DESIGNING

for the

WEB

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Planning

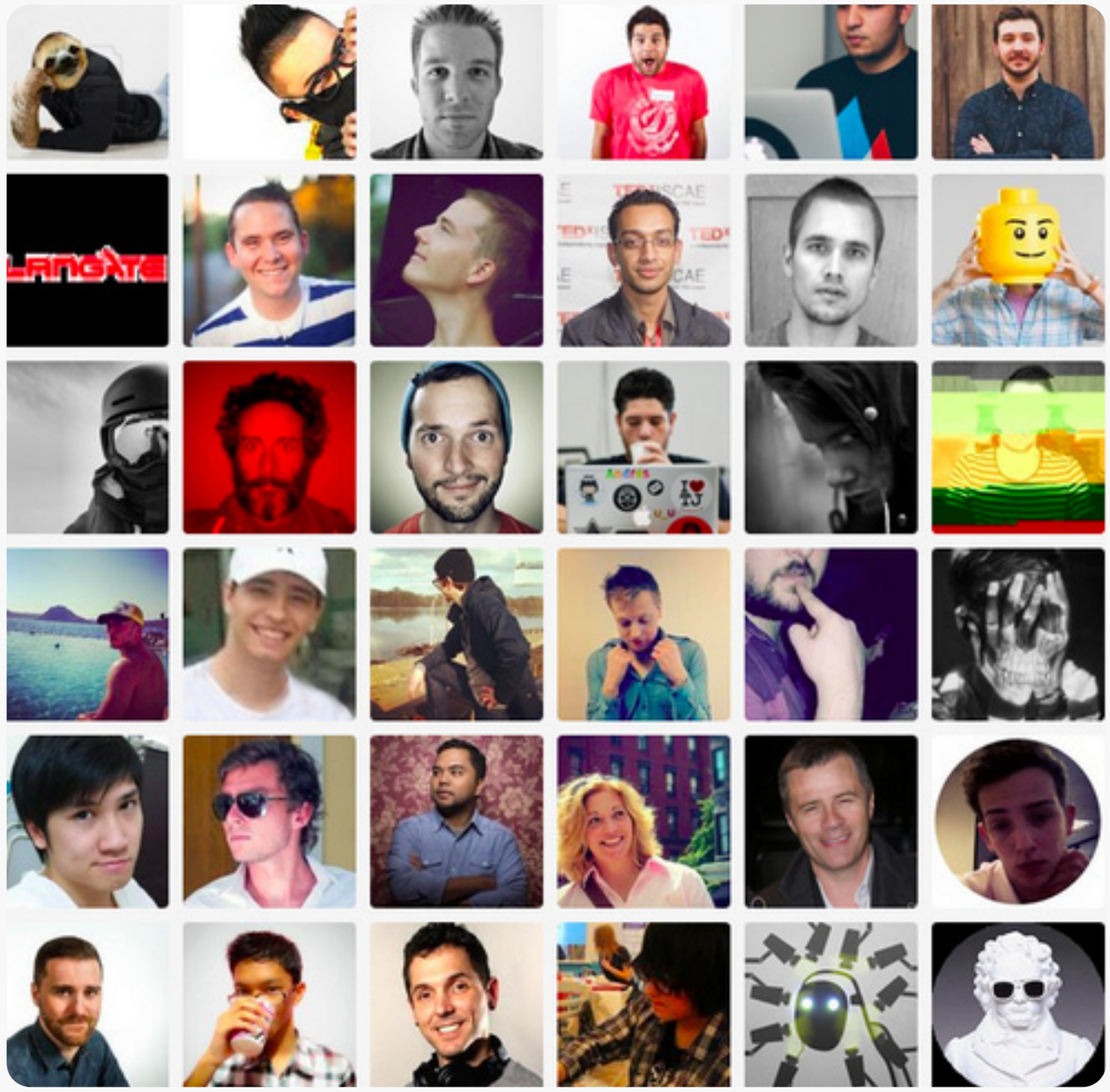
What Are The Goals?

- e.g. Sales
- Get emails
- Establish credibility
- Inform
- Cut down on phone time
- Get users to call

Who are your users?

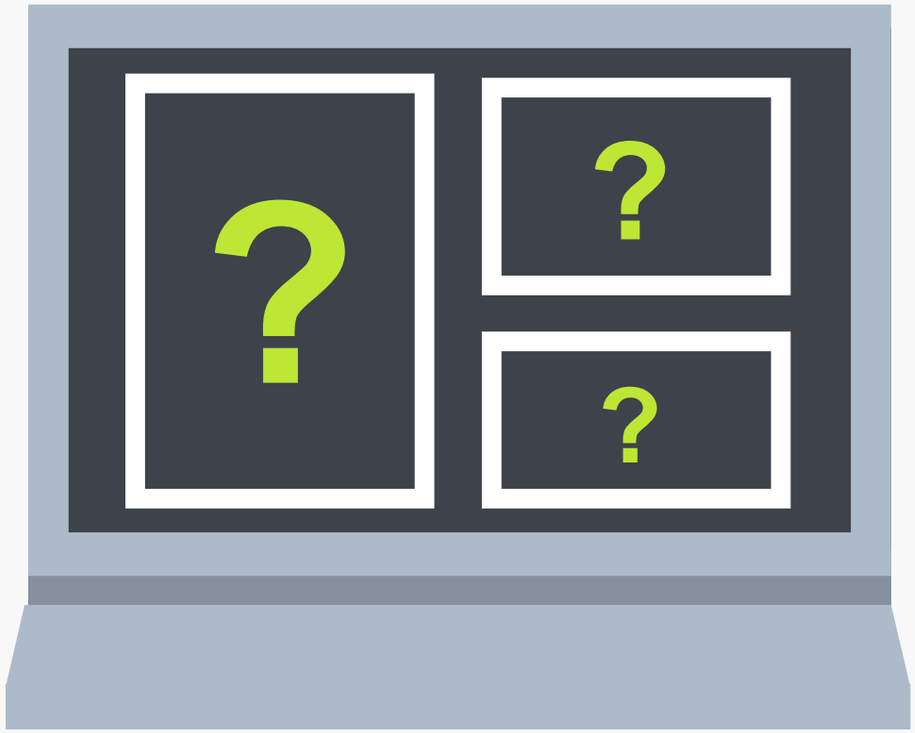
Personas

- What do they want?
- How do they use your site?
- How tech savvy are they?
- What browsers do they use?
- How much do they use mobile?
- What do you want them to do?
- Age/general info



Use Cases

- e.g. “user signs up”
- “users logs in”
- “user searches for a product”
- “user wants to learn more about your company”
- you can have different use cases for different personas

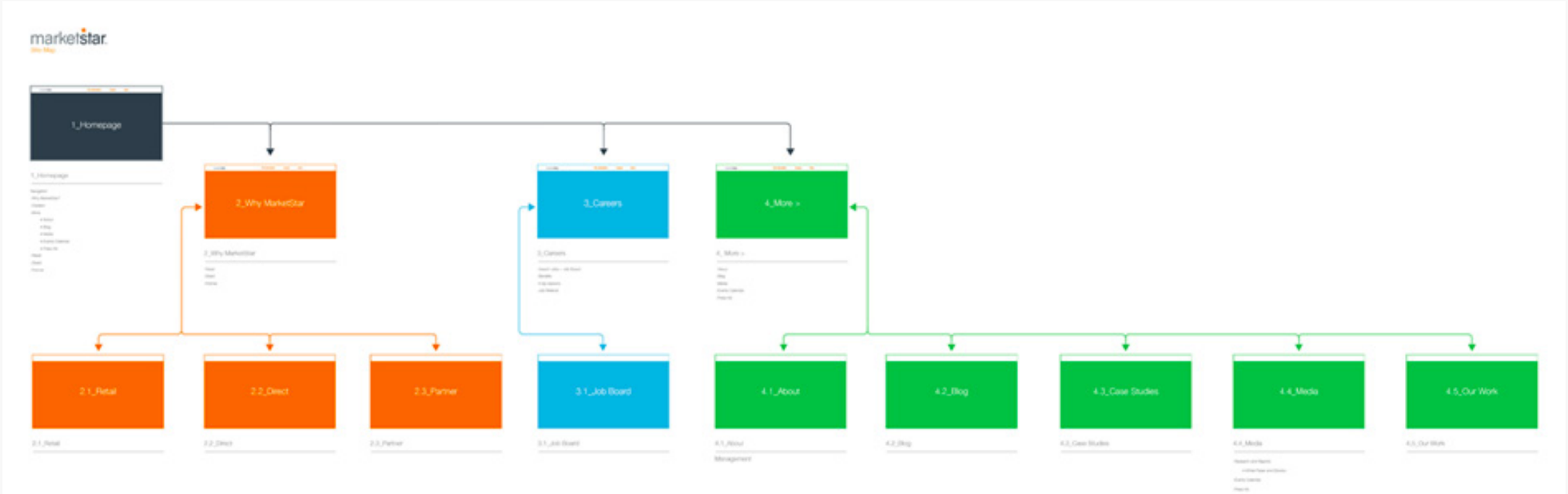


Content

- How many pages?
- What content will be on each page?
- What functionality will be on each page?
- Where will the content come from?
- How often will the content be updated?
- Who will update the content?

Sitemap

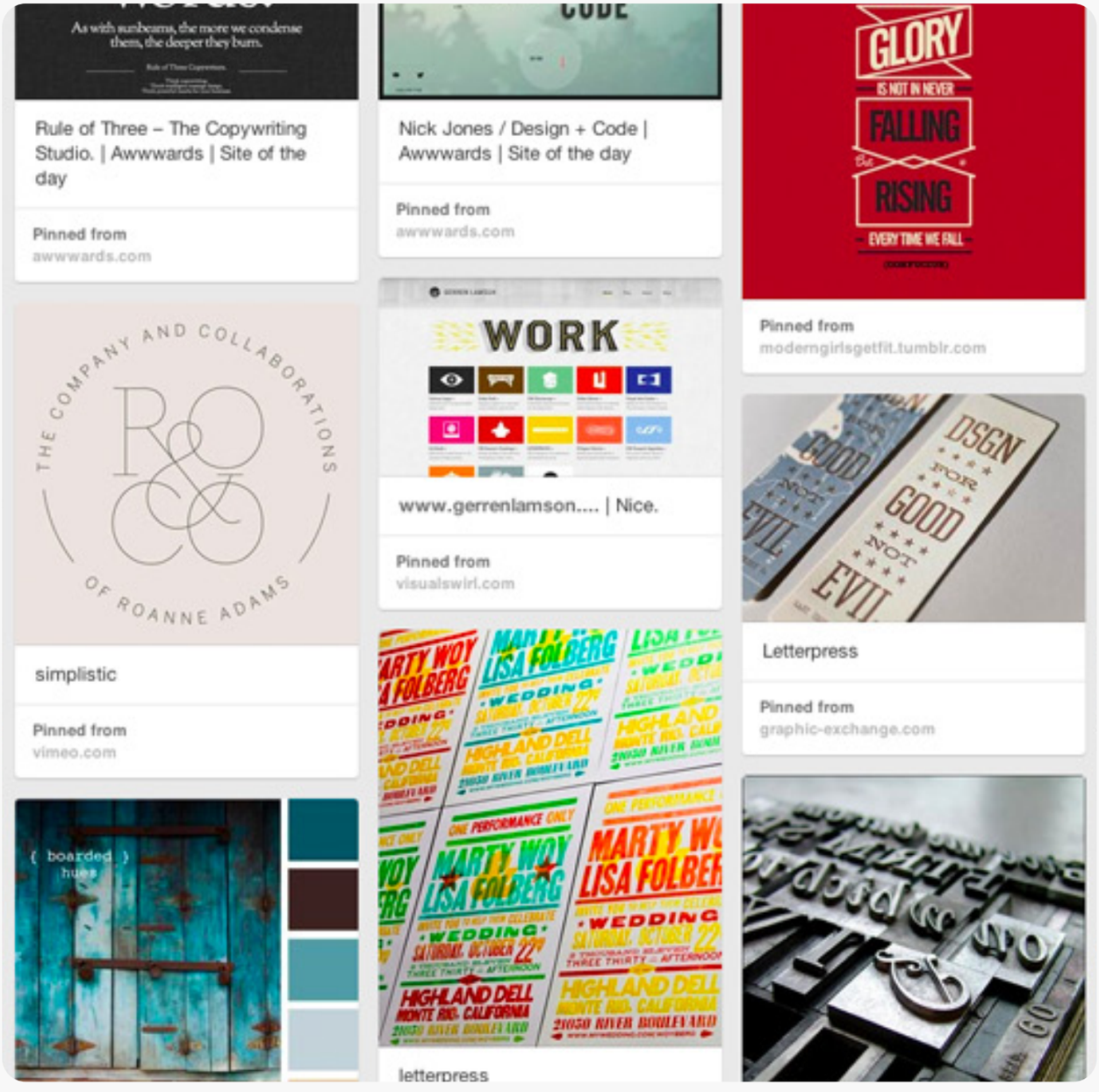
- All of the pages
- How pages are linked to each other
- Addresses all use cases



Technical Specs

- Will it be responsive?
- What browsers should it support?
- Animations?

shoze.blogspot.com

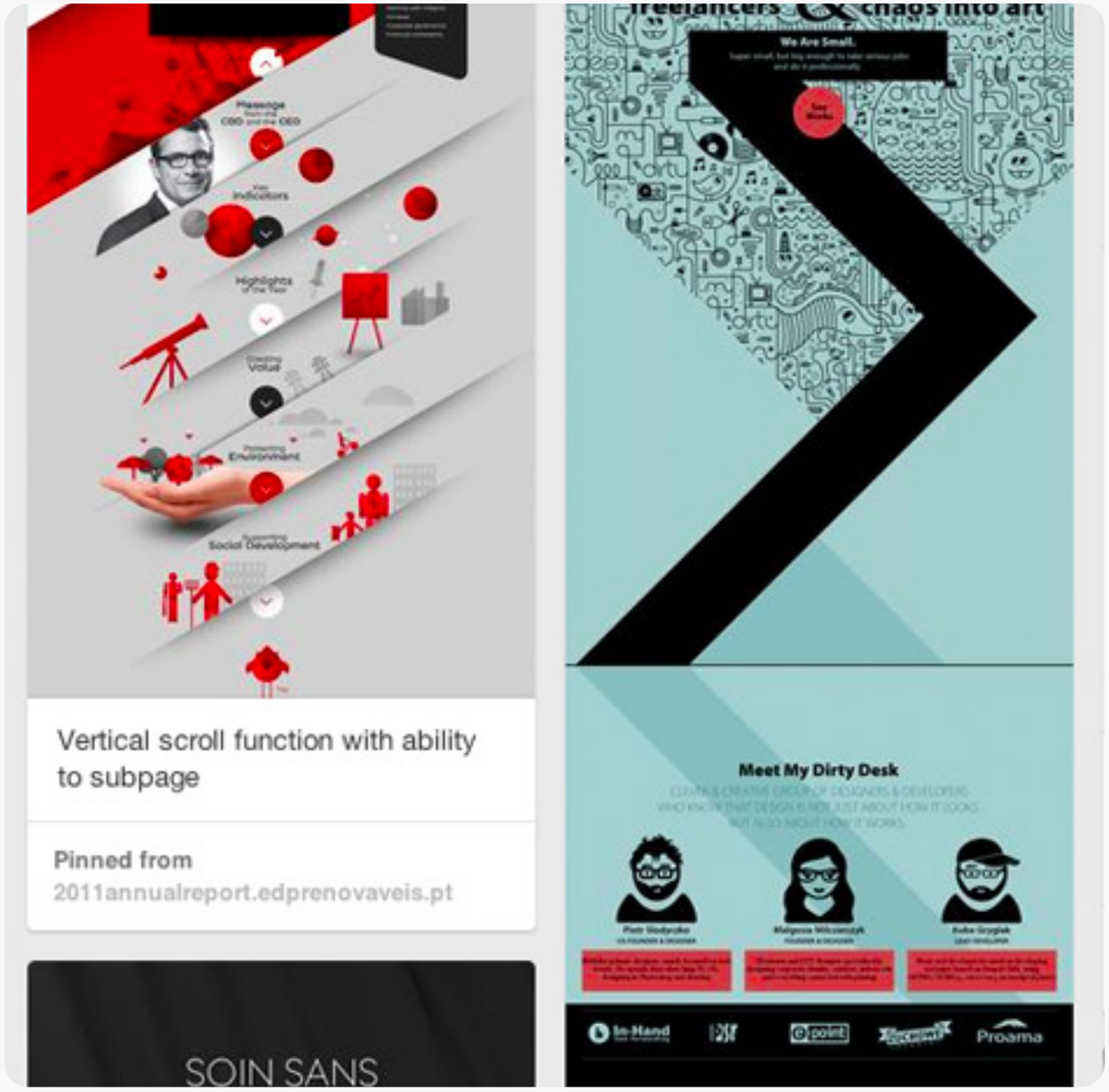


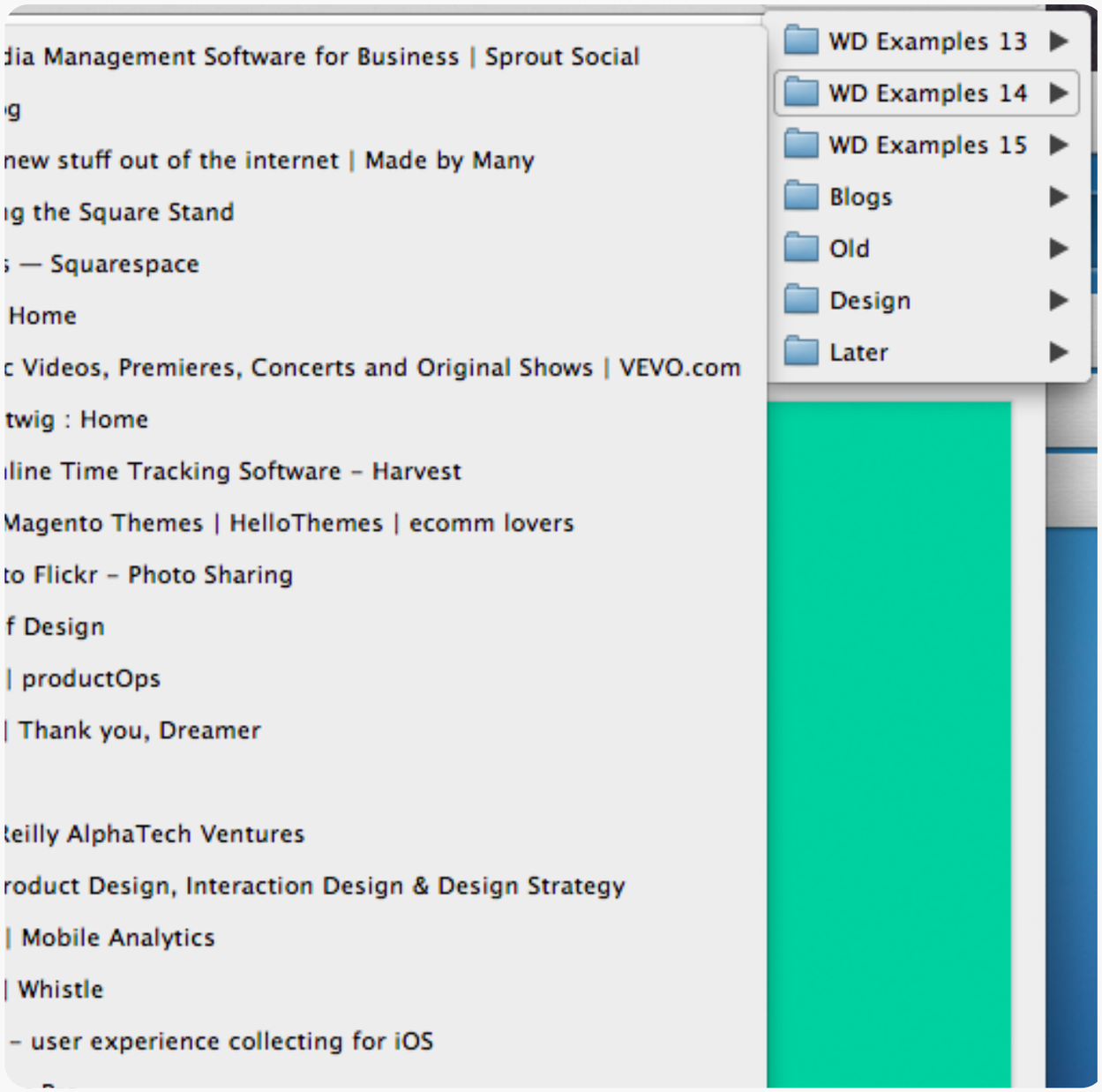
Design Style

- What sites do you like?
- What style does your audience like?
- How trendy?
- Color scheme?

Finding Design Style Inspiration

- Existing sites
- dribbble.com
- webcreme.com (more flashy)
- awwwards.com (more flashy)
- Successful competitors
- Follow designers on Twitter





Collect

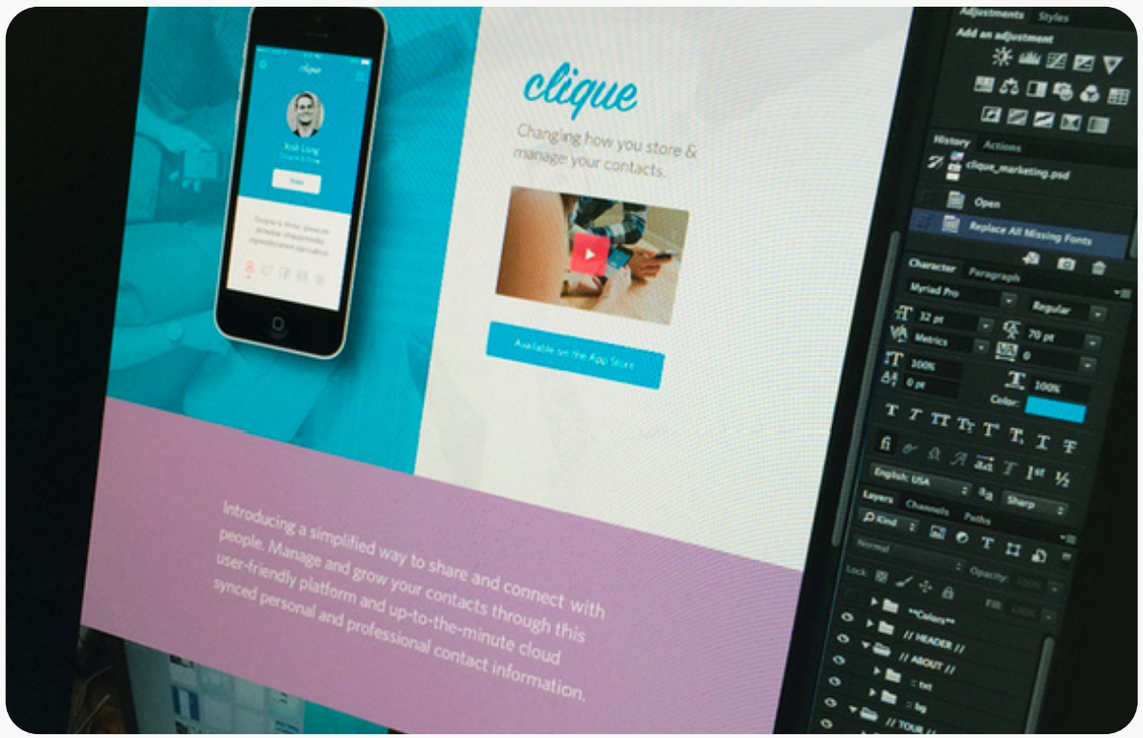
- Bookmark folders
- Dribbble buckets
- Pinterest board

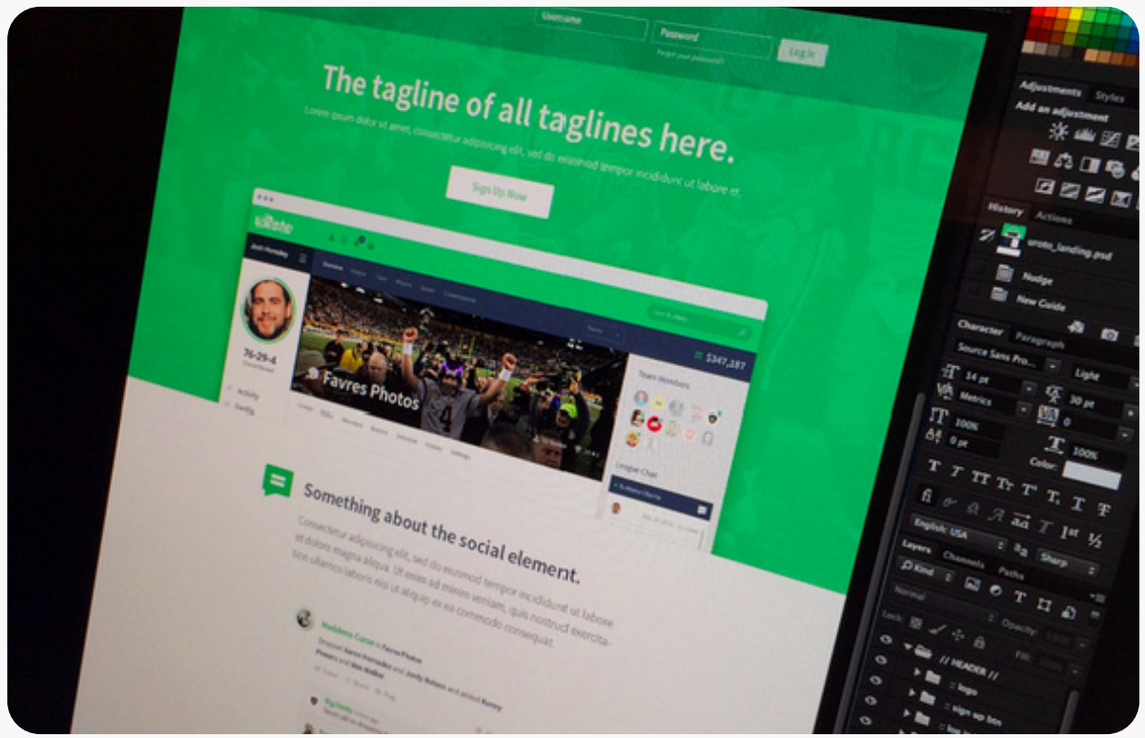
Wireframes

Goals of Wireframes

- Quickly conceptualize
- Determine layout
- Determine information architecture

Full color designs





http://www.teehanlax.com/blog/designing-with-code/

User Testing

- Give them use cases (e.g. find X video, add a video to your favorites, etc.)
- What was confusing?
- What would you change?
- What was easy?

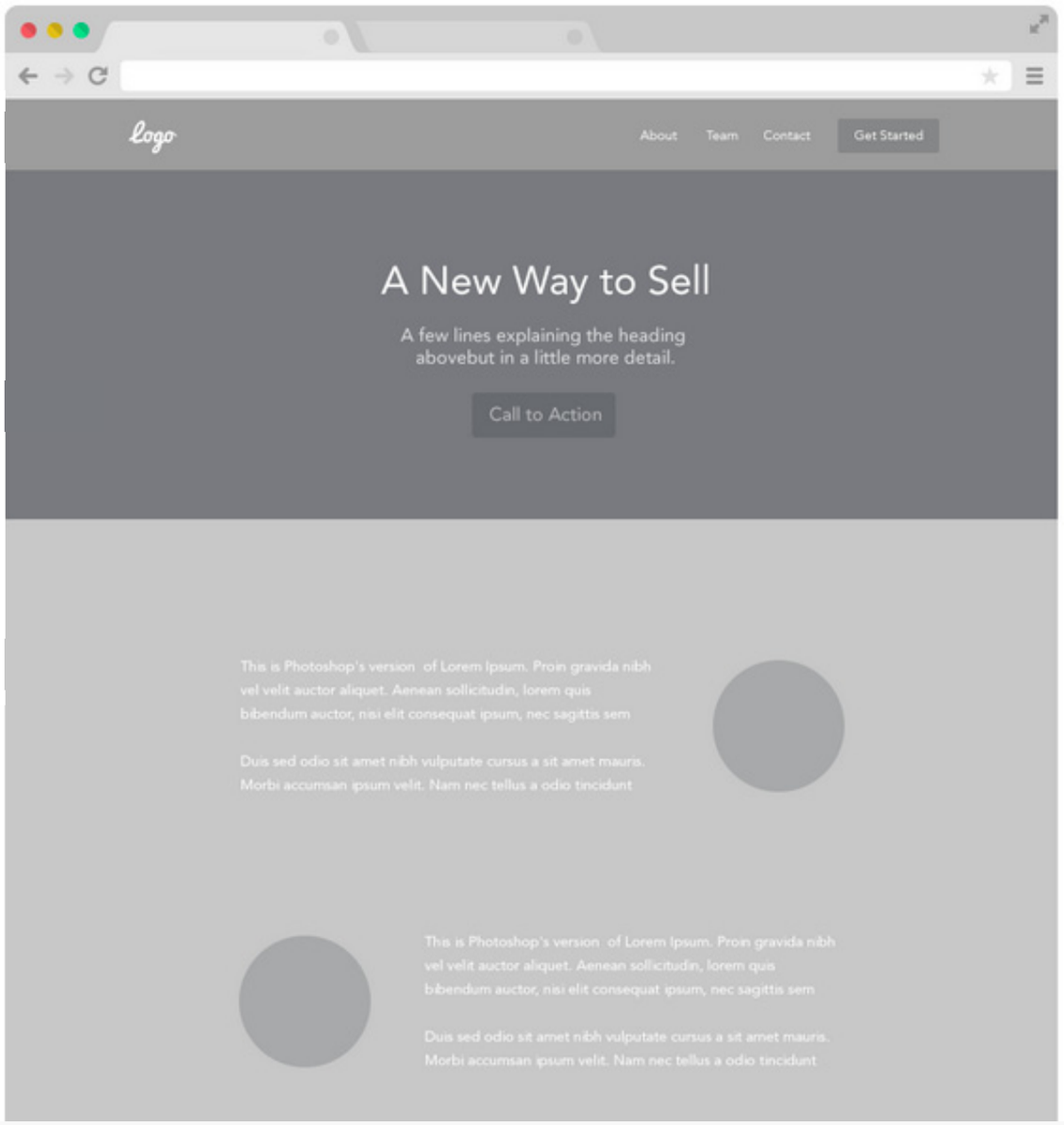
Balance Feedback

- Don’t design by committee
- Trust your experience
- Verify feedback before making drastic changes

HQ

Handling Revisions

When a client request a revision you don’t agree with (e.g. “make the logo bigger”), make it, show it to them, and then present your option and make your case.



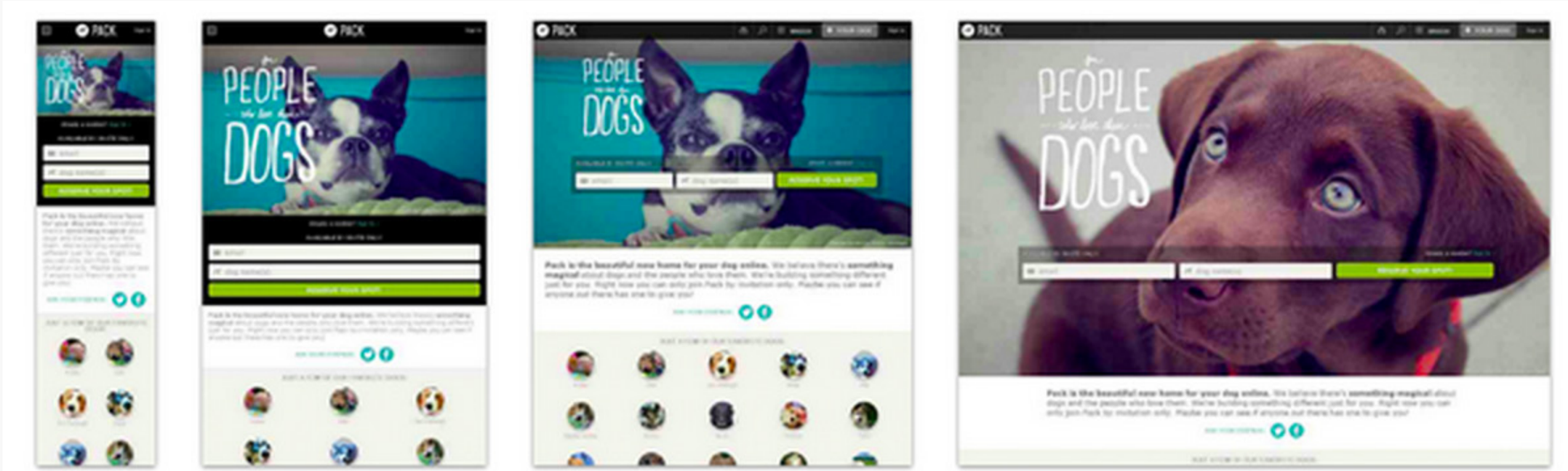
Website Anatomy

Terminology

- Header
- Nav/Navigation
- Call to Action
- Hero/Banner
- Container/Wrapper
- Footer
- The fold

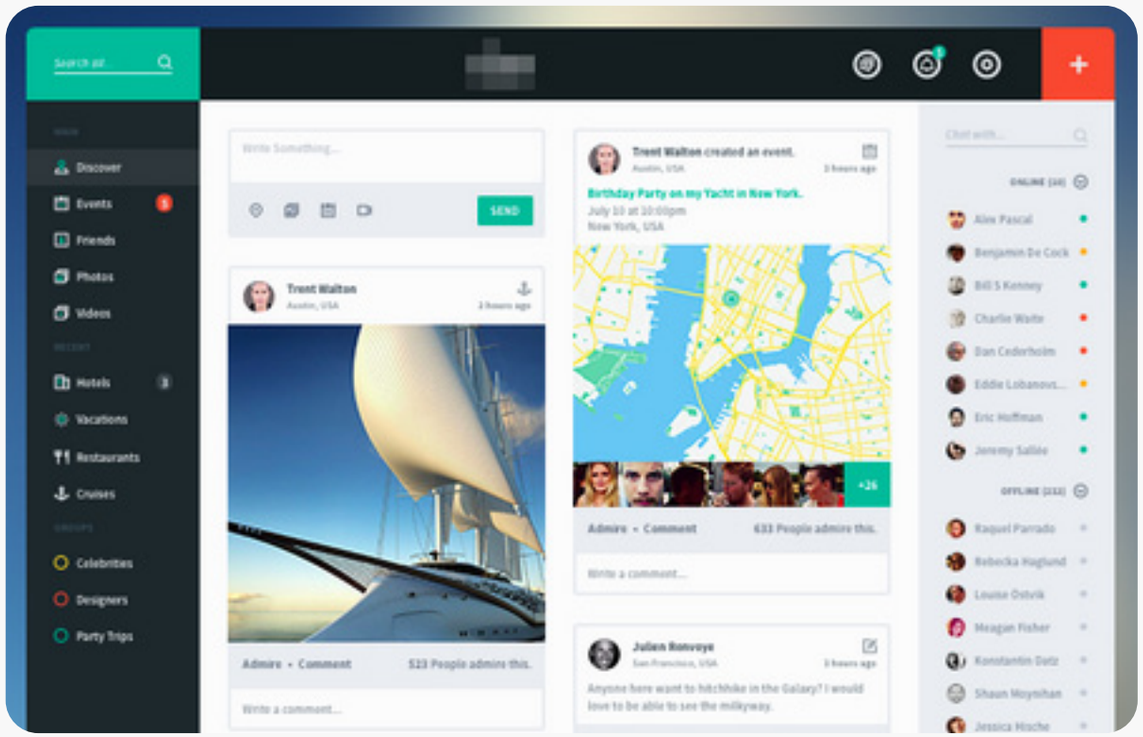
Responsive Tips

- Design in columns
- Design for mobile first
- Collapse your navigation

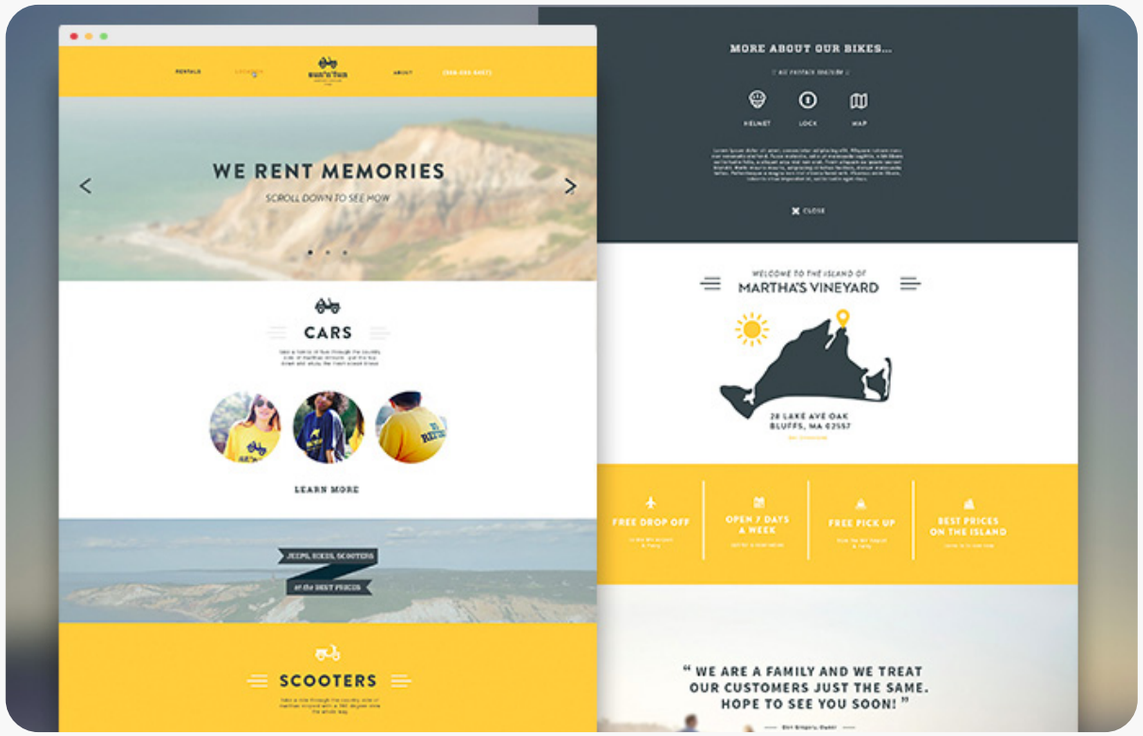


http://responsive.victorcoulon.fr/

Web Site vs. Web App



Web Trends


WE RENT MEMORIES
SCROLL DOWN TO SEE MOW
CARS
LEARN MORE
SCOOTERS
MORE ABOUT OUR BIKES...
HELMET
LOCK
MAP
CLOSE
WELCOME TO THE ISLAND OF
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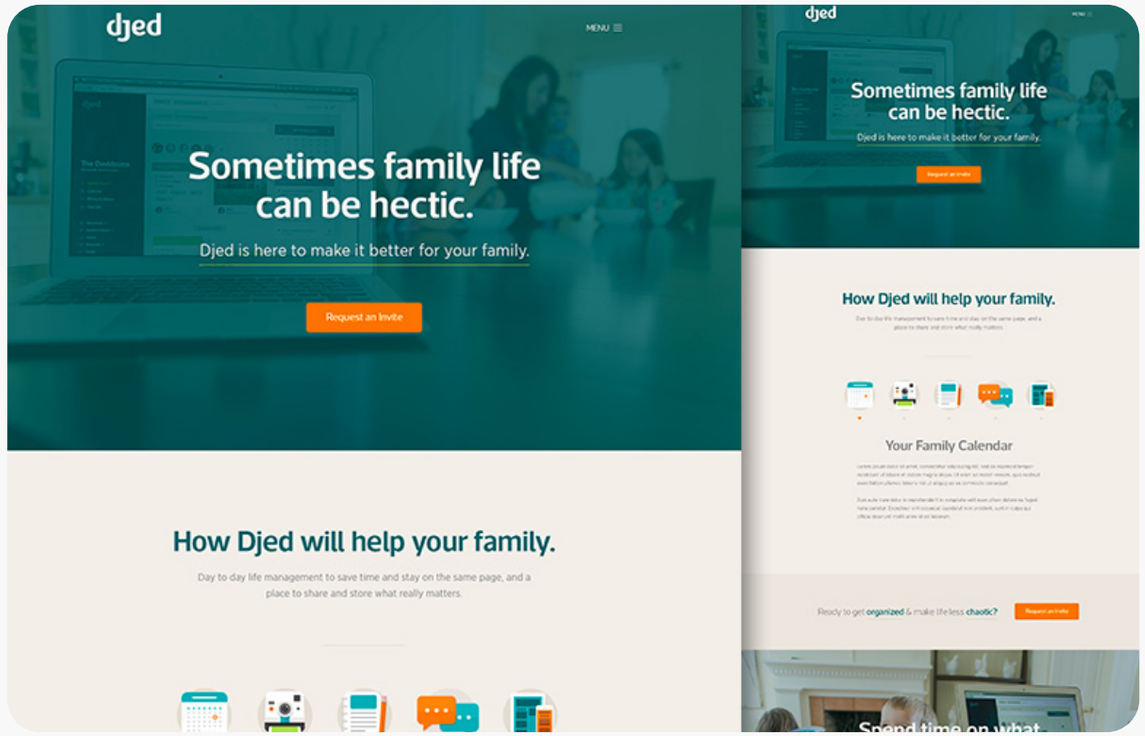
FREE DROP OFF
OPEN 7 DAYS A WEEK
FREE PICK UP
BEST PRICES ON THE ISLAND
" WE ARE A FAMILY AND WE TREAT OUR CUSTOMERS JUST THE SAME. HOPE TO SEE YOU SOON! "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MENU
Sometimes family life can be hectic.
Djed is here to make it better for your family.
Request an Invite
How Djed will help your family.
Day to day life management to save time and stay on the same page, and a place to share and store what really matters.
Your Family Calendar

Web Trends

http://www.adobe.com/products/photoshop

http://www.bohemiancoding.com/sketch/

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