lab::design planning
02 Creating Personas, Task Flows, & Wireframes

Group Member Names: _____

Introduction ::
For this lab, we will practice the process of creating personas, determining task flows, and designing basic wireframes. All of these are part of the planning phases of designing a website, encompassing the first four elements of user experience: *Strategy*, *Scope*, *Structure*, & *Skeleton*. The *Surface* component—the actual visual design—only comes after these four phases are complete.

Assignment ::
In groups of two, complete the following three tasks for the problem you were given. Think about each one carefully, accounting for as many variables as you can think of. Be prepared to present your results to the class. This lab is worth 20 points.

Project ::
Our project is: _____

Tasks ::

1
Persona
Identify and describe at least two potential users of your project. Detail the personas below.

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2 Task Flow
Brainstorm the task flow for your project, and draw the flow chart diagram for it using the space below.

3 Wireframe
Brainstorm and roughly sketch a layout for your project on paper, and then use the class InDesign template or other program to create the final wireframe. Print a B/W copy and hand it into the instructor.