



RWD

Class 9

@rwdkent

Overview

WhiteSpace (1 hour 15 min)

**Submit Research
Assignments as Group to
Repository (30 min)**

**Content + Sketching
(30 min)**

Hands-On Group Work (30 min)



WhiteSpace



Submit Research Assignments As Group



Research Assignment Group Updates



Content Strategy and Information Architecture



How would you define content strategy?



How can content
prototypes help with the
web design process?



What must be finished first, content or design?



“There is a symbiotic relationship between content and design. One cannot thrive without the other.”

Mark Boulton



Updated

Quality

Hierarchy

Owner

Tone

Content Audit

Type

Format

Representation



1	2
3	4
5	6

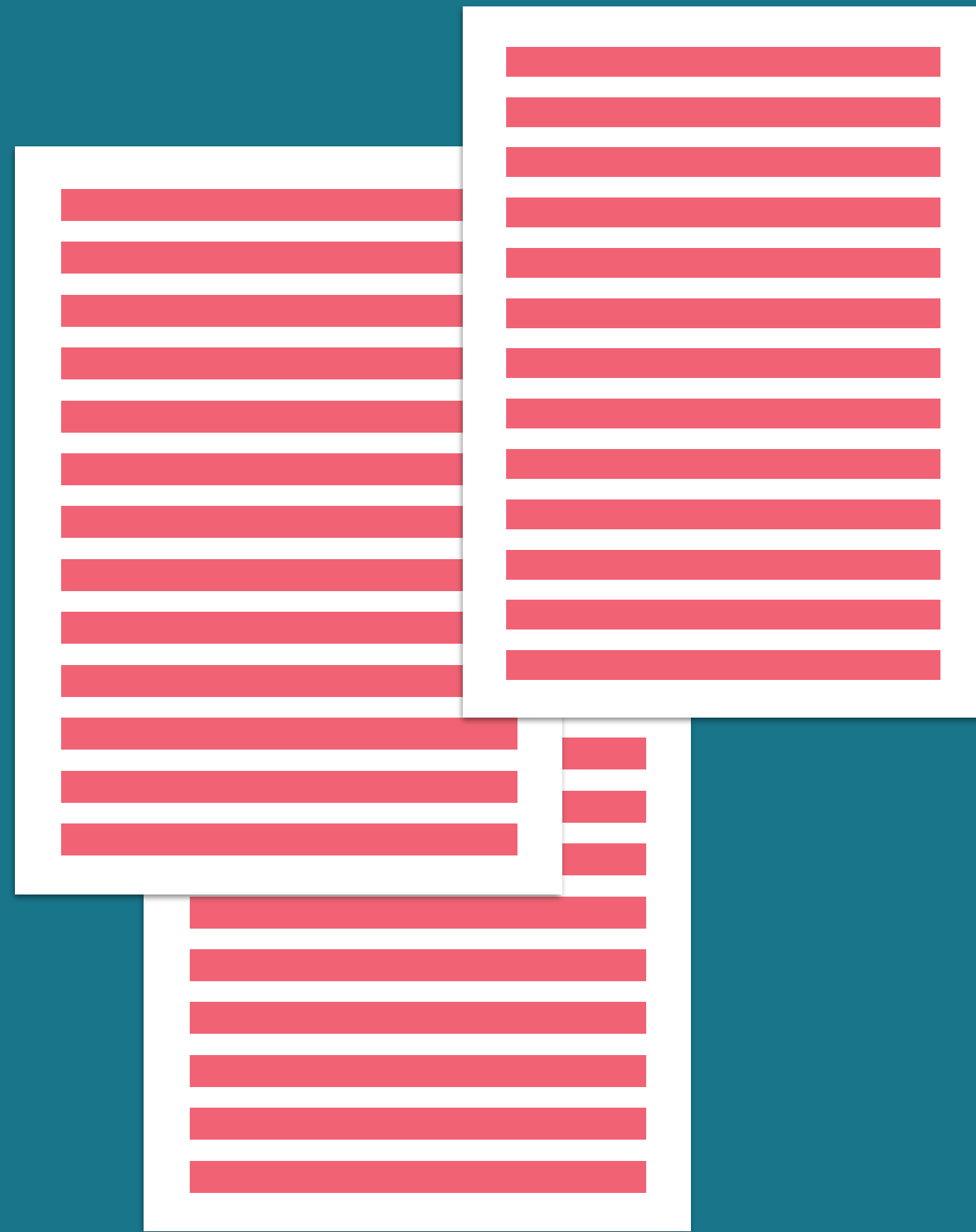
File Edit View Insert Format Data Tools Add-ons Help

	A	B	C	D	E	F	G
1	Folder	Page Name	Current url	Move to New IS Site	Move to support.kent.edu	Move to Service Catalog	Redirect?
46		Help for Students		Old Content - Redirect to Viewbook			Y
47		Help with Campus Wireless			Redirect to KB (http://support.kent.edu/flas		Y
48		Helpdesk Home Page		Moved to New Site Already (Support)			Y
49		Help with Mobile Devices		Old Content - DELETE			N
50		Microsoft Agreement			Need to move any applicable content to KB and then redirect		Y
51		NVivo		Page is inactive			N
52		SAS and JMP			Need to move any applicable content to KB and then redirect		Y
53		SPSS			Need to move any applicable content to KB and then redirect		Y
54		Mathematica			Need to move any applicable content to KB and then redirect		Y
55	mobile	No Pages		Nothing to be moved			N
56							
57	network	Internet Access Price List				Move to Services Catalog	N
58		Telephone Service Costs				Move to Services Catalog	N
59		Telephone Quick Reference Guide			Move any applicable content to KB		N
60							
61	obug	Ohio Banner Users Group sub site		Move entire sub site			N
62							
63	operations						
64		Backup and restore		delete (has no info)		topic is in scv cat	N



What's missing ?





Google Docs

JumpChart

GatherContent





Sitemaps

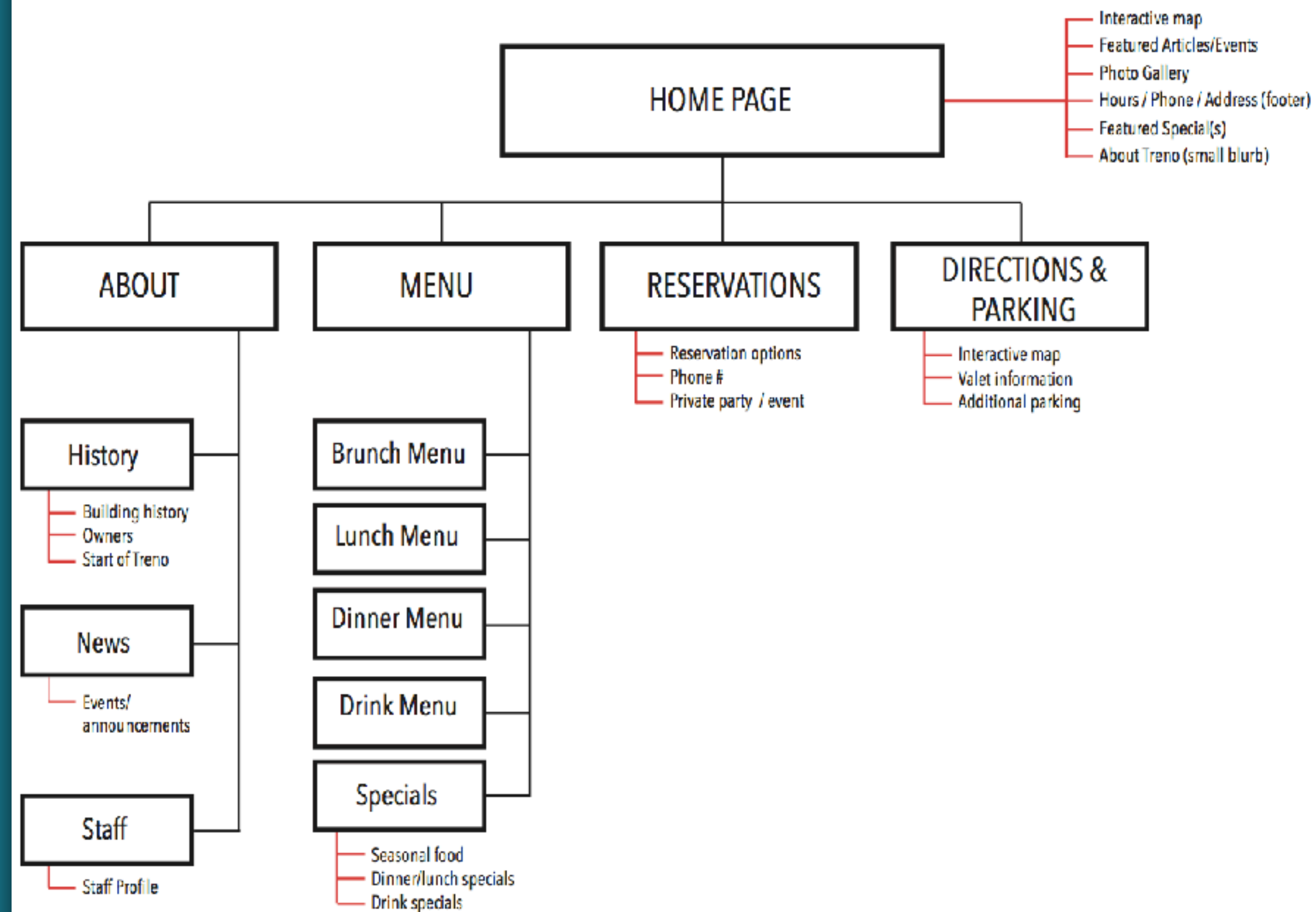
Outlines

Content Prototype



TRENO CONCEPT MAP

PAGE SETUP • NAVIGATION



**How do we
create effective
site navigation?**



Concise

Context

Clear

Interactive

Selective

Consistent



Jumpchart

▼ ProjectsAccountHelp

Summa Health System

▼ Content Wireframe

▼ Views

▼ Summa Diversity Report 2010–2114

Summa Mission – System Diversity Statement

Table of Contents (IB)

Introduction

Letter from Strauss/Malone/Boykin (RB)

Strategic Focus Areas

▼ Education and Training General Awareness (new employee, resident, new leaders)

Cultural Competence HEI

Orientations/education – quotes from participants

► Employee involvement and customer engagement

Patient and employee population stats – EEOC

Diversity awards and accomplishments

Stories

Supplier diversity

Conclusion

Photos

Deleted Pages

Cultural Competence HEI

Summa Diversity Report 2010–2114 / Orientations/education – quotes from participants

New Leader Orientation: Managing Diversity Class:
There were 56 participants in 2011 and 190 in 2012

- 2013 - 16 participants
- 2014 - 39 participants

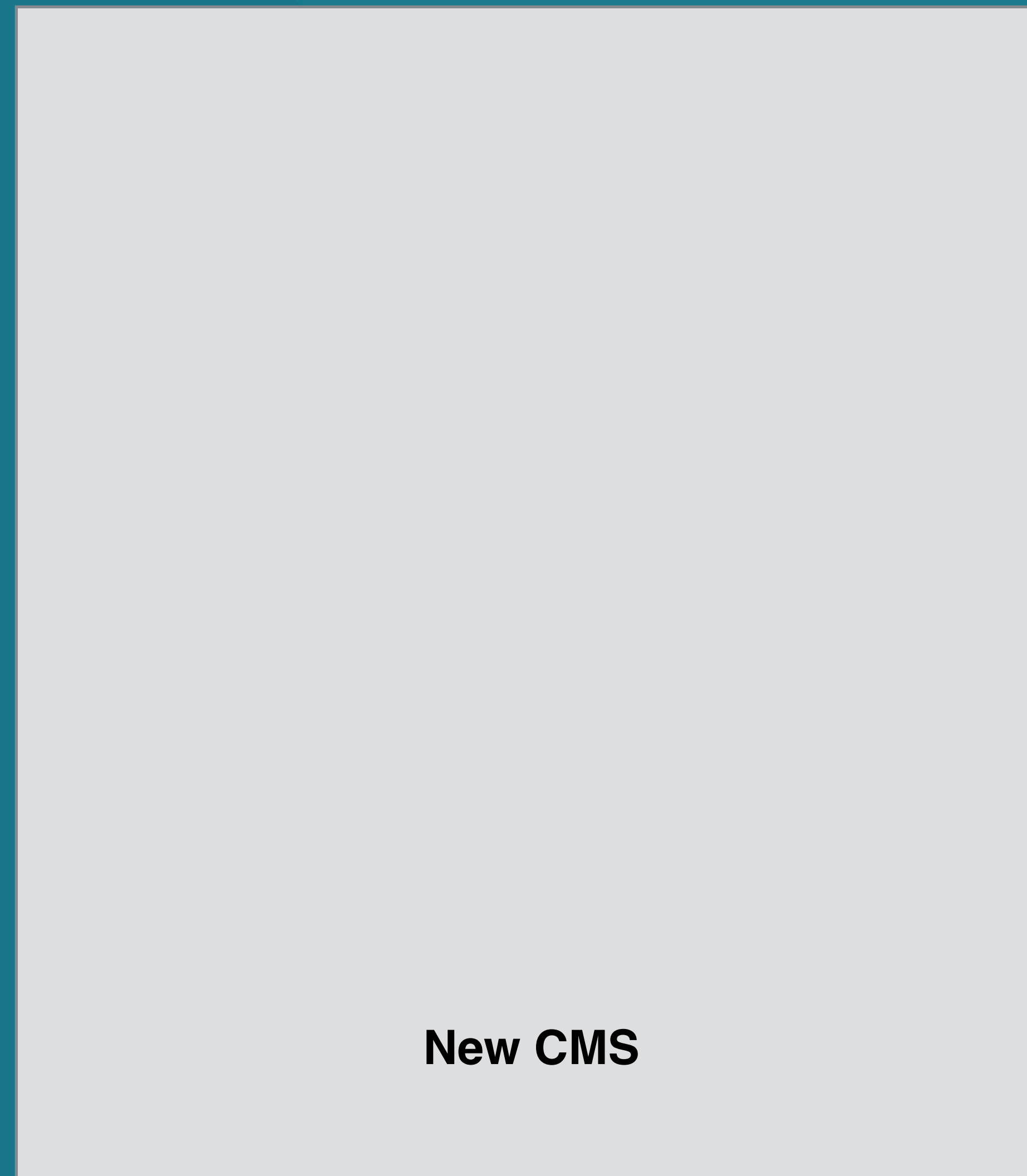
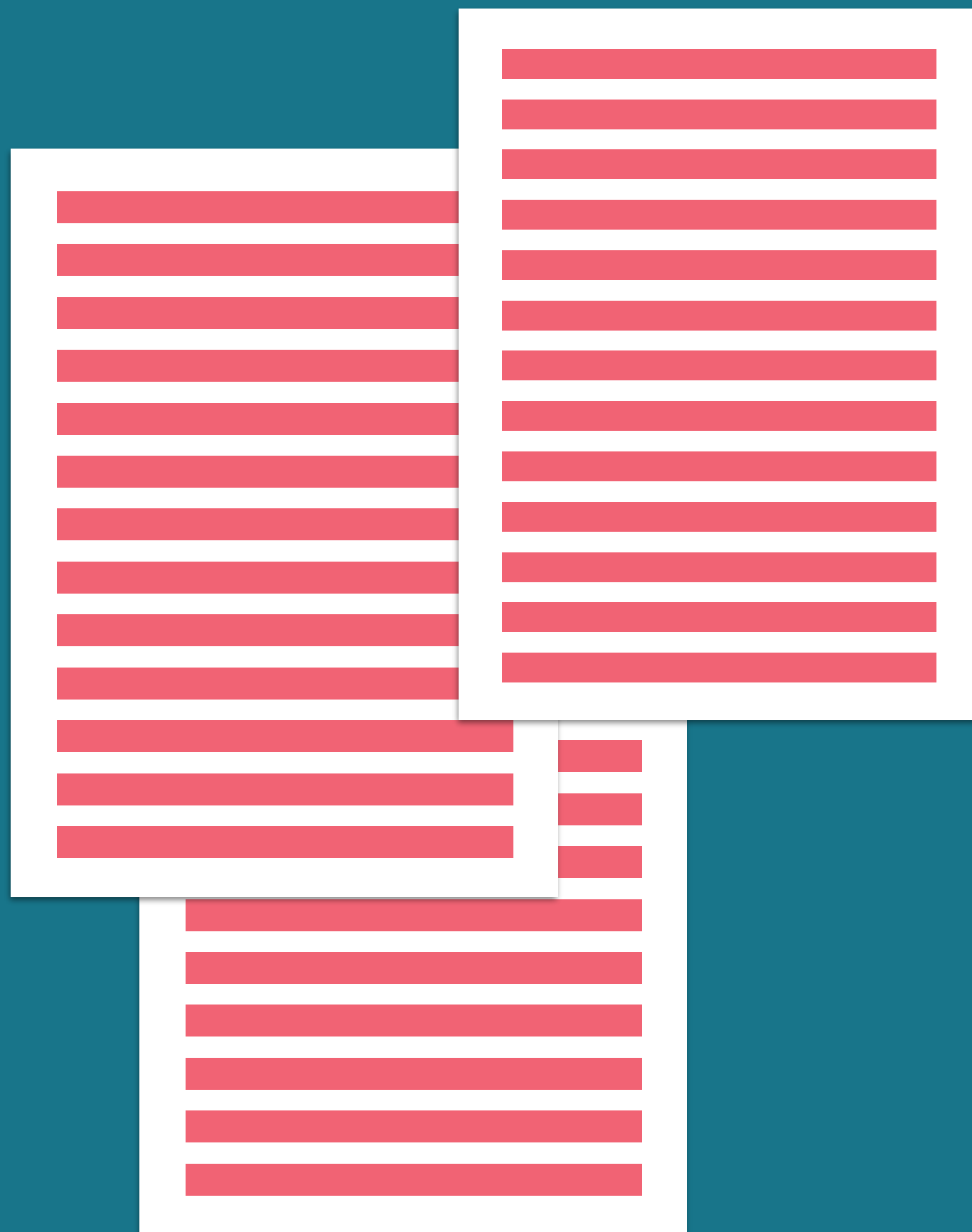
Robert, I think we need to check these numbers. perhaps Patrick can help us.

New Employee Orientation:
2012: 1,363
2013: 1,339
2014: 1,312

New Resident Orientation
2011 - 78 total (7 of which didn't attend the entire time)
2012 - 82 (6)
2013 - 83 (6)
2014 - 84 (6)

Orientations/education – quotes from





New CMS



Most Important



**“How Users Read on the Web:
They don't. People rarely read
Web pages word by word;
instead, they scan the page,
picking out individual words and
sentences.”**

Jakob Nielsen



Desktop



80% Less

Mobile



HEADING 1

This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.

~~Heading 2~~

- List Item
- List Item
- List Item
- List Item

HEADING 1

~~This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.~~



Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Helping patients and their friends and family

Increasing knowledge about cancer & prevention

User tasks

Cancer forms (symptoms, prognosis, treatment)

Symptoms of cancer

Preventing cancer

Treatment of cancer

Inward paths

Googling
"lung cancer"

Googling
a symptom

Homepage?

"Lung cancer"
brochure

Core content

Symptoms first!

Make sure you go to the doctor;
don't diagnose yourself from a website!

Not all cancer forms can
be prevented. Risk factors
and causes too, not just
prevention efforts.

Survival rates



Forward paths

Cancer line

Prevention

Rights

NCS opinion on
this subject



< ACTIVITY >

Content Prioritization



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Thinking Mobile First



How Can Focusing On the Constraints or Capabilities of Mobile Devices Help Improve Our Websites?



“Design is the art of gradually applying constraints until
only one solution remains.”

Unknown



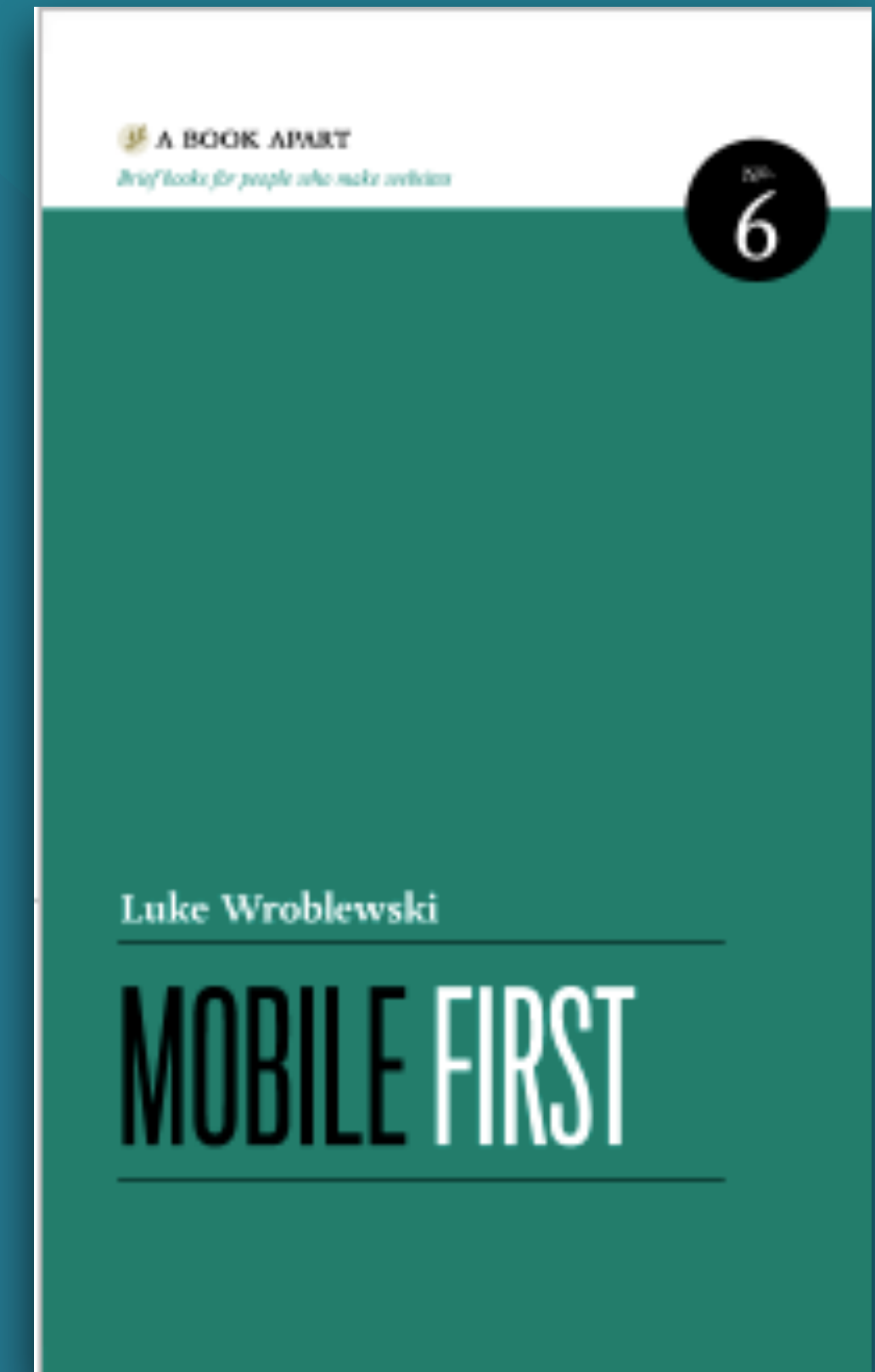
**Use Constraints to Focus on
User Needs**

**Take Advantage of Mobile
Capabilities**



“Mobile First”

Luke Wroblewski



Sketching



Why Do We Sketch?



How Can We Sketch Mobile-First?



Scholarship
Section will
be same color
as building
champions
with white type

SCHOLARSHIPS		
<div></div>		
<div></div>		
<div></div>		
DONER LIST		
HALL OF FAME \$25,000+		
ALL AMERICAN \$24,999-\$10,000		
ALL CONFERENCE \$9,999-\$5,000		
IBAKA \$249-\$75		
<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>
COACH'S CIRCLE \$999-\$500		
ALL TOURNAMENT \$4,999-\$2,500		
ATHLETICS DIRECTOR'S CIRCLE \$2,499-\$1,000		
VARSITY CIRCLE \$499-\$250		

When a bar
is clicked on,
a dropdown
will appear
with all names
under that
category

11

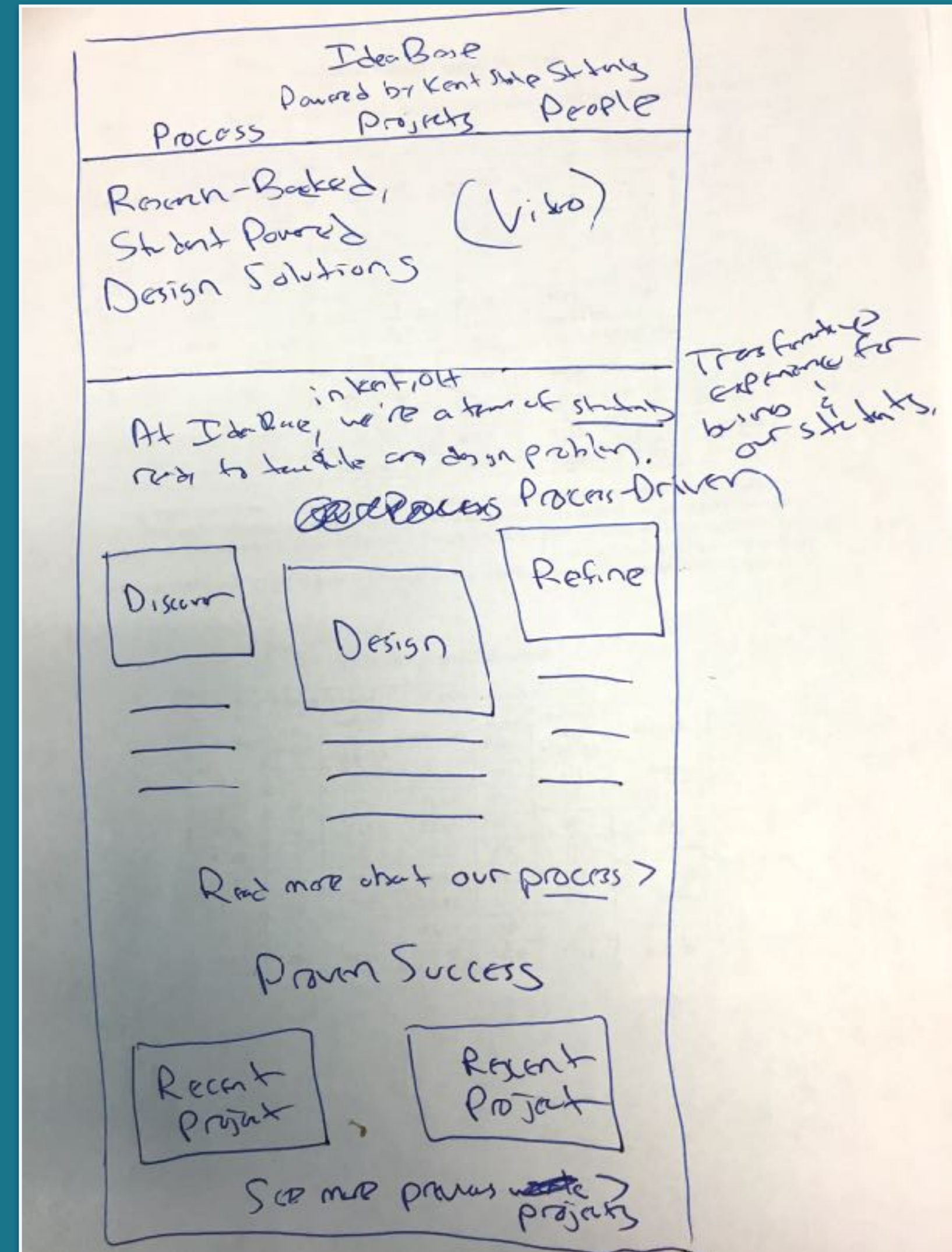
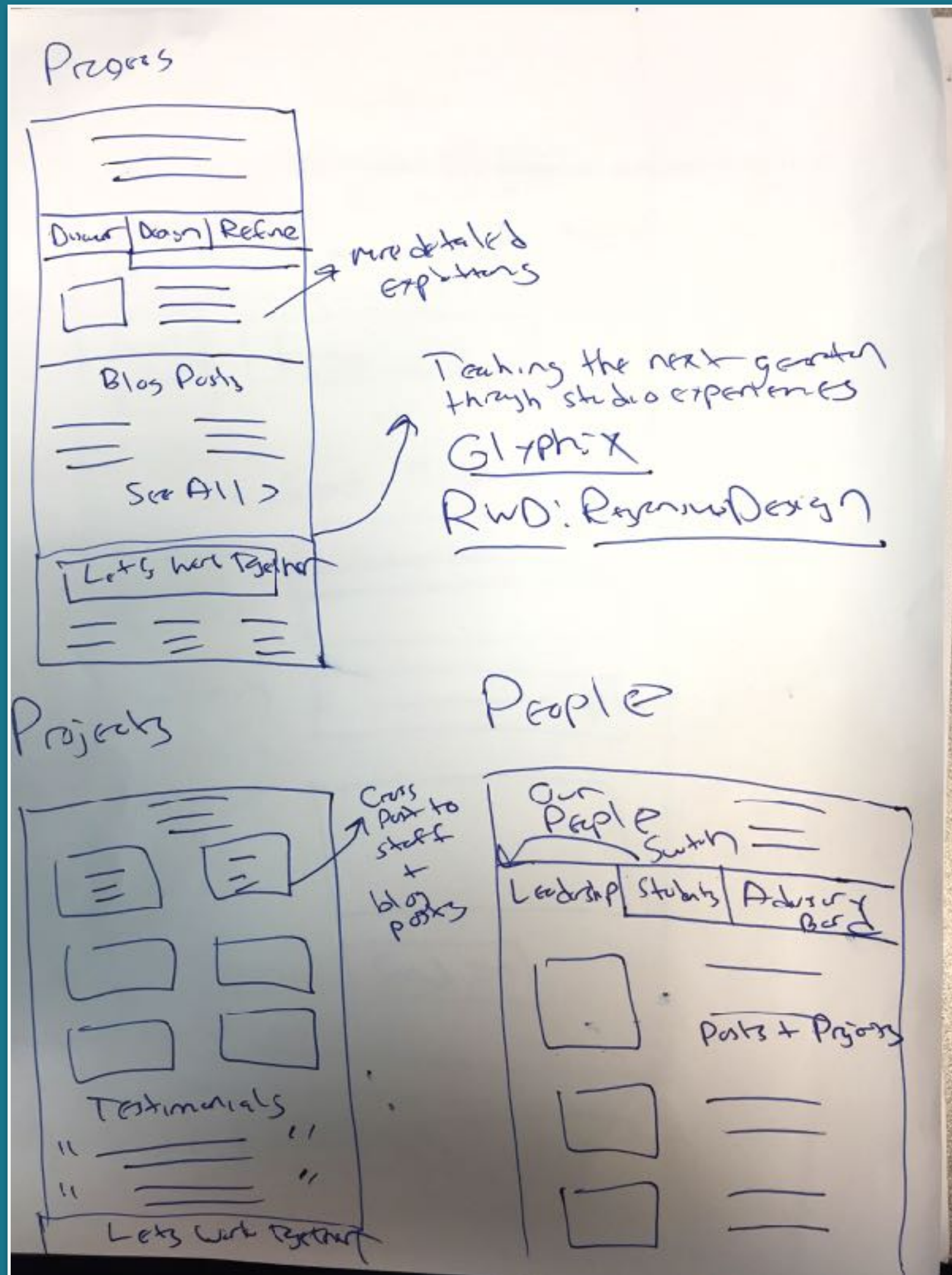
Same color
as Building
Champs with
white type

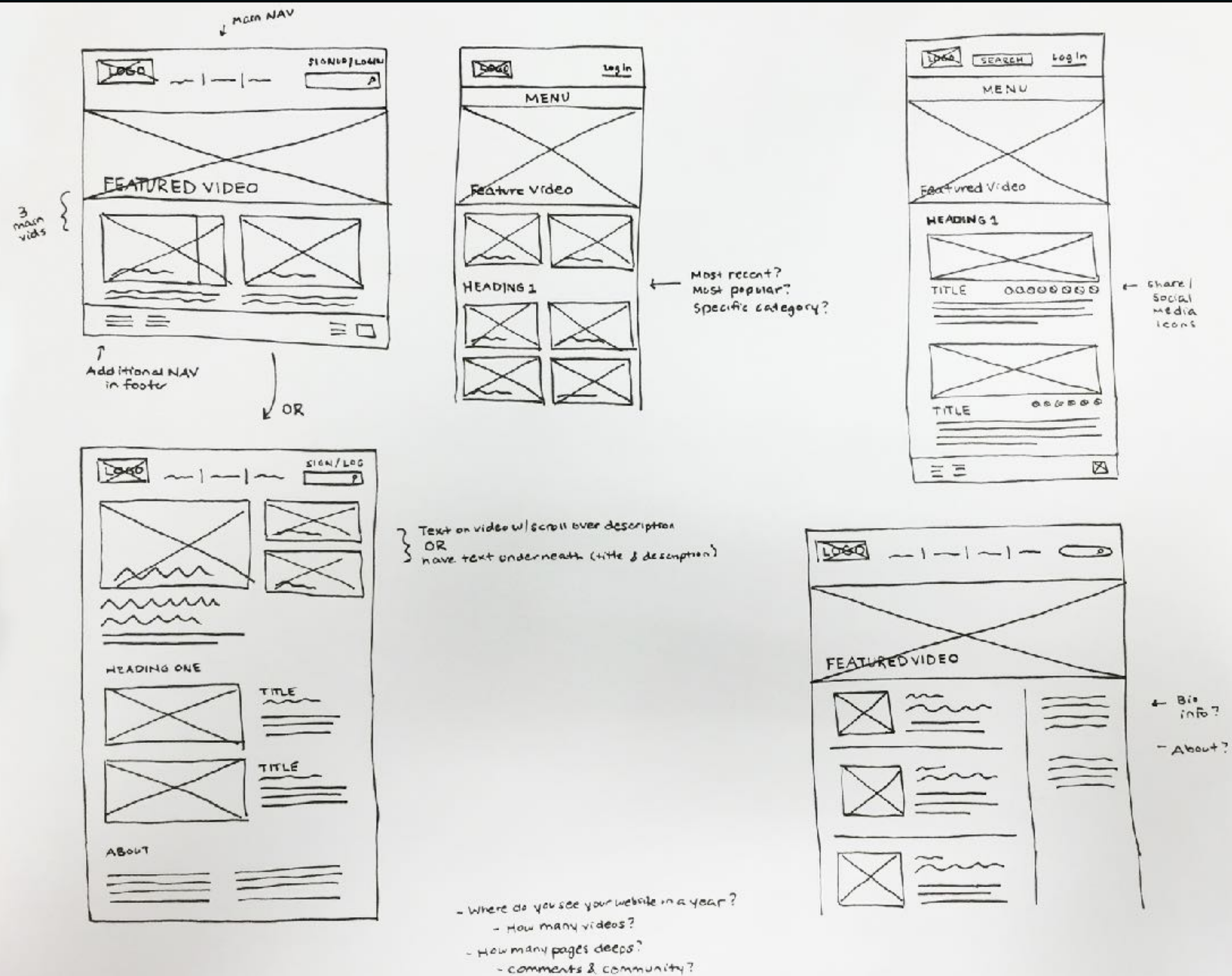
GENEROUS SUPPORT	
<div></div>	
<div></div>	
<div></div>	
<div></div>	
DONER STORIES	
<div></div>	NAME <div></div> <div></div> <div></div>
<div></div>	NAME <div></div> <div></div> <div></div> <div></div>
<div></div>	NAME <div></div> <div></div> <div></div> <div></div>

Doner stories
with doner
image & name
with bio

10







Content + Architecture Assignment

<http://rwdkent.com/class/assignments/content>



Content/Sketching Assignment Hands-On



For Next Time

Reading on Style Tiles and Prototypes

Content & Sketching Assignment (will help upload to repository in class if needed)

