

# functionality document

**dump it**

**if you don't mind sucking**

**what the hell is it?**

**part of the process**



research keywords creative brief wireframe functionality doc. mockups dev.

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**research**

**keywords creative brief wireframe functionality doc. mockups dev.**

▶ **what's been done  
before you?**

**research**

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- ▶ **what's been done before you?**
- ▶ **save your research for reference and inspiration**

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research

**keywords**

creative brief

wireframe

functionality doc.

mockups

dev.

- ▶ select adverbs that reflect how you want users to react and feel
- ▶ if your app was a person how would you describe them?  
use your intellect and your heart in your selection process.

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research keywords **creative brief** wireframe functionality doc. mockups dev.

- ▶ a document that summarizes the creative direction for the project

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- ▶ a document that summarizes the creative direction for the project
- ▶ objectives, message, audience, critical details, specific requirements and can include things like moodboards

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▶ a skeletal representation  
of the application

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- ▶ a skeletal representation of the application
- ▶ used to understand spacial relationships between objects and flush out user interactions

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- ▶ written explanation of how each element of the site will work
- ▶ details out, in text, how each object in the application will work, how users interact with objects. Size, color and functionality are all aspects.

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this is the polished look of  
your application or site



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this is the polished look of  
your application or site

photoshop, fireworks or  
illustrator are commonly used

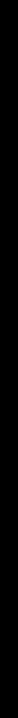
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dev.

this is where all previously steps  
come together and a working  
web application is made



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html, css, php, ActionScript,  
Javascript are common tools

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**functionality doc .**

**functionality doc .**

when you are in the heat of development the **functionality doc .** has the answers.

**functionality doc . has the answers.**

**has the answers.**





**fun**ctionality doc .





oh yeah.

# key questions

**statement**  
**purpose of the document**

# **statement**

## **description of the project**

**front-end functionality**  
list of shared or common features

# front-end functionality

## sitemap

# front-end functionality

detailed description of each page and element

# front-end functionality

## wireframes and or storyboard

# **back-end functionality**

**detailed list of backend requirements such as database, CMS or code language like PHP or Ruby**

**rules**  
**start with the home page**

**rules**

**be as detailed and descriptive as you can**

**rules**

**don't forget to detail**

**animation technique and style**

**rules**  
**dream but think about reality, can you pull it off?**

**rules**

**make this a document for humans as well as  
web development professionals**



**example**



[apartfromwar.org](http://apartfromwar.org)

## 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

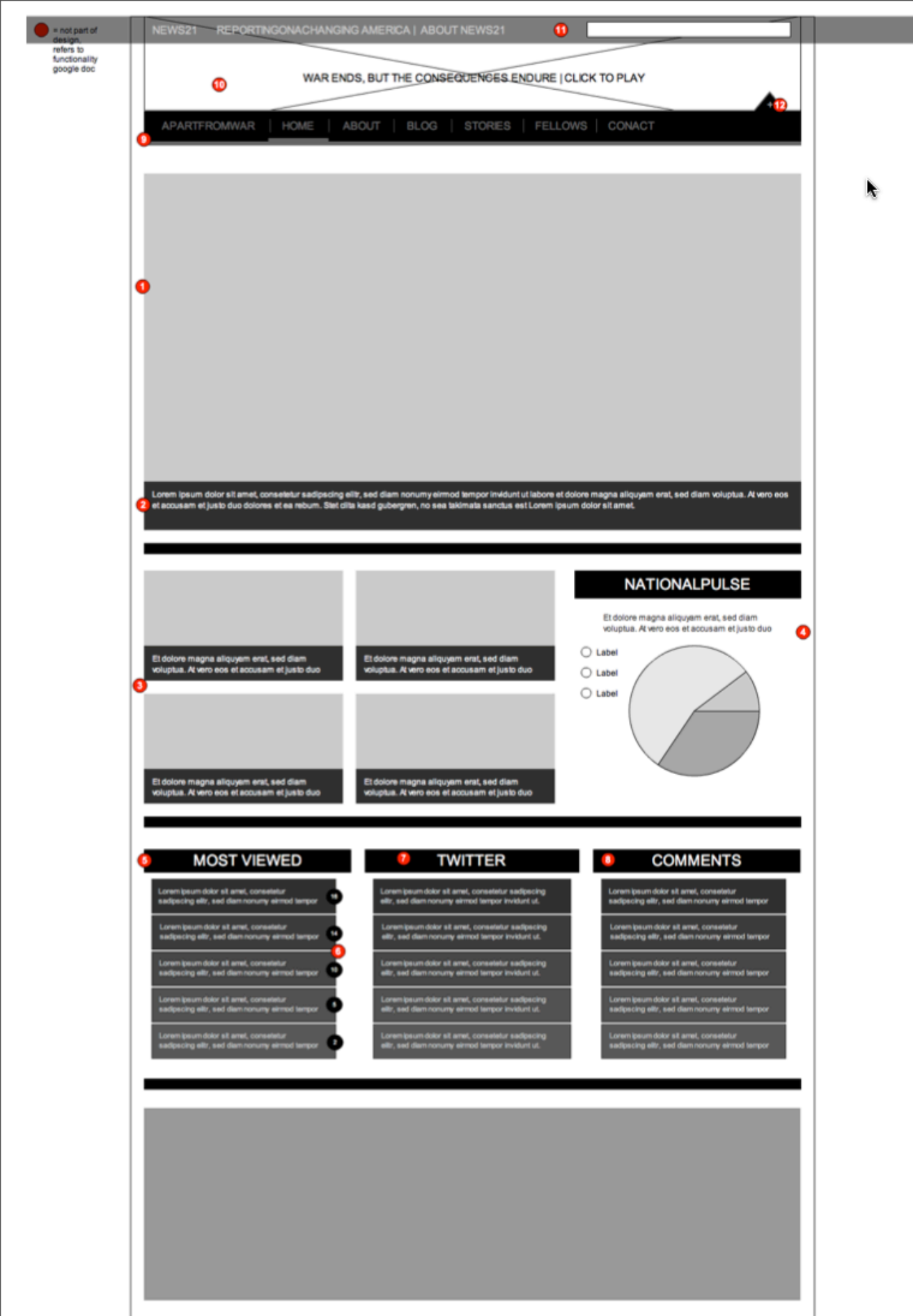
9) The navigation itself is styled different but still has the same functionality

- 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)



WAR ENDS, BUT THE CONSEQUENCES ENDURE | CLICK TO PLAY

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



## 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

## 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
THIS IS THE TITLE HERE	THIS IS THE TITLE	MM.DD.YY	Medium	Category
THIS IS THE TITLE HERE	THIS IS THE TITLE	MM.DD.YY	Medium	Category
THIS IS THE TITLE HERE	THIS IS THE TITLE	MM.DD.YY	Medium	Category
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THIS IS THE TITLE HERE	THIS IS THE TITLE	MM.DD.YY	Medium	Category

3

SHOW MORE STORIES

**MOST VIEWED**

- 15 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor
- 14 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor
- 10 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor
- 5 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor
- 2 Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

**TWITTER**

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor Invidunt ut.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor Invidunt ut.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor Invidunt ut.
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**COMMENTS**

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