

Digital Web Magazine Redesign 2002

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The Audience

Primary Persona



Angie Esperanza

Age: 27

Profession: Designer at a local chain of coffee stores in Chicago

"I need to get better so I can get out"

Angie works at a small chain of coffee houses. Windy City Coffee (Windy-C) has five stores in the Chicago area, and hope to open two more before the year is up. Angie is as ambitious as the chain: she started out as a merchandiser, and moved into the design role when Windy- C decided to build a website.

She's been designing for the web site for almost a year, and is always looking for new skills for her portfolio and new

ways to make the web site better. She feels she's gotten very good at designing elegant layouts (though she worries maybe her designs might go stale) and would enjoy sharing some of the tricks she's learned. She would like to bone up on her technical chops; this is where she feels she's weakest. The engineers at the company are always telling her she can't do the designs she'd like to, and she'd like to argue more effectively.

Angie's Goals:

Big:

Learn, excel and get promoted (or a new job!)

Smaller:

Get to be a better designer

Find resources for ideas

Understand the medium better

Find tutorials on technical skills

Meet other designers

Exchange ideas

Secondary Persona

Tommy Davidson

Age 31

Profession: Webmaster at Hartford Insurance

"Dude, I love this stuff"

Tommy works a comfortable 9-5 at the insurance company, and enjoys a lot of freedom to stay late and muck around. While some of the IT guys will play games until all hours, Tommy would rather read about the design and construction of the web, and make his own sites. He's built a small content management system in php, he writes short-short stories that he posts of his "blog" every week, and he messes with Photoshop. He hungers for the latest thing, and follows "Photoshop tennis", "Click here to start" and "Exquisite corpse" as well as having five pictures up in "the mirror project."

Tommy's Goals

Big:

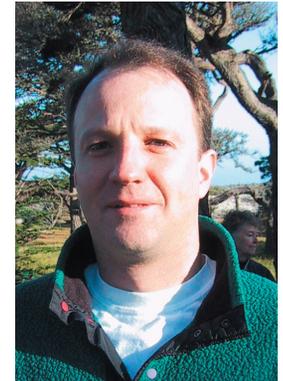
Enjoy this new medium that he's part of!

Smaller:

Keep up with all the cool stuff others are doing

Read about his heroes, like Tim Berners Lee

Learn new skills to pass the time.



A Model for Working, a Model for a Magazine

As I made my way through the content inventory, a pattern began to emerge. Most articles fell into one of four types

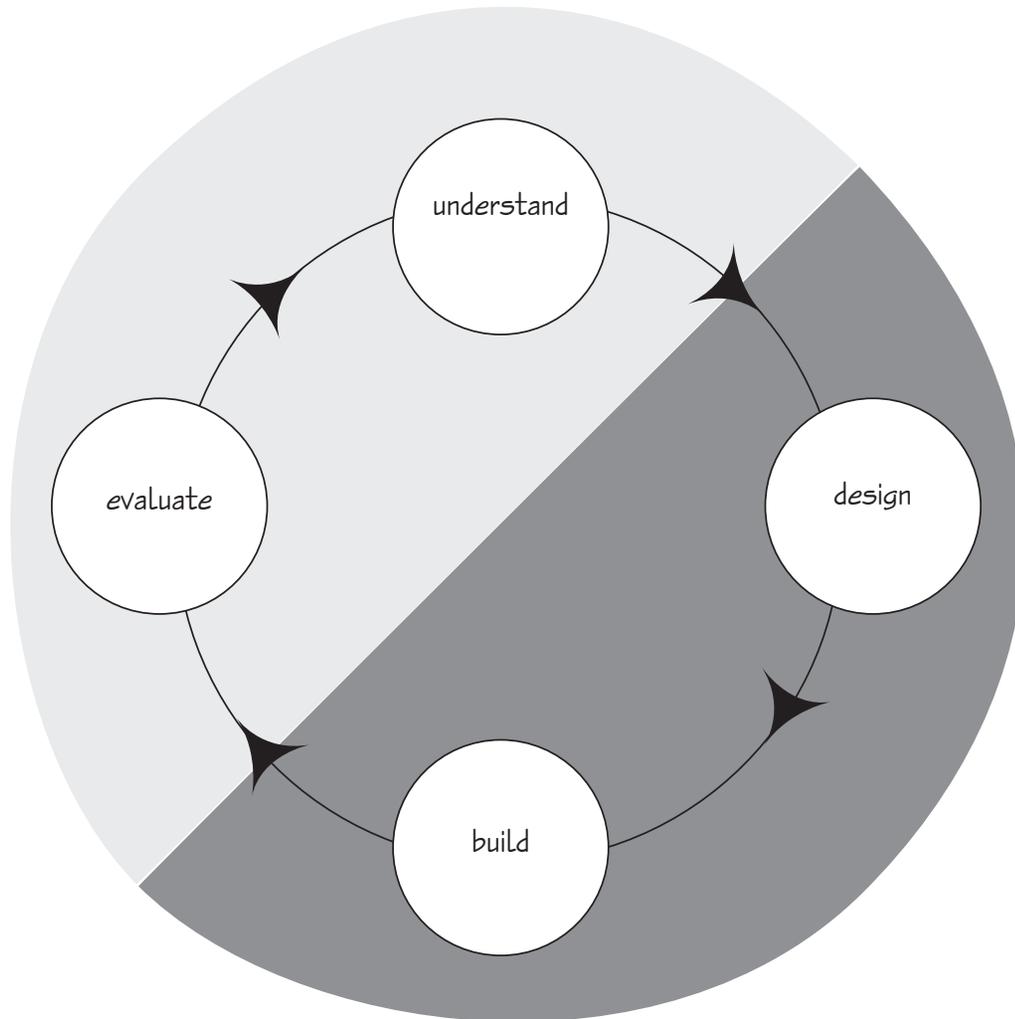
1. Article looking at the “Big Picture.” These articles were trying to understand the fundamental nature of the medium, and the questions that go with it: What makes writing good? What is brand? Will broadband make a real difference?

2. Articles about Design. This was big “D” design, though. Information architecture, interaction design and graphic design, one rolling into the other.

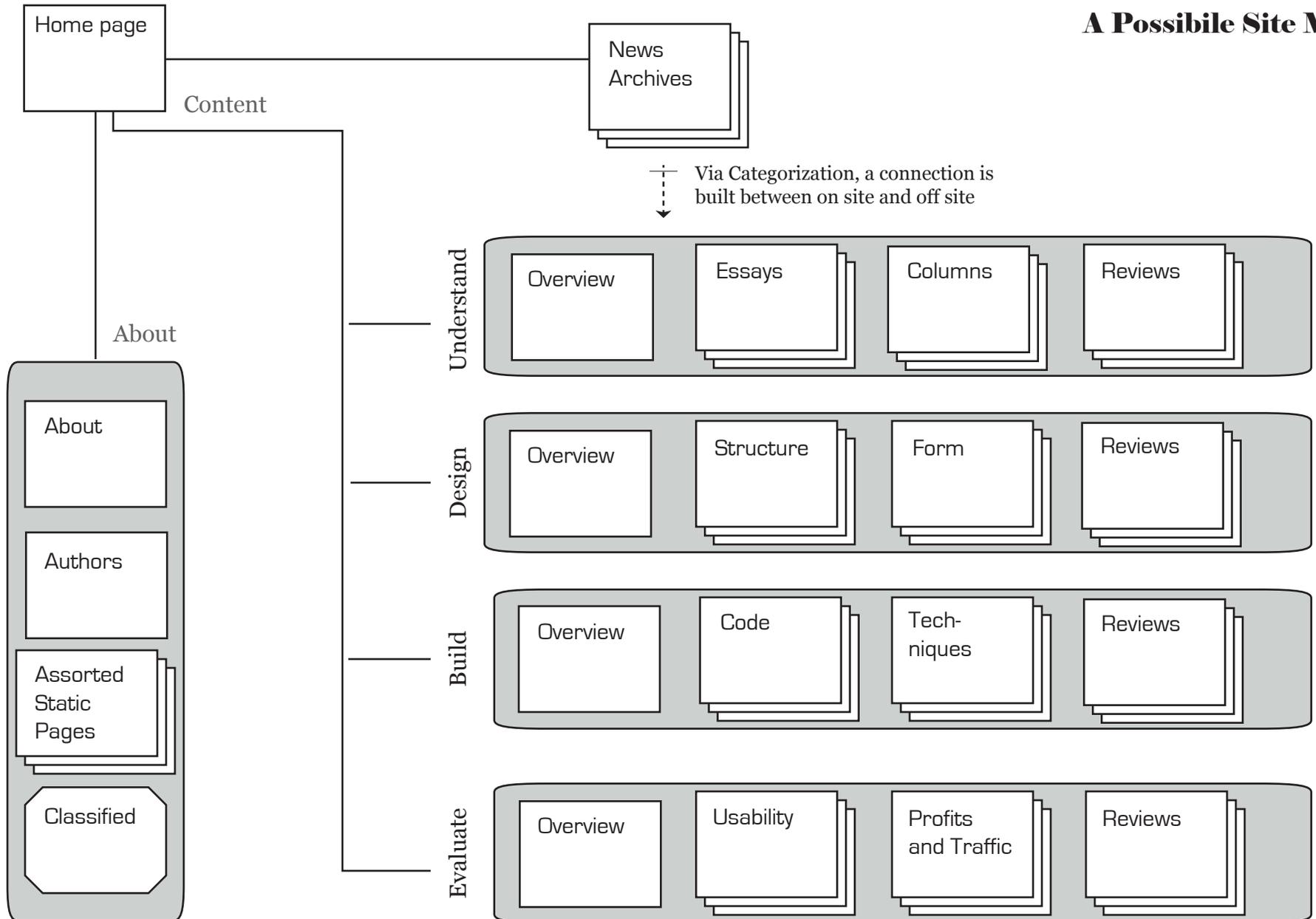
3. Pragmatic articles on building the web. How do you get your cascading styles to work on old browsers? Make a version of your site for WAP? Make your site accessible. Like design, these articles are concerned with making stuff.

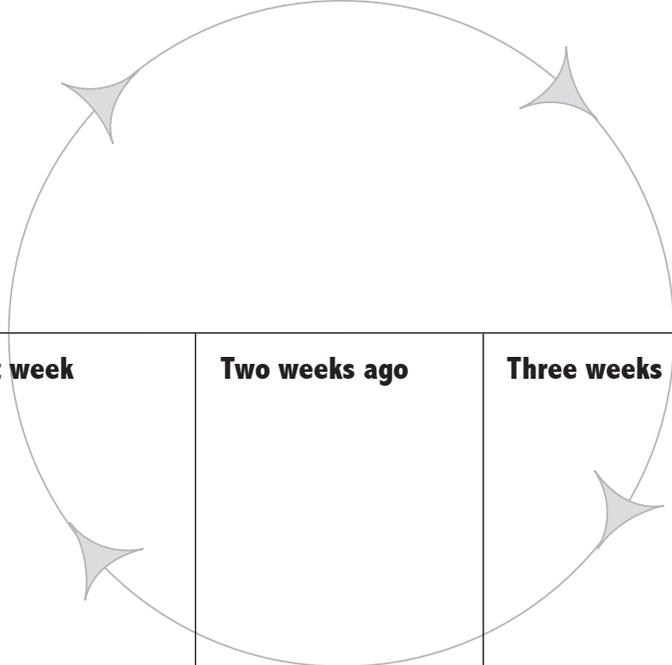
4. Articles on Evaluating. From Usability to ROI, the question is “What is ‘good’?”

By using these as drivers for the organization the magazine can have a theme of working wisely.



A Possible Site Map



Digital Web Tag line		Ad One	Ad Two
This Week on Digital-Web This week's story 		The Watchlist Item 1 note note note note note link Item 1 note note note note note link	
Last week	Two weeks ago	Three weeks	
about authors donate sponsor topic map newsletter volunteer			

Each week, a new story is published on the month's theme, in one of the "aspects"

So if the theme was "PDA's" week one's article might be "Will WAP change the web" week two might be "effective icons for the palm" week three might be a columnist explaining "Getting your CMS to output WAP" and week four might be "Evaluating Avanto go"

I recommend having an editor for each of these aspects.

Here is the daily list of interesting stories found on other sites. They are also categorized in the same way the original content is, allowing for "related items" (see following page).

This navigation holds non-topic based items

Digital Web

Tag line

Ad One

Ad Two

This month

Story 2
Teaser
[Read more link](#)

Story 3
Teaser
[Read more link](#)

Story 4
Teaser
[Read more link](#)

Brought to you by

[The letter B.](#)

The classifieds

[New items this week!](#)

Article Title

By [so](#) and [so](#)

CSS and well-structured documents are a combination that can't be beat. This tutorial looks at how to transform a Web page using traditional Web design methods into a CSS-based site. In fact, the example will be drawn from a Digital Web content page modeled after those pages covering reviews, interviews and tutorials—tutorials that are amazingly like this one.

Css changed my life

This isn't the first attempt in this space to try to recreate a Web page using CSS. J. David Eisenberg tried to re-do a Yahoo! Weather page in his article titled [Converting a Page to CSS](#). While his attempt was not a complete success, he totally transformed the page's structure and style using contemporary CSS methods. As David says, "anything worth doing is worth doing again."

[Discuss](#)
[Next article](#)

Related Articles on CSS

Story 2
Teaser
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Story 3
Teaser
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Story 4
Teaser
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[>All css articles](#)

Related Articles Elsewhere

Story 2
Teaser
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Story 3
Teaser
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about | authors | donate | sponsor | topic map | newsletter | volunteer

This column is for "time" based related information, such as this week's articles or sponsors. Other possibilities could be items from classified, or current discussions of this articles.

This side is for items related by topic. So other articles in the past digital web has published, other items from the watchlist, or from trackback.

Digital Web
Tag line

Ad One

Ad Two

Topic Map

Understand	Design	Build	Evaluate
<ul style="list-style-type: none"> Community Blogging Weblications Content Strategy Inspiration Innovation Brand Marketing Localization User Experience Email Web Culture E-commerce B-2-B Cartoons Client Management Project Management Interviews with Web Personalities 	<ul style="list-style-type: none"> Color theory Typography Photography Illustration Animation Cartooning Layout and composition Motion Design Trends in design Controlled Vocabularies Information Architecture Navigation Design Interaction Design Interviews with Designers Design Tools 	<ul style="list-style-type: none"> css WAP xhtml XML Web Standards Web Safe Color Flash DOM Liquid Design ASCII Javascript CGI Perl Database Design Interviews with Builders Builder's Tools 	<ul style="list-style-type: none"> Usability Understandability Findability Optimizing for Search Optimizing for low bandwidth ROI Accessibility Traffic Optimizing Software Reviews Service Reviews Site Critiques

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This is a set of links to category index pages. Behind each link is a set of articles pertaining to a given category. This is not an exclusive categorization scheme. An article on the why and how of CSS could be found under build> css and under understand> choosing a technology.

Moreover, these categories can be linked to from articles, from the home page, and used by researchers.

The redundancy will help people looking for, say, a review on Dreamweaver.. They could find it in "builder's tools" or in "Software reviews"