

**Blank User Experience Worksheet**

Student Name: \_\_\_\_\_

Assignment or Project Name: \_\_\_\_\_

<b>(Describe in detail)</b>	<b>Example Children’s resale clothing &amp; Furniture store</b>	<b>Project Description</b>
<b>Describe the nature of the business</b>	1. Retail bricks and mortar store 2. high quality gently used children’s clothing 3. Boys and girls clothing (birth to 11 years old)	
<b>Mood for the website, this is more subtle</b>	<b>Clean, value minded, fun</b>	
<b>Best colors &amp; Color Scheme (see below)</b>	White, with blue and light purple, pink <b>Analogous</b>	
<b>Who are the customers in different groups/types</b>	<b>Moms &amp; Aunts, grandmas</b>	
<b>Personas</b> give a name to each group type and describe	<b>Mary</b> (age 20-50, medium income) <b>Gladys</b> (age 50-70, retired on pension)	
<b>Stakeholders</b>	<b>Store owners</b> (Mary runs store & Kim has invested)	
<b>Website Content</b> What personas want	<b>Buy and sell, store pictures, hours, contact &amp; drive location</b>	
<b>Pages /links (navigation)</b>	<b>Home (index.html), Directions, Store Hours, Join Mailing List</b>	
<p><b>Color Schemes: Analogous (3-5 colors equal distance on the color wheel), Acromatic (black &amp; white) Monochromatic (1 color/hue and black and white), Complementary (hues opposite the color wheel), Split complementary (1 hue and cluster of colors opposite on the color wheel)</b></p>		