

# Topic Discovery

## Streaming Video on a Website

My topic is streaming video on a website basically I want the website to feature a decent amount of information on the subject as in how it is used and the pros and cons of streaming online and also how expensive it is. So I plan on keeping the site very simple and easy to read and find the information you are looking for. I plan on using just simple images but mostly text probably. There is a decent amount of information on this topic it is just hard to find but i found enough to be able to get what i needed to answer the main questions everyone had about the topic.

# 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>
ninetales	one page scroll with side menu

# Template Analysis Worksheet

- CHOOSE A TEMPLATE
- 2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT

## ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	yes
What is the navigation scheme?	side menu
Can I rearrange the layout ( is it in sections) ?	it is in sections
What is the home page like?	simple
What are the interior sections like?	
Is all the content on one long scroll page?	yes

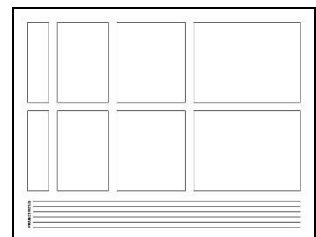
## MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Streaming video on a website	image with headline
what is video streaming	
how is video streaming used	
pros and cons of video streaming	2 subheadlines with 2 sections
what is the cost of video streaming	

## ➤ TEMPLATE LAYOUT PATTERN

3) Using the breakpoint sketch sheet -

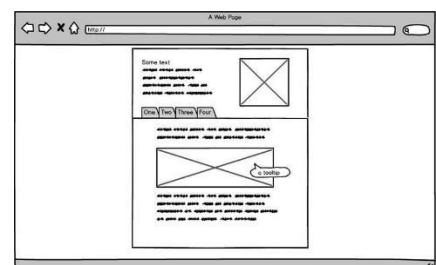
Do a rough sketch of the **Breakpoint Layout Pattern**



OPTIONAL Wireframe the Desktop Layout.

**Label each element** with its Section Name

& Content Description (You can use Balsamiq for this)



## Topic Project Planning Worksheet

Topic	Streaming Video on a Website	
User goals	To learn about streaming video on a website.	
User characteristics	Easy to find navigation. Easy to find information that is clear.	
<b>WEBSITE GOALS</b>	Answer the user's questions about streaming video on web	
<b>WEBSITE MESSAGE:</b>	what is video streaming all about and why should you know about it.	
<b>OUTLINE</b>		
	<b>heading and content</b>	<b>element type</b>
h1	<b>Streaming video on a website.</b>	<b>Headline</b>
h2	<b>What is video streaming?</b>	<b>subhead</b>
h2	<b>Pros and cons of video streaming</b>	<b>subhead</b>
h3	<b>Pros?</b>	<b>subhead</b>
h3	<b>Cons?</b>	<b>subhead</b>
h2	<b>What is the cost of video streaming?</b>	<b>subhead</b>
h3	<b>Factors of Cost</b>	<b>subhead</b>
h4	<b>Viewing Time</b>	
h4	<b>Number of viewing Minutes</b>	
h4	<b>Image Quality</b>	
h3	<b>Platform Cost</b>	<b>subhead</b>

# Topic User Analysis Worksheet

## ➤ **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?

### ➤ **1) 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 include content and delivery methods suited to your primary audience.

#### **Outcome:**

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

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 content modules to appeal to your key audience and hone in on what is important to them.

#### **From your Topic Survey determine:**

<b>User Outcomes</b>	<b>Content Module</b>
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match how you would design your content to meet the outcome. List what Content Module will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar
Best Practices	examples of best practices/example gallery
Cost	infographic/list
Pros/cons	list/infographic
Why use it?	charts

# Topic User Analysis Worksheet

## > 2) USER CHARACTERISTICS

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the conversation to your strategy.

- 1) What are the motivations and behaviors of your Users?
- 2) How can you help them know the subject?
- 3) What is the best way to present the content to them?.

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

### FROM THE USER PROFILES DETERMINE:

User Motivation	Approach
List user motivations	Match how this would influence your content, layout, navigation, etc. design.
easy to navigate	easy to use and find navigation
story to website	interesting content
engaging	different types of ways to show content
clear and concise	whole design mends together

### FROM THE USER PROFILES DETERMINE:

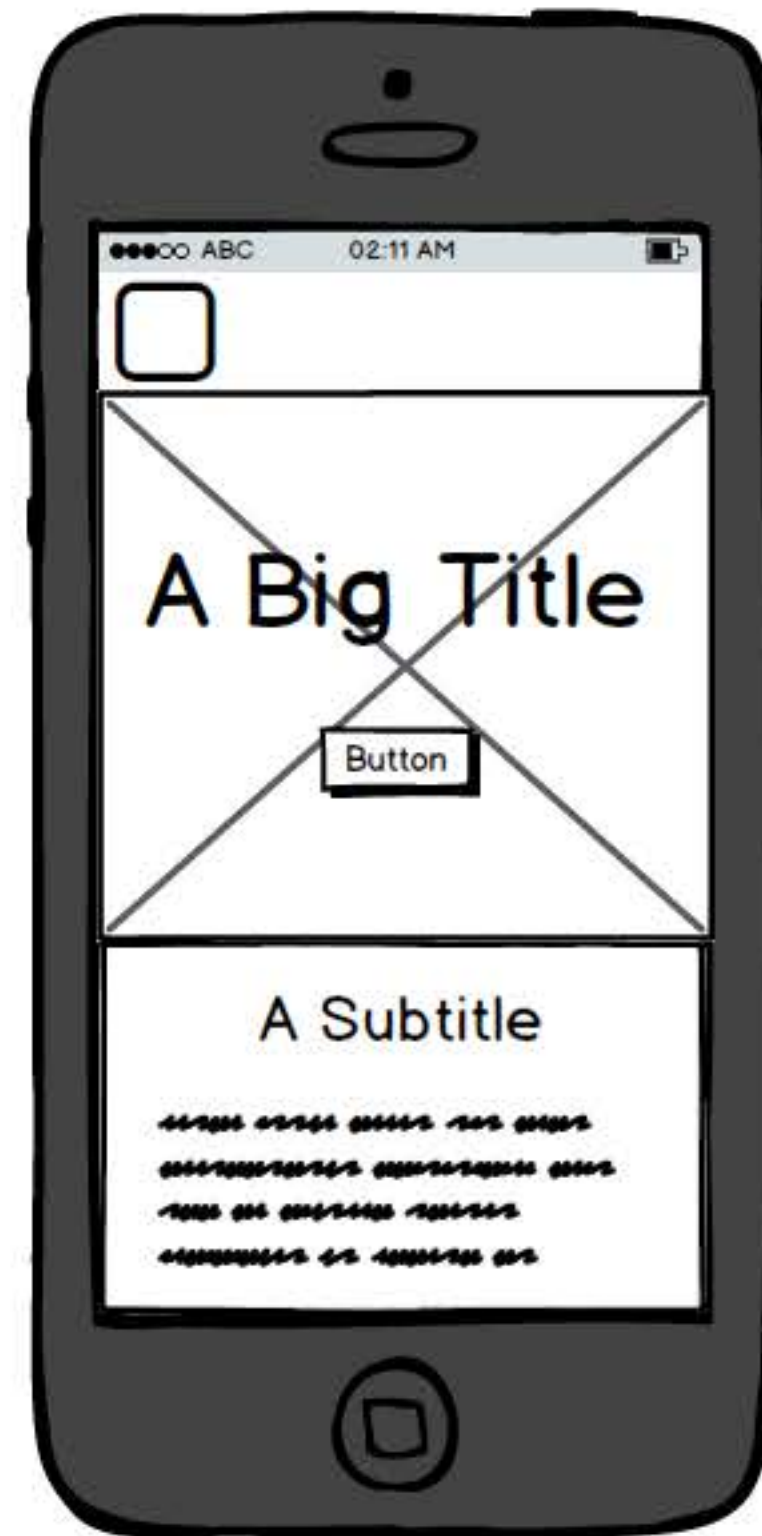
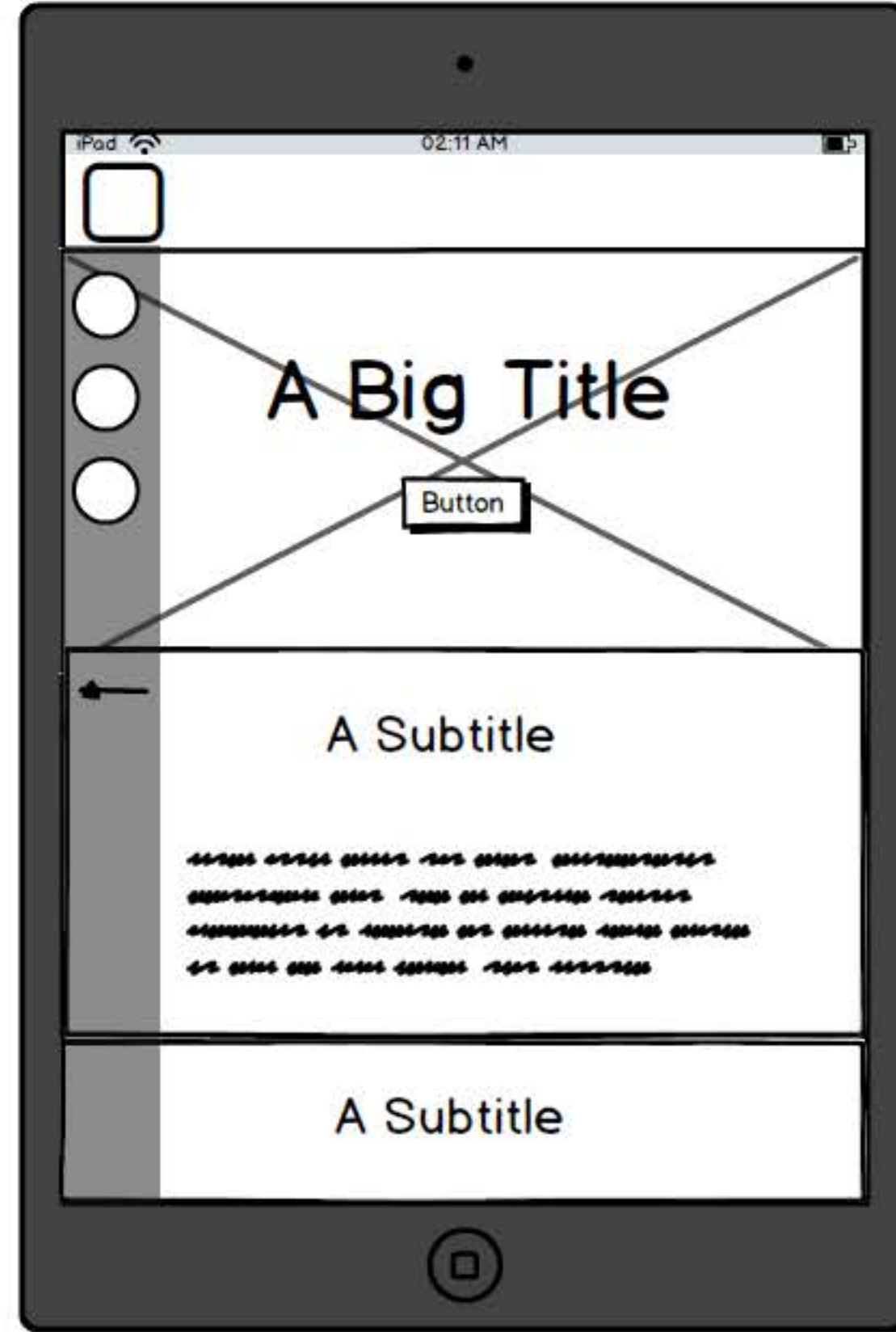
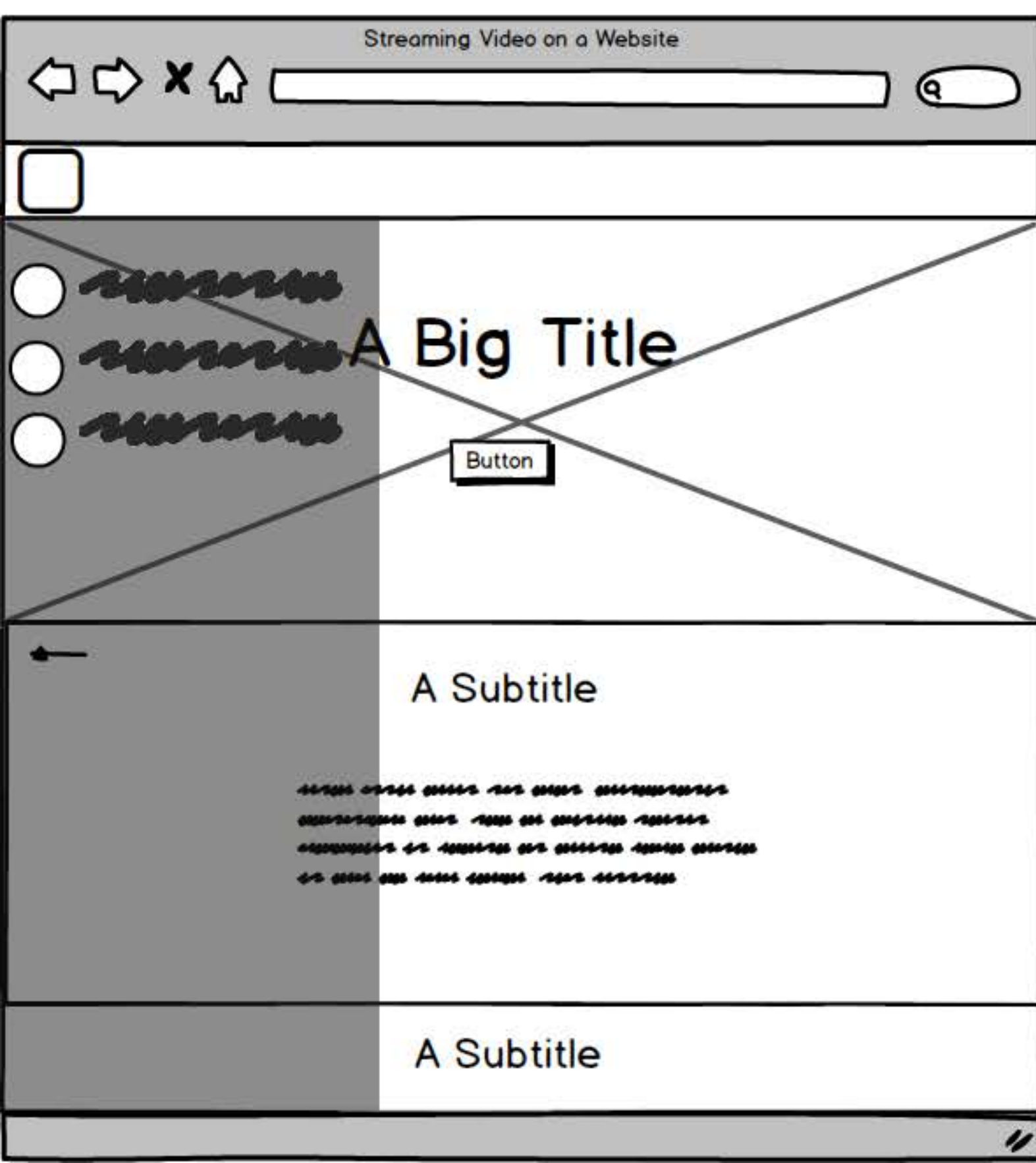
User Behaviors / Preferences	Approach
List user behaviors	Match how this would influence your content, layout, navigation, etc. design.
unclear navigation	navigation that is clear
Long load time	Make sure visual content is optimized.
unclear layout	layout that is easy to read
To much info or not enough	clear and to the point content

## Topic User Analysis Worksheet

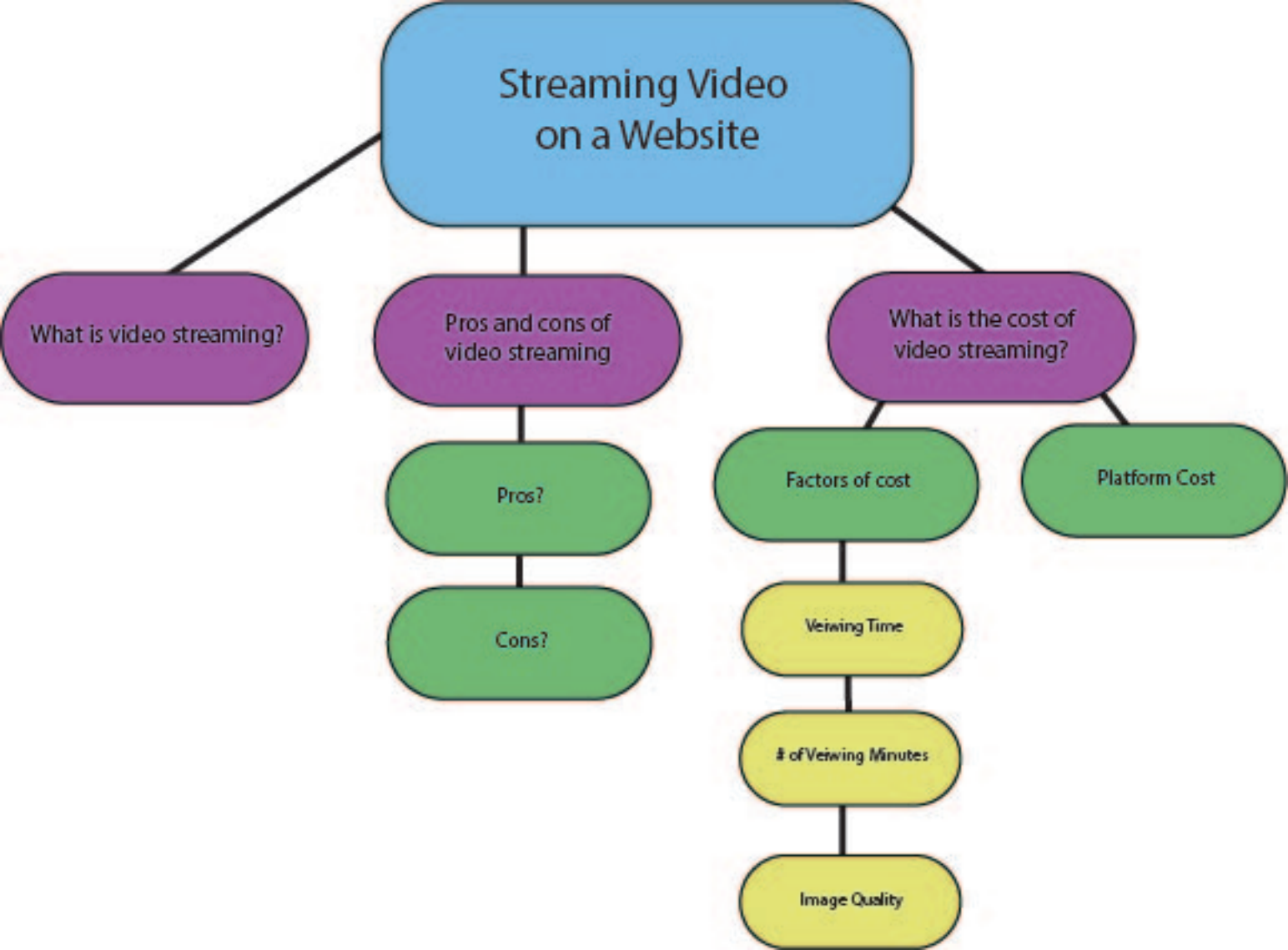
### ➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From these 2 worksheet tables – place the information into your Content Plan

topic	Streaming video on websites
User needs & goals	Learning about what streaming video is all about and why to use it or not use it and the cost.
User characteristics	users wanting to possibly add video to their website
website goals	easy user friendly site that is simple to navigate through and find the info they want to find
website message	why or why not use video streaming on your website and is the cost worth it?







# Streaming Video on Websites

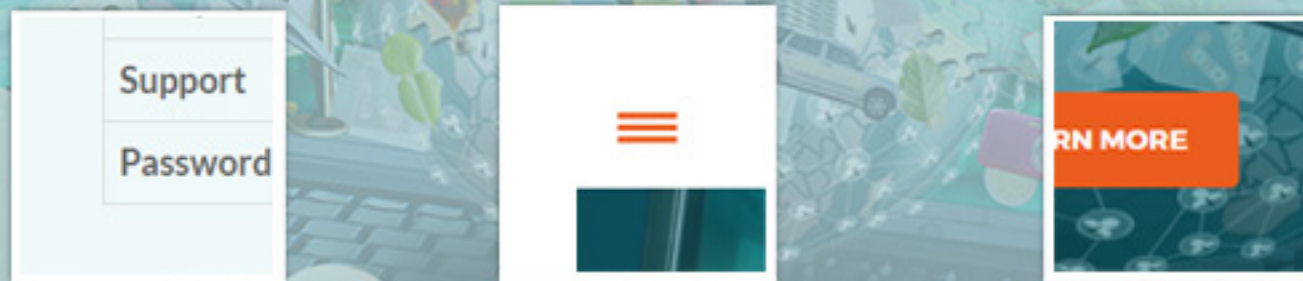
This is an example of a Button

This is an example of a pressed Button

Possible Colors



Textures



This is an Example of a Header

#666666

This is an Example of a Sub Head

#666666

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Simple  
Minimal  
Easy to Navigate  
Efficient