

DESIGNING A WEBSITE



# 9.1 Process

## What are you trying to achieve?

- a functional and **usable** design
- a **scalable** website that fits the expected content (and more)
- a **good-looking** design that aids and appeals to your target users
- **avoid** dead-ends and problems

# Pick what approach suits you.

- sketching
- scanning sketches
- solely using a computer
- choice of programs

# This is my process

- #1 Brief
- #2 User journeys
- #3 Sitemap
- #4 Wireframes
- #5 Concept

## 9.2 Plan

## #1 What's the brief?

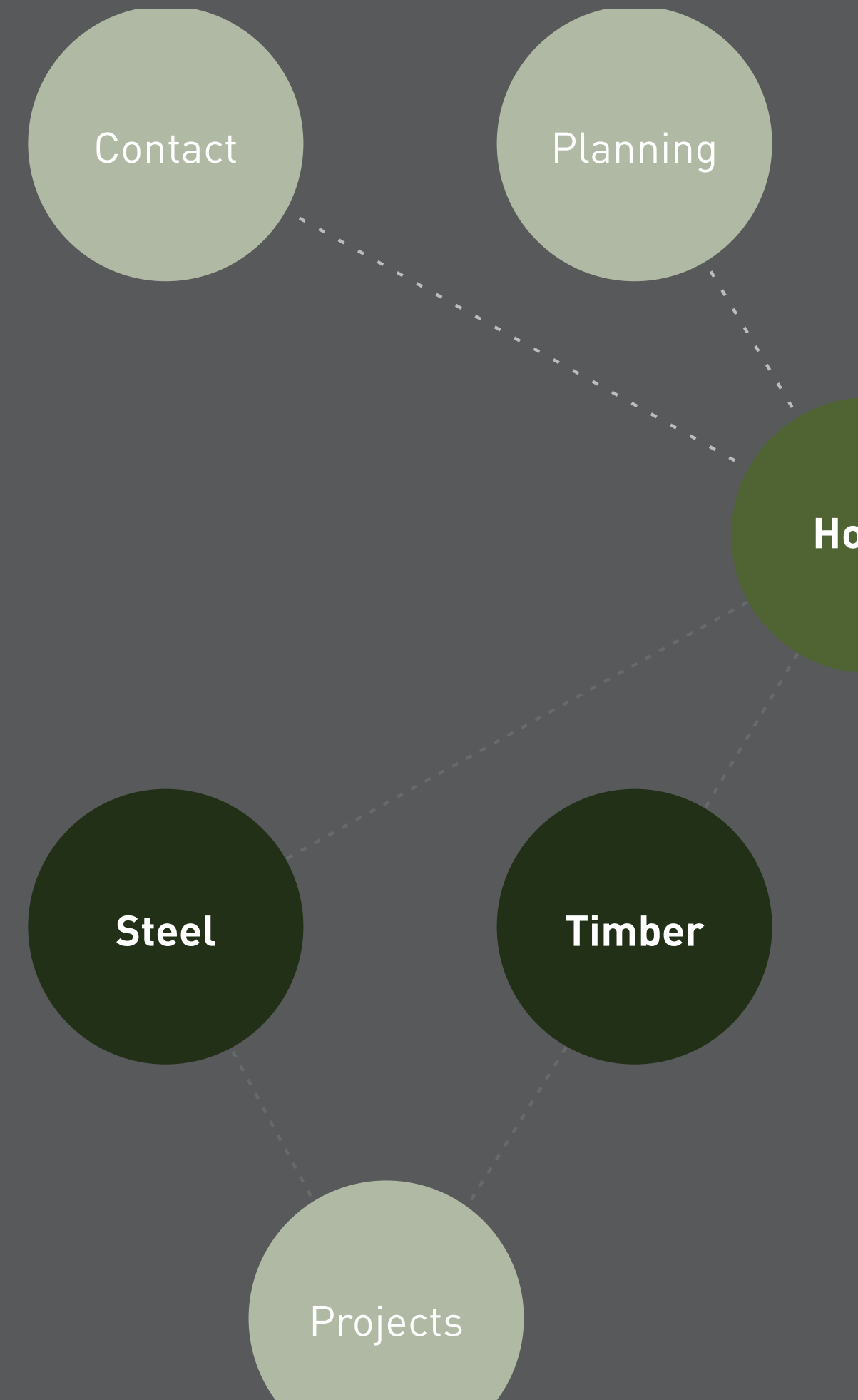
- Who are your typical users, what's the aim?

## #2 How will the site be used?

- A list of the content and functionality required.

## #3 Sitemap

- Graphical representation of your content.



# User journeys

Define key user journeys. What are people using the site for and how will they do it. Take into account:

- their **device**
- are they **first-time or repeat** users
- do they **know** what they want or are they **browsing**?



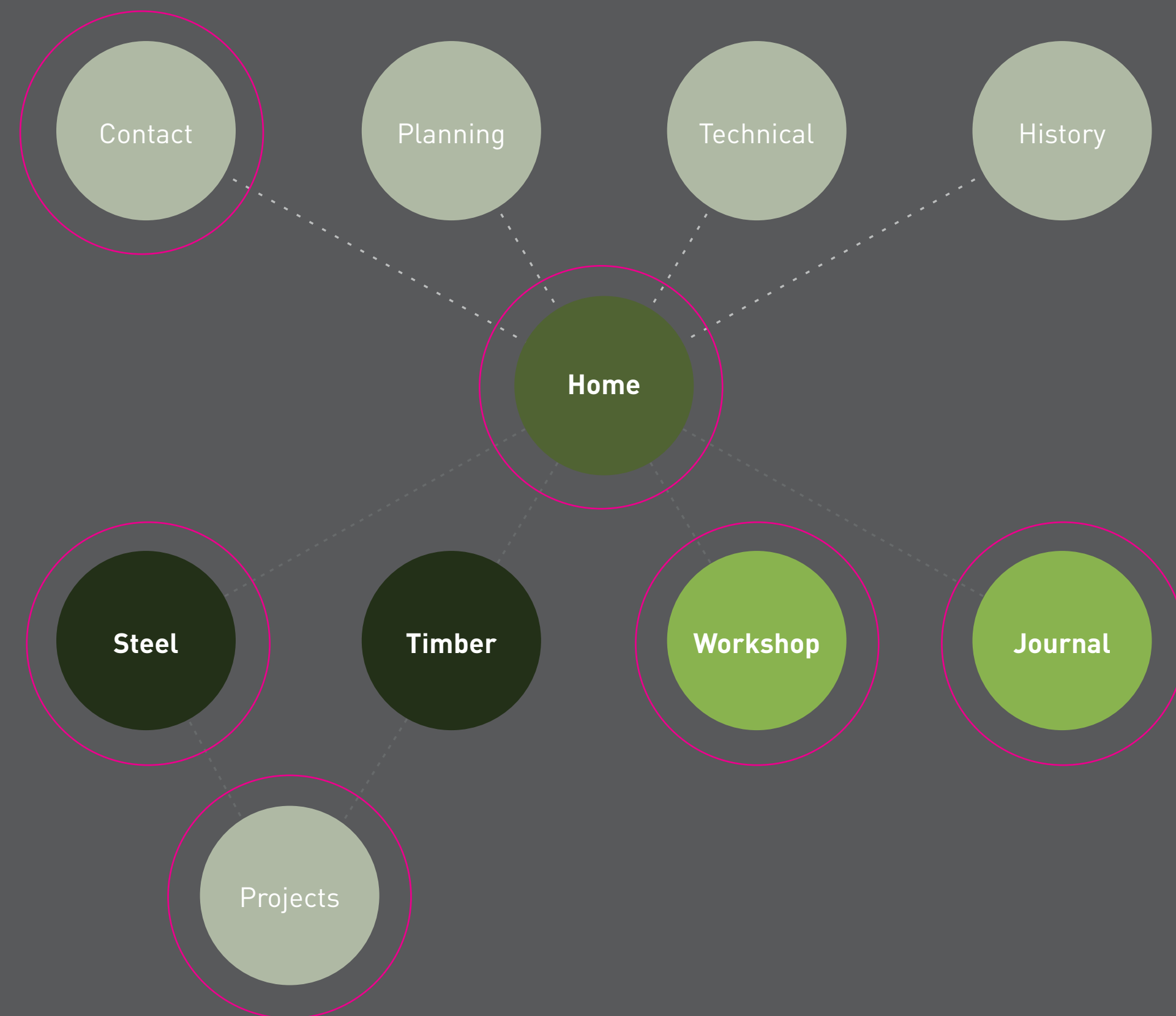
# In Class - 1

- Write out **3 user flows** and the views that will use.
- Think of **problems** that they will face.
- Think of **solutions or features** that will aid their experience.

## 9.3 Wireframes

# Views

- Using your sitemap **define views** on your site.
- These can be **repeated** multiple times.



# Wireframes

- Using your list of views **create a wireframe** for each.
- **Take into account the user journeys** you defined and the ideas you thought of.
- It's a **good idea to annotate.**
- Wireframes are primarily for organising content and functionality, don't over stylise.

primary nav

contact

LOGO

timber

steel


workshop

journal

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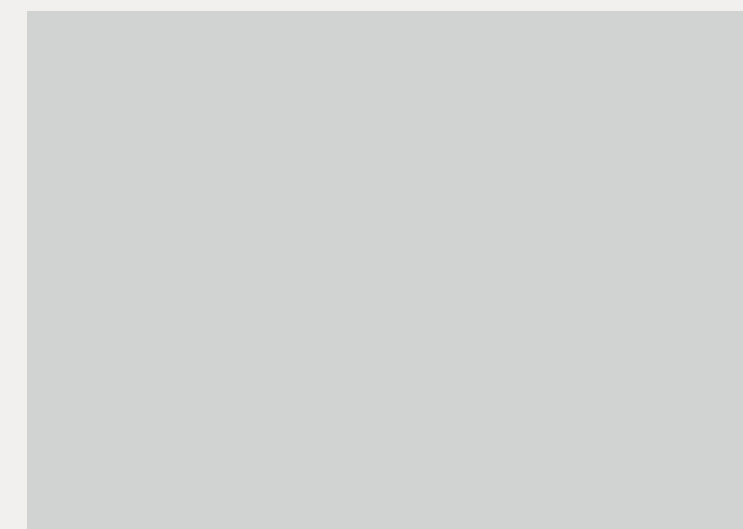
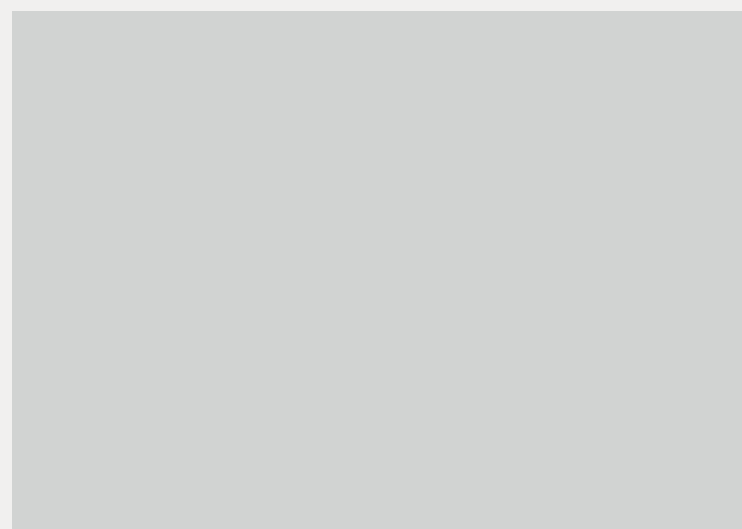
**We conserve, restore or replace historic timber and steel windows.**

*summary*

 *click plays more detailed video opens in overlay*

*autoplay silent video clip in banner in background*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sodales neque placerat lacus condimentum, et tempor purus eleifend. Aenean vel tempor nunc. Quisque eget ipsum nisi. Mauris egestas lorem lacus, ut imperdiet nibh tincidunt sit amet. Suspendisse ultricies leo purus, vitae



## In Class - 2

- Pick the most **complex view** from your 3 journeys.
- Create a provisional **wireframe** for that view.
- Ensure you **include all the content** areas you will need.
- **Annotate with the features** or specs and why you included them.

# 9.4 Concept

# Concept

Using your wireframes as foundation, **create a high fidelity concept** of how the site should look.

- Include a **design for each view** in your concept.
- Include **views** of how the site should look at **mobile size**.

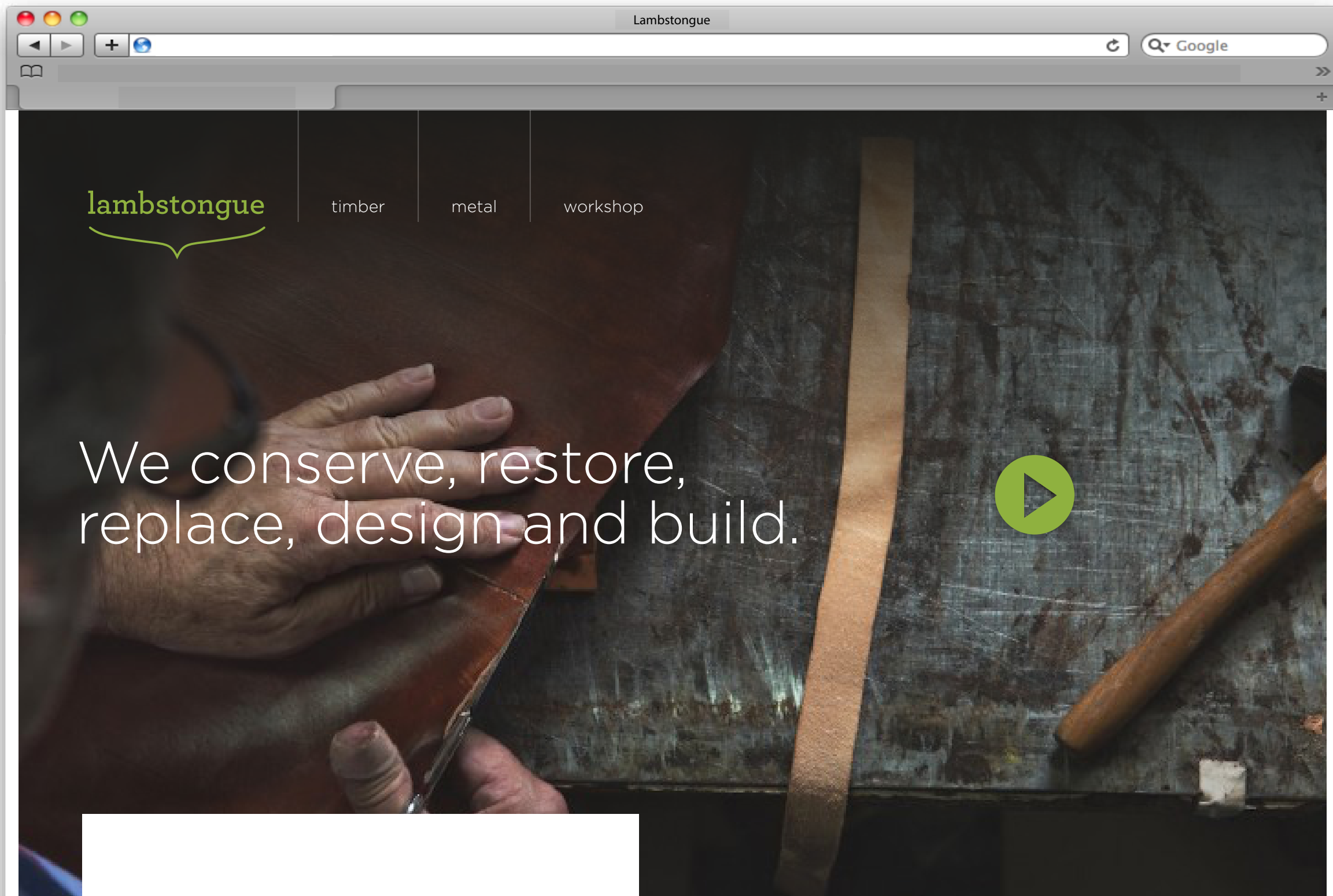


# Design scale

- **Try to design to the scale** of your finished website
- Using a **screenshot** of your browser window helps this.
- Otherwise you can end up with **different font and image sizes** when you go to code your site.

# Interactive features

- Think of how content will react to **hovering**. Hover effects helps let users know an item has an action.
- Think of **transitions or animations** you could use to improve the experience.
- Not all content needs a new page, maybe an accordion panel or popup modal window could be used.



We conserve, restore,  
replace, design and build.

Lambstongue was formed in 2011 to offer the market a new type of conservation joinery company. The company directors comprise an Architect, a Conservation Contractor and a Joiner. Committed to the ideals of conservation and sustainability, we feel that our blend of experience and expertise allows for a sensitive yet practical approach to the challenge of energy efficiency in historic buildings. Committed to the ideals of conservation and sustainability, we feel that our blend of experience and expertise allows for a sensitive yet practical approach to the challenge of energy efficiency in historic buildings.



## In Class - 3

- Using your wireframe, begin a **high fidelity concept**.
- Use your wireframe to ensure you **include all the features and content** you require.