

### ➤ USER ANALYSIS FOCUS -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

### ➤ USER NEEDS AND GOALS

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

### Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.

### From your Topic Survey determine:

User Outcomes	Website Features
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
What is google Analytics	Services Section
Why should i use google analytics	Benefits Section
How can i learn about google analytics	Academy
Who uses google analytics	Testimonials section
Visual examples	Screenshots

### ➤ USER CHARACTERISTICS

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

**Look at the User Profile Report.** Are there any common / repeating ideas?

#### FROM THE USER PROFILES DETERMINE:

User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
Responsive	Make it responsive
functional	relevant content
fast loading time	optimization

#### FROM THE USER PROFILES DETERMINE:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
visual behaviors	examples of different graphs
reading	body copy

### ➤ APPLY FINDINGS TO CONTENT PLAN -----

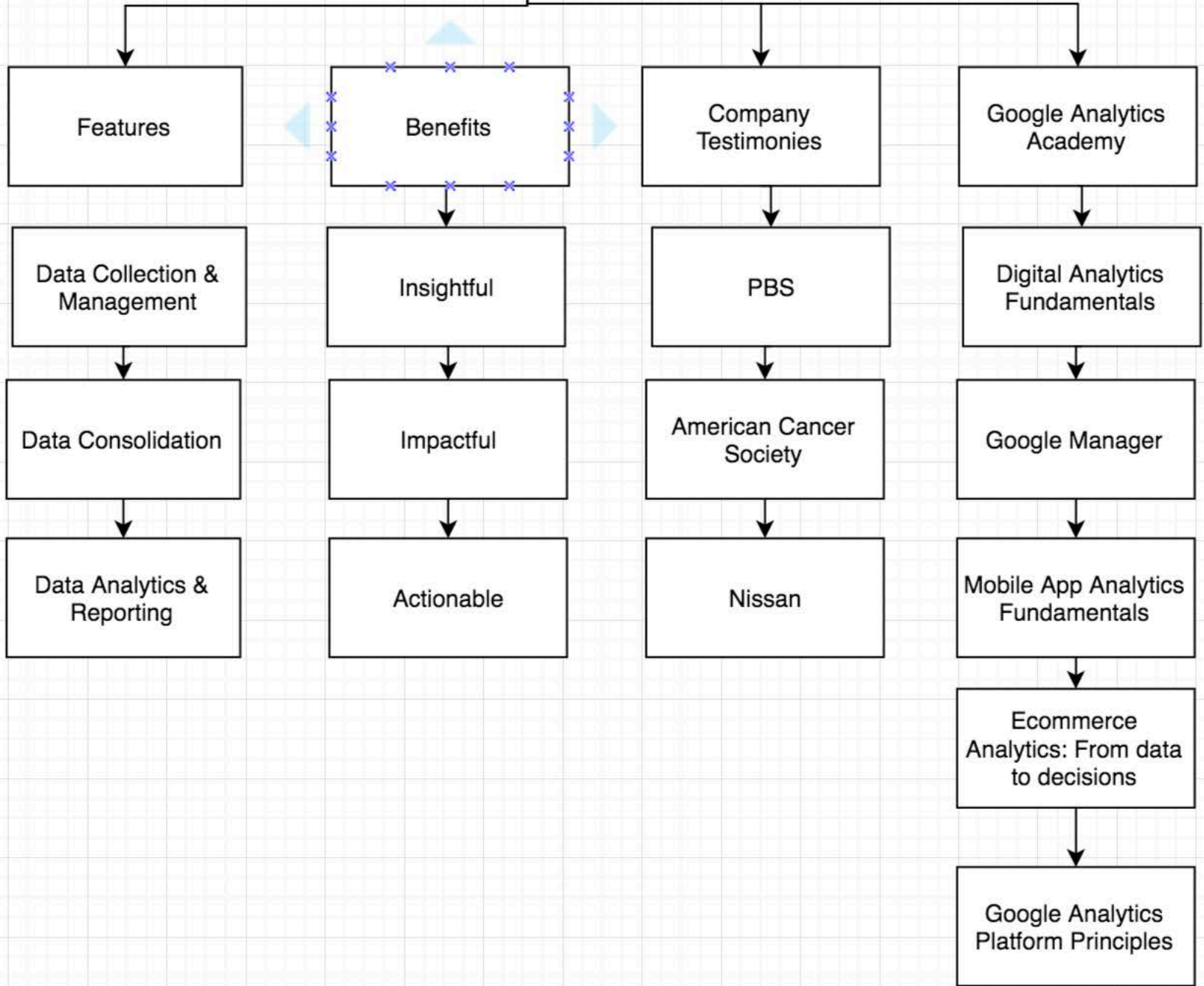
From The Worksheet Tables – place the information into your Content Plan

topic	What is Google Analytics?
User goals	Learn about G.A.
User characteristics	Web designers
website goals	To inform my user about the uses of G.A.
website message	Google Analytics is a strong resource to use with a website

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User goals	Learn about Google Analytics	
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<b>OUTLINE</b>		
heading and content		element type
h1	What can it fo for you	Jumbotron
h2	Services	body copy
h3	Data Collection&Management	body copy
h3	Data Consolidation&Activation	body copy
h3	Data Analytics & Reporting	body copy
h2	Examples	modal
h3	Audience Overview	modal
h3	Audience Sessions	modal
h3	Audience Locations	modal
h2	Benefits	body copy
h3	Insigtful	body copy

h3	Impactful	body copy
h3	Actionable	body copy
h2	Testimonials	body copy
h3	ACS	body copy
h3	Nissan	body copy
h3	PBS	body copy
h2	Analytics Academy	Collapse buttons

What is Google Analytics?



# Template Analysis Worksheet

## ➤ **TEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

## ➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

## **1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:**

<b>Template Types / Categorizes</b>	<b>Example: description or mini-screenshot or link</b>
grid with icons	<a href="http://www.andreagalanti.it/lab/flatfy/">http://www.andreagalanti.it/lab/flatfy/</a>
full responsive	<a href="http://www.andreagalanti.it/lab/flatfy/">http://www.andreagalanti.it/lab/flatfy/</a>
cards	<a href="http://blacktie.co/demo/munter/">http://blacktie.co/demo/munter/</a>
sticky navigation	<a href="http://blacktie.co/demo/munter/">http://blacktie.co/demo/munter/</a>
scroll page	<a href="http://blacktie.co/demo/munter/">http://blacktie.co/demo/munter/</a>

## Template Analysis Worksheet

slideshow	<a href="http://www.templategarden.com/preview/strata/template/index.html">http://www.templategarden.com/preview/strata/template/index.html</a>
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➤ **CHOOSE A TEMPLATE:**

[HTTP://WWW.TEMPLATEGARDEN.COM/PREVIEW/STRATA/TEMPLATE/INDEX.HTML](http://www.templategarden.com/preview/strata/template/index.html)

➤ **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

**ANALYZE YOUR TEMPLATE:**

General Features	
Is it responsive?	Yes
What is the navigation scheme?	Sticky, navicon
Can I rearrange the layout ( is it in sections) ?	Yes
What is the home page like?	Hero image BG, Headline
What are the interior sections like?	clean, simple, content driven
Is all the content on one long scroll page?	Yes
Other:	

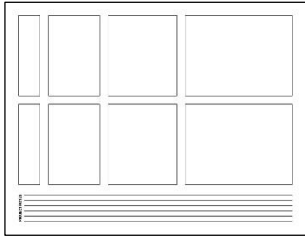
**MATCH THE TEMPLATE TO YOUR CONTENT LIST:**

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
About us section	Benefits Section
Our services	Features
Our Portfolio	-----
Meet the team	GA Academy
What Clients Say	Client testimonials

## ➤ **TEMPLATE LAYOUT PATTERN** -----

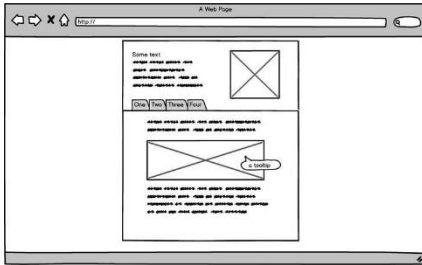
### 3) Using the breakpoint sketch sheet -

Do a rough sketch of the **Breakpoint Layout Pattern**

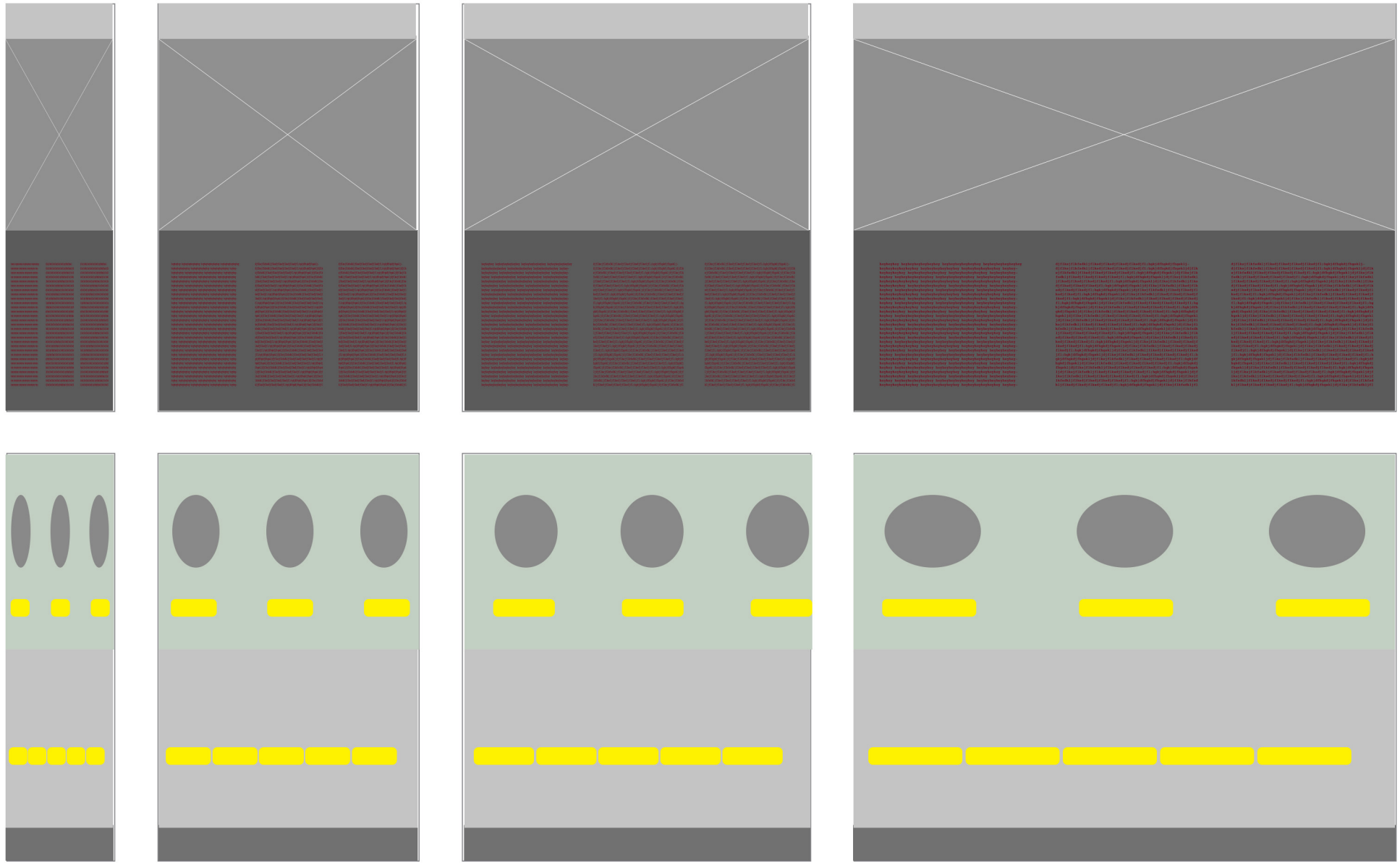


### 4) Wireframe the Desktop Layout.

**Label each element** with its Section Name & Content Description  
(You can use Balsamiq for this)







PROJECT NOTES

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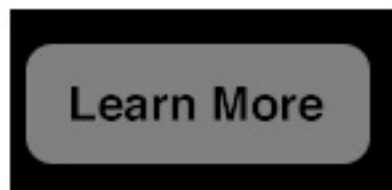
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## Possible Colors



## Textures



## This is an Example of a Header

Font: Helvetica Neue Regular ; black

## This is an Example of a Sub Head

Font: Helvetica Neue Regular ; black

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Helvetica Neue Regular ; black

This is an example of a Text link »

## Adjectives

Open      Simple      Organized  
Color      Flat      Clean