The Science and the Art of Good Web design

Summary of Part A – The Science of your project
Project 3 is about the technical structure of your website. It is mostly about the architecture of your page, your navigation, titling, adding content, and uploading your site. The grade for project 3 is based on the technical side but now lets take a look at project 3 from the User Experience side or as I call the Art. You final project will need to address both the Art & Science of thoughtful web design so this will provide you with a good consolidating activity (and you can download this handout on the handouts page from my site in the future)

Lets cement your ideas and get help from your classmates by brainstorming first the technical side then the UX side.

Technical side

What did other students suggest you add, remove or change.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

PART B – User Experience – The Art of Web Design

1. A less technical website can be made better with a clear understanding of who the users are and giving them what they want (within reason).
2. A highly technical website with a vague understanding of the UX is NOT better than a less technical site that has content and navigation that serves BOTH it's users (personas) and stakeholder's objectives and opportunities.

In class activity (Project 3 follow up – brainstorming for final project based on the possibility that Project 3 is a first draft of your final)

Question #1 (develop your personas profile)
Look at your project 3 and determine who are your users. Fill out on your own then in a group see if any one else can identify personas you may not have identified, or perhaps personas that require further specificity.

Fictional name	Age, income gender, ed. demographics	Interests, hobbies psychographics	**What do they want on your site**	Aesthetics that would match /appeal

Question # 2 (who are the stakeholders and what do they want)

Fictional name	Title	**What do they want on your site**	Aesthetics that would match /appeal. Branding issues

Website Case Example / story

My dear friend was the president of a little league. He wanted a website and a blog and emails for the volunteers. He wanted all kinds of things that could be done technically but would have caused him more problems in the end. Like many clients he didn't fully understand what was involved. This was in 2002 and I hadn't developed my own language around user experience but I always had an innate sense of what works and what doesn't. In a bid to sway him I asked whose coming to the site. He said parents and, volunteers who run everything from fundraisers to umpiring to coaching etc. I said what about angry parents. He didn't get that I felt a forum was going to be time consuming to manage and could be abused by the select group of angry parents which is typical in any sport which could have potentially have alienated his volunteers. What I was getting at was that his goals should be to support his volunteers (a type of stakeholder) and that was critical to the success of his website. Of course being able to centralize the dissemination of time sensitive vital information was at the core of the true reason why a website would benefit him. We ended up building the site and it went through two major upgrades before he retired. Our site was the gold standard in the league of about a dozen teams.

Here is what our personas and stakeholders data looked like.

Personas
1. In this case study the aesthetics are largely determined by the team colors
2. the psychographics are only as important as what motivates the user
3. the personas most useful information will come from
   a. who they are in relation to the team
   b. what will they want from the web site.

Stakeholders
1. President's wish list
   a. Keep great volunteers
   b. Support the fun atmosphere of the game
   c. Dissuade challenging parents
   d. Reduce administration
      i. Distribute timely information
      ii. Offers applications online
2. Volunteers (Fundraisers, Coaches & Umpires) wish list
   a. Reduce wasted time
   b. Don't add more work
   c. Don't complicate the work
   d. Support from administration
   e. Accurate and up to date information
3. Players
   a. Feel good about the game
   b. Register on time

Persona Fictional name	Age, income gender, ed. demographics	Interests, hobbies psychographics	**What do they want on your site**	Aesthetics that would match /appeal
Kyle	8-10 baseball player on team	play	Pictures of their awesome game plays	Fun, design comes from team colors Easy site
Cartman	parents or grandparents of players, other coaches	Cranky competitive	A forum to complain about volunteers, play calls, schedules etc	Wont care about sites appearance Will look for an open forum
Sharon	parents or grandparents of players	Very busy	Person who is looking up registration info, maps and game dates, rain reschedules, snack bar	Cares about easy navigation
Randy	Volunteers, coaches, fundraisers etc	Greater good	Information and support Don't want another email to manage	Cares about easy navigation
Chef	People who fundraise	Greater good	Hours they are needed	Cares about easy navigation

Stakeholder Title	What do they want on your site WISH LIST	Aesthetics that would match /appeal. Branding issues
President	Keep great volunteers, Support the fun atmosphere of the game, Dissuade challenging parents Reduce administration: Distribute timely information, Offer applications online	Professional clean
Volunteers	Volunteers (Fundraisers, Coaches & Umpires) wish list: Reduce wasted time, Don't add more work, Don't complicate the work, Support from administration Accurate and up to date information	Clear clean
Players and parents	Feel good about the game, Register on time, doesn't turn into hassle for parents	Fun