Christine M Adams

Process Book

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Sitemap

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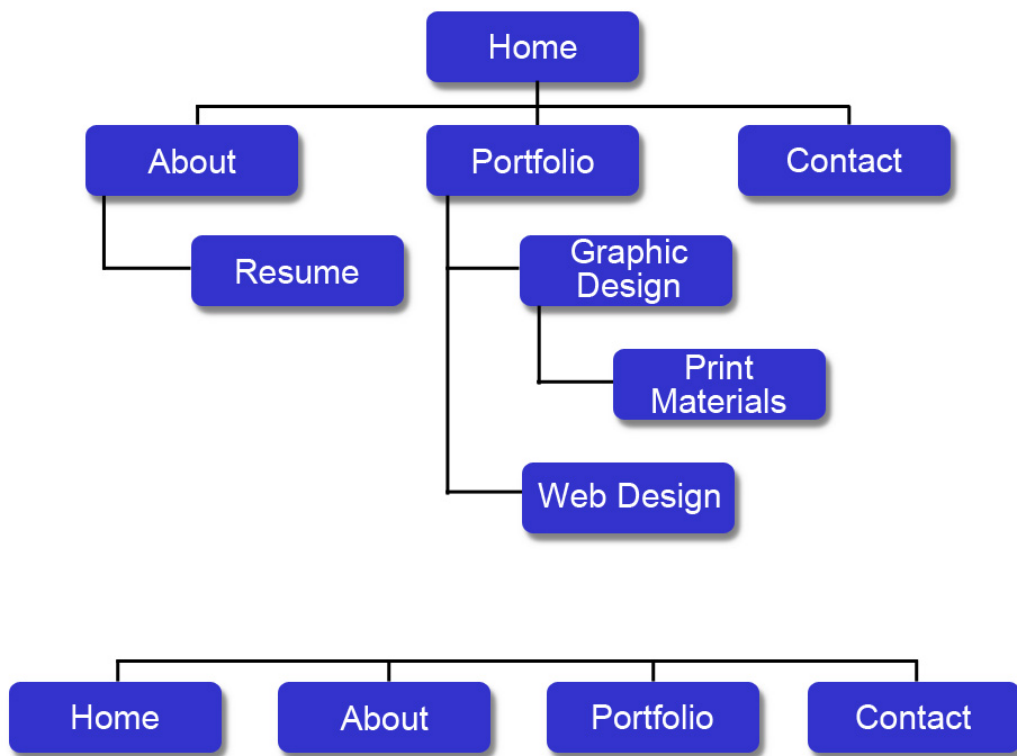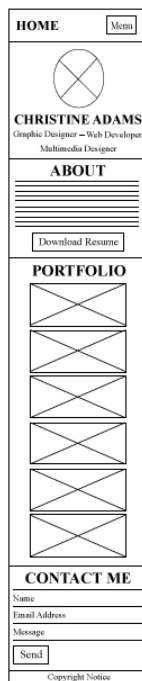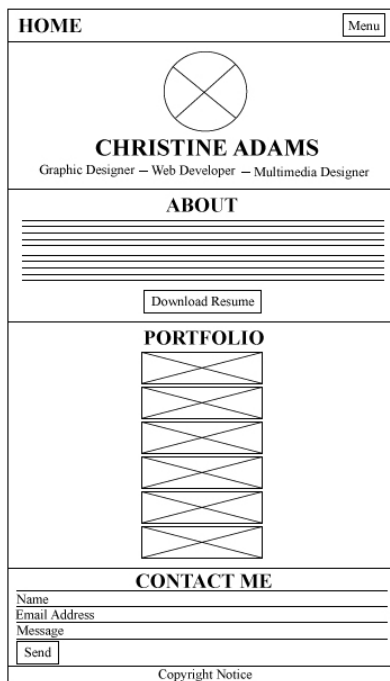
Comments:

The creative process of designing my sitemap involved carefully considering which

pages would need to be included in my website, in addition to planning an effective

design structure and organization for those web pages.
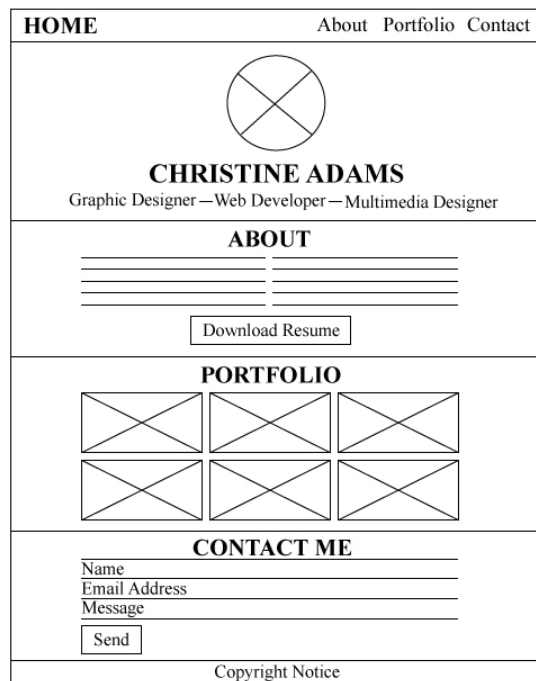
Wireframes

Mobile
320px x 600px

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CHRISTINE ADAMS
Graphic Designer — Web Developer
Multimedia Designer

ABOUT

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Comments:

In order to create a sense of realism in my wireframe designs, I incorporated the elements

and principles of design into my designs, with an extra focus on proportion, space,

balance, harmony, and unity.

Short Paper: User Experience

The core principle behind user experience design is about creating a specific and customized user experience for each unique audience. User experience is about the audience's emotional experience while viewing and interacting with products or programs. Therefore, the most important part of a user experiencer designer's job is to ensure that the characteristics of a product or program create a high-quality experience that is customized for the audience. By keeping this key principle of user experience design in mind, designer's can make informed choices about the content to include in the website, making sure that the content will be interesting and enjoyable for the audience to read. Additionally, a core concept that is related to user experience design is about the connection between psychology and design. Knowledge about how decision decisions influence the audience in a psychological manner helps designers make decisions about how to present content in a captivating way. In addition, this knowledge assists designers in making choices about the specific type of content that will create interest for the audience.

I plan to incorporate an effective technique into my design process that will take these user experience design principles and concepts into consideration when making key decisions about my portfolio website. This valuable technique is creating personas. Designers create personas in order to understand the interests and needs of future customers, relating to the core principle I discussed earlier. Personas are meant to be representations of actual or potential customers. By creating personas, I will be knowledgeable about what content my audience will be seeking and find most interesting. I can also use this knowledge to present my content in a way that holds the

audience's attention. I know that my personas will represent future employees in the graphic design, web developer, and multimedia design fields. I can apply the knowledge I gain from creating the personas to ensure that my content is presented in a professional and visually appealing manner as well as ensuring my content provides information and details about successful work projects I've completed. Therefore, by creating personas in my design process I can apply the core principle of user experience design described before in order to customize the content of my website and ensure it is engaging for my audience. Additionally, creating personas during the design process will allow me to successfully utilize the core concept of user experience design mentioned earlier because I will gain a greater understanding of my audience. My new understanding will help guide my design decisions. I will be able to make informed design decisions about content and media that will be customized for my audience. For example, I plan to organize my content into several categories, which will make the information easier to comprehend and create a professional look. The goal of this design decision is to ensure that the audience is drawn to the content and has an intuitive user experience.

There are many other essential principles and concepts of user experience design to consider. For example, the principle of simplicity is about ensuring that the media and content within a product or program relates directly to the message and purpose of the product or program. By eliminating unnecessary visual elements, the focal point of the program or product will be emphasized in a strong way. Therefore, by incorporating the principle of simplicity into the design process, designer's can create a more interactive experience for the audience. There are a few key reasons. First, the simplicity of the design will help the audience find what they are searching for easily. As a result, the

audience will have more time to spend enjoying the interactive experience the product or program offers. Regarding user experience design concepts, another key concept is about ensuring that the program or product works the way it's intended to perform. In other words, it's important that the product or program is completely functional. By keeping this concept in mind throughout the design process, designers will be able to provide the audience with a great interactive experience. The interactive experience will be intuitive and enjoyable because the behaviors of the product or program will lack any unexpected surprises.

To integrate these user experience design principles and concepts into my design process, I plan to create paper prototypes throughout the various stages of designing and developing my portfolio website. The essential purpose of creating handwritten prototypes is to illustrate the functionality of a website. Creating prototypes with a pen and paper provides the designer, the client, and the customers with many advantages. Showing these types of prototypes to clients and customers provides the designer with an opportunity to obtain helpful and valuable feedback. After obtaining feedback, the designer can easily make adjustments to the prototypes in order to reflect the new changes. Paper prototypes allow designers to easily revise and refine the design of a website before making a commitment to the final design decisions. Therefore, creating paper prototypes offers designers great benefits throughout the design process. By incorporating paper prototyping into my design process, I will be able to have a greater awareness of whether my design decisions will result in a simple and functional website. When I'm drawing my prototypes I will analyze every page element in the design to determine whether or not the page elements correspond to the message and purpose of

my portfolio website. If I discover that certain page elements aren't connected to the purpose or message of the website, I will remove these page elements. As a result, my audience will have an enhanced interactive experience because the simplicity of the website will help emphasize key content and media. In addition, while I'm creating my prototypes I will analyze all features and aspects of the design in order to ensure that the website will be fully functional. I will make any necessary revisions. If there are aspects or features of the design that will create functionality issues, I will eliminate them. The result will be a fulfilling interactive experience for the audience because the behaviors of the website will be reliable and work as expected.

After reflecting upon the essential user experience design principles and concepts I analyzed and described, I recognized examples of how these principles and concepts have an impact on my own user experience. For example, when I'm watching videos on YouTube, I appreciate how YouTube provides video recommendations for me in response to my previous selections. This approach directly corresponds to the core principle of user experience design because the approach creates an exceptionally specific experience that is customized to reflect the unique interests of each viewer. This approach provides the audience with a welcoming and personal user experience. I think that as technology continues to become more elaborate and sophisticated, there will be an increase in the number of techniques meant to create this type of advanced personalized user experience. My next example is about how designers make design decisions in response to knowledge of the relationship between psychology and design, which is one of the core concepts of user experience design that I discussed. Since I started learning about graphic design, I've realized that successful design definitely does have an affect on

my emotions. For example, I'm currently viewing the website Flickr and I'm noticing how the colors are affecting my mood. Most of the colors are cool or dark. The cool colors bring out a peaceful and calm feeling within me. I think the dark colors are elegant and create a sense of mystery. Additionally, I think making the color of the most essential text white was an effective design decision because this ensures that there is enough contrast between the color of the text and the different background colors. As a result, the text is visible and easy to read. I think the white color of the text also adds elegance to the website design. Therefore, designers can greatly enhance the user experience for the audience by incorporating their knowledge and understanding of how psychology and design are connected into the design process.

The next example I will discuss is about the importance of the principle of simplicity. By carefully considering this user experience design principle, designers can effectively emphasize the focal point of a design. I think the professionals at Google did an incredible job of creating a simple design for the Google website, even though this is one of the most complicated websites in existence. My first choice for a search engine to conduct research on is the Google website. The search engine is on the home page of the website. Immediately upon opening the home page, my attention is brought to the focal point. The search engine and Google logo are located in the center of the design, surrounded by plenty of negative space. Centering the search engine and Google logo, as well as surrounding these page elements with a significant amount of negative space, informs me that the page elements in this area of the design are the focal point. Additionally, the simple design of the home page helps me easily comprehend the purpose and message of the page. I think designers can significantly improve the

audience's user experience in the future by creating simple designs for detailed and intricate websites. In my last example, I will refer to the Google website also. I will be discussing the importance of designing a website that is fully functional, an essential user experience design concept. My user experience with the Google website has been excellent because my past experiences have proven that I can trust the many web services that Google offers to be reliable, consistent, and completely functional. As a result, I count on Google as an email service and search engine as part of my every day life. Therefore, creating a completely functional website that responds in the way the audience expects is necessary for gaining a long-term audience.

Comments:

Learning about the principles and concepts of user experience design will help make my design process significantly smoother. I will remember to make informed and specific design decisions that will ensure my portfolio website will be customized for my target audience, who will be my future employers.

Digital Mock-Ups

Mobile
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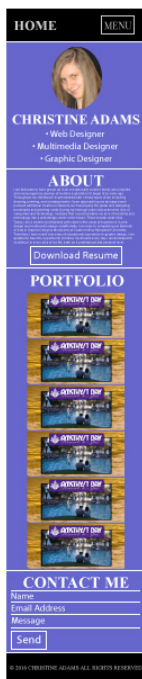
Tablet
768px x 1100px

Desktop
1024px x 800px

Comments:

Before creating my digital mock-ups, I found it essential to gather great content together.

Once I had professional quality content to work with, I focused on creating a successful

design. When I begin developing and designing my website, being able to refer to my

digital mock-ups will be exceptionally helpful and valuable.