

# Site name

Development planes

## Strategy Plane

- What are the main goals of this site?
- Who are we building it for?
- What are the goals & needs of the user?
- What are the goals & needs of the business?

## Research.

- Who else is building this?
- How are they doing it?
- What are the pros and cons of what they are doing?
- What are they missing?
- What could they do better?

## Planning.

- What relevant content should we deliver that fits our demographic?
- How can we make the content easily tracked and catalogued in an intuitive way?
- Is the technology appropriate? What are the tech considerations?

## User expectations.

What does the user expect? Consider that the user is asking themselves these questions when they come to the site for the first time:

- What is this? Is it what I expected to see?
- Does it look credible and trustworthy?
- Does it offer what I want?
- Does it look valuable enough for me to stay and return?
- What actions can I take now?
- How do I learn more?
- How do I contact someone?

All of these must be addressed, and answers immediately available.

Why are we special? Why would a user want this?

All additions and improvements to the plan should always count towards the goals of the user and/or the business.

## Strategy table

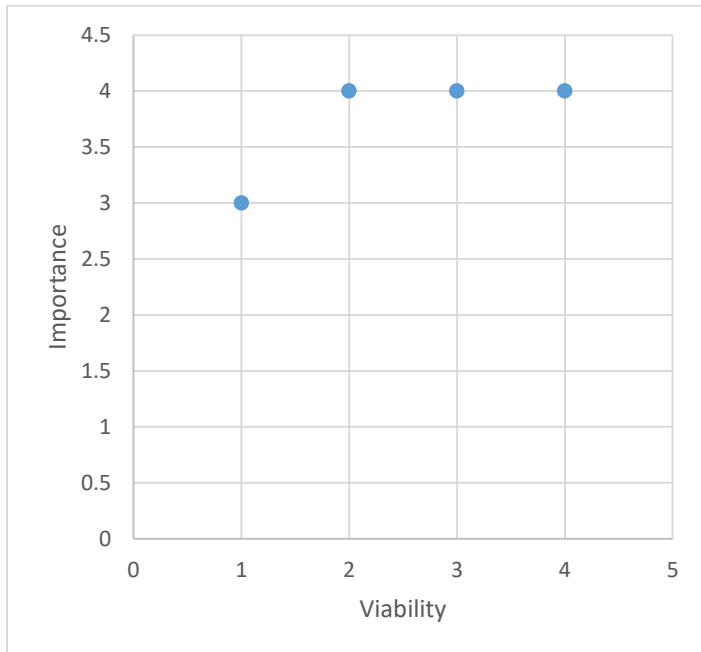
When using the strategy table there is always a trade-off between importance and viability. Can we build a solution given the limited time and resources available?

Importance is driven by business goals and user needs.

id	Opportunity / Problem / Feature	Importance	Viability
A			

B			
C			
D			
		Total	

If importance and viability are equal, then we are in a position to do it all. Draw out your own version of the graph below to work out what features you should drop.



## Scope Plane

- Which features, based on info from strategy plane, do we want to include in the site?
- What is included in production release and what is not (for now)?
- Keep goals in line with strategy goals.
- User SPRINT goals to keep on track. Don't allow scope-creep to happen (additional features not agreed on in strategy)
- Pack in MVP features up front, unfold new experiences over time.

## Requirements and functional specifications.

- What users say they need.
- What they actually need.
- What they don't know they need.

There is a difference between how you imagine something will be used and how it is actually used.

Brainstorm & mind map on what things people might not know they need. Research and discussion on needs of the demographic.

## Content requirements.

- What mixed content/media do we need to meet the needs of the user?

## Requirement types:

- Objective – what does the user want to accomplish?

- Functional – What does the user need to reach their objective?
- Non-functional – What constraints does the site or app have to perform within?
- Business Rules – What dynamic constraints do we have to meet? (calculations, definitions, legal etc)

## Releases

What will be included in each release?

Release 1

Release 2

Release 3

## Structure Plane

- How is the information on the site structured?
- How the information is logically grouped?
- Consistency of elements and relationships
- Is it learnable and intuitive?
- Can the user understand and easily navigate through the system when using it for the first time?

## Organisation of functionality and content.

How will the user navigate in an intuitive way through content and features?

- How do we get to a location?
- Where do we go from there?
- Categories of information
- Way the information is presented
- Intuitive interaction
- How is the information organised?
- What kind of structure will we use? Linear narrative? Non-linear hyperlinked? Which fits the demographic and goals best?

## Interaction design.

- How will we structure and behaviour of interactive elements?
- How will we create meaningful relationships between elements, content and information?
- How will we communicate functionality and interactivity?
- How will we reveal workflows?
- How to reduce risk of user error?
- How can we make users aware of state changes in the system?

## Consistent, Predictable

- Follow conventions – navbar, buttons etc located and behave the way users expect.
- Colouring and themes consistent.
- Any transitions, rollovers, tooltips act consistently.
- Labels and terms used should match throughout.
- Imagery consistent.
- Only be different when it makes something better.

## Visible

- All elements should be easy to find and use.
- Include things like content hinting.

## Learnable

- Provide a strong sense of place (pagination, indication of which page you are on in the navbar)
- Set correct expectations.
- Make it possible for people to accurately predict the outcome of their interactions.

## Feedback

- System provides feedback to let users know something is happening.'
- Provides feedback in case of an error. Provide link to return to the site.

## Information architecture

Creation and organisation of navigational schemas. Which info architecture type suits our users needs?

- Hierarchical tree structure
  - Standard structure, not complex.
  - Problematic on mobiles (navbars helpful here)
- Nested list
  - Linear path to detail.
  - Good for mobiles
- Hub and spoke
  - Popular on mobiles,
  - Central home
  - Works for multi-feature apps
  - Cant navigate between spokes
- Dashboard
  - Great for at a glance key info
  - Detail views of related content
  - More suited to desktops

## Principles of organisation

- Organisational principles used at the highest levels of the site should be the most closely tied to user needs and business objectives.
- Those used at lower levels are usually influenced by feature specifications and content requirements.
- Every collection of information has a build in conceptual structure. In most cases more than one.
- Find the right structure for the objectives and user needs.

## Skeleton Plane

How will the information be represented?

How will the user navigate to the information and features?

Interface design – prototyping and wireframes.

Navigation design – placement, order, hierarchy, priorities.

Information design – arrangement of the elements that contain the info.

- Rapidly establish value in the users mind.
- Lead user towards continuing the experience.
- Introduce specific content at the most relevant and appropriate points in the experience.
- Add immediate value with each click.
- Add positivity to the overall experience.

Which icons will we use? Which are best to represent our needs?

### Features and usefulness

- Usability improves when similar parts are expressed in similar ways.
- No surprises for user. Content may differ, but general shape and perception remains consistent.
- Progressive disclosure – reveal info over time and across space.
- Group info in order of importance.
- The more features on the screen, the less user-friendly the screen is.
- Give the user easy decisions, do not overcomplicate things.

### Navigation

- Make navigation clean and easy to use.
- Clear categories.
- Keywords in search.
- Filters to narrow down large lists and sets of info.
- Use pagination controls to provide information structure and a sense of depth and breadth. Breaks info into smaller chunks so user is not overwhelmed. Use progress bars with pagination.
- Differentiate between navigational elements with colour, icons and text. Stay consistent.
- Keep ordering of navigation simple

### Wireframes

- 2D model of the product.
- Provides form, information, arrangement, volume.
- Just a starting point (no colours, images or effects referred to).
- See how each screen fits into the whole site.
- Determine which links and content is required to meet the needs of the user.
- See how balanced elements are & how they relate to each other.
- What gets included
- How it is organised
- What gets priority
- Where are elements located?
- Has anything been left out?
- Is the top priority content noticed first?
- Revisit strategy and goals – are we on track?
- Do the relationships work?

## Surface Plane

- What will the finished product look like?
- What colours, typography and design elements will be used?
- What can the user do?
- How will the user interact with the site?
- What effects will be on the site?
- What can the user click on?
- Where can the user go?
- What is the final version of the info appearing on the screen?