



# .Sun Web Design *Ideas In... Experiences Out*

**Martin Hardee & Team**

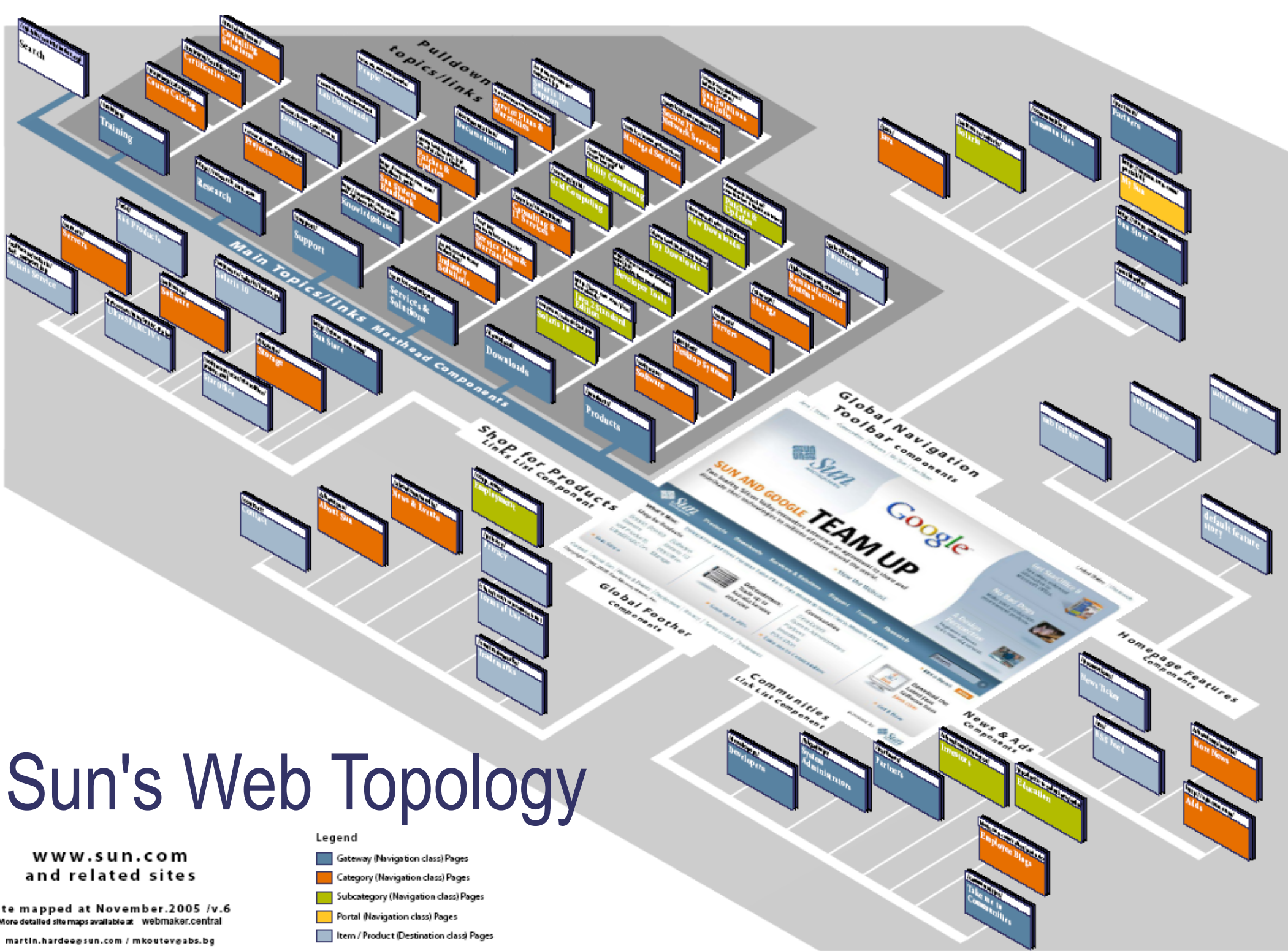
Online Customer Experience Design

.Sun



# Contents

- What is Sun.com?
- .Sun Design Process Overview
  - > 100,000 ft -> 10,000 ft
  - > Deep dive: 5,000 ft to landing



# Sun's Web Topology

www.sun.com  
and related sites

- Legend
- Gateway (Navigation class) Pages
  - Category (Navigation class) Pages
  - Subcategory (Navigation class) Pages
  - Portal (Navigation class) Pages
  - Item / Product (Destination class) Pages

Site mapped at November.2005 / v.6  
 More detailed site maps available at [webmaker.central](http://webmaker.central)  
[martin.hardee@sun.com](mailto:martin.hardee@sun.com) / [mkoutov@abs.bg](mailto:mkoutov@abs.bg)



# Sun's Web Sites: Global Coverage

Java | Solaris | 社区 | 合作伙伴 | My Sun | 如何购买 | 售前热线 800 810 3786

中国 | 各地网站

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Sun新推出合作伙伴优势计划  
详细内容

群龙之首 革新世纪  
Java中国开发者大会  
9月13-14日  
详细内容

产品 下载 服务 & 解决方案 支持 培训 关于Sun公司

新闻: Sun再度荣获十大影响力认证品牌

Popular Destinations  
Java 10周年庆典  
软件下载  
获取技术支持  
Sun Java Studio Creator  
NetTalk在线点播

Communities  
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En Direct de New-York  
Nouveaux serveurs X64 !  
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Le grid Computing au service de l'entreprise  
En savoir plus

Les blogs et l'entreprise  
Interview de deux blogueurs convaincus

Produits Téléchargements Services & Solutions Support Formation A Propos de Sun

Où de Neuf ? 5 bonnes raisons d'évoluer vers Oracle 10g et Solaris 10 !

Destinations Favorites  
Événements en France  
Acheter sur Sun Catalogue  
Télécharger Solaris 10  
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Sverige | Sun i Världen

Fem gånger kapaciteten  
UltraSPARC IV+  
superfaddar nya serverar

Nyheter från NC  
Sun lanserar en ny familj x64-serverar.

StarOffice 8  
Sun erbjuder ett förbättrat alternativ till Microsoft Office.

SUN OCH GOOGLE HJÄLPS ÅT  
Två av Silicon Valleys ledande innovatörer meddelade idag att de kommer dela och distribuera varandras teknologier till miljoner användare över världen.  
Titta på webcast

Produktioner Ladda ner Tjänster & lösningar Support Utbildning Om Sun

Senaste nytt: Säkra förbindelser med - Sun, Appgate och Vodafone

Mest besökt  
Köp från Sun  
Sun x64 Computing  
Ladda ner Solaris 10  
Få teknisk support  
Ogå med fler info  
Utbildningserbjudanden

Communities  
Utvecklare  
Systemadministratörer  
Partners  
Investorare  
Forskning

Ladda ner de senaste Java-programmen java.com

Snabbare, mer energisnål & med högre tillgänglighet  
Las mer

Till Communities

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Hispanoamérica | Sitios Mundiales

Sun Java Communication Suite  
Reduccion su Costo Total de Propiedad frente a Microsoft Exchange 2003

¿Preparado para más?  
Dual-core x64 para servidores Sun Fire V40z.

No deje pasar esta oportunidad  
El programa para socios gratis el primer año.

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Lo último: Miles de desarrolladores. Millones de líneas de código fuente...

Lo más visitado  
Óscimas locales  
Eventos  
Catálogo de cursos  
Promociones  
Historias de éxito

¿lene el Factor X64?

Comunidades  
Boletines y discusiones en línea  
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한국 | 국가별사이트

선과 구글  
손을 잡은 기술의 재창출

선과 스토리지  
데이터 관리의 최고 리더

선의 뛰어난 대리  
인공지능 플랫폼이 뛰어난 세 플랫폼으로 만나십시오

최신 뉴스: 한국판! 부생의생생생! 다양한서비스를 제공해요. 생생생. 기반으로 구축 완료

최신 업데이트  
Sun Fire v40z 서버  
엔지니어링 서버  
제품 한글 데이터시트  
AMD 코어는 서버 자료  
- 전자 설계 자동화(EDA)  
- 컴퍼티블 플랫폼  
- 데이터베이스

개발자  
파트너  
시스템 관리자  
리서치  
투자자

10 무브 아헤드 (Ten Moves Ahead) 프로그램

문의 | 한글뉴스레터 | 채용사서 | 개인정보보호정책 | 이용약관 | 등록상표  
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Java | Solaris | ג'אווה | סולריס | קהילה | קניית

ישראל | Worldwide

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שילוב משותף עם מרכזי Sun, דור ברנר מוביל

נאבק עם התקנות  
Compliance Archiving System  
עמידות בדרישות

חדשות לשתפים  
בנות ISV חדשה של חנות Sun מתפרסמת בקבלת

משתפים פעולה Google ו-Sun  
שני הענקים ממנה הסיליקון מודיעים על הסכם לשיתוף והפצת טכנולוגיה למיליוני משתמשים ברחבי העולם.  
צצה בשידור

קניית דיון  
מפתחים  
מנהלי משרות  
מפתחים  
מחקר  
לקהילות

האם אתה X64 אבן?  
קרא עוד

קנייתם מובילים  
מפתחים  
קופים ותוכנות המסנה  
מיקום המשרד  
רכישת תוכנת און-ליין  
סיועל Sun

מחפשים  
סונ  
הדרכה  
תמיכה  
שירותים ותוכנות  
מחירי

קונטקט | אודות Sun | פרטיות | תנאים | מידע | שירותים ותוכנות | מחירי | סיועל Sun

powered by Sun

# Our Audiences



Sys Admin



Purchasing  
Manager



IT  
Architect



Developer



Systems  
Engineer



Investment  
Analyst



Reporter



Technical  
Support  
Rep



Consumer

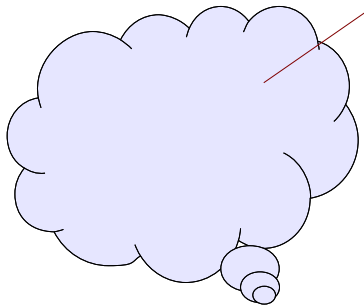
# Our Design Process: 50,000 feet

## Experiences

Objectives



Ideas



RESULTS:



Happy Customers



Revenue

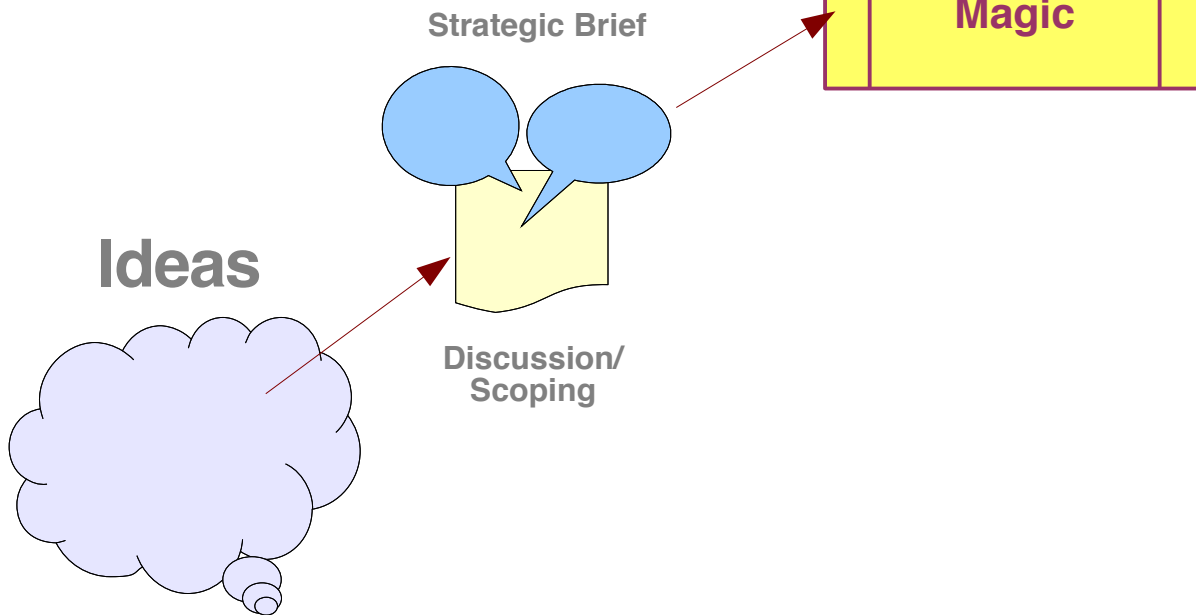


Cost Savings



Brand Recognition

# 40,000 Feet

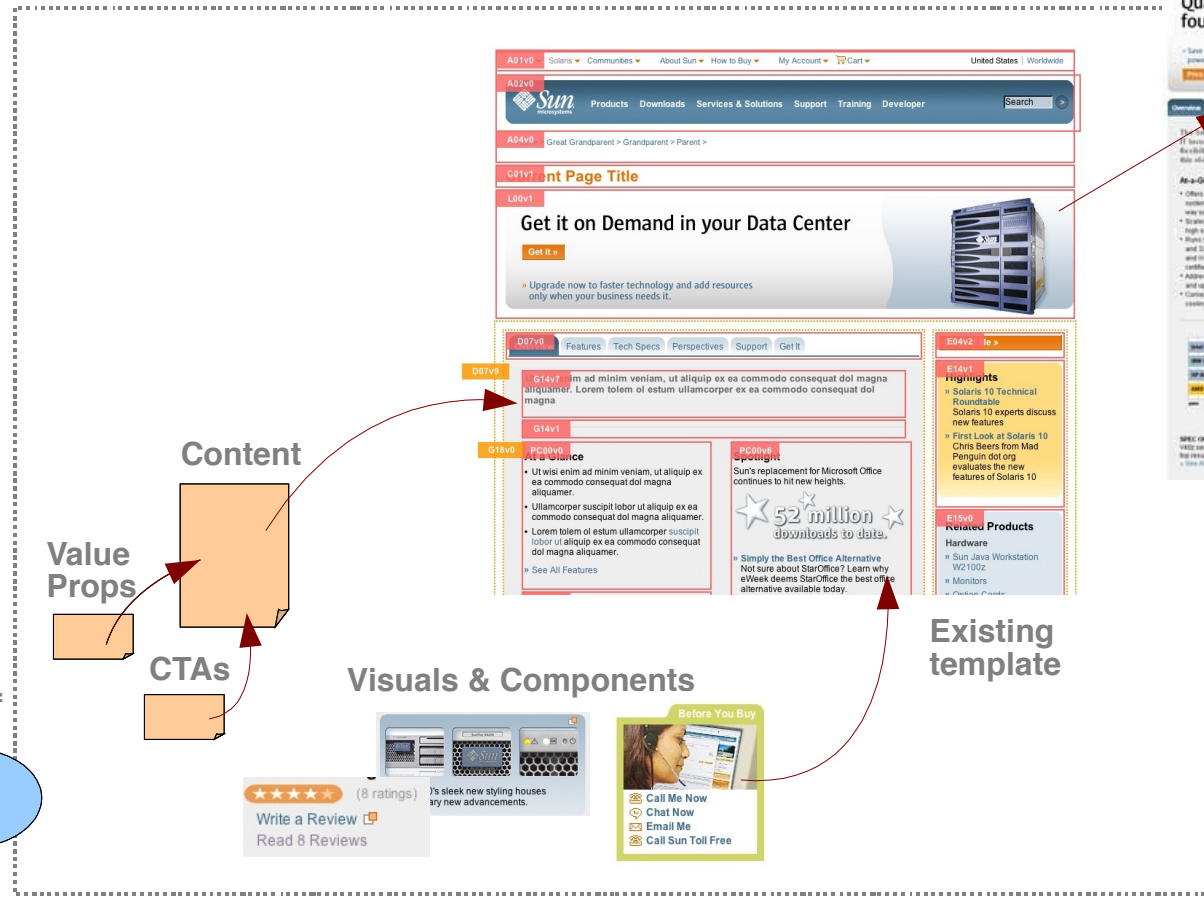


## Experiences

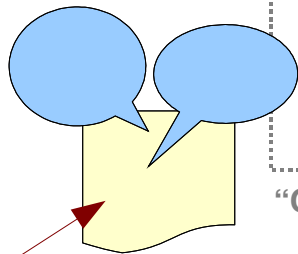


# 20,000 Feet: Fast Track

## Experience



Strategic Brief



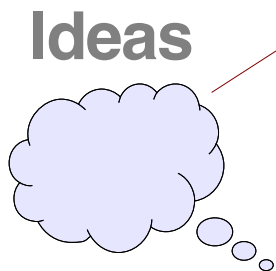
Discussion/  
Scoping

"Cafeteria Style"

.Sun Design Magic

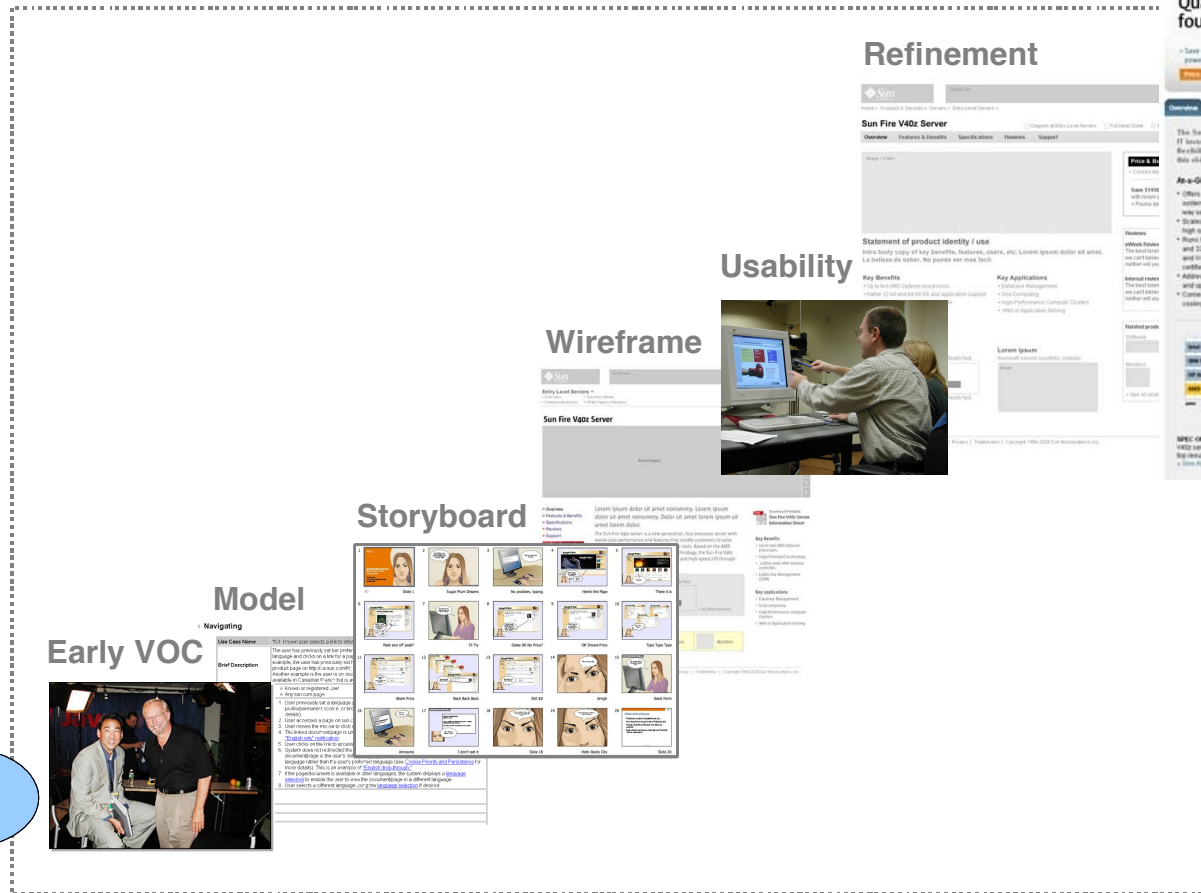
This is the basic process we follow when we have a turnkey design problem.

Generic Version



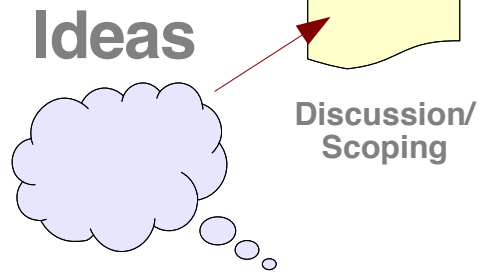
# 20,000 Feet: Brand New Designs

## Experience



“Designer Dinner”

.Sun Design Magic



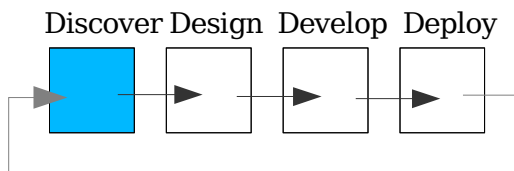
This is the basic process we follow when we need a brand new design.

Generic Version

New Design

# And the 5,000 Foot View

*“Great designs anticipate customers’ needs to delight them with a best imaginable experience.”*



# Foundation: Sun's Web Toolkit

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[United States](#) | [Worldwide](#)


Web Design Standards
Search

[Design System](#) | [Code & Specs](#) | [Guidelines](#) | [Assets](#)

[Home](#) > [Web Design](#) >

## Web Design

Web Design Standards is the home for Sun external web guidelines, templates, and assets. This section is meant to serve as a guide for building pages, but if you're looking for information and guidelines about publishing your content, then check out the [WRC Publishing Resources](#). If you see any errors or have anything to add, please notify [webdesign@sun.com](mailto:webdesign@sun.com)

<p><b>Design System</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Overview</a></li> <li>» <a href="#">Page Classes</a></li> <li>» <a href="#">Pacifico Architecture</a></li> <li>» <a href="#">Developer Architecture</a></li> <li>» <a href="#">I Want to Build A Page</a></li> <li>» <a href="#">Which template should I use?</a></li> </ul>	<p><b>Code &amp; Specs</b></p> <p>for <a href="#">sun</a></p> <ul style="list-style-type: none"> <li>» <a href="#">Components</a></li> <li>» <a href="#">Templates</a></li> </ul> <p>for <a href="#">developers.sun.com</a></p> <ul style="list-style-type: none"> <li>» <a href="#">Components</a></li> <li>» <a href="#">Templates</a></li> </ul>	<p><b>Guidelines</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Colors</a></li> <li>» <a href="#">HTML</a></li> <li>» <a href="#">Type &amp; Trademarks</a></li> <li>» <a href="#">PDFs</a></li> <li>» <a href="#">Graphics</a></li> <li>» <a href="#">Scripting</a></li> <li>» <a href="#">Meta Tags</a></li> <li>» <a href="#">Flash</a></li> </ul>	<p><b>Assets</b></p> <ul style="list-style-type: none"> <li>» <a href="#">Banners</a></li> <li>» <a href="#">Homepage Kits</a></li> <li>» <a href="#">Graphics Library</a></li> <li>» <a href="#">CSS</a></li> <li>» <a href="#">Javascript</a></li> <li>» <a href="#">Icons &amp; Images</a></li> <li>» <a href="#">Favicons</a></li> </ul>
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### Related

- » [Publishing Resources \(WRC\)](#) 
- » [Streaming Audio & Video Standards](#) 
- » [Sun Brand Extranet](#) 

<http://sun.com/webdesign>

# Foundation: Sun's Web Toolkit

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**Web Design Standards**

Design System | Code & Specs | Guidelines | Assets

Home > Web Design > Components >

## Components

### All Sun Components

Components are the building blocks for the design of any sun.com page. Although some of these components are embedded in various Navigation or Content Templates, this section provides complete documentation for all components.

**Sun Components** | Developers Components

All | Content | Global | Homepage | Pop Up | Primary Nav | Side Nav

**Content Components**

- F1 Associated Links
- G1 Featured Content
- G2 Content Block
- G3 Anchor Links
- G4 List Control
- G5 Progress Indicator
- G6 Form
- G7 Customer Quote
- G8 Pagination
- G9 Rate This Page
- G10 Form Table
- G11 Legend
- G12 Training Ecommerce Purchase
- G13 Item Selector
- G14 HTML Elements
- G15 Generic Table
- G16 Article Rate & Review
- G17 Boilerplate
- J1 Overview
- J2 Product Highlight Link
- L0 Big Top Banner
- L1 Primary Content Banner
- L2 Secondary Content Banner
- L3 Content Bolt - On
- PC2 Spec & Comparison Table

**Global Components**

- A0 Document Top
- A1 Global Nav Toolbar
- A2 Masthead
- A4 Breadcrumb
- A5 Global Footer
- A6 Secure
- A8 Document End
- A9 Omniture Call
- C1 Page Title
- W1 Content Wrapper

**Homepage Components**

- B1 F
- B3 N
- B4 B

**Pop Up Components**

**Two Column Left Nav Page Code**

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
<html lang="en-US">
<head>
<meta http-equiv="content-type" content="text/html; charset=UTF-8">
<title> Sun Microsystems </title>
<meta name="keywords" content="PUT, YOUR, PAGE-SPECIFIC, KEYWORDS, HERE">
<meta name="description" content="PUT YOUR PAGE-SPECIFIC DESCRIPTION HERE">
<meta http-equiv="content-language" content="en-US">
<link rel="stylesheet" type="text/css" href="/css/default.css">
<link rel="checkbox:icon" href="/favicon.ico" type="image/x-icon">
</head>
<body>
<div id="content">
<div id="main">
<div id="left">
<div id="right">
</div>
</div>
</div>
</div>
</div>
</body>
</html>
```

Close Code Box

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**Web Design Standards**

Design System | Code & Specs | Guidelines | Assets

Home > Web Design >

## Assets

### Graphics Library

D1 images can be used in any D1 Primary Gateway Nav Component where it is appropriate.

Introduction | Search | **D1** | I1 | B1 | B5 | E12 | E8 | L0 | L1 | L2 | L3 | PN0

total: 280 -- showing 1 to 30 with 10 pages of results -- [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

IMG 1 /images/D1/D1\_hw\_10x100et/

IMG 2 /images/D1/D1\_hw\_1394\_vis/

IMG 3 /images/D1/D1\_hw\_17inch.jp/

IMG 4 /images/D1/D1\_hw\_18inch-fl/

IMG 5 /images/D1/D1\_hw\_19inch-lc/

IMG 6 /images/D1/D1\_hw\_19inch.jp/

IMG 7 /images/D1/D1\_hw\_19inch/

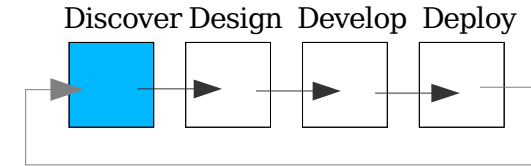
**Icons and Dingbats**

CLICK ON ONE OF THE BELOW IMAGES TO VIEW THEIR SOURCE!

\*Click on the images below to view the code in the text field above.

- Up Arrows:** for use with Back to Top link
- Open Window:** for opening pop up windows
- Close Window:** for use in pop up windows
- Download:** Used to mark a link as a download
- Email:** Used in the E10 Tools component to represent the email this page feature
- Print:** Used in the E10 Tools component to represent the print this page feature
- Lock:** Used to represent secure parts of the site or password protected information
- Alert:** Used to warn users.
- Compare:** Used for comparing items.
- Datasheet:** Used to show link to a datasheet.
- Download - thin:** same as Download Icon, but with a thinner footprint.
- Eye:** Used for watching something, like thread on a forum.
- Info:** Used to indicate that there is info on a given topic.
- Phone:** Used to indicate that Sun will call a user or that it will lead them to a number to call Sun.
- Remove:** Used in tools to indicate that something can be removed.
- Descending Sort Arrow:** If your backend systems have the ability to sort data, use this icon in the title bar to allow users to sort data tables.
- Ascending Sort Arrow:** If your backend systems have the ability to sort data, use this icon in the title bar to allow users to sort data tables.

# Discover phase: Research



- Inputs:
  - Voice of Customer & Business:
    - > Customer Interviews/Focus Groups/Surveys/Sorts
    - > Exploratory Usability Tests
    - > Best practices/competitive reviews
    - > Onsite Observation
    - > Site comments, metrics, etc
- Outputs:
  - > User Profiles/Personas (optional)
  - > Tasks / User Stories
  - > Flows for core customer processes (optional)
  - > Critical-to-Quality customer requirements (CTQs)
  - > Content inventory of existing sites

## Journalist Profile

### Overview

Journalists are typically faced with the challenge of producing unique, insightful perspectives on companies and products in short time frames with tight deadlines. They need quick access to accurate information via phone, in person, and online. Many journalists are freelancers, working from a home office with older equipment and slow dial-up modem connections. Journalists based outside the United States frequently cover leading U.S.-based companies, and are easily frustrated by basic information — such as financial data and dates — that are not presented in an international format. Journalists typically focus on a specific audience (e.g. consumer, technical) or media (e.g. television, print, online).

There are various types of journalists, including: [Business Reporters](#), [Hi-Tech Analysts](#), [Technology Journalists](#), [Television Reporters](#), and [Television Producers](#). Although their roles differ, their key activities, needs, and web tasks are similar, as discussed [below](#).



Name: Jack  
Age: 34  
Education: B.A. Communications  
Years of Experience: 13

*"If I have trouble using a web site in my research, I am reluctant to go back. It makes it harder for me to meet my tight deadlines. In fact, I might choose to write about something else if I know I will have trouble gathering what I need."*

### Key Activities

- Research and author stories
  - Trend stories - triggered by insights and personal observations or assigned by the editor
  - Product news stories - triggered by company product announcements
  - Hard news stories - triggered by company or industry

### Needs

- Knowledge of:
  - Basic core and core
  - Detailed topic und
  - Accurate for the to investiga phone nu address

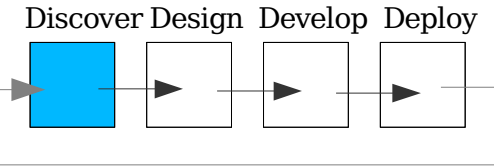


*A user persona: Journalist*

*User interviews*

# Discover phase

## Understanding Users




### System Administrator Profile

**Overview**

Sun system administrators enable people to effectively leverage technology in order to ensure productivity and gains for the entire organization. They keep a broad view of an organization's system limits, architecture, and users to ensure that the entire technological infrastructure runs smoothly. System administrators usually have to be generalists, performing a wide variety of tasks and responding to a variety of problems. In larger organizations with teams of system administrators, they may also have individual areas of specialization. System administrators are on the front line of a technological crisis, responsible for repairing system breakdowns and responding to breaches of security at emergency speeds. Their work is fast-paced, they are often on call 24/7, and they are more often roaming the halls of an organization than sitting in their offices.

System administrator users are located within Customer and Partner Organizations, and Sun. They play an important role throughout the *Lifecycle's Solution Cycle*, but are most active in the following phases: research solutions; integrate and implement, and support, maintain, and train.

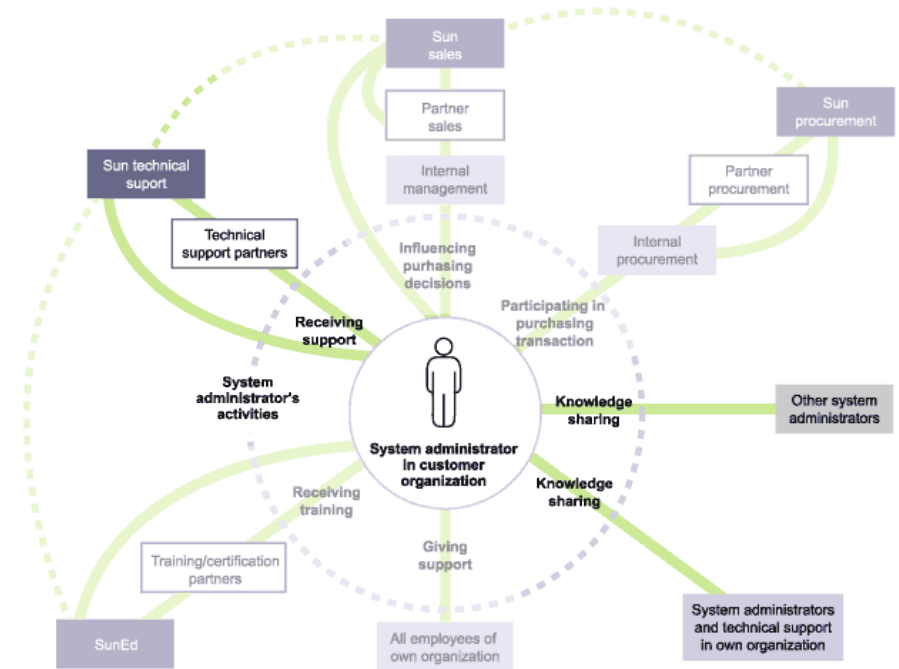


Name: Glen  
Age: 30  
Education: MCIS  
Years of Experience: 5

*"I support users and all their hardware and software needs."*

Key Activities	Needs	Common Web Tasks
<ul style="list-style-type: none"> <li>Support, maintain, and train</li> <li>Monitor systems</li> <li>Troubleshoot and repair systems</li> <li>Install software and patches</li> <li>Maintain firewalls and security</li> </ul>	<ul style="list-style-type: none"> <li>Support for emergency response</li> <li>Efficient troubleshooting information and tools</li> <li>Easy-to-use updates and patches</li> <li>Support for identifying, acquiring, and implementing products and</li> </ul>	<ul style="list-style-type: none"> <li>Gather information for configuring systems and troubleshooting problems</li> <li>Online manuals, white papers/technical bulletins, and step-by-step instructions</li> <li>Postings of problems by</li> </ul>

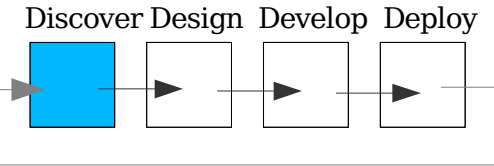
*A user persona: System Administrator*



*Sys Admin touchpoint model*

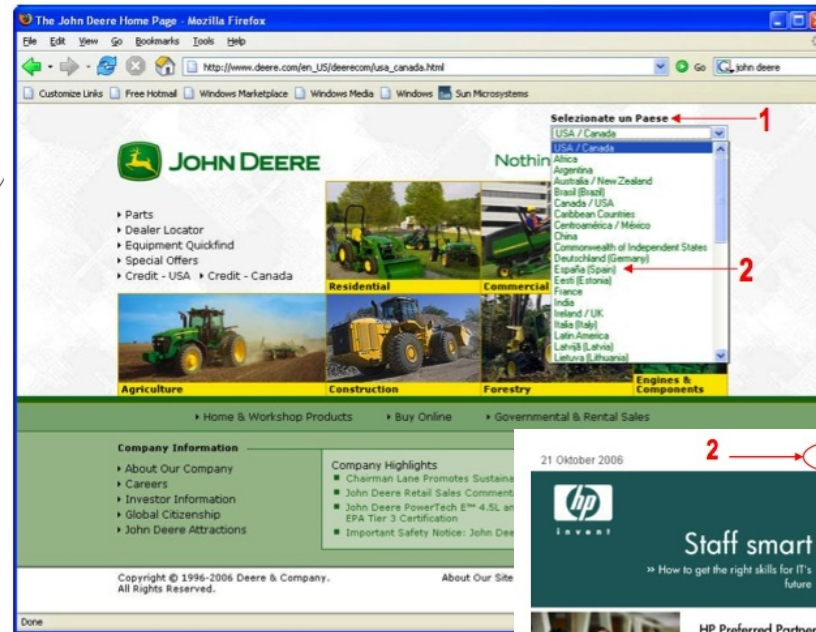
# Discover phase

## Best practices review



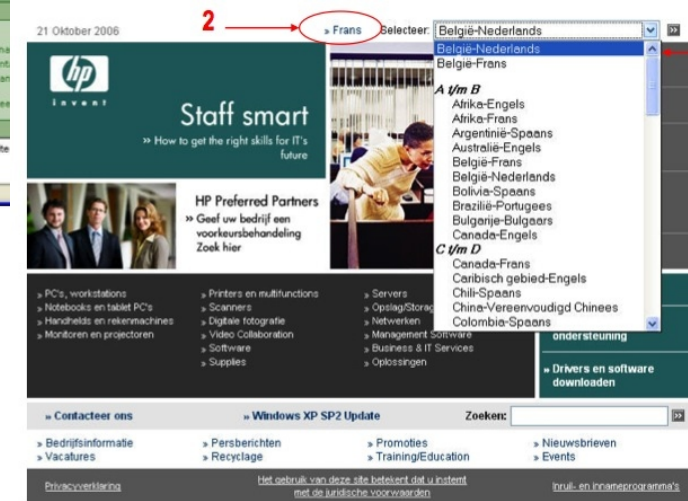
Lets users know what language to expect when choosing a country, user clicks on the country name, not the country name, and the language is displayed in its native form (Spain/Espanol).

Region categories helped break up long lists



1 Rotating display of "Select Your Country" in different languages.

2 Dropdown displays country in native language with English in parentheses; seemed less US/English-centric

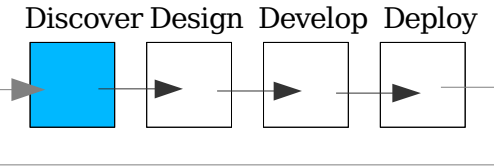


1 Selected country is now displayed in native language selected.

2 Toggle for multiple languages for that country selection.

# Discover phase

## Mapping User Tasks

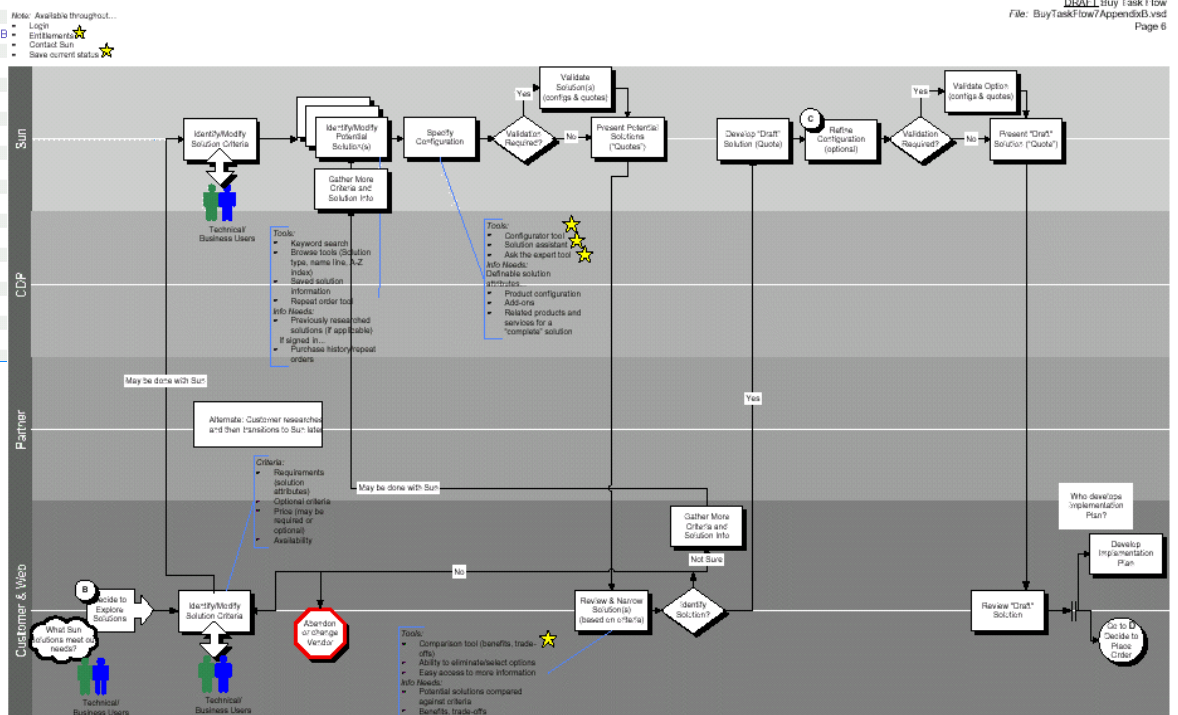


Tasks are organized from general to specific: Macro Category > Category > Experience > Specific Example

Macro Category	Category	Experience	Example
Research (to buy)			
	Research Sun/vendor competency		
	Research business partner information		
	Research general vendor information		
	Research new technologies and technical questions		
	Research technical directions (whitepapers, comparisons, roadmaps)		
	Find out if new technology exists to solve specific (business/technical) problem		
	Get ammunition for advocating a new technology (to boss)		
	Research a technical question		Research balanced architecture
Research products			
	Research product and service overviews		
	Research product updates/upgrades		
			Compare sun.com Solutions Catalog with Dot-Com B
	Research product specs		
			Research E450 specs
	Research current release levels and new product releases		
	Research product availability		
	Research in reseller catalog		
	Configure and price a customer solution		
			Price a base configuration for an Ultra5
			Price an E450 server
	Write architecture spec		
	Write technical spec		
	Research total cost of products		
			Customer submits RFQ to partner
	Research financial options		
			Review contract/purchasing agreement
			Review warranty
Download demos			
	Compare products (Sun or competition)		
	Seek advice/info on performance		
	Seek buying advice from peers		

Customer task/experience taxonomy

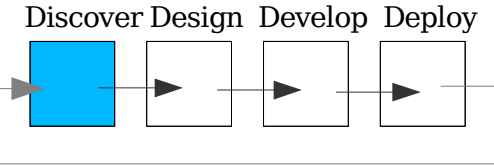
### The Buy Task Flow - Explore Solutions



Detailed flow diagram for a core customer process

# Discover phase

## Content & Design Audits



Software > Operating Environments... > Solaris Product Line  
Headline type in ALL CAPS.

Hardware > Chips, Boards & ASICs  
Headline in place of page title. ALL CAPS. Body copy in HTML text.

Hardware > Servers > Workgroup Servers  
Headline and subhead in large HTML text; body copy in HTML text.

Hardware > Network Connectivity  
Features with no headline.

Solaris 9  
Two feature stories in a yellow box labeled "Feature Story"; follow the introductory text.

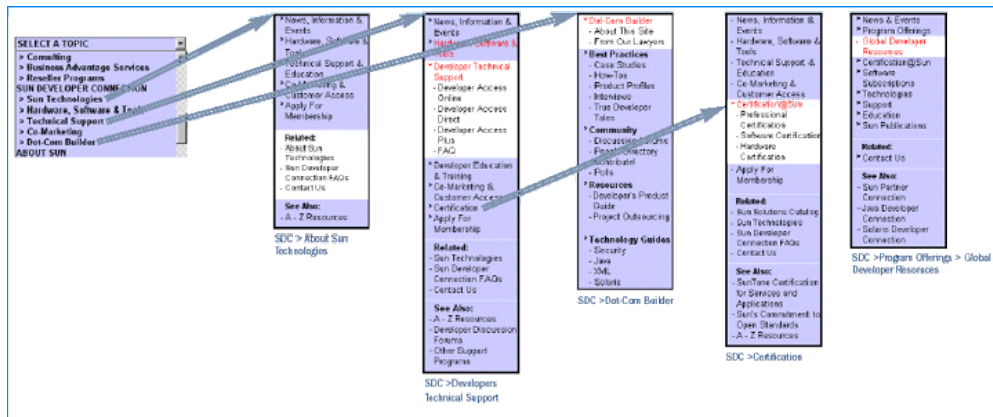
Solutions... > Sun & 3rd Party > ASPs.  
Headline replaces page title. Unusual treatment of "com" in headline. Body text not set in standard typeface. Low production quality in graphic.

Solutions... > Sun & 3rd Party > E-Commerce  
Non-standard header element for "Feature Story"

Initial site audit: Existing page design types

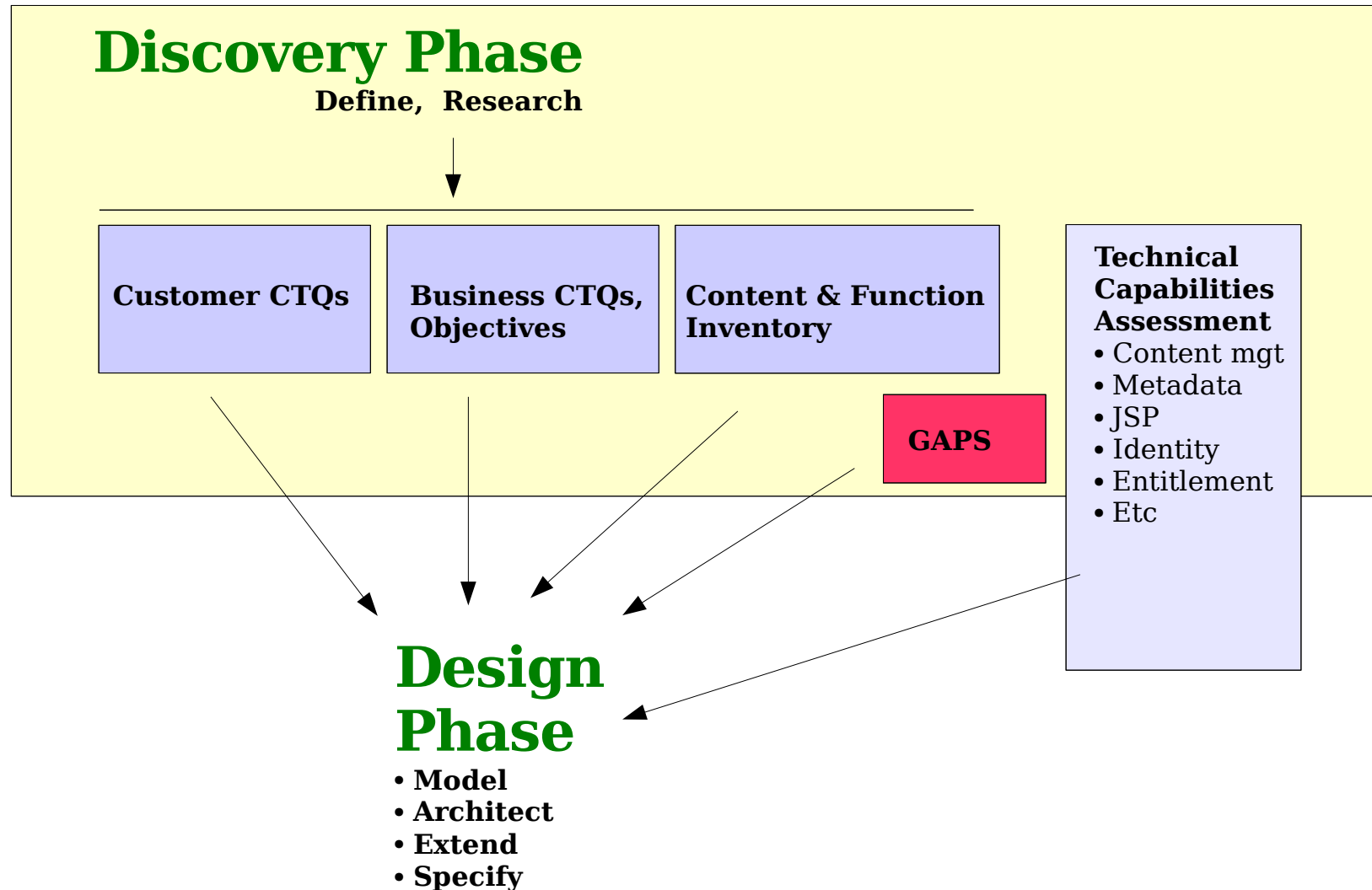
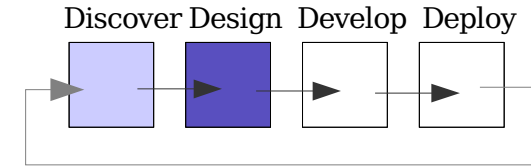
C	D	E	F	G	H	N	O	V	
223					<b>Wireless Services</b>			Update	/service/sunps/jdc/wireless.html
224					Overview (possibly merge with Wireless SubCat & some g		subcat	merge	/service/sunps/jdc/wireless/overview.html
225					Right nav or callout links				
226					Mobile Workforce Automation Proof of Concept		item		/service/sunps/jdc/wireless/mwfa.html
227					Mobile Financial Services Proof of Concept		item		/service/sunps/jdc/wireless/mfcs.html
228					<b>General Wireless Services</b>				
229					SunReady Availability Assessment for Wireless (does thi		item		/service/sunps/jdc/wireless/sunready.html
230					Wireless Infrastructure Design and Deployment		item		/service/sunps/jdc/wireless/wireless_idd.html
231					Wireless Security Assessment		item		/service/sunps/jdc/wireless/assessment.html
232					Wireless Security Architecture		item		/service/sunps/jdc/wireless/architecture.html
233					Wireless Security Implementation		item		/service/sunps/jdc/wireless/implementation.html
234					Services for Wireless Service Creators (merge content with subcat or over) merge		subcat	or over) merge	/service/sunps/jdc/wireless/servicecreators.html
235					Wireless Technology Strategy for Service Creators		item		/service/sunps/jdc/wireless/wireless_tech.html
236					Wireless Service Creator Implementation		item		/service/sunps/jdc/wireless/wireless_imp.html
237					Wireless "Services On Demand" Architecture Design		item		/service/sunps/jdc/wireless/wireless_sod.html
238					Services for Wireless Service Providers (merge with subcat or overview - see) merge		subcat	or overview - see) merge	/service/sunps/jdc/wireless/serviceproviders.html
239					Wireless Technology Strategy for Service Providers		item		/service/sunps/jdc/wireless/wireless_astech.html
240					Wireless Service Provider Requirement Analysis Service		item		/service/sunps/jdc/wireless/wireless_sprreq.html
241					Wireless Service Provider Architecture Design		item		/service/sunps/jdc/wireless/wireless_sparch.html
242					Wireless Service Provider Implementation and Deployment		item		/service/sunps/jdc/wireless/wireless_sppimp.html
243					You might also try:				
244					link to the product pages and any relevant training or support				
245					link to Integration Services				
246					link to Sun Ready Availability Assessment				/service/sunps/platform/overview.html
247					<b>Reduce Costs</b> - I want to reduce costs (was Utility Computing, but		subcat	NEW	/service/utility/
248					Related content tbd				
249					<b>Reduce Complexity &amp; Risk</b> - I want to reduce complexity and risk		subcat	NEW	
250					Related content tbd				
251					Interim Operations		3-Col. item		/service/sunps/enterprise/interimoperations.html
252					Are all the following still relevant? be ruthless - cut what you can, or edit to be crisp and to the point. Those that remain should be mapped to services if				
253					Service Provider Services- I want to deliver outstanding quality		subcat	update	/service/sp/index.html
254					Professional Consulting for Service Providers		item		/service/sp/consulting.html
255					Out-Of-Business Solutions		item		/service/outofbusiness.html

Content inventory (in site map form)



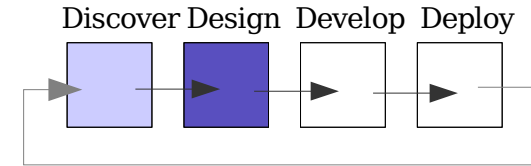
Initial site audit: Existing navigation inconsistencies

# Discovery to Design



# Design phase

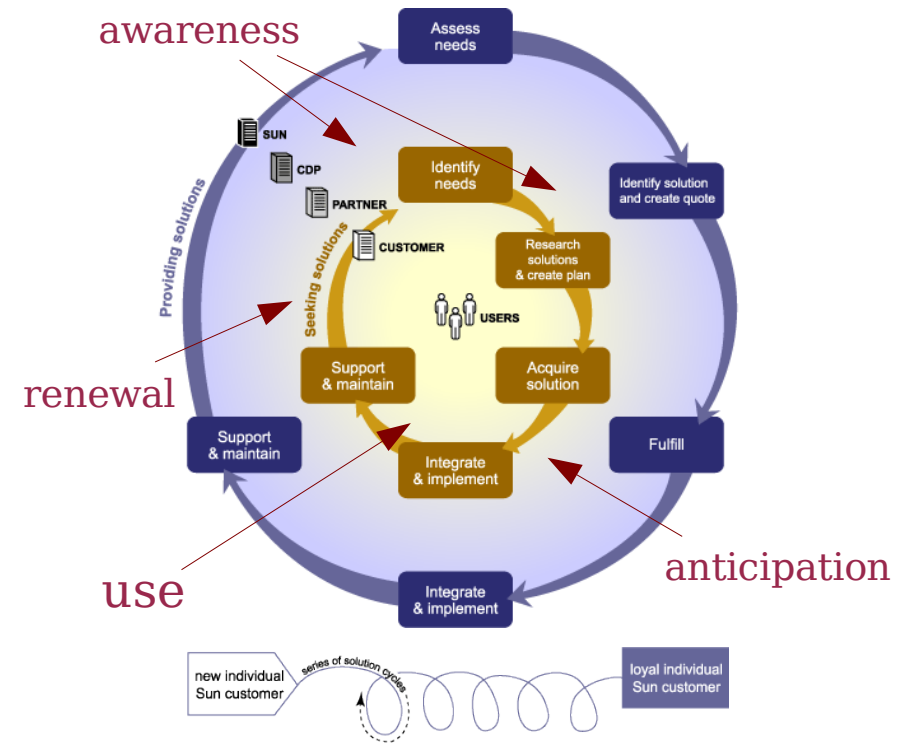
## Modeling



### 1. Navigating

<b>Use Case Name</b>	*N1: Known user selects a link to information that is unavailable in the user's preferred language
<b>Brief Description</b>	The user has previously set her preferred language. She is viewing a page in her preferred language and clicks on a link for a page/document that is unavailable in her preferred language. For example, the user has previously set her preferred language to Canadian French. She is viewing a product page on <a href="http://ca.sun.com/fr/">http://ca.sun.com/fr/</a> , but the selected linked document is only available in English. Another example is the user is on docs.sun.com and has selected a linked document that is not available in Canadian French but is available in European French.
<b>Actors</b>	<ul style="list-style-type: none"> <li>Known or registered user</li> <li>Any sun.com page</li> </ul>
<b>Flow of Events</b>	<ol style="list-style-type: none"> <li>User previously set a language preference value through a temporary cookie, My Sun profile/permanent cookie, or browser setting (see <a href="#">Cookie Priority and Persistence</a> for more details).</li> <li>User accesses a page on sun.com.</li> <li>User moves the mouse to click on a link within the page.</li> <li>The linked document/page is unavailable in the user's preferred language, so the link includes "English only" notification.</li> <li>User clicks on the link to access the document/page.</li> <li>System does not redirect the user to another site. Instead, the system displays the selected document/page in the user's default language, which would be the document's default language rather than the user's preferred language (see <a href="#">Cookie Priority and Persistence</a> for more details). This is an example of "English drop-through."</li> <li>If the page/document is available in other languages, the system displays a <a href="#">language selection</a> to enable the user to view the document/page in a different language.</li> <li>User selects a different language using the <a href="#">language selection</a> if desired.</li> </ol>
<b>Alternate Flow of Events</b>	
<b>Preconditions</b>	
<b>Post-Conditions</b>	

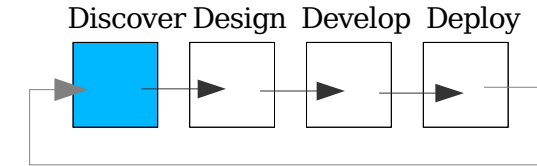
*Business Use Case. A model in text that describes user & system tasks*



*Concept model for ownership experience*

# Design phase

## Storyboarding

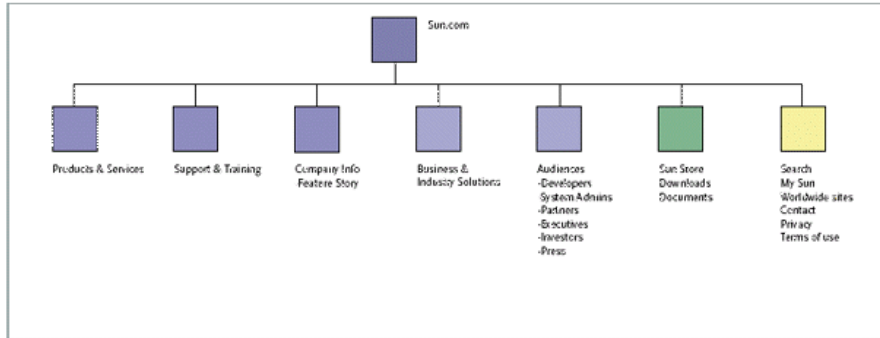
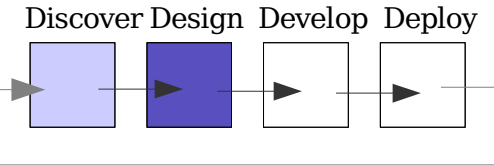


1  Slide 1	2  Sugar Plum Dreams	3  No problem, typing	4  Here's the Page	5  There it is
6  Peak and off peak?	7  I'll Try	8  Dates OK No Price?	9  OK Shows Price	10  Type Type Type
11  Blank Price	12  Back Back Back	13  Still \$0	14  Arrgh	15  Send Form
16  Annoying	17  I don't get it	18  Slide 18	19  Hello Radio City	20  Slide 20

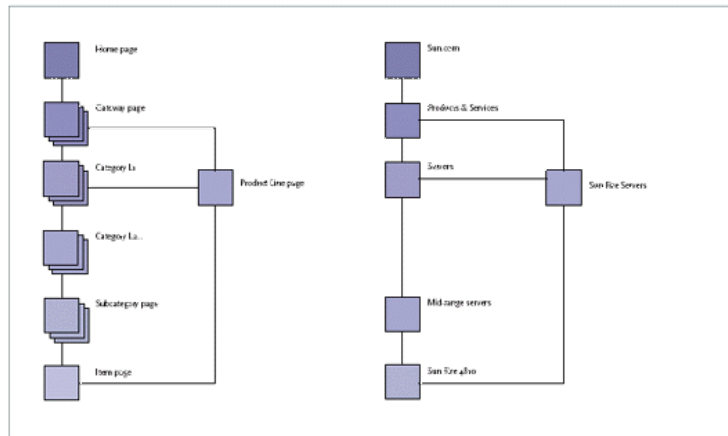
Quick storyboards using templated screens & characters. See [designcomics.org](http://designcomics.org).

# Design phase

## Architecting/IA



*High-level site map: Shows top structure & major sections*



*Navigation map also showing page types*

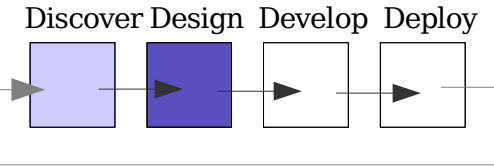
	Level1	Level2	Level3	Level4	Level5	Level6	TREX	URL
2	Products & Services							http://www.sun.com/
		Software						doesn't exist
			Sun One					http://www.sun.com/software
			Security					doesn't exist
				Firewalls				http://www.sun.com/software
				Sun Screen Secure Net				http://www.sun.com/software
				Encryption				http://www.sun.com/software
				Solaris Data Encryption				http://www.sun.com/software
				Authentication				http://www.sun.com/software
				Sun Enterprise Authentication Mechanism				doesn't exist
				Companion Products				doesn't exist
				Sun(tm) Crypto Accelerator I				http://www.sun.com/conne
								doesn't exist
				System Administration				doesn't exist
				Backup & Recovery				doesn't exist
					Solaris Backup			http://www.sun.com/strag
					VERITAS NetBackup			http://www.sun.com/strag
					StorEdge Instant Image			http://www.sun.com/strag
					StorEdge LibNCON			http://www.sun.com/strag
					StorEdge Network Data Replicator			http://www.sun.com/strag
					StorEdge Availability Suite			http://www.sun.com/strag
					Storage Management			doesn't exist
					StoreEdge Performance Suite			http://www.sun.com/strag
					StorEdge Component Manager			http://www.sun.com/strag
					StorEdge Storage Resource Manager			doesn't exist
					Solaris Disk Suite			doesn't exist
					Sun SAM-FS			http://www.sun.com/strag
					VERITAS Volume Manager			http://www.sun.com/strag
					VERITAS Storage Migration			http://www.sun.com/strag
					Systems Management			doesn't exist
					Resource Management			http://www.sun.com/produ
					Solaris Bandwidth Manager			http://www.sun.com/software
					Solaris Resource Manager			http://www.sun.com/software
					File Management Center			http://www.sun.com/software

*Detailed site map. Shows site structure, labels, page types, URLs*

*(These are best done in a spreadsheet)*

# Design phase

## Architecting/IA

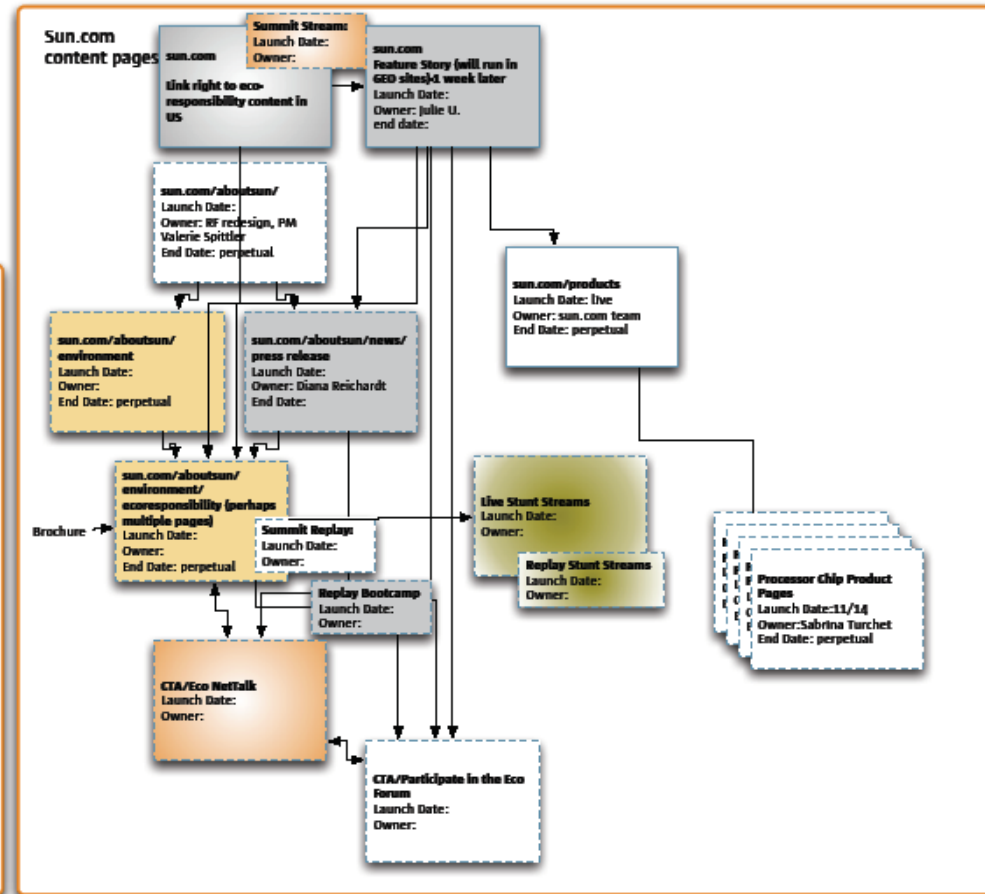


Picture of information flow for 11/14 launch.

Sites that live outside of Sun.com design system.

none for 11/14

letschangethis.com will not launch until content on 12/4 stunt content will be housed on the /ecoresponsibility page in the meantime (see associated wireframes: document entitled

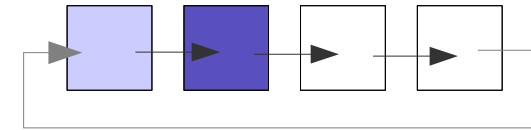


Flow diagrams to help simplify more complex interactions.

# Design phase

## Component design

Discover Design Develop Deploy



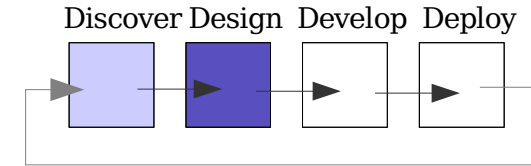
A. Initial concept

B. Refined after testing

C. Finished design

# Design phase

## *Usability Testing*

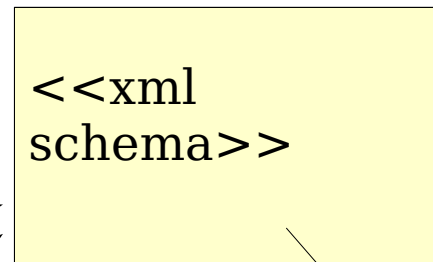
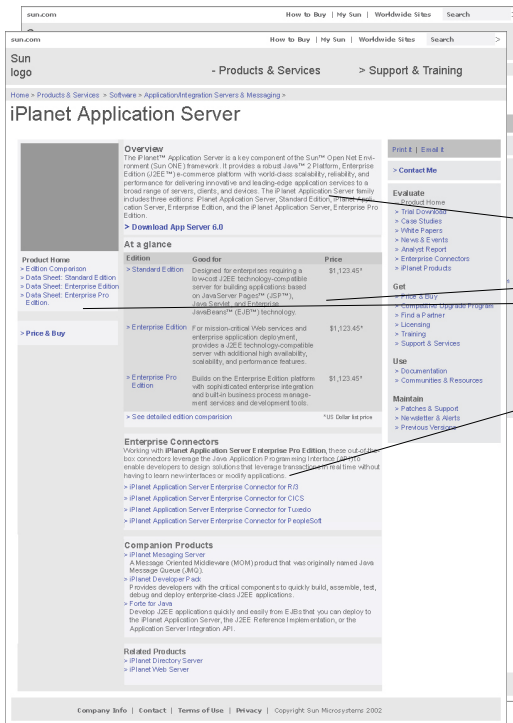
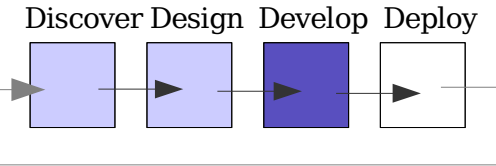


*Iteration & validation through usability testing*

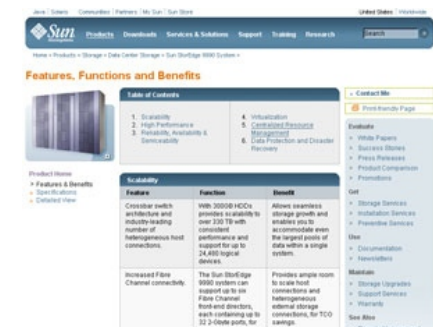


# Develop phase

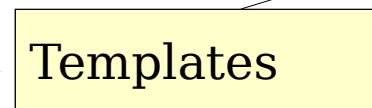
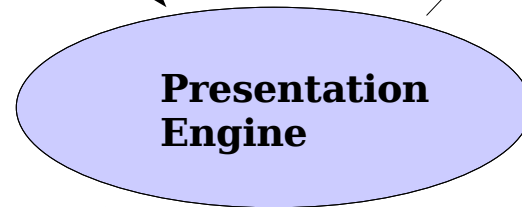
More Build... Design to Data to Display



XML representation of content

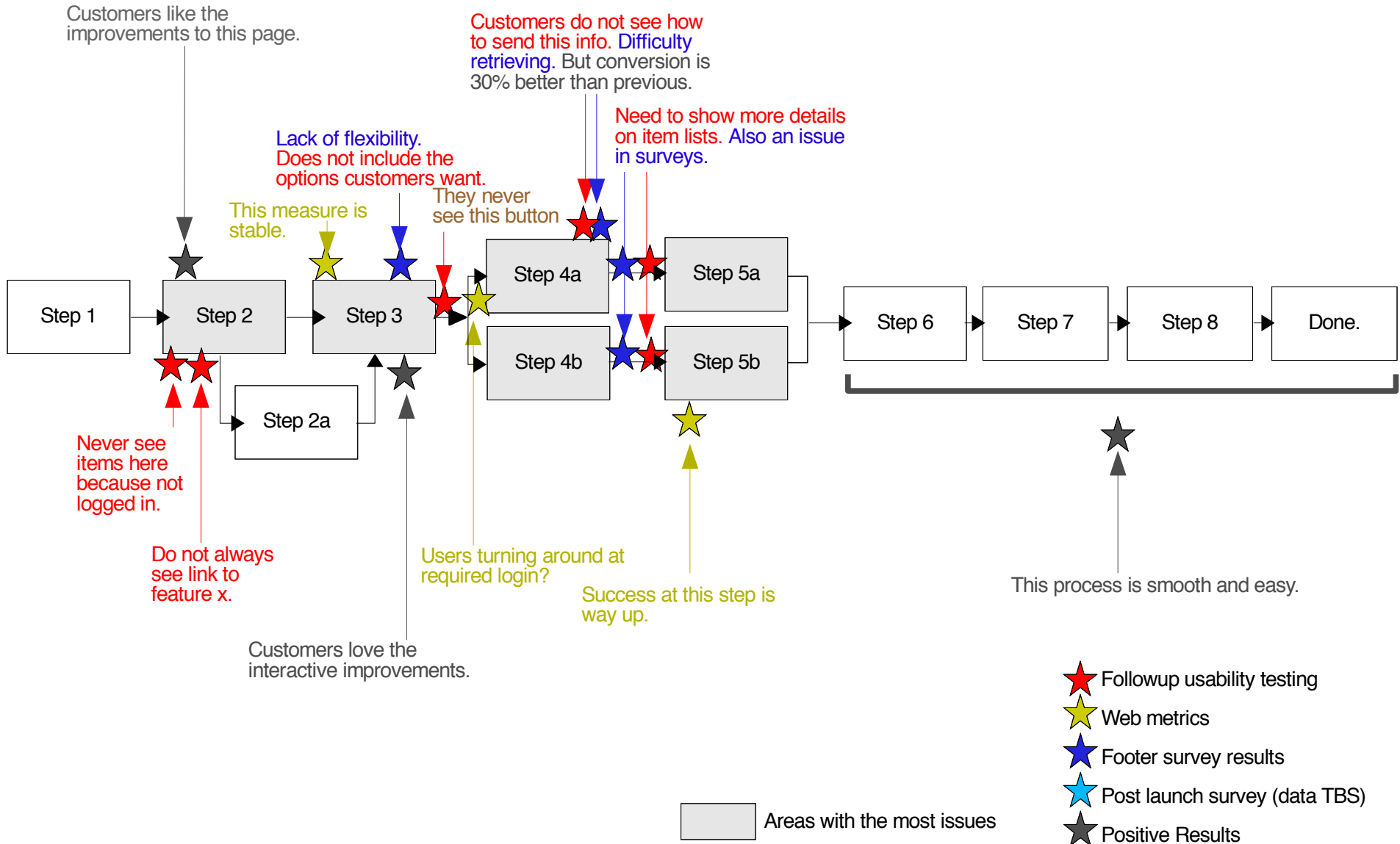


Live rendered page



Wireframes

# Continual Improvement



# Appendix: An Alternative View of the Same Thing

Existing Design Frameworks (e.g. Pacifico)

Tech/Interface Rules (Starlight & sun.com/webdesign)

Publishing Systems & Standards

*“Design Magic Happens Here”*

“I need...” 1

... a new subsite for my major new initiative.”

... a new simplified design so I can consolidate sites.”

... to revamp a key customer experience across sites.”

... a place in the IA for my new blades product.”

... advice on layout for my new category page.”

... new artwork for my site.”

... banners for my ad campaign.”

5

RESULTS:



Happy Customers



Revenue



Cost Savings



Brand Recognition

2

VOC  
(usability, feedback, surveys, interviews, site metrics)

Business Drivers  
(e.g. proj objectives, scope, revenue, cost savings, customer sat)

CTQs

CTQs

Existing Design Frameworks  
(e.g. Pacifico)

Tech/Interface Rules (Starlight & sun.com/webdesign)

Publishing Systems & Standards

“I need...” 1

- ... a new subsite for my major new initiative.”
- ... a new simplified design so I can consolidate sites.”
- ... to revamp a key customer experience across sites.”
- ... a place in the IA for my new blades product.”
- ... advice on layout for my new category page.”
- ... new artwork for my site.”
- ... banners for my ad campaign.”

*“Design Magic Happens Here”*

5 RESULTS:



Happy Customers



Revenue



Cost Savings



Brand Recognition

2

VOC (usability, feedback, surveys, interviews, site metrics)

Business Drivers (e.g. proj objectives, scope, revenue, cost savings, customer sat)

Existing Design Frameworks (e.g. Pacifico) TOOLKITS

Tech/Interface Rules (Starlight & sun.com/webdesign)

Publishing Systems & Standards

New framework extensions

CTQs

CTQs

3

BIG PROJECT: NEW SECTION/SITE DESIGN OR FRAMEWORK EXTENSION

Strategic brief

SCOPING

DISCOVER

DESIGN

DEVELOP

DEPLOY

Internal Comm

5

REQUEST PROCESSES

4

REVIEW

VALIDATE

VALIDATE

VALIDATE

RESULTS:



Happy Customers



Revenue



Cost Savings



Brand Recognition

"I need..." 1

... a new subsite for my major new initiative."

... a new simplified design so I can consolidate sites."

... to revamp a key customer experience across sites."

... a place in the IA for my new blades product."

... advice on layout for my new category page."

... new artwork for my site."

... banners for my ad campaign."

2

VOC (usability, feedback, surveys, interviews, site metrics)

Business Drivers (e.g. proj objectives, scope, revenue, cost savings, customer sat)



"I need..." 1

... a new subsite for my major new initiative."

... a new simplified design so I can consolidate sites."

... to revamp a key customer experience across sites."

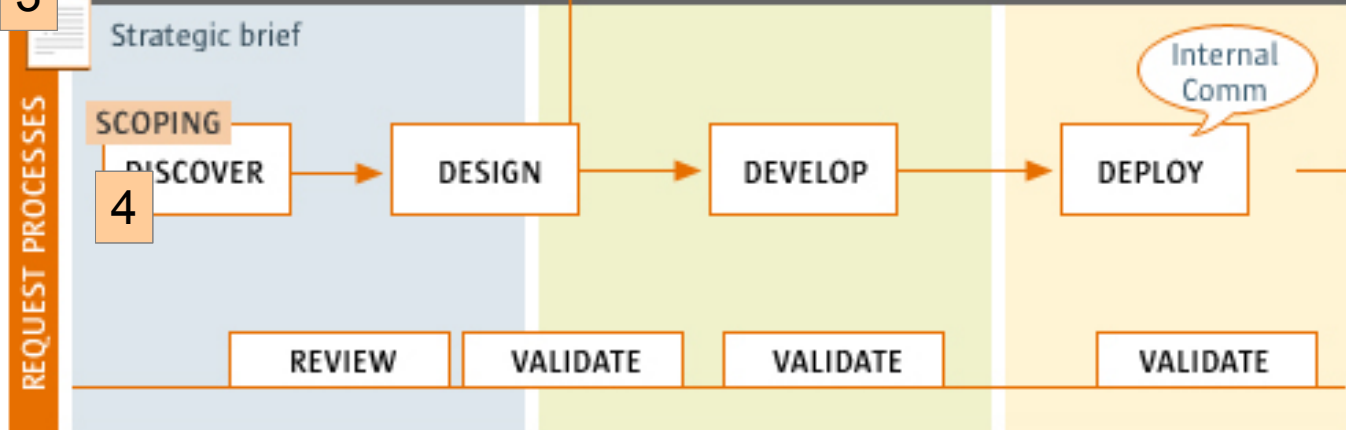
... a place in the IA for my new blades product."

... advice on layout for my new category page."

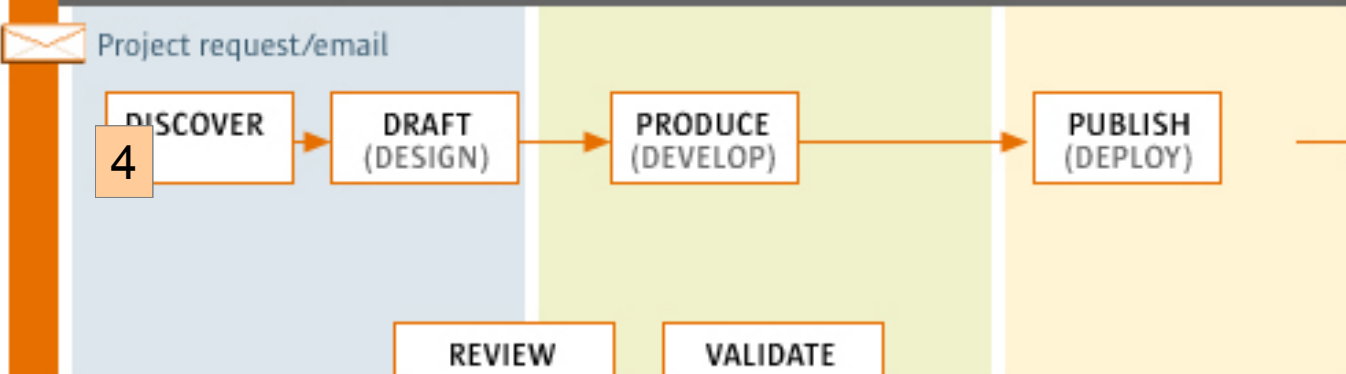
... new artwork for my site."

... banners for my ad campaign."

**BIG PROJECT: NEW SECTION/SITE DESIGN OR FRAMEWORK EXTENSION**



**SMALL PROJECT: QUICK DESIGNS WITHIN THE CURRENT FRAMEWORK**



5 RESULTS:

Happy Customers

Revenue

Cost Savings

Brand Recognition

3 REQUEST PROCESSES