

THE INTERACTIVE DESIGN PROCESS



research

What's been done before you? Save your *research* for reference and *inspiration*.



keywords

Select adverbs that reflect how you want users to react and feel. If your app was a *person* how would you describe them?



reative/communication brief

This is a document that summarizes the creative direction for the project. Objectives, message, audience, critical details, specific requirements and it can also include things like **moodboards**.



wireframes/storyboards

This is a *skeletal representation* of the application used to understand spacial relationships between objects and flush out user interactions.



functionality document

A written explanation of how each element of the site will work. It details out, in text, how each object in the application will work and how users interact with the objects. Size, color and functionality are all aspects. It is common for this to accompany the wireframe or *storyboard*.



mockups

This is the *polished look* of your application or site and the most fun part. Photoshop, fireworks or illustrator are commonly used and organization and naming conventions of layers and folders is key.



development

The code! This is where all previous steps come together and a working web application is made. HTML, CSS, PHP, ActionScript and Javascript are common tools.

THE FUNCTIONALITY DOCUMENT

In any large project, interactive or building a home you should never start with out a detailed plan on what you need and how things work. Welcome to the functionality document. This is where the rubber meets the road and you are able to get down to specifics on how you want things will work, how the user will interact with what

KEY ELEMENTS

Document Statement

The first thing to put on the page is what you want the reader to get out of this document. If it's just yourself this helps you focus by thinking in detail, before you code what you are getting into.

Description of the project

A one of two sentence statement of what the project is about, your elevator pitch.

Front-end functionality

A list of shared or common features such as image gallery, fade or slide? How do things work on your site? A sitemap is also common, how does information flow? In short, you need a detailed description of each page and every element on that page.

Back-end functionality

Detailed list of back end requirements such as database, CMS or code language like PHP or Ruby.

Wireframes

It is common to have a full set of wireframes (one for each page template) that accompany the functionality document. This offers a visual representation of the doc. and helps us understand spacial interactions between elements on each page.

Rules and Guidelines

- *Start with the homepage.*
- *Be as detailed as possible.*
- *Don't forget to detail animation and style.*
- *Dream, but remember you will actually have to code this stuff!*
- *Make this document for humans to read.*
- *It should be detailed enough that a developer would not even need to speak to you. Answer all questions.*

2010 site functionality doc

HOME FUNCTIONALITY

- 1) 960px wide photo or video. Largest content on home page. Displays a different picture each time the page refreshes.
- 2) Caption appears on hover
- 3) 4 smaller thumbnails of random stories, each with caption that appears on hover
- 4) JQuery based user poll.
 - Must have input fields and then an option to show poll results
 - results will be displayed as either a bar graph or a pie chart.
 - For input options -- need to have a minimum of 2 (yes/no situation), maximum of 5
 - We need the ability to choose whether results are displayed as pie chart or bar graph
 - colors for bars/wedges: Green = #a39b57, Red = #a8322, Orange = #dd991f, Brown = #23180f, Beige = #c699c6d
- 5) Most viewed stories
 - Displays 5 most viewed stories from website, most viewed is on top of list.
 - Displays story title and short 1-line summary
- 6) Actual number of views displayed in a small circle that sits "on top" of the green bar.
- 7) Displays the Syracuse News21 twitter, 5 posts at a time, most recent on top
- 8) Displays 5 most recent comments on all stories

THE NEW HEADER

- 9) The navigation itself is styled different but still has the same functionality
 - on mouse over of page name, the red bar slides under that page name
 - On click, the page name changes from white to red, and the red bar stays under that name
- 10) THE HUGE HEADER content
 - this is a 960x540 hd video
 - "War ends, but the consequences endure | click to play" = the play button
- 11) The national header is translucent (still has a slightly darker bar across, not just floating) and resides on TOP of the video (think the menu bar in Mac OS X snow leopard - you can see the background behind the translucent menu bar)

12) This button raises and lowers the page content.

- When closed the whole header+nav rests at just about 200px from the top of the browser page.
- When huge header is open, it should be very near 600px (~590px) from top to bottom of nav
- This button works exactly the same as the the button on the fellows' video bio.
 - When you hover over the arrow/"+" area, "reveal more" appears underneath
 - the plus sign turns red on hover
 - clicking on that makes the navbar slide down, pushing the rest of the page content, revealing the full header
 - as the nav is sliding down, the "+" sign is rotating to become an "x"
 - To close header, the reverse happens.
 - you hover over the "x" and it turns red and "hide" appears below
 - click on that makes the nav and header slide up, as the "x" rotates back to a "+"

** a note about the header:

- The header is only full open by default thru the use of cookies (or something) the first time a user arrives to the HOME page of apartfromwar.org
 - after that, even if coming directly to the home page, the header is closed by default.
- if they arrive to a story level page, or any other page other than the home, the header is closed by default.
- (?) Clicking on "Click to play" has the same functionality as clicking the "+"/arrow but ALSO starts video playback after the window has fully opened.... clicking the "+"/arrow does NOT start video playback.

* not part of design... refers to functionality google doc

11

example

WAR ENDS, BUT THE CONSEQUENCES ENDURE | CLICK TO PLAY

10

12

APART FROM WAR | HOME | ABOUT | BLOG | STORIES | FELLOWS | CONTACT

1

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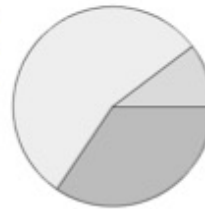
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NATIONAL PULSE

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- Label
- Label
- Label



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COMMENTS

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STORIES (1) FUNCTIONALITY

- 1) Sliding thumbnails representing the stories.
 - Displayed 3 at a time.
 - Features a 4:3 thumbnail image that needs to be uploaded along with the story on the back end

- 2) Title of the story and 1-line explanation/synopsis.
 - Right justified counter (1/3 = 1st story of 3, etc)

- 3) Left and right arrows allow you to navigate through the thumbnails
 - on roll over arrows turn the red color
 - on Click of right arrow, the speech bubble thumb on the left disappears towards the left (as if there's a line directly to the left of the shape, it goes behind that line ... i.e. the space between the far left shape and the arrow always remains clear), and a new speech bubble thumb comes from the right side. (basically, all three slide over one position to the left)
 - opposite occurs on Click of left arrow

is not part of design, refers to functionality
google doc

example

WAR ENDS, BUT THE CONSEQUENCES ENDURE | CLICK TO PLAY

APART FROM WAR | HOME | ABOUT | BLOG | STORIES | FELLOWS | CONTACT



MOST VIEWED

- 18 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elit...
- 14 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elit...
- 10 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elit...
- 8 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elit...
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elit...

TWITTER

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STORIES (2) FUNCTIONALITY

1) Toggle between Thumbnail view and List view.

- current page is in white

2) List view of stories

- List is sortable by title, author, date, and tag

3) When you roll over the "+" button at the bottom of the list, the "+" turns red, and the sentence "drag to reveal more stories" appears for a 3 seconds

- clicking on the plus sign/triangle sticking off the bottom extends the list of stories [like this](#).
- dragging the list down pushes the rest of the page's content down.
- dragging it back up makes the list shorter and brings the rest of the page's content back up

• not part of design, refers to functionality google doc

WAR ENDS, BUT THE CONSEQUENCES ENDURE | CLICK TO PLAY

2

TITLE	AUTHOR	DATE	MEDIUM	CATEGORY
THIS IS THE TITLE HERE	THIS IS THE TITLE	MM.DD.YY	Medium	Category
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SHOW MORE STORIES

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MOST VIEWED

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