

Usability for the Web

- PROJECT PLAN
 - Project Overview
 - Project Team
 - Information and theory's
 - Development Timeline
 - Setting the Budget
 - Setting up Staging Area
 - User Testing

Schedule, Resources, Budget, Staff, Cost.

A technique you use to create a design from a user-centered perspective.

Usability for the Web

- **Behind the scene (storyboard, outline, diagram)**
- **Designing for multiple Browsers**
- **Target audience-understanding your audience**
- **Design Process** (page layout, goal, page layout affect usability)
- **Navigation**
- **Human Memory**

Stages of the process

- **Requirement analysis (analysis, user interviews, and surveys)**
 1. Formulate the design problem
 2. Determine target audience
 3. User goals
 4. Business goals
 5. Technical requirements
- **Conceptual design (Functionality of the product is worked out)**
 1. Flowcharts- Layout of your site
 2. Outlines- steps followed in developing a logical sequential design
 3. Storyboards - are sequences or snapshots of screens. Can be in electronic or paper format. It is a foundation of your website an architectural plan or a blueprint of your site.
- **Mockups and Prototypes (To evaluate the design early, Done by user testing and focus groups)**
 1. Visual representation (mockups- are used by designers mainly to acquire feedback from users about designs and design ideas early in the design process)
 2. Interactive representation (prototypes)
 - Allow you to examine small portions of the website.
- **Production**
 1. Final product is created (graphics, text, coding)

- **Launch-made available to the public**
- **Evaluation-some type of feedback system is necessary**

Task Analysis-

Goal of your layout: Simplicity, Consistency, and Focus (minimal)

Common Page layout problems-

- Misalignment of foreground and background images
- Changing the gutter sizes- at the left edge of the browser
- Overlapping
- Font size differences from system to system, browser to browser, machine to machine (PC, MAC)

What looks nice on Netscape and the Mac OS may look different on Explorer