

#### ➤ USER ANALYSIS FOCUS

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

#### ➤ 1) USER CHARACTERISTICS

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the conversation of 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 motivation to the design of your content, layout, navigation, etc.
Learn/Develop Skills	Content
Getting a Job	Show Examples of Jobs
Having Practical Experience	Show what you can get experience from
Create with Meaning	Layout- Make sure it is purposeful

#### FROM THE USER PROFILES DETERMINE:

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Collecting Information	Give it to them in a clear version and then a summary of it
Loses Information	Chunk Information into bite size pieces
Clear Website	Make sure that my website is clear and concise
Use Past Knowledge	Link the new information with a common knowledge.

### ➤ 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.

#### What is an Outcome?

A **measurable** change, action or behavior in the visitor. An experience the visitor will have.

#### Know your audience

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

Knowing what your target audience wants from your website will narrow the content and its delivery to appeal to your audience and hone in on what is important to them.

#### From your Topic Survey determine:

User Outcomes	Content Design
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match your content design to the outcome. List what content type will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar
Understand what a Social Media Manager is	Give simple definition/story about a manager
Understand what they do on a daily basis	Have a list of job/demo of what they do
Understand what skills are needed to become a social media designer	List of suggestions of the skills needed to become a social media designer
Understand responsibilities of a social media designer	Give description of the responsibilities
Gather information about becoming a social media manager	Have a chart about information

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

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

topic	Social Media Manager
User characteristics	Users are students, and beginning web-based professionals who want to learn about career choices. They like to see tips and tricks, examples, and being able to practice and use demos to learn new ideas. The users range from no social media interaction, to maximum use of social media.
User needs & goals	Users want to gain an understanding of what a Social Media Manager is and what they do. They want to know what skills, educations, and experience they need to become one.
website goals	To give the viewers an understanding about what a Social Media Manager is, and how they can become one.
website message	You can make the connection from Design to Social Media. Telling the difference between Web Designer and Social Media Manager.
Look and Feel	Clean, Graphic, Geometric, Simple colors

## 1) TEMPLATE RESEARCH -----

You can use a word doc or your Trello Board

### ➤ CATEGORIZE 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/)

### ➤ COLLECT TEMPLATE FEATURE INFORMATION FOR A LIST

You will create a list of features to use to describe the template functionality.

The goal is that you will compare what you need your website to do / layout that fits your needs to the template feature list.

What is the site structure ( scroll, pages, etc) What type of navigation does it have? What is the layout. The layout determines how the information will be structured when you create a website. 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? What features are on the template ( Vero, filtered gallery, timeline)?

## CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Single Scroll Page	A page that scrolls straight through the site
Standard Hero / 3 column bar/ quote	A hero page is a page where an image/graphic makes up most of the site
Linked	A site that just links to other parts of the site

Template Features List	Description / Detail
Layout type	Single Scroll page With different sections as you
Home page / interior pages	I don't think I need interior pages, but I would like different Sections
Navigation type	Top Bar that Moves to the Part of the Page
Gallery included	Not for this site.

## 2) CHOOSE A TEMPLATE-----

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

## 3) ANALYZE YOUR TEMPLATE AND CONTENT MATCH -----

The key to using 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.

### ANALYZE YOUR TEMPLATE:

General Features	
The structure is _____	Single Scroll
Navigation scheme is _____	Link to Sections
Can I rearrange the layout ( is it in sections) ?	Yes, and I did!
Home page is _____	Hero Image/Text
Other sections / pages are _____	Paragraphs/List
Is there a Gallery	Yes but I didn't use it

### MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element Where it goes
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Website Purpose	Hero Image Carousel
List What the Job is	Paragraph Three Column Images
List What they do	Four Columns Simple Graphic List
Who they Are	Modal
Quotes	Carosel of Simple Paragraph and Icon

## Topic Project Plan Worksheet

topic	Social Media Manager
User characteristics	Users are students, and beginning web-based professionals who want to learn about Social Media Managing. They like to see tips and tricks, examples, and being able to practice and use demos to learn new ideas.
User needs & goals	Users want to gain an understanding of what a Social Media Manager is and what they do. They want to know what skills, educations, and experience they need to become one.
website goals	To give the viewers and understanding about what a Social Media Manager is, and how they can become one.
website message	How to make the connection from Design to Social Media.
LOOK and FEEL	Clean, Graphic, Geometric, Simple colors

<b>OUTLINE</b>		
<b>heading and content</b>		<b>element type</b>
h1	<b>Social Media Manager</b>	<b>Title</b>
h2	<b>Who they are</b>	<b>Paragraph</b>
h2	<b>What They Do</b>	<b>List</b>
h2	<b>How to Become</b>	<b>Modal</b>

# Topic Project Plan Worksheet

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Next Step make a <h> tag chart.

