



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

Activities

Sample Deliverables

	Activities	Sample Deliverables	
G Gather	<ul style="list-style-type: none"> ◦ 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 	<ul style="list-style-type: none"> ◦ 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 	<ul style="list-style-type: none"> ◦ Heuristic Evaluation ◦ Content Inventory ◦ Comparative Analysis ◦ Planning Document Draft (with signoff) ◦ Develop high level testing plan
E Evaluate	<ul style="list-style-type: none"> ◦ Differentiate audience groups ◦ Clarify user goals ◦ Prioritize user tasks ◦ Map audience to tasks ◦ Validate user tasks 	<ul style="list-style-type: none"> ◦ Develop user scenarios ◦ Build user personas ◦ Identify content gaps ◦ Evaluate content through users' eyes ◦ Connect relationships to site functions 	<ul style="list-style-type: none"> ◦ Planning Document Final (with signoff) ◦ User Personas ◦ Audience-Task Matrices ◦ Content Matrices ◦ Conceptual Diagrams ◦ User Flow Drafts ◦ Prioritized Task Lists
C Chunk	<ul style="list-style-type: none"> ◦ Look for patterns and similarities ◦ Conduct card sorting ◦ Identify content groupings ◦ Identify labels ◦ Create user flows ◦ Develop wireframes 	<ul style="list-style-type: none"> ◦ Dig further into content clusters ◦ Develop document templates ◦ Develop high-level site architecture ◦ Create taxonomies ◦ Build controlled vocabularies 	<ul style="list-style-type: none"> ◦ Document Templates ◦ High-level Site Architecture ◦ User Flows ◦ Wireframes
K Know	<ul style="list-style-type: none"> ◦ Test paper prototypes ◦ Revise structure ◦ Work with team to develop HTML buildout 	<ul style="list-style-type: none"> ◦ Plan and facilitate usability tests ◦ Explore test results 	<ul style="list-style-type: none"> ◦ Usability Test Script ◦ Usability Testing Evaluation ◦ HTML Buildout ◦ Paper Prototypes
O Optimize	<ul style="list-style-type: none"> ◦ Support development team ◦ Refine structure and content ◦ Reflect on information presentation ◦ Revisit measures of success 	<ul style="list-style-type: none"> ◦ Help develop detailed site maps ◦ Create educational materials ◦ Enable client to benchmark successes 	<ul style="list-style-type: none"> ◦ Usability Testing Evaluation ◦ Educational Materials ◦ Benchmarks Report ◦ Detailed Site Maps