

# The Decentralized University:

## Improving Digital Experiences One Site at a Time





# Hello!

I am Kim Vassiliadis

I am here to talk about how UNC's IT department works 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**





2 Adults

2 kids

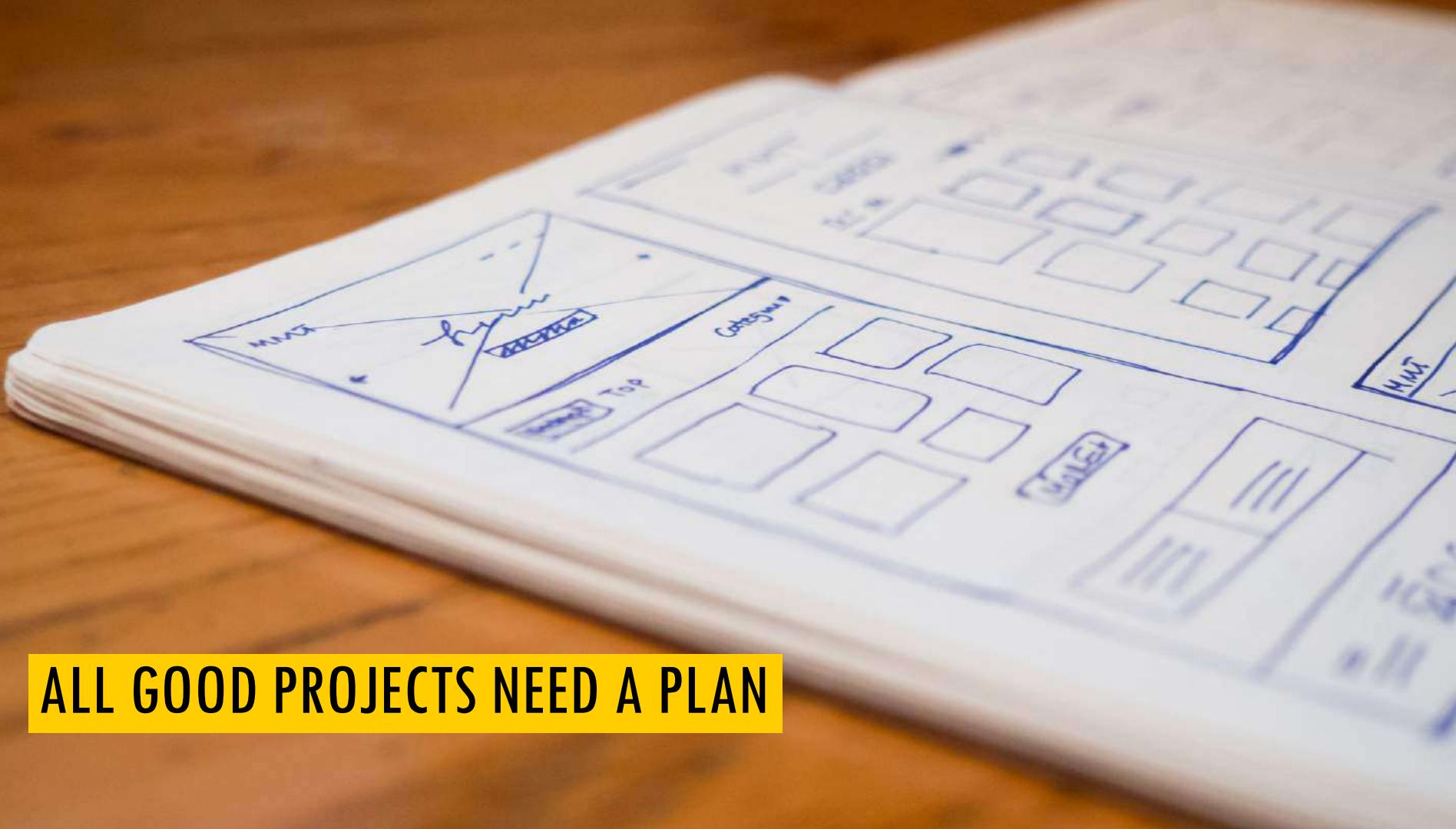
1 Dog

1 Car



**“BUT LOOK HOW COOL IT LOOKS!!!”**

**ALL GOOD PROJECTS NEED A PLAN**



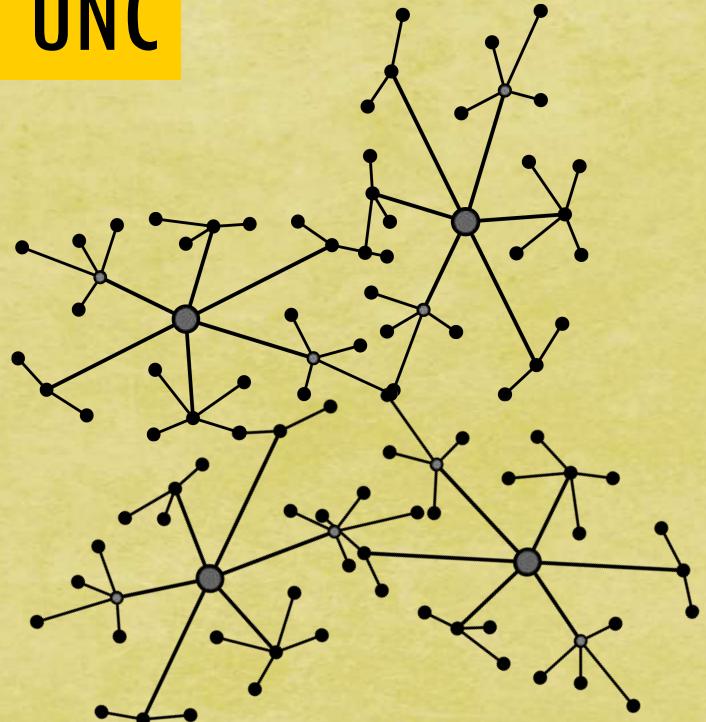
MOVE TO ITS



# HERE'S THE THING ABOUT UNC

## Super Decentralized

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

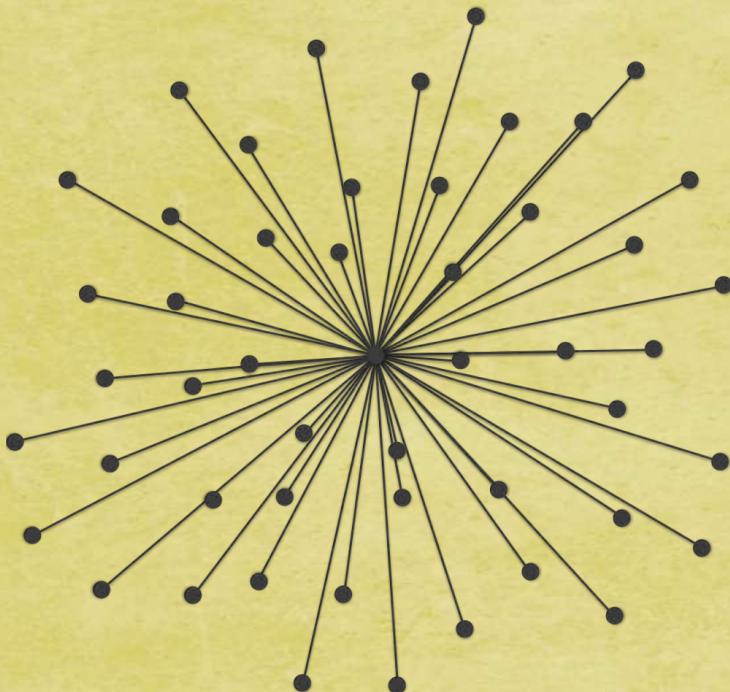


# UNIVERSITY “BRANDING”



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# ITS IS A CENTRALIZED SERVICE



# ITS DIGITAL SERVICES



WebDotUNC  
Self-Service  
WP multisite

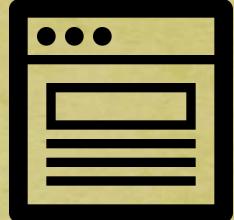


SitesDotUNC  
Enterprise  
WP hosting

# 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](#)



Search this site...



ABOUT US NEWS RESEARCH TOOLS ▾ CLIMATE EXTREMES ▾ VULNERABILITY ▾ FAQ



Jonathan Krobath struggles to push a row of shopping carts through the snow Wednesday, Feb. 12, 2014, at Food Lion in Hope Mills. Courtesy of Fayetteville Observer

Are you at risk? | Heat illness



Are you vulnerable to heat-related  
illness?

# Cultivating faculty leaders since 1987

We support scholars and artists in the heart of our university,  
shaping possibilities for the future of the arts and humanities.



**CAMPUS Y**

Celebrating 150 Years

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[Our Work ▾](#) [About ▾](#) [News and Events ▾](#) [Resources ▾](#) [Connect ▾](#)



UNC

EQUAL OPPORTUNITY  
AND COMPLIANCE OFFICE

Search this site...



Need Help?

[HOME](#)   [WHO WE ARE ▾](#)   [WHAT WE DO ▾](#)   [OUR POLICIES ▾](#)   [RESOURCES ▾](#)   [WHAT'S NEW ▾](#)

DEDICATED TO THE WELL-BEING AND SUCCESS OF CAROLINA'S  
MOST VALUABLE ASSET — ITS PEOPLE.



# *Office of* FACULTY GOVERNANCE

The University *of* North Carolina *at* Chapel Hill

Search this site...



HOME

ABOUT ▾

AWARDS

ELECTIONS

CALENDAR

NEWS

RESERVATIONS ▾



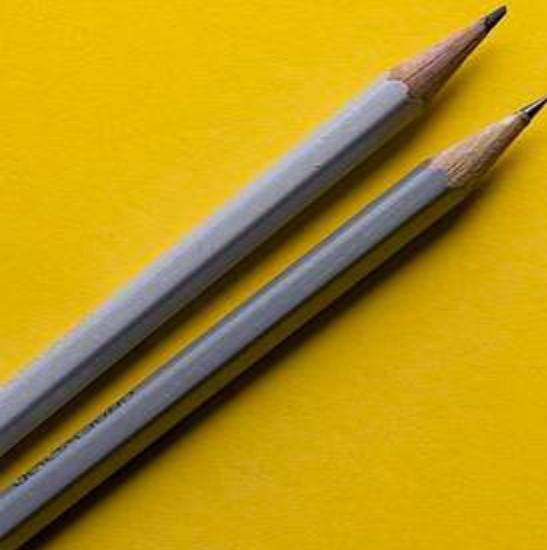
[Faculty Council](#)



[Faculty Code & Handbook](#)



[Committees](#)



# 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



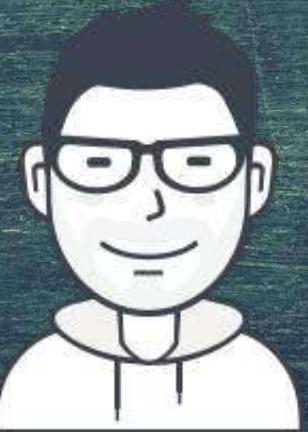
Michael Triplett / Lead Web Developer

# UNC CREATIVE

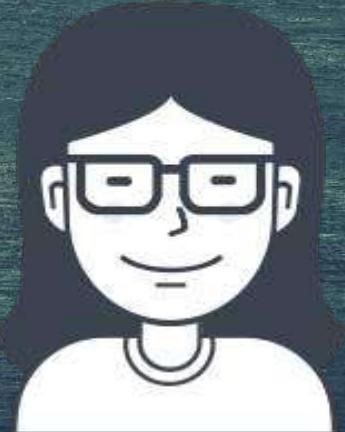
We partner with UNC Creative



# OLD MODEL

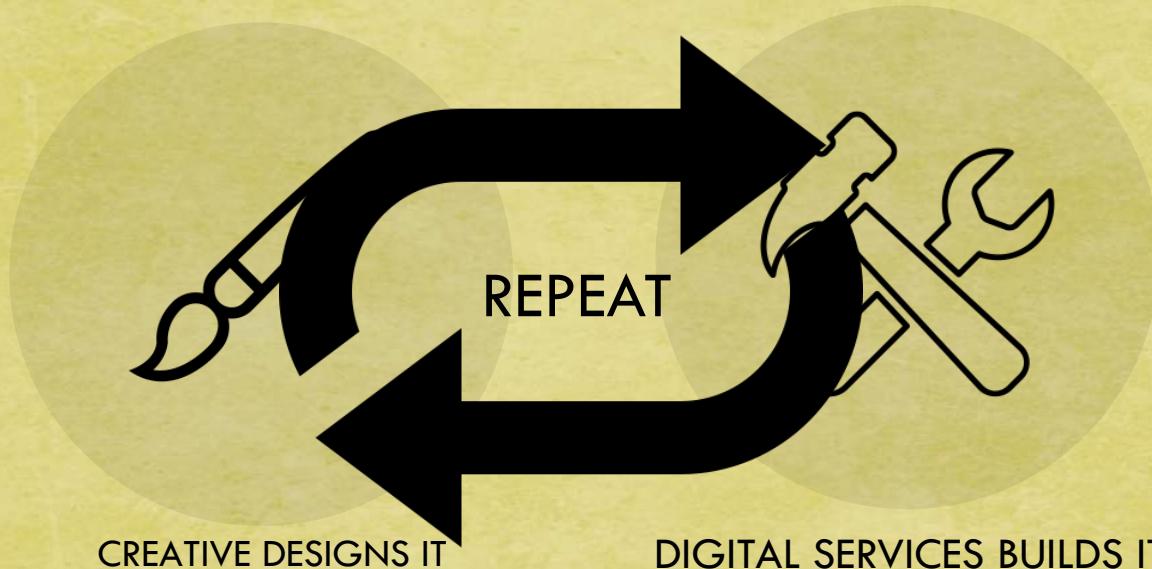


Our website is awful. We  
need a new website.



Ok, we will build you a  
new website!

# OLD MODEL



# BROKEN MODEL



CREATIVE DESIGNS IT



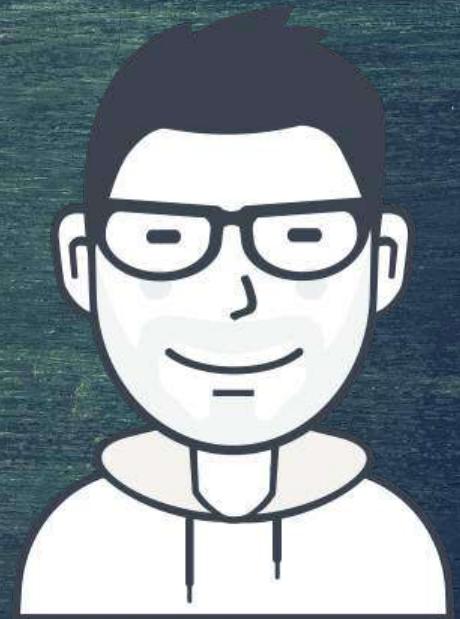
DIGITAL SERVICES BUILDS IT



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

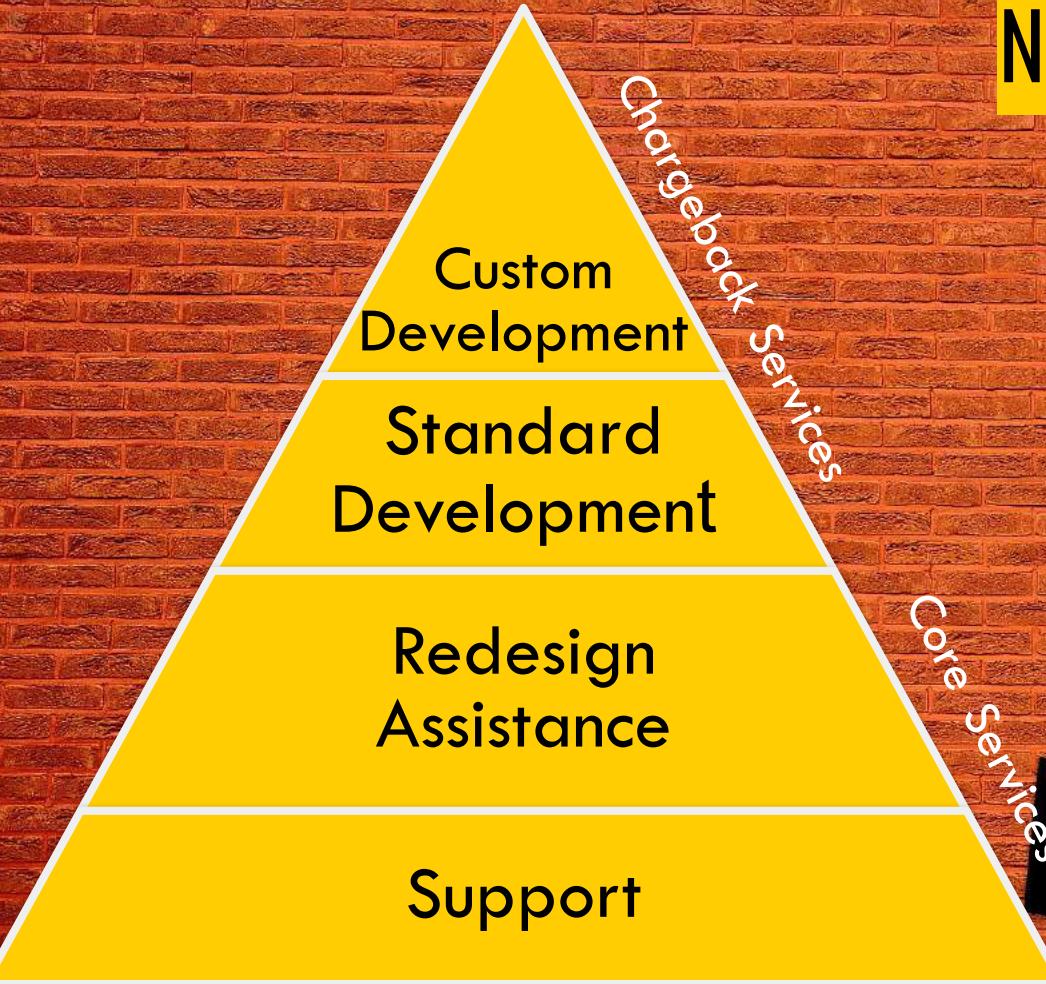
NEW APPROACH TO DIGITAL PROJECTS



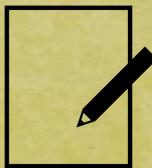
Make Carolina's  
digital experiences  
better, one site at a time



# NEW BUSINESS MODEL



# NEW MODEL



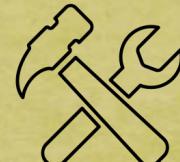
GATHER  
REQUIREMENTS



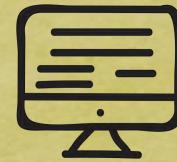
CONTENT  
STRATEGY



DESIGN



BUILD

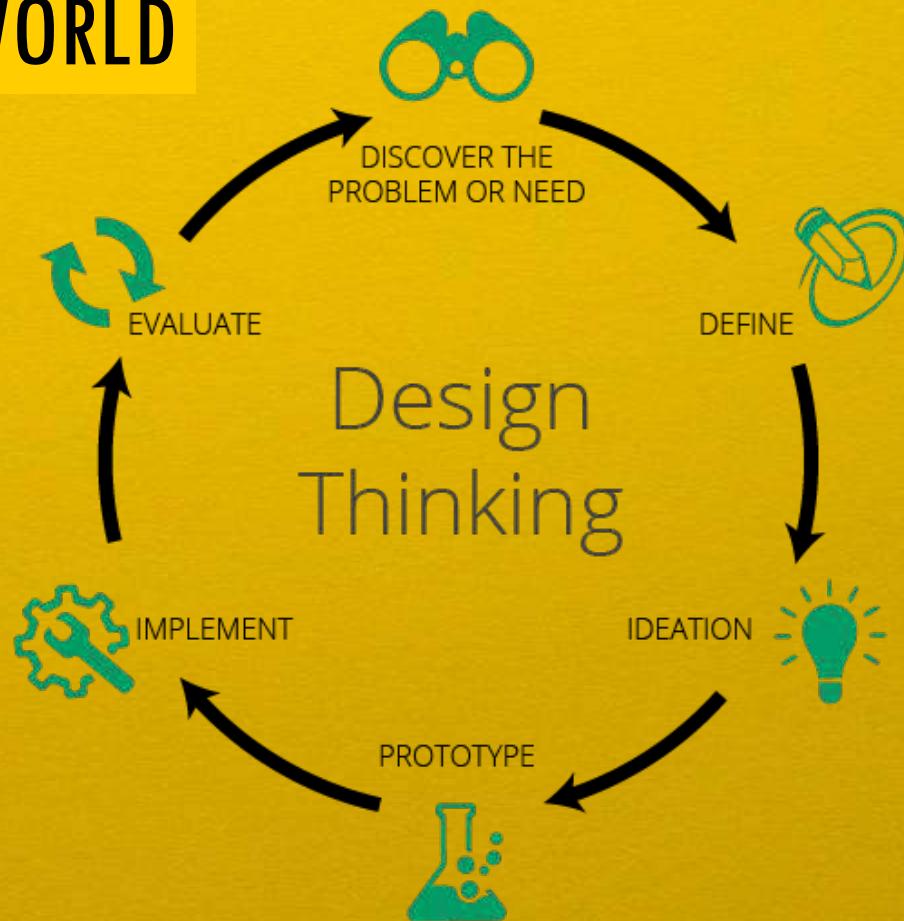


CONTENT  
MIGRATION



USABILITY TESTING

# IN A PERFECT WORLD



## BUT IN REALITY WE HAVE



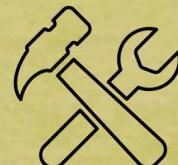
GATHER  
REQUIREMENTS



CONTENT  
STRATEGY



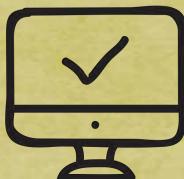
DESIGN



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



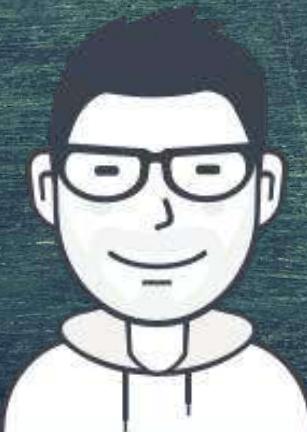
CONTENT  
MIGRATION

THIS PART IS WAY EASIER

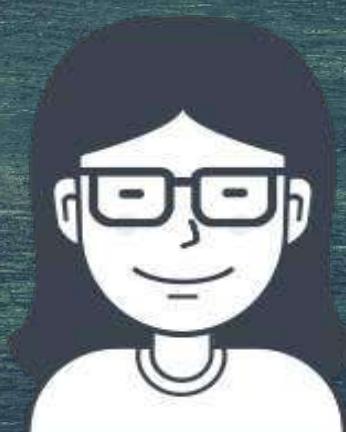
A white seabird, likely a gull or tern, is captured in mid-flight against a clear, bright blue sky. The bird's wings are spread wide, showing a mix of white and light brown feathers. Its body is mostly white, with a dark patch near its tail. The background consists of wispy, light-colored clouds.

**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.

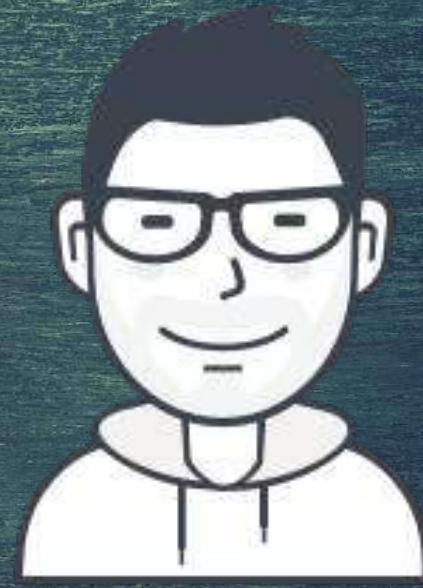
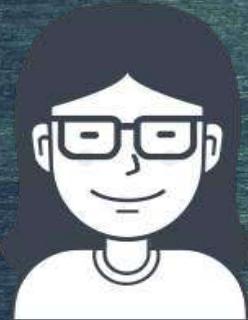
# REQUIREMENTS GATHERING

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?
- ◉ Are the labels confusing?
- ◉ 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 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



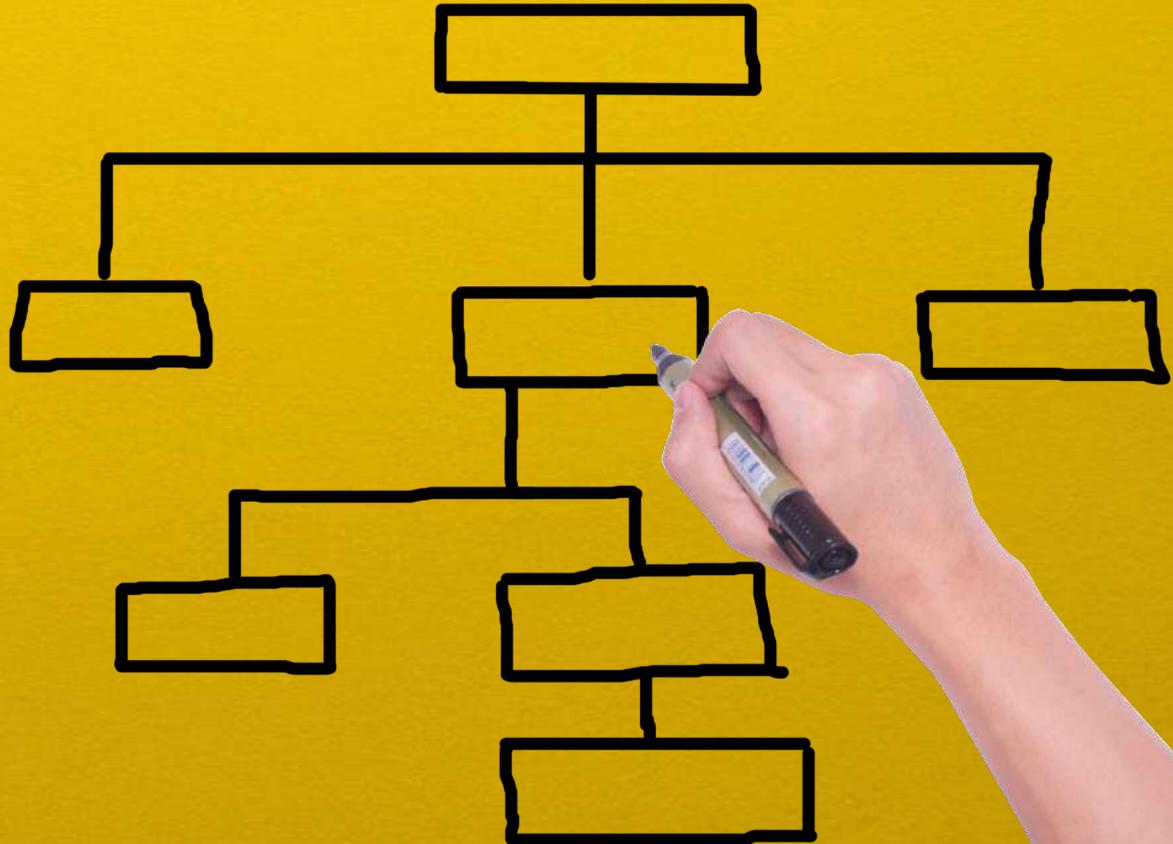
## INVENTORY / AUDIT

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



title	url	Future: Migrate/Delete/rewrite	Notes
North Carolina Botanical Garden - Chapel Hill, NC	http://ncbg.unc.edu/	Rewrite	
North Carolina Botanical Garden / About / The Conserv	http://ncbg.unc.edu/the-conservation-garden/	Rewrite	
North Carolina Botanical Garden / About / 2017 Comm	http://ncbg.unc.edu/2017_partners/	Rewrite	
North Carolina Botanical Garden / About / Botanical Ga	http://ncbg.unc.edu/botanical-garden-foundati	Rewrite	
North Carolina Botanical Garden / About / Education C	http://ncbg.unc.edu/education-center/	Rewrite/Migrate	
North Carolina Botanical Garden / About	http://ncbg.unc.edu/about/	Rewrite	
North Carolina Botanical Garden / About / Staff Directo	http://ncbg.unc.edu/staff-directory/	Migrate	
North Carolina Botanical Garden / About / News and P	http://ncbg.unc.edu/news-and-press/	Rewrite	
North Carolina Botanical Garden / About / Mailing Add	http://ncbg.unc.edu/mailing-address-and-shipp	Delete	
North Carolina Botanical Garden / About / Privacy Poli	http://ncbg.unc.edu/privacy-policy/	Combine with BGF	
North Carolina Botanical Garden / Visit / Display Garde	http://ncbg.unc.edu/display-gardens-and-educ	Rewrite, Combine with visit	
North Carolina Botanical Garden / About / Mission and	http://ncbg.unc.edu/mission-and-history/	Rewrite	
North Carolina Botanical Garden / Visit / Directions to	http://ncbg.unc.edu/directions/	Rewrite, Combine with visit	
North Carolina Botanical Garden / Visit / What's In Blo	http://ncbg.unc.edu/whats-in-bloom/	Delete or pull from WOTAS DB	
North Carolina Botanical Garden / Visit / Exhibits & Scu	http://ncbg.unc.edu/exhibits-and-art/	Reorganize	
North Carolina Botanical Garden / Visit / Scheduling To	http://ncbg.unc.edu/tours/	Keep	
North Carolina Botanical Garden / Visit / Shopping (Gift	http://ncbg.unc.edu/shopping-gifts-book-plant	Rewrite/Improve	
North Carolina Botanical Garden / Visit / Library	http://ncbg.unc.edu/library/	Reduce/Rewrite	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/education-and-events/	Delete	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/calendar/	Delete or pull from WOTAS DB	
North Carolina Botanical Garden / Visit / Overview of A	http://ncbg.unc.edu/overview-of-sites/	Reorganize	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/2017-events/	Keep	
North Carolina Botanical Garden / About / Facility Rent	http://ncbg.unc.edu/facility-rental/	Reorganize	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/youth-family/	Rewrite	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/adult-programs/	Rewrite	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/summer-nature-camp/	Move to youth	
North Carolina Botanical Garden / Visit	http://ncbg.unc.edu/visit/	Redundant	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/school-programs/	Reorganize	
North Carolina Botanical Garden / Education And Event	http://ncbg.unc.edu/horticultural-therapy/	Reorganize/Community Outreach	

# INFORMATION ARCHITECTURE



# WIREFRAMES



The wireframe shows a website layout for "CAROLINA PLANNING". At the top right is a "Post types" section with a "Search box" and social media icons for Facebook, Twitter, LinkedIn, and Give. Below the header is a navigation bar with links for ACADEMICS, ADMISSIONS, STUDENT LIFE, CAREERS, ALUMNI, and PEOPLE. A placeholder for a hero image or slider is shown. In the center, there are three boxes labeled MASTERS PROGRAM, DOCTORAL PROGRAM, and UNDERGRADUATE MINOR. Below these is a "FEATURED" section with four placeholder cards. At the bottom is an "EVENTS" section showing five event cards with columns for DATE, EVENT NAME, and DATE. A "VIEW ALL" link is at the bottom right, and a "CONTACT INFO" section is at the very bottom.

CAROLINA PLANNING  
PLAN HERE. GO ANYWHERE

ACADEMICS ADMISSIONS STUDENT LIFE CAREERS ALUMNI PEOPLE

HERO IMAGE (OR SLIDER)

MASTERS PROGRAM  
DOCTORAL PROGRAM  
UNDERGRADUATE MINOR

FEATURED (post tagged as featured)

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.



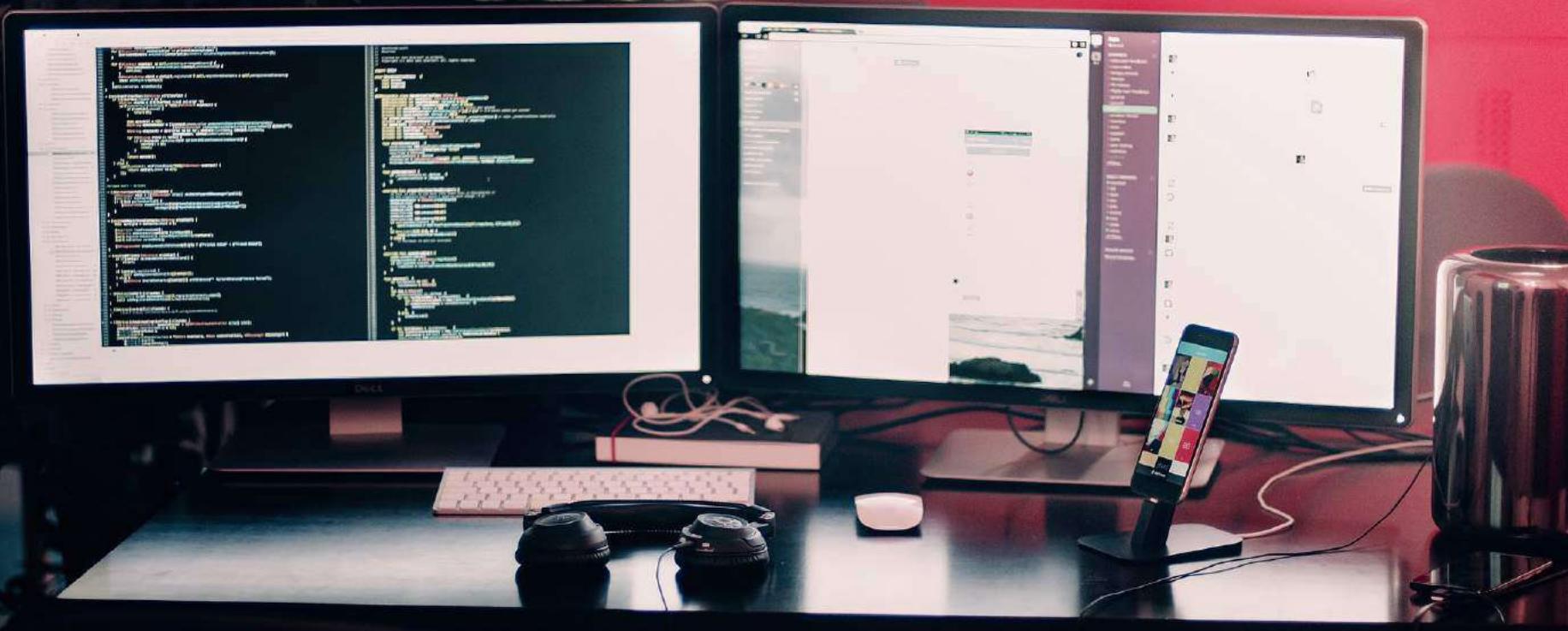
# CREATIVE DELIVERS

- Full Designs
- Defined Functionality



# WEB DEVELOPMENT

No surprises



# CONTENT ENTRY

Few(er) Surprises

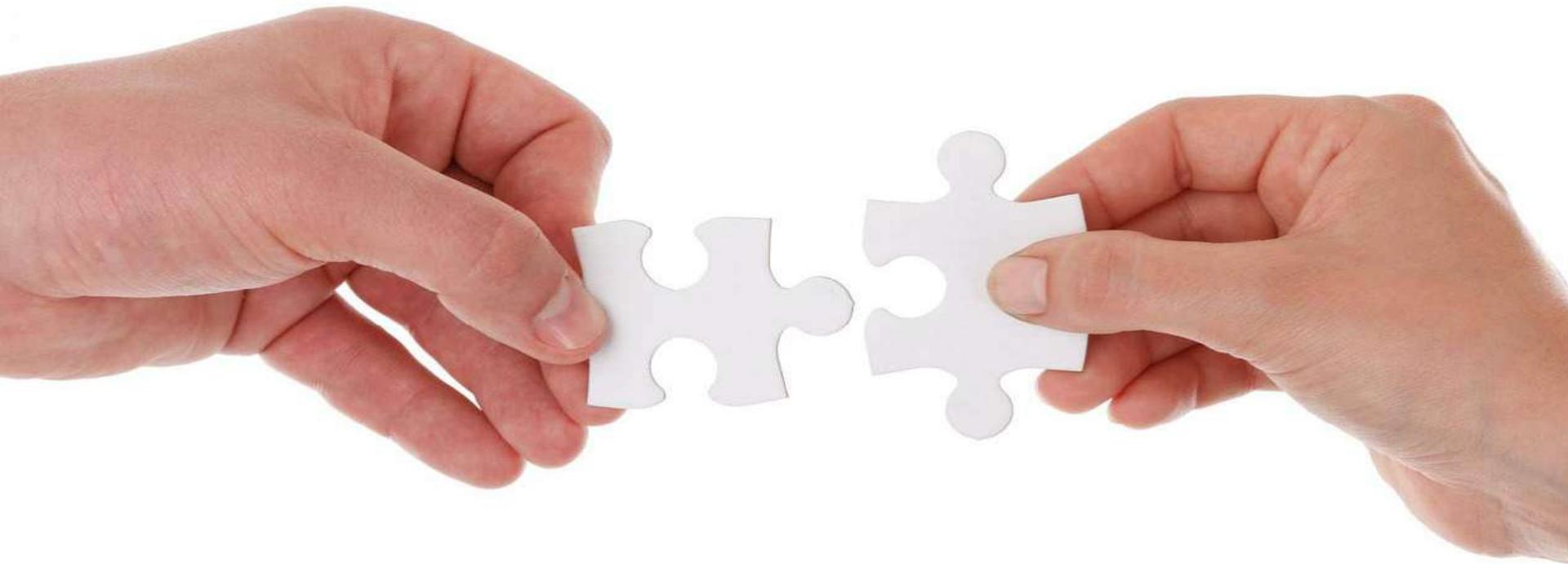
C<sub>2</sub> O<sub>2</sub> N<sub>1</sub> T<sub>2</sub> E<sub>1</sub> N<sub>1</sub> T<sub>2</sub>

# TOOLS WE USE

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



**IT'S OKAY TO SAY "NO"**



A fluffy, light brown dog is shown from the side, balancing on its hind legs on a large, shiny blue ball. The dog's front paws are resting on the ball, and it appears to be looking down at the ground. The background is a bright, snowy landscape. In the top right corner, there is a red circular sticker with a white outline and a black 'X' through it.

**IT'S ALL A BALANCING ACT**



# THANKS!

Artist: Elena, Age 7

