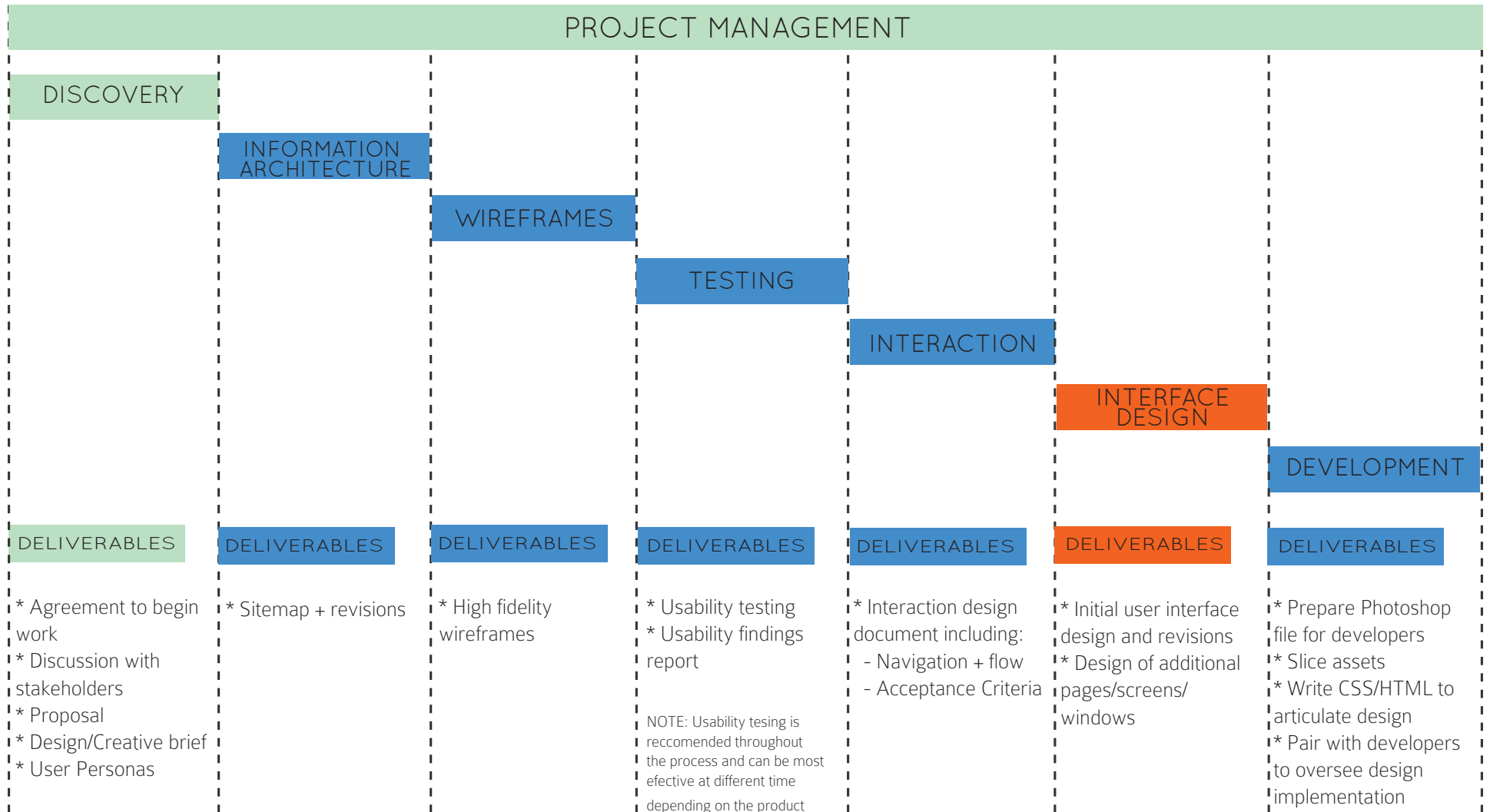


OVERVIEW OF DESIGN PROCESS AND PHASES



PHASES:



OVERVIEW OF TERMS:

Design Brief:

A design brief is a written description of what a new project or product should do, what is needed to produce it, how long it will take. The document is focused on the desired results of design – not aesthetics.

User Personas:

In user-centered design, personas are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way. A user persona is a representation of the goals and behavior of a hypothesized group of users. In most cases, personas are synthesized from data collected from interviews with users.

Sitemap:

Site maps give you a visual representation of the site's organization and how different sections are linked together. A site map is a visualization of a hierarchical diagram showing the structure of a website or application. Used by User Experience Designers and Information Architects, they define the taxonomy through grouping of related content. They are an important step of the user centered process as they ensure content is in places users would expect to find it. They can also be used as a reference point for wireframes, functional specifications and content maps.

Wireframe:

A wireframe is a visual guide that represents the skeletal framework of a website. Wireframes are created for the purpose of arranging elements to best accomplish a the business objective or creative idea. The wireframe depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together. The wireframe usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content.

Interaction Design Document:

An interactive design document is a document containing a collection of high fidelity wireframes describing the content, behavior and interaction/scenarios of an interface. It includes the global overview of the wireframe, the navigation, flow and acceptance criteria for the interaction.

User Interface:

The user interface (UI) is everything designed into an information device with which a human being may interact -- including pages, screens, iconography, mouse interaction, active/inactive/hover states, responsive layouts, typography, modal windows, help messages, and how an application program or a Web site visually invites interaction and responds to it.

Usability testing:

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. Usability testing measures the usability, or ease of use, of a specific object or set of objects. The research is then synthesized, reported and suggestions are given in the usability findings report.