

The Decentralized University:

Improving Digital Experiences One Site at a Time



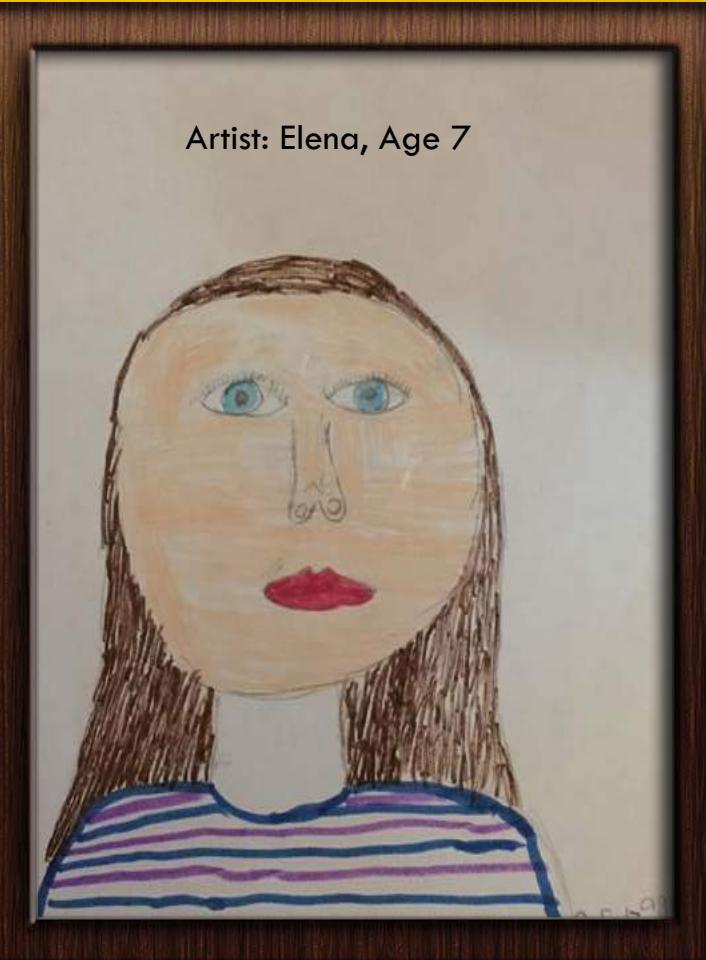


Hello!

I am Kim Vassiliadis

I am here to talk about how we work
with clients to complete web projects.

Artist: Elena, Age 7



**IMAGINE YOU GOT
YOUR DREAM JOB**





YOU HAVE TO MOVE



2 Adults

2 kids

1 Dog

1 Car

3 Bedrooms

Close to school

Close to work

Within budget





YOU'RE IMAGINING



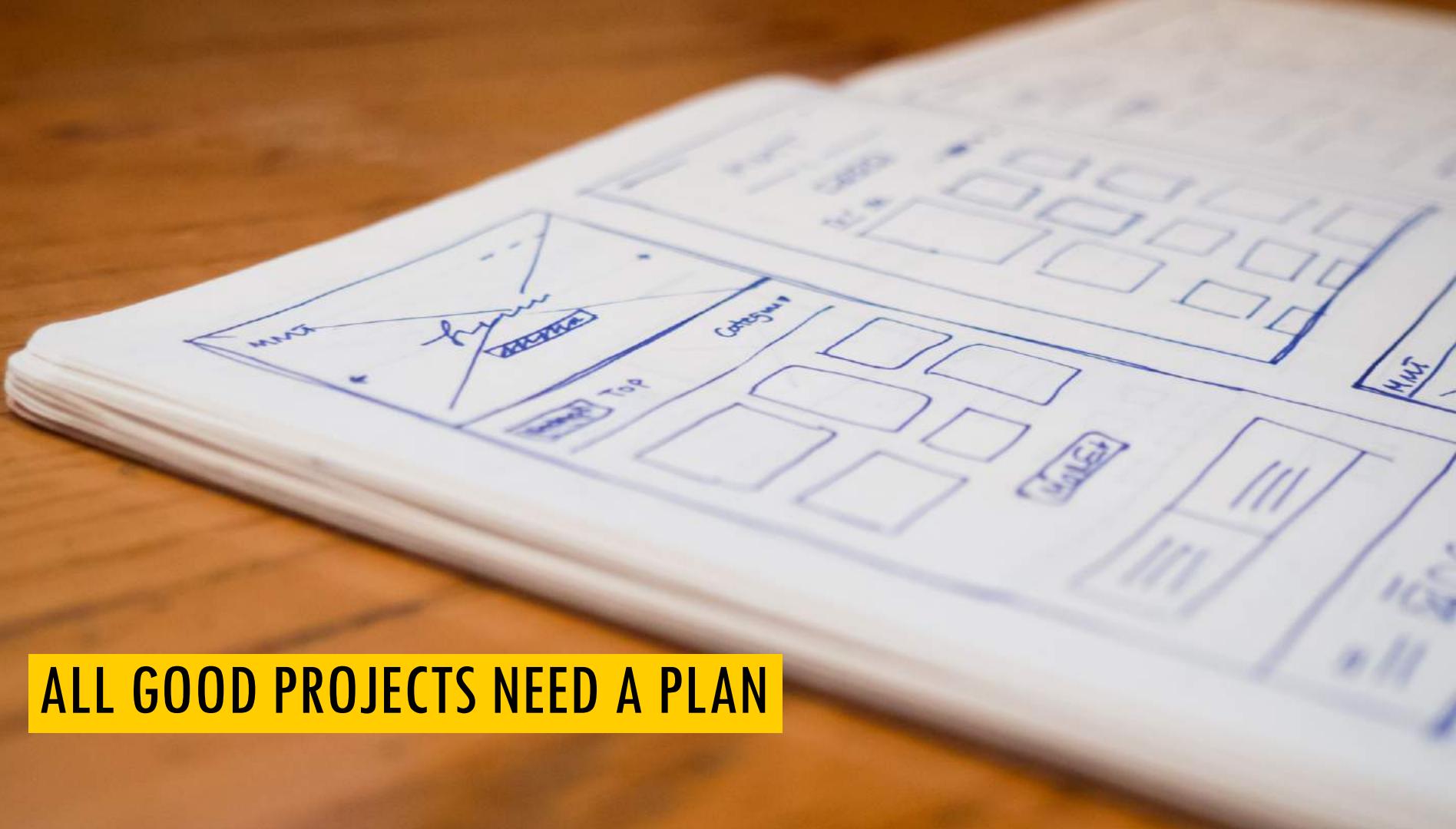
THIS IS WHAT HE PICKS





“BUT LOOK HOW COOL IT LOOKS!!!”

ALL GOOD PROJECTS NEED A PLAN



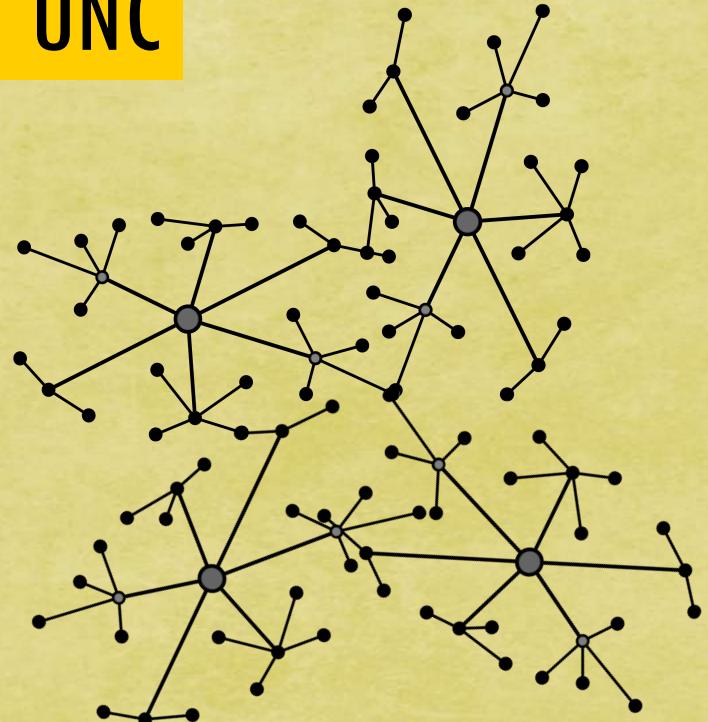
MOVE TO ITS



HERE'S THE THING ABOUT UNC

Super Decentralized

- WordPress
- Drupal
- Joomla
- Plone
- Roll your own

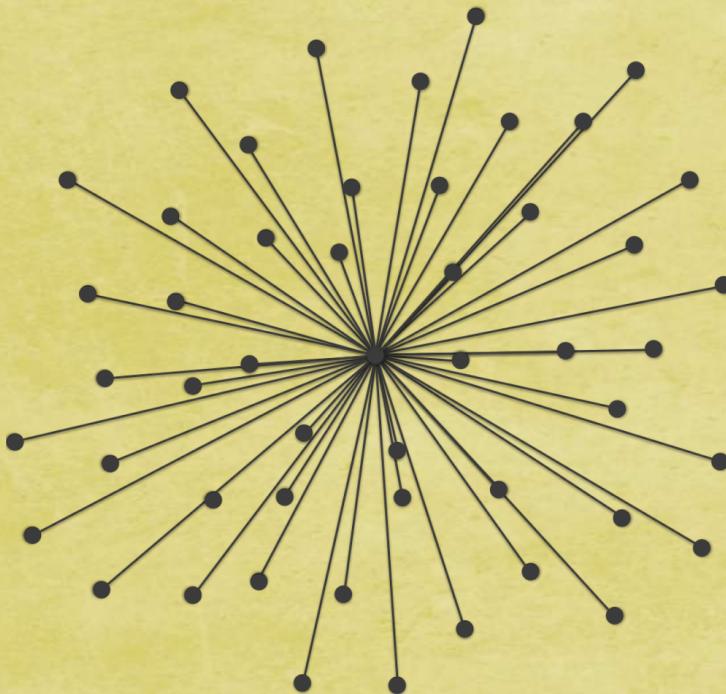


UNIVERSITY “BRANDING”



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

ITS IS A CENTRALIZED SERVICE



ITS DIGITAL SERVICES



WebDotUNC
Self-Service
WP multisite

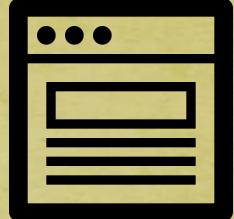


SitesDotUNC
Enterprise
WP hosting

OFFERINGS



18K+ SITES



10+ THEMES



50+ PLUGINS

[Need Help?](#)[Home](#) [Demo Pages](#) [Heelium Documentation](#) [Easy Bootstrap Plugin](#) [Example Demo Sites](#)

SUBTLE “BRANDING”

UNC Heelium WordPress Theme

Heelium is a modern, fully responsive UNC-branded theme developed for use by university departments and individuals using the self-publishing system on WEBdotUNC.

[Get Started with Heelium](#)



ABOUT DIGITAL SERVICES



Kate Hash / Manager, ITS
Communications & Digital Services



Kim Vassiliadis / Digital
Solutions Manager



William Earnhardt / Web Architect



Phil Daquila / Project Manager



Cherish Khang / Support Developer



Angie Rose Barker / Front-End Web
Developer



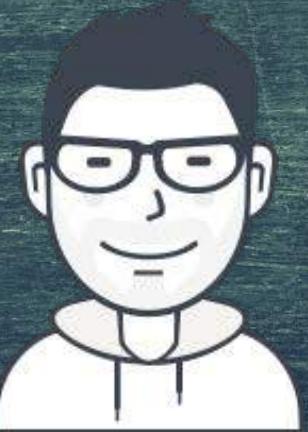
Michael Triplett / Lead Web Developer

UNC CREATIVE

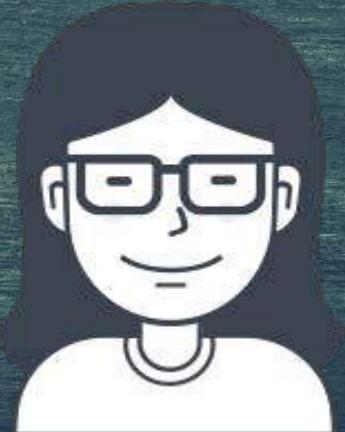
We partner with UNC Creative



OLD MODEL

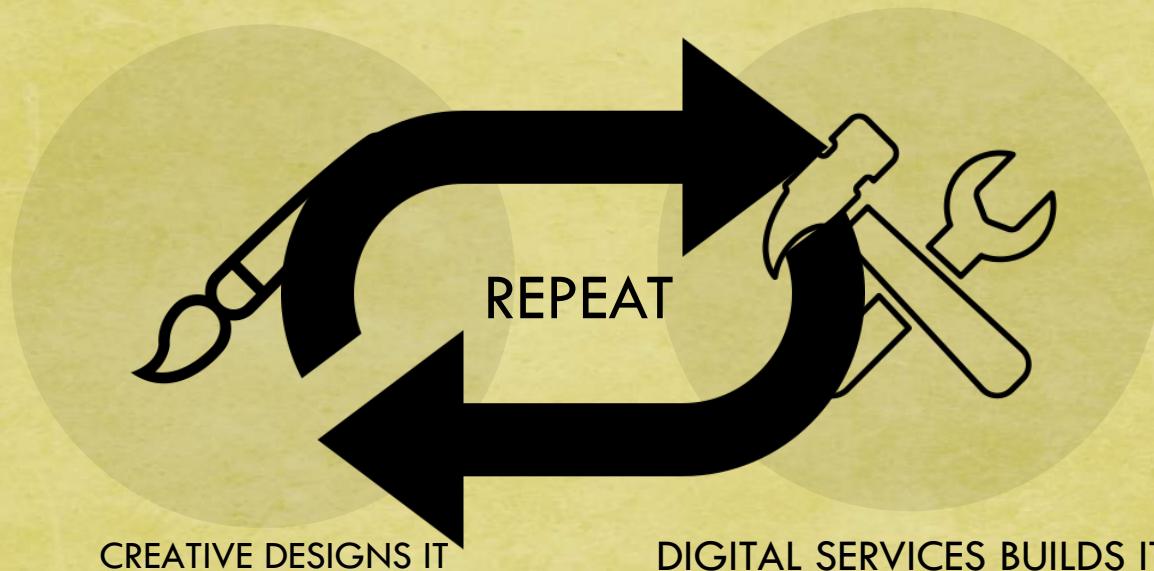


Our website is awful. We
need a new website.



Ok, we will build you a
new website!

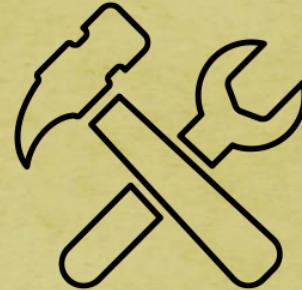
OLD MODEL



BROKEN MODEL



CREATIVE DESIGNS IT



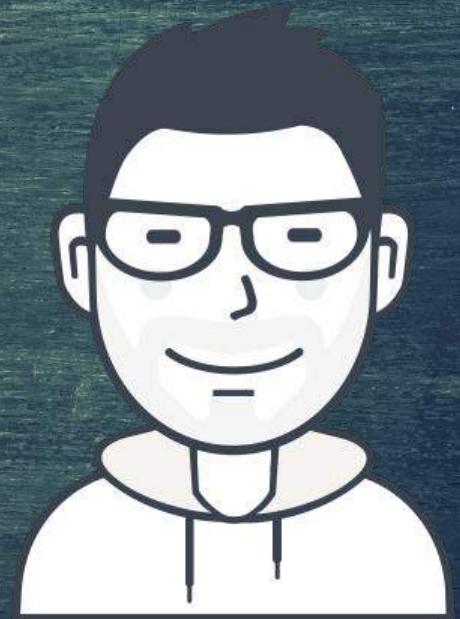
DIGITAL SERVICES BUILDS IT



CLIENT FIGURES OUT THE
CONTENT STRATEGY

WHY THIS DOESN'T WORK

Subject matter experts are not website experts





INSERT CAUTIONARY TALE

CHANGING THE BUSINESS MODEL

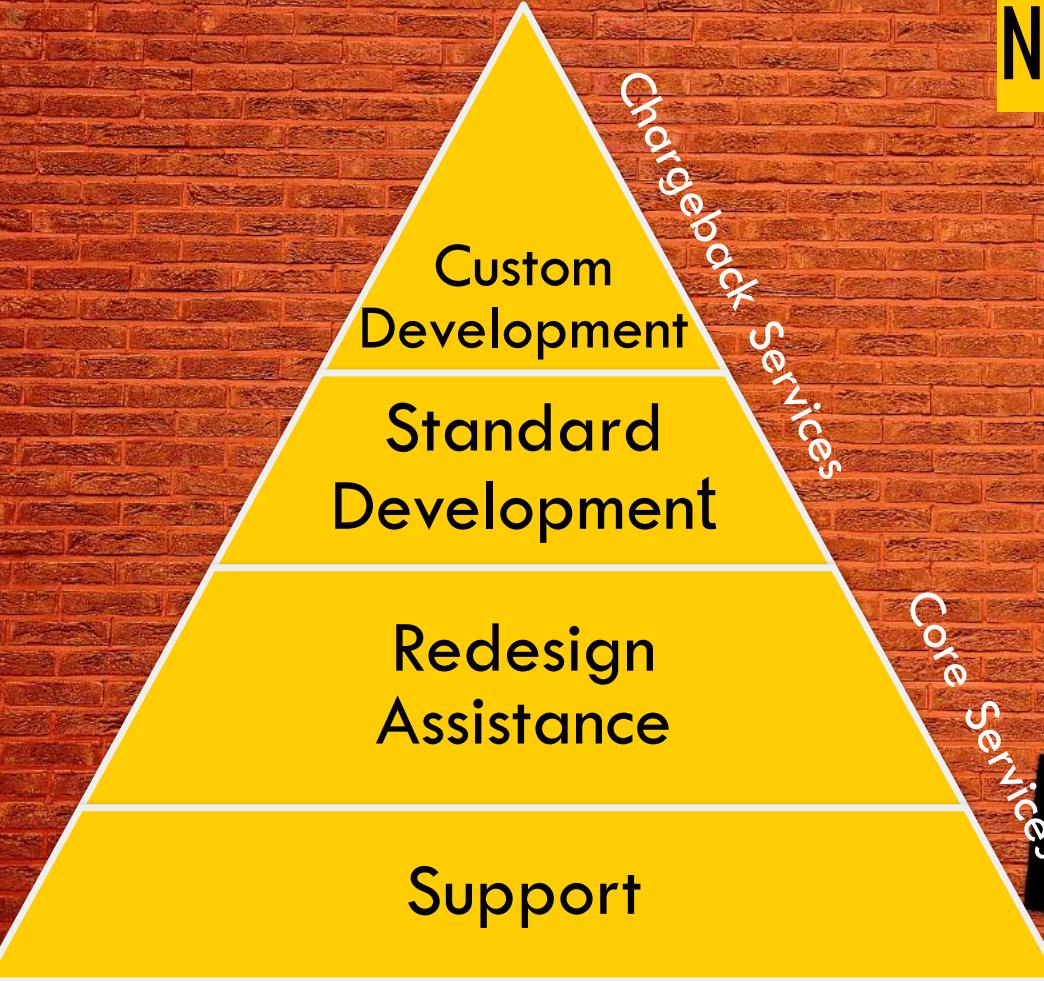
NEW APPROACH TO DIGITAL PROJECTS



Make Carolina's
digital experiences
better, one site at a time



NEW BUSINESS MODEL



NEW MODEL



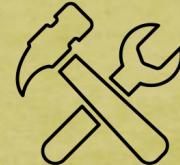
GATHER
REQUIREMENTS



CONTENT
STRATEGY



DESIGN



BUILD

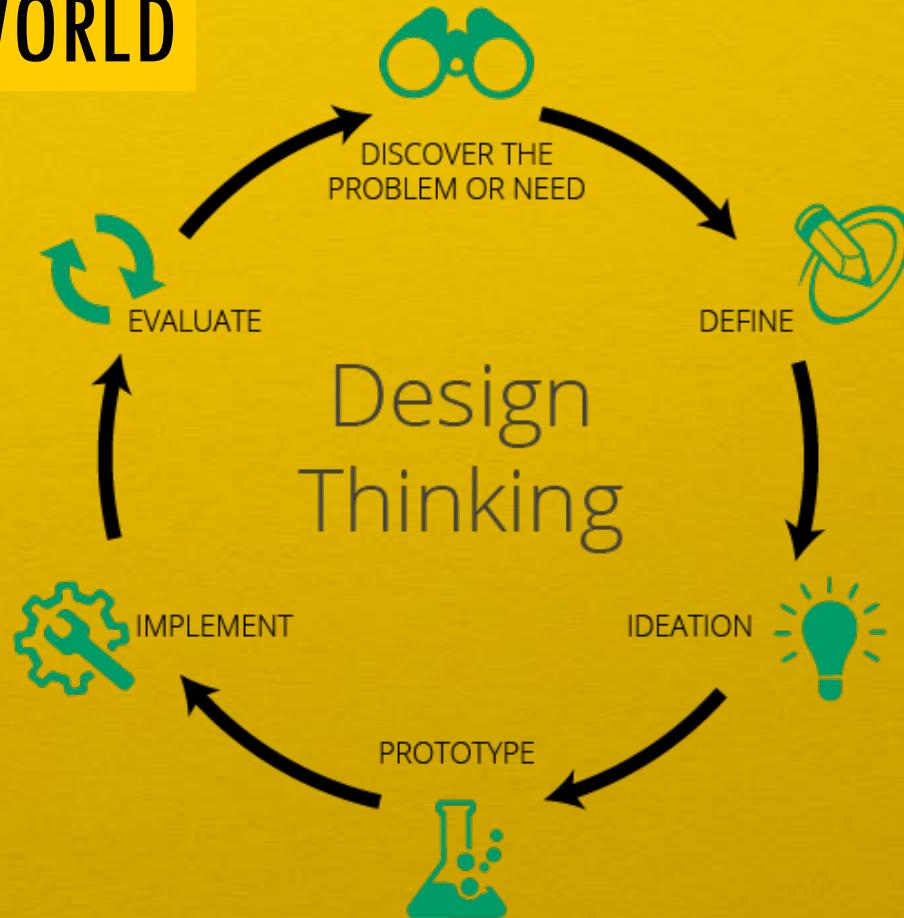


CONTENT
MIGRATION



USABILITY TESTING

IN A PERFECT WORLD



BUT IN REALITY WE HAVE



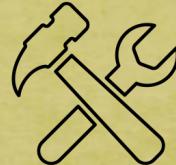
GATHER
REQUIREMENTS



CONTENT
STRATEGY



DESIGN



BUILD



CONTENT
MIGRATION

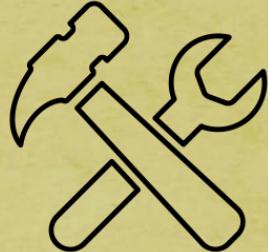


USABILITY TESTING

WHICH IS BETTER THAN



CREATIVE DESIGNS IT



DIGITAL SERVICES BUILDS IT



“OH SHOOT! THIS DOESN’T WORK!”

MAKE A PLAN

- Figure out what you have.
- Figure out what you need.



IF YOU KNOW WHAT YOU NEED



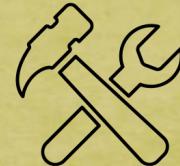
GATHER
REQUIREMENTS



CONTENT
STRATEGY



DESIGN



BUILD



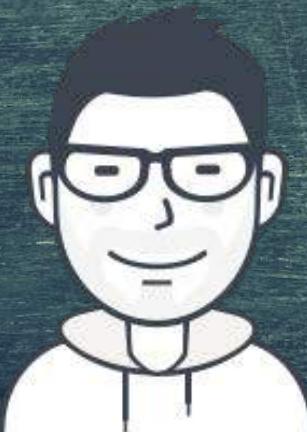
CONTENT
MIGRATION

THIS PART IS WAY EASIER

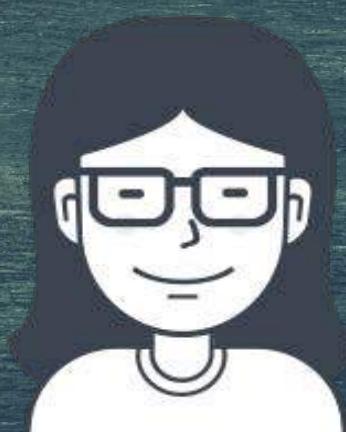
A white seabird, likely a gull or tern, is captured in mid-flight against a vibrant blue sky. The bird's wings are spread wide, showing a mix of white and dark feathers at the tips. Its body is mostly white, with a dark patch near its tail. The background consists of a few wispy clouds.

NEW MODEL IN ACTION

NEW MODEL: REQUIREMENTS FIRST



Our website is awful. We
need a new website.



Lets talk about what you
need and why.

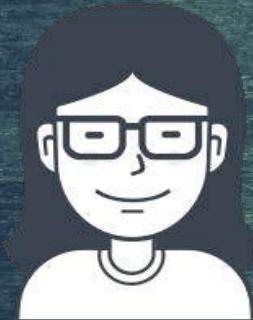
REQUIREMENTS GATHERING

What do you need and why?

Developers call this
the XY problem

Librarians call it the
reference interview

Our website is
awful. We need a
new website.



EDUCATING THE CLIENT

BY ASKING THE RIGHT QUESTIONS

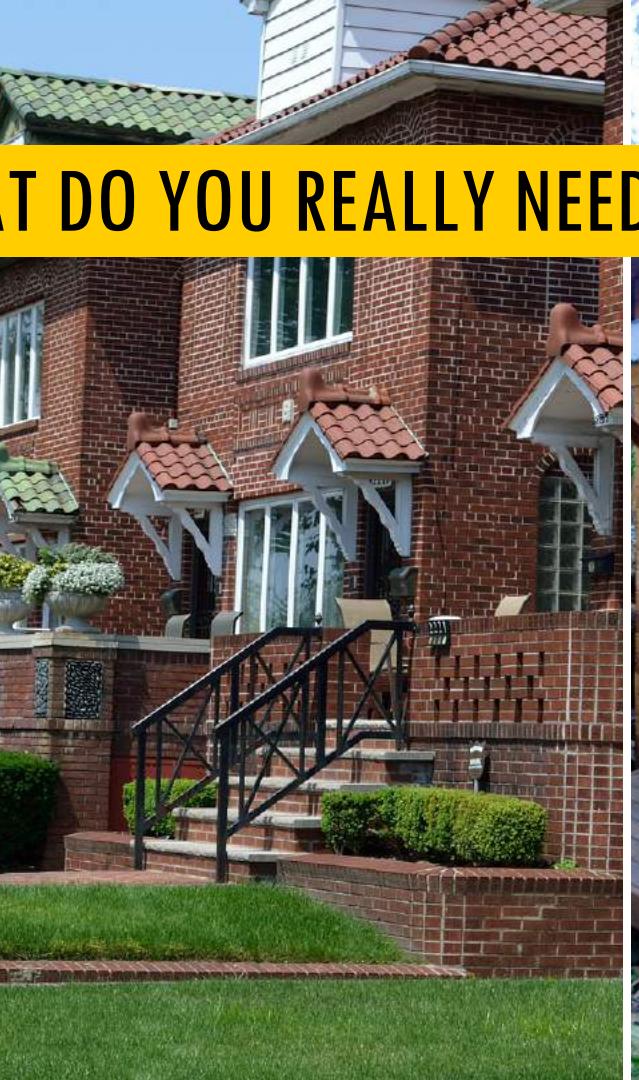
- ◉ Why do you need a new website?
- ◉ Is it the design is outdated?
- ◉ Is the navigation confusing?
- ◉ Is the content incorrect?
- ◉ Do the labels make sense?
- ◉ All the above?



CONTENT IS AT THE CORE

- What are you trying to communicate?
- Who is your core audience?
- Why are they coming to your site now?
- Why should they come to your site?
- What is the status of your content?





WHAT DO YOU REALLY NEED?

INTERNAL POLITICS

- Who makes the decisions?
- Who provides feedback?
- Who owns the site?
- Who decides what content is important?



WEBSITES CAN'T WORK MIRACLES.

A photograph of two seagulls in flight against a clear, light blue sky. One large seagull is in the foreground, angled downwards towards the bottom left, its wings spread wide. Its feathers are a mix of white and dark grey. A second, smaller seagull is positioned higher and to the right, also with its wings spread. The lighting suggests a bright day.

A website can't solve
bad service design.
It just exposes it.

PSYCHIATRIC
HELP 5¢



THE DOCTOR
IS IN

CONTENT STRATEGY

Content Inventory / Audit

Information Architecture

Wireframes

Usability



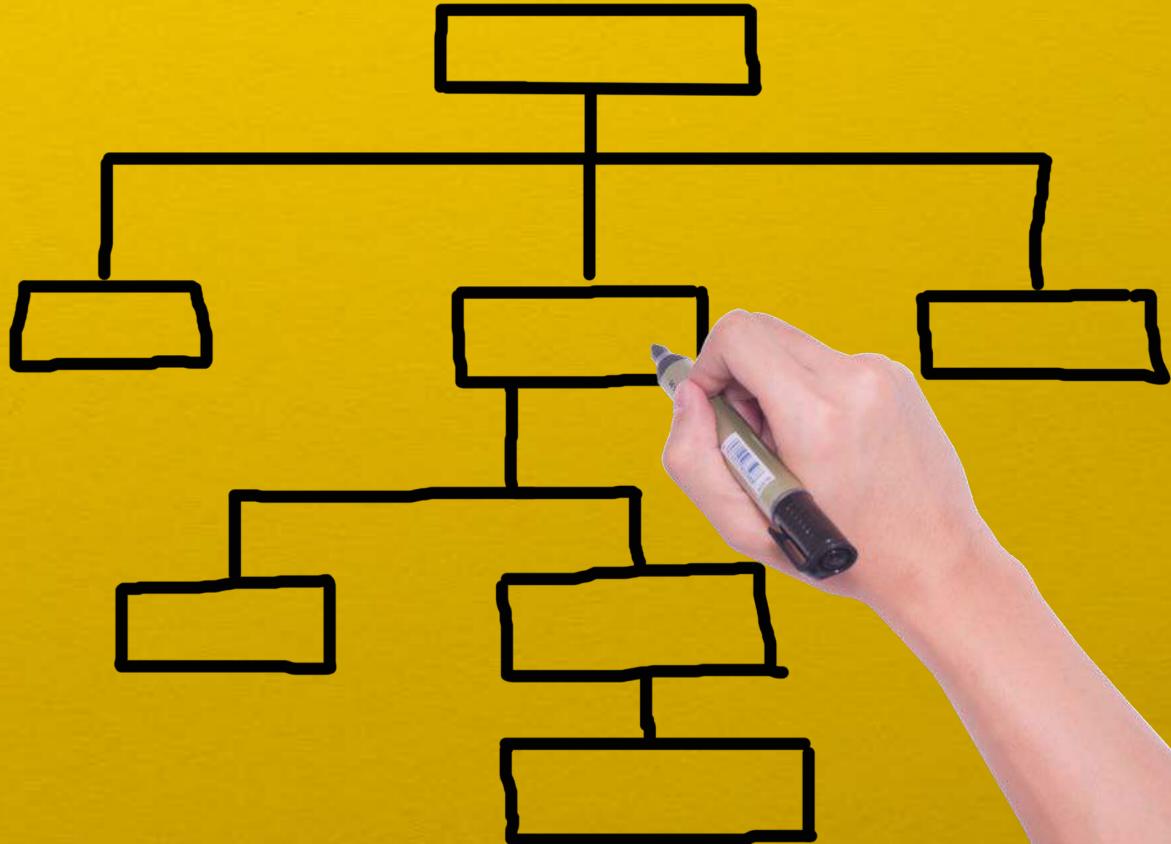
INVENTORY / AUDIT

- Expose everything on the site
- Make decisions on what to migrate, rewrite, delete



5	North Carolina Botanical Garden / About / Botanical Garden Foundation	Rewrite
6	North Carolina Botanical Garden / About / Education Center	Rewrite/Migrate
7	North Carolina Botanical Garden / About	Rewrite
8	North Carolina Botanical Garden / About / Staff Directory	Migrate
9	North Carolina Botanical Garden / About / News and Press	Rewrite
10	North Carolina Botanical Garden / About / Mailing Address	Delete
11	North Carolina Botanical Garden / About / Privacy Policy	Combine with BGF
12	North Carolina Botanical Garden / Visit / Display Gardens	Rewrite, Combine with visit
13	North Carolina Botanical Garden / About / Mission and History	Rewrite
14	North Carolina Botanical Garden / Visit / Directions to the Garden	Rewrite, Combine with visit
15	North Carolina Botanical Garden / Visit / What's In Bloom	Delete or pull from WOTAS DB
16	North Carolina Botanical Garden / Visit / Exhibits & Scu	Reorganize
17	North Carolina Botanical Garden / Visit / Scheduling Tours	Keep
18	North Carolina Botanical Garden / Visit / Shopping (Gifts, Books, Plants)	Rewrite/Improve
19	North Carolina Botanical Garden / Visit / Library	Reduce/Rewrite
20	North Carolina Botanical Garden / Education And Events	Delete
21	North Carolina Botanical Garden / Education And Events	Delete or pull from WOTAS DB
22	North Carolina Botanical Garden / Visit / Overview of All Sites	Reorganize
23	North Carolina Botanical Garden / Education And Events	Keep
24	North Carolina Botanical Garden / About / Facility Rental	Reorganize
25	North Carolina Botanical Garden / Education And Events	Rewrite
26	North Carolina Botanical Garden / Education And Events	Rewrite
27	North Carolina Botanical Garden / Education And Events	Move to youth and family
28	North Carolina Botanical Garden / Visit	Redundant
29	North Carolina Botanical Garden / Education And Events	Reorganize
30	North Carolina Botanical Garden / Education And Events	Reorganize/Community Outreach
31	North Carolina Botanical Garden / Education And Events	Reorganize/Community Outreach
32	North Carolina Botanical Garden / Gardens And Natural Areas	Reorganize/Use new map
33	North Carolina Botanical Garden / Gardens And Natural Areas	Reorganize/Use new map
34	North Carolina Botanical Garden / Gardens And Natural Areas	Reorganize/Use new map
35	North Carolina Botanical Garden / Gardens And Natural Areas	Reorganize/Use new map

INFORMATION ARCHITECTURE



WIREFRAMES

Xd

The wireframe illustrates a website layout for 'CAROLINA PLANNING' with the tagline 'PLAN HERE. GO ANYWHERE'. At the top right are 'Post types' (dropdown), 'Search box', social media links (f, t, in), and a 'GIVE' button. A navigation bar includes links for 'ACADEMICS', 'ADMISSIONS', 'STUDENT LIFE', 'CAREERS', 'ALUMNI', and 'PEOPLE'. Below the navigation is a placeholder for a 'HERO IMAGE OR SLIDER'. In the middle section, three boxes offer 'MASTERS PROGRAM', 'DOCTORAL PROGRAM', and 'UNDERGRADUATE MINOR'. A dashed line separates this from a 'FEATURED' section containing four placeholder cards. Below that is an 'EVENTS' section showing five event cards with 'DATE' and 'EVENT NAME' fields, and a 'VIEW ALL' link. The footer contains a 'CONTACT INFO' section.

CAROLINA PLANNING
PLAN HERE. GO ANYWHERE

Post types

Search box

f t in

GIVE

ACADEMICS ADMISSIONS STUDENT LIFE CAREERS ALUMNI PEOPLE

HERO IMAGE OR SLIDER

MASTERS PROGRAM DOCTORAL PROGRAM UNDERGRADUATE MINOR

FEATURED (post tagged as featured)

EVENTS (pulled from events calendar)

DATE EVENT NAME DATE EVENT NAME DATE EVENT NAME

VIEW ALL

CONTACT INFO

USABILITY



OPTIMAL
WORKSHOP

SITE DESIGN

Package and send to Creative



DESIGN

- Creative designs page templates.
- Digital Services consults on functionality and interaction design.



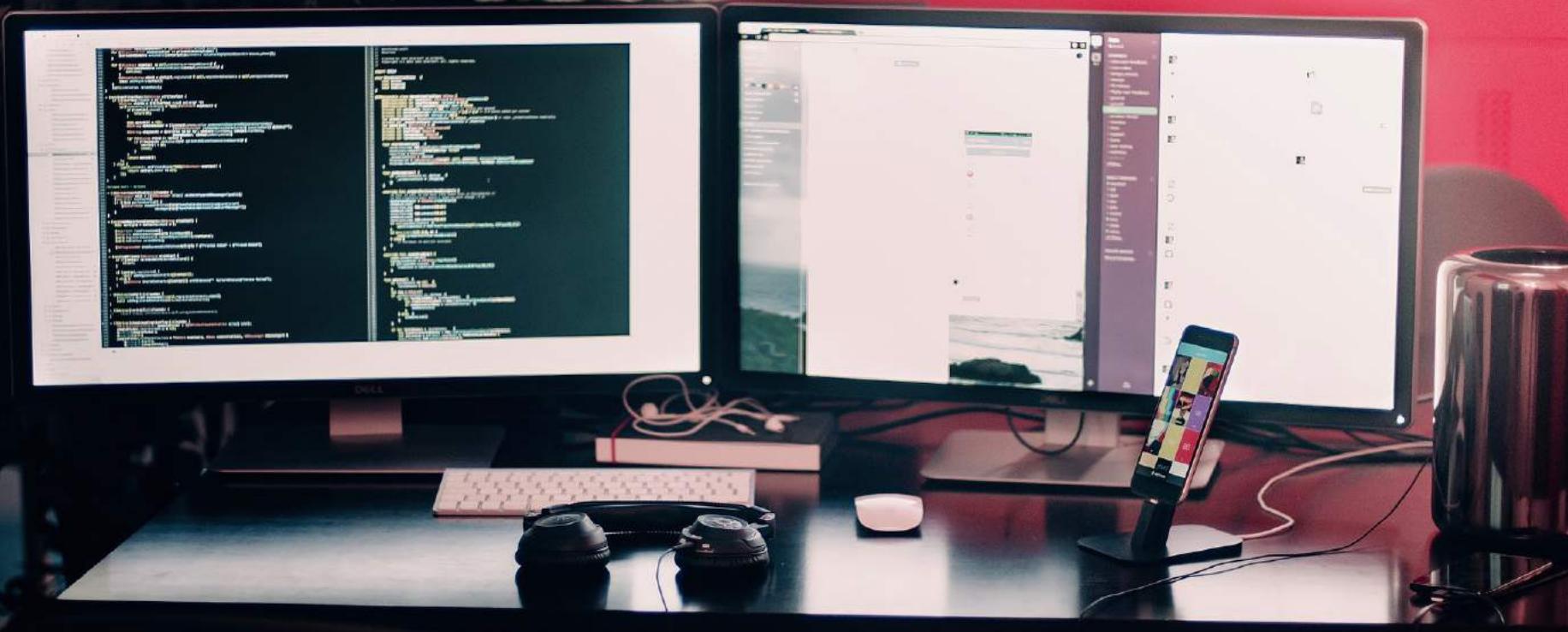
CREATIVE DELIVERS

- Full Designs
- Defined Functionality



WEB DEVELOPMENT

No surprises



CONTENT ENTRY

Few(er) Surprises

C₂ O₂ N₁ T₂ E₁ N₁ T₂

TOOLS WE USE

- ◉ DYNOMAPPER
- ◉ ADOBE XD
- ◉ OPTIMAL WORKSHOP
- ◉ SKETCH



IT'S OKAY TO SAY "NO"



A fluffy, light brown puppy is shown from the side, balancing on its hind legs on a large, shiny blue ball. The puppy's front paws are tucked under its body, and it is looking down at the ball. The background is a bright, snowy landscape with some dark, textured rocks or logs visible. A red circular stamp with a logo is partially visible in the upper right corner.

IT'S ALL A BALANCING ACT

THANKS!



Artist: Elena, Age 7

