

DISCOVERY STATEMENT

This website is to help web designers understand good readability.

Do you have enough content?

Yes, there are good resources on the internet on this subject.

If the information is underwhelming, how will you expand on it for a presentation of the topic?
Adding an interactive readability checker makes the site more interesting.

Do you have too much content?

I think that I am using the right amount of information with six sections

How will you sort through the information?

Start with the most important information at the top of the site.

What Assets do you have, need to collect?

- A logo, pictures and a readability check tool.
 - - Information sources
web FX .com, mercury reader.com

The MAIN POINTS of the article(s)

- Formatting and writing styles, readability tools, formatting, three key barriers and test your website readability

What Assets do you have, need to collect?

- A logo, pictures and a readability check tool.

List any media that is available on your topic that might like to use (logos, videos, images, product information, slideshows, slogans, etc.)
Images from the Mercury Reader website, <https://www.webfx.com/tools/read-able/> provides useful tools for this subject

User Analysis Focus

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

User Information

- Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the direction of your content strategy.
 - How can you help them know the subject?
 - What is the best way to present the content to them?

User Profile Report

Data-driven decision management (DDDM) is an approach to business (and design) that values decisions that can be backed up with valid data. The success of the data-driven approach is reliant upon the quality of the data gathered and the effectiveness of its analysis and interpretation.

Know your Audience

If you know who your audience is and what they're looking for, you can create content catered to them. You can narrow the content and its delivery to appeal to your audience and home in on what is important to them.

Identify your audience	Research with client and create user personas.
Personal Characteristics?	Survey, Observation, Interviews
Values?	Survey, Observation, Interviews
Behaviors?	Survey, Interviews, Observation Studies, Google Analytics, Tracking apps
Motivations?	Surveys, Observation, Interviews, Studies
Needs from the website?	Survey, Observation, Interviews
Trust factors?	Survey, Observation, Interviews

Collect Data

- What are the behaviors of your Users?
- What are the motivations of your users?
- What are the user goals for their visit to the website?
- What does the user need from the website?

Analyze Data

- Are there any common / repeating ideas in the data?
- What stands out to you as useful information to guide your design decisions?

• User Behaviors / Preferences	• Approach
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List user behaviors	<ul style="list-style-type: none"> Match behaviors to the design of your content, layout, navigation, etc.
<ul style="list-style-type: none"> Light Discussion, then practice 	<ul style="list-style-type: none"> Responsive design
<ul style="list-style-type: none"> Easy Navigation 	<ul style="list-style-type: none"> Predictable place
<ul style="list-style-type: none"> They like to read online 	<ul style="list-style-type: none"> clean layout
<ul style="list-style-type: none"> They like practice exercises 	<ul style="list-style-type: none"> Something interactive
<ul style="list-style-type: none"> User Motivation 	<ul style="list-style-type: none"> Approach
List user motivations	<ul style="list-style-type: none"> Match motivation to the design of your content, layout, navigation, etc.
<ul style="list-style-type: none"> Start my development 	<ul style="list-style-type: none"> show authoratative source of importance
<ul style="list-style-type: none"> Use this for every job they do 	<ul style="list-style-type: none"> downloadable cheatsheet
<ul style="list-style-type: none"> Major factor in making writing understandable 	<ul style="list-style-type: none"> show samples

<ul style="list-style-type: none"> From your Topic Survey determine: 	
<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
<ul style="list-style-type: none"> User Outcomes 	<ul style="list-style-type: none"> Content Design
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	<ul style="list-style-type: none"> Match your content design to the outcome. Examples: example gallery, demonstration animation, benefit bar
<ul style="list-style-type: none"> Have a better understanding of readability 	<ul style="list-style-type: none"> Infographics, examples
<ul style="list-style-type: none"> Examples of Readability 	<ul style="list-style-type: none"> Recap of information
<ul style="list-style-type: none"> People would use this on their website 	<ul style="list-style-type: none"> Visual checklist, general info, then details
<ul style="list-style-type: none"> Assist me to make a better website 	<ul style="list-style-type: none"> Tips checklist, do's and dont's

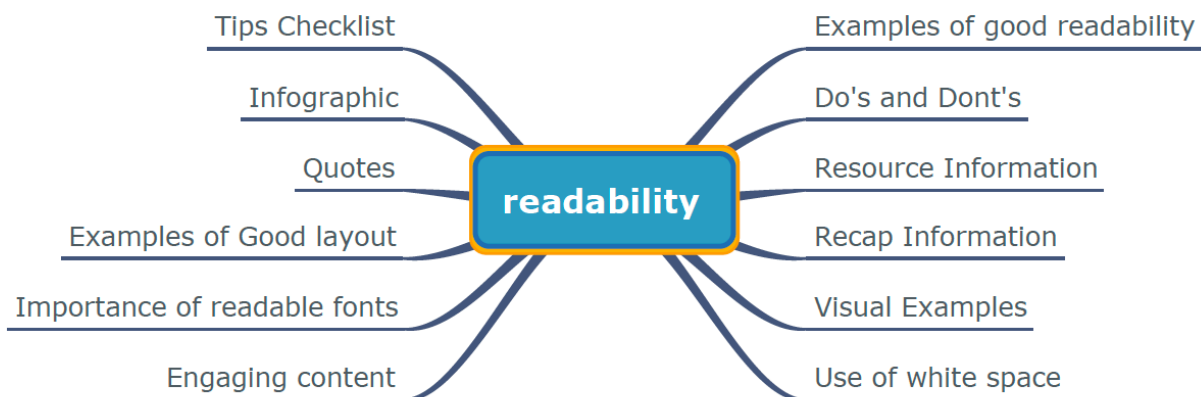
- Content Plan

topic: Readability	Show the importance of good readability on a website
User characteristics influence	Users trust a website that is organized and uncluttered
User needs & goals influence	Users are easily bored, so get right to the point
website goals	Inform users about readability tools that they can use on their website
website message	A website with good readability is better than a website without it.

Design 3

for the Web

Topic Project Content Organization



Content Purpose	Where it goes / form it takes	<h> tag
<i>Orientation:</i> Website Title	Tips and Tools for better Readability on your Website	H1
<i>Orientation:</i> Website Purpose	Illustrate readability tips and to use a tool check a website's readability	
<i>Motivation:</i> Why the user should stay	Problem/ Unorganized website Solution/ Use the Readability Checker to determine a solution for better readability Designer / The designer could read the content to get tips for better readability Clients Responsibilities/ The client could let the designer know the readability tips that they like.	
<i>Call-to-action:</i> What do you want the user to do?	Use the Readability tool	
Information Tree:		
Intro		
Formatting and writing styles	Accordions and tabs	

Design 3

for the Web

Topic Project Content Organization

Readability tools	3 row section of information	
Formatting	Photo and content	
Three key barriers	Quote and content	
Test your website readability	Readability calculator	

- Big type heading
- Feature bar
- Example gallery
- Instruction steps
- Infographic
- icons
- cards
- row: text and image
- video
- hero
- list
- tabs
- accordion
- thumbs with modal
- button with modal
- image with modal
- tool-tips
- hover-reveal
- off-canvas sidebar
- links
- pdfs
- timeline
- carousel
- slider

Design 3

for the Web

- chart / graph
- table
- form
- survey
- game

Topic Project
Content Organization