

Design Document Items from CMairsCreate.com

- **Design Document - Who am I designing for? Who is my user?**
- **Things to include:**
 - Once the questionnaire is completed, use this as a base to create a design document
 - Defines more specifics for the following:
 - **Purpose and Audience**
 - Very important to define the purpose of the website
 - Why is this site needed?
 - What do we want to accomplish with the site?
 - Once purpose is established, you must define the audience
 - Age, occupation, sex, education, race & computer literacy
 - All these factors affect the technology you can use, the look & feel of the site, and the tasks the users will do on the site
 - Once audience is established, you must define the tasks users will be doing on your site
 - List tasks that users will specifically be able to do
 - Use these tasks to help set up usability testing later
 - Make sure users can easily accomplish these tasks
 - **Web Page Content**
 - What content is needed to fulfill the project scope, site goals, and audience needs on the site?
 - What technologies will be used?
 - Who will create graphics, flash, etc?
 - Who will create text?
 - Who is ultimately responsible for approving all content?
 - Someone must ultimately be solely responsible for all content
 - This same person is responsible for the rest of the team providing content in a timely manner
 - Sequence of content creation
 - What content is needed & in what order
 - Do not want anyone waiting on content so the site does not move forward