

Manchester City Web Design Workshop



Design a new homepage for mancity.com



Workshop Plan

Welcome!

- Who we are
- What we do
- What we want to do today
 - Create a user persona
 - Design a web page to meet their needs



Design a new homepage for mancity.com



Workshop Plan

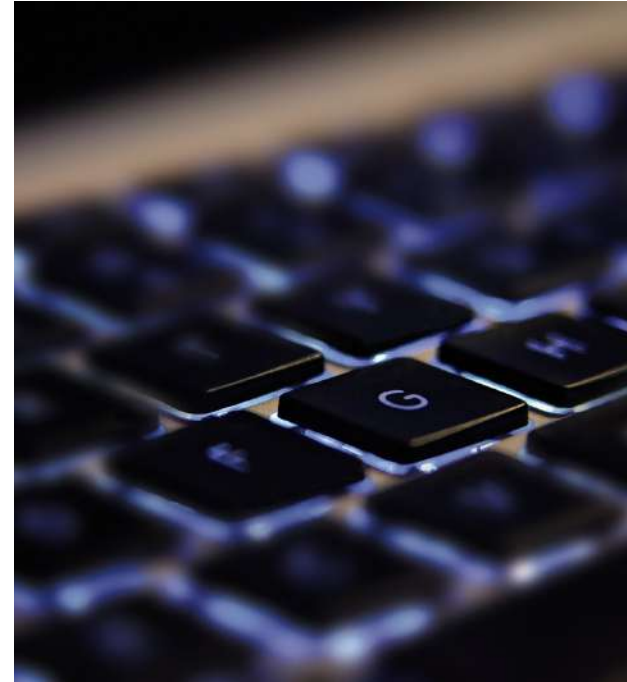
Group Task#1

- What are your favourite websites/apps?
- Why do you like them?
- What are you trying to achieve when you visit them?

Your
answers
here...

Write your answers on post-it notes

- One answer per post-it note
- Think about the difference between good and bad websites

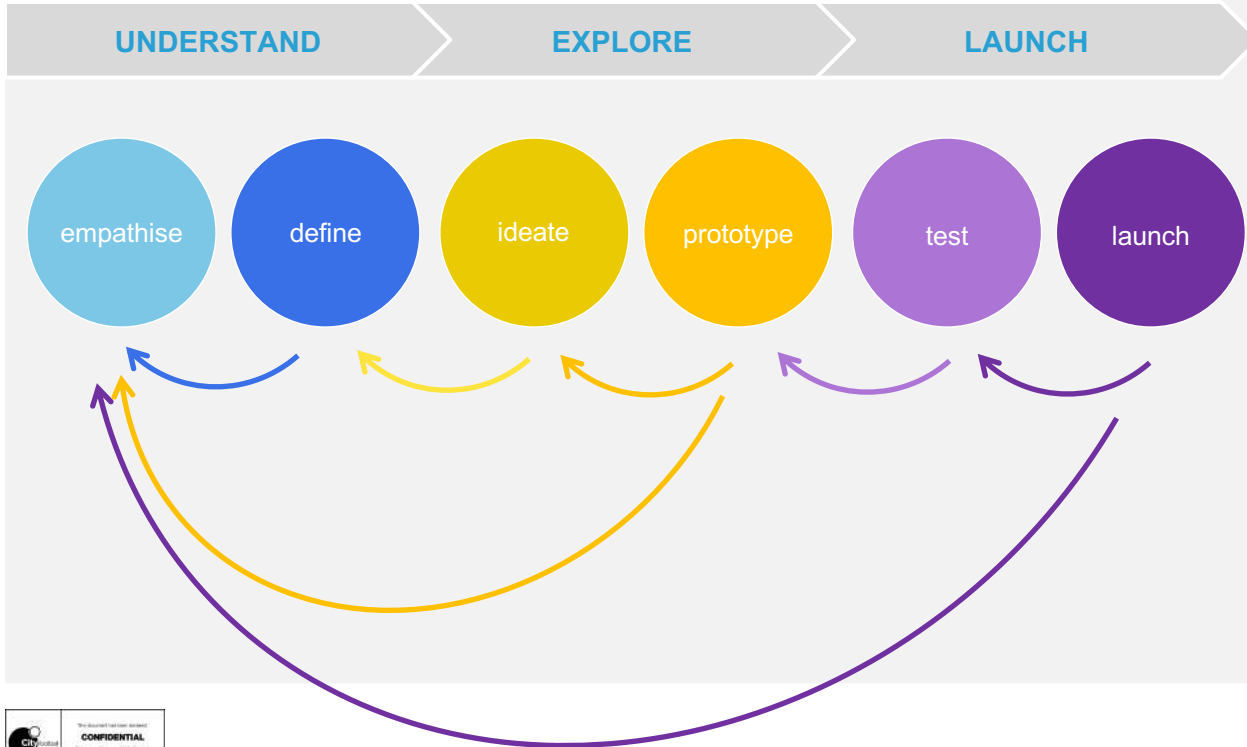


Design a new homepage for mancity.com



Workshop Plan

How do we do it?

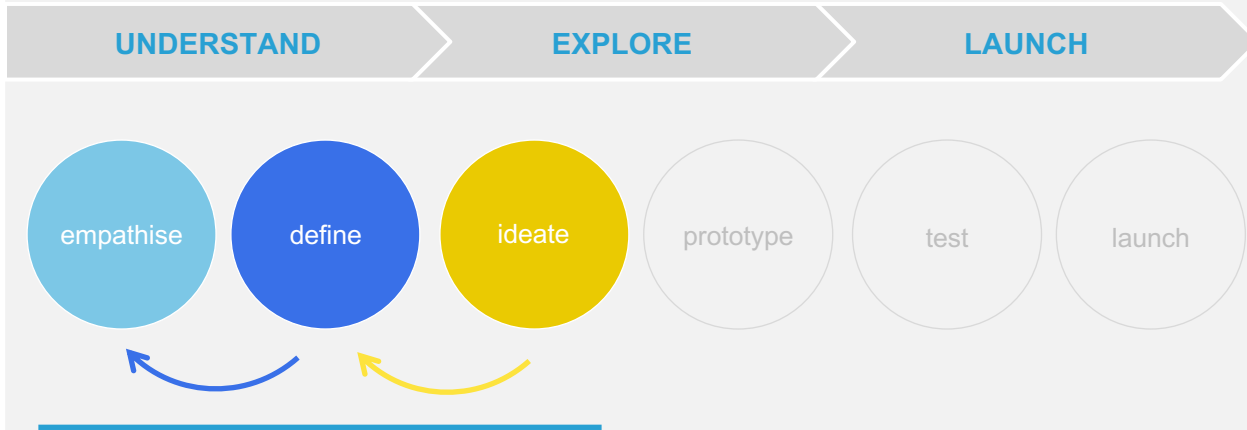


Design a new homepage for mancity.com



Workshop Plan

How do we do it?



Today, we will focus on the first three parts of the process

Design a new homepage for mancity.com

Workshop Plan

#1: Empathise

empathise

Understand your users

- Age, Gender, Location, Devices

What are their “needs”

- Reasons for visiting, content preferences

What are their habits

- Frequency, times of day,



Design a new homepage for mancity.com

Workshop Plan

Group Task#2

empathise

- Create a user persona
- Based on people you know
- Make it as realistic as possible

Your
answers
here...

Write your answers on post-it notes

- One answer per post-it note
- Make it visual and easy to understand



Design a new homepage for mancity.com

Workshop Plan

Group Task #3: Create your homepage concept

ideate

- Use your user persona (walk in their shoes)
- What information will they expect to see when they arrive?
- What navigation / menus need to be created?

Your
answers
here...

Write your answers on post-it notes

- Keep it simple
- Use the post-its to show the layout



Design a new homepage for mancity.com



Workshop Plan

What have we learned?

- Using design-thinking for creating a user-centric digital product
- How to develop a user persona
- How to prioritise and make choices about product features

