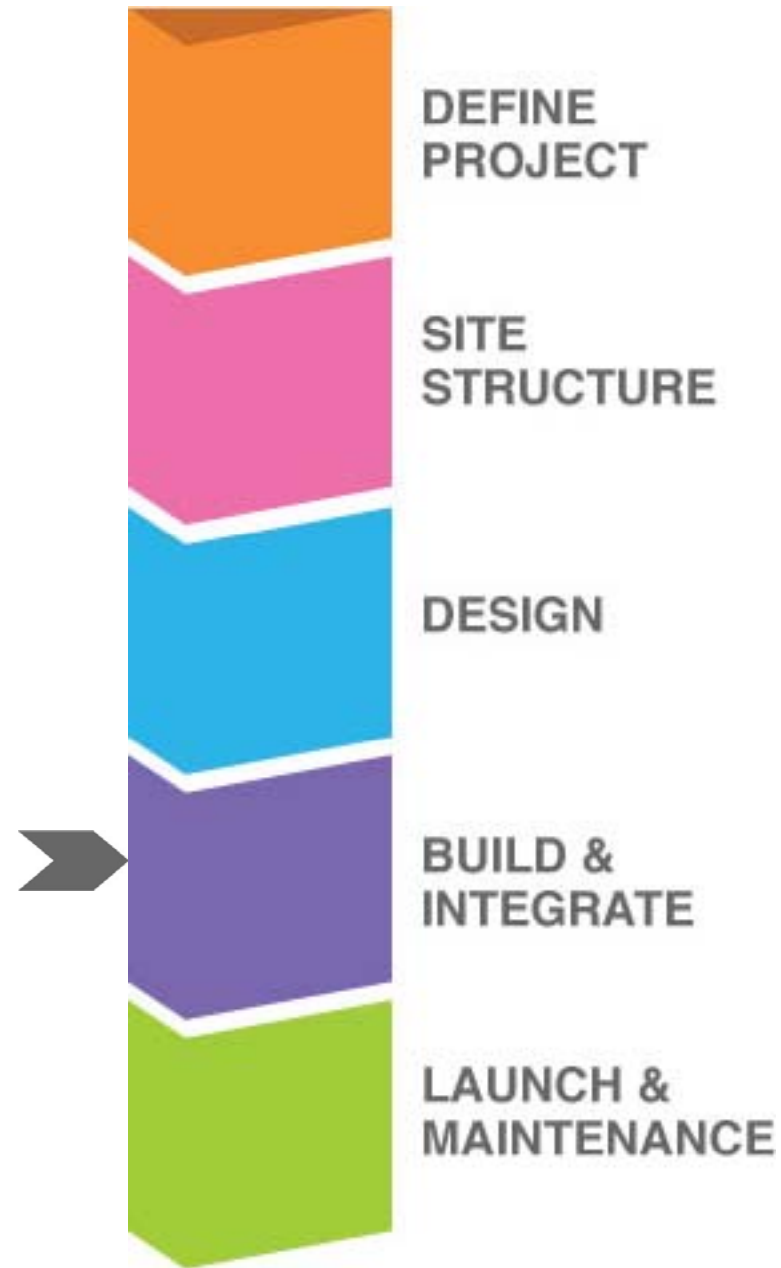
- Make list of design tasks
- Imagery Needs, Pages need design consideration

# Hand-off

- Graphic templates
- Photography, Icons, design elements
- Style Guide



# The Design Process: Build & Integrate



**BUILD  
AND  
INTEGRATE**

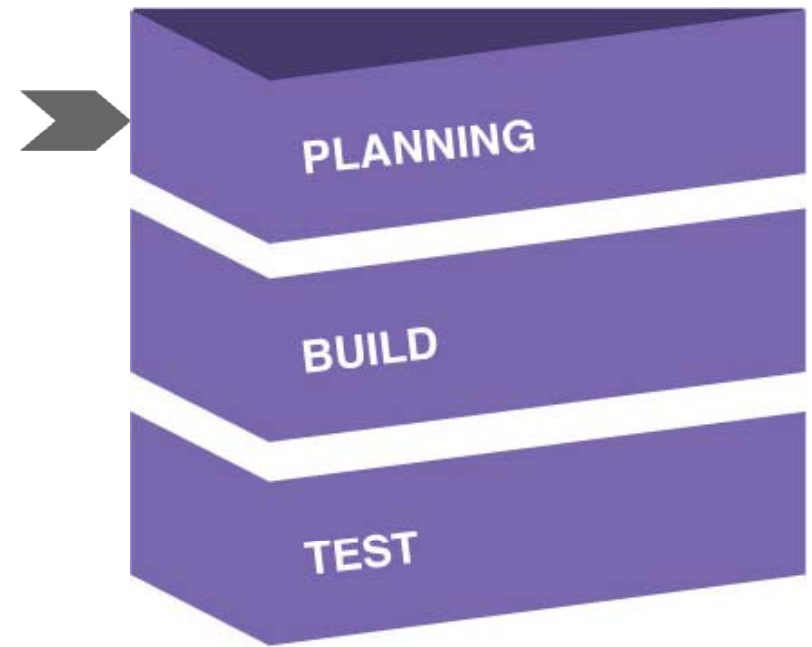
**PLANNING**

**BUILD**

**TEST**

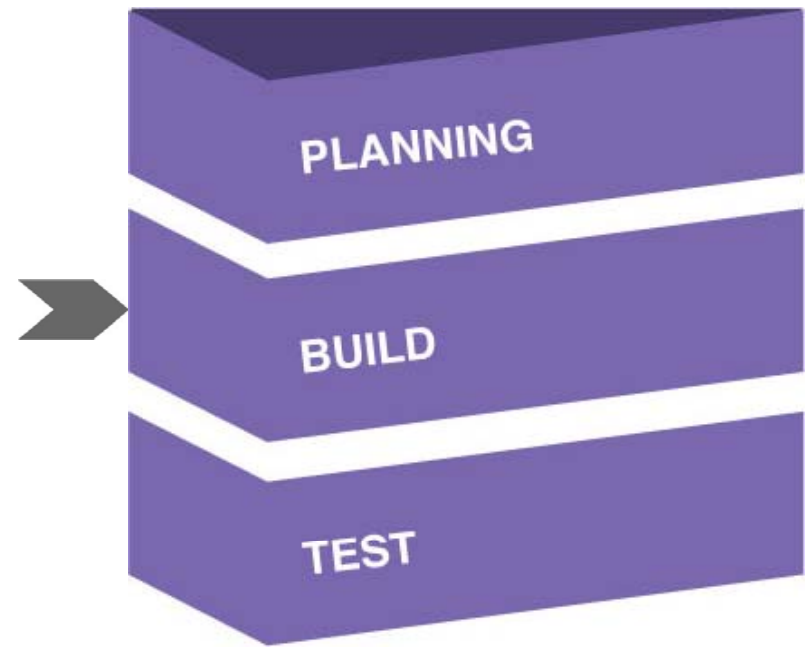
# Planning

- Project Status
- Set File Structure



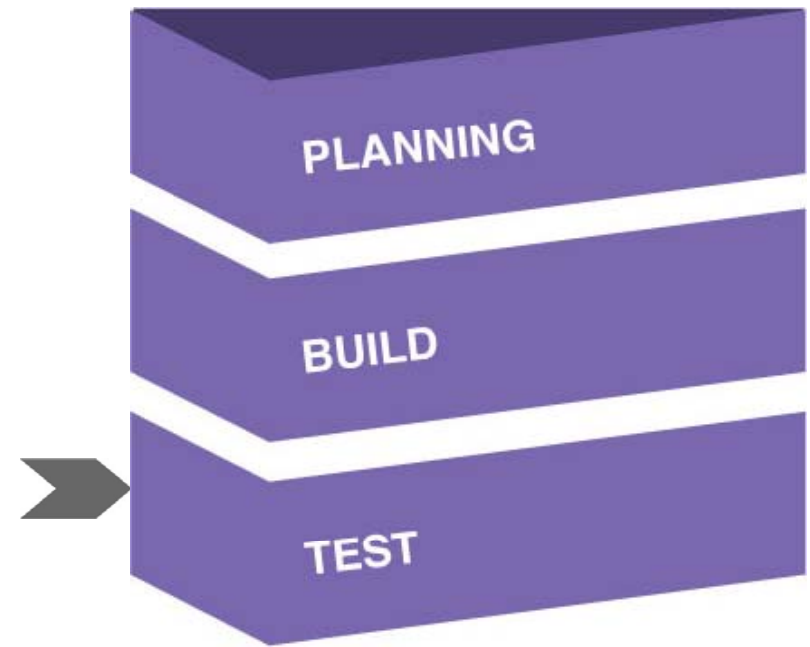
# Build

- Slicing
- Template Pages
- Front End Scripting
- Populate Pages
- Integrate Back end Development

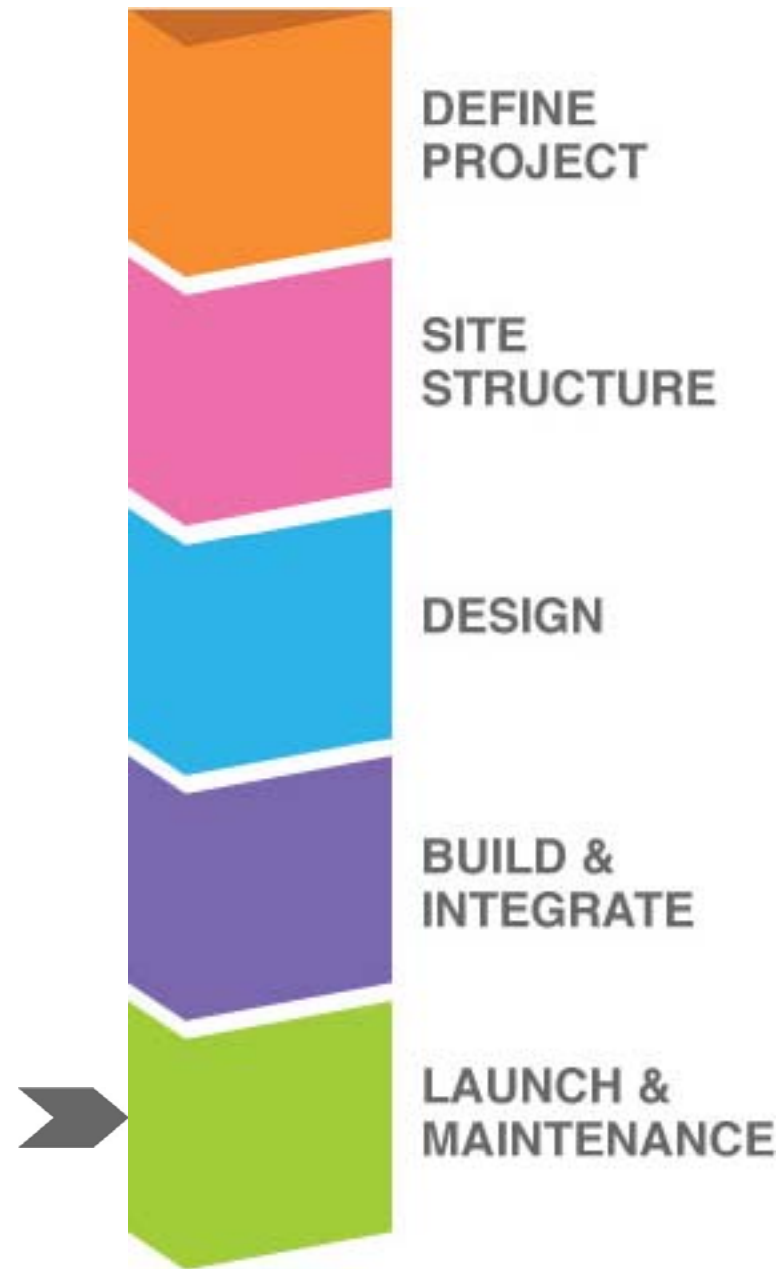


# Test

- Testing Plan
- Fixing Bugs
- Final Check



# The Design Process: Launch & Maintenance



**LAUNCH  
AND  
MAINTENANCE**



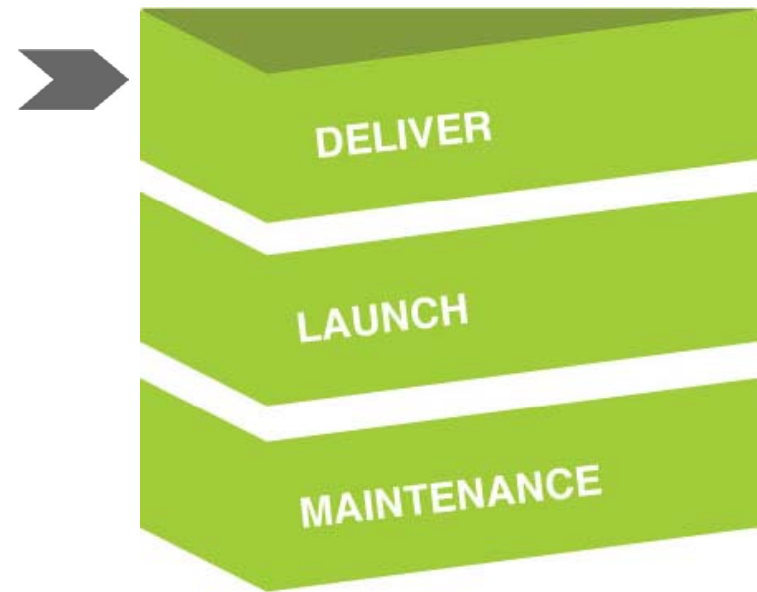
**DELIVER**

**LAUNCH**

**MAINTENANCE**

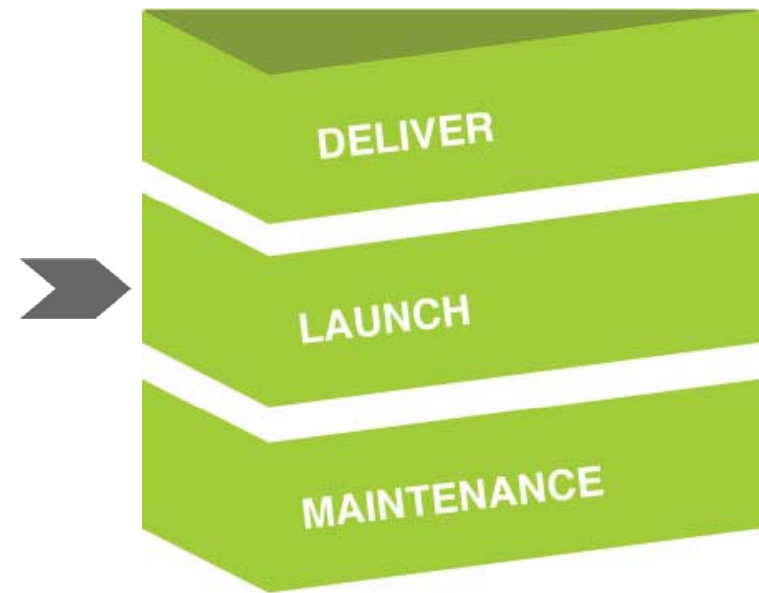
# Deliver

- Handing off
- Training
- Documentation



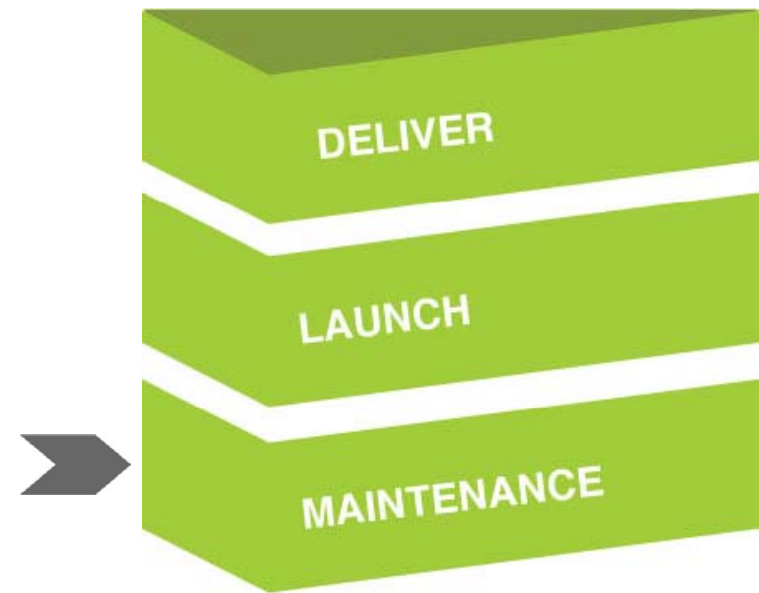
# Launch

- Make Live
- Search Engine
- Optimization

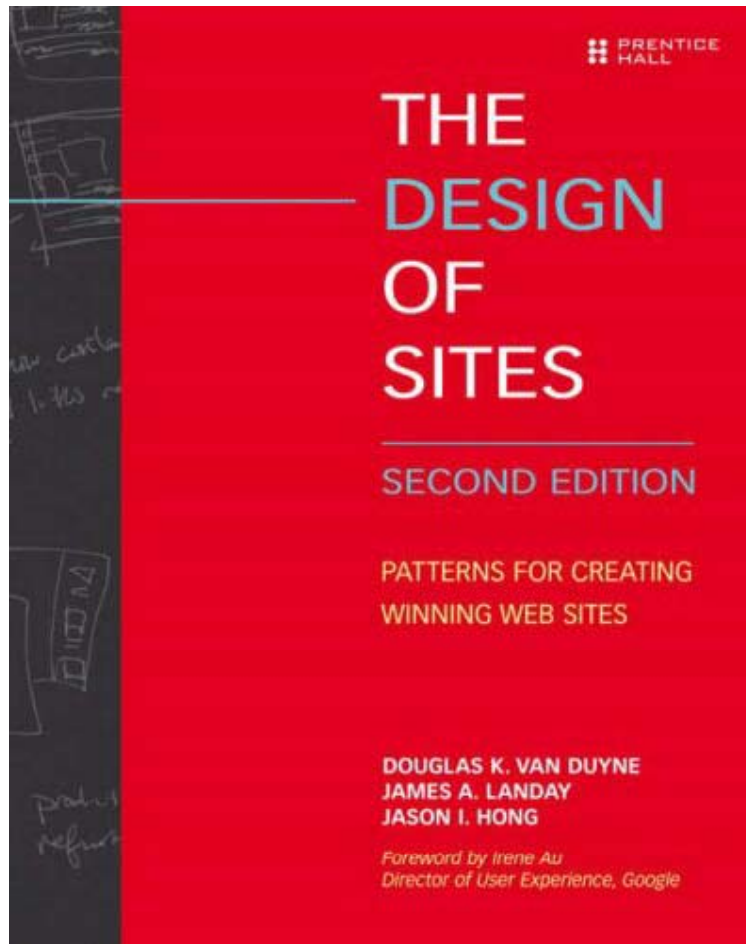


# Maintenance

- Maintenance Plan
- Measure Success



# Resources



# Resources

