DESIGN: DESCRIPTION

THE WEBSITE DESCRIPTION IS A GUIDING LIST OF DESCRIPTIVE MATERIAL CONCERNING YOUR WEBSITE.

IT ASKS AND ANSWERS:

WHAT THE SITE IS
WHO THE SITE IS FOR
WHY THE SITE IS NEEDED
HOW YOU WILL GO ABOUT SATISFYING ALL OF ABOVE

IT SHOULD ALSO INCLUDE ANY OTHER DETAILS THAT ARE NECESSARY IN UNDERSTANDING YOUR MOTIVATION AND EXECUTION.
DESIGN: RESEARCH

AFTER YOU HAVE YOUR DESCRIPTION, RESEARCH IS THE NEXT STEP IN UNDERSTANDING WHAT EXISTS, WHAT MIGHT WORK OR WHAT MIGHT NOT WORK FOR YOUR SPECIFIC NEEDS.

RESEARCH INCLUDES VISITING SIMILAR SITES AND UNDERSTANDING WHAT INFORMATION IS PRESENTED, HOW IT IS PRESENTED, AND ANYTHING ELSE RELEVANT.
DESIGN: SITE MAPS

A DIAGRAM THAT OUTLINES THE HIERARCHY OF PAGES WITHIN A WEBSITE
DESIGN: SITE MAPS

A PLANNING TOOL USED TO MAP OUT THE STRUCTURE, NAVIGATION AND PAGE HIERARCHY OF YOUR WEBSITE
DESIGN: SITE MAPS

✅ DEFINE AND ORGANIZE EVERY PAGE OF YOUR WEBSITE
✅ SORT PAGES FROM MOST BROAD TO MOST DEFINED
✅ KEEP YOUR ENTIRE DESIGN, DEVELOPMENT AND SEO TEAM ON TRACK

Ø DEFINE THE CONTENT (COPY POINTS, ILLUSTRATIONS, WIDGETS, THINGAMABOBS, ETC.) OF AN INDIVIDUAL PAGE
Ø DEFINE THE LAYOUT OR HIERARCHY OF INFORMATION ON A SINGLE PAGE
Ø DEFINE THE FINAL VISUAL LAYOUT
DESIGN: WIREFRAMES

WEBSITE WIREFRAMING ALLOWS YOU TO PLAN THE LAYOUT OF YOUR WEBSITE.

IT IS THE PROCESS OF MAKING DESIGN DECISIONS BEFORE THEY ARE IMPLEMENTED.

WIREFRAMING CAN RANGE FROM A SIMPLE SKELETAL FRAMEWORK TO A DETAILED MOCKUP OF EACH PAGE.

SPENDING TIME PLANNING YOUR SITE MAKES CODING EASIER.
DESIGN: WIREFRAMES

BOOK IMPACT

By Genre
- Fiction
- Non-Fiction
- Action/Adventure
- Drama
- Romance
- Historical
- Sci-Fi
- Horror
- Comedy

ADD A BOOK

FEATURED

TOP SLEEPS  POPULAR  TRENDING

Add a Book
DESIGN: WIREFRAMES

THINK OF WIREFRAMES AS THE SKELETON. THEY LOOSELY SHAPE THE FINAL PRODUCT, GIVING YOU A RELIABLE IDEA OF WHERE EVERYTHING WILL EVENTUALLY GO.

THE CONTENT IS THE MUSCLE (AND CAN BE AS MEATY OR TRIM AS YOU WANT).
DESIGN: WIREFRAMES

MOBILE
- LOGO TAGLINE
- HERO IMAGE
- VIDEO PLAYER
- BENEFIT #1 SLIDER PRESS TO MOVE
- FEATURE
- SIGN UP / GET STARTED
- EMAIL...
- SUBMIT
- FOOTER MENU

DESKTOP
- LOGO TAGLINE
- HERO IMAGE
- VIDEO PLAYER
- BENEFIT #1
- BENEFIT #2
- BENEFIT #3
- TESTIMONIALS [SLIDER 3-5 TESTIMONIALS]
- FEATURE #1
- FEATURE #2
- FEATURE #3
- SIGN UP / GET STARTED
- EMAIL...
- SUBMIT
- MENU ON FOOTER

SOCIAL MEDIA
DESIGN: WIREFRAMES
DESIGN: WIREFRAMES

Rolling Promo

Promo 1  Promo 2  Promo 3  Promo 4  Promo 5

Book Now
- Select Cinema
- Select Film
- Select Date
- Select Time
- Book Now!

Film Reviews
- Now showing
- Coming Soon

Film Title (cert)
Description

Find Cinema
- Select Cinema
- Enter town or postcode
- Remember my local cinema
- Book Now!

User Goal 1

User Goal 2

Login/Register
- Email address
- Password
- Go
DESIGN: WIREFRAMES


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HOMEWORK

IN CLASS WORK: WEBSITE DESCRIPTION, RESEARCH AND SITE-MAP WORK

READ CHAPTER 15