

# Information Design

## In-Class/Homework: *Task Analyses and Sitemap*

Write-ups and Diagram Ready for Discussion on Week 5

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### Overview

Review and discuss your project brief, user personas and scenarios with your classmates and instructor. Determine if so far in the project, your personas and scenarios make sense and sound realistic.

As an exercise in understanding the personas and scenarios of your classmate, pick one of their scenarios. From this scenario, create a task analysis outlining the steps that the chosen user persona would need to complete in order to reach their goals on your site (find information, place an order, etc). The analysis can either take the form of a step-by-step *task list* or the form of a procedural *flowchart*.

After performing the task analysis for your classmate, discuss the results. From an outside perspective, does your scenario still make sense and sound realistic?

Now it is your turn to return to your own user personas and scenarios. Create your own task analysis based on one of the scenarios. As you write your task analysis, begin to think about how the site should be organized. Create a *sitemap* for your proposed site. You may wish to employ card sorting to help you figure out the organization. Go through the card sorting process. For your personal records and an addition to your final project, scanning or taking a picture of the card sorting is recommended.

Keep in mind: while you are not required to create mockups of all the pages in your project, at this stage the instructor would like to see how you would break down your entire proposed project into separate pages. Get as detailed as you can.

### Submission Requirements

Prepare your task analyses in Microsoft Word (or your word processing program of choice). Bring in a printout and a PDF for review next week.

Prepare the sitemap by hand or in your graphics program of choice. If done by hand, the sitemap should be neat and outlined in pen (alternatively, you can scan your sitemap onto the computer and refine digitally).

### Evaluative Criteria / Grading Rubric

<b>Adherence and Resonance:</b> Did the student understand the assignment and reach the goals?	10PTS
<b>Task Analysis 1 (done for a classmate):</b> Was the task analysis professionally written, realistic, believable and well thought out?	10PTS
<b>Task Analysis 2 (done for your own project):</b> Was the task analysis professionally written, realistic, believable and well thought out?	15PTS
<b>Sitemap:</b> Was the sitemap neatly rendered, detailed and easy to follow?	15PTS
<b>Total</b>	<b>50PTS</b>