

[Task Analysis]

February 25, 2003





WHAT WE DESIGN FOR... THE REALITY...

Read

Read

Read

Read

[Pause for reflection]

Finally, click on a carefully chosen link

Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

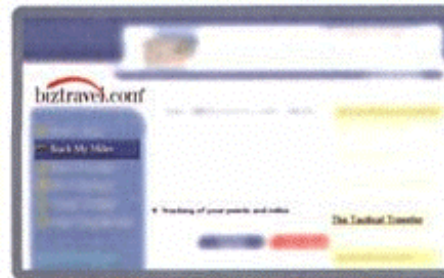
WHAT DESIGNERS BUILD...



WHAT USERS SEE...



I want to buy a ticket.

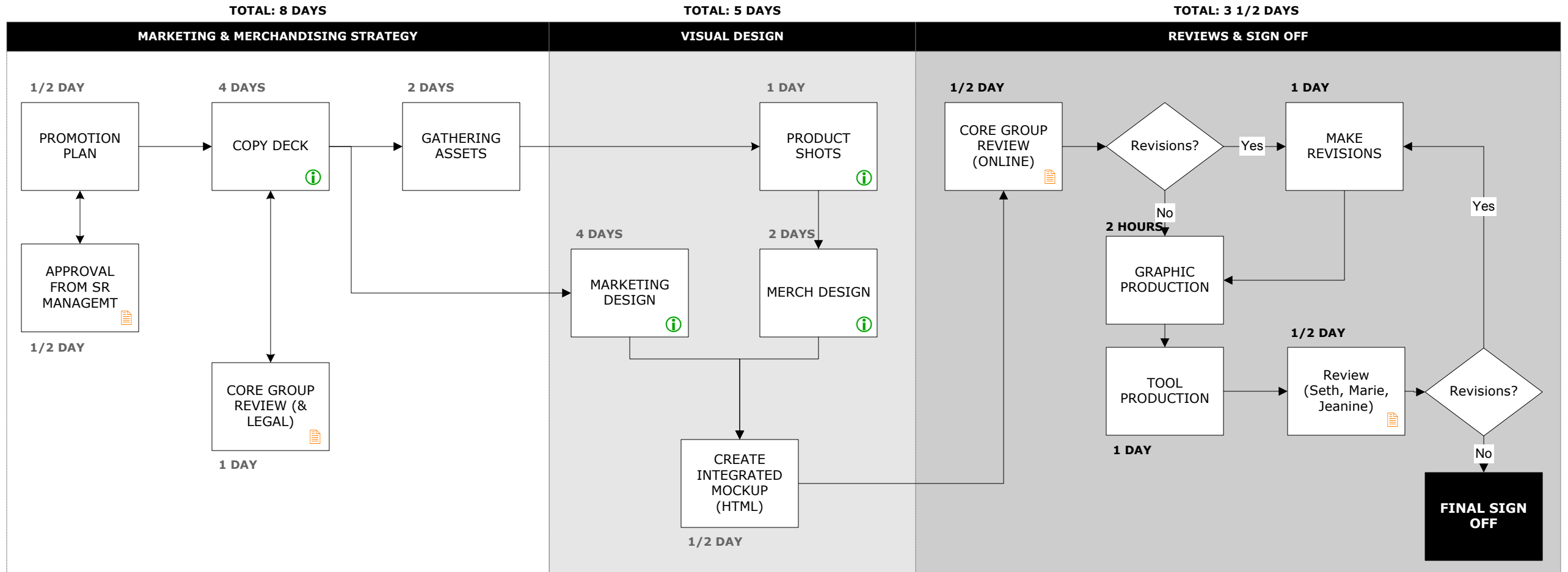


How do I check my frequent flyer miles?

Five Key Concepts

- **Background:** What knowledge do people have beforehand?
 - **Barriers:** What kinds of things prevent people from succeeding?
 - **Errors:** What mistakes do people make? Do they realize they're making them?
 - **Tasks:** What primary tasks do people perform?
 - **Nomenclature:** What language are people using?
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GATEWAY WORKFLOW - DRAFT



MARKETING TASKS

- Create Promo Plan
- Approve with Senior Management Team
- Get Sign off from Legal
- Hand off to Editorial Team

DELIVERABLES

- Promotional Plan

EDITORIAL TASKS

- Identify products for merchandising based on marketing plan (Seth)
- Create Content for gateway based on marketing plan and products (Kevin)
- Send to Seth for Review
- Send to Phil for copyediting.
- Update the document and post to the inyfile01/public/holiday_2002/gateway/editorial directory

DELIVERABLES

- Copy Deck

ASSETS TASKS

- Editors gather all products to be photographed

DELIVERABLES

- All products to appear on page.

Note: If deadline for assets is missed, then an HTML pod must be used.

MARKETING TASKS

- Create necessary promo spots for gateway

DELIVERABLES

- Individual promos

DESIGN TASKS

- Create the necessary graphics listed for the week in the inyfile01/public/holiday_2002/gateway/editorial directory

DELIVERABLES

- Designed pods, including F1, F2, F3, and F4

PRODUCTION TASKS

- Create Integrated Mockup (Alex) for review.
- Collect assets from design, marketing, and editorial for CDS 2 template.

DELIVERABLES

- HTML template with content

KEY

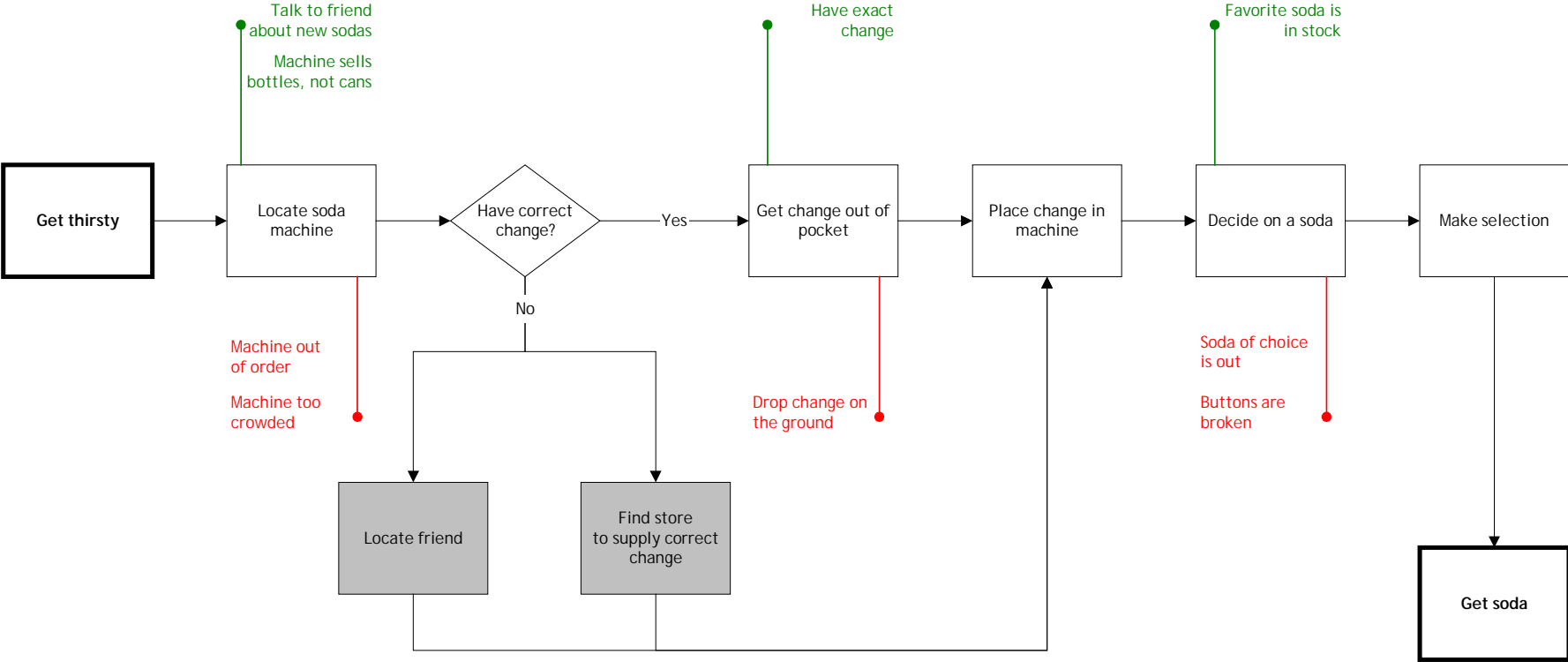


Signifies document, page, or asset that needs to be reviewed.



Indicates that multiple internal reviews may be necessary.

Soda purchasing process: Vending machine



KEY

- Primary path
- Conceptual touchpoints
- Secondary path
- | Positive experiences
- | Negative experiences or obstacles