

## Audiences

- EXPECTATIONS
  - Look afresh at the site from the audiences point of view
  - The stated purpose of the site sets user expectations
    - Check that you can meet the expectations you set up
    - If you set unrealistic expectations audiences will leave your site never to return/engage/spread the word
    - Aim to be a FAVOURITE for the purpose... be that general or specific
- Get to know the CORE audience, their needs and expectations (RESEARCH THIS DO NOT GUESS)

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## Audience research

- Focus group
  - On line and/or off line
  - Keep involving the group in development
  - Be systematic – keep records, make cogent notes, do not DIRECT the sessions and review, review, review
- Difficult groups to 'focus' with...  
... name some categories....!

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## Focus group working

- Ask about needs
- Ask about look and feel
- Ask about what they expect to gain from use
- Ask about existing levels and experience
- Ask about content (level and scope)
- Ask about context
- Ask about existing technical knowledge, skills and resources

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## Questions

- Open and closed questions
- Use open questions to begin with...
  - What features would you expect to find?
  - What do you want from *feature x*?
  - Would you want *feature y* (where Y is a feature identified by the Client but not raised by focus groups)
- Try to map out the site using the FOCUS groups conceptual links

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## Site mapping with focus groups

- Early stages – wizard of oz – concept models
  - Post-its
  - Cards
  - Concept cards....
- Benefits – cheap, users like it, identifies funny requirements... strange navigational routes and technical linkages such as plug-ins!

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## Focus on

- Context of use
  - Where are they when they access your world
  - What are their resources
  - What are the environmental factors that might influence design
  - Are there many likely 'access' situations or one
- In terms of technology – design with lowest common denominator in mind

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## Key themes for the Development team

- Writing style
  - Fit the purpose
  - Fit audience
  - Fit non-linear structures
  - Fit in with 'similar' product/purpose sites
  - Fit in with look, feel and tone....

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## Style can adapt... but some things must be right

- Top level
  - Direct
  - Tone setting
- Deeper
  - Can add complexity
- Grammar check
- Spell check
- **Avoid** *unnecessary* stylistic 'dressing' (!)

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## Basic design issues

- Think about basic graphic design issues
  - Typography
  - Style conventions
  - Layout - grid
  - CSS
  - Tagging?
- Test out graphic design assumptions
- Look and feel
  - EVOCATION again

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## Crucial for this week

- User/audience
  - Must analyse use
- Test and evaluation
  - Must begin thinking about how you will assess your design
- Must begin to think about architecture and implementation
  - Content implementation
  - Content and interface/interaction
  - Site mapping

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