

# BEFORE DESIGN





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# GOALS OF PRESENTATION

- What steps you should take before you design and build your website
- Learn more about user personas, sitemaps, user flows, and content guides
- Feel more confident defining your website design needs

# USER PERSONAS

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A persona is a written representation of your website's intended users.

-[USABILITY.GOV](https://www.usability.gov)

# WHAT MAKES A GOOD USER PERSONA?

- Should focus on the details of who your intended audience (if your targeting everyone your not really targeting anyone)
- Should be based on actual research and/or analytics
- Should be realistic

**NAME**

Use a realistic name. Don't use names of colleagues.

**DESCRIPTOR**

What type of persona is it. Describe the most prominent differentiator.

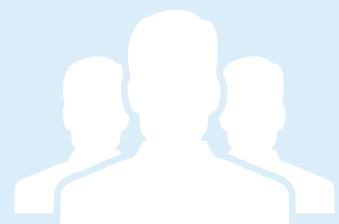
**QUOTE**

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.



**WHO IS IT ?**

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.



**WHAT GOALS?**

What is the supreme motivator? What are (latent) needs and desires?



**WHAT ATTITUDE?**

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.



**WHICH BEHAVIOUR?**

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?



EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

ASPIRATIONAL  
ACTUAL

# SAMPLE USER PERSONA TEMPLATE

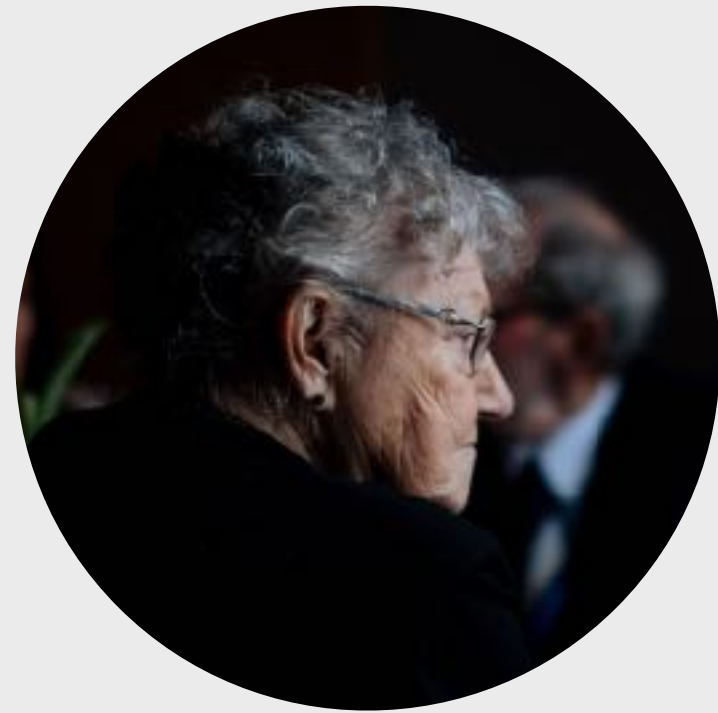
From [creativecompanion.wordpress.com](http://creativecompanion.wordpress.com)

**HOW DO WE USE PERSONAS?**



# SMALL GROCERY STORE ADDING AN ONLINE DELIVERY OPTION TO THEIR WEBSITE

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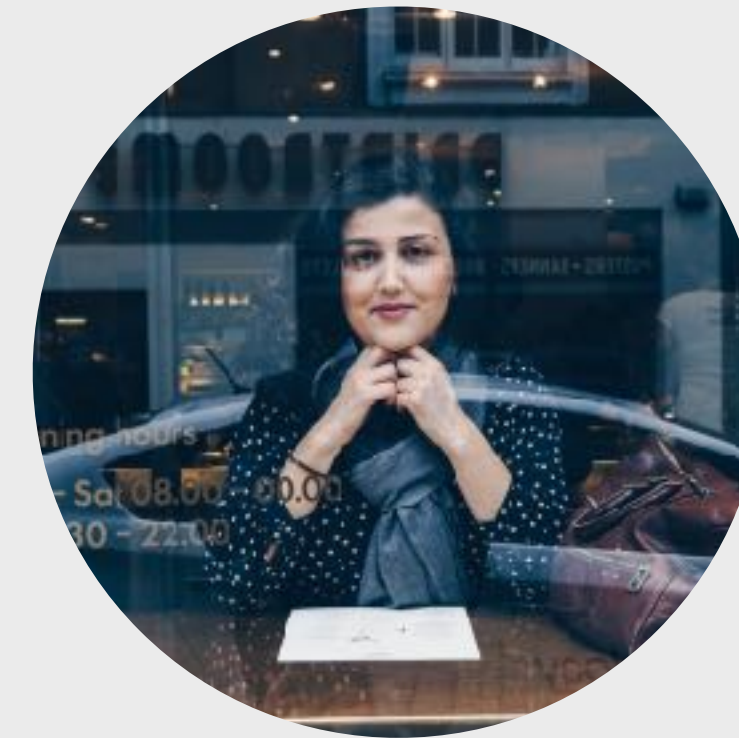
**NAME: JOYCE WEBBER    AGE: 75**

**TECH LEVEL: NOVICE**

**DEVICE: DESKTOP COMPUTER**

Joyce is retired and lives by herself in an apartment downtown. She does not drive and struggles with lugging groceries home. Her goal is to get basic supplies easily without relying on outside help.

“It’s not worth the hassle”



**NAME: LAURA SMITH    AGE: 39**

**TECH LEVEL: INTERMEDIATE**

**DEVICE: IPHONE 8**

Laura lives in a residential neighborhood with 3 children between the ages of 7 and 12. She spends a lot of time driving them to after school activities and sports. She prefers to shop local and will pay more for organic brands Her goal is to save time without sacrificing quality.

“My time is important to me”

# SITE MAPS

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Sitemaps are a hierarchical diagram showing the structure of a website or application.

-[THEUXREVIEW.CO.UK](https://www.theuxreview.co.uk)

# HOW DO YOU MAKE A SITEMAP?

- A lot of people start with something easy to move such as post it notes each note should represent one page
- After consolidating and re-arranging a more refined digital version can be made and referred to by all designers and developers.

# SAMPLE SITE MAP FOR A LANDSCAPE BUSINESS

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Starting Page

**HOME**

Main Nav

**ABOUT US**

**OUR SERVICES**

**GALLERY**

**CONTACT US**

sub- pages

**MOWING**

**SNOW REMOVAL**

# SITE MAP VS. USER FLOW/ TASK FLOW

- A site map represents your pages and navigation
- A user flow or task flow represents all the steps, buttons, and modules a user must hit to get from point A to point B

# USER FLOWS

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Also known as a blueprint, journey, narrative or map, a user flow is a deliverable that demonstrates the step-by-step elements required to allow the user and the business to accomplish their objectives.

- [EFFECTIVEUI.COM/](https://effectiveui.com/)

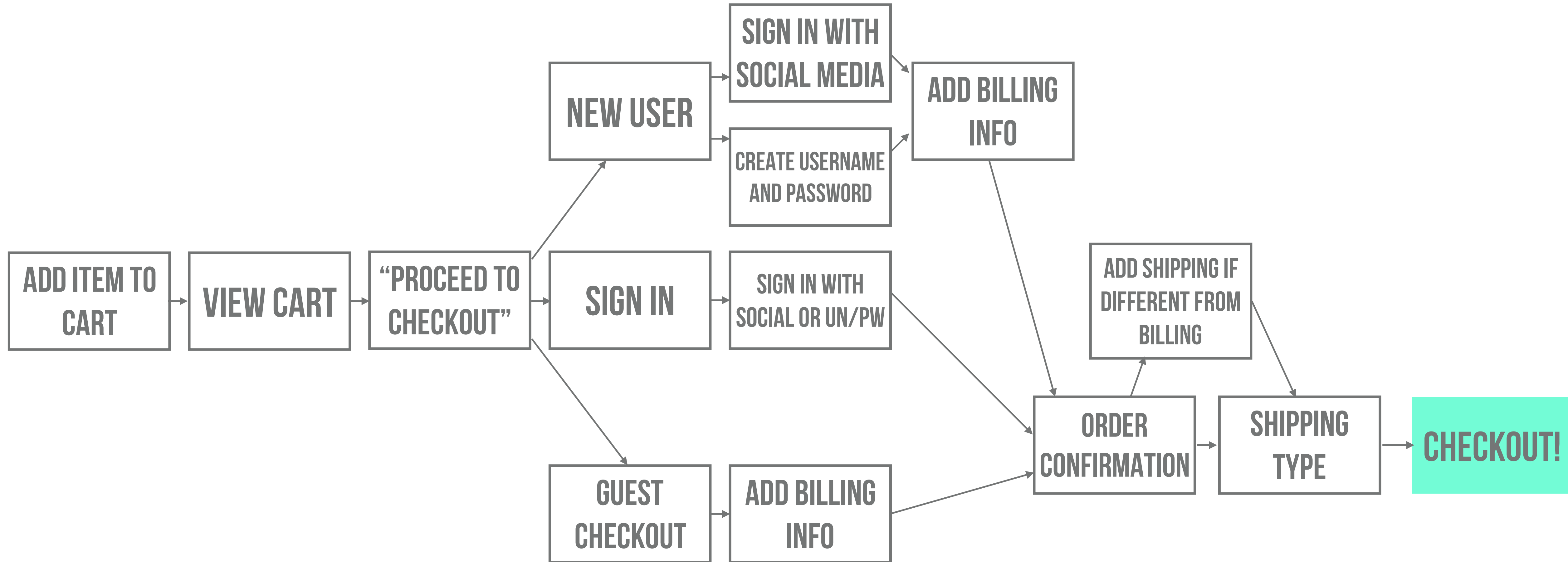


# WHEN DO YOU NEED A USER FLOW?

- User flows are useful on large sites that rely on a user completing a specific task
- User flows work well to illustrate how complex tasks work like adding an event to a calendar, checking out, or creating an account

# SAMPLE SITE USER FLOW FOR A CHECKOUT PROCESS

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# CONTENT GUIDE DOCUMENTS

# MANY FORMS OF CONTENT DOCUMENTS

- If your working with an agency they will often provide you with a preferred format to complete with the information they would like
- This document can be as simple as a multipage word document. Each page should correspond to an item on your site map. A simple Content Document will contain your headlines and text
- A more complex content guide can contain the names of photos to include, SEO information, CTA's, and more

**WHY USE A CONTENT GUIDE?**

# CONTENT GUIDE BENEFITS

- Your designer will have an idea of the size of your content and can design for it rather than trying to smush your content into a template
- You will have an idea of all the images and assets you will need to provide
- This step can often hold up the launch of your website as a site cant launch without content. Working on this step early will help ensure you launch on time

# SAMPLE CONTENT GUIDE

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**PAGE TITLE:** About Us

**CONTENT:** Acme Inc. has been serving our customers needs for over 10 years. We source all of our products locally right here in Maine. We are a family owned business that strives to meet your needs.

## **Who We Are**

Tom Smith, CEO

Jane Smith, COO

Mark Smith, Manager

**CTA:** NEED ACME SERVICES?

Contact us for a quote today!

**IMAGES:** Teamphoto17.jpg, Tom\_headshot.jpg, Jane\_headshot.jpg, Mark\_headshot.jpg

**WHAT IF I AM WORKING WITH AN  
AGENCY?**



# BENEFITS STARTING THE LEGWORK ON YOUR SITE BEFORE WORKING WITH AN AGENCY

- Get a more accurate quote and time estimate
- You have first hand knowledge of your users and audience
- Make sure your site is built quickly
- The agency can spend more time making recommendations to refine your site based on their experience vs trying to figure out what you want

# RESOURCES

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## ➤ Articles

- <https://www.usability.gov/how-to-and-tools/methods/personas.html>
- <https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/>
- <http://theuxreview.co.uk/sitemaps-the-beginners-guide/>
- <http://uxmovement.com/wireframes/site-flows-vs-user-flows-when-to-use-which/>
- <https://alistapart.com/article/content-templates-to-the-rescue>
- <http://uxmovement.com/wireframes/site-flows-vs-user-flows-when-to-use-which>
- <https://oscwebdesign.biz/wp-content/uploads/2017/06/osc-buyer-persona-guide.pdf>
- <https://oscwebdesign.biz/web-marketing/blogging-small-businesses/>

## ➤ Templates

- <https://creativecompanion.wordpress.com/2011/05/05/the-persona-core-poster/>

# QUESTIONS?

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