

Analyze the site that you were assigned, based on the criteria and steps outlined below. Create a brief presentation that introduces your site to the class, and thoroughly demonstrates your analysis and discoveries.

## CONSIDERATIONS

- + Who is the audience/s?
- + How much did you interact with the site?
- + What was the experience of interacting with the site like? (i.e. adjectives)
- + Look at the site on both desktop and mobile
- + Watch other users interact with the site; take notes and ask them about their experience.
- + How would you characterize the visual language of the site?
- + What is unique about it?
- + What aspects of the site are interactive? How effective are they?
- + How well do you think the site takes into account the user experience?
- + How does the site engage users?
- + Consider: interface elements (i.e. navigation, buttons, hyperlinks), interactive controls, feedback, motion and animation, etc.)

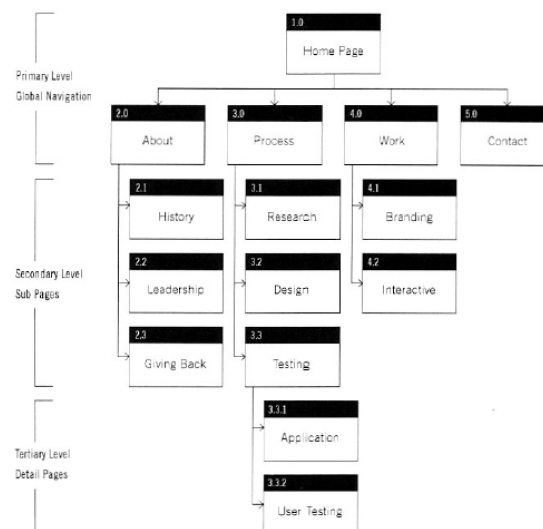
## PROCESS

- + Refer to site map and wireframe examples (see links on our website)
- + Include your discoveries based on the above "considerations."
- + Analyze your site, and develop a site map that represents its structure, organization, and experience.
- + Create wireframes of a minimum of 3 pages of the site.
- + Create a simple presentation (PDF slideshow) that describes your research and findings. Be prepared to present this in class.

## RESOURCES

- + Site map & wireframe examples
- + Common ways of organizing information (location, alphabetical, time, category, hierarchy)

## Basic Sitemap



## Basic Wireframe

