



# *Responsive Web Design Process*

GETTING A HANDLE:  
SITE PLANNING

PLANNING

*briefing*  
*research*  
*file management system*  
*asset inventory*  
*site map / IA*  
*wireframing*  
*usability diagrams /*  
*journey mapping*

CONCEPTING

*brand story / position*  
*ideation*  
*concept development*  
*art direction*  
*mood board*  
*ideation*  
*layout / type / color*  
*imagery: edit/create*  
*form-giving*  
*prototyping / skinning*

USABILITY

*product / UI design*  
*navigation*  
*breadcrumbs*  
*text links*  
*site search / results*  
*testing*  
*forms*  
*error messages*



EXPERIENCE DESIGN

# *Research & Planning*

CONTENT INVENTORY /  
IA PLANNING

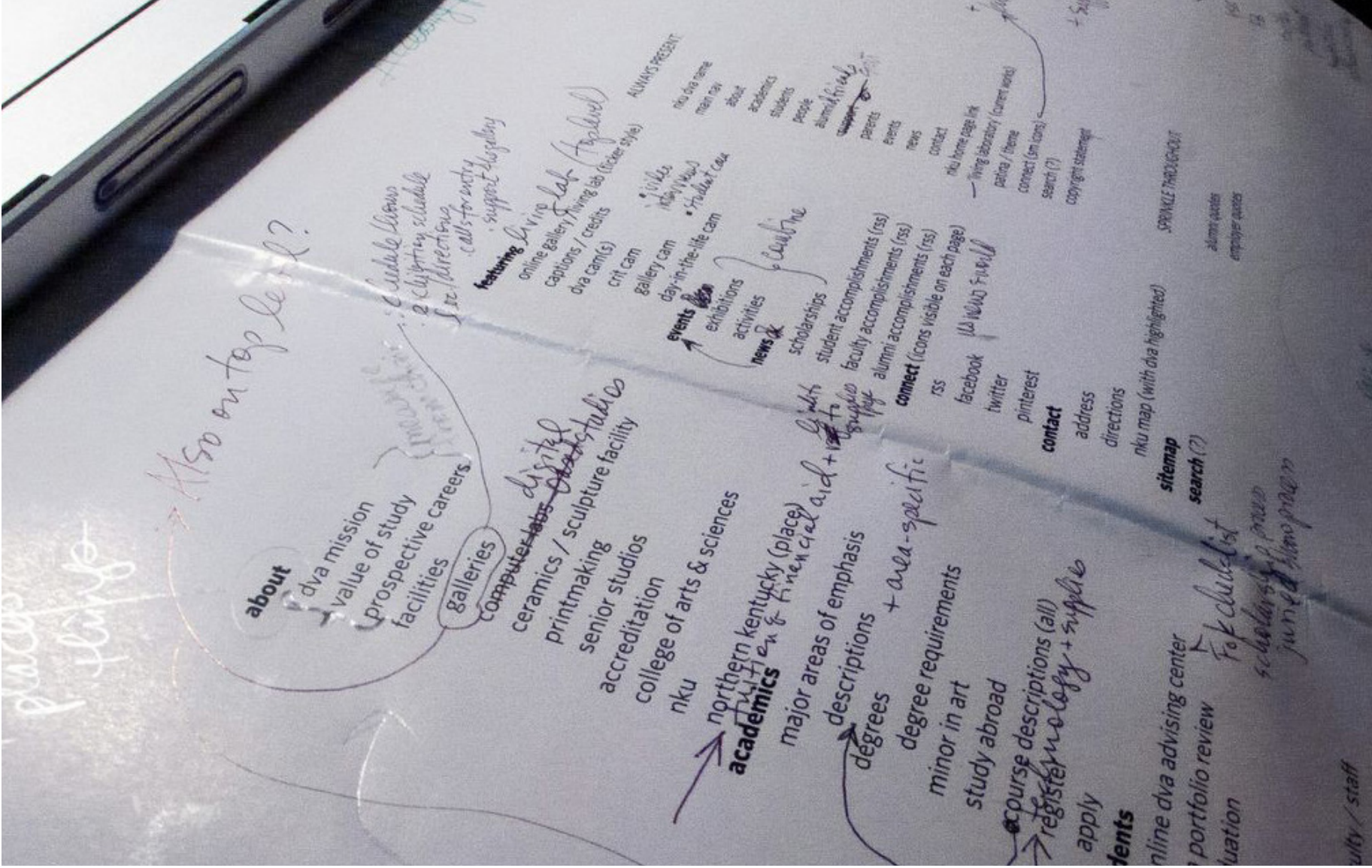


image: barbara houghton

INFORMATION ARCH.:  
AFFINITY DIAGRAM

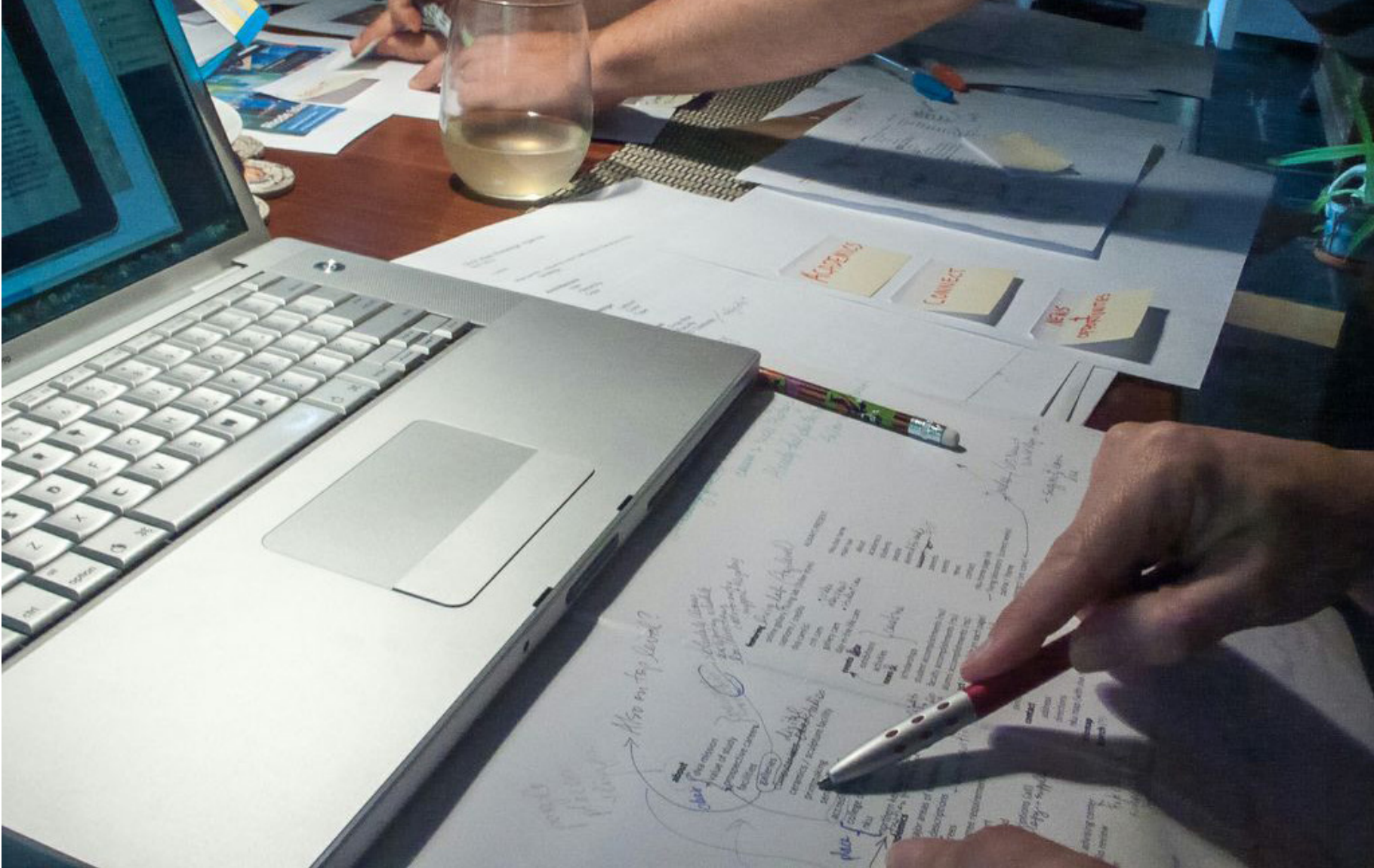


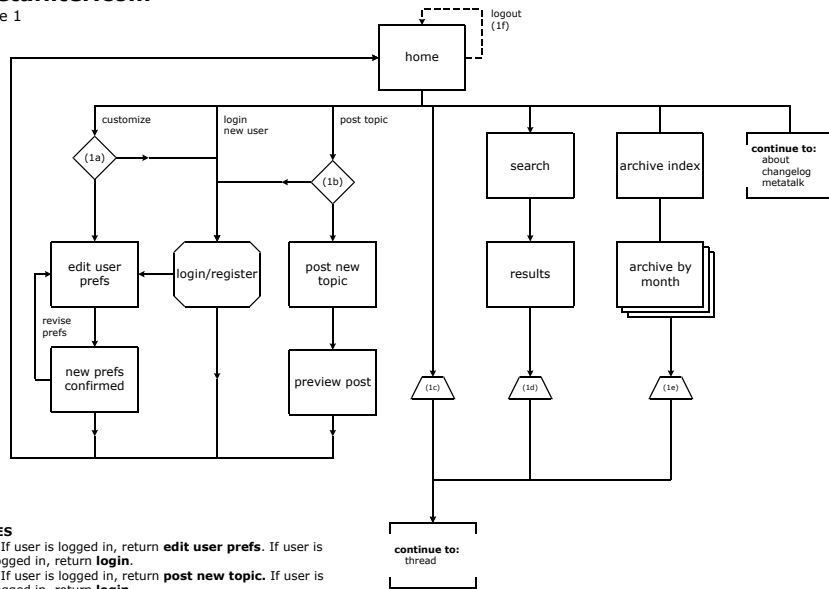
image: barbara houghton



# SITE MAP / INFORMATION ARCHITECTURE

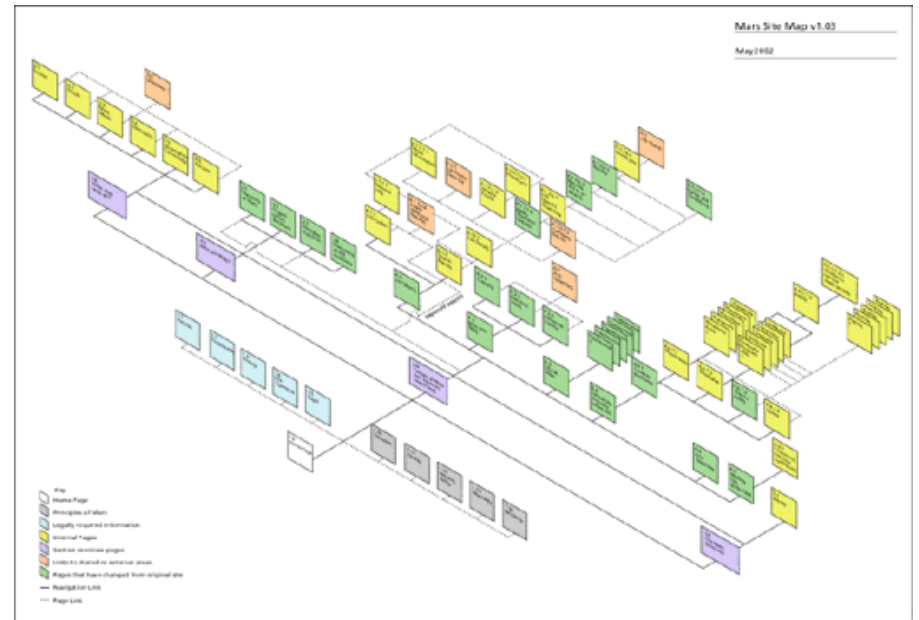
metafilter.com

page 1



**NOTES**

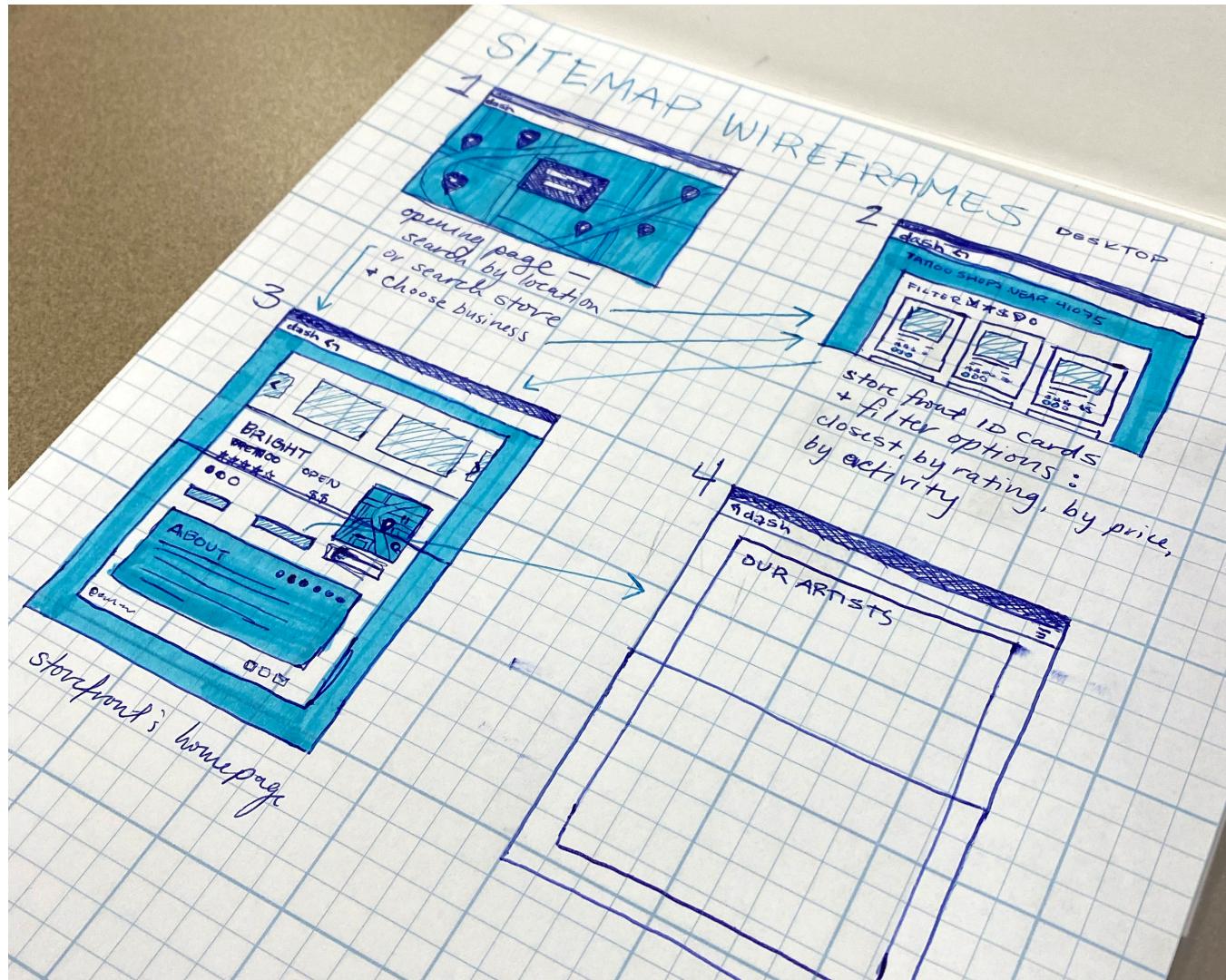
- (1a) If user is logged in, return **edit user prefs**. If user is not logged in, return **login**.
- (1b) If user is logged in, return **post new topic**. If user is not logged in, return **login**.
- (1c) Display links to topics posted in the last *n* days, where *n* is defined in user prefs. For users not logged in, *n*=7.
- (1d) Display links to topics matching search criteria.
- (1e) Display links to topics posted in selected month.
- (1f) If user is logged in, logout function is available.



*A sitemap is an outline of content for a web site showing its different parts and how they connect.*



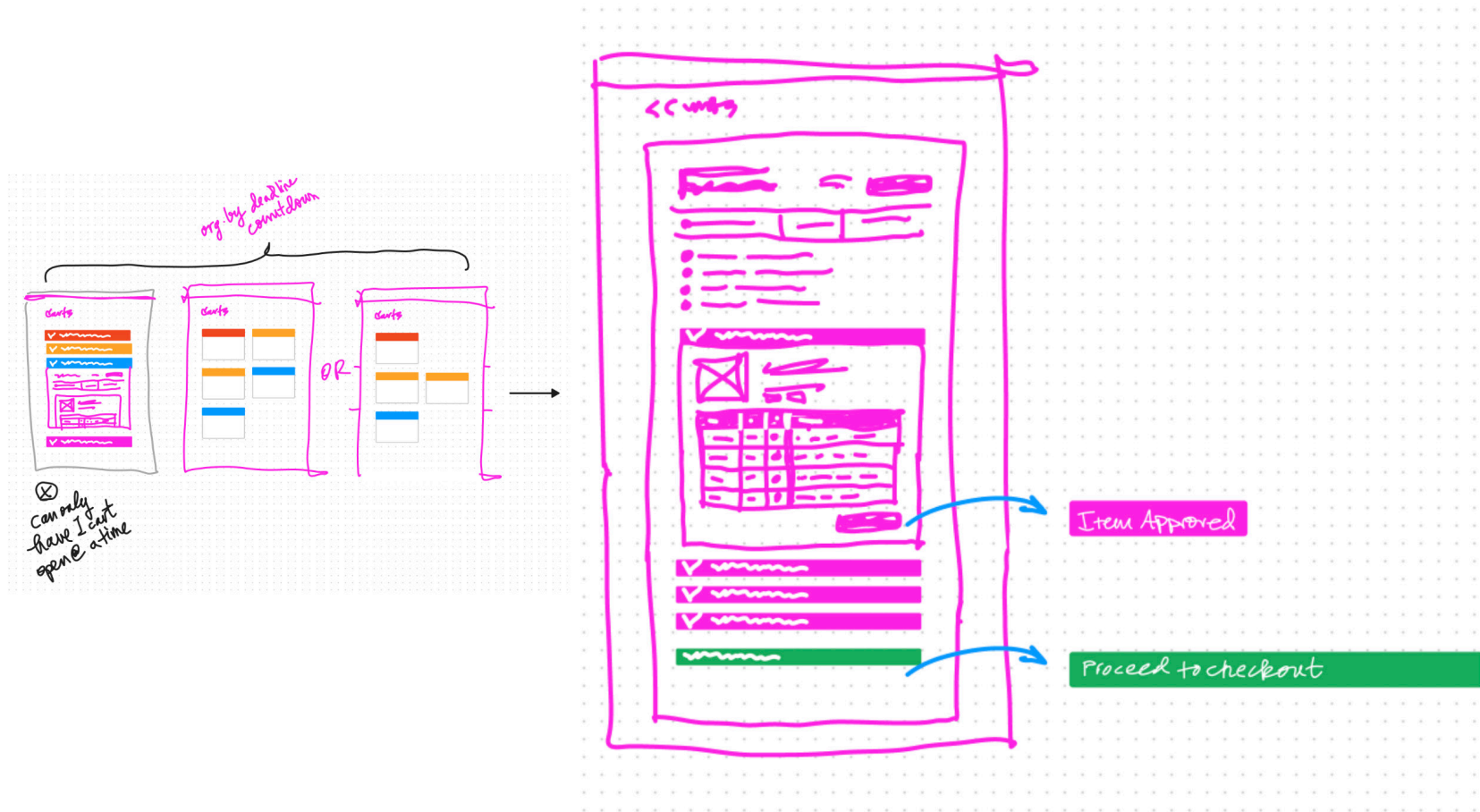
# WIREFRAMING



A wireframe is not a layout. A wireframe accounts for the necessary content features for each page, often in proportions that demonstrate the content's importance.

# ROUGH WIREFRAMES

## CONFIGURE APPROVAL FLOW



# ANNOTATED WIREFRAME

## CONFIGURE APPROVAL FLOW

CART CODE  
5GY3WX — Share this Cart

< My Lists

### Timber Rattlers Stadium Lighting Package

5GY3WX — Share this List

CART CREATOR  
● Bill Builder, General Contractor

UPDATED ON  
Aug 26, 2022

REVIEW TARGET  
Sep 30, 2022

TEAM MEMBERS

- Harry Heat, Mechanical Contractor
- Eddie Spark, Electrical Contractor
- Fiona Floorplan, Architect
- Andre Elegance, Interior Designer
- Sally Howser, Electrical Supply House Sales Rep
- Matthew Meccanico, Manufacturer Rep

Status indicators needed?  
Invited, entered, reviewed/completed

Flow of Cart Owner approving an option reco. Clicking APPROVE updates Current Specs column at left.

1 — Lighting Product Name

Product Name  
Manufacturer Name  
3G-DL33FA-10-S80-27K-20D-120-DIM-WT-WI-RMD-SF

Qty: 2 — \$99.99

1-1 Add a tag

PRODUCT CONFIGURATION			
OPTIONS	CURRENT SPECS	APPROVE	RECOMMENDED
		1	
		7	
		7	
		3	

PRODUCT CONFIGURATION			
OPTIONS	CURRENT SPECS	APPROVE	RECOMMENDED

2 — Lighting Product Name

3 — Lighting Product Name

4 — Lighting Product Name

5 — Lighting Product Name

Approve recommendation?  
Voltage: 120V  
Recommended by Erik Spark  
APPROVE

Tyvek-like pattern w/ Configure Approval branding (name/symbol mix)

CONFIRMATION APPROVAL

# TIGHT / INTERACTIVE WIREFRAME

STRAIGHT NORTH | Make every click count. 800-253-0716

Services   Portfolio   Company   Contact

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## What We Do Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum, neque quis porta varius, purus diam elementum mi, porta consequat lectus sapien vel magna. Vivamus metus odio, commodo vel imperdiet et, blandit ac dolor.

[Learn More](#)

**Project Spotlight**

**Project Name**  
website

**Project Name**  
branding / identity

**Lead in Section Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Bibendum, neque quis porta varius, purus diam elementum mi, porta consequat lectus.

[Get Started](#)

**Lead in Section Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Bibendum, neque quis porta varius, purus diam elementum mi, porta consequat lectus.

[Get Started](#)

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum, neque quis porta varius, purus diam elementum mi.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut id ante nec ante aliquam dictum. Maecenas vel nisi vel ligula aliquet bibendum quis nec neque. Etiam sodales vehicula ligula, at interdum odio tincidunt in. Vestibulum adipiscing lobortis urna, vel facilisis orci pulvinar dapibus. Suspendisse venenatis lectus a massa sodales ultrices. Praesent cursus sagittis lobortis. Vestibulum portitor urna eget libero convallis nec commodo eros vehicula. Phasellus vehicula pretium nisi sit amet porta. Praesent in est id dui aliquam egestas. Pellentesque et pharetra felis. Suspendisse potenti. Donec viverra augue sit amet orci consequat vestibulum id eget nisi. Maecenas volutpat sodales orci sed tempor. Nullam auctor sagittis luctus. Fusce adipiscing lacus in ligula cursus laconeat. Fusce id leo ut turpis feugiat convallis vel vitae elit. Etiam ultrices nulla eu lorem adipiscing ut posuere lorem suscipit. Suspendisse semper nisi ac turpis convallis gravida. Duis consequat purus adipiscing arcu mattis pulvinar. Aenean euismod risus non.

**Recent Blog Posts**

Blog Post Title

Blog Post Title

Blog Post Title

Blog Post Title

**Services**

**Internet Marketing Services**

- Chicago Search Engine Optimization
- PPC Management Services
- Social Media Marketing Services
- Remarketing Solutions
- Digital Display Advertising
- Email Marketing Services
- 825 Contact Marketing Services
- Video Optimization Services
- Mobile Marketing Services
- Affiliate Marketing Services
- Web Analytics Consulting

**Websites**

- Chicago Web Design Services
- Chicago Web Development Services
- Drupal Website Development
- WordPress Website Development
- E-commerce Web Design
- Landing Page Design Service
- Website Copywriting Services
- Website Usability Analysis
- Website Conversion Optimization Services

**Brand & Collateral**

- Logo Design Services
- Brochure Design Services
- Packaging Design Services
- Trade Show Display Design Services
- Direct Mail Design Services
- Portfolio Design Services
- Chicago Graphic Design Services

**Portfolio**

Internet Marketing Projects  
Website Projects  
Brand & Collateral Projects

**Company**

Behind the Scenes  
Leadership  
Careers  
News  
Giving Back

**Contact**

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Site by: **STRAIGHT NORTH** - Chicago Marketing Agency

STRAIGHT NORTH | Make every click count. Services

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## What We Do Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum, neque quis porta varius, purus diam elementum mi, porta consequat lectus sapien vel magna. Vivamus metus odio, commodo vel imperdiet et, blandit ac dolor.

[Learn More](#)

**Project Spotlight**

**Project Name**  
website

**Project Name**  
branding / identity

**Lead in Section**

Lorem ipsum consectetur a Bibendum, neque quis porta varius, purus diam elementum mi, porta consequat lectus sapien vel magna. Vivamus metus odio, commodo vel imperdiet et, blandit ac dolor.

[Get Started](#)

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum, neque quis porta varius, purus diam elementum mi.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut id ante nec ante aliquam dictum. Maecenas vel nisi vel ligula aliquet bibendum quis nec neque. Etiam sodales vehicula ligula, at interdum odio tincidunt in. Vestibulum adipiscing lobortis urna, vel facilisis orci pulvinar dapibus. Suspendisse venenatis lectus a massa sodales ultrices. Praesent cursus sagittis lobortis. Vestibulum portitor urna eget libero convallis nec commodo eros vehicula. Phasellus vehicula pretium nisi sit amet porta. Praesent in est id dui aliquam egestas. Pellentesque et pharetra felis. Suspendisse potenti. Donec viverra augue sit amet orci consequat vestibulum id eget nisi. Maecenas volutpat sodales orci sed tempor. Nullam auctor sagittis luctus. Fusce adipiscing lacus in ligula cursus laconeat. Fusce id leo ut turpis feugiat convallis vel vitae elit. Etiam ultrices nulla eu lorem adipiscing ut posuere lorem suscipit. Suspendisse semper nisi ac turpis convallis gravida. Duis consequat purus adipiscing arcu mattis pulvinar. Aenean euismod risus non.

image: sizerevisions.com

*Concepting*

**CREATIVE DIRECTION  
AND DESIGN:**

*brand story / position*

*brainstorming*

*conceptual development*

*art direction*

*mood board*

*ideation*

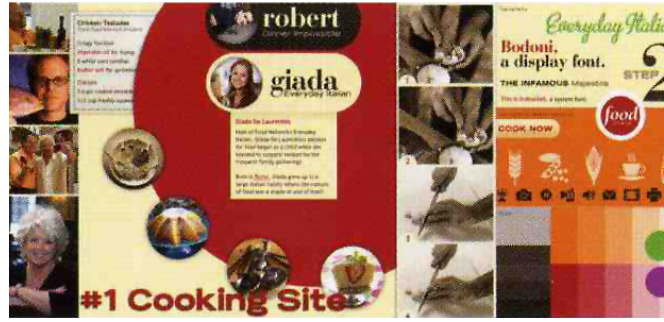
*layout / type / color*

*imagery: edit / create*

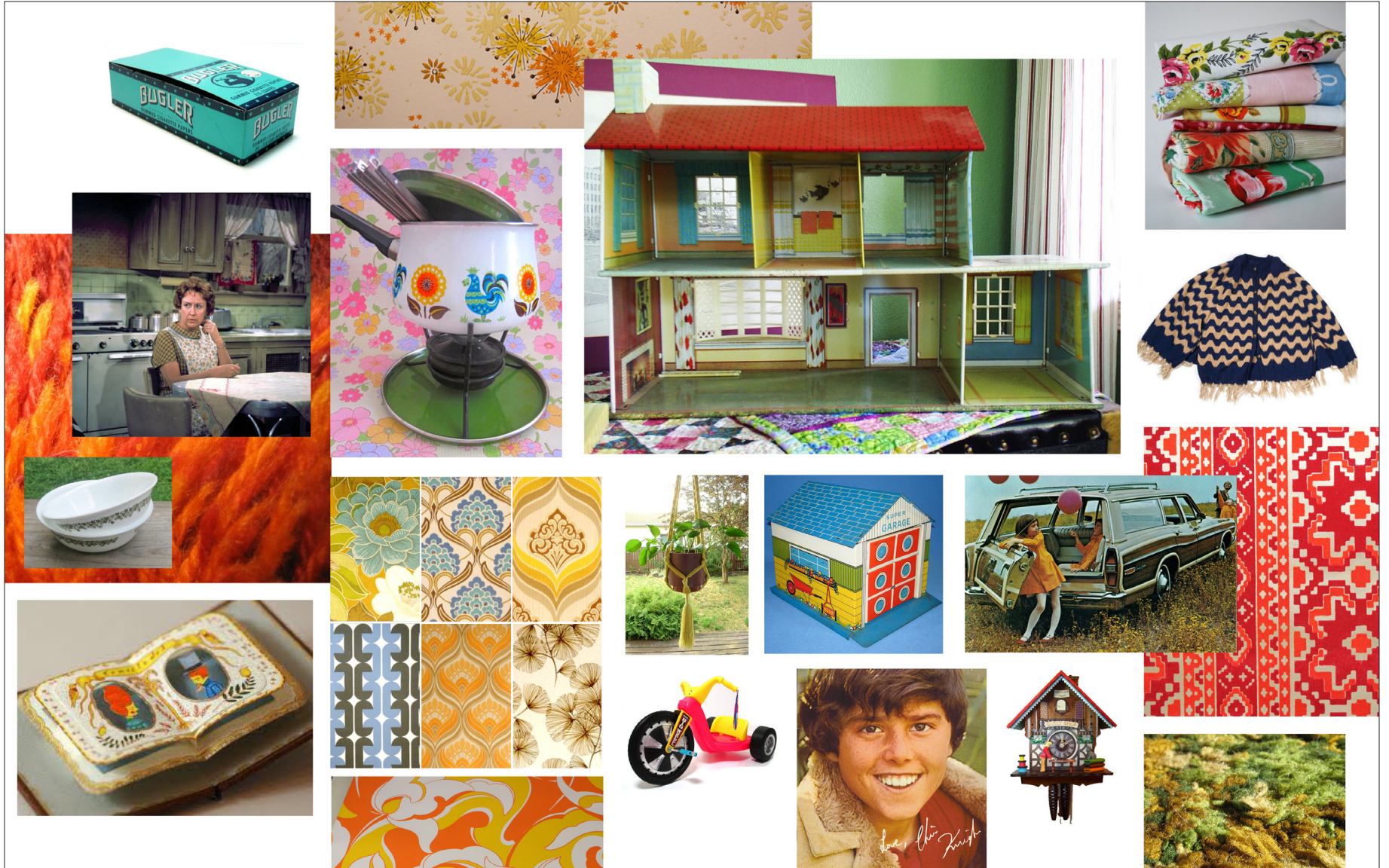
*form-giving*

*agile collaboration*

# MOOD BOARDS



MOOD BOARD:  
ARTV 330 CAMP SITE





# Style TILES

PROJECT: Style Tiles

VERSION: 1.0

## Possible Colors



## Textures



## Adjectives

**Accessible** INSTRUCTIVE  
*Playful* User Friendly

## Typography

### This is a Header

Font: PT Sans Bold - Google Webfonts #337ca9

■ **THIS IS A SUB HEAD** ■

Font: PT Sans Bold - Google Webfonts #324a57

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

This is a text link

Font: PT Sans - Google Webfonts #333333

## Buttons



Download Button State



Download Button - Hover



# STYLE TILE EXAMPLES

**The Examiner**  
WASHINGTON

**Election Headline**  
Font: Kulturista Web Bold by Typekit

**Election Subhead**  
Font: Kulturista Web Regular by Typekit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

[This is an example of a Text link »](#)

**Learn More**

**Possible Colors**

**Possible Patterns**

**Current Comprehensive**  
**Smart Stimulating**

Style Tile version: 1

**futs+ premium**

Style Tile version: 1

**Possible Colors**

**Textures**

**Typography & Content**

**This is a Level One Heading**  
(This is a link)

Icon Title  
Another Icon

**This is a Post Title**

**Adjectives**  
Energetic Modern  
Progressive Content Focused

XXX-Large, Miller Display, Roman, 64pt, 72pt  
XX-Large, Miller Display, Roman, 48pt, 56pt  
X-Large, Miller Display, Roman, 40pt, 56pt  
Large, Miller Display, Roman, 36pt, 44pt  
Medium, Miller Display, Roman, 32pt, 56pt  
Small, Miller Display, Roman, 24pt, 32pt

**CONTENT BLOCKS**

**NEW COMMENTS**

**RELATED CONTENT**

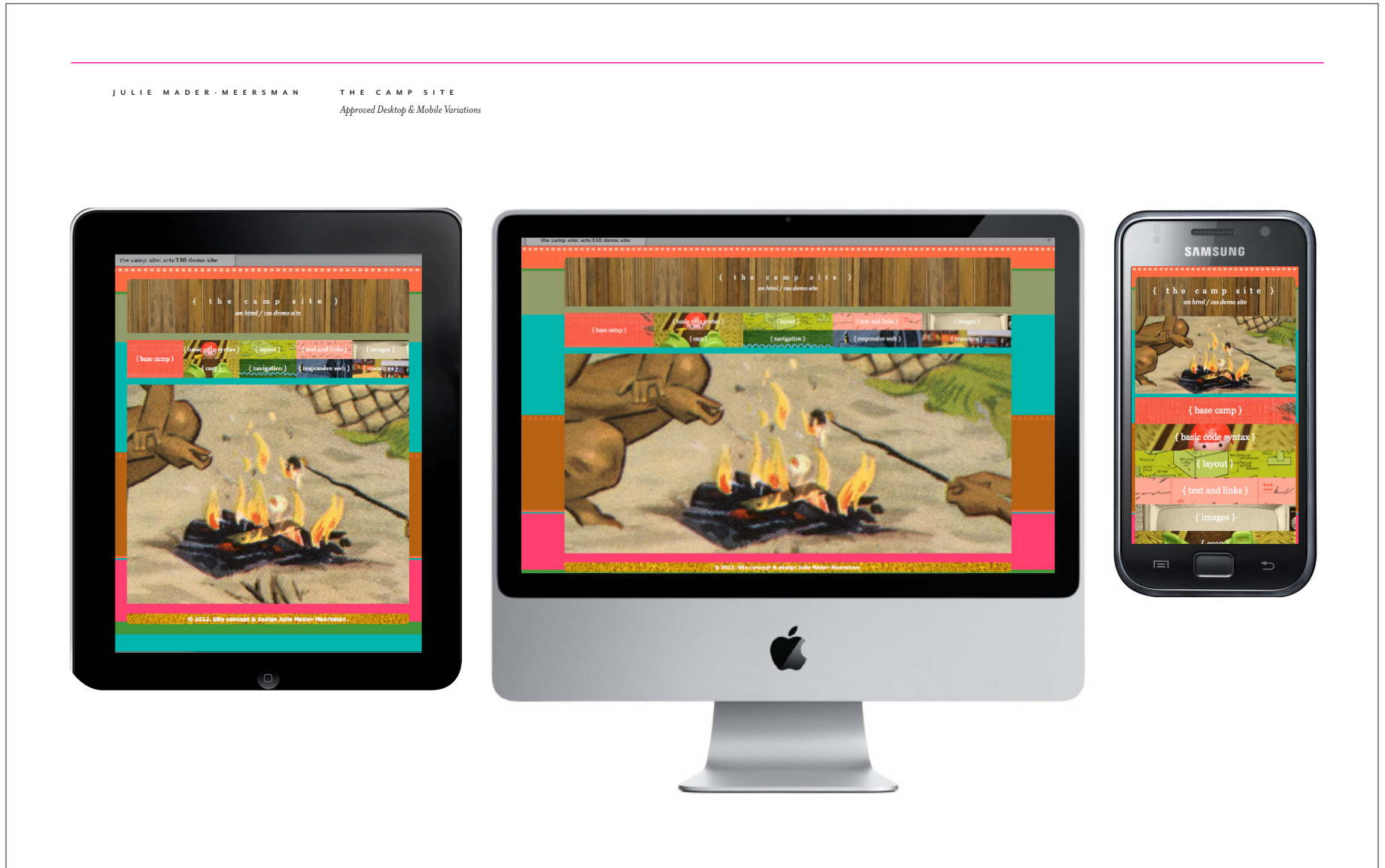
**COACH NAME**

**COACH PRICE**

**COACH DESCRIPTION**

# RESPONSIVE ITERATIONS

Your design comps for the preliminary critique can look something like this:



*“Once ideas take shape, I transition to code as soon as possible to really kick the tires... saving all the precise nudging and typesetting for code makes the most sense.”*

*Usability*

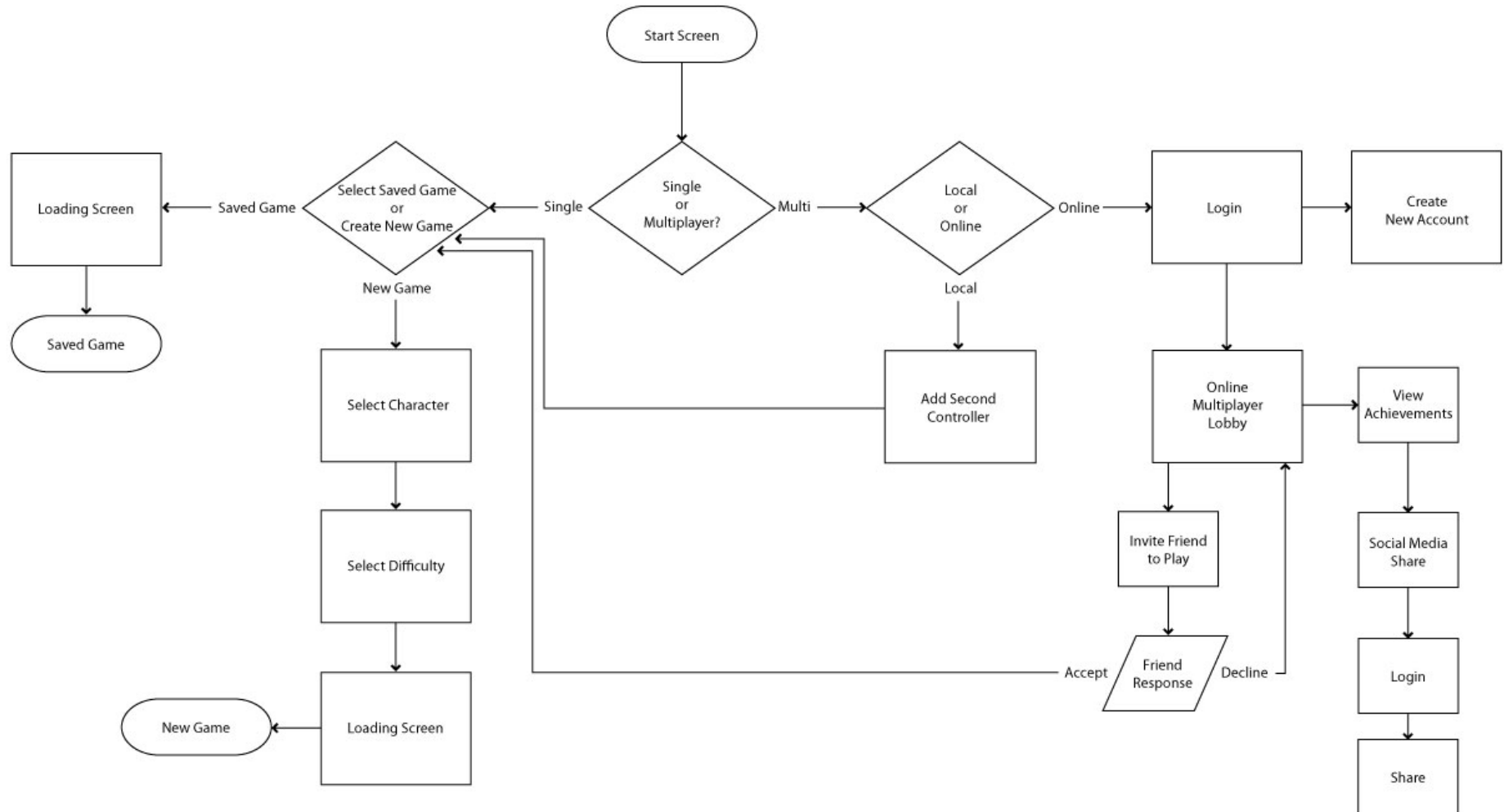
*“...refers to the ease of use with which users can learn, engage with, and get satisfaction from an interface for a web site or a piece of software.”*

*interface design*  
*navigation*  
*breadcrumbs*  
*text links*  
*search / results*  
*accessibility*  
*testing*  
*forms*  
*error messages*

USABILITY

*Imagine interacting with the site.*

# USABILITY DIAGRAMS: JOURNEY MAPS



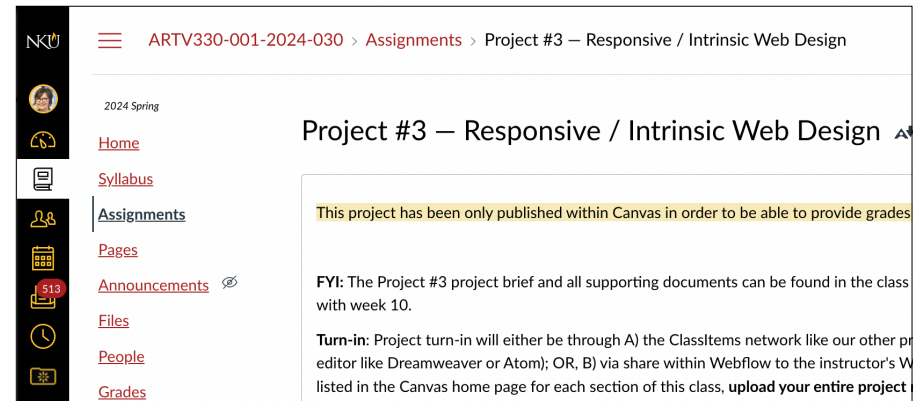
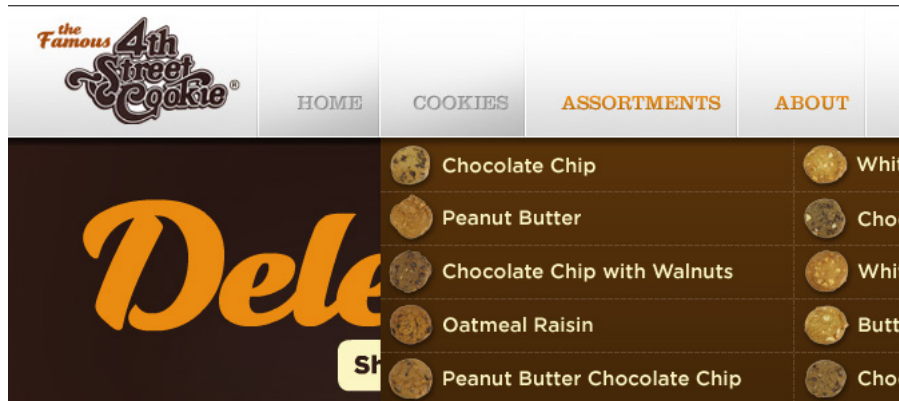
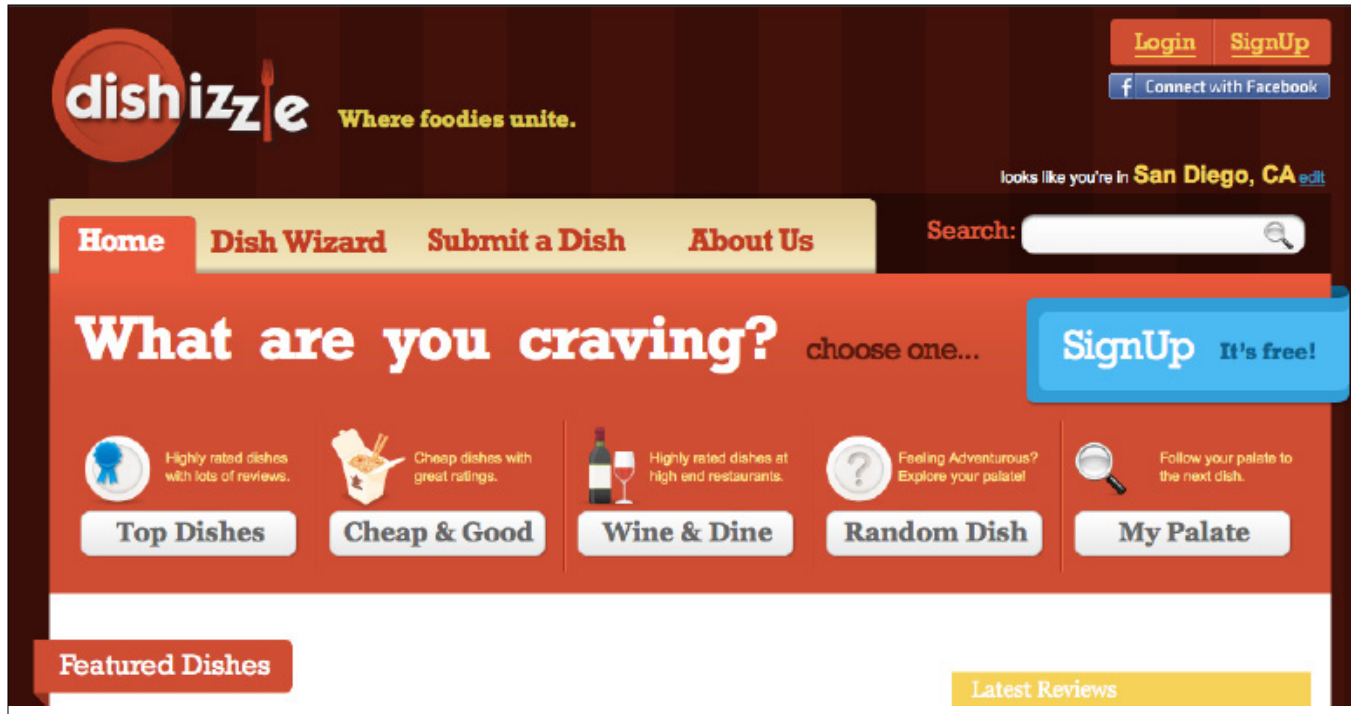
*A usability diagram shows the path(s) a user might take.*



*“...users navigate by reference to permanent objects placed in the program’s user interface.”*



NAVIGATION:  
LANGUAGE OF A BUTTON




# USABILITY: COLOR ACCESSIBILITY / ADA

Randoma11y 5.56 AA New colors ↗

White  
**#d1ede4**

```
.theme {  
  color: #d1ede4;  
  background-color: #3b6506;  
}
```

**Color is my day-long obsession, joy,  
and torment.**  
*Claude Monet*

 18 JUN 2020 Badge

Color contrast is the difference in brightness between foreground and background colors. For accessibility purposes, aim for a 4.5:1 ratio between the foreground color (e.g. text, links, etc.) and the background color. This ratio ensures people with moderately low vision can tell the colors apart and see your content.


Progress

Input Label

Asparagus  
**#3b6506**

```
.theme-alt {  
  color: #3b6506;  
  background-color: #d1ede4;  
}
```

**Color is my day-long obsession, joy,  
and torment.**  
*Claude Monet*

 18 JUN 2020 Badge

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Progress

Input Label

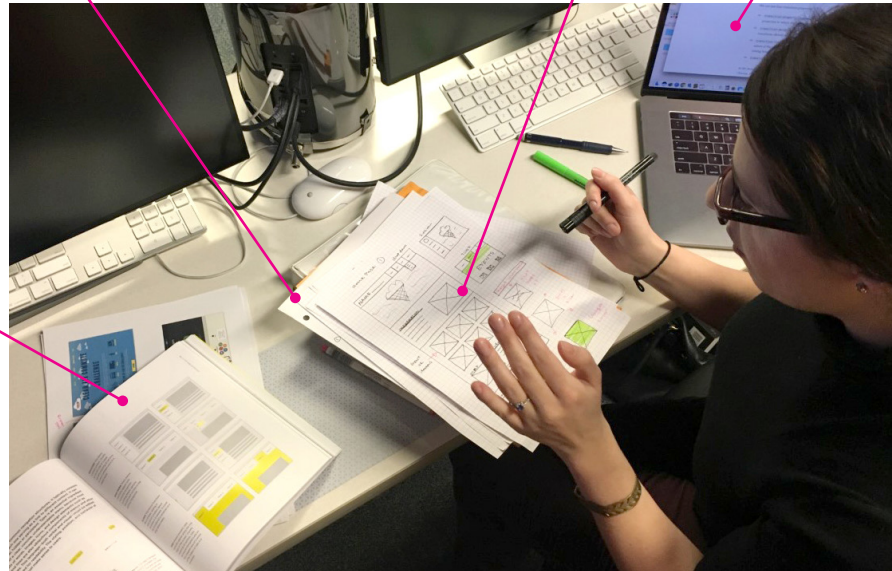
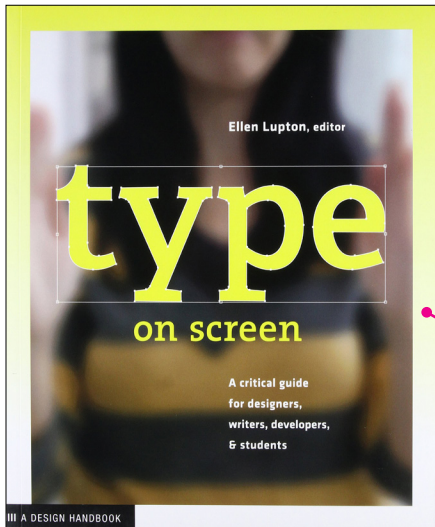
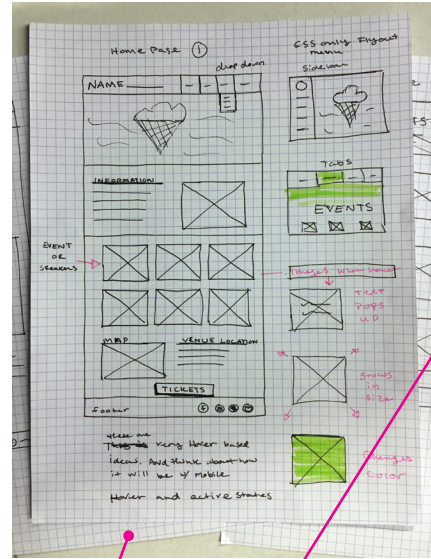
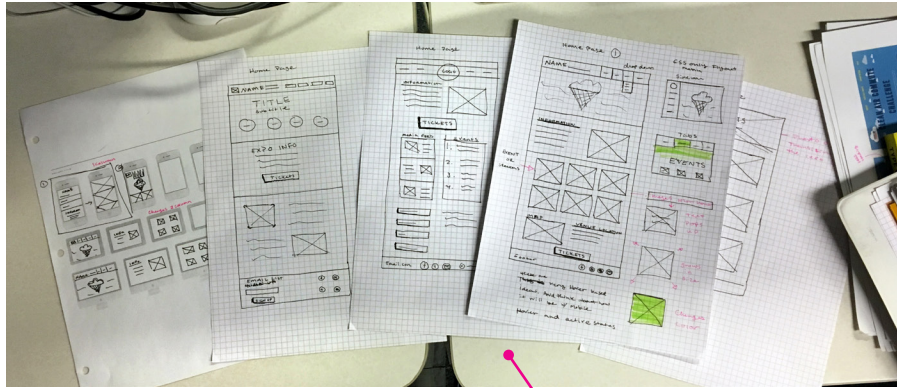
## USABILITY TESTING



IN-PROGRESS DESIGN

# INSPIRATION, STUDY, WIREFRAMING

Heather Elstun's web design process:



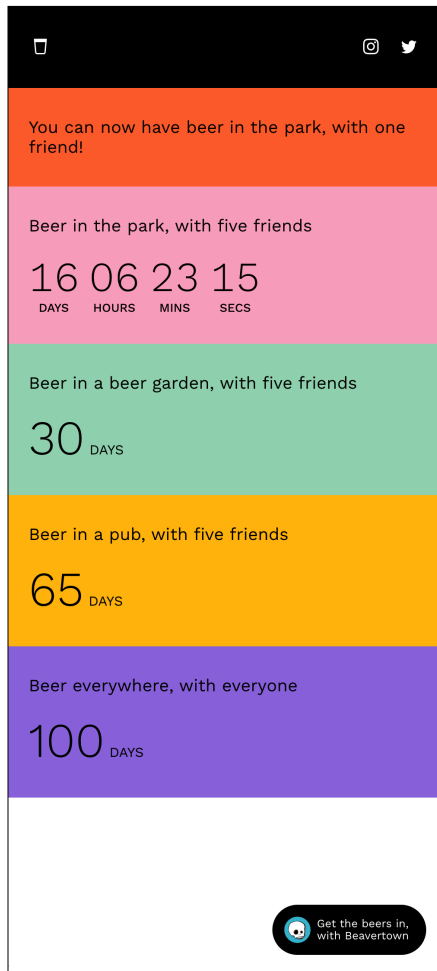
SURPRISE AND DELIGHT.

*“...remember that users — people —  
enjoy being entertained.”*

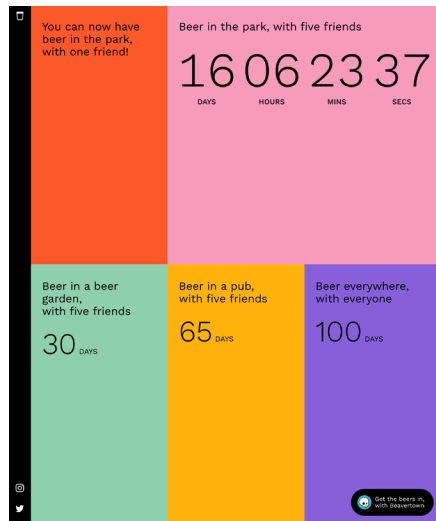
**BRIAN MILLER**

# RESPONSIVE CONCEPTS: ONEWAY ROAD TO BEER

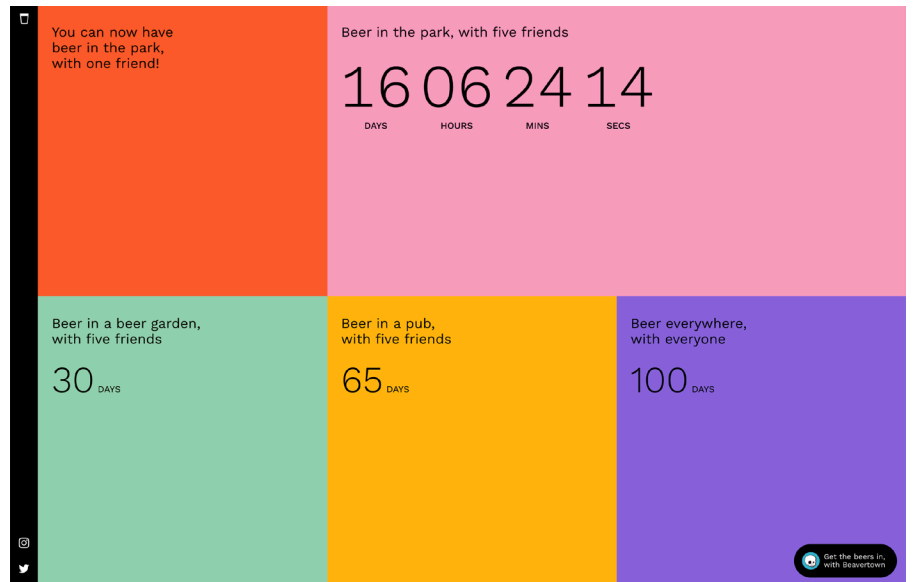
Mobile:



Tablet:



Desktop:





RESPONSIVE CONCEPTS:  
LONDON C.O.F.

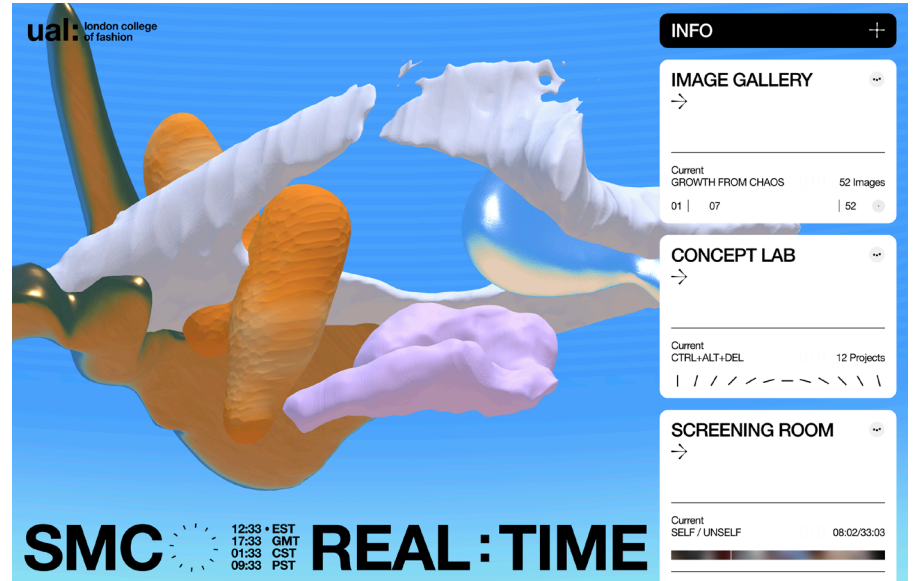
Mobile:



Tablet:



Desktop:

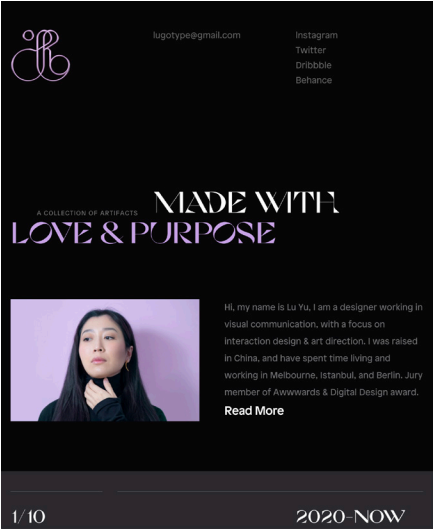


RESPONSIVE CONCEPTS:  
LU YU PORTFOLIO SITE

Mobile:



Tablet:



Desktop:

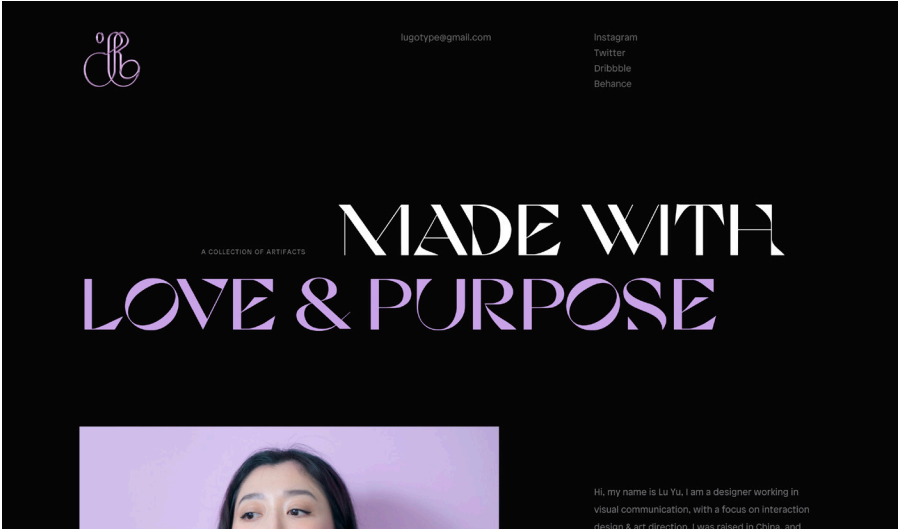


image: via siteinspire

RESPONSIVE CONCEPTS:  
LAMANN'S BAKERY

Mobile:



Tablet:



Desktop:

