Design Process
Discover, Design, Develop, Deploy

R. Scott Granneman & Jans Carton

1.3

Notes & URLs for this presentation can be found...

» underneath the link to this slide show on
granneman.com
» at files.granneman.com/presentations/webdev/
Design-Process.txt

Roles

Stakeholders

Stakeholders

People representing role(s) within the organization that have specific goals for the website

Make sure you know what/who is *not* a stakeholder

Who are your different departments?

What do they want from your website?

Stakeholders bring 3 types of knowledge

1. Industrial
2. Professional
3. Institutional

Industrial knowledge

How do zoos (or universities, or non-profits, or cities) work?

Professional knowledge

How do marketers (or accountants, or researchers, or police) work?

Institutional knowledge

How does the Saint Louis Zoo (or Habitat for Humanity, or the ACLU-NJ, or the City of Bellefontaine Neighbors) work?

Experts

Experts

"An expert is someone from out of town with a briefcase."

The people you're hiring to bring their knowledge & skills to create your website

Project Management

Drives the process

Serves as documentarian, facilitator, & mediator

Understands importance, purpose, & needs of everyone involved in the project

Keeps everyone on task & focused

Strategy & Analysis

Will the end product make sense for your organization?

Applies power of the Web to project's needs

Must possess deep understanding of Web's capabilities, technologies, & trends

User-Centric Design

Understands your audience & designs for their needs

Need knowledge of both aesthetic design & human-computer interaction (HCI)

Must balance looks & functionality

Website must have...

» Attractive aesthetics
» Great content
» Usable functionality
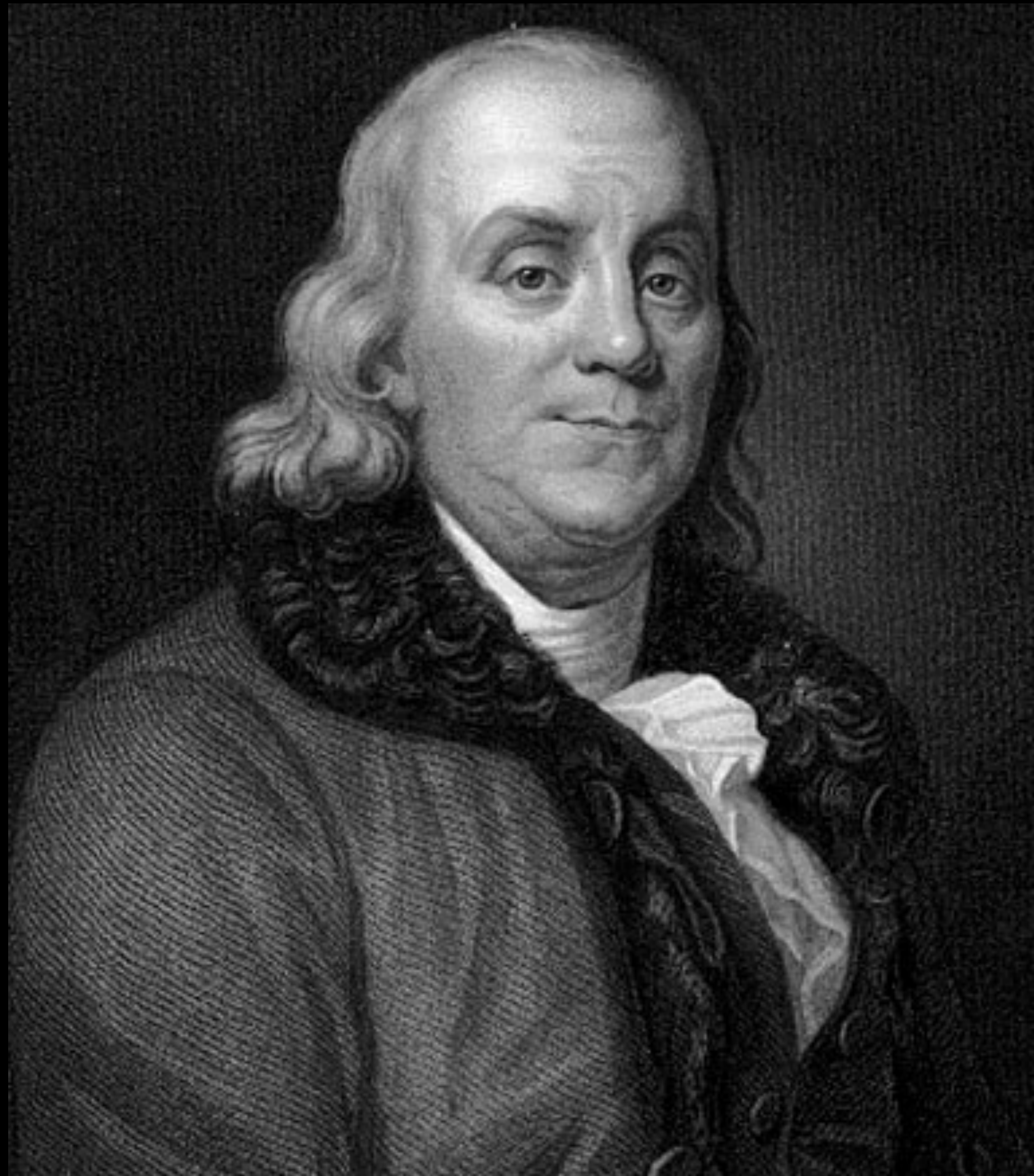
Lacking any one of these spells probable failure

Application Development

Efficiently produces error-free code

Costs more per hour than other aspects

Thorough planning reduces time, lowers costs, & increases likelihood the project will succeed

"By failing to prepare, you are preparing to fail."
—Ben Franklin
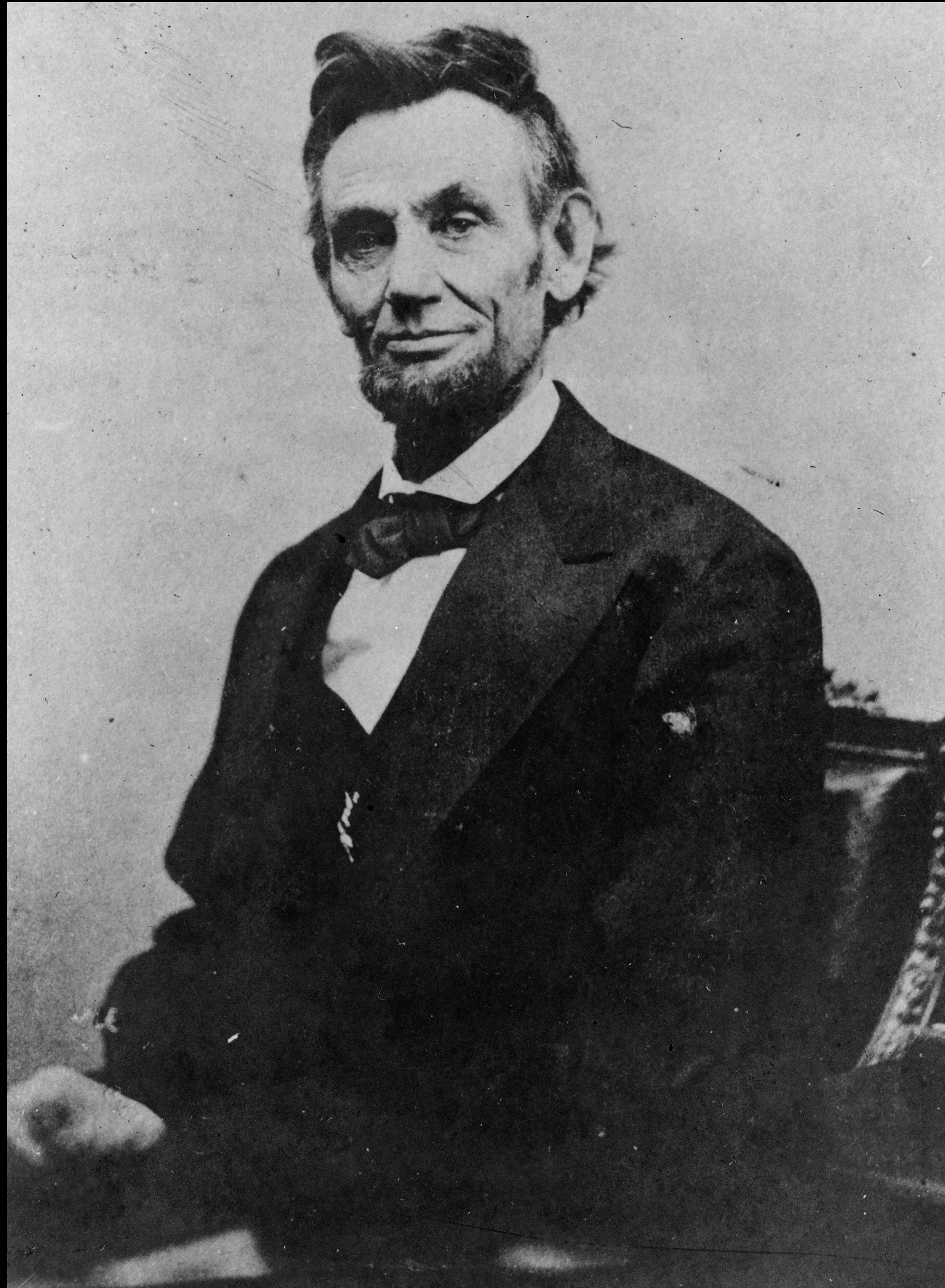
"Don't believe everything you read on the Internet."
—Abraham Lincoln

Quality Assurance

Before you can do QA, you must know how to measure success

QA consists of...

» Debugging
» Testing
» Evaluating

To perform these tasks, you must plan for them

Performed by both experts & stakeholders

Process

4 phases

1. Discover
2. Design
3. Develop
4. Deploy

Discover	Inception	Foundation
Design	Elaboration	Blueprinting
Develop	Construction	Building
Deploy	Transition	Evolution

Discover

Purpose: answer *who, what, when, where, & why*

Analyzes & documents needs

Clarifies project goals

Reviews relevant sites

Defines scope & structure of your website

Sets expectations & measures of success

Remembers enhancements for the future

Activities

» Interviews stakeholders
» Assesses users
» Reviews creative assets
» Identifies potential site features
» Gathers sample content

Finished when you document the project's scope

No scope changes after this!

Deliverables

» Site Plan document
» Wireframe staging site

Site Plan

1. Introduction
2. Description of Organization
3. Impetus for Project
4. Role Model Sites
5. How to Judge a Website
6. Website Areas of Focus
7. Requirements Overview

6. Website Areas of Focus

Areas of focus provide advantages & value to your organization

Should be limited to no more than 7

Last one is always *Mobile-friendly*

5 items for each area of focus

1. *Website goals*: what the website should accomplish
2. *User tasks*: specific things users want to do
3. *Website features*: how the website meets your goals & enables users to accomplish tasks
4. *Success criteria*: how to judge if goals have been met & users can accomplish tasks
5. *Who's in charge*: overseeing roles within your organization

7. Requirements Overview

7.1 Navigation

7.2 Page Types

7.3 Features

7.4 Design

7.3 Features

7.3.1 Standard Features

7.3.2 Special Features for Your Site

7.3.3 Future Features

Wireframe Site

Global Leadership Forum

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Design

Purpose: answer *how* the site will be built

Important to keep a close eye on meeting the budget & scope identified in Discovery

Activities

» Refines user interface
» Creates aesthetic design
» Defines development specifications
» Creates mockups of key features
» Expands & refines site content

Finished when you have no more *to be determined* sections in your documents

Deliverables

» Approved design
» Page-level specifications

Develop

Purpose: build the site correctly & efficiently with an eye toward the future

Build the site based on the Site Plan

Incorporate…
» appropriate CMS features
» visual design elements
» templates
» CSS

Test functionality

Integrate content

Activities

» Build CMS theme
» Develop site features
» Test test test
» Finalize site content for publishing

Finished when the site is feature-complete & bug-free

Deliverables

» Final site
» Support documentation

Deploy

Purpose: launch the site & transition from development team to administrative team

Launch the site to the public
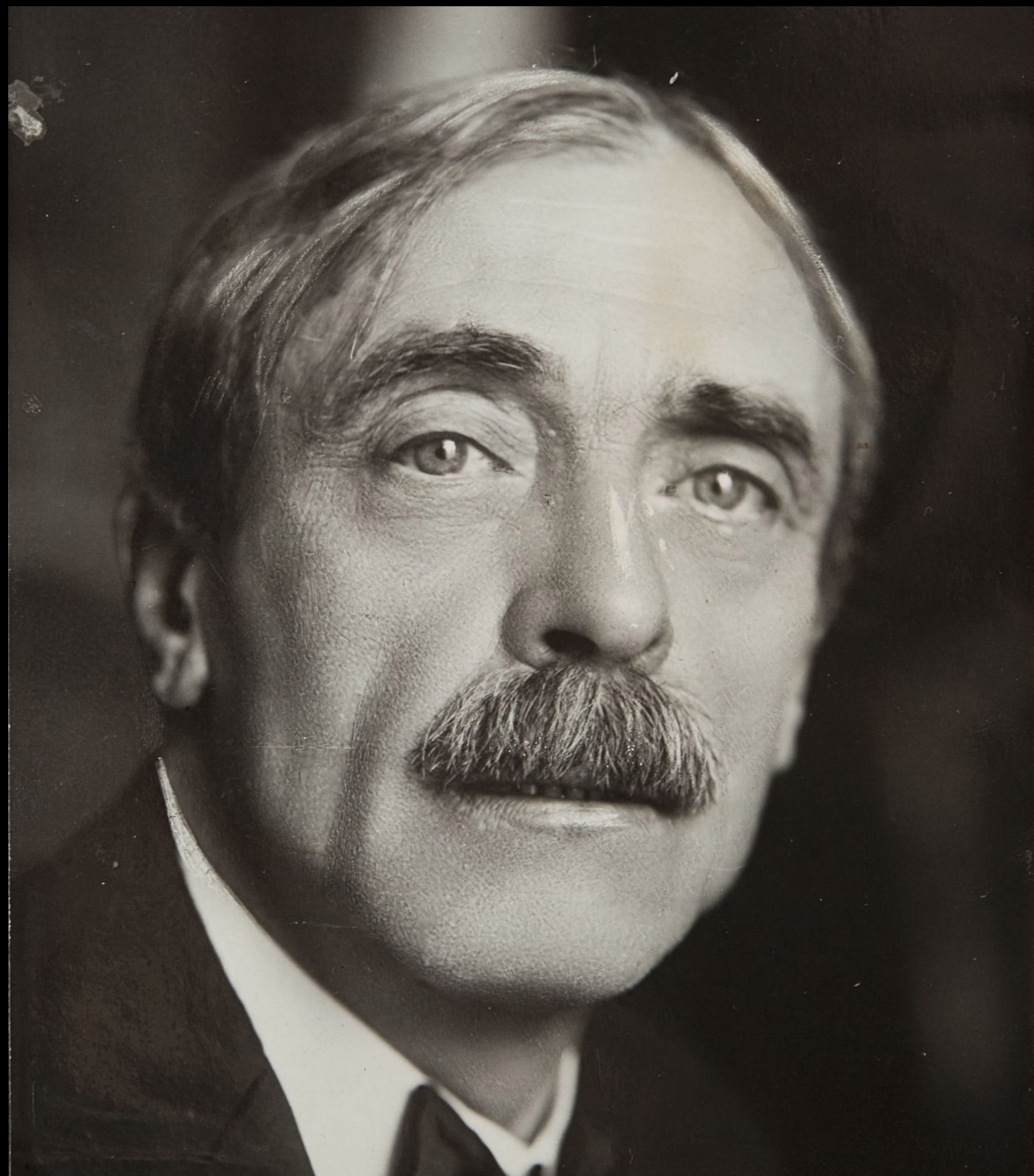
Transition oversight

Train designated personnel
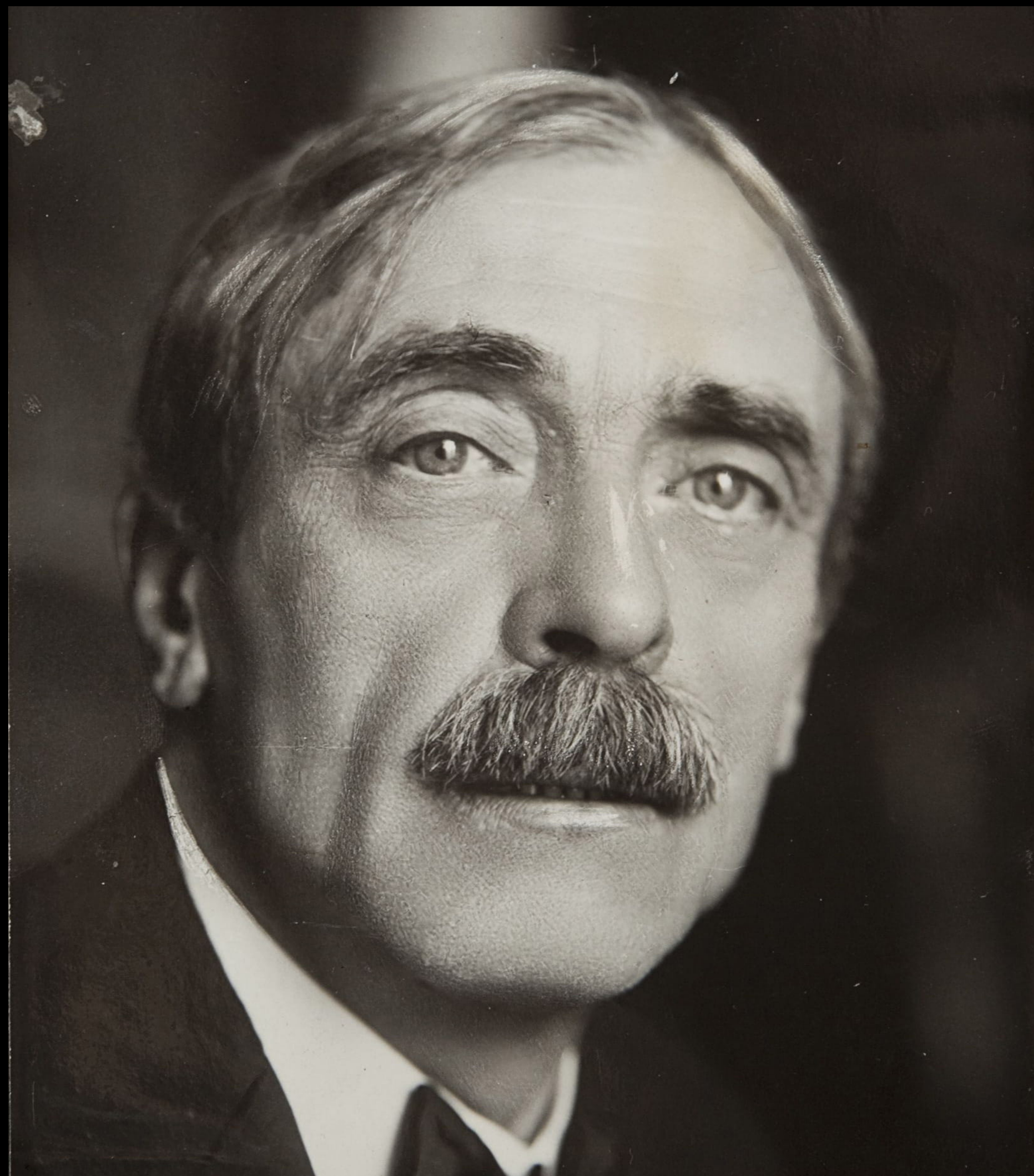
Review future development plans

Activities

» Launch site
» Activate, configure, & incorporate third-party services
» Client hand-off
» 6-month site evaluation

Finished?

Never!

"A poem is never finished, only abandoned." —Paul Valery

"Love is being stupid together." —Paul Valery

Deliverables

» Live site
» Editor Notes
» Style Guide
» Future development plans & recommendations

Thank you!

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Changelog

2020-08-25 1.3: Changed theme to Granneman 1.6; fixed formatting issues

2019-03-20 1.2: Changed theme to Granneman 1.5; added Lincoln & Paul Valery; minor fixes

2015-06-10 1.1: Moved slides to new theme; fixed some content

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