



Following the **GECKO PROCESS** to Structure User-focused Products

Activities

Sample Deliverables

Gather

- Enroll others in user-focused thinking
- Conduct heuristic reviews
- Conduct interviews
- Collect information on audience, purpose, context
- Identify user goals, business goals
- Capture measures of success
- List user tasks
- Perform content inventory
- Compare other sites for patterns & structure
- Collect and review usage statistics
- Review user feedback
- Listen for relationships and "inherent patterns"
- Begin identifying "document types"
- Listen to language and relationships.
- Review "artifacts" -- go where the data is

- Heuristic Evaluation
- Content Inventory
- Comparative Analysis
- Planning Document Draft (with signoff)
- Develop high level testing plan

Evaluate

- Differentiate audience groups
- Clarify user goals
- Prioritize user tasks
- Map audience to tasks
- Validate user tasks
- Develop user scenarios
- Build user personas
- Identify content gaps
- Evaluate content through users' eyes
- Connect relationships to site functions

- Planning Document Final (with signoff)
- User Personas
- Audience-Task Matrices
- Content Matrices
- Conceptual Diagrams
- User Flow Drafts
- Prioritized Task Lists

Chunk

- Look for patterns and similarities
- Conduct card sorting
- Identify content groupings
- Identify labels
- Create user flows
- Develop wireframes
- Dig further into content clusters
- Develop document templates
- Develop high-level site architecture
- Create taxonomies
- Build controlled vocabularies

- Document Templates
- High-level Site Architecture
- User Flows
- Wireframes
- Lists and visuals showing relationships

Know

- Test paper prototypes
- Revise structure
- Work with team to develop HTML buildout
- Plan and facilitate usability tests
- Explore test results

- Usability Test Script
- Usability Testing Evaluation
- HTML Buildout
- Paper Prototypes

Optimize

- Support development team
- Refine structure and content
- Reflect on information presentation
- Revisit measures of success
- Help develop detailed site maps
- Create educational materials
- Enable client to benchmark successes

- Usability Testing Evaluation
- Educational Materials
- Benchmarks Report
- Detailed Site Maps