

Building Websites People Can Actually Use

Your Presenter: Joel Baglien

VP Consulting Services, High Monkey Consulting

MARCH 13, 2013



Introduction

- Welcome & thanks to Kentico for hosting the Webinar
- Please ask questions during the Webinar
- High Monkey Background . . .
 - Certified Kentico Partner (on the path to Gold)
 - Designing and building websites since 1998
 - Web and Interface design core competency
 - User Experience focus for all web projects
 - We've worked with many CMS' – Kentico powers our site
 - Clients throughout the US and Canada
 - With a name like ours . . . we have a good sense of humor

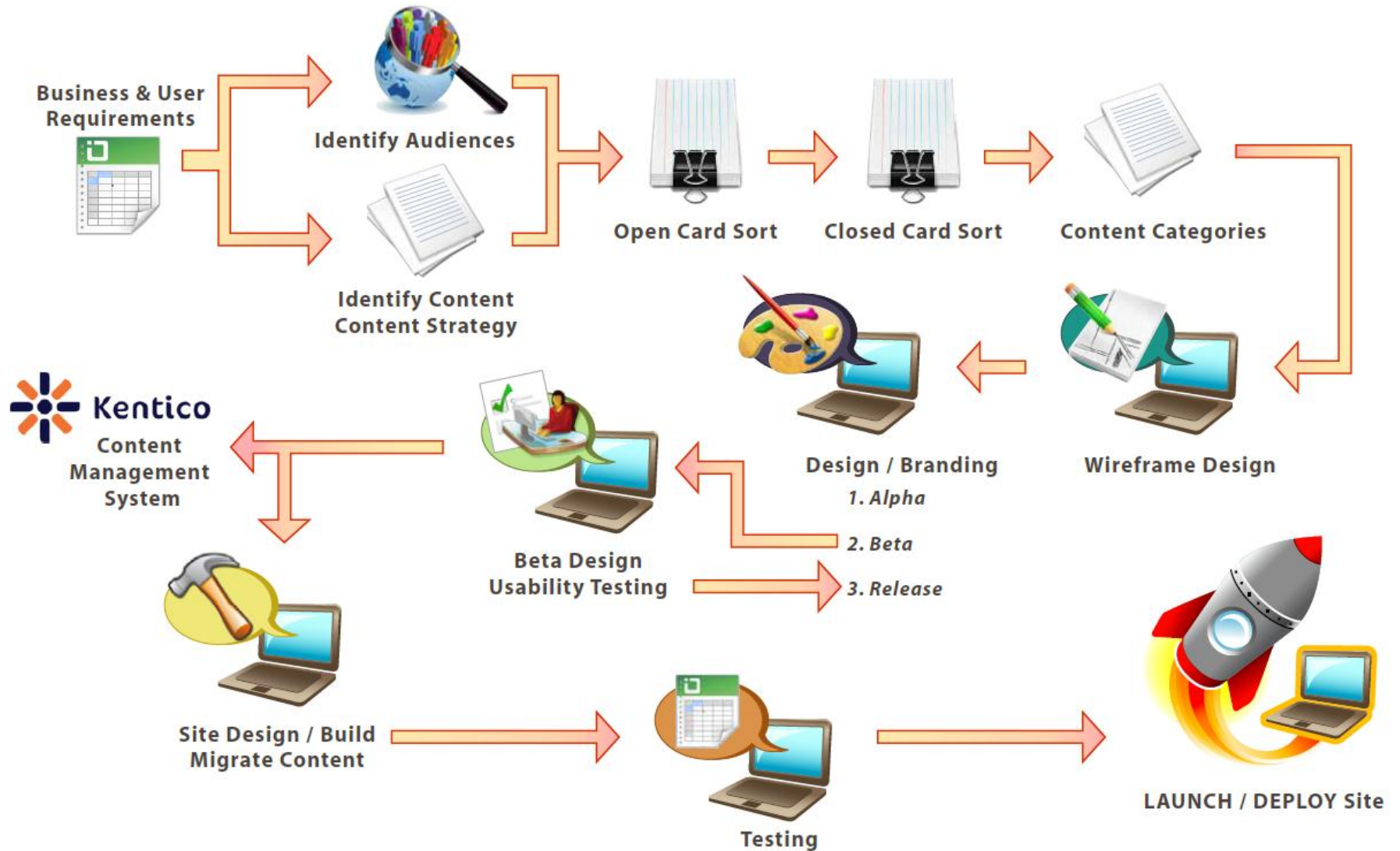
What We Will Cover Today

- Understanding the value of usability studies and when to conduct them
- What goes into creating a user-centric Information Architecture
- New ways to think about (and re-write) your content
- Why design matters: Less is more than you think
- Selecting a Content Management System: It doesn't have to hurt
- "To Mobile or not to Mobile" . . . enable your website
- How to gain buy-in for your website design and Information Architecture

Typical Tasks to Build a Website

- Project Planning
- Define Information Architecture
 - User and Business Requirements
 - Develop Web & Content Strategies
 - Open and Closed Card Sorts
 - Wireframe Concept Designs and Screen Mockups
- Usability / User Experience Testing
- Design & Branding
- CMS Criteria / Evaluation / Implementation
- Website Build / Content Migration / Testing
- Documentation & Training

The High Monkey Methodology



 **Kentico**
Content Management System

Information Architecture

1. IA is a practice not a strategy
2. In IA, there is no single right answer
3. We thought Org Chart = Site Map
4. We thought everyone thinks about information the same way we do
5. We thought it was about “putability” not findability
6. So . . . why isn’t search the answer?



Before & After IA

News & Events | Search | Directory | Site map

EXPLORE MORE

Home About Us Future Students Current Students Faculty & Staff Alumni & Friends Thu, Dec 18, 08

WORKFORCE RE-TRAINING INITIATIVE

50% Off Tuition for Unemployed Workers!

REGISTER NOW!!!

Ask Us

Final Exam Schedule

Become a Student
Course Schedule
Register/Pay/Financial Aid
Bookstore
D2L Login
myARCC
Student Email

Orientation Sign-up
Placement Test Sign-up

Academics
[Course Descriptions](#), [Course Schedule](#), [Degrees, Departments](#), [Advising](#), [more...](#)

Online Courses & Programs
[Getting Started](#), [D2L Login](#), [Student Help](#), [Faculty Resources](#), [more...](#)

Admissions & Registration
[Admissions](#), [Orientation](#), [Placement Test](#), [more...](#)

Financial Matters
[College Costs](#), [Financial Aid](#), [more...](#)

Continuing Education & Customized Training
[Kid U](#), [Integrative Health & Healing](#), [Customized Training](#), [Midwest Preservation Institute](#), [more...](#)

Student Services
[Counseling](#), [Student Life](#), [Athletics](#), [Multicultural Affairs](#), [Veterans](#), [Policies](#), [Tutoring](#), [more...](#)

News/Publications

[ScholarDazzle Seeks Guests, Sponsors](#)

[College Reschedules Public Meetings for Strategic Planning](#)

[KARE11 Features Anoka-Ramsey](#)

ASK US VIP Login Student Home | Employee Home | Directory Search For... SEARCH

ANOKA-RAMSEY COMMUNITY COLLEGE
CAMBRIDGE • COON RAPIDS

Save time: come to campus 8 to 10 a.m. or 4 to 6:30 p.m. Wait times increase mid-day.

- ▶ WAYS TO LEARN
- ▶ MONEY IN YOUR POCKET
- ▶ WAYS TO HAVE FUN
- ▶ HELP TO SUCCEED
- ▶ FLEXIBLE OPTIONS

REQUEST INFORMATION

Need Help With Coursework?

Find out more [here](#).

NEWS

College Alignment Begins

State Authorizes Funds for 2nd Phase of Fine Arts Renovation

Passport Program Designed to Help Businesses

EVENTS

8/22 - Fall Semester Begins

EARN A DEGREE

TAKE A CLASS

IMPROVE YOUR BUSINESS

COMMUNITY CONNECTIONS

MAKE A DONATION

About Us	All About Money	Become a Student	Books & Supplies	Classes, Programs & Transfers	Life Outside the Classroom	Student Resources
Request Information	Cost to Attend	Steps to Become a Student	Book Charging	Course Schedule	Activities, Clubs, Organizations, Sports	Academic Catalog
Locations & Maps	How to Pay	Placement Testing	Bookstores	Programs by Interest	Music, Theatre & Art	Student Advising
Alumni Relations	Financial Aid Basics	Orientation Process	Buy Merchandise	Programs A-Z	Athletics	Tutoring Services
College Jobs	Types of Financial Aid	Registration Process	Library	Off-Campus Locations	Phi Theta Kappa (PTK) Honor Society	Counseling
Safety & Transportation	Apply for Financial Aid	Visit/Tour a Campus		Professional Training	Student Government	Career Resources
				Transfer		Student Records & Printable Forms
						Student Bulletin

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 Cambridge Campus: 300 Sprint River Drive South, Cambridge, MN 55008-5704, Information: 763-433-1100
 Coon Rapids Campus: 11200 Mississippi Blvd NW, Coon Rapids, MN 55433-3470, Information: 763-433-1100

How is IA Broken Down?

Business goals, funding,
politics, culture, technology,
resources and constraints

Context

Audience, tasks, needs,
information seeking
behavior, experience

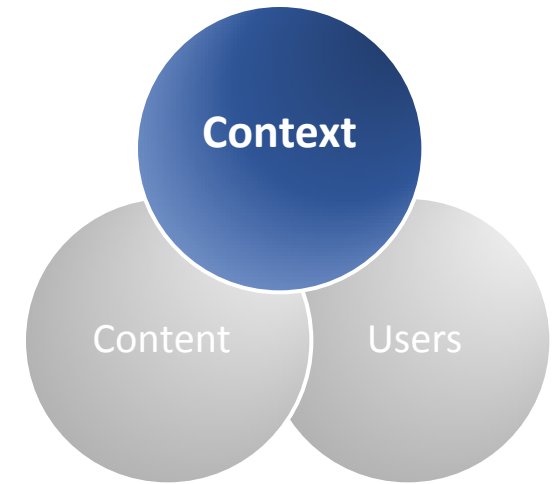
Content

Users

Document / data types,
content objects, volume,
existing structure

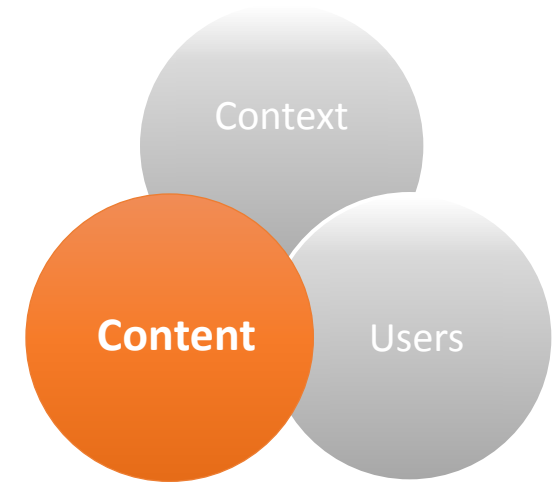
Context

- All web sites and intranets exist within a particular business or organizational context
- Each organization has a mission, goals, strategy, staff, processes and procedures, physical and technology infrastructure, budget, and culture
- the key to success is understanding and alignment



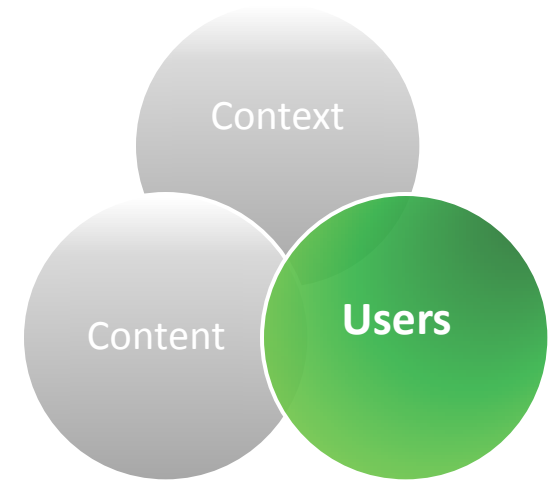
Content

- Includes documents, applications, services, schema, and metadata that people need to use or find on your site
 - How much content do you have?
 - What are the formats your content is in?
 - Who owns your content?



Users

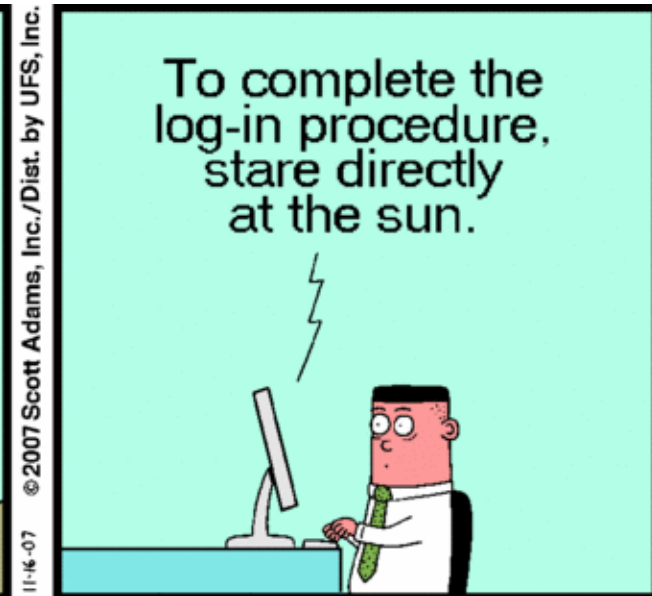
- Every user has different experiences and abilities to draw from
- Every user has different needs and wants
- Do you know how your users use your site now?



What Feeds An IA?

- Current Site Usability Test Results
- User Requirements
- Business Requirements
- Web Strategy
- Content Strategy
- Open Card Sort Results
- Closed Card Sort Results
- Wireframe Design
- Wireframe Usability Test Results

Usability



www.dilbert.com scottadams@aol.com

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What Goes Into A Usability Test?

- **Learnability** - how easy can the user accomplish basic tasks?
- **Efficiency** – How quickly can tasks be performed?
- **Memorability** – After a period of non-use, how easily can a user reestablish proficiency?
- **Errors** – How many errors does the user / system make?
How severe? Can the user recover?
- **Satisfaction** – How pleasant is it to use the design?

Why Usability Matters



- Representative mix of audience members
- Scenario based behaviors
- Video recording of computer screen and PIP of tester
- It's very hard to argue against the cold hard facts of a usability test (especially the videos)
- It is a **LOUD** and **CLEAR** voice of your audience(s)

Requirements & Strategy

- Business and User Requirements
 - What do internal users of the website need from it?
 - What do external visitors of the website need?
- Audiences
 - Who are your web audiences? How do you know?
- Content
 - Relevance – What about generational differences?
 - When text is good – When you should go visual
 - Make it real – tell a story that engages visitors



Audience Examples



College or University

- High School Seniors
- Parents of Students
- Veterans
- “Non-Traditional” Students
- Online Students
- Guidance Counselors
- Alumni
- News Media
- Elected Officials

For Profit Company

- Product Buyers
- Product Reviewers
- Warranty Holders
- News Media
- Compliance Agencies
- Philanthropic Organizations
- Employees
- Suppliers
- Distributors

Content Strategy – Why It Matters



- Search, search, search – Can people find information?
 - Misspellings & Alternate Spellings
 - People don't care what you think it should be called . . .
- Teens and 20-somethings have some pretty bad information finding behaviors
- 40-50 year olds actually read content and are usually patient enough to find what they need
- **Tell me a story!** Engage me and make me care.
- **Show me a picture!** When words are not enough.

Tell Me A Story!

CURRENT STUDENTS EMPLOYERS APPLY NOW HELP DESK Search

HOME WHAT WE OFFER ADMISSIONS & REGISTRATION COSTS & FINANCIAL AID ABOUT LEARN ON DEMAND HELP

Home >> Admissions & Registration Steps >> Academic Advising

HOW CAN A STUDENT SUCCESS COACH HELP YOU?

We are a group of "Student Success Coaches" who are dedicated to helping you prepare for your online education. The simple answer? We help you succeed!

How do we help you?

- If you are new to college, we help you determine what you need to do to get credit for prior knowledge.
- You might need to brush up on some subjects before you start college. We help you decide which developmental classes you should take.
- We also help guide you through the process of getting enrolled, finding ways to help pay for college, and helping you create a plan that works for you.

A lot of people just like you are thinking about going to college online. We want you to meet four of them.

Ed
Age 47 is up for a promotion in management if he completes a 2-year degree

Mary
Age 34 recently laid off from her job as a bookkeeper she wants to become a nurse

Sara
20 doesn't have a car or a computer but wants to become an Accountant

Jon
Age 22 is a US Army veteran and now in the Kentucky National Guard - he wants to study computer technology

Show Me How

Meet The Coaches

Success Stories

Advising Resources

Facebook Twitter YouTube Plus 1

ADMISSIONS & REGISTRATION

- Getting Started with Online Learning
- New Student Orientation
- Learning Contract
- User Account Center
- Assessment and Placement
- Admissions Documents
- Academic Advising
 - Ed
 - Jon
 - Mary
 - Sara
- Student Self-Service
- Prerequisites
- E-Resources & Course Materials
- Begin Here

RELATED LINKS

- Calendar
- Tutorials
- Credit for Prior Knowledge
- Technical Requirements

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CURRENT STUDENTS EMPLOYERS APPLY NOW HELP DESK Search

HOME WHAT WE OFFER ADMISSIONS & REGISTRATION COSTS & FINANCIAL AID ABOUT LEARN ON DEMAND HELP

Home >> Admissions & Registration Steps >> Academic Advising >> Mary

MARY

Mary is 34 recently laid off from her job as a bookkeeper she wants to become a nurse...

Mary is 34 and has worked a few different jobs. Mary's first job was cashiering part time at a Minit Mart during high school. After graduation, she got a job full time as a cashier at Food City. Mary and Carl were both 20 when they got married. After Carl Junior was born two years later, Mary was able to work part time. Three years ago, one of Mary and Carl's friends started a new business selling medical products to nursing homes and assisted living centers and offered Mary a part time job running the office and doing book keeping. Mary taught herself how to use an online accounting program for the company. Unfortunately the company hit some hard times and Mary was laid off a few months ago. She learned enough about medical business that she decided to become a nurse. Mary and Carl don't have a lot of money saved and realize they will need some help paying for her school. Mary likes using a computer and have one at home that is only a year old. Mary is ready to get started.

Mary has a few questions . . .

- What do I need to do before I enroll in my first class?
- Because I was laid off, is there any money I can get to pay for my classes?
- What types of loans can I get?
- Who can help me decide which nursing program is right for me?
- If I'm taking a class and need some help studying, is there someone I can call?

The first thing Mary did was to **contact** one of the Student Success Coaches in the KCTCS Learn on Demand Program. She learned a lot.

The first step is to work with your Virtual Student Success Coach to be advised about your interests and academic plans. Your advisor will guide you through the orientation, the Learning Contract, assessment and placing and any other student services issues such as financial aid guidance.

Students can apply for Subsidized Direct or Unsubsidized Direct loans. Financial aid for the Learn on Demand program functions a little differently than financial aid for courses on campus or online through Learn By Term. Contact the Go KCTCS! Student Service Center for more information.

Learn on Demand provides every student with a network of Virtual Student Success Coaches that will guide you through the decision making process. You will be assigned your own personal Coach who will guide you every step of the way.

Students can enhance their academic success by taking advantage of course-specific tutoring available through Learn on Demand. Course-specific tutoring is provided at no additional cost to Learn on Demand students.

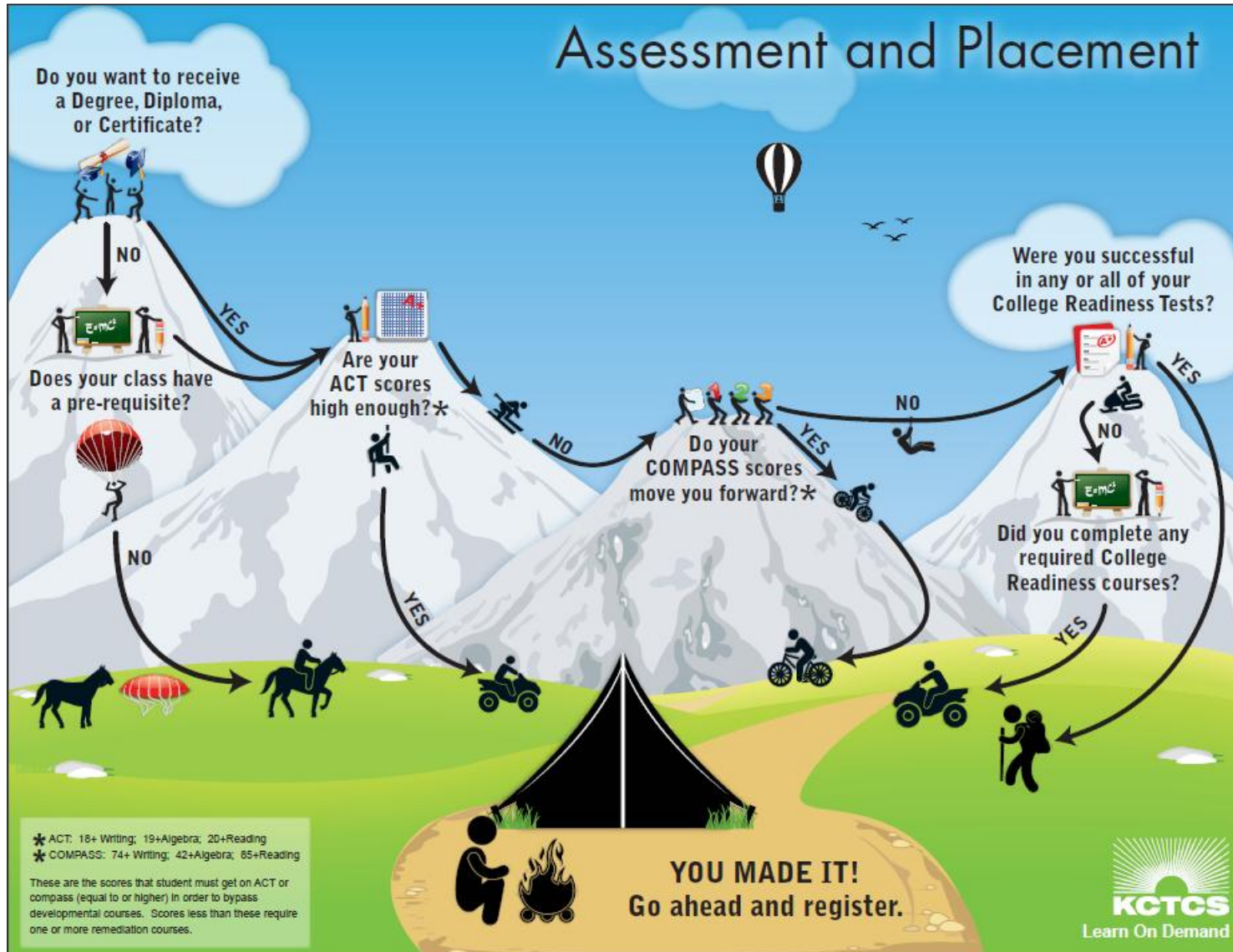
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- Student Self-Service
- Prerequisites
- E-Resources & Course Materials
- Begin Here

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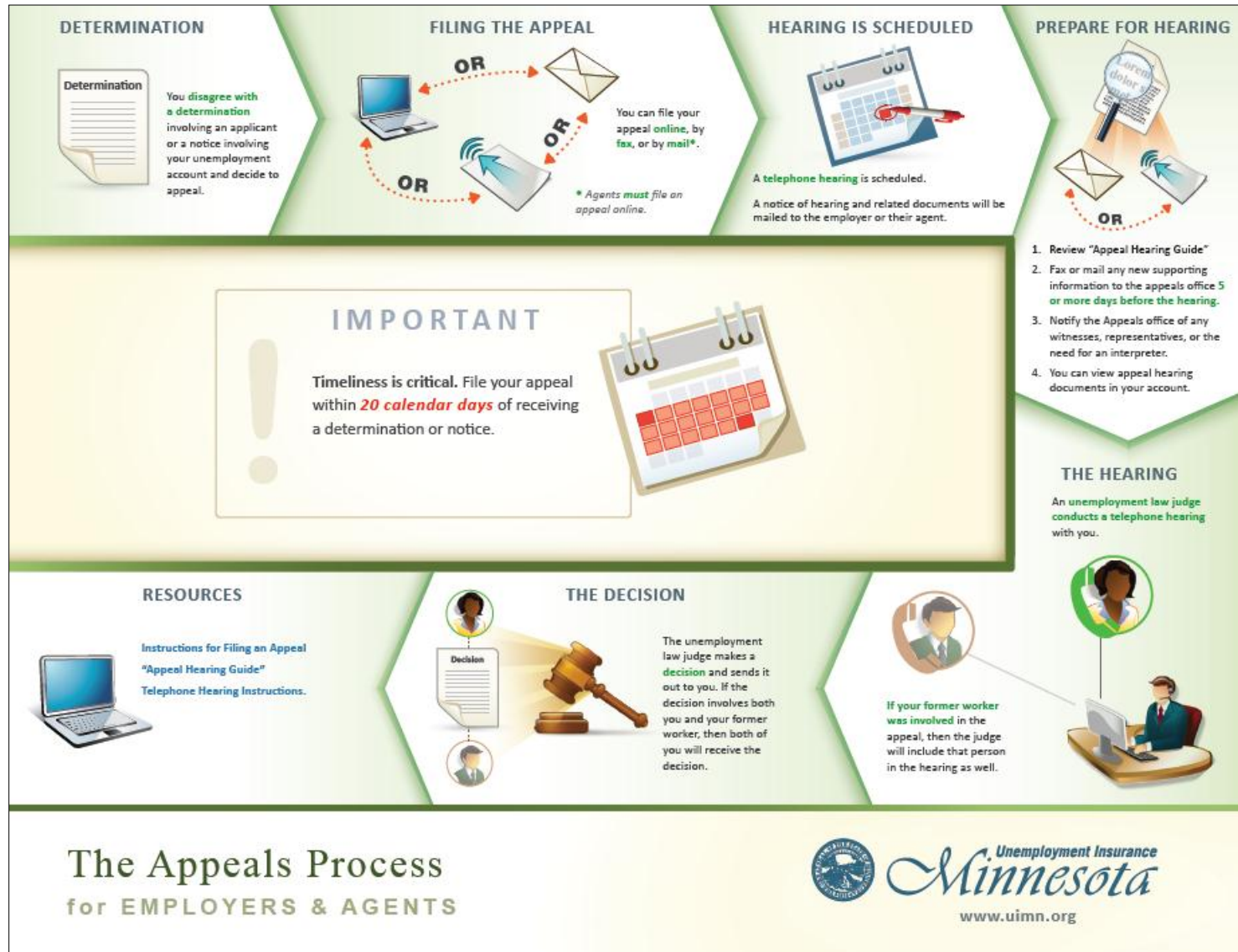
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Show Me A Picture!





Show Me A Picture!



What Feeds An IA?

- ~~Current Site Usability Test Results~~
- ~~User Requirements~~
- ~~Business Requirements~~
- ~~Web Strategy~~
- ~~Content Strategy~~
- Open Card Sort Results
- Closed Card Sort Results
- Wireframe Design
- Wireframe Usability Test Results

Open & Closed Card Sorts



- Usually 10 audience members per sort
- Open Sort
 - 75-100 index cards containing information
 - Sort and group information in a way that makes sense
 - Audience member labels the groups
 - Evaluate statistical relevance of groupings
- Closed Sort (validation)
 - Provide group labels
 - Audience members sort the same cards under the groups
 - Evaluate and refine statistical relevance of groupings
- Science (and some art)

Pros & Cons of Card Sorts



Pros

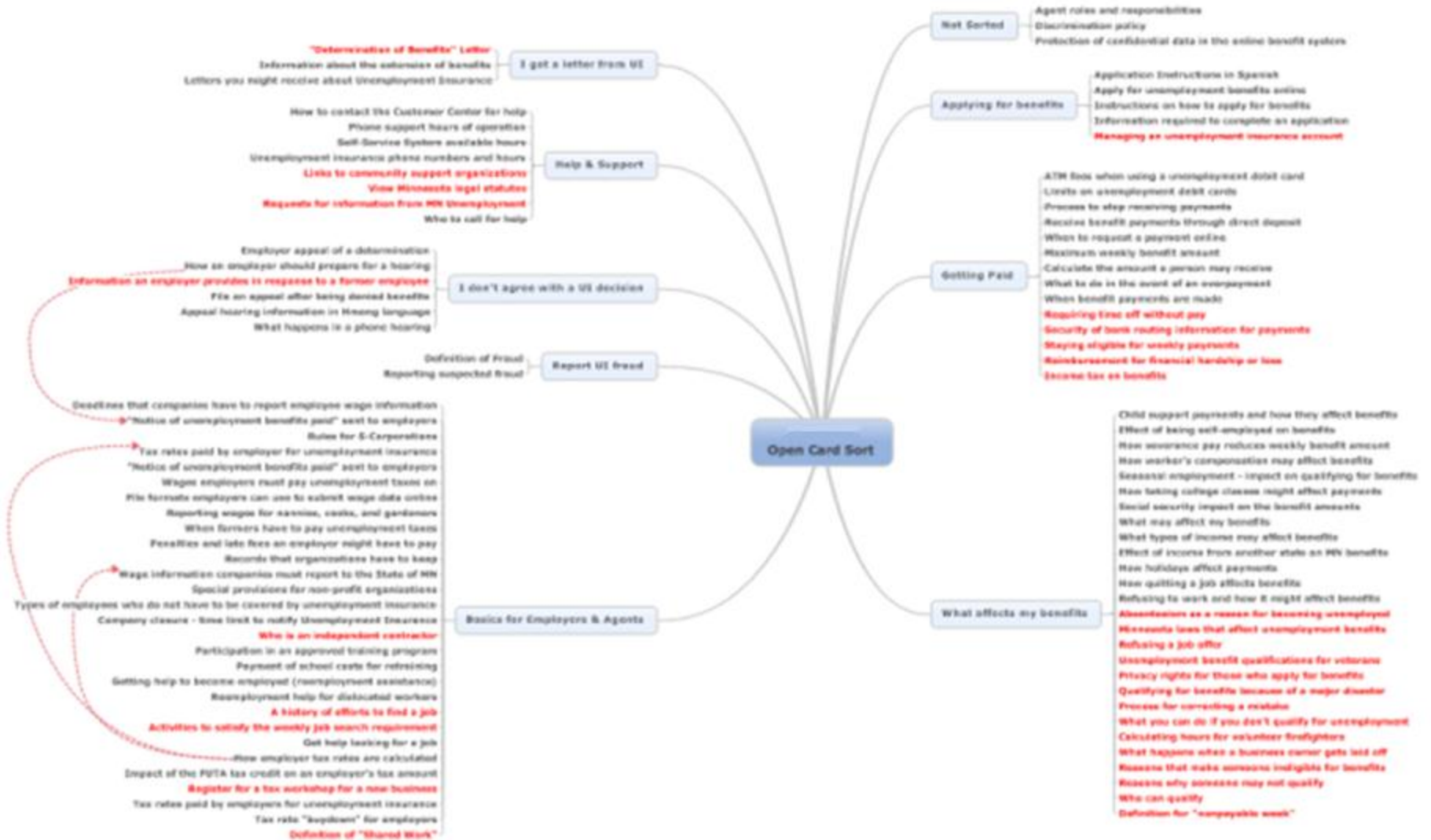
- Simple
- Cheap
- Quick to execute
- Established process
- Involves users
- Provides a good foundation

Cons

- Doesn't consider user tasks
- Results may vary
- Analysis can be time consuming
- May capture "surface" characteristics only



Card Sort Results



On To Wireframes



- NO color or graphical design elements
- Wireframes show the layout and organization of content on website pages
- Wireframes provide a visual model of the IA
- Usability testing on wireframes is recommended – can be done with printed pages or linked PDF pages
- Wireframes serve as the BUILD GUIDE for the CMS
- Wireframes are also recommended for mobile sites



A Wireframe Example

ASK US | A - Z INDEX | Student Home | Employee Home | SEARCH

AnokaRamsey
Community College
CAMBRIDGE • COON RAPIDS

MAKING YOUR COLLEGE EXPERIENCE MORE...

- ... Ways to Learn
- ... Money in Your Pocket
- ... Ways to Have Fun
- ... Help to Succeed
- ... Flexible Schedules

(Marketing message & photos)

Want MORE? START HERE

VISIT OUR CAMPUSES

ATTEND AN EVENT

ASK US | A - Z INDEX | Student Home | Employee Home | SEARCH

AnokaRamsey
Community College
CAMBRIDGE • COON RAPIDS

Home > Life Outside the Classroom

Life Outside the Classroom

At Anoka Ramsey, we offer more ways for you to get involved outside the classroom.

Mauris dolor lorem, adipiscing quis pulvinar sed, imperdiet commodo sapien. Nunc non purus ac libero commodo convallis in eu purus. Etiam sit amet ligula non turpis bibendum aliquet. Etiam eu libero nisi. From sports to clubs, AR has

(Rotating Picture)

- Home
- About Us
- All About Money
- Become a Student
- Books & Supplies
- Courses, Programs & Transfers
- Life Outside the Classroom
- Ways to Have Fun A-Z

MORE TO DO

EARN A DEGREE | TAKE A CLASS

MORE TO EXPLORE

- About Us
- Why ARCC?
- Our Mission
- Our History
- Accreditation
- Employment at ARCC
- Our Sister College

- All About Money
- Scholarships & Loans
- Payment Plan
- Cost to Attend
- Financial Aid
- Pay Tuition

- Become a Student
- Application
- Registration Steps
- Admissions
- Placement Test
- Tours
- Orientation

ASK US | A - Z INDEX | Student Home | Employee Home | SEARCH

AnokaRamsey
Community College
CAMBRIDGE • COON RAPIDS

Home > Courses, Programs & Transfers

Courses, Programs & Transfers

At Anoka Ramsey, we offer more ways for you to learn the skills to guide your future.

Undecided students may explore their interests by choosing from hundreds of transferable general education courses each semester. Students can work towards a degree or certificate. Busy professionals can take classes to advance their career. Anything is possible at AR.

Choose a subject of study:

(icon) Art	(icon) Generals
(icon) Biology / Bioscience	(icon) Healthcare
(icon) Business / Accounting / Management	(icon) Music
(icon) Computer / Technology	(icon) Social / Human Services
(icon) Education	(icon) Theatre
(icon) English / Environment	

- Home
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- English / Environment
- Generals
- Healthcare
- Music
- Social / Human Services
- Theatre
- Life Outside the Classroom
- Student Resources
- Calendar
- College Directory

INTRAMURALS / REC SPORTS

Meet new friends and enjoy some harmless competition! Activities run year-round, so check back often.

[What's currently available](#)

MUSIC & THEATRE

AR has a great Music & Theatre program, so whether you play the horn or can sing a tune, we've got something for you.

[College Bands](#)
[College Choirs](#)
[Drama Club / Theatre](#)

CLUBS & ORGANIZATIONS

Contribute in an Academic or Civil/Social club and be a part of campus life.

[Academic Clubs](#)
[Civic & Social Clubs](#)

STUDENT NEWSPAPER

Keep abreast of campus happenings or join the newspaper staff & show your journalist aptitude!

[Read Back Issues](#)
[Meet the Staff](#)

Save time: come to campus 8 to 10 a.m. or 4 to 6:30 p.m. Wait times increase mid-day.

- ▶ WAYS TO LEARN
- ▶ MONEY IN YOUR POCKET
- ▶ WAYS TO HAVE FUN
- ▶ **HELP TO SUCCEED**
- ▶ FLEXIBLE OPTIONS



Need Help With Coursework?

7/8 ◀ ▶

Find out more [here](#).

REQUEST INFORMATION

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State Authorizes Funds for 2nd Phase of Fine Arts Renovation

Passport Program Designed to Help Businesses

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8/22 - Fall Semester Begins



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About Us

- Request Information
- Locations & Maps
- Alumni Relations
- College Jobs
- Safety & Transportation

All About Money

- Cost to Attend
- How to Pay
- Financial Aid Basics
- Types of Financial Aid
- Apply for Financial Aid

Become a Student

- Steps to Become a Student
- Placement Testing
- Orientation Process
- Registration Process
- Visit/Tour a Campus

Books & Supplies

- Book Charging
- Bookstores
- Buy Merchandise
- Library

Classes, Programs & Transfers

- Course Schedule
- Programs by Interest
- Programs A-Z
- Off-Campus Locations
- Professional Training
- Transfer

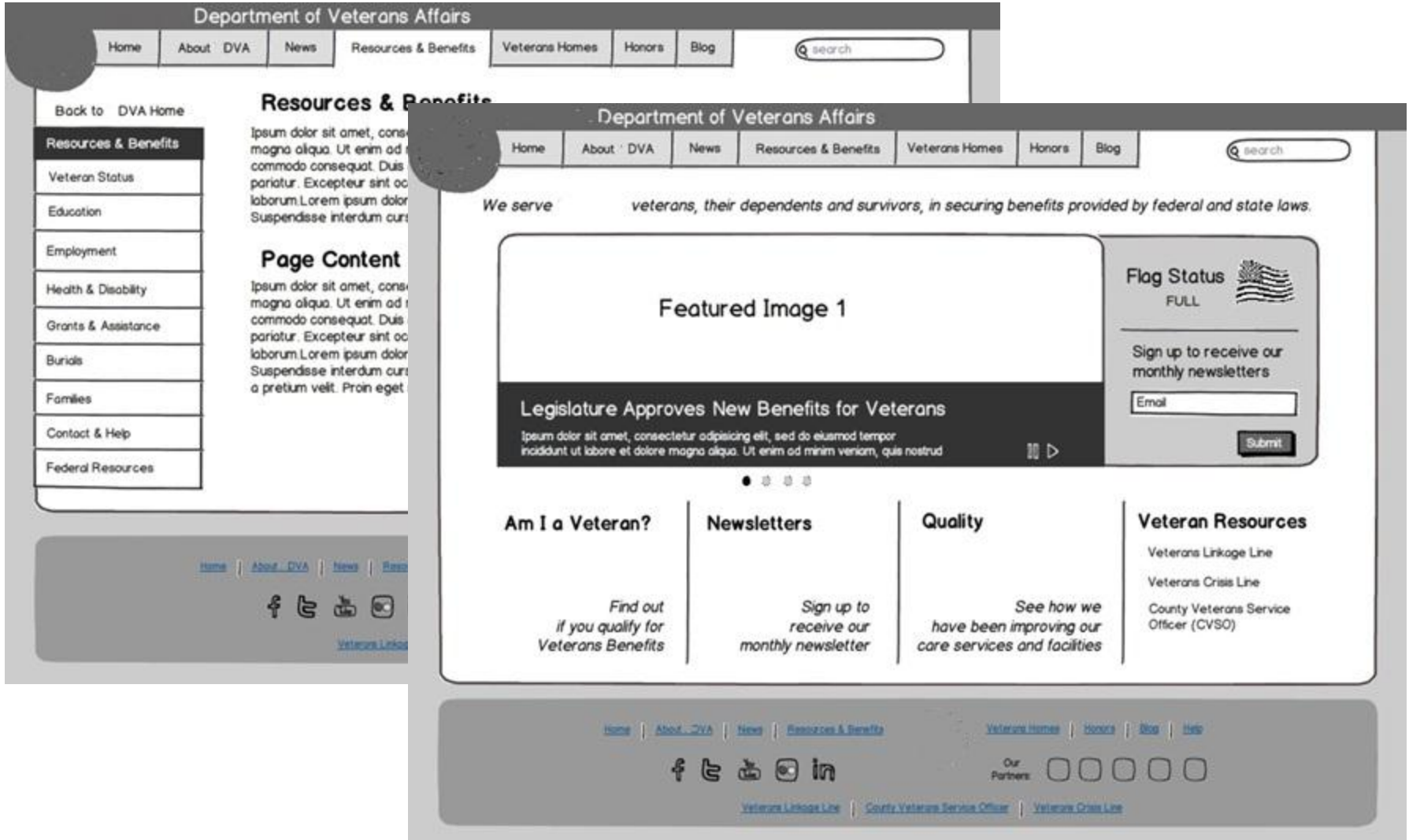
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- Student Advising
- Tutoring Services
- Counseling
- Career Resources
- Student Records & Printable Forms
- Student Bulletin

Another Wireframe Example





High Monkey Consulting

http://www.highmonkey.com

Logo

Who We Are
What We Do
See Our Work
Contact Us
Monkey Blog

Follow Us!
t f in

HMC Does Mobile!
ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

LowMonkey
Expertise on the Go!
ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Check out Peter Serzo's upcoming webinar on SQL 2012...
t
What We're Saying

Recent Blog Posts

- Blog Post
- Blog Post
- Blog Post
- Blog Post

Upcoming Events

- Upcoming Speaking Event
- Conference Booth
- Conference Booth
- Upcoming Speaking Event
- Peter Playing Piano



Home

Who We Are

What We Do

See Our Work

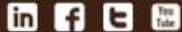
Contact Us

Monkey Blog

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Roseville, MN 55113
P: 763.201.6040

Michigan Office
100 West Big Beaver Road Suite 200
Troy, MI 48064
P: 763.201.6040

info@highmonkey.com



High_Monkey A simple, effective way to manage your tasks with a Kanban Board in OneNote - bit.ly/13TvvQd
4 hours ago · reply · retweet · favorite



your user experience . . . difficult at best . . . deserves much better

shared frustration . . . contributed by SharePoint . . . shouldn't happen

unique . . . you are you . . . not them



FEATURED PROJECT UIMN.ORG




small in business . . . large in mind . . . all is possible

Recent Blog Posts

[Thanks Internet - Everybody is a dev now](#)
by Peter Serzo



[SPTECHCON Review](#)
by Peter Serzo




Last week I was in San Francisco and had 4 sessions that I gave at SPTECHCON. It is a terrific conference with lots of great speakers and great content. In the next few days I will be blogging about the content I covered which will be of value to you. My promise - A High Monkey promise.

[The Dot-Com Party is over! Do you remember 2000?](#)
by Joel Baillen




It's December 2000 - VC money is starting to dry up, new Dot-Com companies are doing layoffs, and the meltdown is just getting started. Here's a slice of bitter web history from when the bubble burst.

[Best of the 'Net - 1997](#)
by Joel Baillen



What was happening with the Internet in 1997? Things were all rosey - the Dot-Com bubble was still inflating with no end of growth in sight. Study a little ancient history (in web years)!

[Usability Testing: Why you need it, and when you don't](#)
by Jared Vander Hook



Usability Testing seems to be more and more common in web projects, yet at the same time when the budget gets tight it is often the first line item to be cut. Why is this? My experience has been that clients love the idea of usability testing, but don't necessarily see it as a critical component.

Upcoming Events

Kentico Webinar - Building Websites People Can Actually Use

Coming on March 13 - this fast paced webinar will take you through the stages of how a website gets built the right way - based on a solid Information Architecture ("IA") and delivering what users actually need from a website.

Peter Serzo Speaking at SharePoint Fest Denver

Our Senior Technical Architect, Peter Serzo, is speaking at [SharePoint Fest Denver](#) in March.

Virgil Carroll Speaking at SharePoint Evolutions 2013

High Monkey's President and Principal Technical Architect, Virgil Carroll will be speaking at [SharePoint Evolutions Conference 2013](#).





Wireframes for Mobile (our own site)

Wireframes display flow of site, from homepage to a specific content page

Home

Who We Are

About Us Content

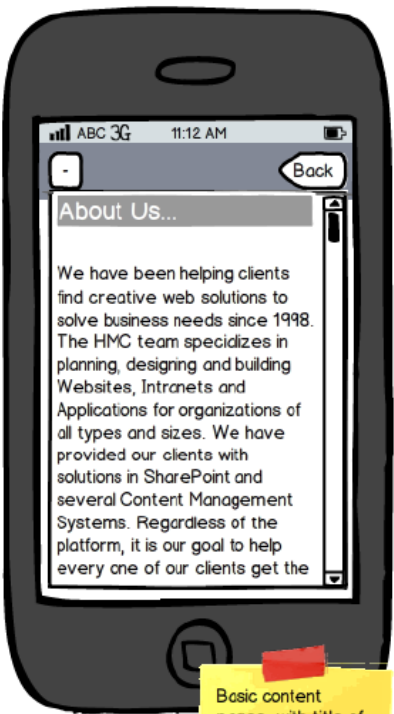
User Clicks Main Nav



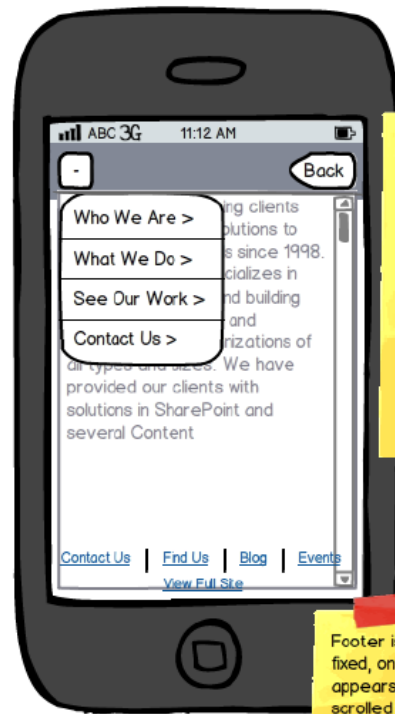
Use icons or large-button approach for homepage navigation



Simple line-item navigation for content pages within a section
(ex. Who We Are)



Basic content pages, with title of page at top of content, not fixed
(ex. About Us)



All pages will include a fixed top menu, including a 'back' button and 'drop-down' navigation.

All content will only be 2 pages deep, for quick navigation

(ex. user clicking navigation component)

Footer is not fixed, only appears when scrolled to the bottom

What Feeds An IA?

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- ~~Wireframe Design~~
- ~~Wireframe Usability Test Results~~

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The High Monkey Methodology



Design & Branding 101



- Design should support your website's key messages
- Design should enhance the visitor's experience
- Design simplicity is often difficult to achieve

- Design should follow an iterative review process (but not too many reviews) – We like Alpha, Beta, Release
- You should NOT involve too many people in the design process (everyone has an opinion)

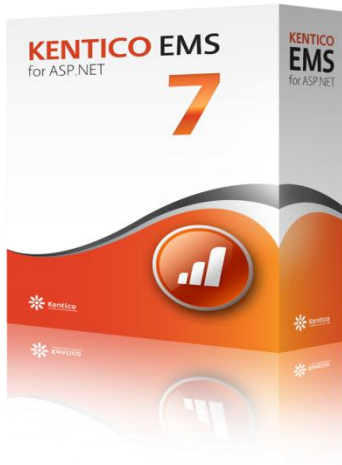
- Branding standards may need to be evaluated after a new IA has been developed

CMS Evaluation & Criteria



- Product Maturity (how long has it been around)
- License and software maintenance cost
- Option to separate content and presentation layers
- Support for and integration with social media
- Mobile design and development
- Support from Kentico and Partner Networks
- EASE OF USE for content maintainers
- EASE OF MANAGEMENT for webmaster(s)
- EASE OF DEVELOPMENT for website builders

Kentico EMS vs. CMS



- Analytics engine
- Reporting
- Conversions
- Campaigns

Web analytics & Reporting

- Contacts
- Activity tracking
- Accounts
- Contact groups
- Automatic grouping

Contact management

- Score rules
- Dynamic evaluation
- Potential clients

Lead scoring

- A/B Testing
- MVT Testing
- Content personalization

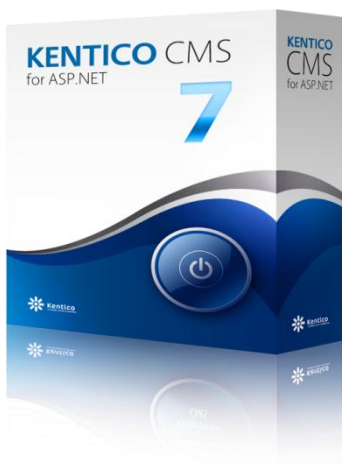
Web site optimization

- Portal engine integration
- Users
- Newsletter subscribers
- E-commerce customers
- On-line forms
- Search
- Marketing automation

Integration with other modules

- Newsletters
- Open e-mail tracking
- Clicked links tracking
- Bounced e-mails

E-mail marketing

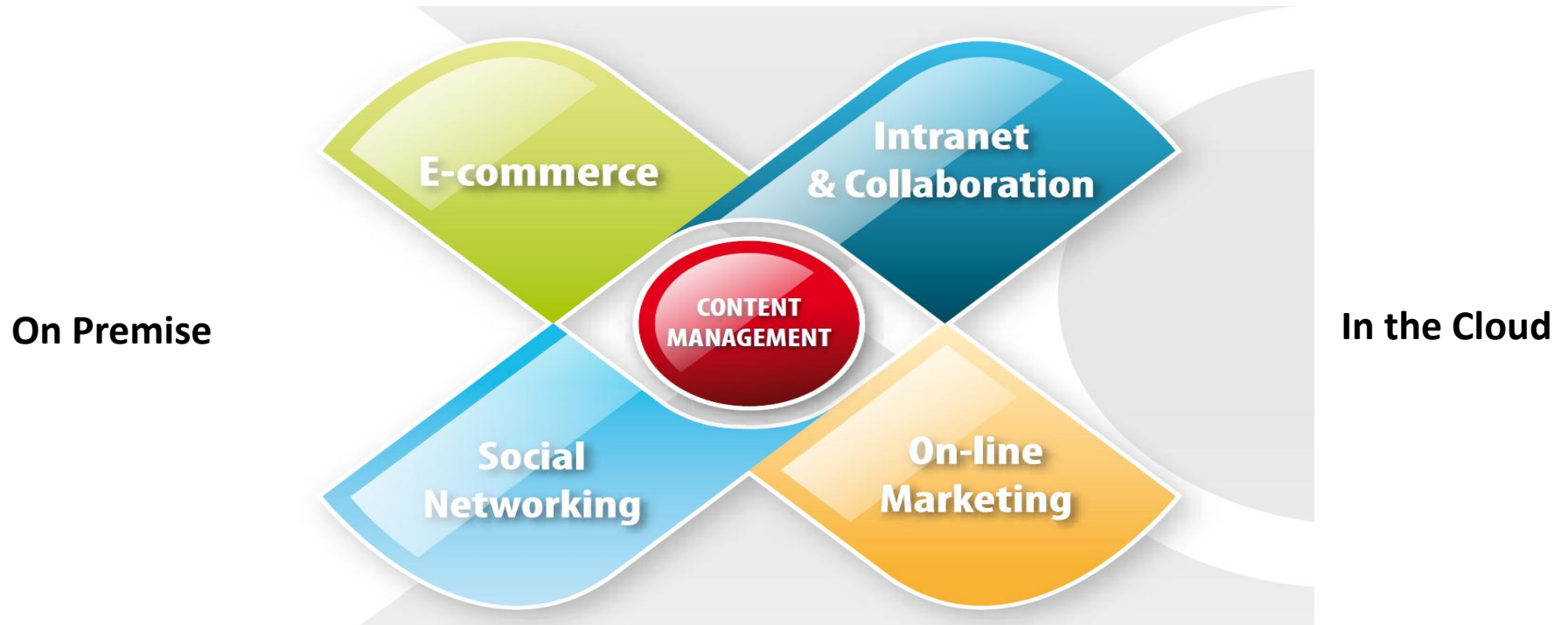


- Web Content management
- E-commerce
- Social networking
- Intranet
- On-line marketing

Kentico CMS 7



Kentico Platform & Ecosystem



How Can Kentico CMS Be Used?

- Interactive Marketing Websites
- Blog Sites
- Magazines, Newspapers
- Intranet
- Community Portals
- E-Commerce Shops
- Self Service Sites
- B2B & B2C Sites
- Member / Directory Sites
- Church / Schools Sites

And many more...

Our Customers Say..

- Highly responsive support
- Extensibility
- Rapid Development
- Easy Management
- All in one solution for your web site
- An easy to determine ROI
- Intuitive Web Based Editing and Management
- SEO Friendly

Website Build



- Design to your requirements
- Wireframes are your visual build guide
- Templates are a beautiful thing
- Consistency in naming is a best practice
- Build to your audiences technology (browser types, versions, bandwidth, etc.)
- Make things reusable – e.g. web part containers
- Organize the site structure and site assets in a way that makes sense
- Test during the build

Content Migration



- Starting yesterday may not be soon enough . . .
- 15-20% of existing content can usually be archived
- Inventory all web content and files
- Manage and track the content review process
- Set content standards for content re-writes
- Plan for accessibility (headers, alt-tags, etc.)
- Implement the “right amount” of metadata
- We use SharePoint to manage the process . . .

Testing



- Create your testing plan based on the original business and user requirements
- Create an tracking list and prioritize issues
- Have people not familiar with the project do testing
- Test for WCAG/508 compliance
- Click like a maniac – no, seriously . . . test everything
- Post launch usability testing to show ROI

Launch Your Site

- Hooray!
- Now finish up your mobile site development
- Do more Marketing
- Do more Social Media



What We Covered Today

- Understanding the value of usability studies and when to conduct them
- What goes into creating a user-centric Information Architecture
- New ways to think about (and re-write) your content
- Why design matters: Less is more than you think
- Selecting a Content Management System: It doesn't have to hurt
- "To Mobile or not to Mobile" . . . enable your website
- How to gain buy-in for your website design and Information Architecture



Thank you for your time and attention!

QUESTIONS?

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