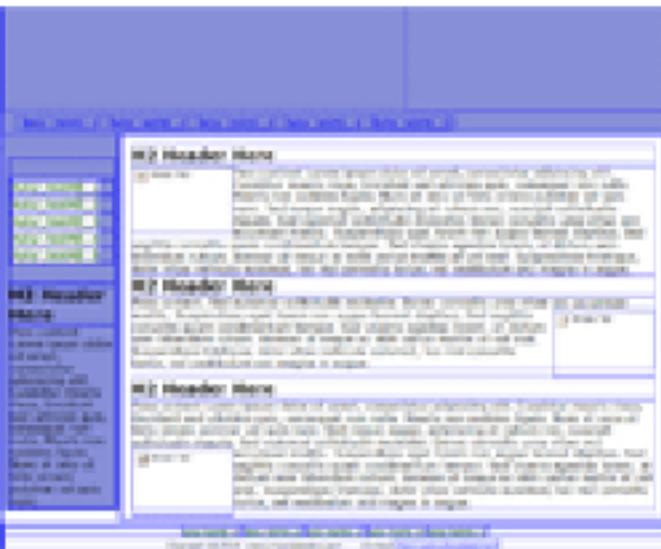


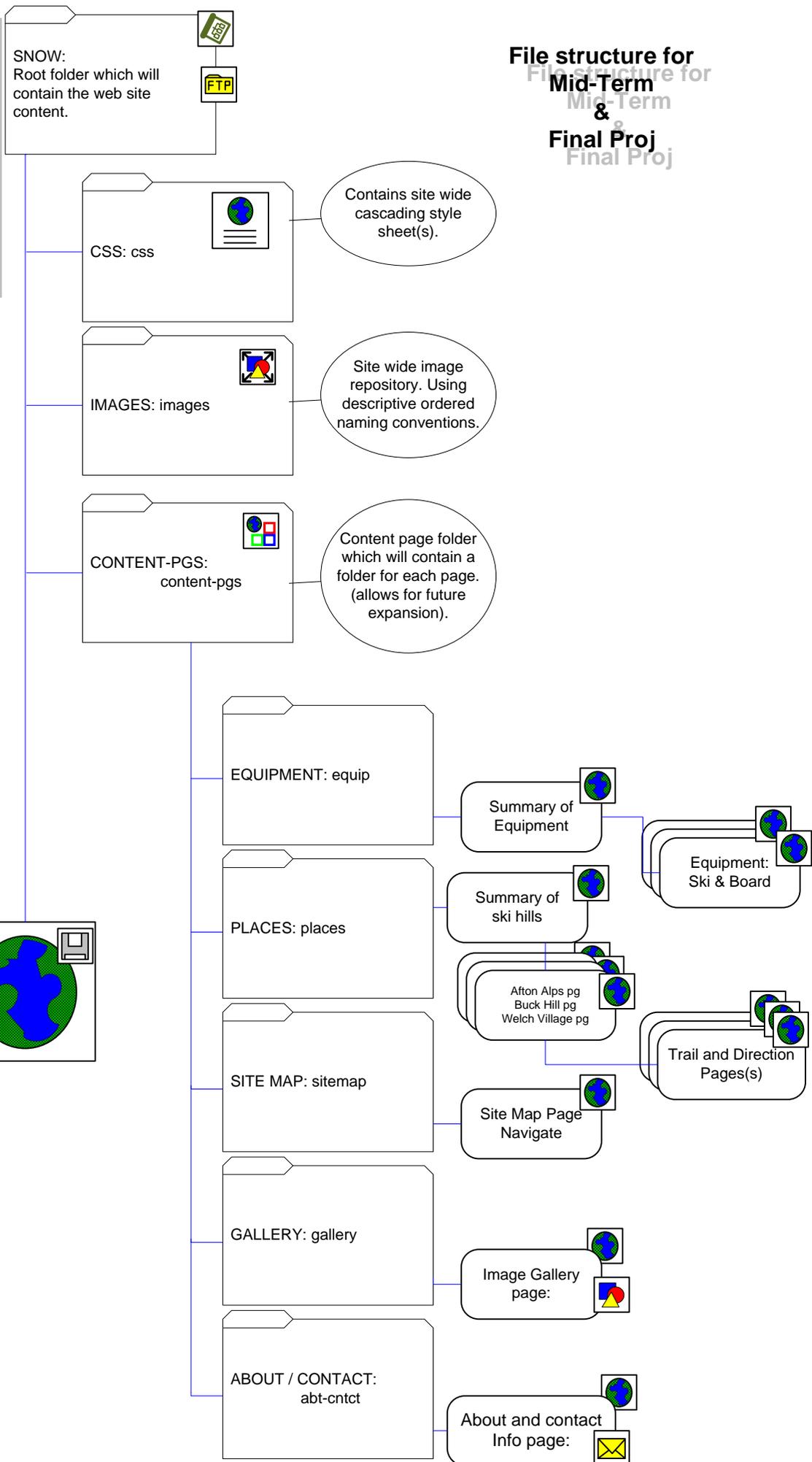
HOME

INSIDE

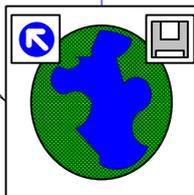


**MN SNOW**  
**A Minnesota winter activity web site focused on several local ski hills.**

**File structure for**  
 Mid-Term  
 &  
 Final Proj



Index.html:  
 HOME PAGE/LANDING PAGE.  
 QUICKLY ADDRESS USERS NEEDS.  
 Summary's / snippets of what is available throughout site with nav for more detailed data.



#8790dc

9394b7

7f7ead

797f9d3

Header & Side bar

#cad0fe

d1e2ef

bec8f1

dcc5ff

bbddf

Content / Right Column

#8a8ea8

8e87cc

9496e3

Footer and Outline

# who are your users?

The first step toward serving your users is identifying—specifically—who they are. Though the details you include will vary depending on the focus of your site.

## Demographics

Age:  Under 18     18–24     25–34  
 35–49     50–64     Over 65

Sex:  Male     Female

Race:  African American     Caucasian  
 Asian/Pacific Islander     Hispanic  
 American Indian, Eskimo, or Aleut  
 Other

Education:  Some high school     High school  
 Some college     College  
 Some post-grad     Post-graduate

Marital status:  Single     Married  
 Widowed     Divorced/separated

Income:  Under \$20,000     \$20–49,000  
 \$50–74,000     \$75–100,000  
 \$100–150,000     Over \$150,000

Nationality:

Location:

Occupation:

Most carry job titles as technical or professional, entrepreneur, manager, administrative or CEO.

## psychographics

What are the unique distinguishing factors of your audience?

## webographics

Access point:  Home     Work  
 School     Other

Access speed:  Modem     Cable modem  
 DSL     T1/high-speed work

Frequency of use:  <1 hour/week     1–3 hours/week  
 4–10 hours/week     10+ hours/week

Time of use:  Morning     Afternoon  
 Evening     Late night

Years online:  First year online     1–2 years  
 3–4 years     Over 5 years

Platform:  Windows     Mac  
 Unix     Other

Browser:  Netscape     Internet Explorer  
 Other

## activities

What (relevant) online activities do your users participate in?

## site-specific profile

Who is your site geared toward?

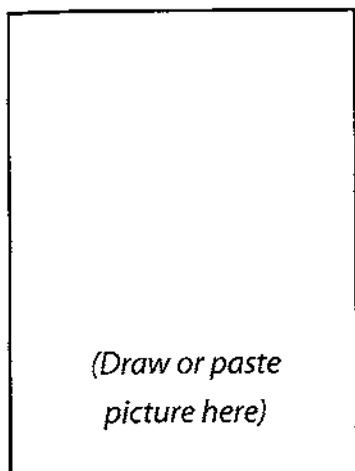
- First-time visitors, new to your organization and site.
- Offline customers, familiar with your company but NOT the site.
- Returning visitors, familiar with both your organization AND your site.
- All of the above.

First timers, and returning customers will be primary focus

# create personas for your users

It's easier to build a site for "Lucy" or "Virgil" than it is to design for an anonymous "user." Create 2 personas to represent your users, then spin the scenarios in which they'd use your site.

**Persona 1**



Name: \_\_\_\_\_

Age: \_\_\_\_\_

Location: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income: \_\_\_\_\_

Marital status: \_\_\_\_\_

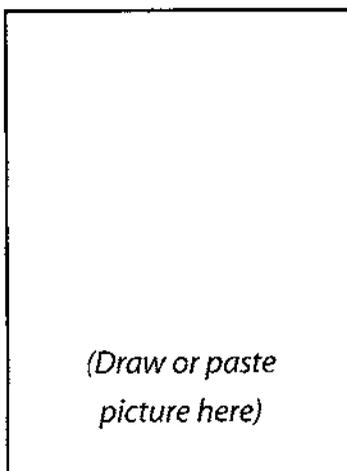
Kids? \_\_\_\_\_

More about him/her: \_\_\_\_\_

Why does she/he need your site? \_\_\_\_\_

Describe a typical scenario of him/her using your site: \_\_\_\_\_

**Persona 2**



Name: \_\_\_\_\_

Age: \_\_\_\_\_

Location: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income: \_\_\_\_\_

Marital status: \_\_\_\_\_

Kids? \_\_\_\_\_

More about him/her: \_\_\_\_\_

Why does she/he need your site? \_\_\_\_\_

Describe a typical scenario of him/her using your site: \_\_\_\_\_

# how will your site be organized?

Your site's organization is in many ways its backbone. The rest of the site will be built on top of it. So the way you organize your site will dictate a great deal about how—and whether—it will be used.

## site organization

### How is your site organized?

By category:

Hybrid of category and user. Ski and Snowboard.

By task:

By user:

Skiers and boarders look for specific info for their disciplines regarding equipment and hill features, and don't forget the parent group looking for location and times.

By date or order:

By corporate department:

### What is the secondary organization?

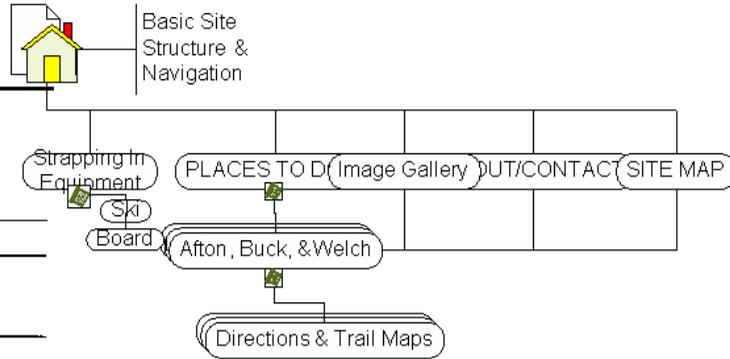
The simple survey (persona) and collected demographics has shown that a distinct division exists between skiers, boarders equipment, but both are on converging grounds.

### What are the most important things on your site?

1. Direct primary navigation based on demographic data of users.
2. Secondary navigation flow directed for specific user expectations within the navigation destinations (locations, equipment, discipline (ski vs board).
3. Summarized and informative (Equip/Places).

## site organization

Draw your site map below:



Draw a schematic of your front door, showing how the elements will fit together:



1. Direct primary navigation based on demographic data of users.
2. Secondary navigation flow directed for specific user expectations within the navigation destinations (locations, equipment, discipline (ski vs board).
3. Summarized and informative (Equip/Places).

# how will your site be navigated?

Your navigation is the visual expression of your site structure. It will explain your site to visitors and help guide them as they make their way through your site organization.

## navigation systems

What kind of global navigation system will you have?

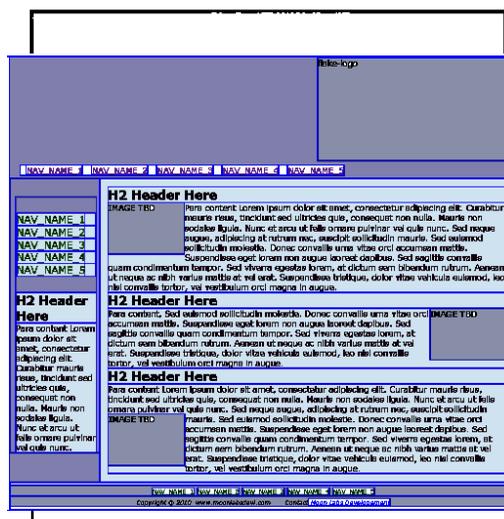
- Left-hand panel
- Tabs
- Folders & files
- Linear path
- Pull-down menus
- Image map
- Other: **footer nav (text)**
- Page-top nav bar
- Breadcrumbs
- Hub & spokes
- Multi-page path
- Search box
- List of links

What kind of local navigation will you use?

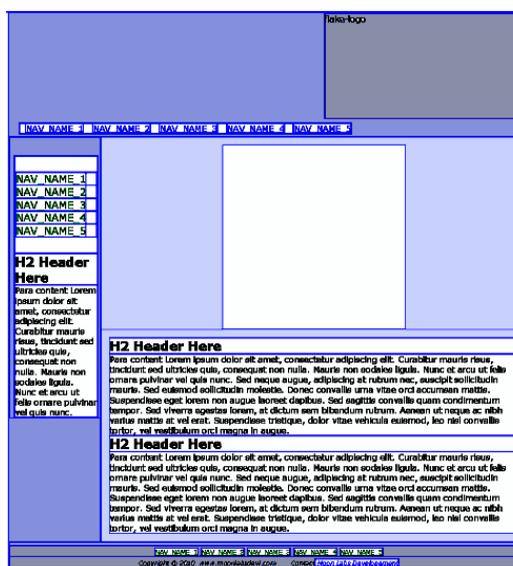
- Left-hand panel
- Tabs
- Folders & files
- Linear path
- Pull-down menus
- Image map
- Other: **footer nav (text)**
- Page-top nav bar
- Breadcrumbs
- Hub & spokes
- Multi-page path
- Search box
- List of links

Where on the page will your navigation appear?

1. Front door



2. Inside page



CONTENT AREA

SIDEBAR  
navigation  
and  
text

INSIDE

LOGO

HEADER NAVIGATION BAR HORIZONTAL

SIDEBAR  
navigation  
and  
text

IMAGE

Text

FOOTER NAVIGATION BAR HORIZONTAL

NAV\_NAME\_1

NAV\_NAME\_2

NAV\_NAME\_3

NAV\_NAME\_4

NAV\_NAME\_5

## H2 Header Here

IMAGE TBD

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IMAGE TBD

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NAV\_NAME\_4

NAV\_NAME\_5

[NAV NAME 1](#)[NAV NAME 2](#)[NAV NAME 3](#)[NAV NAME 4](#)[NAV NAME 5](#)[NAV NAME 1](#)[NAV NAME 2](#)[NAV NAME 3](#)[NAV NAME 4](#)[NAV NAME 5](#)

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# Moon Labs Development SOP (Standard Operating Procedures) Naming Convention Standards

Naming Convention Standards (Typically developed by senior staff or SME (subject matter experts))

(Based on best practices TBD)

Folder structure will define what project the data is associated with.

Image naming conventions are sublevel interdependent.

Naming conventions will include the prefix (alpha and numeric), dash, underscore, and suffix as required.

There will be core and project coordinator directed requirements.

Note: Naming conventions facilitate departmental and or individual contributor's roles by building efficiency and clarity. (Reduces human factor errors and defines work flow)

## File and Image naming conventions

Prefix can include usage (target area) and project page identifier

### **Numeric Order**

- 00 use to order like item which would be followed by other prefix identifiers
- 01 ( ie. "00bnr-image\_name.file-type";  
00 = home page or ?, bnr = banner, image subject/name, file type = gif, jpg, png ...)
- 02

### **Prefix**

- bnr banner
- btn button
- hdr header
  
- hdr header
- hmpg home page
- cntc contact
- abt about
  
- lght light
- med medium
- drk dark

# Moon Labs Development SOP (Standard Operating Procedures) Naming Convention Standards

## **Suffix**

bkgnd      back ground image

## CSS naming conventions

TBD

ie..

wrper      wrapper (sub to body element) typically a id associated to a div.