Building Better Websites with IA – *10 steps or less*

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Domonique Baul | Tr3 Media Solutions

World IA Day 2016 - Kent State University

About Me

10 years of Design Experience

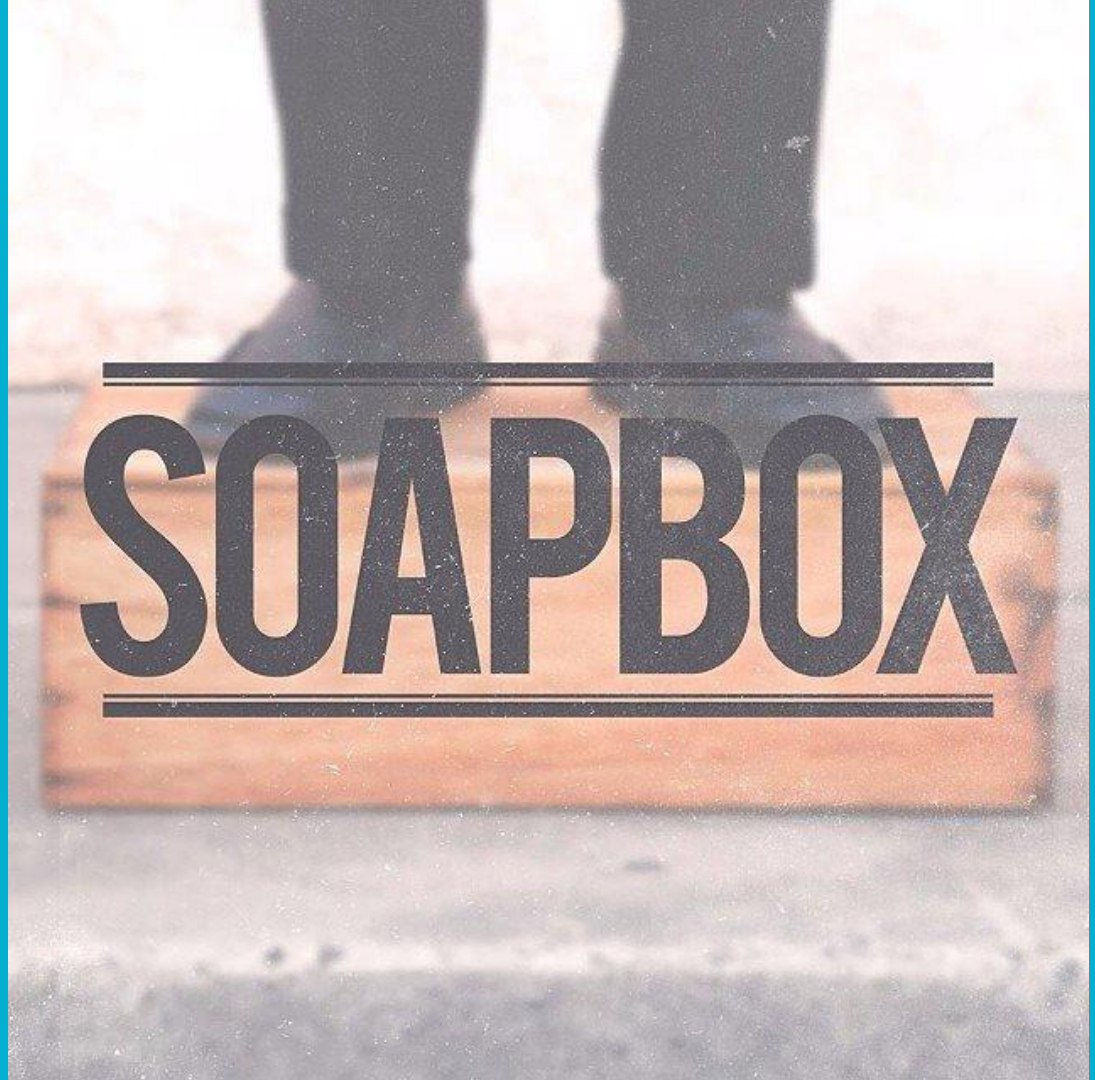
Senior Designer of Tr3 Media Solutions (Detroit, MI)

Super Power: Turning wierd client request into realistic design actions. (re: I can make it ***POP!***)

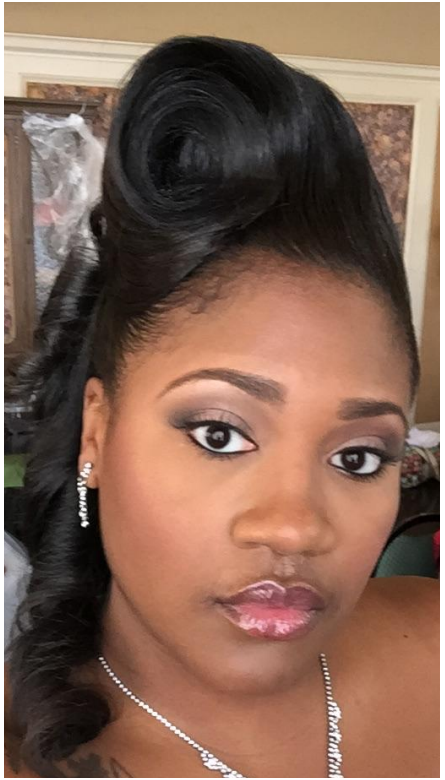
Kent State University Student - Masters UX Design Program

Agenda

- Sustainable Design
- Benefits of Content Strategy
- 9 steps to a better website


SOAPBOX

Meet Jessie



Sustainable Design

People come for your content, they stay for the experience.

Elements of Sustainable Design

1. Quality Content
2. Visually Appealing
3. Accessible
4. Responsive
5. Content Strategy

What is Content Strategy?

A content strategy is the **high-level vision** that guides future content development to deliver against a specific business objective.

Smith, H., & Saracino, A. (2014, June 12). What is Content Strategy? Retrieved February 9, 2016, from https://www.distilled.net/resources/what-is-content-strategy/

This

	Section	URL	Object Name	Content Type/Widget	Limits	% of Total Uniques*	Notes
101			Image	image	* 120x90 .jpg		
102							
103	3.0.0 Videos y Fotos		Photo Landing Page	**HUB**			
104			Show Banner	**Show**	1		
105			Airtime (alt text for Banner)	long text	*		*e.g. Lunes a Viernes*
106			Banner Image	image	* 980x74 .jpg		
107			Facebook Like Button	social plugin	*		For related show, not for current page
108			Show Navigation	**Navigation**	1		Fotos, Videos, Historias Y Personajes. Fotos active state
109			Social Media Links	**Social Media**	1		Facebook (show), Twitter (show), YouTube (show)
110			Lo Último	**Photo Gallery**	1		Latest, link to content
111			Title	text (title)	* (38)		
112			Short Description	long text	* (60)		Used twice, one under latest, once on image
113			Image	image	* 415x286 .jpg		Actual image size: 382x286 (stretched)
114			Facebook Like Button	social plugin	*		
115			Twitter Tweet Button	social plugin	*		
116			Los Últimos Videos	**Video**	1		Latest
117			Title	text (title)	* (49)		
118			Short Description	long text	* (53)		
119			Video	video	* (300x225)		
120			Facebook Like Button	social plugin	*		
121			Twitter Tweet Button	social plugin	*		
122			Gallery Thumbnails	**Photo Gallery**	6x(4)		Latest, link to content

Editorial Calendar

PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCIES
example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 2 straight semesters with sequenced mail drops	Write post, images, cite results	Serves as one section of a "Why choose Stamats" video to be planned and produced.	Link to "Historias Y Personajes" section
example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).	Manual, Photo Galleries and Videos, link to content
example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics	Add video to Facebook.	
example	Scribd	Report	Marketing Research	Research report	Brock	Record findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necess.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.	Manual, Photo Galleries, Videos, Pages, Articles link to content
example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.	Also used as image alt tag
example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).	
example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA	
example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar	
example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.	
example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Audacity or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.	
example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA	
example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.	
example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook.	

Editorial Calendar

Ready

That

Getting your Hands Dirty

Moving from this to that in 10 steps or less.

Step 1: Draw a Map

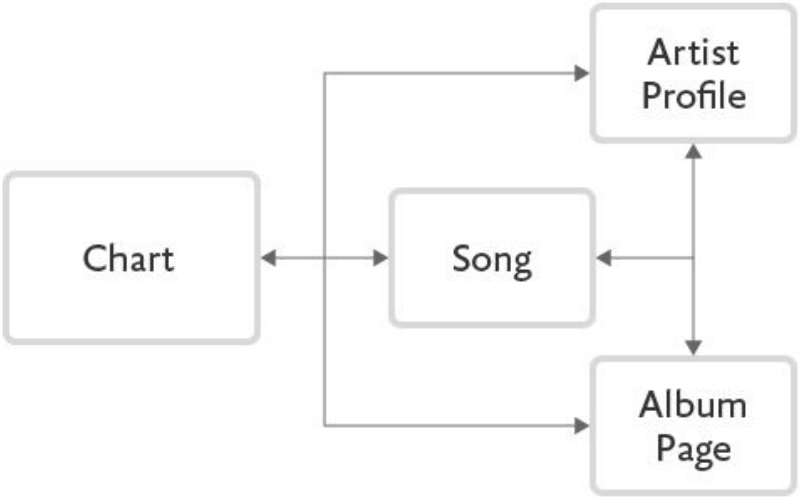
Content Model

A content model is a document that highlights the various content on your site and demonstrates the relationship between them.

Lovinger, R. (2012, April 24). Content Modelling: A Master Skill. Retrieved February 18, 2016, from http://alistapart.com/article/content-modelling-a-master-skill

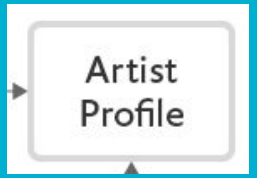
High Level

Best for designers



Detailed

Best for developers



Artist Profile						
	Label	Description	Field Name	Type	Required	Notes
1.3 Artist Profile						
1	Artist Name	Name of artist	artist_name	Textfield	x	
2	Summary	Article subhead	summary	Textfield	x	Also displayed on search results and article lists
3	Author	Author of the profile	author	Reference (Author)		
4	Image	Main artist image	image	Image	x	
5	Body	Body of the profile	main_body	Textarea	x	
6	Slideshows	One or more related slideshow	slideshow	Reference (Slideshow)		
7	Videos	One or more related video	video	Reference (Video)		

Step 2: Go Analog

Sketch

Use pen and paper to sketch

- Wireframe
- Page layouts
- Design Elements
  - Charts, Diagrams, etc

Step 3: Find Leverage

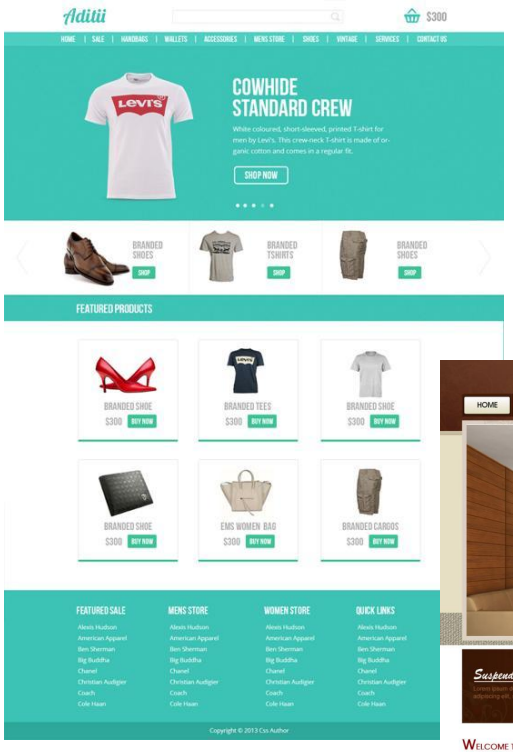
Select the *best* Content Management System (CMS)

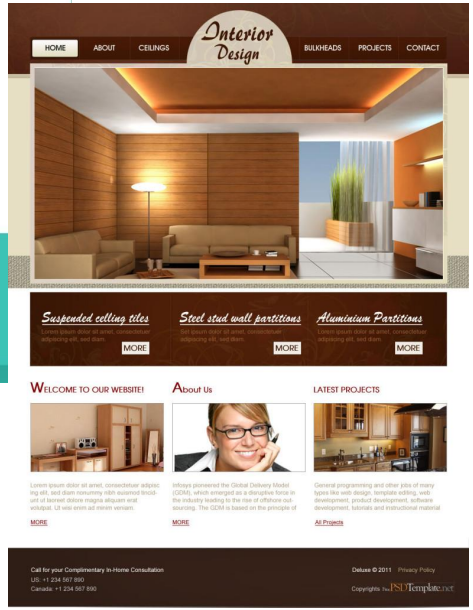
WordPress is a free and open-source content management system (CMS) based on PHP and MySQL.

Uses Themes to facilitate the look and feel and Plug-ins to add functionality.

Step 4: Make it Pretty

Digitize your sketch in Photoshop





Step 5: Outsource

Outsource

Outsource your design using:

- Code
- Theme
- Framework

Slice and Import

Create layered slices of your Photoshop file and import it into the Divi framework.

Intro to Divi

Divi is a WordPress Theme and Framework by Elegant Themes.

http://www.elegantthemes.com

CONVERT PHOTOSHOP DESIGN INTO WORDPRESS WEBSITE

Step 6: Make it Work

Build Out Supporting Pages

Repeat steps 4 and 5 to build out supporting pages and link accordingly.

Step 7: CYA

Quality Check

Check your site for:

- Broken links
- Missing Alt Tags
- Cross Browser Display
  - Chrome, Safari, Firefox, IE9
- Multi - Device Display
  - Android and Apple

Step 8: Share & Get Feedback

Deploy

Design should not happen in a vacuum.

- Push your site live with a semi private link
- Share it with your team and/or client.
- Ask them to actually use the site
- Seek and be open to feedback

Step 9: Lather, Rinse, Repeat

Review, Rethink, Revise

Be patient with revisions.

Update the website based on the feedback received

Thank You

A copy of this presentation is available at:

SlideShare