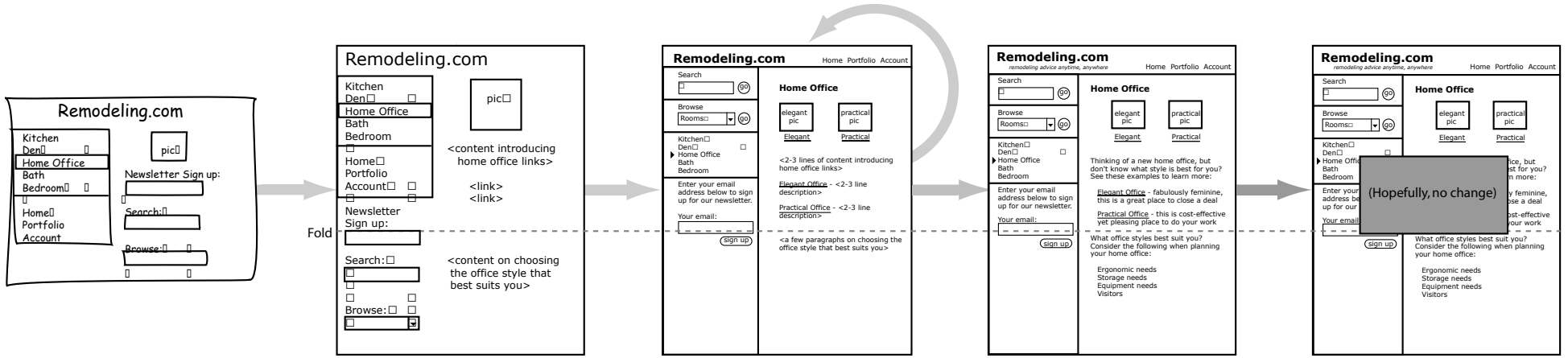
# Life of a Schematic

**Design Phase** | **Build Phase** | **Test Phase**




## Sketch Concept

**Purpose**
To make a first attempt at capturing ideas for a page's user interface

**Description**
Ideally, while working on Page Flows, we'll start sketching page schematics.

**What's Included**
Ideas for:
- Navigation & organization
- Fields, buttons, & labels
- Types of graphics & content

**Who**
- Interaction Designer leads
- Can be shared with Content Specialist, Design Scientist, Visual Designer, Usability Specialist, Business Analyst, etc.

## Create Schematic

**Purpose**
To discuss and flesh out page details with the team

**Description**
We create the initial page schematic in electronic form.

**What's Included**
- Suggestions for navigation and organization, fields, buttons & labels
- Placeholders for graphics and content

**Who**
- Interaction Designer leads
- Can be shared with Content Specialist, Design Scientist, Visual Designer, Usability Specialist, Business Analyst, etc.

## Refine Schematic

**Purpose**
To finalize the nomenclature, static content/text, layout, organization, navigation and structure based on usability testing and on the visual direction

**Description**
This an iterative process that includes:
- Updating the layout to match the visual direction
- Usability testing the layout, organization and navigation
- Revising & finalizing the layout, organization and navigation

**What's Included (by end)**
- Final layout with:
  - Space allocated for content & graphics
  - Graphics that clarify interaction
  - Line wrap behavior clear
- Final static content/text for
  - Fields, labels & buttons
  - Instructions
  - Error messages
  - Dropdown list

**Who**
- Interaction Designer owns, responsible for consistency
- Visual Design input crucial

## Add Content

**Purpose**
To efficiently specify the content for the page

**Description**
When developing content, it's critical to understand how the content will fit in the page. Putting the content into the schematic helps ensure the content is the appropriate length to fit in the layout.

**What's Included**
- Any layout changes to keep in sync with the Visual Design Templates
- Content that's reviewed and edited in the context of the page

**Who**
- Interaction Designer or perhaps Content Specialist synchs up with a Visual Designer
- Content Specialist or writer adds content

## Finalize

**Purpose**
To communicate the final page design & content to colleagues who have not been involved in the Design Phase; can be used to check implemented pages

**Description**
It's important to document last minute changes in page design & content to avoid confusion later on down the line. Keeping the schematic consistent with how the implementation is supposed to look should also make life easier for those testing the site.

**What's Included**
Updates to address:
- Usability and other bugs
- Last minute design changes

**Who**
- Interaction Designer or perhaps Content Specialist or UX Lead

*Cynthia Toryu, 3/19/01*