

Internal Marketing With IA One-Sheeters

What's an IA One-Sheeter?

IA One-Sheeters are **mini brochures** to advertise IA deliverables and promote the IA practice in your company. One-Sheeters help people **envision** what **deliverables** you produce and where they fit into a project. They're **quick to produce** and **easy for anyone to understand**.

What are they good for?

- ▶ **One-Sheeters are a good starting point** for lengthier conversations about what IA is and how it can help.
- ▶ **One-Sheeters help business people** understand how IA deliverables can be used to improve their own work.
- ▶ **One-Sheeters illustrate the difference** between different types of deliverables and the unique value that each brings.
- ▶ **One-Sheeters elevate the context** of the discussion from specific projects to the core problems that IAs solve.
- ▶ **One-Sheeters can be left behind** for people to look at and think about later. They're like the elevator pitch that keeps on pitching.

Anatomy of a One-Sheeter

Overview
"What problem does this tool solve?"
(In a few punchy sentences.)

Whose Work Will Be Impacted
This section describes exactly who on the project team will use the material and how.

This helps people understand that IAs benefit not only the product but also the process.

What To Expect
This piece lays out the key steps in the process. Spelling things out in this way makes a new and unfamiliar process feel knowable and doable.

This reinforces that working with an IA isn't an aimless exploration for design magic, but a structured approach with a clear end goal.

Wireframes

What are they?

Wireframes show a bare-bones sketch of an entire application or web site. They're intended to communicate preliminary design ideas without getting bogged down in fonts and colors. Wireframes enable the project team to develop common expectations about the project early on.

Who uses them?

Business Decision Makers use them to visualize their requirements and think about what might have been overlooked. They also use them to communicate their plans and gain business-side buy-in.

Developers use wireframes to understand the technical requirements. They're also a conversation tool with the business when questions arise during the project.

QA Testers use wireframes to write test scripts. **Usability Testers** use wireframes for task-based evaluations with representative end-users. If the users can't understand the wireframes, they won't be able to use the application!

How It Works

1. **Start with requirements.** Get 80% of the way there, then bring in a user interface designer.
2. **Develop visuals.** The UI designer mocks-up visuals and the project team gives feedback. It'll take a few rounds to get the wireframes solid.
3. **Start building.** During build, issues will come up. Work with the UI designer to find consistent solutions.
4. **Keep things current.** As design decisions are made, update the wireframes. This helps in QA and user acceptance testing.

Getting Started

Check out samples from previous projects at [url] or contact [name] to get started.

[company logo]



What's In a Name

Be sure to pick a name for your deliverable that's memorable and that you're prepared to use consistently.

Once you've trained your business friends that it's a wireframe, don't go calling it a gray-screen.

Beauty Shots

Include some pictures of noteworthy examples.

Often this will help people realize that they've seen this kind of document before, and oh by the way, it's called a wireframe!

What Next

Now that you've got them interested, give them somewhere to go to learn more.

The goal is to get prospective internal clients to look at past deliverables and begin dreaming about how they can be applied to their own projects.

Examples, please!

