

paper dolls



an Interactive Design Document (IDD) for a
web site to create your own paper doll.

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Introduction.

This is a manual that guides designers and web developers into creating an interactive web site. It does not outline the graphic design or visual style of the site in great detail, but rather describes the information architecture and behaviours of how the site operates and is the first step in creating an interactive web site.

Part 1 is a case study which starts by describing the goals of the *target demographic*, followed by a '*Functional Spec*', which describes how this site will account for what the user wants, *information architecture*, or all of the information that will be on the site, followed by a *sitemap* or the layout of the site, and *interactive storyboards*, which portray how all pages will be connected to one another.

Part 2 is the *Interaction Design Document (IDD)*, which includes detailed wireframes which describe the behaviours and layout of the site, page by page, with 5 pages in total.

The main objective in creating this site is to encourage creativity in young children by utilizing only their home computer and printer. The site is to be free of cost and made to encourage children to create designs online, print both dolls and designs in tangible form which can be cut out and folded, or trade them in a safely monitored online community.

part 1:
case study



Females around 8-9 years old. *This demographic feels quite comfortable on the computer.*

Experience Goals:

Would like to explore an online site with beautiful imagery that gives the user an opportunity to be creative. Wants to be able to navigate through the site with ease so that they do not lose interest in the task.

Life Goals:

Hope to experiment with creating dolls and make some really great ones to share with friends.

End Goals:

Wants to have something tangible to send to friends and experiment with making different layouts on screen. Also, wants to be able to print the dolls out to play with.

User Goal	Functional Spec	Anti-Goal
<p>"The colour palette and illustrations were really vibrant."</p>	<p>Attractive colour scheme and illustrations</p>	<p>"The site was really boring."</p>
<p>"The colour palette and illustrations were really vibrant."</p>	<p>A clear, straightforward layout – very little text, more clickable options, big buttons for navigation (Fitt's Law), main nav always clearly visible (only 3 or 4 options in main nav with lots of sub categories)</p>	<p>"There was a lot of text on the site – which was distracting."</p>
<p>"I felt comfortable with my daughter using the site."</p>	<p>There will be an emphasis on creativity and being crafty – lots of DIY options No on-line chatting, more about just making a pretty template or letter for friends ("friend's list") Safety option -> Parent's e-mail address is entered in order to "share with friends" – so parents can approve who sends e-mail to kids</p>	<p>"There was content on the site that was inappropriate for children."</p>
<p>"The paper doll template was easy to make"</p>	<p>Easily foldable template – straightforward, few folds, suggest different ways of appropriating (making hand puppets, etc).</p>	<p>"The paper doll template didn't come together very well."</p>
<p>"My child really enjoyed the visuals and I felt comfortable letting her explore different options."</p>		<p>"We just closed the site. It was confusing."</p>

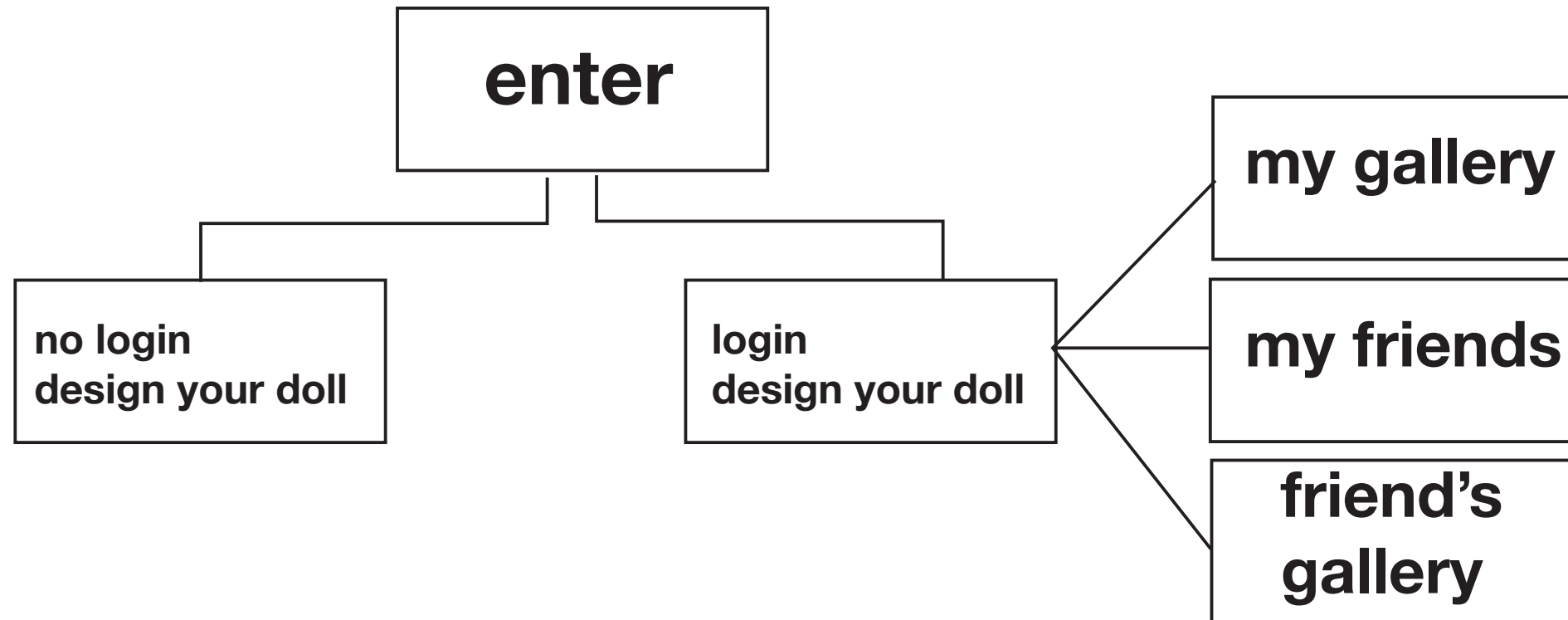
User Goal	Functional Spec	Anti-Goal
<p>"I've always wanted to make my own dolls. I found a site that claims that it's easy to do!"</p>	<p>To make a site that emphasizes the ultimate creative experience – DIY + ready-made templates</p> <p>Free of charge</p>	<p>"I want to make a doll but my mom doesn't know how to sew and all the stuff online asks me for my mom's credit card number."</p>
<p>"The site was really straightforward and I always knew where to go"</p>	<p>Lots of options and sub-categories – for example: under "hair" there will be a whole variety of hairstyles, types, etc.</p> <p>Lots of DIY options: choosing colour schemes, creating letter – lots of fonts to choose from, different layouts, creating your own patterns and saving them, applying them to dresses, etc.</p>	<p>"There wasn't a lot to do on the site, I felt like I was finished in minutes."</p>
<p>"I really want to go on the site again to make some more cool things."</p>	<p>Opportunity to share patterns and dolls with friends via "friends list" (like basic e-mail account)</p> <p>Get to see what friends are making, send and get dolls from friends – constantly changing in this sense</p>	<p>"I probably won't go back to the web site."</p>
<p>"I got to send a really cool print-out to my friends that I designed myself!"</p>		<p>"I am more interested in Muppet Babies."</p>

User Goal	Functional Spec	Anti-Goal
<p>"I can see who my friends are."</p>	<p>Friends list on the main page, with users' pictures readily displayed.</p>	<p>"I can't see my friends – where are they?"</p>
<p>"It was really easy to send stuff, and I really like all the messages I get."</p>	<p>Things traded only with "e-mail" option embedded in the program</p> <p>"Drag and drop" options for sending stuff to friends – simplified instant messaging"</p>	<p>"I can't figure out how to send stuff to friends."</p>
<p>"I didn't sign up for any of the trading with friends – I just made the doll and printed it out – next time I'll sign up."</p>	<p>Give users the option of signing up – have it more of an "added bonus" than the main attraction. The focus of the site will be on the actual design.</p> <p>No confusing e-mail address – just names and profile pictures – uploadable – straightforward.</p>	<p>"I had to get my mom's e-mail address just to make a doll."</p>
<p>"It's really easy to invite friends and share designs."</p>		<p>"I'm confused – how do I add a friend?"</p>

“headings” and “tabs” will be more clearly explained in the IDD. It is simply a way of organizing different categories of information. Information within each category is to be defined by the designer, related to the style/theme.

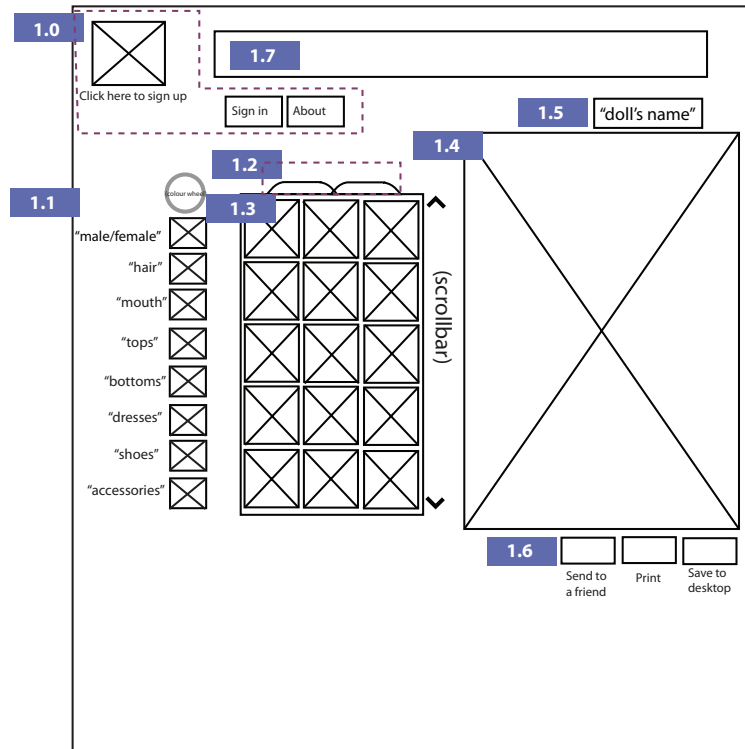
Headings	Tabs				
Male/Female	Male, Female	*	*	*	*
Hair	Short	Updos	Long	Bangs	Accessories/Other
Mouths	*	*	*	*	*
Tops	Tshirts	Dress shirts	Other	*	*
Bottoms	Pants	Skirts	Shorts	*	*
Dresses	*	*	*	*	*
Shoes	*	*	*	*	*
Accessories	*	*	*	*	*

* Only has one tab (category) of information



part 2:
idd





1.0 This is the navigation bar where the user can click if they wish to sign up, sign in, or learn more about the site. When the user moves to page 2, the navigation bar (2.0) stays the same, except “Sign in” is replaced by “Sign out”, and “Click here to sign up” is replaced by a profile picture which can be clicked to view the user’s gallery. Page 1 does not allow for any personalization - the user has to sign up to do this.

1.1 A set of buttons are placed here - could either be images representing the category, or words (ie. “gender”, “hairstyle” etc. Should be simple and try to use illustrations where possible. Once one of these buttons is pressed, it activates the image buttons on the grid next to it (1.4). The colour wheel at the top affects the colour of each category. Once colour is selected, the colour of all items in 1.3 is changed.

1.2 More specific categories from 1.1 are placed here. The tabs are buttons. ie. when you select “bottoms”, “dresses,” “pants”, etc. are placed here.

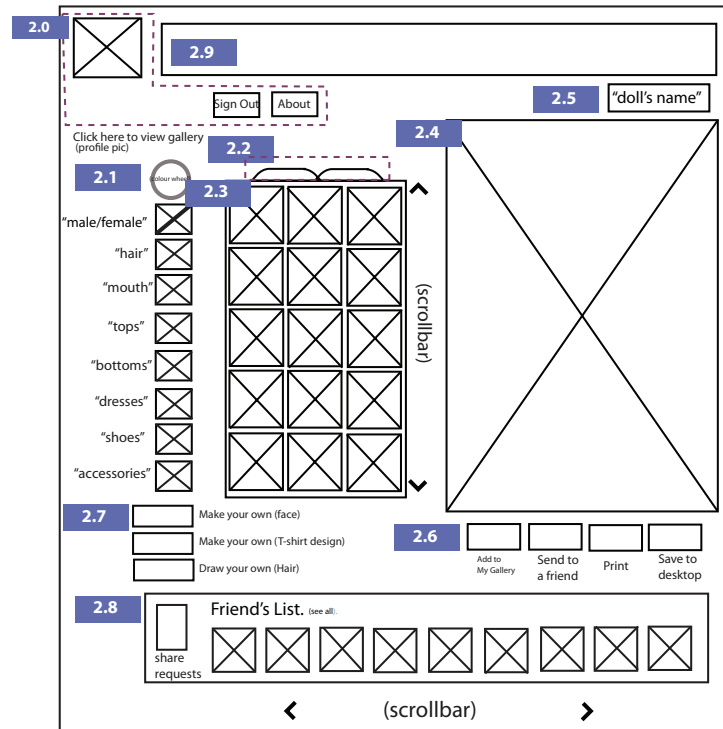
1.3 Buttons in this grid apply to figure on 1.4

1.4 This area contains the doll.

1.5 Click here to change the doll’s name

1.6 This area contains the navigation relating to what you want to do with the final product.

1.7 Banner - title of site or what to do (ie. “Create your own paper doll!”)



2.0 This is the navigation bar where the user can click if they wish to sign out, or learn more about the site. The navigation bar changes a bit from 1.0, as “Sign in” is replaced by “Sign out”, and “Click here to sign up” is replaced by a profile picture which can be clicked to view the user’s gallery (where they can upload a new picture). Signing in gives the user access to their own gallery and friend’s lists.

2.1 See 1.1 for description of this section.

2.2 See 1.2 for description of this section.

2.3 Grid will function the same as 1.3; however, users will have the ability to make their own t-shirt design, upload pictures, etc. which will appear in this section, under the appropriate category (see 2.7 for details and page 6 for layout)

2.4 This area contains the doll.

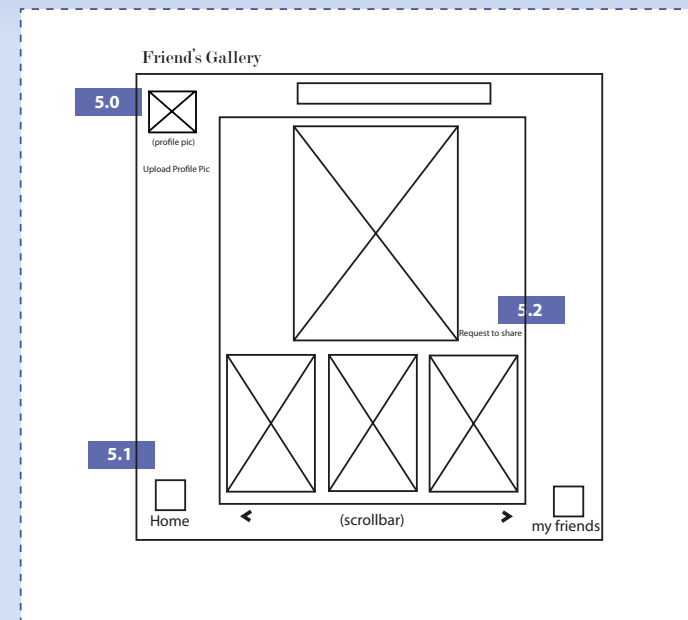
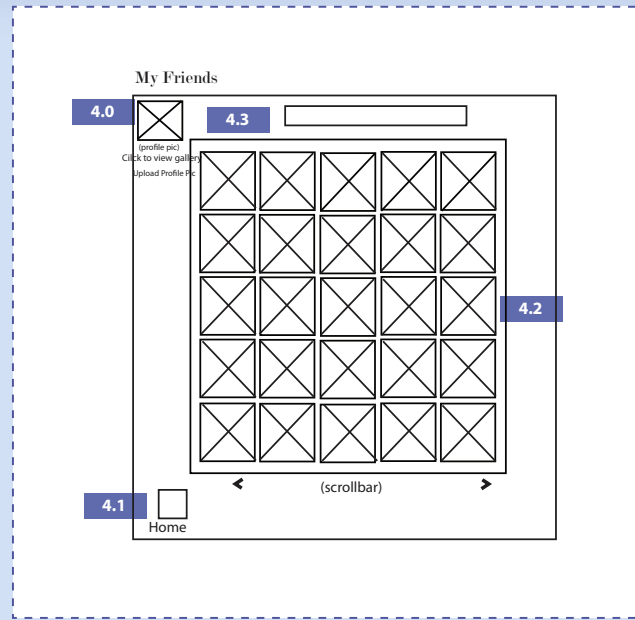
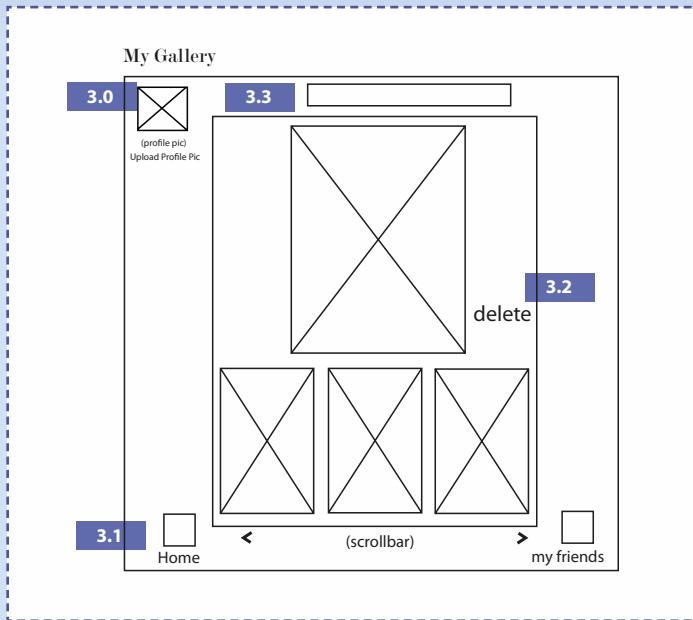
2.5 Click here to change the doll’s name

2.6 This area contains the navigation relating to what you want to do with the final product. Similar structure to 1.6; however, this navigation has the option to “Add to My Gallery.”

2.7 This area links out to pages 6, 7 & 8. This is an area where users will have the ability to personalize features on the doll. Creations in this area will link to appropriate categories in 2.3.

2.8 This is an area where users can preview the “Friend’s List” - pictures on here are randomized so that each time the user logs in, they will be in a different order. Next to the title there is the option to “See all” which will take the user to the gallery in section on page 3. The button on the left notifies the user of “Share requests” in which friends request to share dolls with them. The user will click on the notification, which will take them to a menu that states the user’s name, and the user can verify whether or not they want to share their doll with this user.

2.9 Banner - title of site or what to do (ie. “Create your own paper doll!”)



3.0
4.0
5.0

“Go back button” to my gallery - either click profile picture or button underneath. Click button underneath to upload profile picture.

3.1
4.1
5.1

Option to go home or to “friend’s list. Keep consistent.

3.2

Option to delete your doll. The reason for the larger frame is that the user can click on a one of the 3 dolls below to enlarge.

4.2

List of friend’s profile pictures. Can click their pictures to go to their gallery (page 5).

5.2

This is where the user can request to share their friend’s dolls to add to their own gallery. Share requests are located in 2.8.

3.3
4.3
5.3

Headings for each page.

In order to appeal to the target demographic, I chose to keep the layout fairly simple, with features that are not required for the individual to gain access to the site. This way, my target demographic has the option to access a fairly simple site, as well as a social networking site.

I chose to integrate the social networking aspect of the site, due to the fact that there is a growing fascination for younger children to meet up with friends on line. They are not yet old enough to access sites like mySpace or facebook, and this application gives kids an opportunity to be creative and share with others online, in a safe environment.

When thinking about buttons and layout, I chose to include bigger, more pictorial illustrations over lots of text, as the target group is young and more visually oriented. By making the doll visual and accessories the largest and most prominent buttons on the main page, it gives the user an immediate sense of what needs to be done, without too much instruction.

Overall, I wanted this application to be easy to use, aesthetically appealing, and multi-layered, to keep visitors interested in coming back and visiting the site again.

For more information, feel free to contact me.

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