

# User centered design method

(template)

Goals : describe users, describe business goals, describe architecture and contents to fulfill user needs and lead them to your business goals.

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# Benchmark

- <https://www.fondation-lamap.org/>
- <https://arduino103.blogspot.com/search/label/Tutoriel>
- <https://www.latelierpaysan.org/Plans-et-Tutoriels>
- <http://wiki.seeedstudio.com/>

Benchmark canevas proposal : you can analyse the previous list

- Content organisation
- Content types
- Features

# Template for an expert interview

This template is an example of questions which will allow you to answer the first phase of conception → identify users, contents and features.

## **Interview : 10 minutes**

Order of questions has no importance. Just fill in the questions.

Who do you target with the web tool we are building ? (audience)

What do you want them to do ? (business goals)

How can they do this with the tool ? (features and contents)

Do your users face specific problems ?

# Business goals

## List your goals :

- goal 1 : share knowledge across countries
- goal 2 : stimulate discussion, reflexion, collaboration
- goal 3 : teach and learn

## Specific goals : derive your global goals to specific real goals which can be measured :

- page view numbers in all countries
- number of contributions
- good answers in quizzz

## Order goals by importance :

## Side goals : list side goals that you want to achieve too !

build a community

## Classified business goals by persona : each g

1. Persona 1 :
  - a. goal 1
  - b. goal 2
  - c. goal 3
2. Persona 2 :
  - a. goal 1
  - b. goal 2
  - c. goal 3

## Exemple :

- goal 1 : share knowledge across countries → Adult learner with low tech

# Contents

## Content type

### List possible content types

ex: Article, News, FAQ, Testimony, How to (simple list), Tutorial, Agenda, forum

NOTE : videos sounds images are not interesting, they are nuclear contents used in content listed belows.

### List possible features

Feature which does not exist now. A feature is when an action can be done by the user (ex in car, you can the door is a feature)

ex : edit content, suggest an edit, collaborate on a document.

Contribution rules

Quizz to evaluate your content

Rating articles

## Taxonomies

Technical, Political, Social

# Users

Adult learners low digital knowledges

Adult educators with low digital teaching background

Funders and institutional users

Adult educators as content producers

## Engagement level

This is an example of engagement pyramid :

level 1 : be informed

level 2 : suggest and edit

level 3 : participate to content writing

level 4 : be part of the project

## Persona exemple - general public

Lambda user. Not concentrated. On mobile, bad connexion, dirty screen, no sound. Usually stays 30 seconds on the web site. It is 50% of the traffic. Comes from social media.

Stick or draw a picture !	Technical ability : bad Concentration : bad Type of device : mobile Business competence : none	"I love the internet and facebook"
	<b>Goals</b> : curiosity	
	<b>Frictions</b> : no time	
<b>Contents</b> : news, faq  <b>Scénarios</b> : FB   Ads → news   faq   home → Follow on social media  <b>Your goals</b> : Get him informed and maybe come back		

Other personas : funders, teachers, social worker

## Persona template

	Technical ability : Concentration : Type of device : Business competence :	“ ”
	<b>Goals :</b>	
	<b>Frictions :</b>	
<b>Contents :</b>		
<b>Scénarios :</b>		
<b>Your goals :</b>		



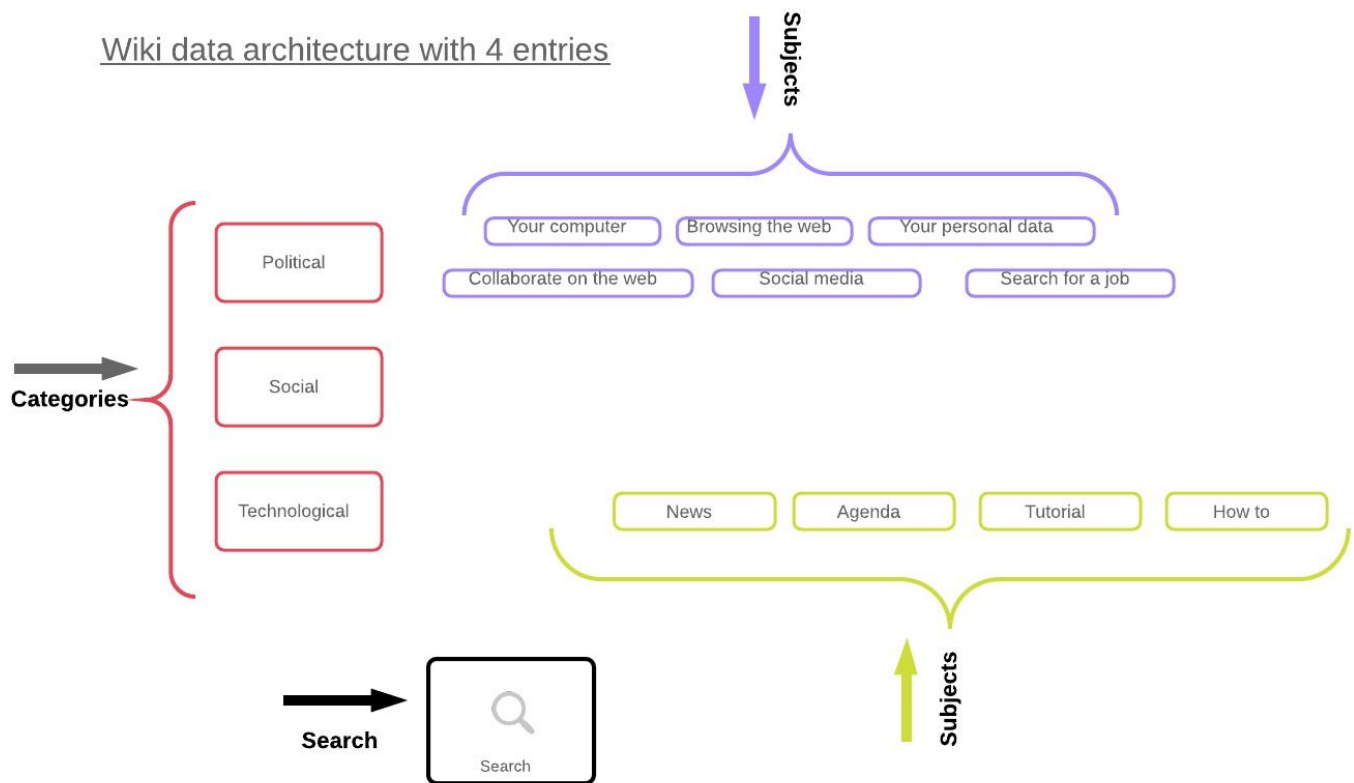
# Collaboration rules

- Wikipedia contribution rules : [https://en.wikipedia.org/wiki/Wikipedia:Five\\_pillars](https://en.wikipedia.org/wiki/Wikipedia:Five_pillars)
- Wikipedia content policy : [https://en.wikipedia.org/wiki/Wikipedia:Core\\_content\\_policies](https://en.wikipedia.org/wiki/Wikipedia:Core_content_policies)
- Wikipedia rules of contribution for contribution rules :  
[https://en.wikipedia.org/wiki/Wikipedia:Policies\\_and\\_guidelines](https://en.wikipedia.org/wiki/Wikipedia:Policies_and_guidelines)
- Github contribution rules <https://github.com/firstcontributions/first-contributions>

→ Github system seems more efficient for your project.

# Sitemap & data hierarchy

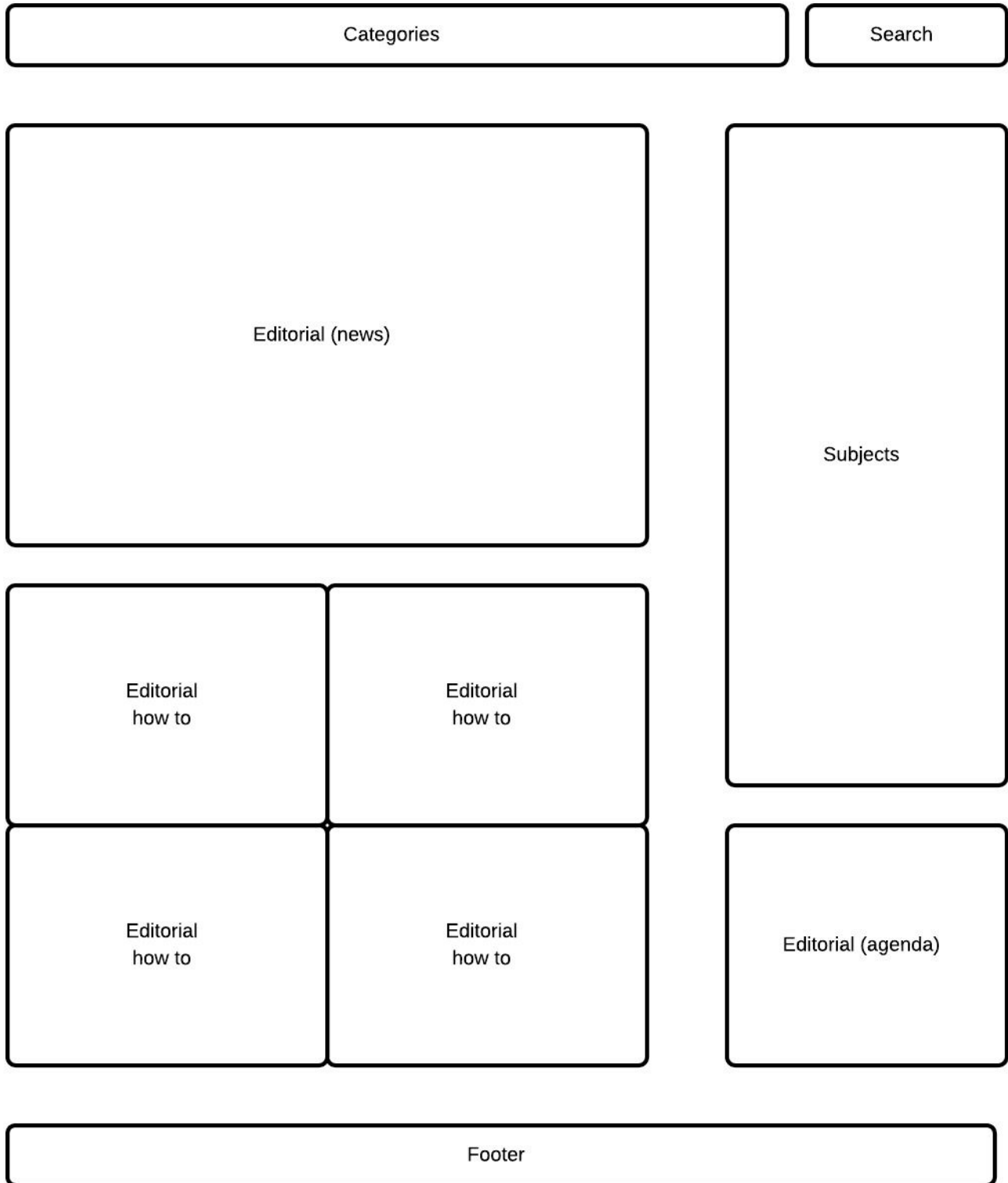
Draw your sitemap according to previous analysis



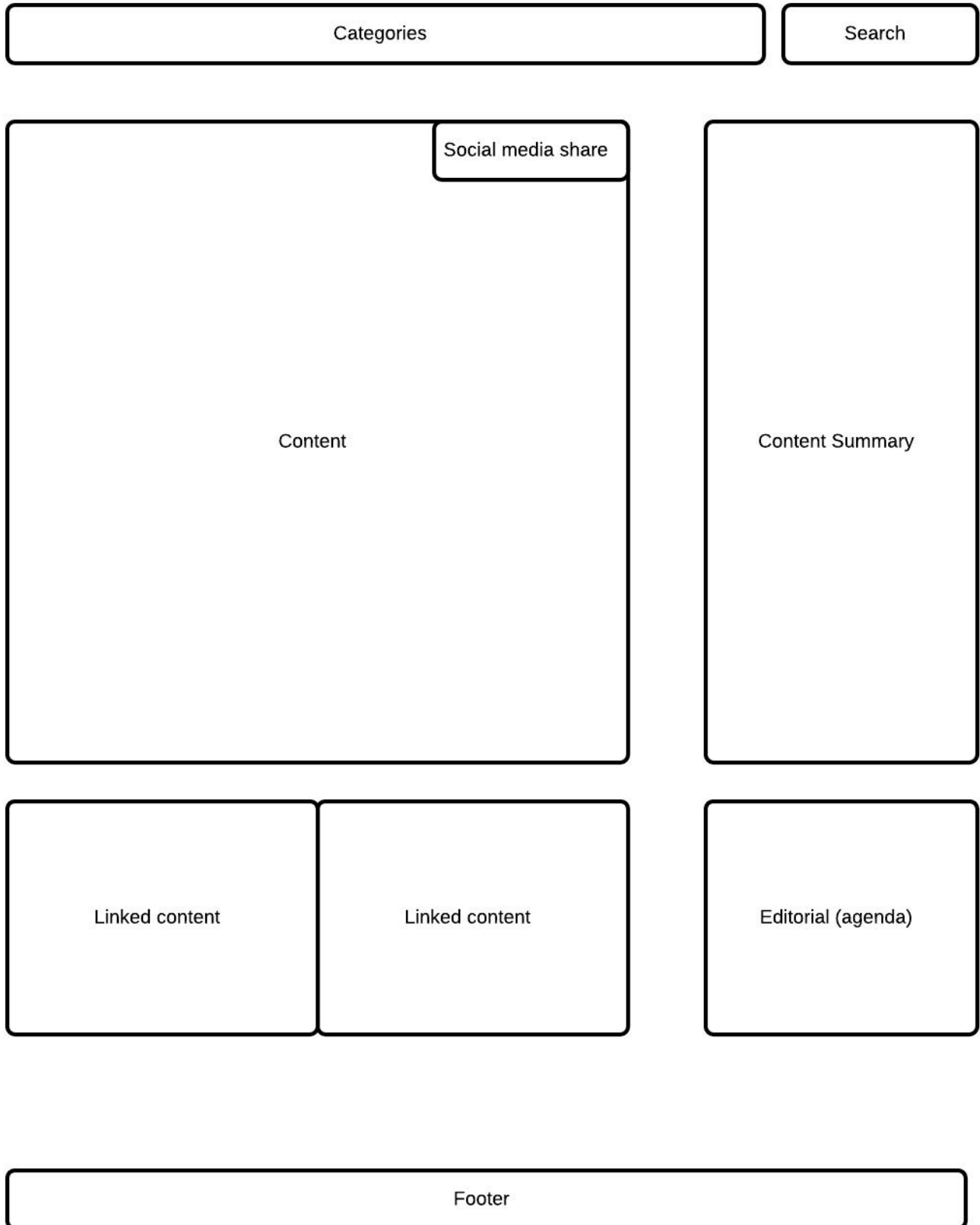
# Pages

Home

## Home page



Page How to



## 3 key points to detect fake news

Your answers :

1. How fast popularity is growing
2. References
3. Content quality : Content gives proofs...
4. Context : where the link comes from ?

Test your content

1 -> no : too difficult to evaluate. Trusty news can also grow in popularity...

First is context, than quality

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