Designing Audience-Focused Websites

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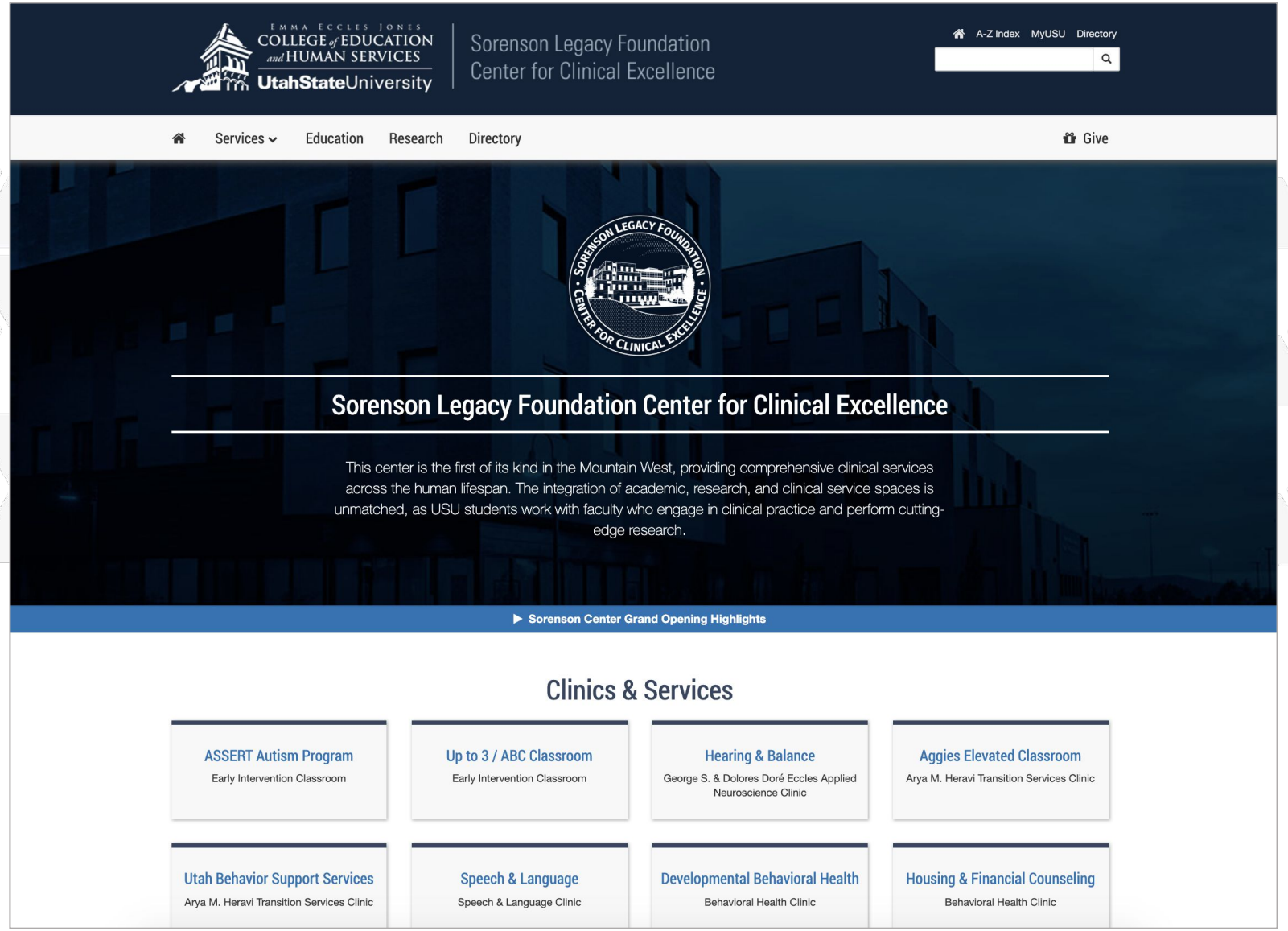
Utah State University

Sorenson Center for Clinical Excellence


Emma Eccles Jones College of Education and Human Services
UtahStateUniversity
Sorenson Legacy Foundation
Center for Clinical Excellence
A-Z Index
MyUSU
Directory
Services
Education
Research
Directory
Give
Sorenson Legacy Foundation Center for Clinical Excellence
This center is the first of its kind in the Mountain West, providing comprehensive clinical services across the human lifespan. The integration of academic, research, and clinical service spaces is unmatched, as USU students work with faculty who engage in clinical practice and perform cutting-edge research.
Sorenson Center Grand Opening Highlights
Clinics & Services
ASSERT Autism Program
Early Intervention Classroom
Up to 3 / ABC Classroom
Early Intervention Classroom
Hearing & Balance
George S. & Dolores Doré Eccles Applied Neuroscience Clinic
Aggies Elevated Classroom
Arya M. Heravi Transition Services Clinic
Utah Behavior Support Services
Arya M. Heravi Transition Services Clinic
Speech & Language
Speech & Language Clinic
Developmental Behavioral Health
Behavioral Health Clinic
Housing & Financial Counseling
Behavioral Health Clinic

Before we move on…

1. Know USU Branding!
2. Know the USU template
3. Understand Accessibility
4. Understand SEO
5. Learn HTML/CSS/Bootstrap
6. Network around campus
7. People don’t want websites, they want useful content

My Process in a Nutshell

1. Kickoff Meeting
2. Information Architecture
3. Wireframes and Mockups
4. Gather content
5. Build & Test
6. Publish
7. Revisit

1. Kickoff Meeting

- Who should be at the meeting?
  1. Web Developer
  2. Decision Maker
  3. Content Specialist
  4. Marketing Strategist
- What Roles will everyone fulfill

1. Kickoff Meeting (cont.)

- What are the goals of the (new) website?
  - Who is your target audience
- What is currently available?
  - Internal
  - External
- What timeline do we have to work with?
  - Set deadlines, for yourselves and others
  - Let other's know how long it will take you to do your end, and what you need before you can do anything.

Our Goals

Goal 1: Easy Navigation

- "Every moment we're in a website, we're keeping a mental running tally: 'Do these guys know what they're doing?' It's one of the main factors we use in deciding whether to bail out and deciding whether to ever come back. Clear, well-thought-out navigation is one of the best opportunities a site has to create a good impression."

From "Don't Make Me Think" by Steve Krug

Goal 2: Redirect Student Recruitment

- The intended audience of the website is for clients within the community, not students, not recruitment.
- Students might be interested in the clinic, but it is a good way to show them where they can get more information about programs that are offered.

Goal 3: Low on Content, High on Value

- Too much text on a page can discourage users to continue.
- Use bulleted points
- “Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.”
  - William Strunk, Jr., and E. B. White, The Elements of Style (Allyn and Bacon, 1979).

Goal 3 (cont). Omit ~~Needless~~ Words

- "When I look at most Web pages, I'm struck by the fact that most of the words I see are just taking up space, because no one is ever going to read them. And just by being there, all the extra words suggest that you may actually need to read them to understand what's going on, which often makes pages seem more daunting than they actually are."
- Get rid of half the words on each page, then get rid of half of what's left. —KRUG'S THIRD LAW OF USABILITY

From "Don't Make Me Think" by Steve Krug

Chat: I can’t

Email: I cannot.

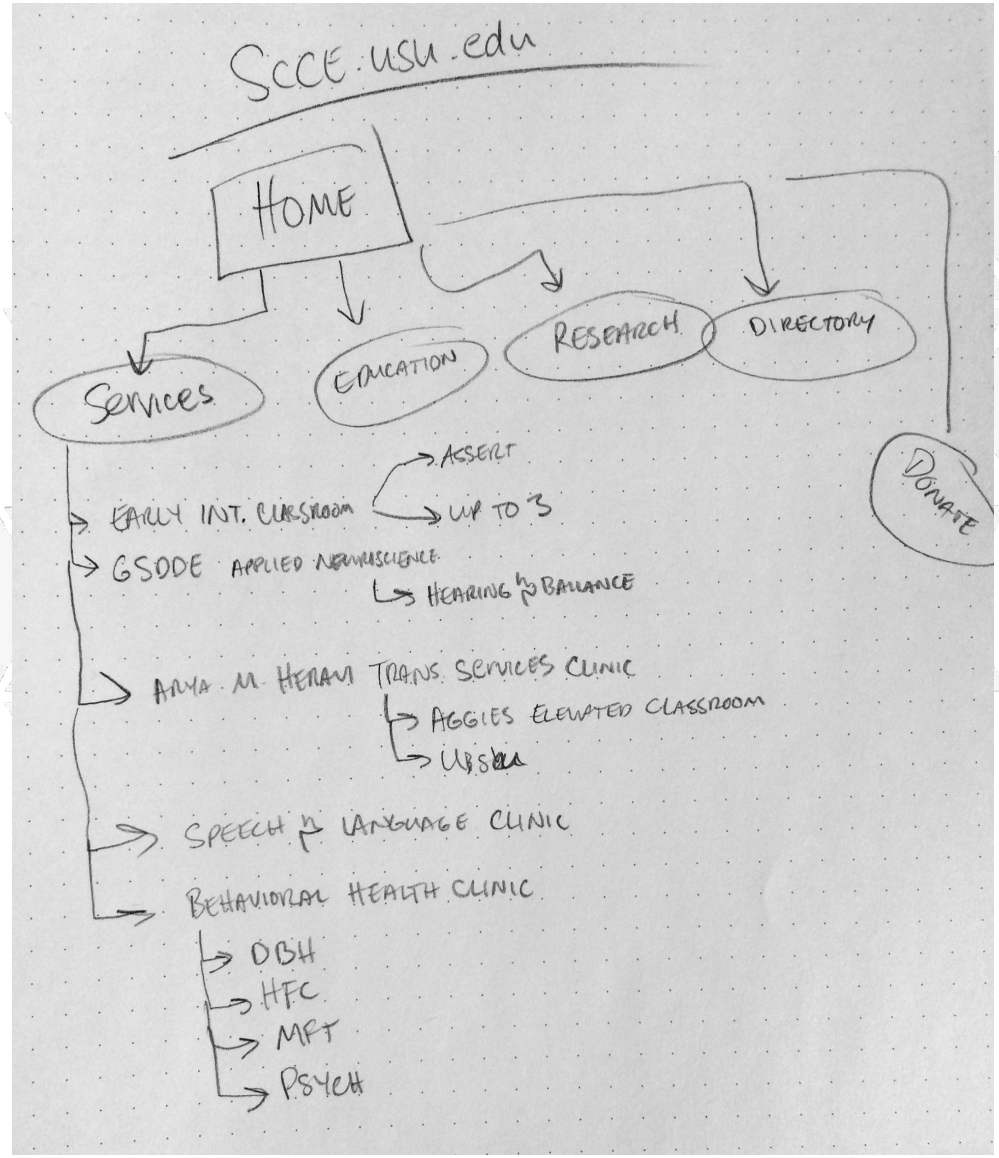
Essay: I am unable to can.

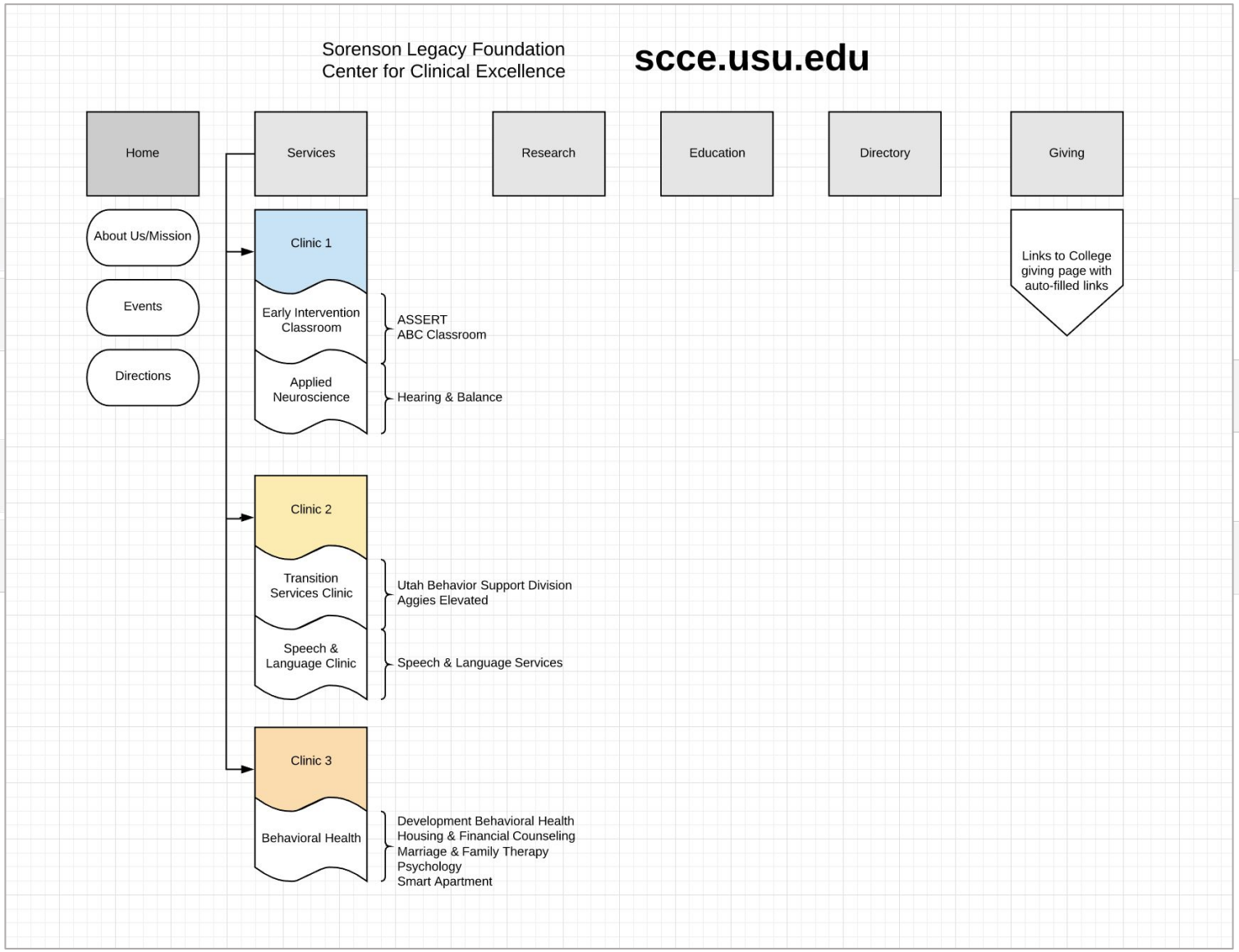
Term Paper of 3000 words: I do not find myself in the circumstances for it to be possible that I could potentially be able to have the capacity to do that.

Thesis: The author does not find the circumstances thus described to be advantageous enough to allow the author to have the potential to act, in thier own capacity, upon the course of event thus previously described. Therefore, the author is of the unfortunate conclusion that they are unable to can.

2. Information Architecture

- How is the information going to be organized?
- This is a very general layout of the user flow.
- Draw up at least a dozen ideas, then refine it down to 3 of the best ideas.
- Pass your ideas around to some people in the office who are somewhat familiar, but don't have a large stake in the project.
- *Does this design solve the right problem?*

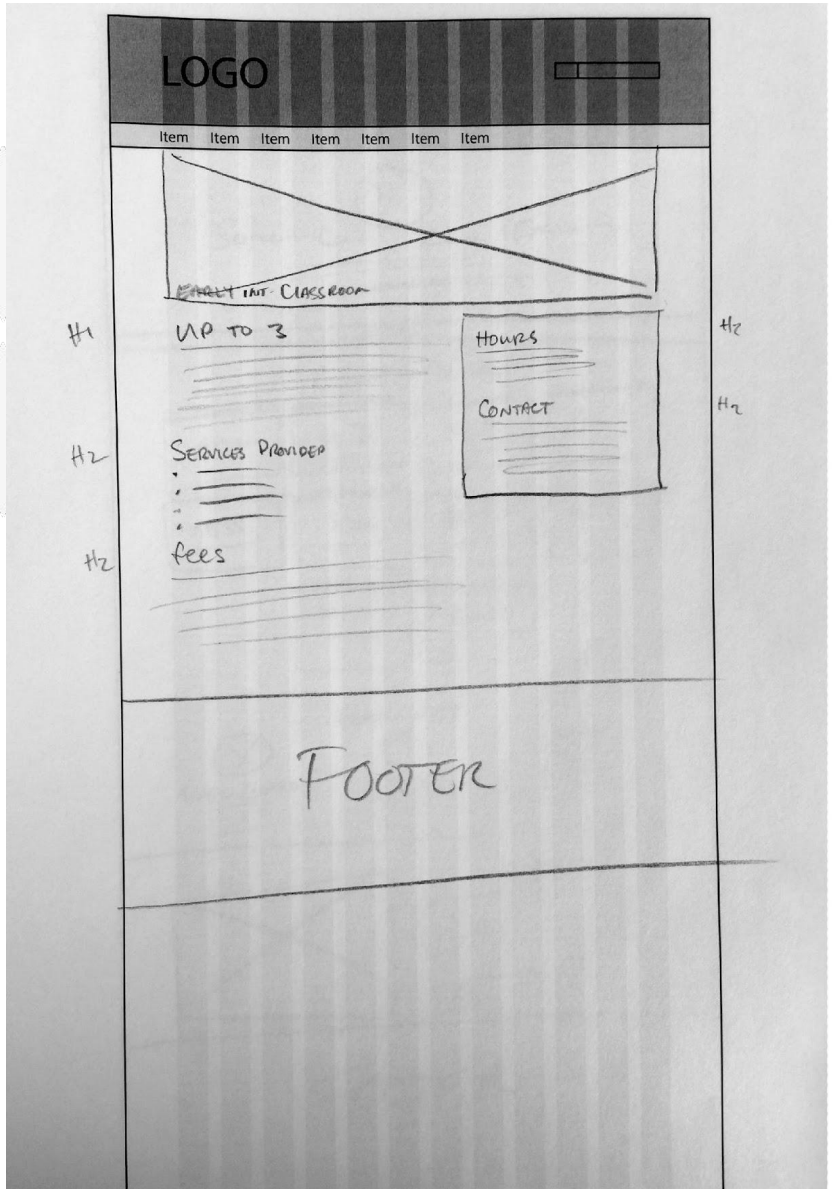

SCCE.usu.edu
HOME
Services
EDUCATION
RESEARCH
DIRECTORY
DONATE
EARLY INT. CLASSROOM
ASSERT
UP TO 3
GSDDE APPLIED NEUROSCIENCE
HEARING & BALANCE
AMMA M. HERAN TRANS. SERVICES CLINIC
AGGIES ELEVATED CLASSROOM
SPEECH & LANGUAGE CLINIC
BEHAVIORAL HEALTH CLINIC
DBH
HFC
MFT
PSYCH

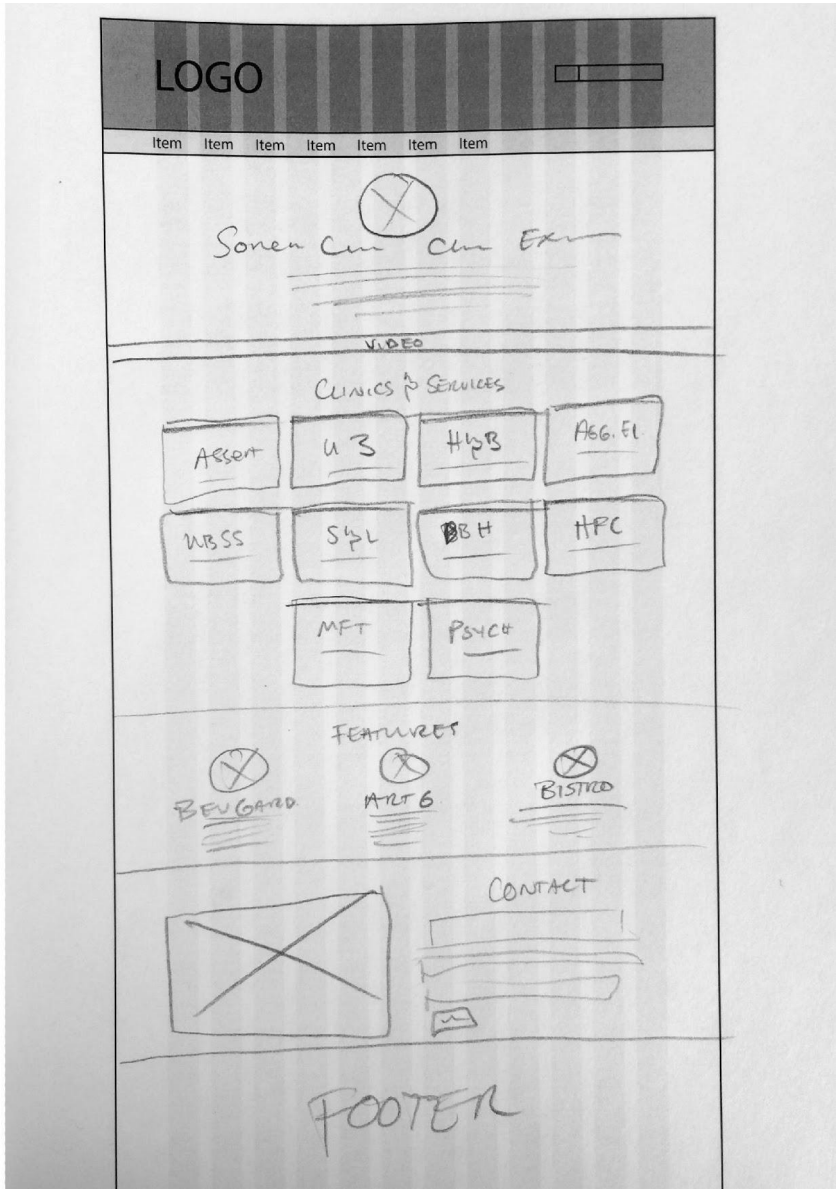

Sorenson Legacy Foundation
Center for Clinical Excellence
scce.usu.edu
Home
Services
Research
Education
Directory
Giving
About Us/Mission
Events
Directions
Clinic 1
Early Intervention Classroom
Applied Neuroscience
ASSERT
ABC Classroom
Hearing & Balance
Clinic 2
Transition Services Clinic
Speech & Language Clinic
Utah Behavior Support Division
Aggies Elevated
Speech & Language Services
Clinic 3
Behavioral Health
Development Behavioral Health
Housing & Financial Counseling
Marriage & Family Therapy
Psychology
Smart Apartment
Links to College giving page with auto-filled links

Lucidchart

3. Wireframes & Mockups

- How is the information going to be presented
- Sketch out wireframes for the main pages on paper (desktop and mobile)
- Get feedback (especially from the content specialist)
- Take wireframes and implement on the computer using a UI Kit.
- TIP: If the UI Kit is to scale, building it out will be much easier.


LOGO
Item Item Item Item Item Item Item
EARLY INT. CLASSROOM
H1
UP TO 3
HOURS
CONTACT
H2
H2
H2
SERVICES PROVIDED
H2
fees
FOOTER


LOGO
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VIDEO
CLINICS & SERVICES
ASSET
U 3
HYB
AGG. EL
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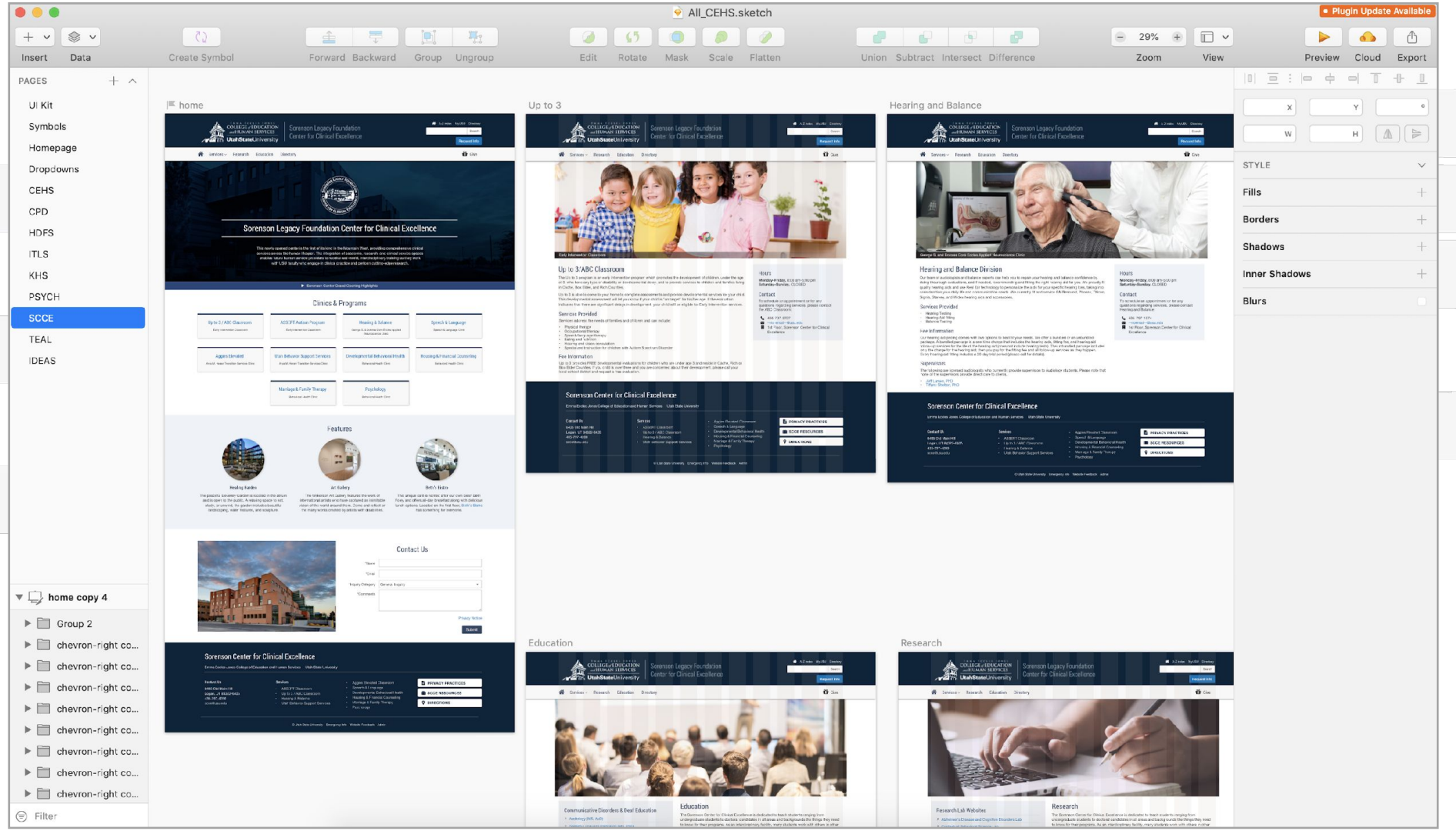
HFC
MFT
PSYCH
FEATURES
BEVGARD
ART 6
BISTRO
CONTACT
FOOTER



Sketch

XD

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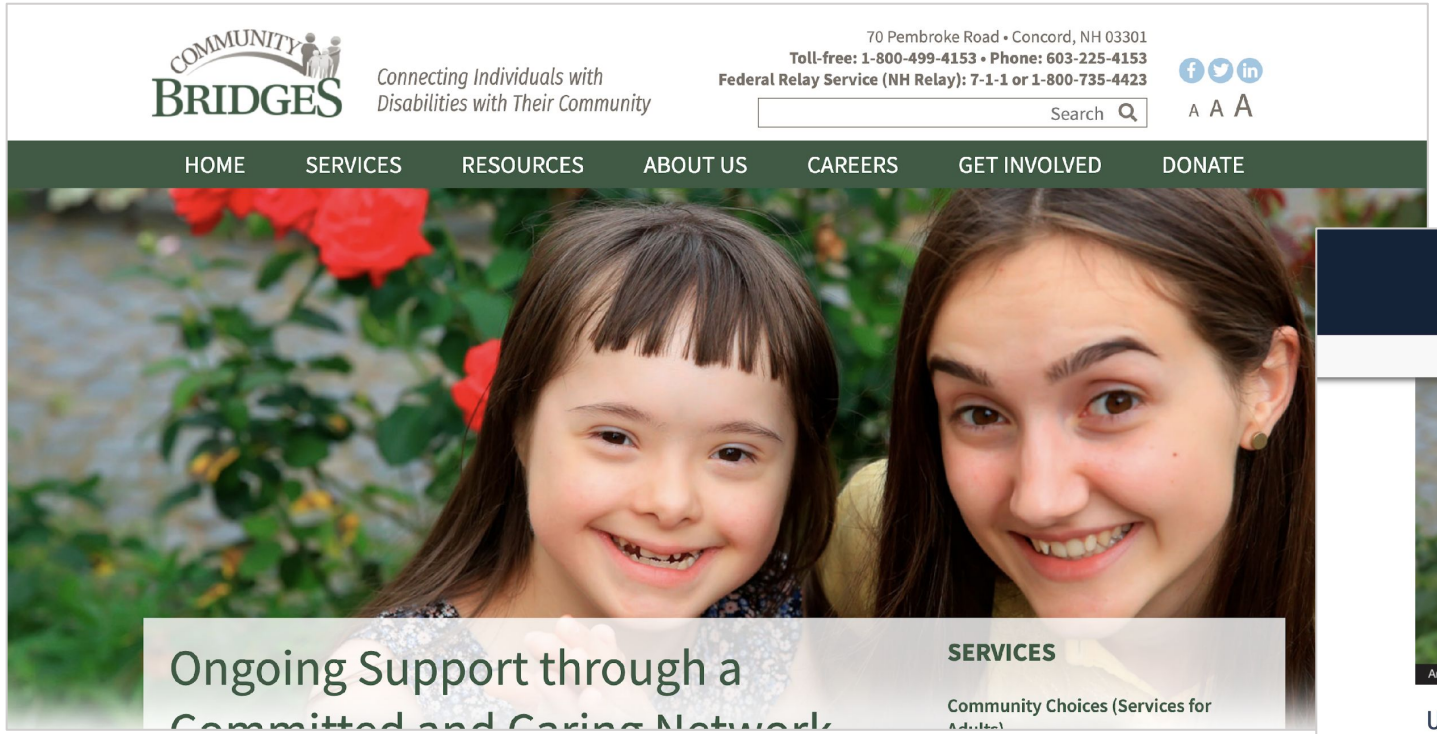
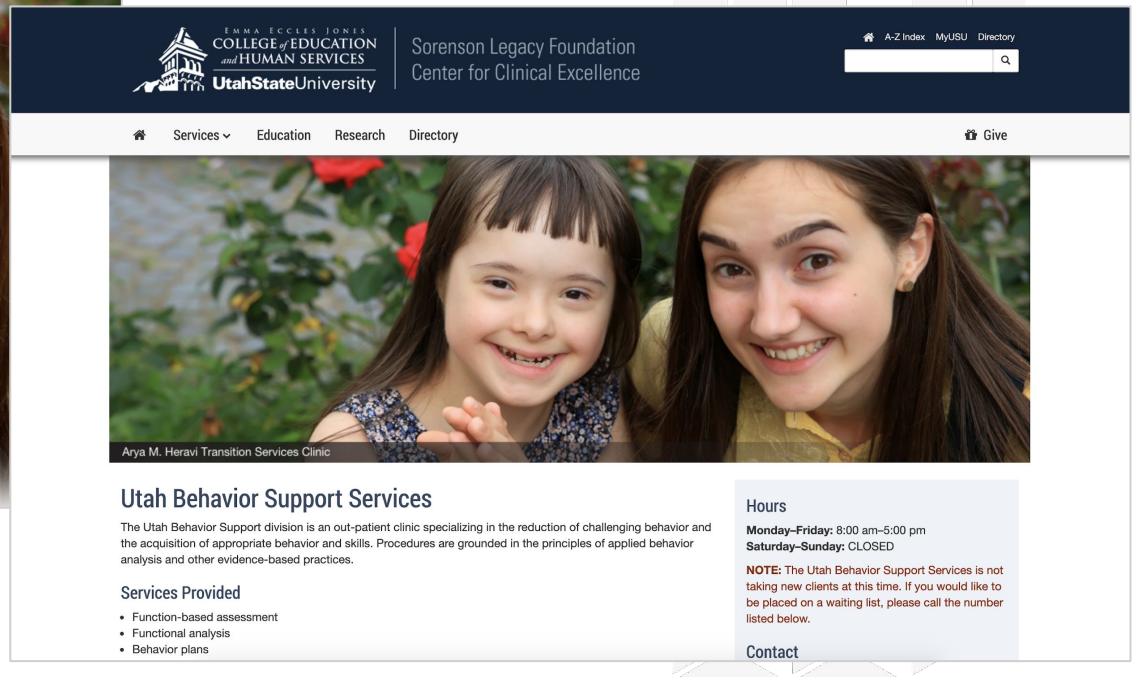
4. Gather Content

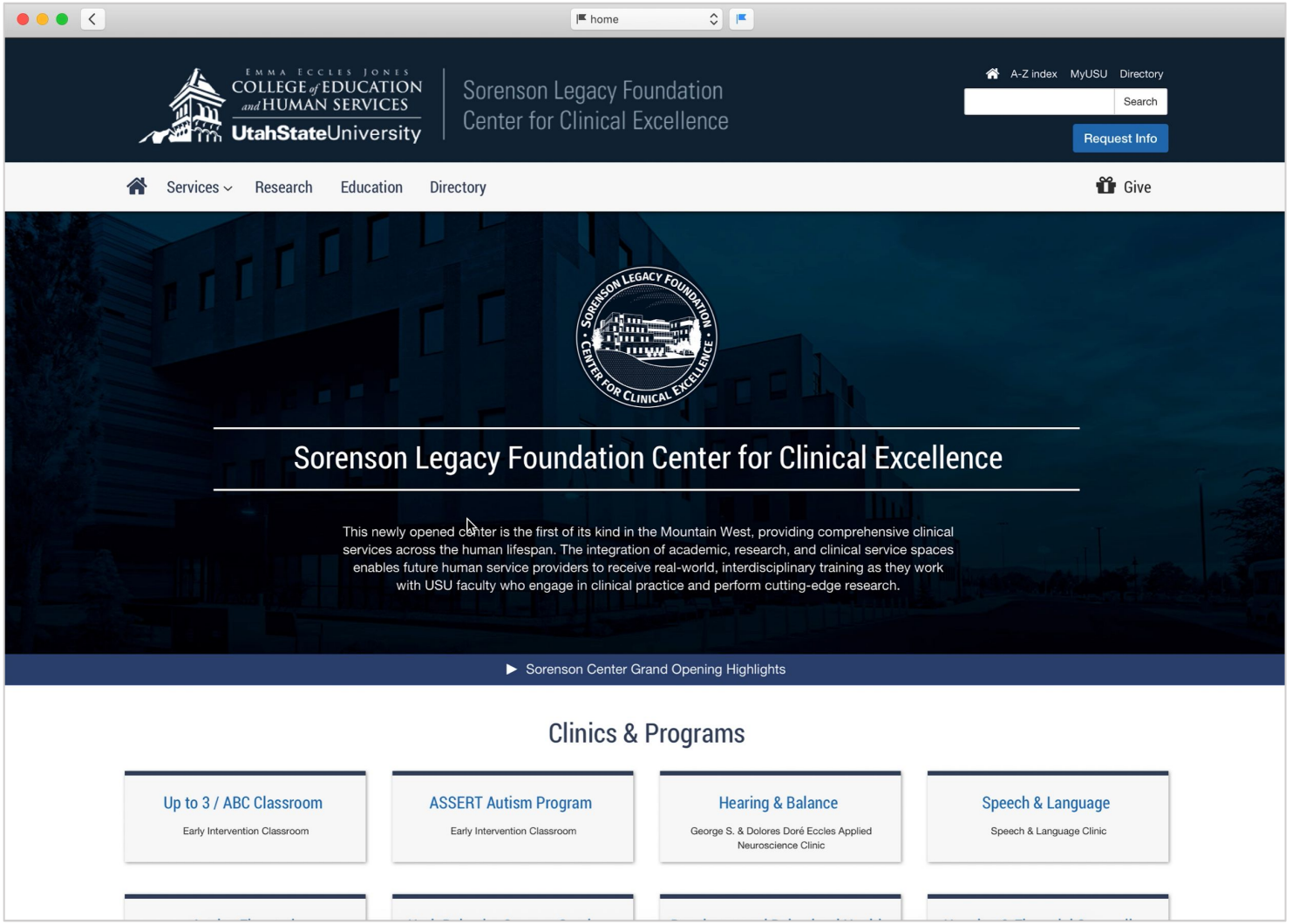
- This should be done simultaneously with the Mockup Phase.
- Best place to start is to know what headers you need to fill in
- Use necessary markup, ex. Lists, blockquotes, different colors, bolding and italicizing.
- Keep things consistent
- Get as many authentic images as you can (Beware stock photos)

USU doesn't own the image.



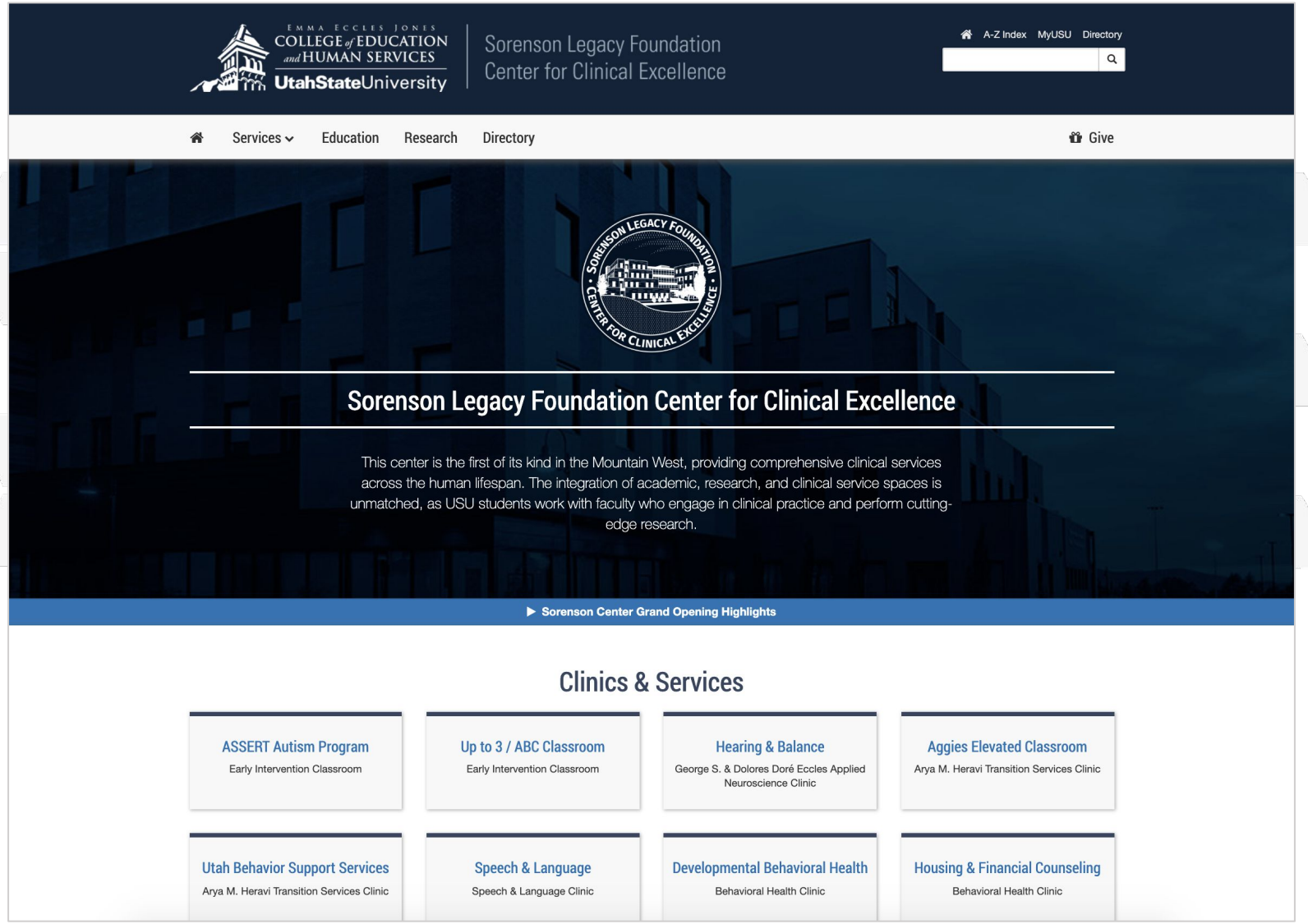


Prototype your work. It doesn't take long



5. Build & Test

- If it is something somewhat complicated, use tools like Brackets, VS Code, Atom, etc.
- Once you have built something once (Sketch or XD) it is always easier to rebuild it.
- Test, Test, Test!
  - Most everything built in to the template already works
  - Custom code needs a little more attention
  - Test on different operating systems, computers, browsers, etc.
  - Pay attention to links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Housing & Financial Counseling
Behavioral Health Clinic

OU Campus

6. Publish

- Get whatever final approval you need, and publish the page.
- Send out an email to anyone else that had some minor stakeholder position for any corrections
  - If they tell you to re-do the whole thing, direct them to the main stakeholders.
- Make sure analytics are set up
- Make sure any forwarding is taken care of.

7. Revisit

- There are inevitable changes that need to be made to the website.
- If you link to other webpages make sure that they still exist.
- Don’t let the content get out of hand.
- Put a contact form on the page and look at submissions.
- Have other people look over the content.

Invite Continual Feedback

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Feedback

- Feedback is essentially a critique.
- ALWAYS have a reason for your design
  - Back up with analytics
  - Share what you learned from user tests
  - Refer to branding guidelines
  - Understand options and constraints of the template
  - Accessibility should help guide decisions
- “I Don’t Know…” is always a horrible reason

Solve the CORRECT Problem

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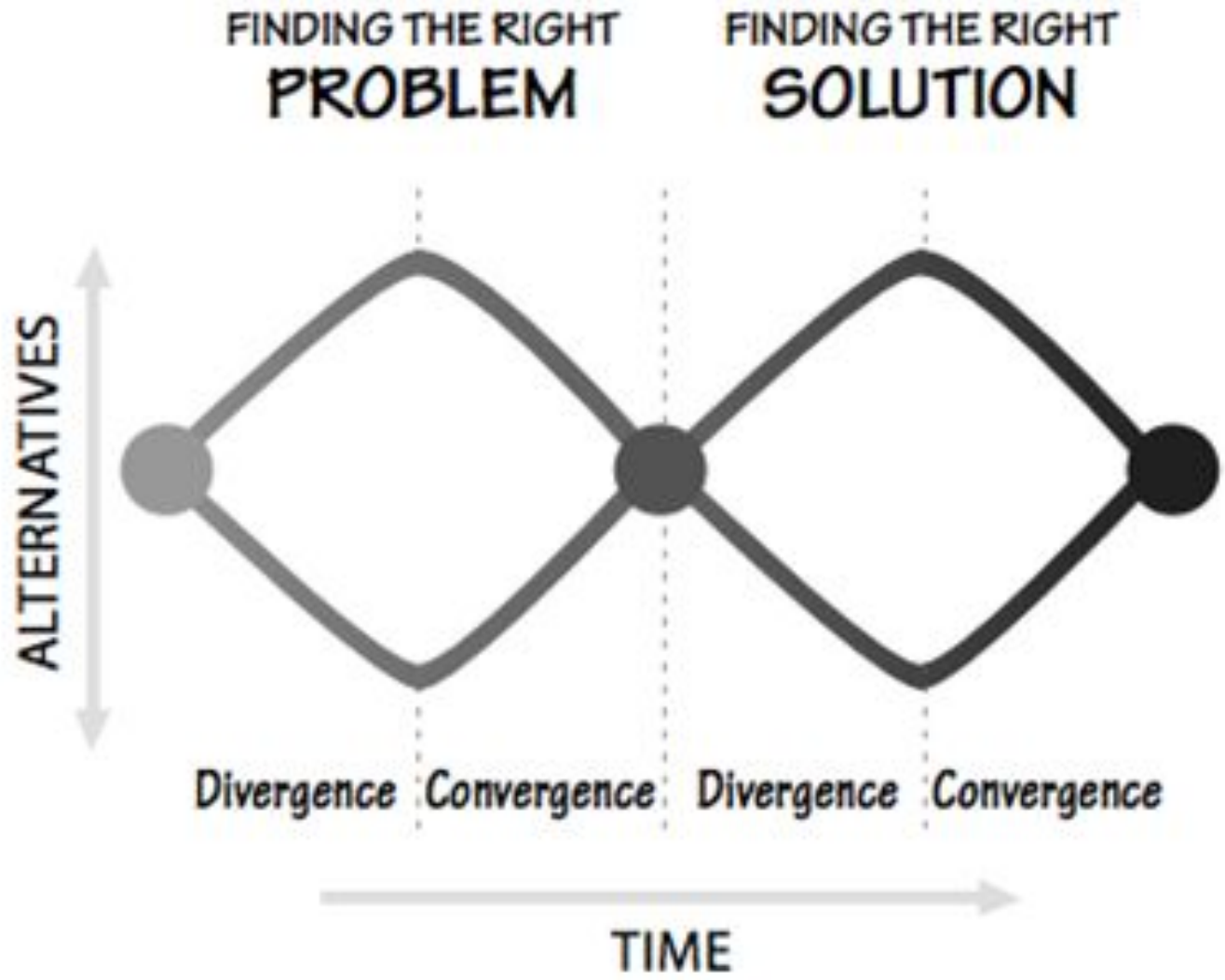
Solving the Correct Problem

"Designers resist the temptation to jump immediately to a solution for the stated problem. Instead they first spend time determining what basic, fundamental (root) issue needs to be addressed. They don't try to search for a solution until they have determined the real problem, and even then, instead of solving that problem, they stop to consider a wide range of potential solutions."

From "The Design of Everyday Things" by Don Norman


FINDING THE RIGHT
PROBLEM
FINDING THE RIGHT
SOLUTION
ALTERNATIVES
Divergence
Convergence
Divergence
Convergence
TIME

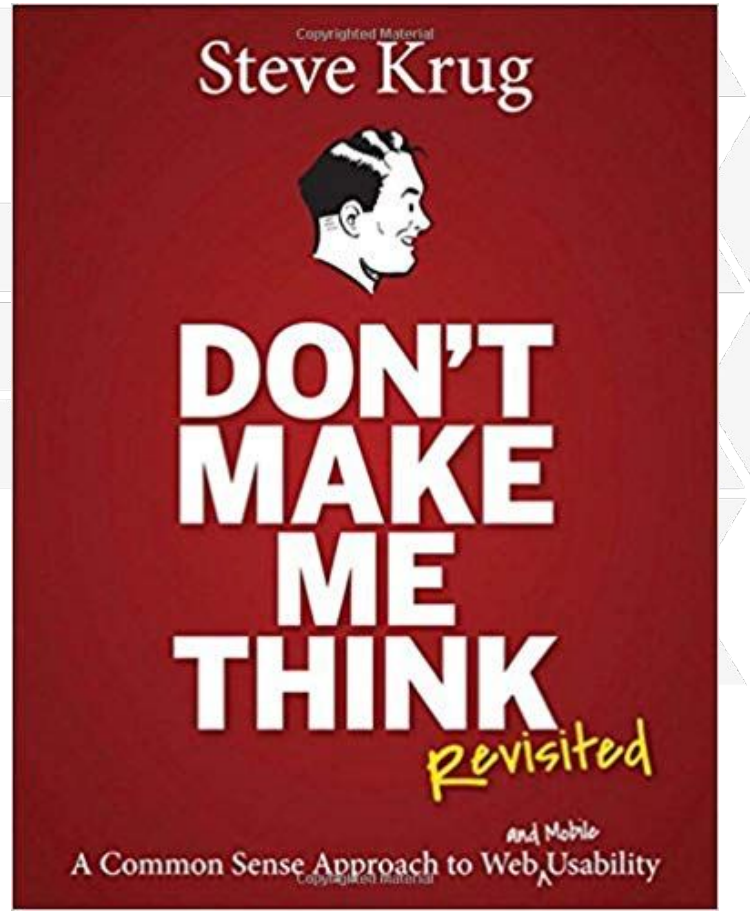
“Fail Early, Fail Often”

—IDEO

Tim Brown

“Leaders should encourage experimentation and accept that there is nothing wrong with failure as long as it happens early and becomes a source of learning.”

—Change By Design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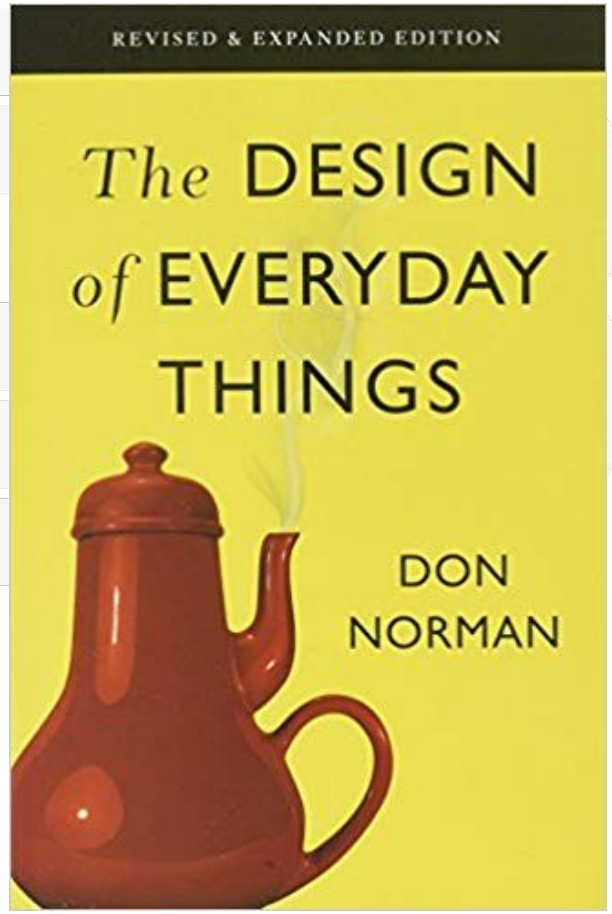
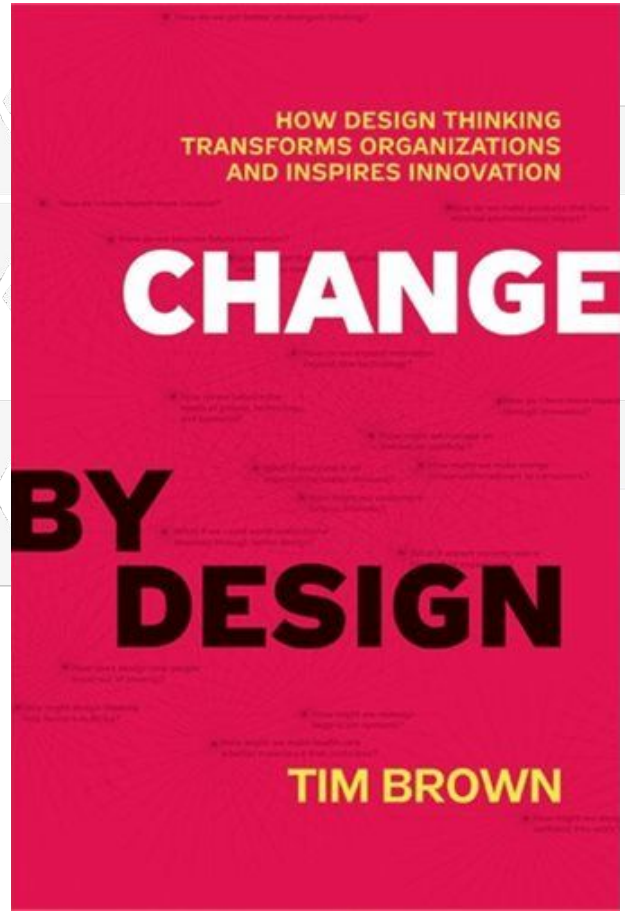
Steve Krug
DON'T MAKE ME THINK
Revisited
A Common Sense Approach to Web and Mobile Usability


REVISED & EXPANDED EDITION
The DESIGN of EVERYDAY THINGS
DON NORMAN


HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION
CHANGE BY DESIGN
TIM BROWN

Questions?
Want Resources?

nathan.blaylock@usu.edu

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