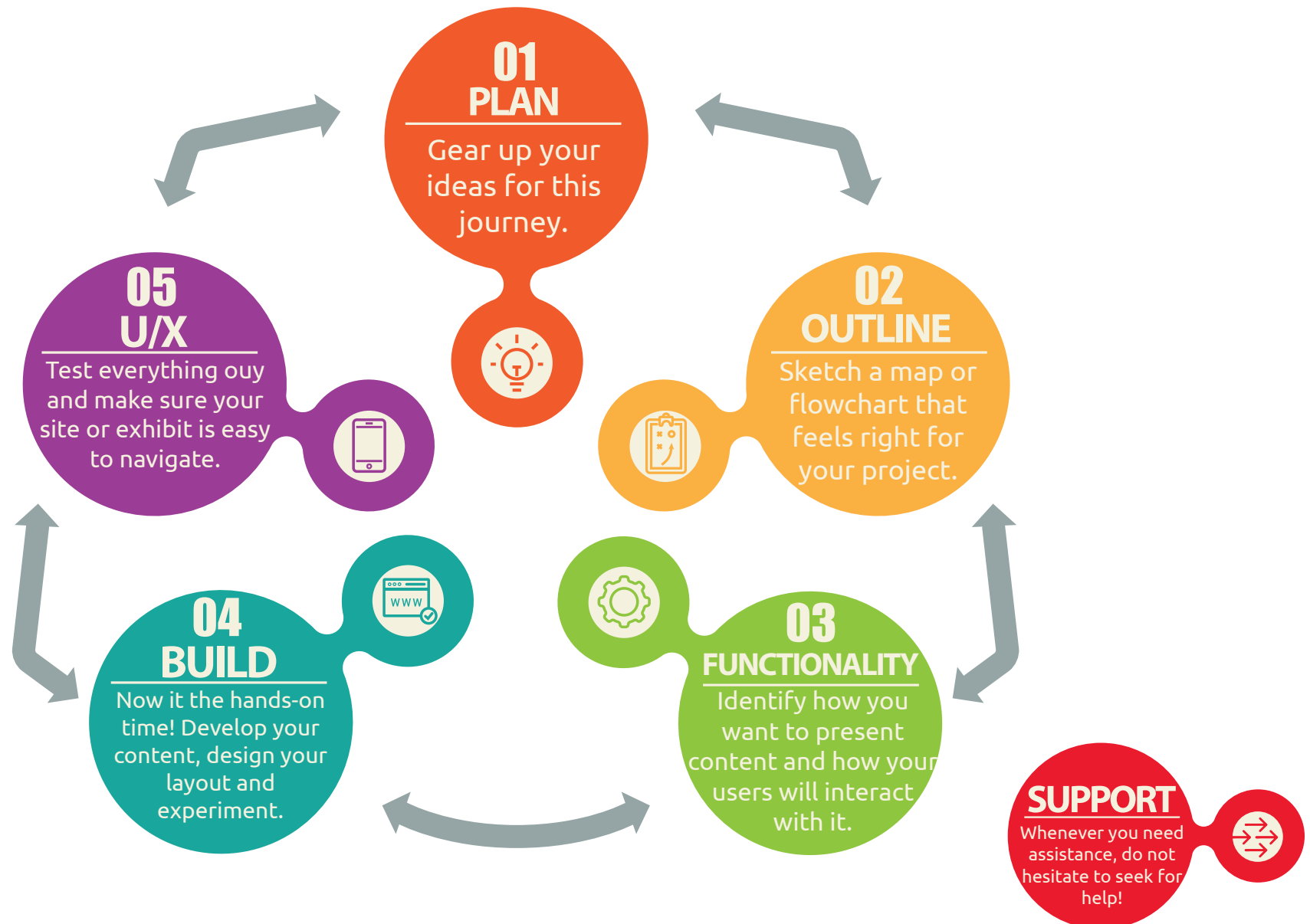


# Design Process Handout

Developing a digital project entails many steps. Understanding the different stages of this creative process will allow you to plan ahead, be adaptive as your project evolves, and achieve a better result at the end of the semester.



## PLAN

## OUTLINE / WIREFRAME

## BUILDING

## FUNCTIONALITY

## USER EXPERIENCE

### PLAN

Before you jump right into designing a beautiful website, define some aspects of your project. Define your thesis, the intended audience, the problem and the content you envision in your capstone. Doing this will help inform your decision making from here forward. This handout will help you structuring your project. Make sure to use it!

### OUTLINING / WIREFRAME

Outlining goes alongside with defining the functionality of your project. Think about how your audience will encounter and interact with the content you are presenting. What are your expectations? How do you see the site structured?

Think about the navigation aspects of your site and how you want your audience to make sense of your content. Work on developing a draft outline that fits your concept. Once you have done that draft, try sketching a map or flowchart on a piece of paper. See if it makes sense! And, do not worry! Even if you have transferred this outline to your WordPress site, you can always go back and revise it.

### FUNCTIONALITY

After you have figured out what your project is all about, start thinking about the functionalities you may need/want to complete it. Consider these questions: How do I want my audience to interact with my content? How do I want them to experience the narrative being told by my project?

WordPress has many options that can help you in the development of your ideas. To mention some, you could use H5P elements (such as juxtapose images, image hotspots, interactive videos, among others), interactive maps, interactive timelines, online forms, and many other features can be added to your site.

Some people have also created blended experiences with exhibits that go beyond the digital space of your website. For instance, the Teen Audio Guide or the Northampton Street Art project used a blended approach asking their audience to experience the digital project while in a specific physical space. Keep this in mind as you develop your action plan. Reach out to Travis or Mario if you have an idea and you are not sure how to proceed.

### BUILDING

As part of the design process, you need to consider how you want people to experience your site. Emotion is an important aspect of design. Think about how do you want people to feel when navigating your site. This will inform your decision making when selecting themes and styles for your site. Go online and look for inspiration. Try to find websites that model what you want to achieve and keep them in a place you remember! They will come in handy. If you get stuck or you are looking for ideas, feel free to reach out to Travis or Mario for assistance.

### USER EXPERIENCE

Consider the following questions: What would be the audience's first reaction when visiting my site? What assumptions am I making? What could be going through their minds as they look through my pages/posts? What are the most important things for me on the site? On the contrary, what are the least important things on my website? Does it make sense where I have them? What information is emphasized? What information is pushed back? When I test it out, do other people navigate the site the way I intended?

### SUPPORT

You may want to create some additional elements that go beyond what WordPress has to offer. Maybe an augmented reality activity or a VR experience or producing your own audio or video content. If you are considering these (or other options) do not hesitate to ask. There are other on-campus offices that may be able to help you (such as the Imaging Center, the Design Thinking Initiative, Smith Media Studios [SMS], or the Spatial Analysis Lab). Travis and Mario can help you get in touch with them.

~ 1 week