website redesign -

*closing the loop*

Jim Brill, IBM Web Architect

May 15th 2002
website lifecycle = phases

- plan
- design
- implement
- run
- assess
website lifecycle = phases

plan

design

implement

run

assess
Determine the criteria for success

Use your current sites ability to generate data to help you define the big hitter areas to be remedied in the redesign effort

Create a system of metrics that can be used before and after the redesign so that a correlation can be made to show the results of the redesign work

Use the data to drive content creation
website lifecycle = phases

plan

design

implement

run

assess
Multi-disciplinary Teams

Consulting
- Industry Consultants
- Brand Consultants
- Marketing Consultants
- Experience Architecture
- Technical Consultants

Creative
- Creative Director
- Content Strategist
- Information Designer
- Graphic Designer
- Motion Graphics
- Front end Technologist
- Production Artist

Technical
- Solution Architect
- Java Developer
- Middleware Developer
- Content Manag. Arch.
- Database Architect
- Security Experts
- Pervasive Experts

Production
- Producers
- Project Management
- Project Office staff
website lifecycle = phases

- this is a production environment (hello !)
- Agree to a detailed statement of Work
- Create a realistic schedule
- Rely on an effective communication plan
- Aggressively seek closure on all open issues
- Clearly define roles and responsibilities
website lifecycle = phases

plan

implement

design

run

assess
website lifecycle = phases

- **Set Business Goal**
  Determine the market, users, and competition to target is central

- **Understanding Users**
  An understanding of the users is the driving force behind all design

- **Design the Total User Experience**
  Everything a user sees and touches is designed together by a multidisciplinary team

- **Evaluate Designs**
  User feedback is gathered often and drives product design and development

- **Assess Competitiveness**
  Competitive design requires a relentless focus on the competition and its customers

- **Manage for Users**
  User feedback is integral to product plans, priorities and decision making
before

Vision Statement

A pre-eminent learning community shaping business practice for tomorrow’s converging economies

Today’s business environment calls for a new breed of leader - one who can anticipate change and skillfully adapt. Global markets are forging a rapid convergence between the traditional corporate giants and the nimble dot.coms, and our baccalaureate and MBA graduates must be prepared to balance the extremes.

Our graduates hold a lifelong learning contract with Smeal. Alums are invited to join consortia, affiliate with our research centers, attend executive education programs, and interact with our students through ongoing class visits, internships, and placement opportunities.
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<thead>
<tr>
<th>Smeal: Website Redesign, phase 1</th>
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Understand career/job placement opportunities in higher education (Where can I go from here?)

wire frame
Abstract of walk through

- 25 participants drawn from 3 of the 10 identified user segments (13 MBA's, 11 Undergraduates, 1 Faculty)
- 2 Decision Support Center (DSC) testing sessions at Smeal on 9/6/2001
- Purpose: Perform a cognitive walkthrough of a wireframe conceptual model for the Smeal internet website
- Assess the usability of the current navigation framework and nomenclature and provide input to next design phase.
- Secondary outcome: partial validation and ranking of the functional requirements discovered in the first phase of the engagement.
Results from walk through

- 140+ pages of raw data being culled for useful suggestions to improve site organization and nomenclature (W.C.)
- Average 79% “correct” choices made for 42 available first links, 77% for 37 second links, 90% for 3 available third link choices (approaching 80/20 rule for first user action in first design iteration)
- 282 free-text comments associated with 31 tasks (42 task survey segments in two sessions)
- Rough comparisons indicate wire frame conceptual model to be roughly on a par with existing, fully populated website in terms of usability and functionality.
### 3. Prospective MBA/Executive MBA Candidates

| Sex          | 70% male  
|              | 30% female  
|              | -33% International  
|              | -10% Minority  
| Age          | 27  
| Area of Study/Occupation | -Focused on interests  
|              | Most popular:  
|              | -Finance  
|              | -Marketing  
|              | -Non-business – different Undergrad  
| Computer/Web Literacy | Average Web Literacy/Not geeks; Average to Low Desktop  
| Familiarity with SMEAL | Low-Moderate  
| Motivation to access site | -Match interests to offering  
|              | -Double my salary/move up corporate ladder  
|              | -Change my career path  
|              | -Learn about location  
|              | -Comparisons/rankings  
|              | -Lifestyle  
|              | -More info (cost/financial aid)  
|              | -Decision to apply  
|              | -Employment/career placement  
|              | -Matching corporate support  
|              | -Research  
|              | -Faculty Reputation  
| Content/Features of Interest | -Smeal wants to communicate the value of a public institution vs. private (ROI)  
|              | -Success Stories  
|              | -At a glance info.  
|              | -Academic programs including customizability  
|              | -Link to World Campus MBA  
|              | -Day in the Life of...  

user segmentation
site map & nav flow
<table>
<thead>
<tr>
<th>Page Ref.</th>
<th>Page Title</th>
<th>Wireframe Template</th>
<th>Notes</th>
<th>Content Element</th>
<th>New/Existing</th>
<th>Location/Link</th>
<th>Author</th>
<th>Date Rev.</th>
<th>Date Edited</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>01.00.00</td>
<td>Home</td>
<td>A1 - Home page (unique)</td>
<td>see Editorial Styleguide for format of Vision Statement</td>
<td>Mission/Vision Statement</td>
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<td>A1 - Home page (unique)</td>
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<td>Personal Profile</td>
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<td>01.00.00</td>
<td>Home</td>
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<td>Featured Events</td>
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<td>A1 - Home page (unique)</td>
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<td>Apply Now</td>
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<td>Business Headlines</td>
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<td>Featured Links</td>
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**content matrix**
mood board
Vision Statement
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Vertical Differentiation Gets Mixed Results For Selling Information Goods

Many businesses and firms practice vertical differentiation when selling to consumers, creating multiple versions of a product with different quality levels and offering them at different prices. This separates the consumers into segments with different segments buying different versions and paying different prices.

Study Offers Clues To Help Spouses Adjust To International Assignments

As more businesses go global and more operations and employees overseas, they must become more aware of the role spouses and families play, suggests a Penn State professor who recently completed two studies on expatriate spouse adjustment.

initial design impression
final design impression
Global Placement Template Specifications

1. Global Navigation (Primary)

* Special Note:
4 pixels of space should be the dividing distance between text and the vertical divider graphic to avoid crowding the main nav bar.

Font: 11px Arial Bold
Normal State: Hex Color # CCCC99
Rollover State: Hex Color # FFFFC2
Selected State: Hex Color # FFFFFF

Font: 10px Arial Regular
Normal State: Hex Color # FFFFFF
Rollover State: Hex Color # FFFFFF
Selected State: None

style guide
redesign launched: continuing to innovate
website lifecycle = phases

- Before
- Project Plan
- Walk through
- Sitemap and Navigation flow
- Content Matrix
- Mood Board
- Ruff Design
- Final Design
- Visual and Coding style guides
- Site Launch
website lifecycle = phases

plan

design

implement

run

assess
website lifecycle = phases

- Small and fast, not big and slow
- Develop high payoff functions first
- Iterate to a solution
- Resist local customization
- Quality counts & costs
- Eliminate Creep (but note it in the log)
- Inspect what you expect

- Use a Iterative Rapid Application Development approach – validate with users
website lifecycle = phases

plan

design

implement

run

assess
website lifecycle = phases

**Performance and availability**
- How often is the server down?
- What's the typical response time?
- How does usage vary by time of day?
- Where are current performance bottlenecks?

**Web Traffic**
- How many visitors came to the site last week? How many were new? How many were returning?
- Are there any visitation trends over time?
- Which external sites drive the most visitors?
- How many visits did a campaign drive?
- How popular is a specific content/page?
- What are the most used internal/external search words/terms?
website lifecycle = continuous innovation

plan

assess

design

implement

run
What are the objectives for the site redesign?
What is the market? How has it changed?
Who is the competition? Who are the losers?
What current assets can we leverage? What's in the enterprise
What’s out of the box and what’s custom
Who are the prospects & customers? How can we give the identified segments the content they expect? - The most essential ingredient for success.
How do we replenish and manage that content?
How do we enable the functionality within the current infrastructure?
How do we measure success? What is being measured to provide guidance for continuing improvement as well as accountability for the team and stakeholders?
What management structure to we have in place to process all of this in parallel?
Thank you

jim@brill.net

http://www.ibm.com/easy
breakout session
creating an attainable goal:

\[
\frac{\left( \text{existing user metrics} + \text{user feedback} + \text{competitive offerings} + \text{business requirements} \right)}{\left( \text{dev budget, resource & time constraints} \right)} = \left( \text{designers conceptual model} + \text{users mental model} \right)
\]

\[
\frac{\left( \text{existing enterprise capability} + \text{emerging technical requirements} + \text{environmentally driven requirements} \right)}{\left( \text{budget for continuous content refresh} + \text{budget for continuous technical support} + \text{budget for continuous innovation} \right)} = \text{maintenance budget}
\]
website lifecycle = develop the brand

brand strategy

digital assets

digital brand

users expectations
website lifecycle = extending the reach