

# Web Site Creation Process

# Brief & Planning

# 1. DEFINE PROJECT



# 1. DEFINE PROJECT

What are the brand attributes?



# 1. DEFINE PROJECT

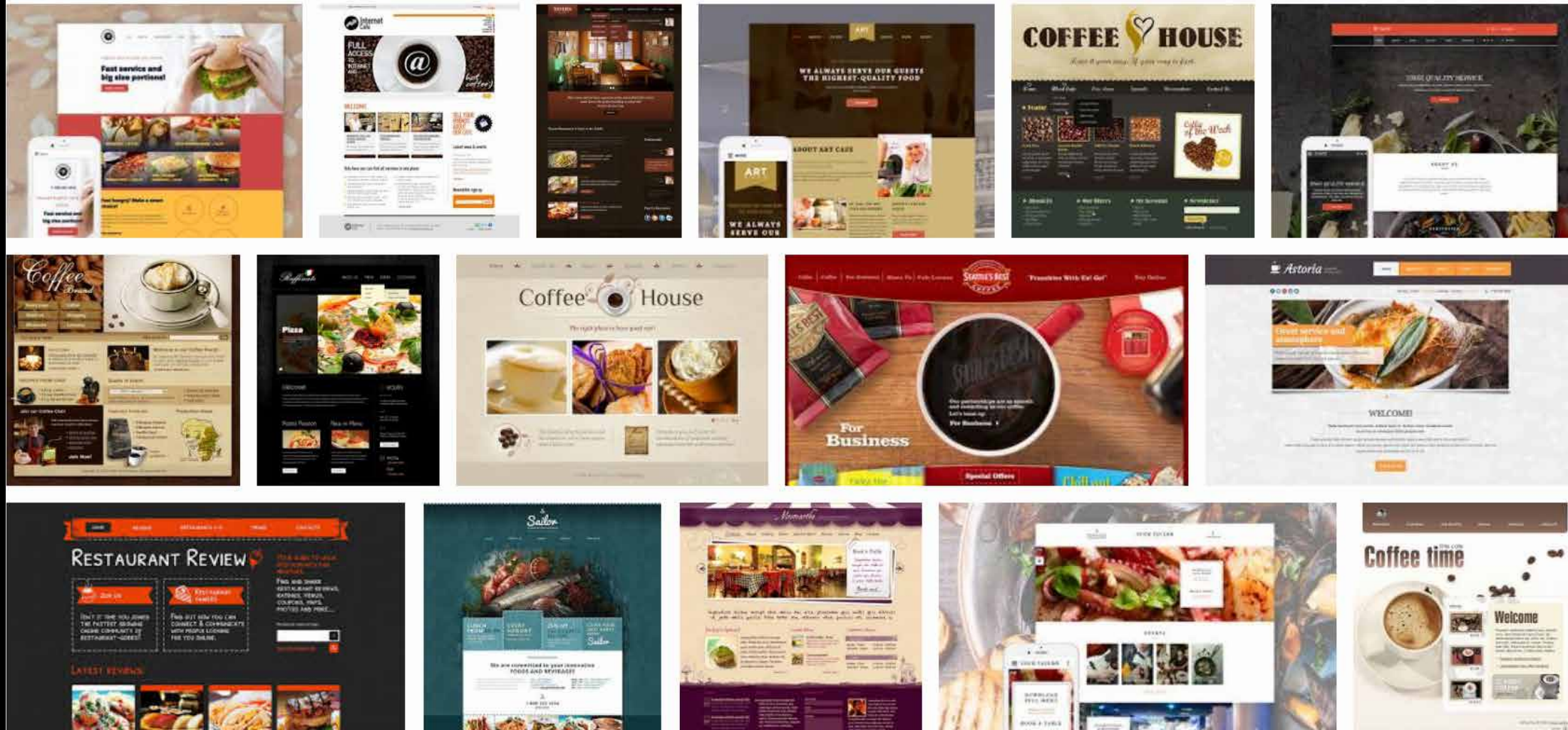
What are the brand attributes?

What are the challenges and goals?





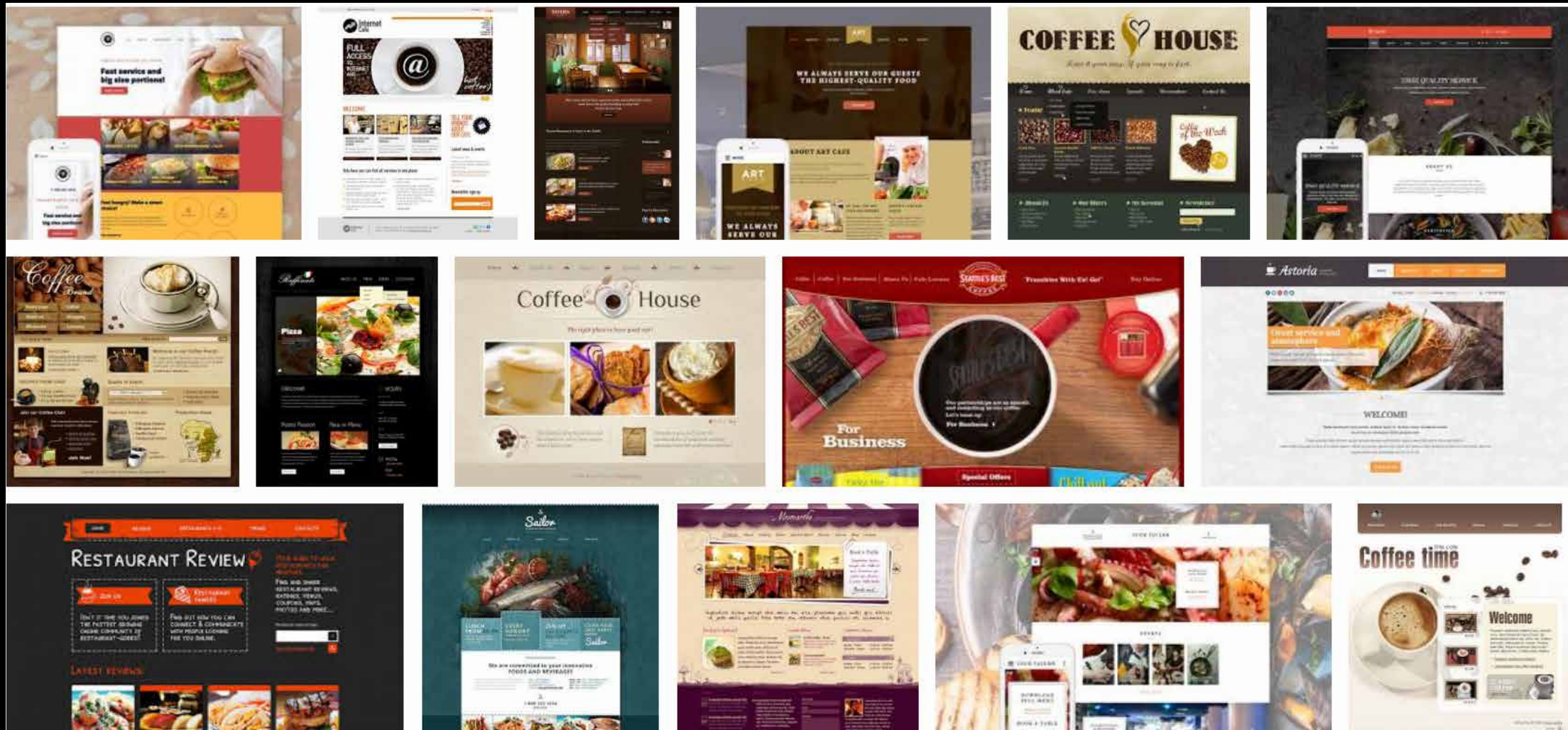
# 2. SITE AUDIT





# 2. SITE AUDIT

## Is it a redesign? What to keep?

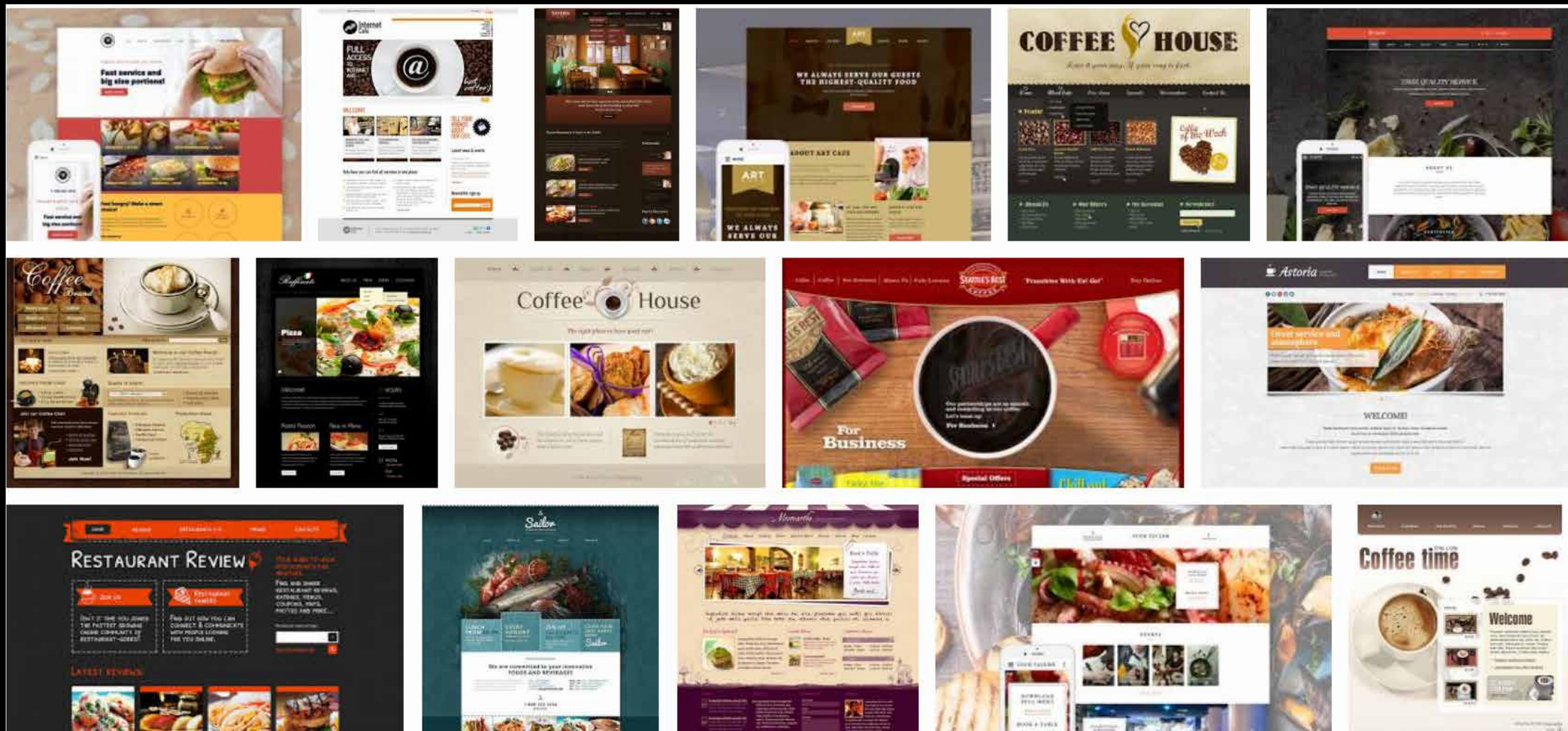




## 2. SITE AUDIT

Is it a redesign? What to keep?

What to learn from competitors' sites?





# 3. THE USERS





### 3. THE USERS Who to target?





# 3. THE USERS

Who to target?  
UX design / User-  
centred design



Photo by Anna Demianenko



USERS

User Profiles:

# USERS

User Profiles:

Groups of users based on data

# USERS

User Profiles:

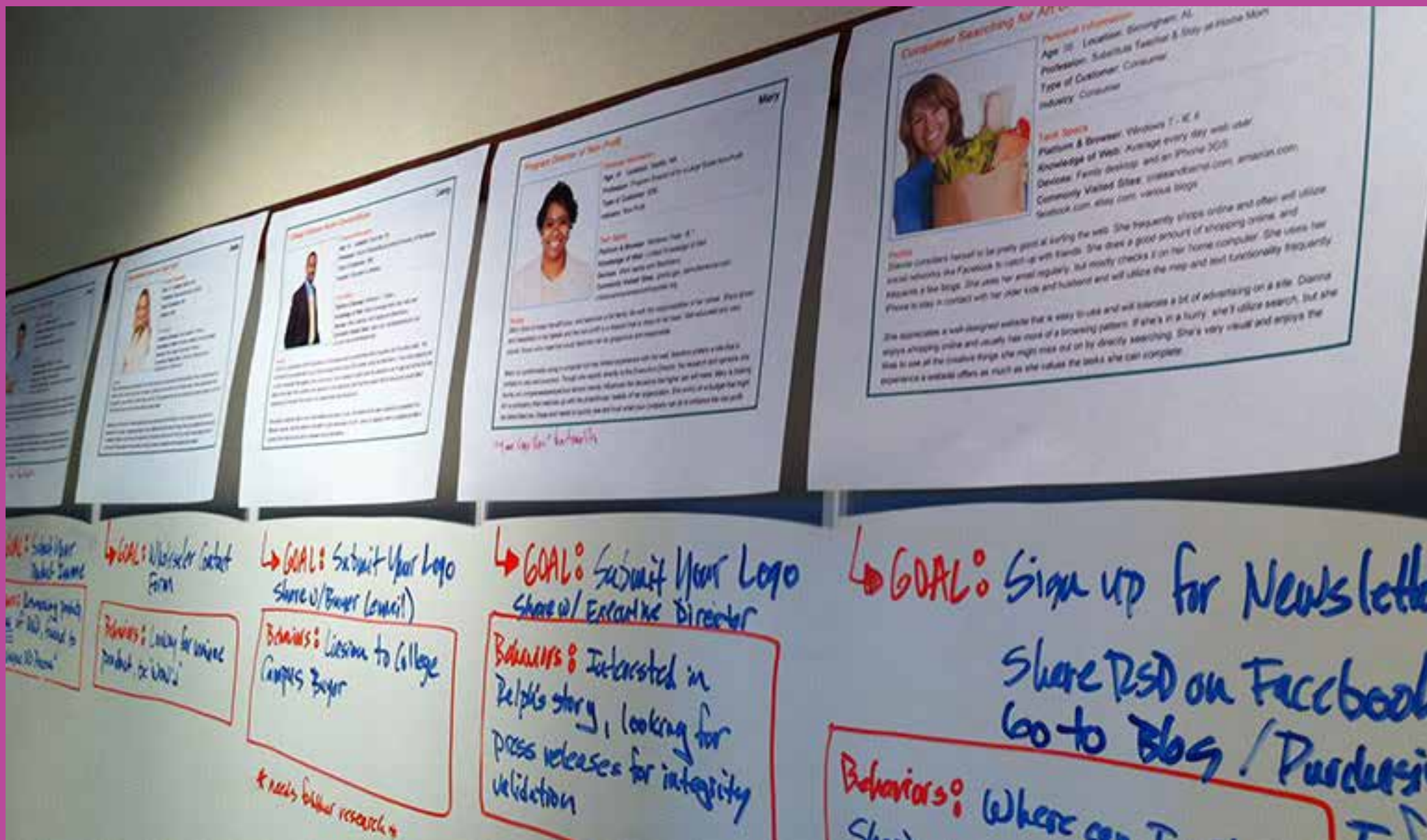
Groups of users based on data

Example:

Repeat Customers / Average  
order value \$40 / average yearly  
orders 4 / average age 35-50



# USERS Personas



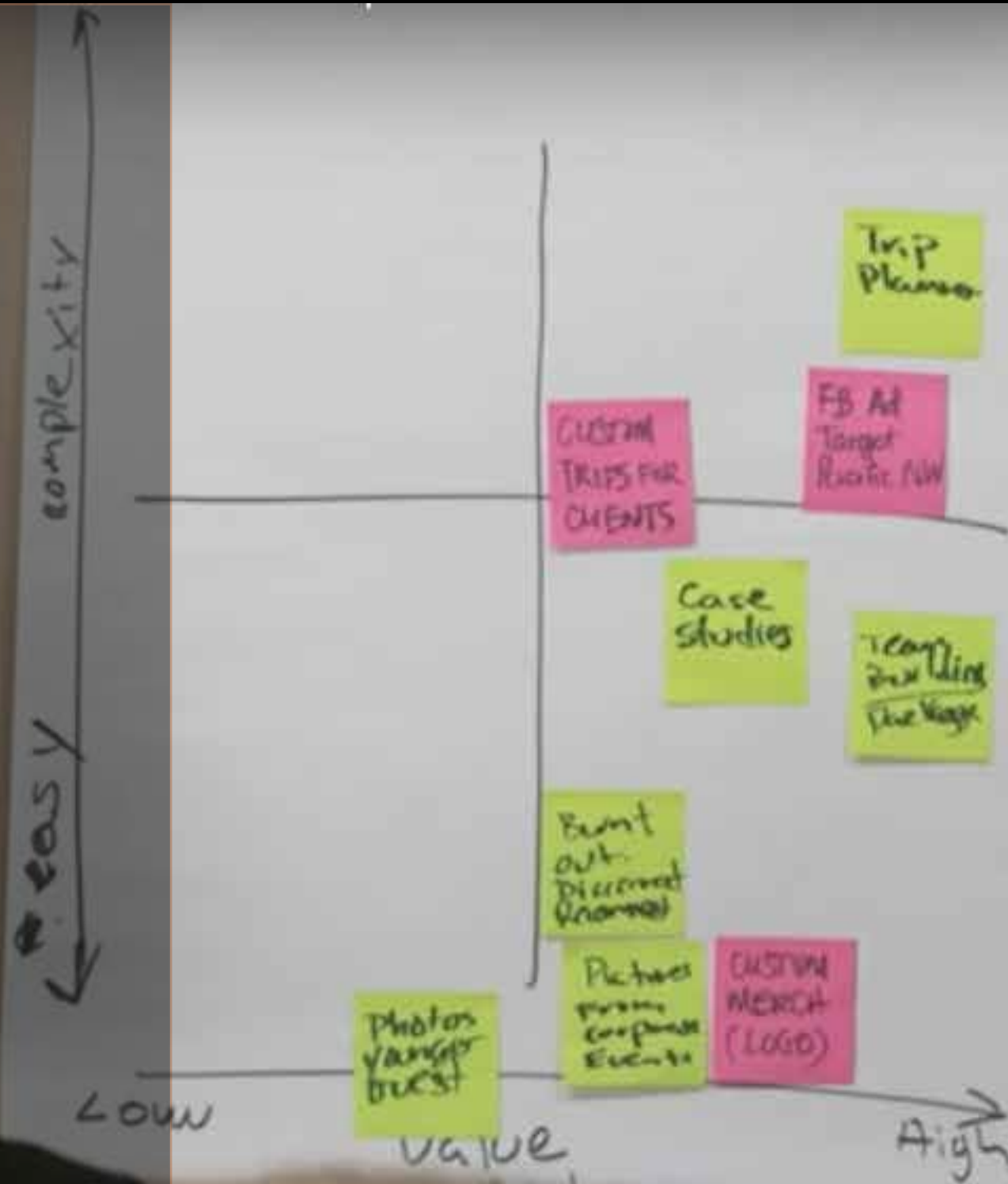
USERS

Personas –

User needs + User stories

Personas,  
User needs,  
User stories

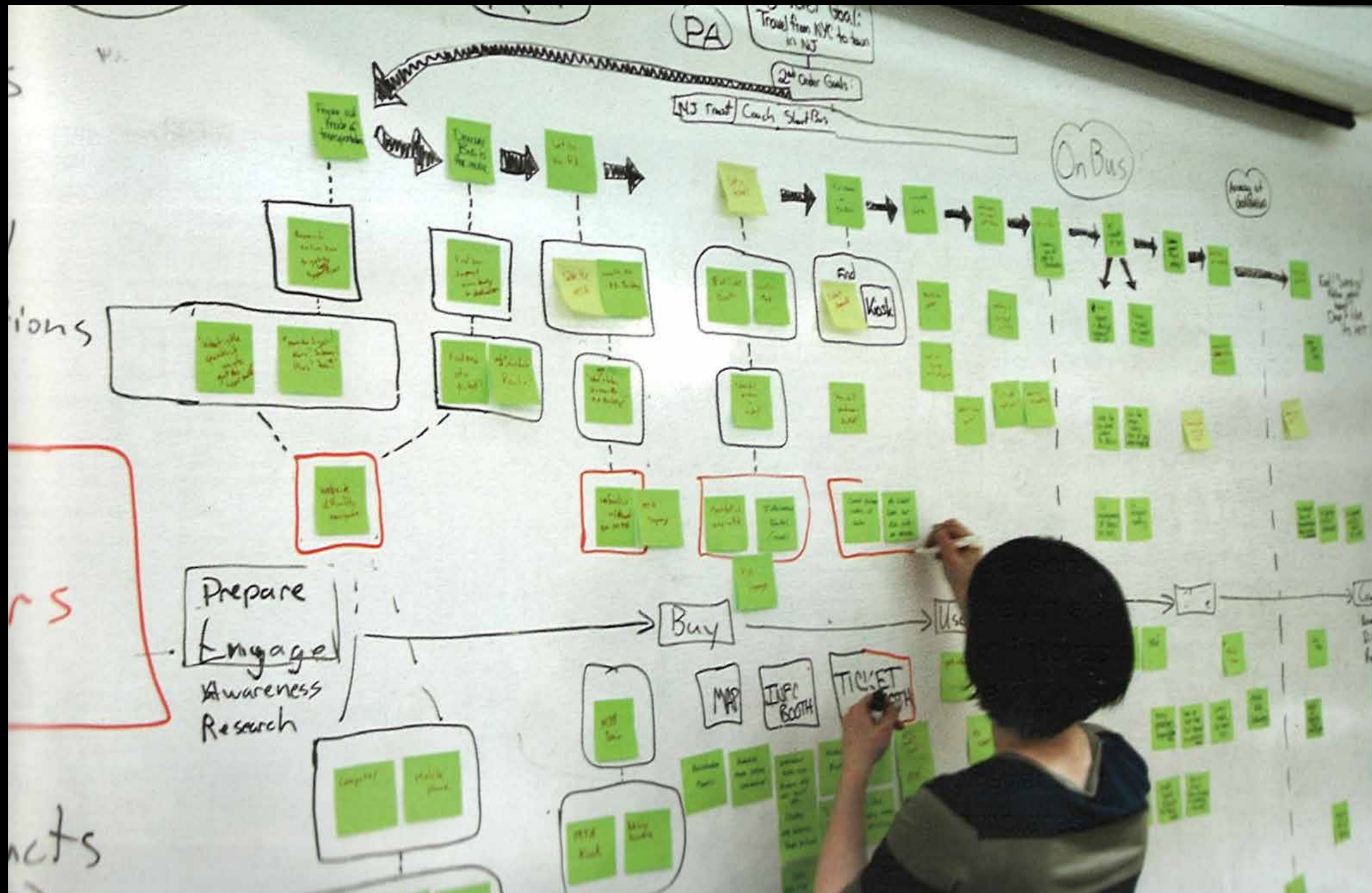
Will lead to  
content &  
feature needs.



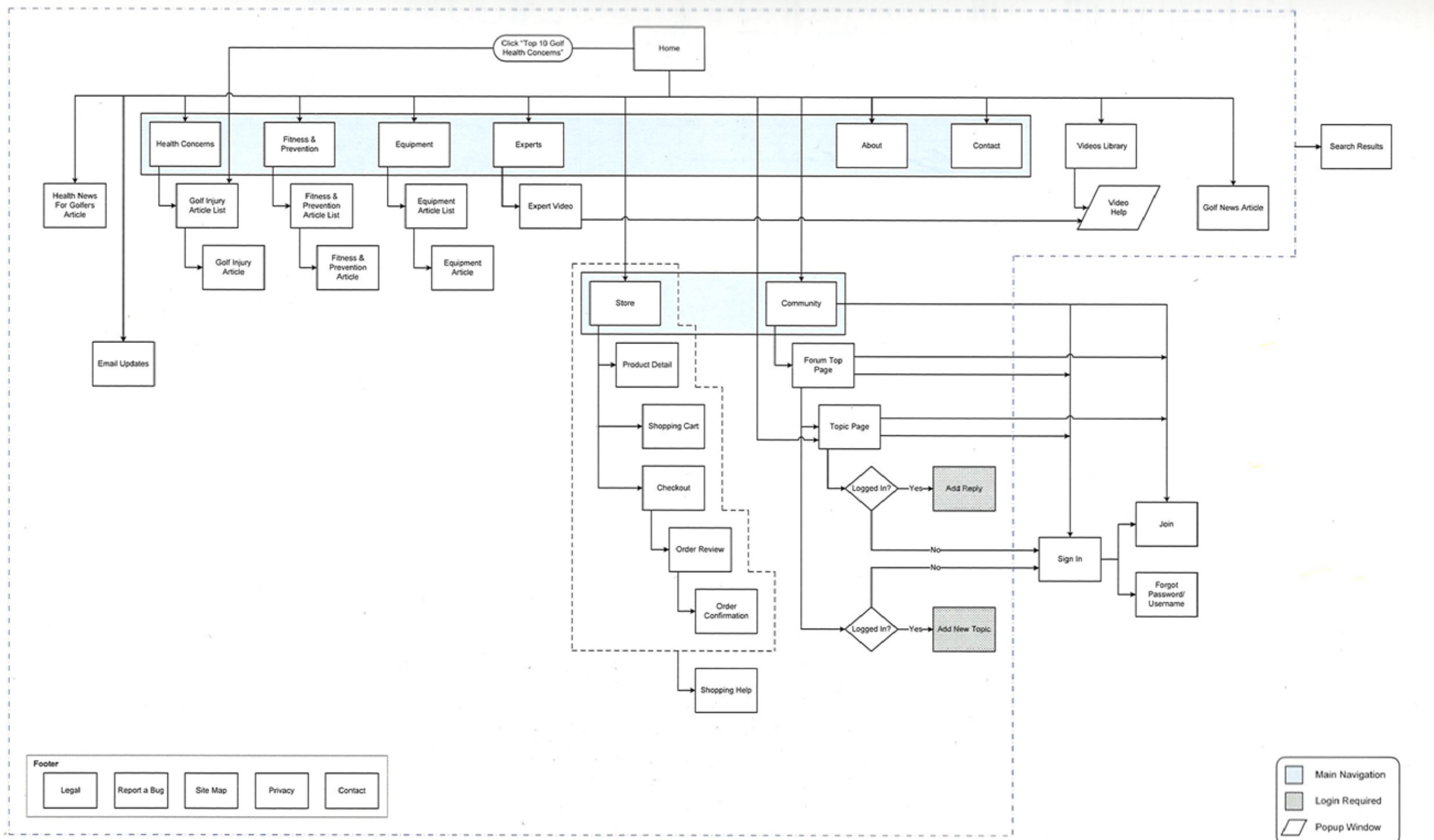
TRIP BUSINESS PLEASURE



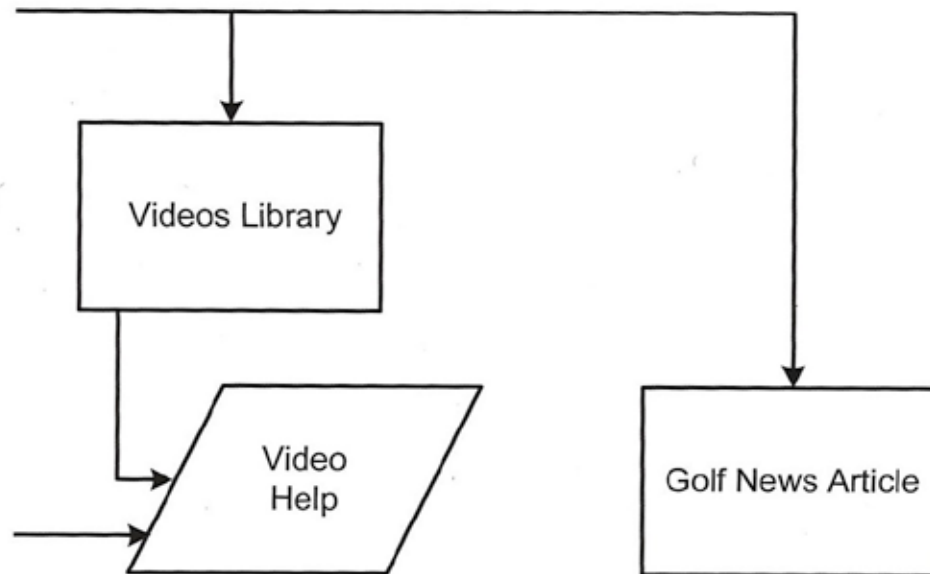
# 4. SITE MAP



# 4. SITE MAP



# 4. SITE MAP



*A sitemap, like the one shown here for GolfersMD.com, shows the pages of a site and their relationship to one another. Pages are laid out and grouped by the information architect, showing various pathways and connections that a design team uses when laying out the navigation and sub-navigation. In this case, the items in the main navigation are shaded in blue, pages that require the user to log in are shaded in gray, and pop-up windows are slanted boxes.*



# 5. SKETCHES > WIREFRAMES

