



RWD

Week 4

Content Organization and Modeling

Advanced Responsive Web Design

< Todo's >

15 minute Scrum Updates

Mini Lesson: Content Organization and Modeling

Nicole's Lesson on Practical Design Discovery

Thurs: Scrum Updates

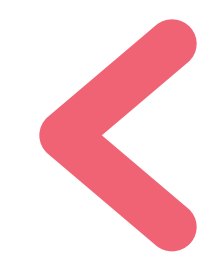
Thurs: Retrospective Survey **DUE** by end of class

Thurs: Spring 2 Planning

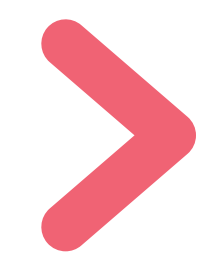
Thurs: Working Time (1st hour)

Thurs: Sprint #1 Review (With Client)



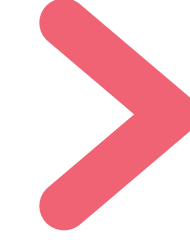


Content Organization





Content



Content strategy is an essential (and often neglected) piece of the web design workflow.

Content informs the design, and design in turn informs content.

Regular people don't visit websites to look at your design and code. They come for the content (and stay because of the design).



< Content Lifecycle >

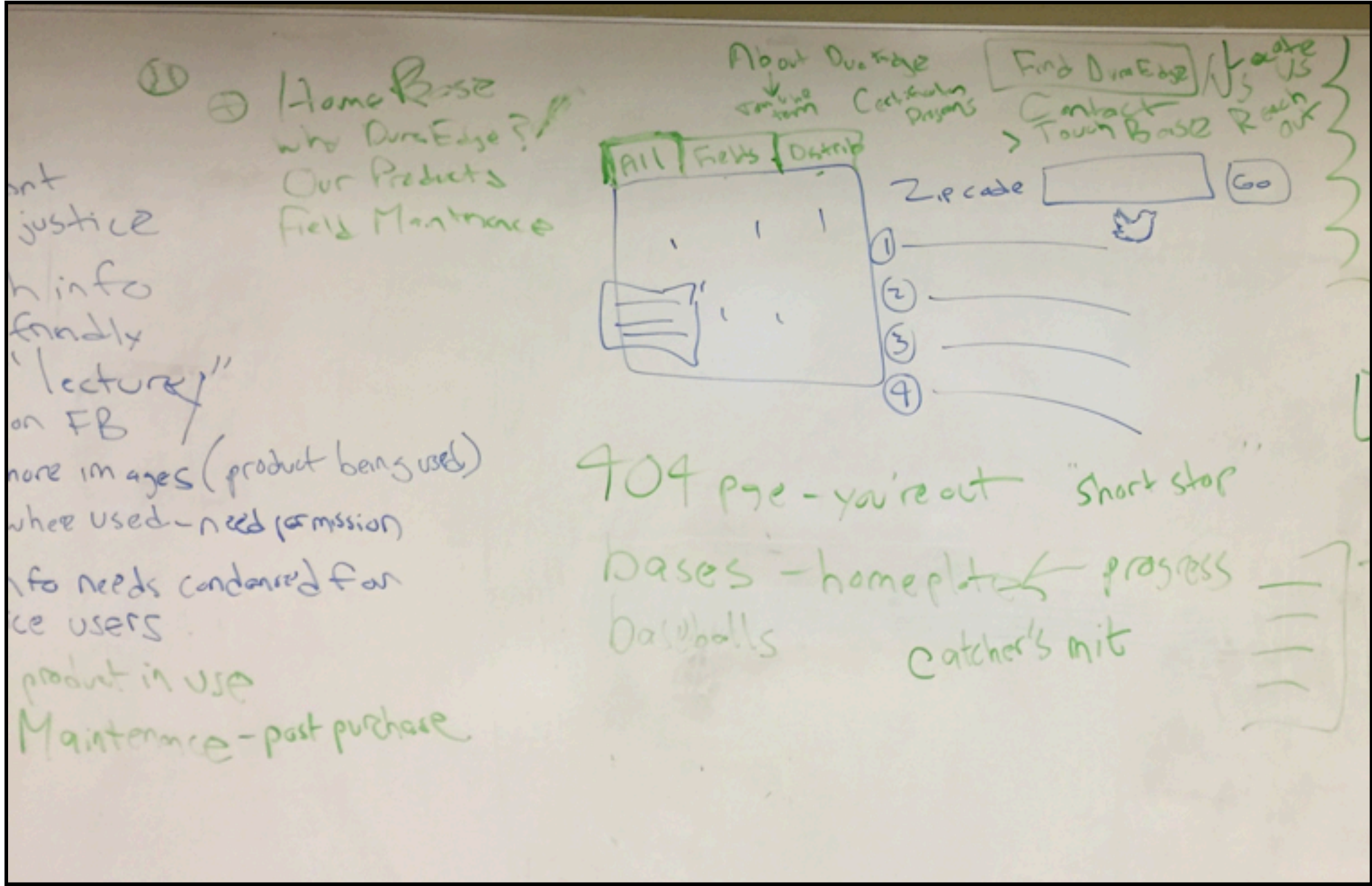
1. Conduct a content inventory to see what you have now (and what's needed).
2. Develop a **content map** to organize your content, as well as a **content model**.
3. Begin to piece content together into a **content template** (including metadata).
4. **Revise** content to ensure a consistent voice and tone.
5. Send content to client for **review and recommendations**.
6. Enter content into **content management system**.
7. Establish a plan for **content governance**.



< Content Inventory >

Content Inventory - Kent City Schools						
File Edit View Insert Format Data Tools Add-ons Help Last edit was on February 22, 2017						
100% \$ % .0 .00 123 Arial 11 B I A						
Item Name						
Item Name	Category/Section	Current URL (www.kent.edu/is/...)	Content Type	Purpose/Goal	Representation of Content (if appl	
1						
2	TRHS Career Technical Education	Home Page	http://kentschools.net/rhscta/	Landing Page		
3	Contact Info	Left Column	http://kentschools.net/rhscta/	Texts		
4	Programs	Left Column		External Links	Links to program sites	
5						
6	Athletic Health Care and Fitness Tech Prep	Home Page	http://www.kentschools.net/tslattery/	Landing Page		
7	Athletic Health Care and Fitness Tech Prep Video	Home/About	http://www.kentschools.net/tslattery/	Video	Provide potential customers an introduction to the program	
8	About Description	Home/About	http://www.kentschools.net/tslattery/	Text on Page	Provide potential customers an introduction to the program	<p>This hands-on program provides knowledge and experiences in the prevention, recognition, rehabilitation and administration of athletic injuries. Under the direction of a state-licensed athletic trainer, students learn and advanced skills in the classroom and on the field. The first year of the program. Two credits in Physiology are also earned in the two years under the direction of a licensed science teacher. Extensive experience coaching and participating in a variety of sports.</p> <p>Instruction in the second year focuses on the exploration in which students have the opportunity to learn outside of the classroom with medical, clinical and fitness facilities. A focus on knowledge, program design, and evaluation is emphasized.</p> <p>This program is well-suited to individual interests in athletic training and fitness, exercise science, medicine, strength/coaching, paramedic/firefighting, and medical specialties. Students have the ability to earn post-secondary credit if available.</p>
9	Table	Home/About	http://www.kentschools.net/tslattery/	Table	Provides program details	<p>course grade level length credit at Kent City Schools general working conditions areas of concern additional requirements youth leadership helpful background</p>

< Forming the Map >



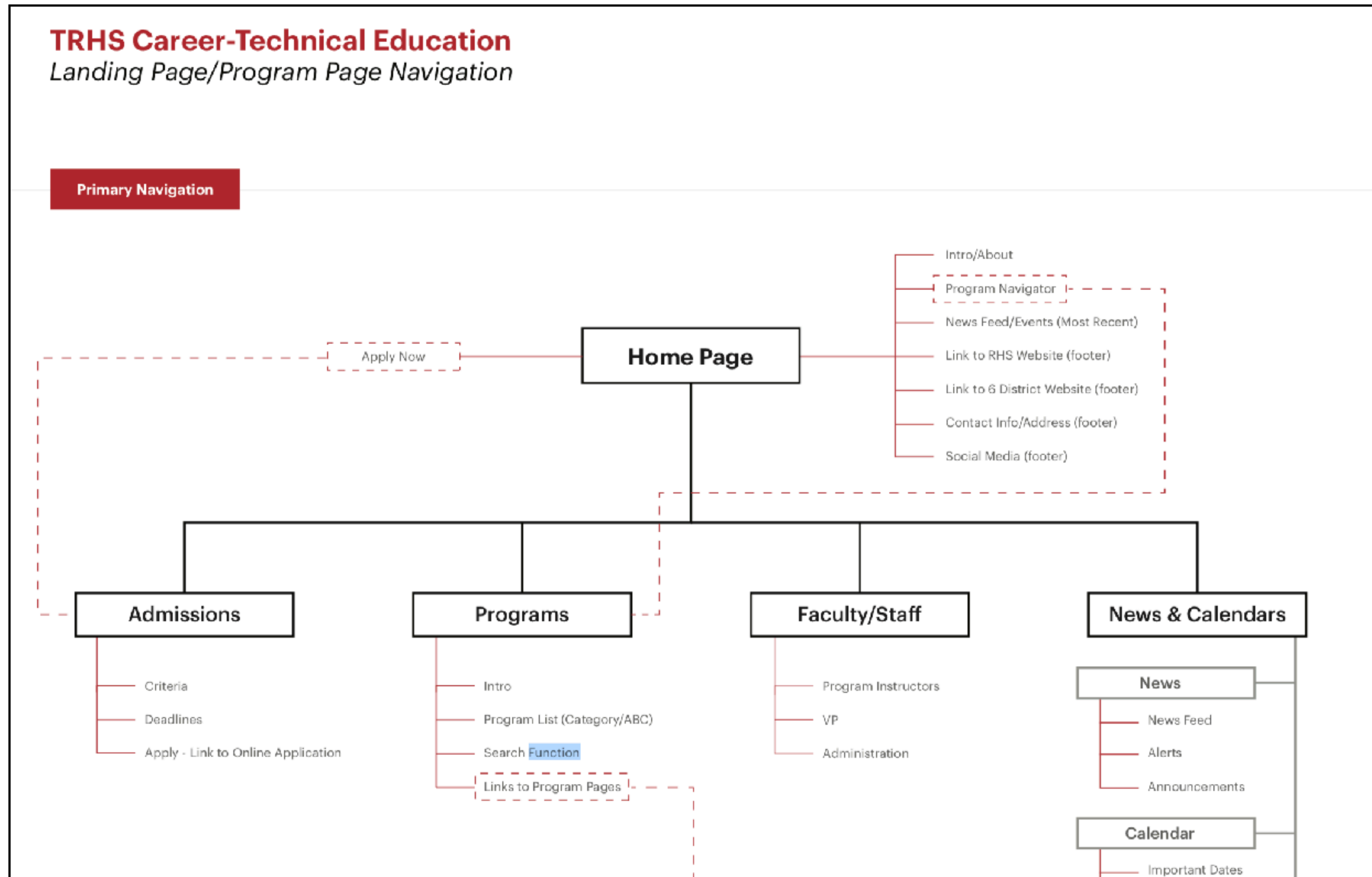
White Board

Item Name	Item Description & Goals	Included Components	Navigation Level	Audience	Previous Path(s)	Next Path
Header		DuraEdge Logo Social Media? Top Level Navigation Secondary Navigation Search?	Global			
Home	DuraEdge Advantage (Summary), Increase brand recognition and credibility Interactive Product Map (display field with products, animation) Existing Fields/Clients Testimonials (could be text, photo, video) Where Do You Fit? - Get Started - Link to diagnostic tool? Featured Post or Video - targeted toward new customers Photos of field in action	Introductory Text Interactive Vector Graphic Logos + Names Photo + pulquate + video + company name Text with button Text summary + thumbnail Large images		New customers (memberships, groundscopes, architects) Existing customers	Google Search Direct URL (existing knowledge, partner website, print material) Social Media link Email Marketing	Products Resources About DuraEdge
Why DuraEdge?	Why Engineered Soil? Testimonials/Existing customers New Construction Process	Why Classifying Matters 1, 2, 3 Process - Chosen Foundation, Pick Topsoiling, Equipment		1 New/prospective Customers	Home Page Process Page Products Page From Google	Products Field Main Contact Us
Existing Field Process	TACS Method and Spectrum Type of Field (professional, college, high school, little league)					
	- Video about field construction - Blog post about field construction - FAQs about field construction					

Spreadsheet



< Content / Site Map >



< Navigation Tools >

Primary Navigation

Secondary (Local) Navigation

Contextual Navigation

Taxonomy/Categorical

Breadcrumbs

Search



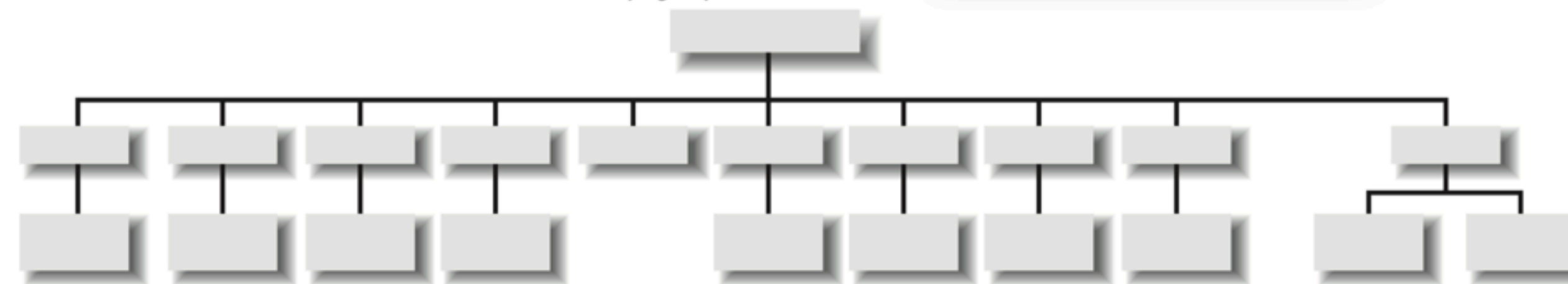
(6 clicks from A to B)

(6 clicks from A to B)



(10 main page options for 10 content items)

(10 main page options for 10 content items)

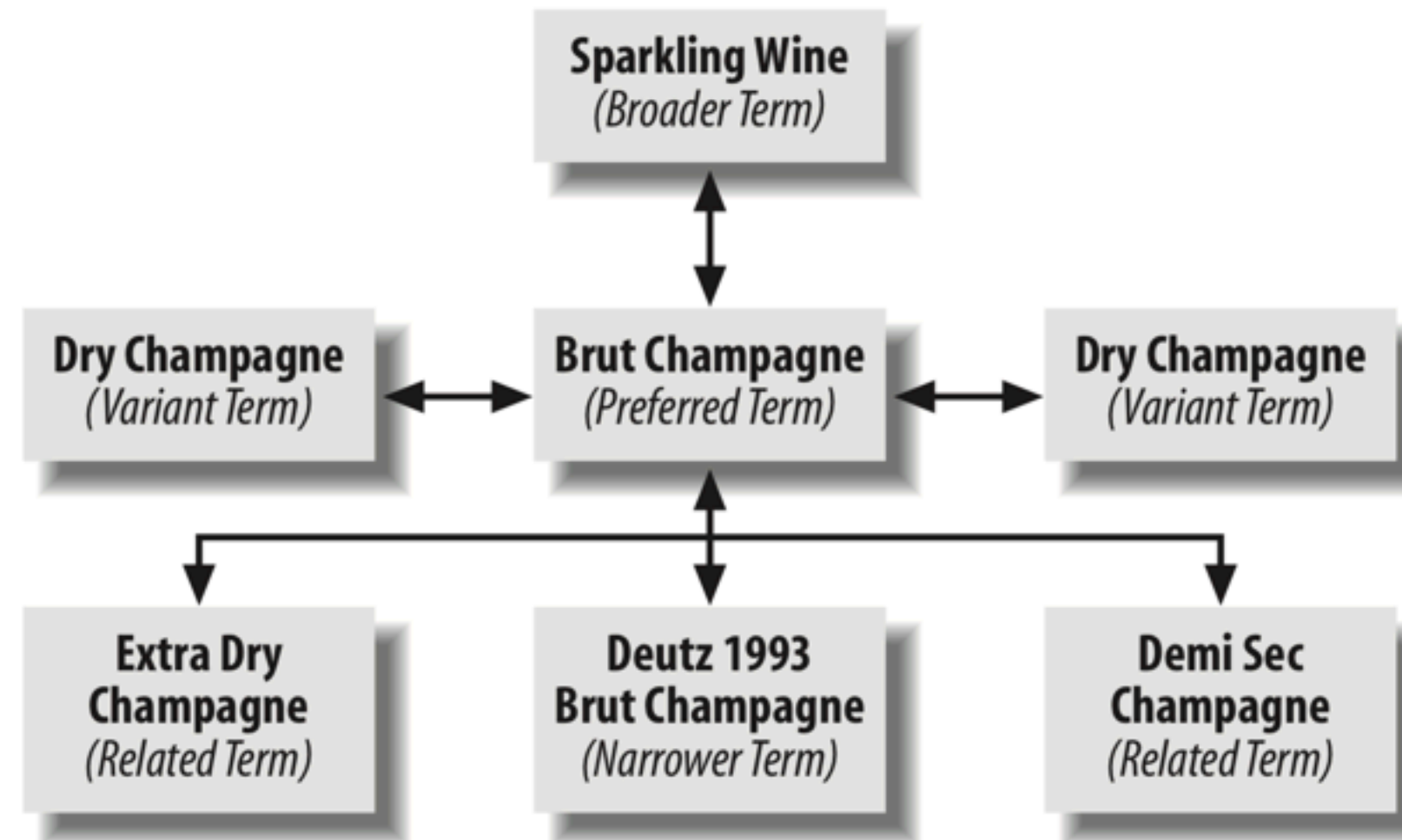
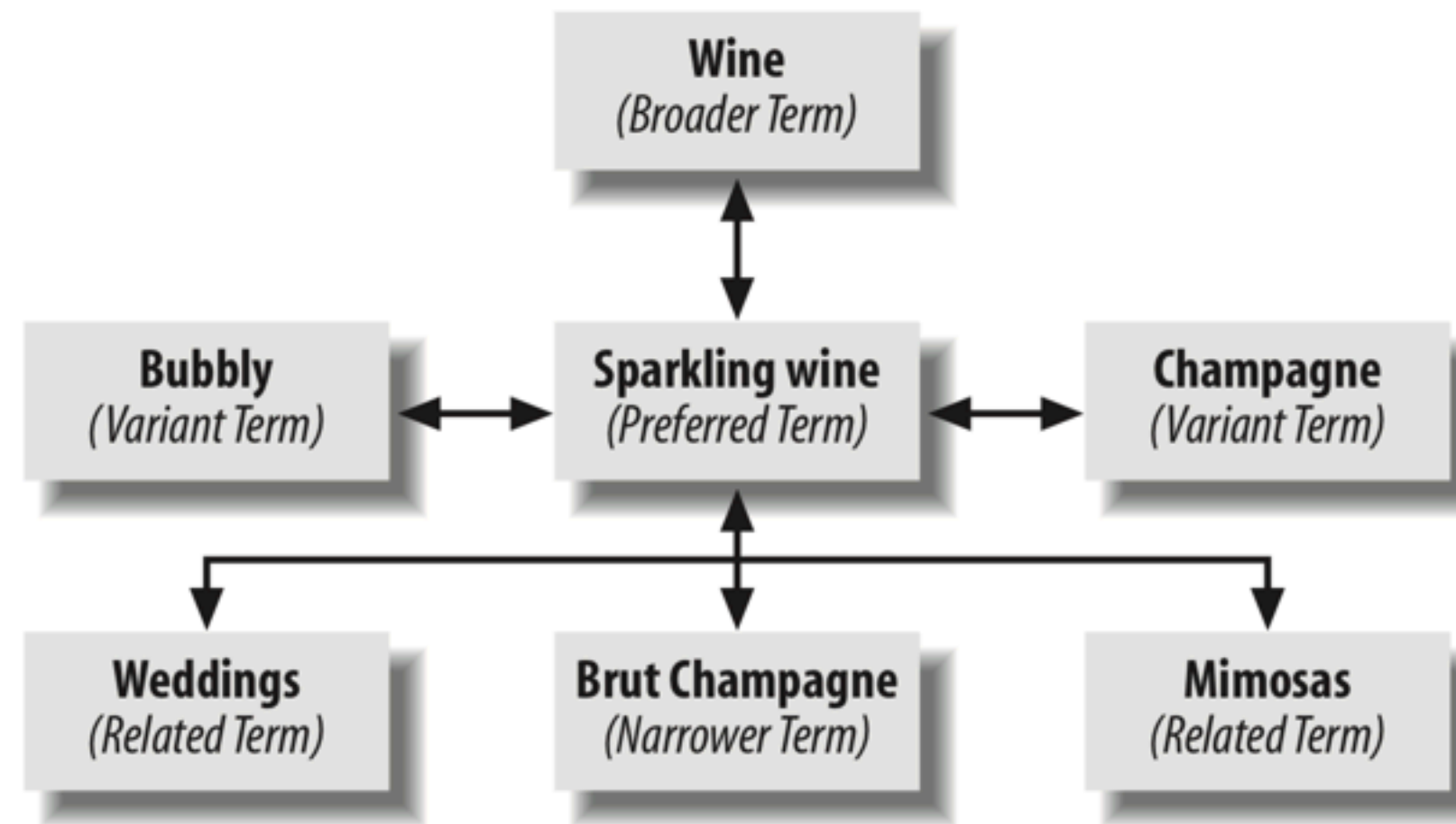


A Tale of Two Rooms: Understanding screen reader navigation | The Paciello Group – Your Accessibility Partner (WCAG 2.0/508 audits, VPAT, usability and accessible user experience)

Global navigation	
Local navigation	Contextual navigation

Where Am I?	
What's Nearby?	What's Related to What's Here?

Where Can I Go?	
Where Can I Go?	Where Can I Go?



Navigation/Labeling Tips

Labels must be used consistently throughout the website.

Labels should take audience into account. Straightforward is the best approach.

Iconic labels can be ambiguous.

Labeling systems should work together, with consistent syntax, granularity and audience.

Section headings are also navigational labels.

Contextual links should describe the content being linked to (never “click here”).





Discovering / Testing Labels



Competitive Analysis (what are similar websites using)

Content Analysis (what stands out in the content available today)

User Interviews and Surveys (in what language do the site's users describe the content)

Card Sorting Exercise (have users sort and label content using stacks of cards)

Prototype / Usability Testing



< Content Template >

Word Documents (stored locally)

Google Drive (stored in folders in cloud)

JumpChart (stored in a website with navigation)



< Content Template >

Must be consistently updated throughout design process

Must be collaborative

Must support multiple types of media

Must have a mechanism for client review/feedback



< Content Model >

Take content and develop into “chunks” (also known as fields)

Define content types (or section types)

Describes relationships between content

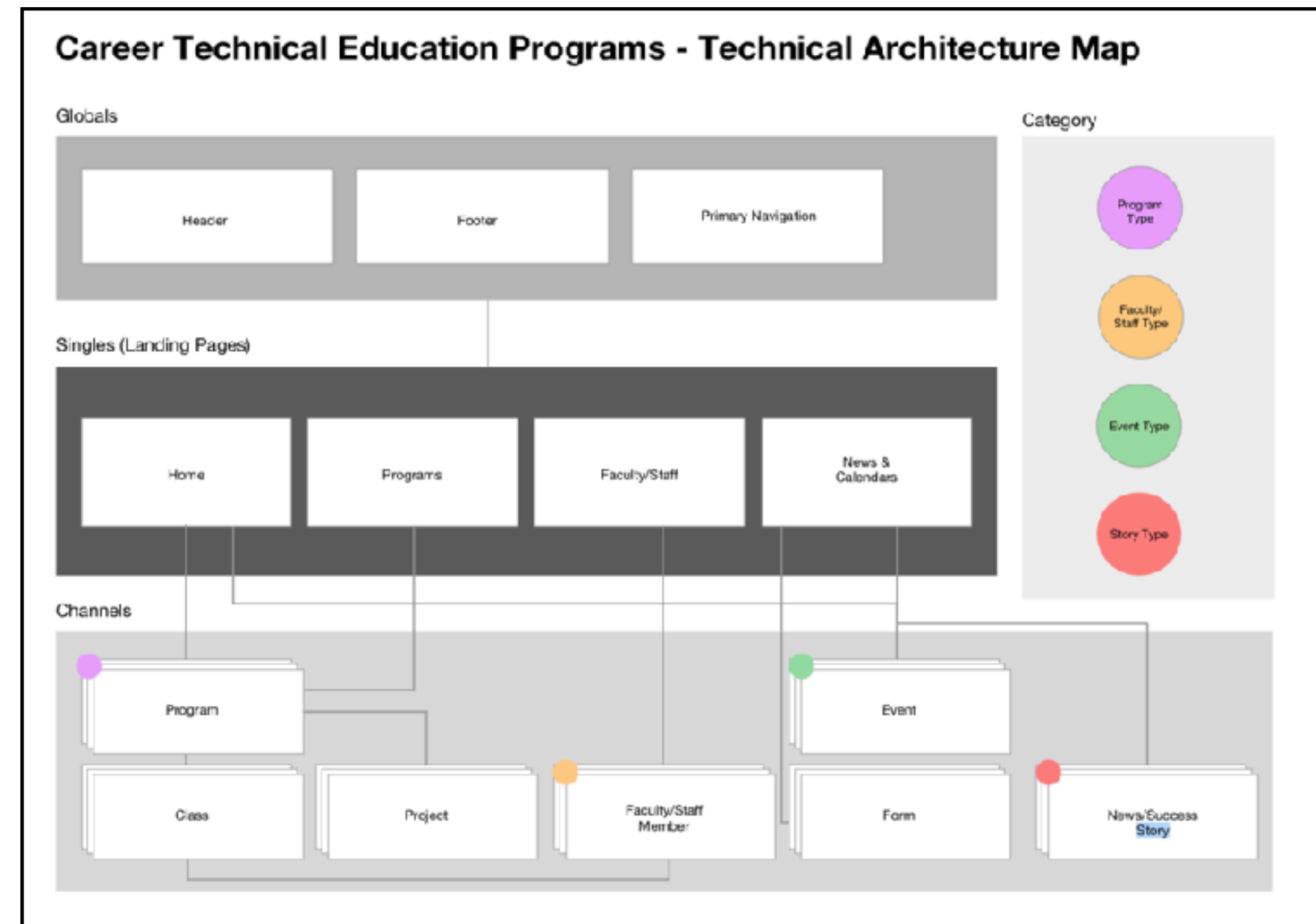
A critical tool for planning and implementation of the content management system.



< Content Model >

Section Name	Single/Channel/Global	Fields	Field Type (Text, Rich Text, Etc.)
Header	Global	Logo	Asset
		Navigation	Plugin*
		Title	Text
Footer	Global	Logo	Asset
		Phone	Text
		Address	Text
		Social Media	Matrix?
		Additional Text	Text
Product	Channel	Name	Text
		Water Access	Category
		Maintenance Level	Category
		New/Existing Field	Category
		Accessories	Category
		Product Photo	Asset
		How to Video	Asset
Post (Blog)	Channel	Name	Text
		Thumbnail	Asset
		Author	Text
		Post	Text
		Body	Text
		Photos	Asset
Videos	Channel	Preview Text?	Text
		Name	Text

Spreadsheet



Schematic



Source



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Little Red Riding Hood

"**Little Red Riding Hood**" is a famous [fairy tale](#) about a young girl's encounter with a wolf. The story has been changed considerably in its history and subject to numerous modern adaptations and readings.

The version most widely known today is based on the [Brothers Grimm](#) variant. It is about a girl called Little Red Riding Hood, after

Book

Title:

Date Added:

▼

Category:

▼

Subcategory:

▼

Summary:

Author(s):

▼

▼

+

Link:

Book Cover:

Upload



TECHNOLOGY **BITS** | **ROBOTICA**

The Family Dog

BY Zackary Canepari, Drea Cooper | Jun. 17, 2015 |

6.26

When Sony stopped manufacturing replacement parts for its Aibo pet robot, owners scrambled to save the robot-dogs that had become part of their families.

Related: Article: A Robotic Dog's Mortality

Share:      

Add New Video

Long Title:

Short Title:

Date Added:

▼

Category:

Subcategory:

Description:

Video File:

Upload

Author(s):

+

Related:

+

Pre-roll Ad:

< Content Editing >

Determine priority (mobile-first).

Add headings and subheadings to break up content.

Develop a consistent voice and tone.

Eliminate unnecessary content.



< Content Approval >

Sign off on each content piece/page.

Edit again once in CMS.



< Enter into CMS >

After content model has been created, CMS team replicates the content model as fields in the CMS.

Content team or client collaborate to build out content in the CMS using the fields. Site begins to form.



< Content Governance >

Maintenance and training plan for content going forward.

Who will make edits and manage content? How often?

If content needs added, who determines future navigation labels and systems?

Includes review of broken links, spelling, analytics and user feedback.





Nicole: Practical Design Discovery



Upcoming

Thurs: Scrum Updates

Thurs: Retrospective Survey **DUE** by end of class

Thurs: Spring 2 Planning

Thurs: Working Time (1st hour)

Thurs: Sprint #1 Review (With Client)

Next Tues: Mini Lesson - HTML/CSS Patterns, Wireframing and Prototyping with automated tools

Next Thurs: Sprint #2 Items

Next Thurs: Book Report + Teaching (Trey)

