



RWD

Class 9

Mid-Semester Survey



Overview

Hand Back Exams

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

**Content + Sketching
(30 min)**

**CSS Grids Assignment (25 min -
hands on help)**

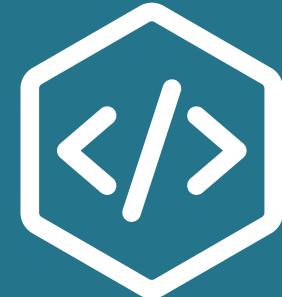
Hands-On Group Work (45 min)



Exams and Current Events



Submit Research Assignments As Group



Research Assignment Group Updates



Content Strategy and Information Architecture



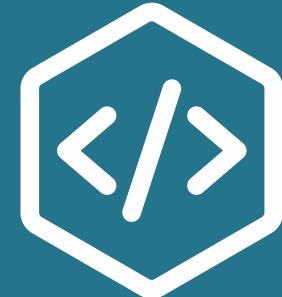
How would you define content strategy?



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

Tone

Type

Hierarchy

Format



Quality

Owner

Representation

Content Audit

IS Content Audit - New ★

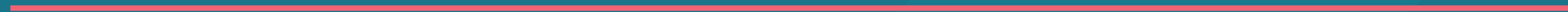
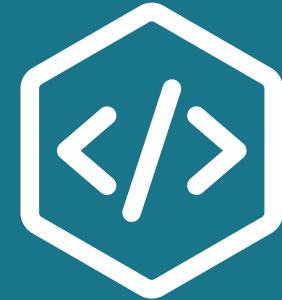
File Edit View Insert Format Data Tools Add-ons Help

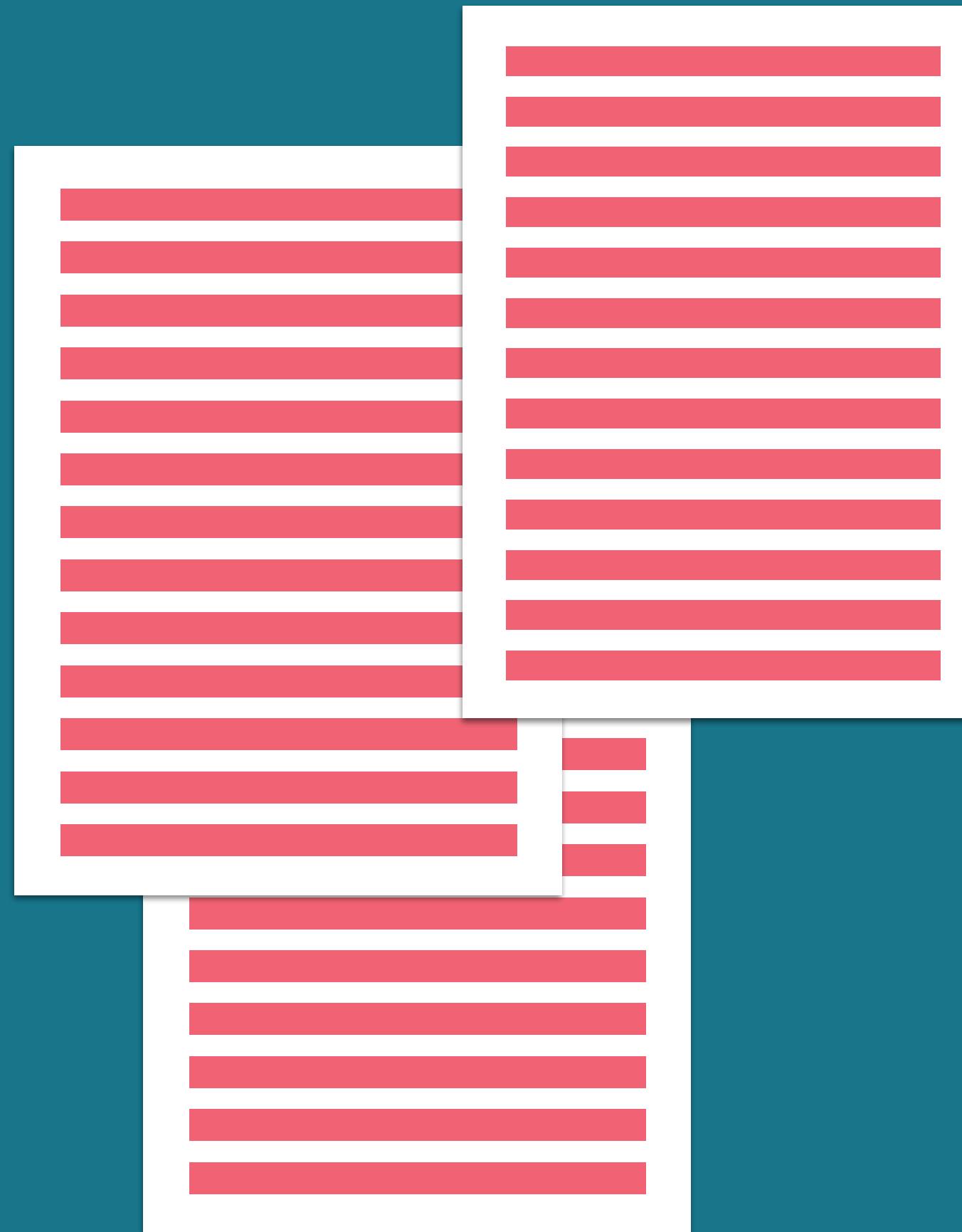
fx Folder

	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/flash)		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	Backup and restore		delete (has no info)		topic is in scv cat move to services catalog	N
64							



What's *missing* ?





Google Docs

JumpChart

GatherContent





Sitemaps
Outlines
Content Prototype



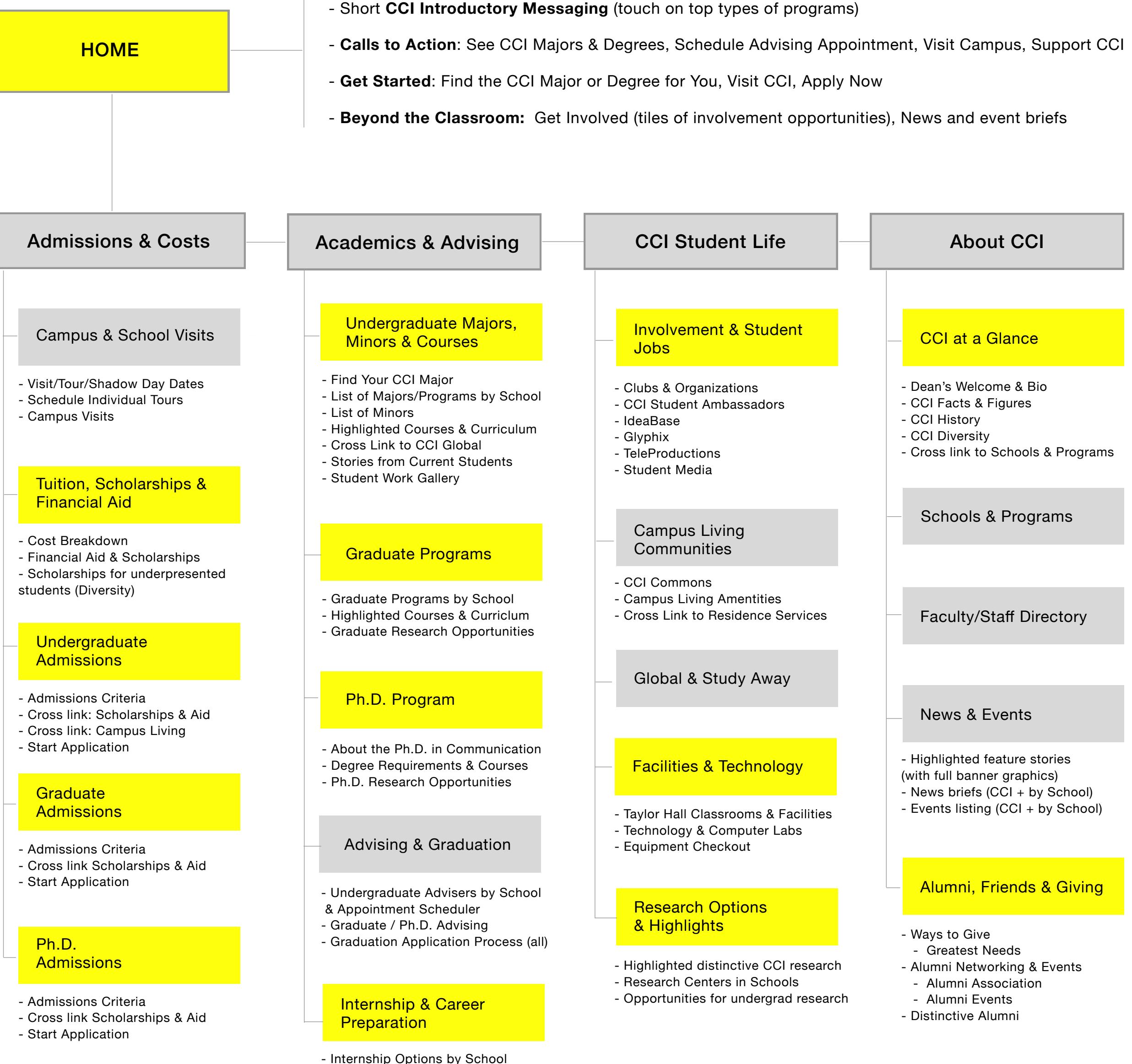
College of Communication & Information

Proposed Website Architecture

www.kent.edu/cci



College of
Communication
and Information



How do we create effective site navigation?



Concise

Clear

Selective

Context

Interactive

Consistent





▼ Summa Diversity Report 2010-2014

[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 2010-2014 / 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



<http://www.nngroup.com/articles/how-users-read-on-the-web/>

Desktop



80% Less

Mobile



<http://www.lukew.com/ff/entry.asp?1117>

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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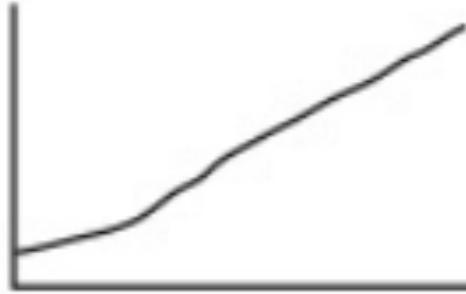
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Thinking Mobile First



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

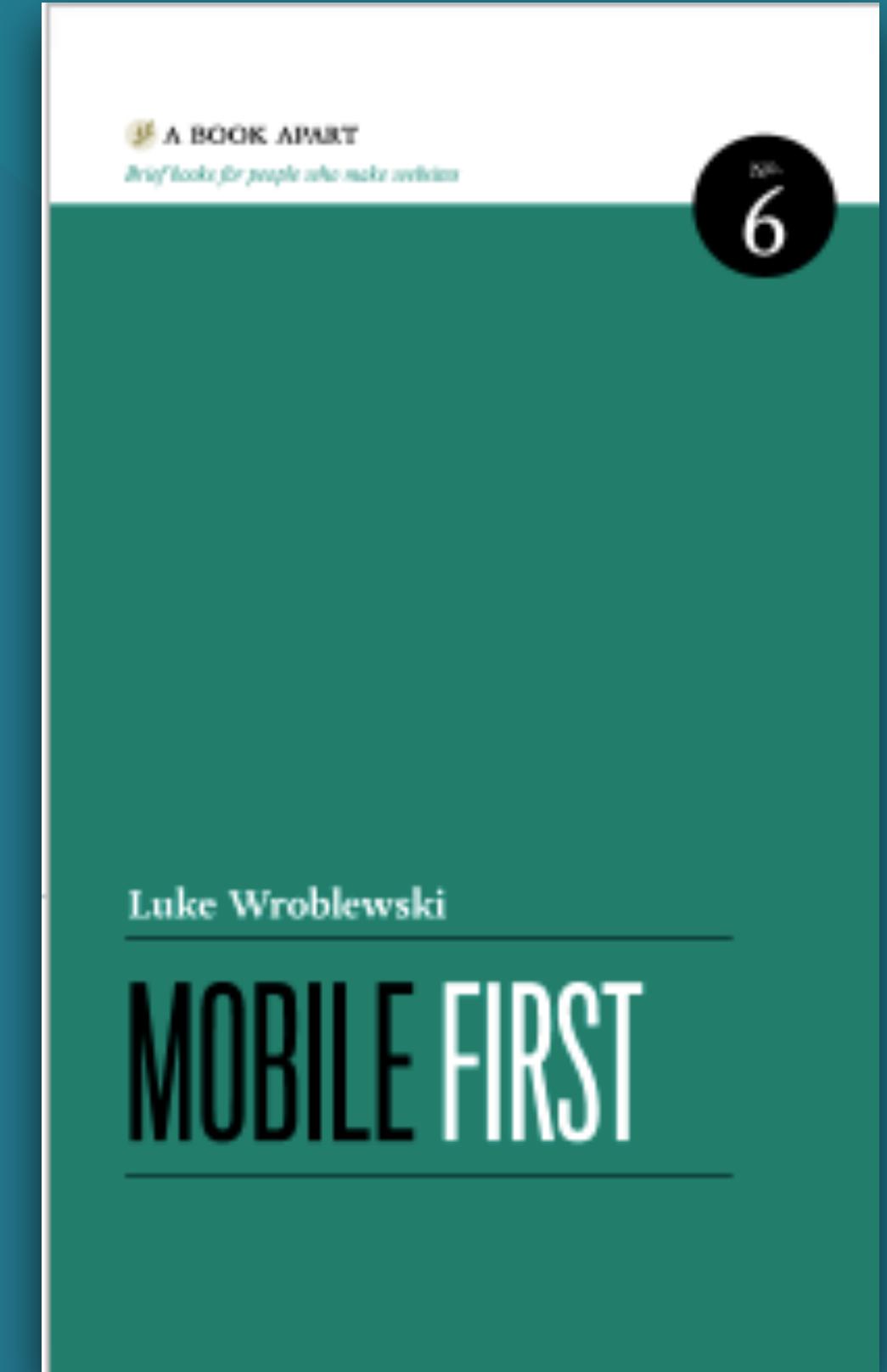


Use Constraints to Focus on User Needs

Take Advantage of Mobile Capabilities



“Mobile First” Luke Wroblewski



—

Sketching

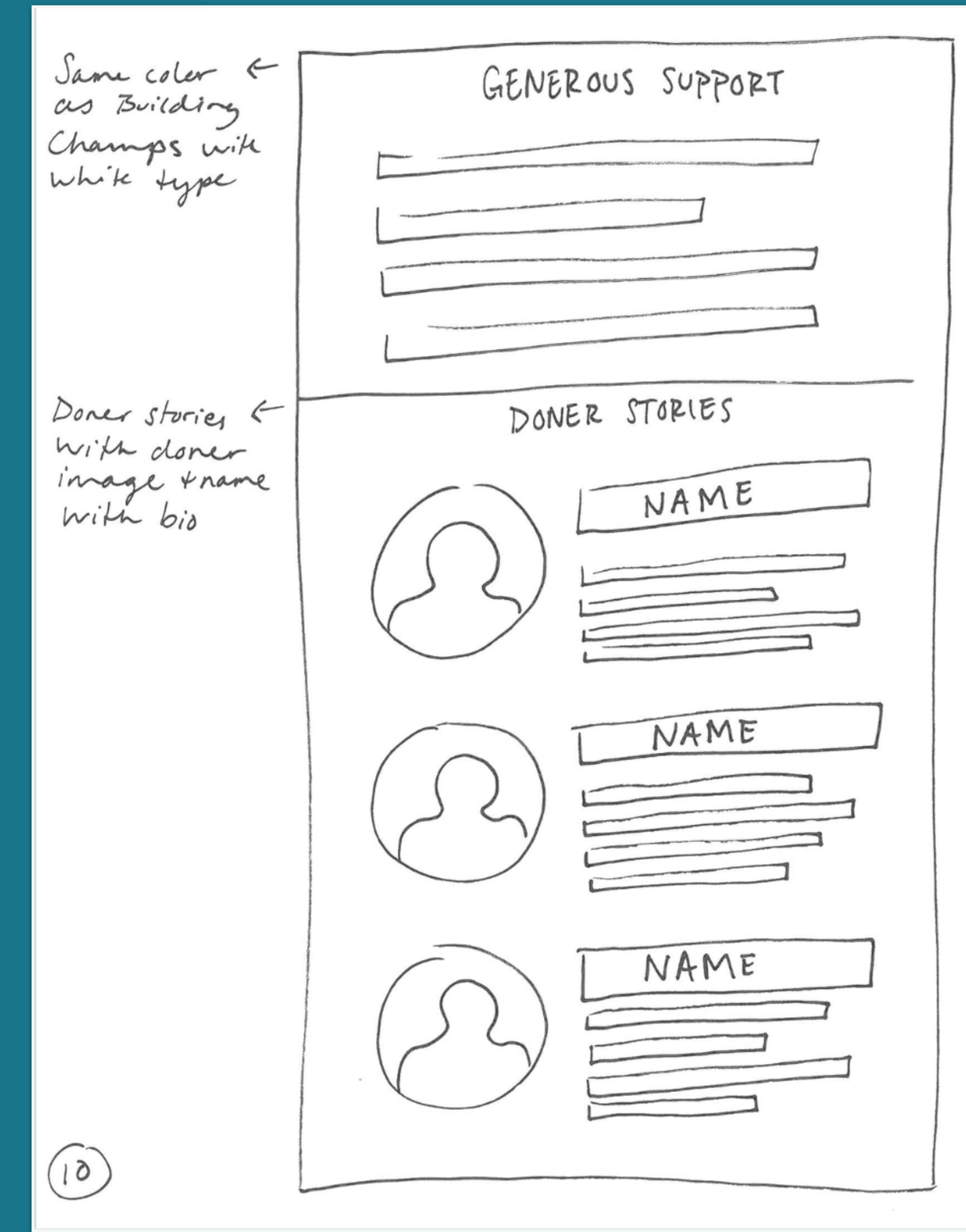
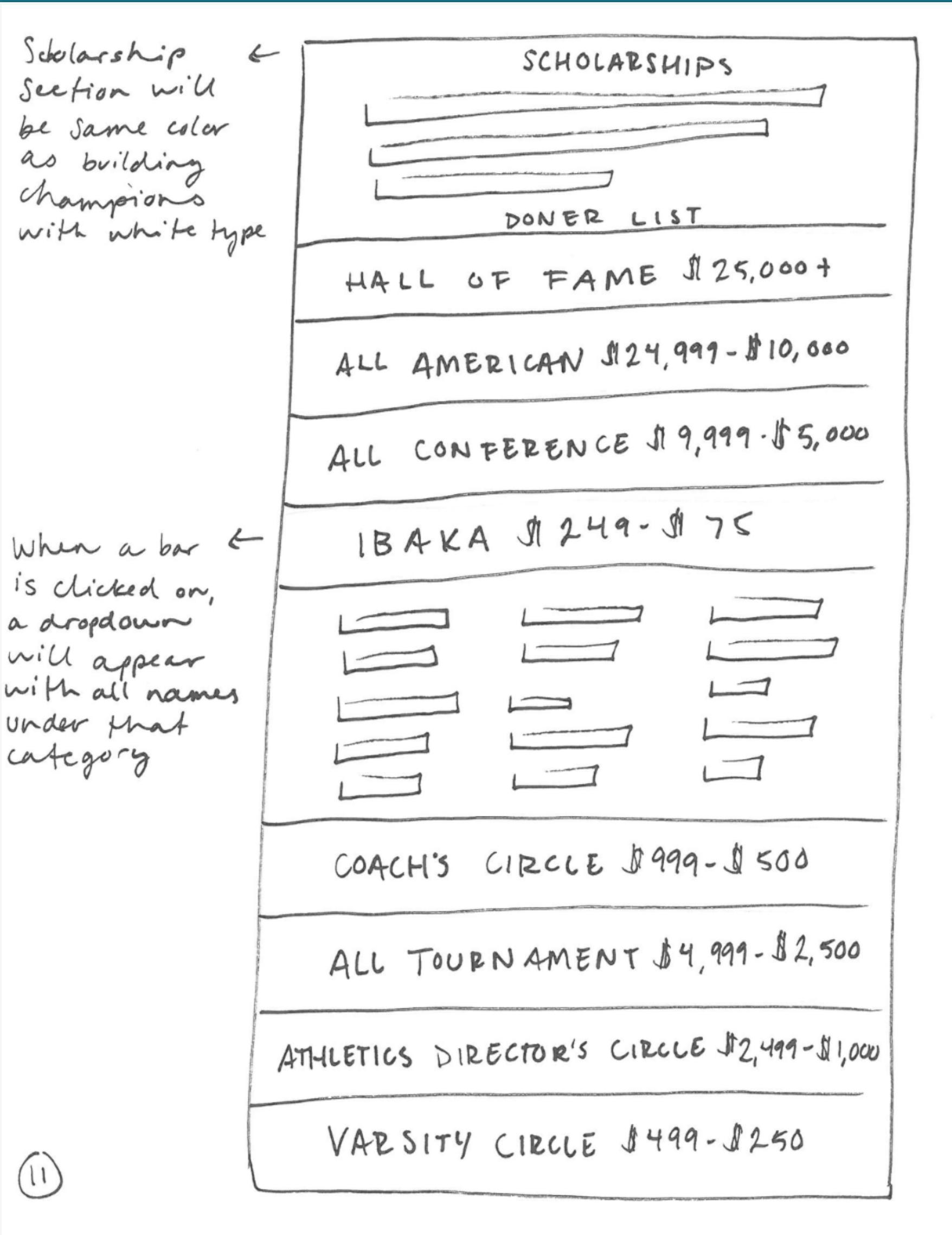


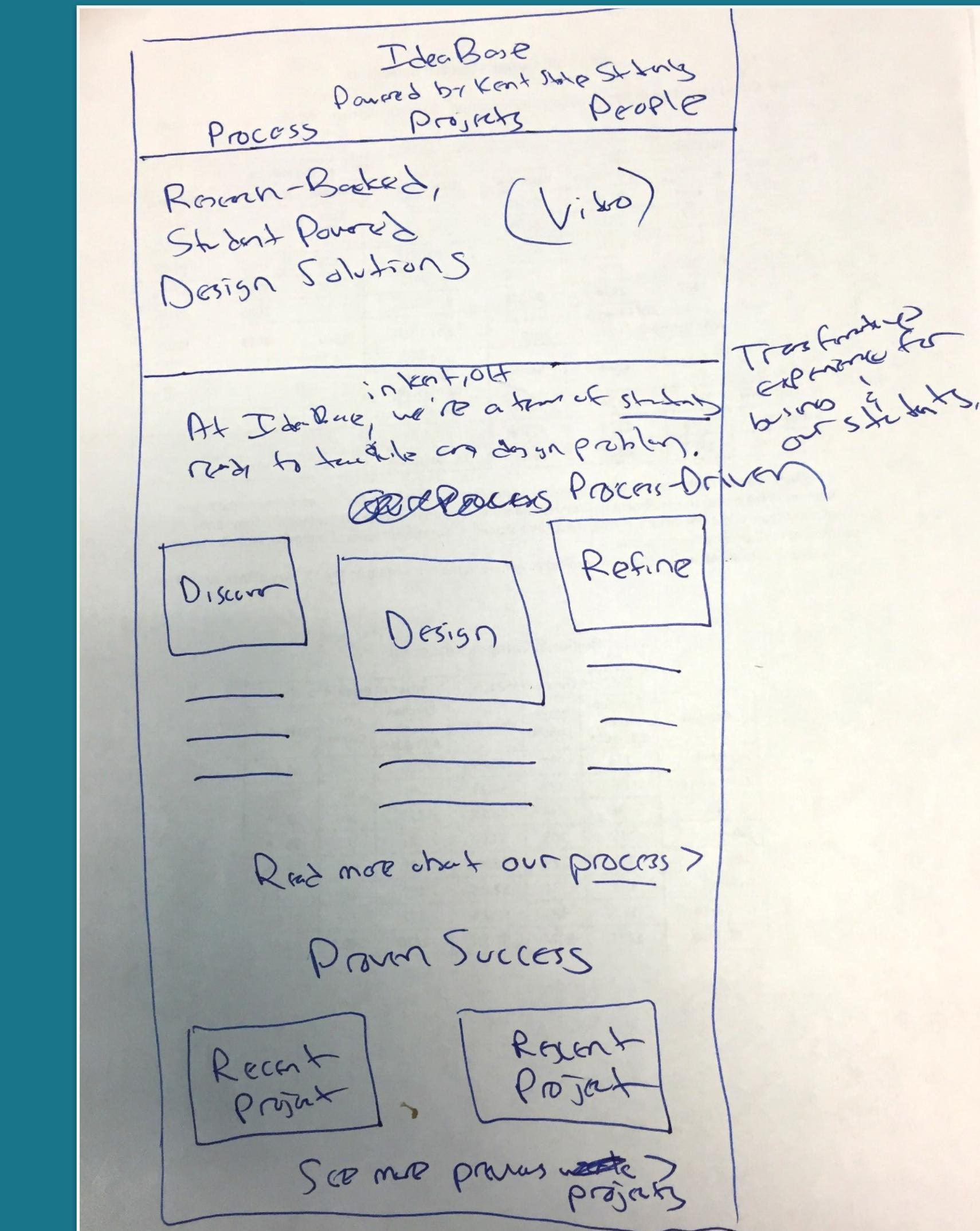
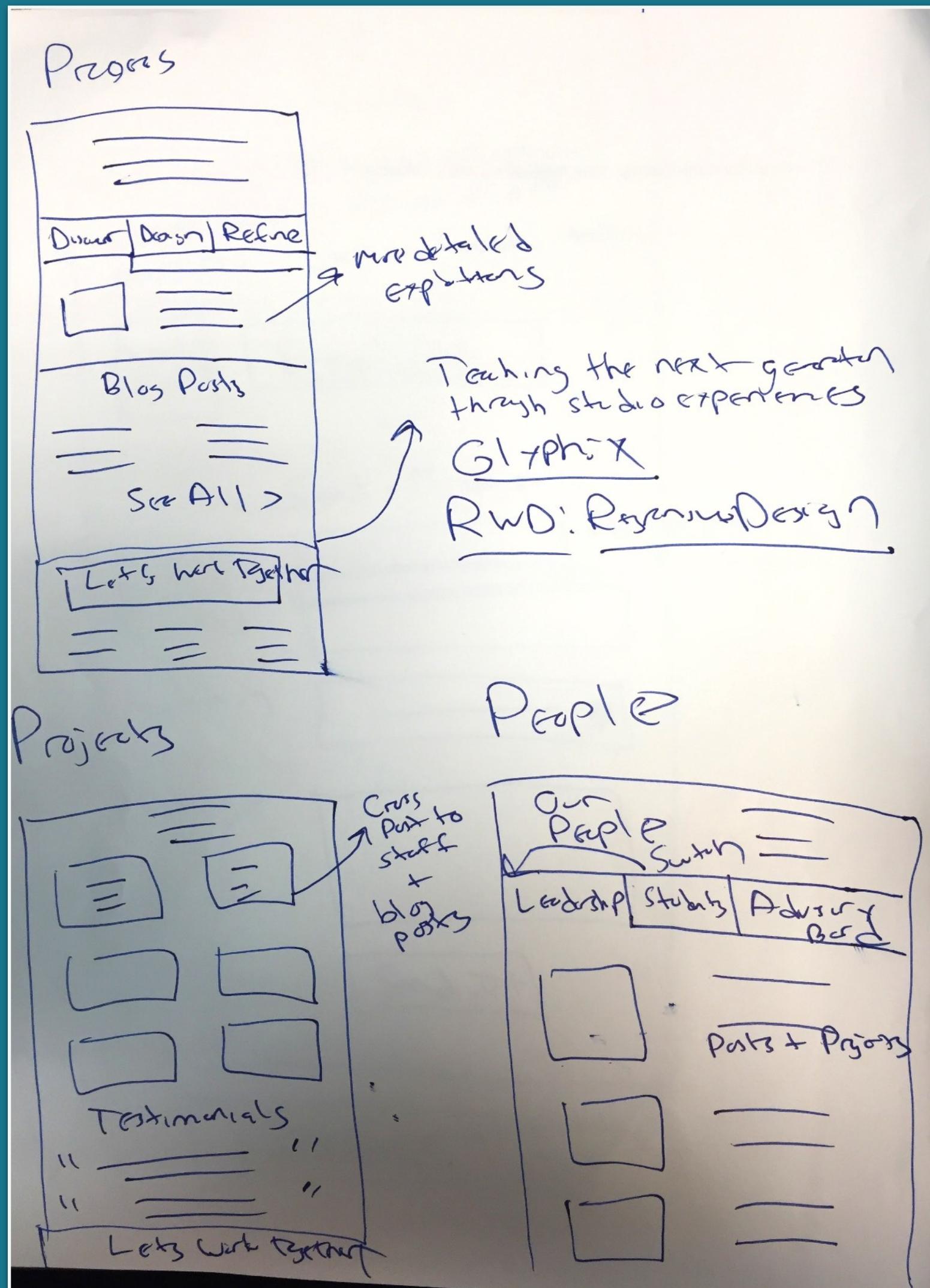
Why Do We Sketch?

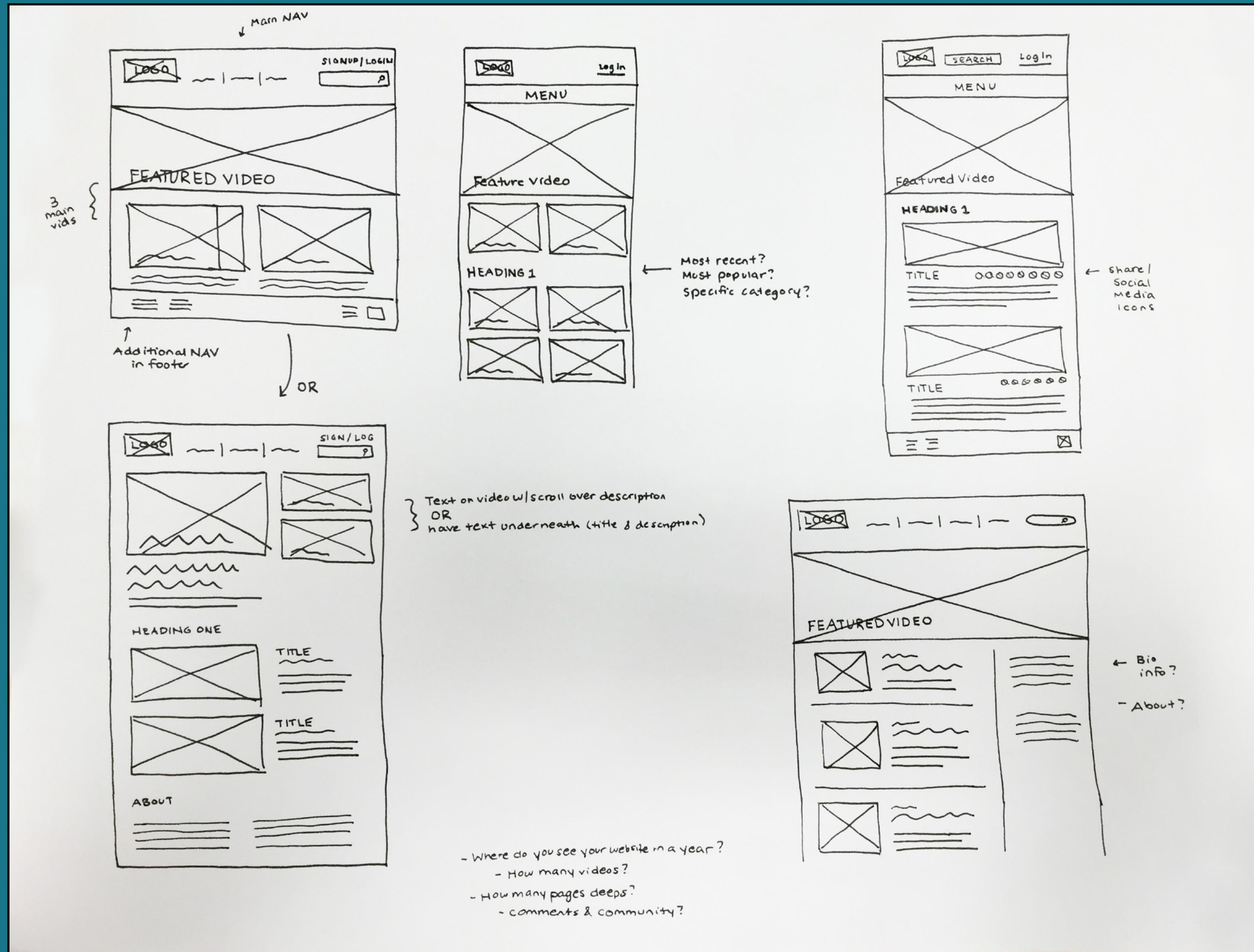


How Can We Sketch Mobile-First?









Content + Architecture Assignment

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



css Grids Assignment

(Due in 2 Weeks)



Content/Sketching Assignment Hands-On



For Next Time

Reading on Style Tiles and Prototypes

DUE: CSS Grids (mid-point)

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

