
Table of Contents

Introduction	1
CHAPTER 1	
User Experience and Why It Matters	6
Everyday Miseries	7
Introducing User Experience	8
User Experience and the Web	11
Competitive Advantage and ROI	13
Minding Your Users	19
CHAPTER 2	
Meet the Elements	20
The Five Planes	21
The Surface Plane	22
The Skeleton Plane	22
The Structure Plane	22
The Scope Plane	23
The Strategy Plane	23
Building from Bottom to Top	23
A Basic Duality	27
The Elements of User Experience	31
The Strategy Plane	32
The Scope Plane	32
The Structure Plane	32
The Skeleton Plane	34
The Surface Plane	34
Using the Elements	34

CHAPTER 3**The Strategy Plane**

Site Objectives and User Needs	38
Defining the Strategy	40
Site Objectives	41
Business Goals	41
Brand Identity	42
Success Metrics	43
User Needs	46
User Segmentation	47
Usability and User Research	50
Team Roles and Process	56
Further Reading	59

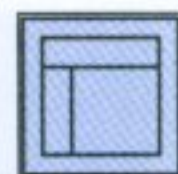
**CHAPTER 4****The Scope Plane**

Functional Specifications and Content Requirements	60
Defining the Scope	62
Reason #1: So You Know What You're Building	63
Reason #2: So You Know What You're Not Building	64
Functionality and Content	65
Gathering Requirements	69
Functional Specifications	72
Content Requirements	75
Prioritizing Requirements	78
Further Reading	82



**CHAPTER 5****The Structure Plane**

Interaction Design and Information Architecture	84
Defining the Structure	86
Interaction Design	87
Conceptual Models	89
Error Handling	92
Information Architecture	94
Architectural Approaches	97
Organizing Principles	101
Language and Metadata	103
Team Roles and Process	106
Further Reading	111

**CHAPTER 6****The Skeleton Plane**

Interface Design, Navigation Design, and Information Design	112
Defining the Skeleton	114
Convention and Metaphor	116
Interface Design	120
Navigation Design	125
Information Design	131
Wayfinding	134
Wireframes	135
Further Reading	139

CHAPTER 7**The Surface Plane**

Visual Design	140
Defining the Surface	142
Follow the Eye	144
Contrast and Uniformity	146
Internal and External Consistency	149
Color Palettes and Typography	152
Design Comps and Style Guides	156
Further Reading	159

**CHAPTER 8****The Elements Applied** 160

An Example: Search Engine Implementation	165
Asking the Right Questions	167
The Marathon and the Sprint	169
Index	176

