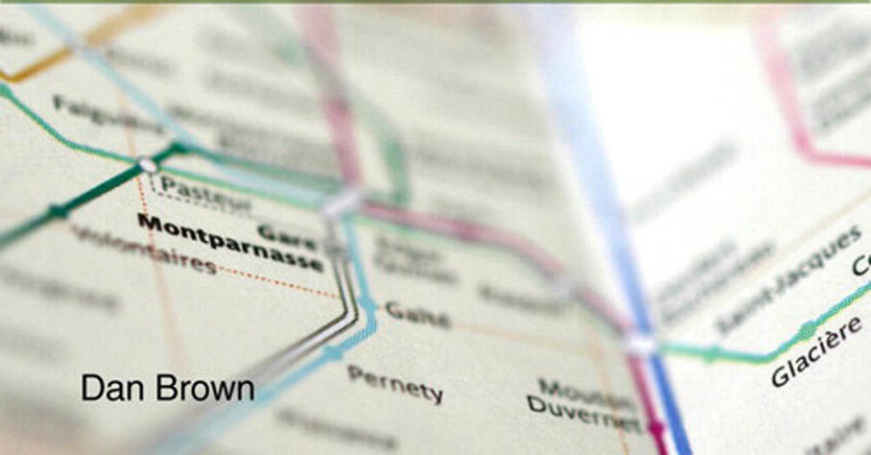


# Communicating Design

SECOND  
EDITION

Developing Web Site Documentation for Design and Planning

Dan Brown



# Communicating Design

SECOND  
EDITION

Developing Web Site Documentation for Design and Planning

**Dan M. Brown**

# Communicating Design: Developing Web Site Documentation for Design and Planning

## Table of Contents

Contents

Foreword

Preface to the Second Edition

Acknowledgments

1 Introduction

The Whole Story: Deliverables

Parts of the Story: Diagrams

Tools for Creating Diagrams and Deliverables

Deliverables and the Design Process

Deliverables and the Project Team

Describing vs. Doing

**PART 1: DESIGN DIAGRAMS**

2 Diagram Basics

Anatomy of a Design Diagram

Creating Design Artifacts

Challenges in Communicating Design

Presenting Design

Congratulations

3 Personas

# **Table of Contents**

Personas At-A-Glance

Introducing Personas

Anatomy of a Persona

Creating Personas

Presenting Personas

Using and Applying Personas

## **4 Concept Models**

Concept Models At-A-Glance

Introducing Concept Models

Anatomy of a Concept Model

Creating Concept Models

Presenting Concept Models

Applying Concept Models

Concepts Matter

## **5 Site Maps**

Site Maps At-A-Glance

Introducing Site Maps

Anatomy of a Site Map

Creating Site Maps

Presenting Site Maps

Using and Applying Site Maps

The Web's Cartographic Conundrum

## **6 Flowcharts**

Flowcharts At-A-Glance

Introducing Flowcharts

Anatomy of a Flowchart

# **Table of Contents**

- Creating Flowcharts
- Presenting Flowcharts
- Using and Applying Flowcharts
- The Depth of Process

## **7 Wireframes**

- Wireframes At-A-Glance
- Introducing Wireframes
- Anatomy of a Wireframe
- Creating Wireframes
- Presenting Wireframes
- Applying and Using Wireframes
- Design in Black and White

## **PART 2: DESIGN DELIVERABLES**

## **8 Deliverable Basics**

- What Makes a Good Deliverable
- Anatomy of a Deliverable
- Laying Out Pages
- Presenting Deliverables
- The Deliverable Lifecycle
- The Future of Deliverables

## **9 Design Briefs**

- What Makes a Good Design Brief
- Anatomy of a Design Brief
- The One-Slide Challenge

## **10 Competitive Reviews**

- What Makes a Good Competitive Review

# **Table of Contents**

Anatomy of a Competitive Review

Acknowledging the Competition

## **11 Usability Plans**

What Makes a Good Usability Plan?

Anatomy of a Plan

The Best-laid Plans

## **12 Usability Reports**

What Makes a Good Usability Report

Anatomy of a Usability Report

Getting Inside Their Heads

**Recommended Bookshelf Additions**

**About the Author**

**Contributor Bios**

**Colophon**

**Index**