BRAVE
BEAR

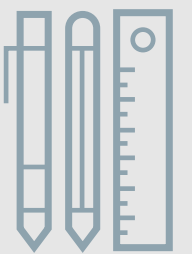BRAVE BEAR WILDLY CREATIVE, DANGEROUSLY GOOD.

2019

THE DIGITAL DESIGN PROCESS

How it works and what it can achieve.

Planning and briefing are the fundamental parts of the process. They are the foundations of any digital design project and work as reference and inspiration guide based on the client, their requirements, and the target audience.

Creating and effective plan is vital for any digital design project's success.

The brief is the document that defines the communication, messaging, goals and visual direction of the project.

A well thought out creative brief will work 2 fold, firstly it will help create a design, **UI** (User Interface) and **UX** (User experience)that supports the needs of the user while also responding to the needs of the client.

Planning

Planning Step 1 - The Brief

How do you want to organise your information?

Understanding your client's business and intended target market will help you determine how the site is and should be structured.

Planning Step 2 - Pages

What type of pages do you need and how many are required?

Constructing your pages effectively enhances usability and naturally drives users to the information YOU want them to see.

Planning

Planning Step 3 - Navigation

How quickly can users find what they are looking for?

It is imperative that the navigation allows the user to know where they are on the site, how to find information and how they can get back to where they started within 3 clicks or less.

Planning Step 4 - Define the purpose

What your client wants the site to do?

A clear purpose for the site is important because this will generally dictate the focus of the design.

Planning

Planning Step 5 - Define the users

Who are the users your client wants to visit the site?

Establishing existing and potential new users will increase the chances of promoting your clients product/services in a more effective way digitally.

Planning Step 6 - Plan the content

What TYPEs of media will get your clients message across effectively?

Typography (Text), Imagery (Photography, Illustration, Iconography) Rich Media (Video, Audio, Animation). All of these types of media may need to be considered. Combining different types of media can enhance the user experience and expand the reach of the site.

Planning

Planning Step 7 - Design & Layout

What to consider ?

Establishing and choosing the right design elements are KEY. The planning steps 1-6 ensure that the solution will be based on the information aquired from this process and client briefing.

For example: clear navigation, clean lines and simple layout will make it easier for users to find what they are looking for on the site along side consistency, coherence and information placement.

In addition to understanding what type of UI (User Interface) the client wants, it is also important to consider the UX (User Experience/Journey) simply put can the user once on the site find the information they want easily and effectively.
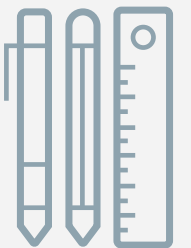
The Site map and Information architecture

What to consider ?

The key things to consider are:

I) Think logically about the people who will be using the site, putting yourself in their shoes, and seeing if you can easily navigate the areas of the site that might interest them.

II) Try to remain objective and always try to look at the website with a fresh pair of eyes.

A great looking site is of no use if the user can't find what they are looking for with minimal fuss and the least possible amount of clicks. Given the fast pace of life these days, people have no time to dig around a site trying to understand how it is structured. This is why a high quality search that is quick and produces relevant results (ideally in an auto complete list) is so important for most websites – and especially for e-commerce sites.

I) A good search does not, however, excuse a site that has been structured poorly.

II) Also, search engines will not rank a site with poor information architecture highly.

When planning the content

What to consider ?

The key things to concider are:

Users are visiting a site because they are interested in the content.

If the site is beautifully designed, but lacks original content, users will have no compelling reason to stay there.

For example: an e-commerce site, users need a lot of convincing to buy.

Typically they need to be told all the details of your product, see what other people say and ideally watch a video (rich media) before they feel confident in buying online.

In a physical store, a consumer has the benefit of touching the product. Since this is absent in a digital environment, much more persuasion in the form of good content is needed.

When creating the wireframes

Wireframing and what to consider ?

An invaluable part of any digital design project. Wireframing can save a designer time by hashing out the details of a site's architecture, functionality, and content prior to actually starting a visual design.

The key things to concider are:

I)   Navigation.

II)   Placeholders for branding elements.

III)   General layout locations of key elements like header, footer, content columns, navigation.

IIII) Placeholder images and content.

V)   A site map that shows where different pages might live on the site.

VI)   Additional pages to show how interior pages might change.

VII)   Simple workflow for interactive elements.
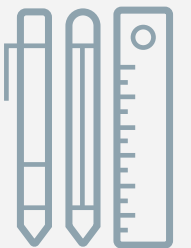
When creating the design

The UI design and what to consider ?

Good UI design delivers aesthetic pleasure combined with a simple intuative UX. And a good UI (User Interface) is a big part of UX (User Experience), it can spark the imagination and inspire.

Good design tells a great story, the story of the brand. Each design element helps the brand story to unfold by bring all the key stages of the process together.

The key things to consider are:

I) Styling (Brand guides if any).

II) Fonts style (Typography).

III) Colour pallette (Brand guides if any)

IV) Imagery and content(Brand guides if any).

V) Headings, subheadings, color, a good balance of static information and interactive multimedia (Rich media).

VI) Key messages and CTAs (Calls to action).

VII) UX (User Experience).

VIII) The responsive design (for mobile devices).

Thank You.

Happy to Help.