Communicating Design

Developing Web Site Documentation for Design and Planning

Learn how to prepare and present wireframes, site maps, flow charts, and more





Contents

	• Preface	viii
1	Introduction	1
	The Ten Deliverables (Stone Tablets Not Included)	2
	Layered, Like a Cake	3
	Some Assumptions	4
	General Process for Building a Diagram	7
	General Tips for Presenting Deliverables	9
2	• Personas	13
2	o Personas	15
	Personas at a Glance	16
	Persona Overview	18
	Creating Personas	19
	Presenting Personas	36
	Personas in Context	43
3	∘ Usability Test Plan	49
	Test Plans at a Glance	50

		Test Plan Overview	51
		Creating Test Plans	52
		Presenting Test Plans	64
		Test Plans in Context	68
	4	∘ Usability Reports	73
		Usability Reports at a Glance	74
		Usability Reports Overview	75
		Creating Usability Reports	76
		Presenting Usability Reports	96
		Usability Reports in Context	100
Part Two	∘ St	trategy Documents	105
	5	 Competitive Analysis 	107
		Competitive Analyses at a Glance	108
		Competitive Analysis Overview	109
		Creating Competitive Analyses	112
		Presenting Competitive Analyses	127
		Competitive Analyses in Context	132
	6	∘ Concept Model	137
		Concept Models at a Glance	138
		Concept Model Overview	141
		Creating Concept Models	142
		Presenting Concept Models	156
		Concept Models in Context	162

	7	 Content Inventory 	167
		Content Inventories at a Glance	168
		Content Inventories Overview	169
		Creating a Content Inventory	170
		Presenting Content Inventories	187
		Content Inventories in Context	192
Part Three	> D	esign Documents	197
	8	∘ Site Maps	199
		Site Maps at a Glance	200
		Site Maps Overview	202
		Creating Site Maps	204
		Presenting Site Maps	218
		Site Maps in Context	225
!	9	∘ Flow Charts	229
		Flow Charts at a Glance	231
		Flow Charts Overview	232
		Creating User Flows	234
		Presenting Flow Charts	250
		Flow Charts in Context	257
1	0	○ Wireframes	265
		Wireframes at a Glance	266
		Wireframes Overview	269
		Creating Wireframes	271
		Presenting Wireframes	204

	Wireframes in Context	306	
1	 Screen Designs 	311	
	Screen Designs at a Glance	312	
	Screen Design Overview	313	
	Creating Screen Designs	315	
	Presenting Screen Designs	326	
	Screen Designs in Context	336	
	∘ Index	341	