Planning and Flowcharting

GRC 101 → Ed Kanet → Spring 2010

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Planning
Formulating Your Purpose:

- Education
- Entertainment
- News/public information
- E-commerce
- Web portals
- Personal & artistic expressions
- Promotion/selling/support

http://www.ci.centerville.oh.us/
Research & knowing your audience

“We analyze by conducting research.”

- Age
- Genders
- Ethnicity
- Level of education
- Religion
- Reviewing other websites

http://www.marriagebuilders.com/
Business Model
“How the website will pay for itself.”

- Revenue
- Advertising
- Time & Deadlines
- Money
- Submitting your website
Users Technology

What are your users working with?

- Browsers
- Mac’s vs. PC’s
- Internet speed
- Screen resolution
The Planning Report

Statement of purpose
Audience analysis
The business model
Comparison with similar websites
The design
Theme & style
Early concept sketches & Early design reviews
The Design Phase

Working out the structure

✓ Structure & appearance
Design *Sketches & Sample Pages*

..are not finished designs.

- Feedback
- Preparedness
- Change
The Design Report

Statement of purpose
Audience analysis
Website theme & style
Site design
Analysis & design issues
Examples from prototype
Content list
Summary of user test results