1: WEBSITE REVIEW

Skills

✓ **Formative UX Research Principles**

✓ **Lean Personas**

✓ **Wireframing**

✓ **Interactive Prototyping (Hi-Fi)**

✓ **User Testing**

✓ **Presentation**

Learning Outcomes

By the end of the project, you should:

✓ **Understand and implement visual design principles in a website**

✓ **Apply formative UX research techniques to form initial design concepts**

✓ **Test design prototypes using an appropriate collaborative tool**

✓ **Collaborate in a user testing session**

✓ **Participate in a group project to achieve a common goal**

✓ **Present a completed project to a group**

*Your tutor will sign off your project when it is complete, and you will be awarded a badge
On your Achievements page*

Overview

Aim - To review an existing client website & apply UX principles to a re-design proposal

Client - http://www.blacksheeptouring.co.nz

A full review of an existing website should take as long as the budget allows for. In this project you are required to perform a very quick, light review to practice the steps that should be taken to re-design an existing website:

How will you tell your story in this medium, and how will you tell it if they look it up later on a desktop?

Procedures

✓ **Your tutor will direct you to a web site that is in need of a re-design**

✓ **Analyse the layout of the website using UX research techniques**

✓ **Determine the target market and develop 2x lean personas**

✓ **Chose 1x persona, and create Wireframes for 5x pages important for your persona to achieve their goals(s)**

✓ **Create a mockup in UXPin of these pages**

✓ **Test the design by running a user testing scenario with a classmate**

✓ **Based on feedback, make 1x round of design changes**

✓ **Pitch your design to the class as if you were bidding for the job**

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