

Designing Audience-Focused Websites

Nathan Blaylock



**Sorenson Center for
Clinical Excellence**

The screenshot shows the homepage of the Sorenson Legacy Foundation Center for Clinical Excellence. At the top left is the Utah State University logo with the text "EMMA ECCLES JONES COLLEGE of EDUCATION and HUMAN SERVICES" and "UtahStateUniversity". To the right is the center's name "Sorenson Legacy Foundation Center for Clinical Excellence". The top right features a search bar with "A-Z Index", "MyUSU", and "Directory" links. Below the header is a navigation bar with links for "Home", "Services", "Education", "Research", "Directory", and "Give". The main content area has a dark background image of a modern building at night. In the center is the "Sorenson Legacy Foundation CENTER FOR CLINICAL EXCELLENCE" logo. Below it is the title "Sorenson Legacy Foundation Center for Clinical Excellence". A descriptive paragraph follows, stating: "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." A blue banner at the bottom of this section contains the text "► Sorenson Center Grand Opening Highlights". Below this is a section titled "Clinics & Services" featuring eight boxes: "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), and "Housing & Financial Counseling" (Behavioral Health Clinic).

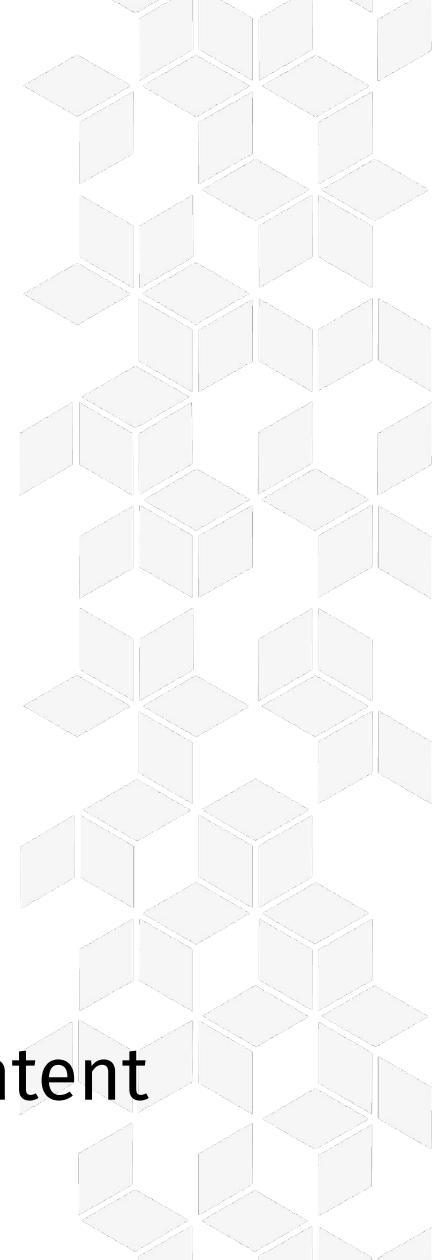
Designing Audience-Focused Websites



Sorenson Center for
Clinical Excellence

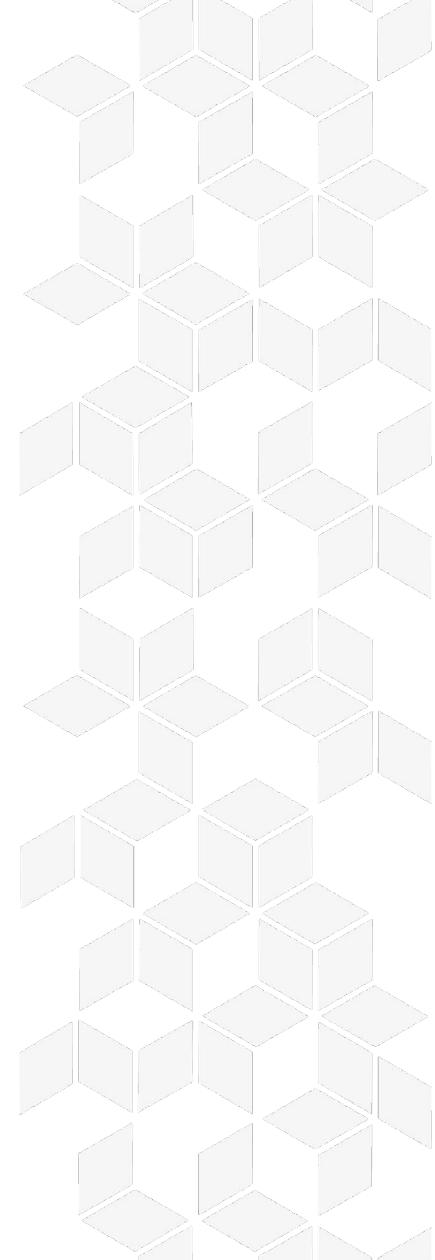
Before we move on...

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



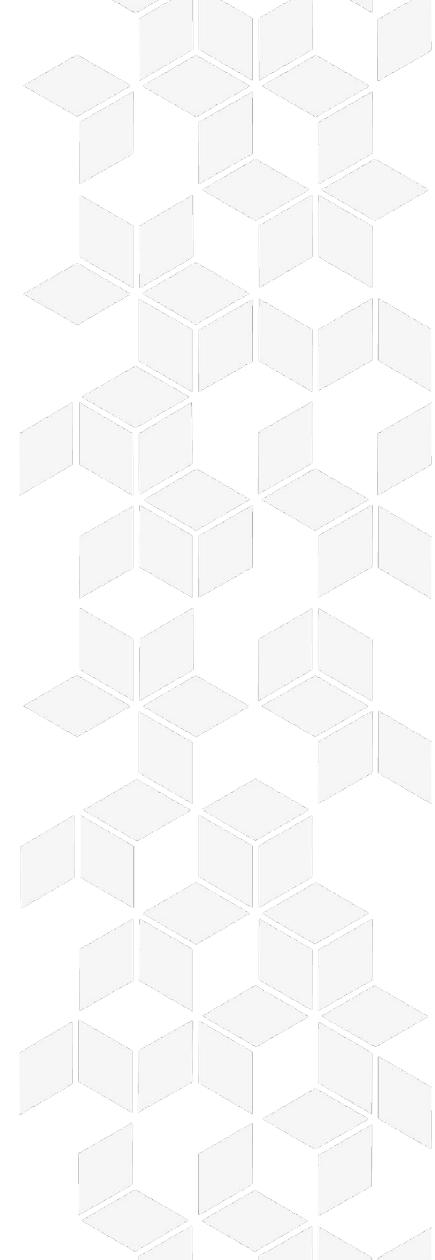
My Process in a Nutshell

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



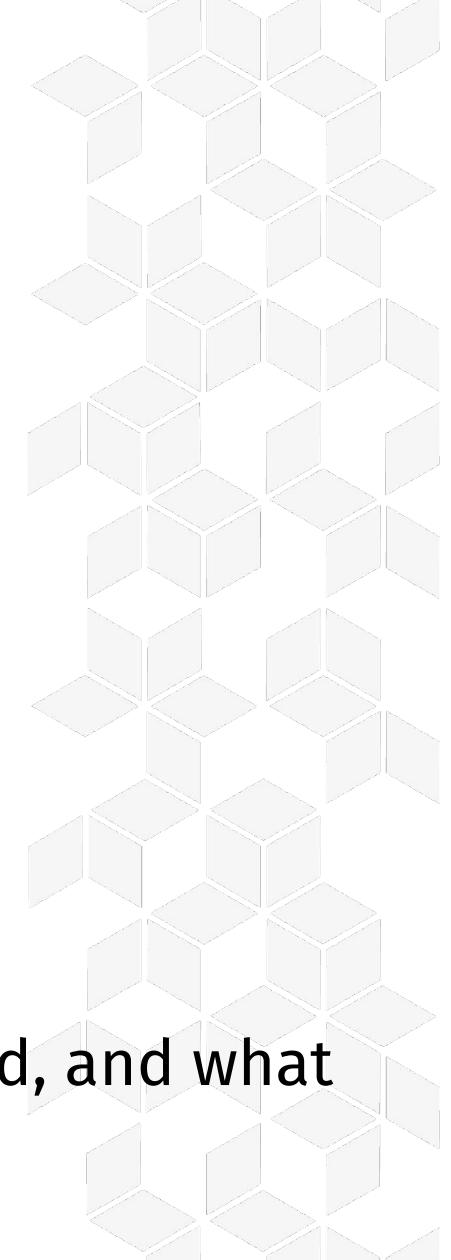
1. Kickoff Meeting

- 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

Designing Audience-Focused Websites



**Sorenson Center for
Clinical Excellence**

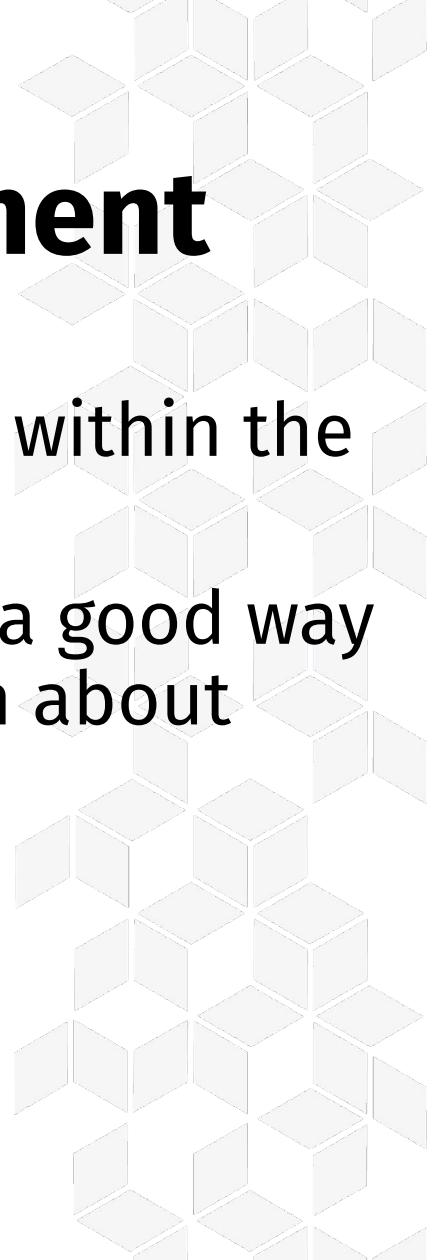
Goal 1: Easy Navigation

- “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.

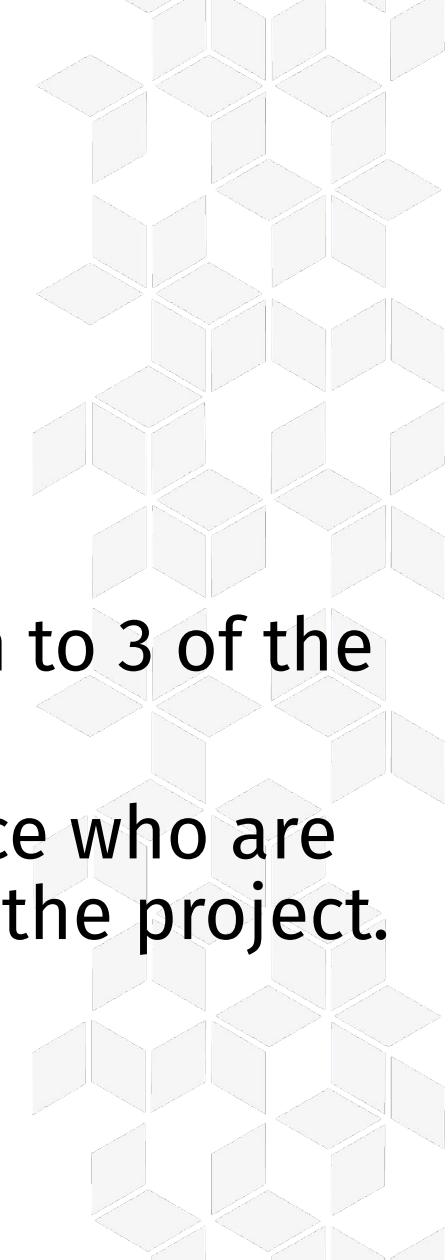
Term Paper of 3000 words: I do not find myself in the circumstances for it to be possible that I could potentially be able to have the capacity to do that.



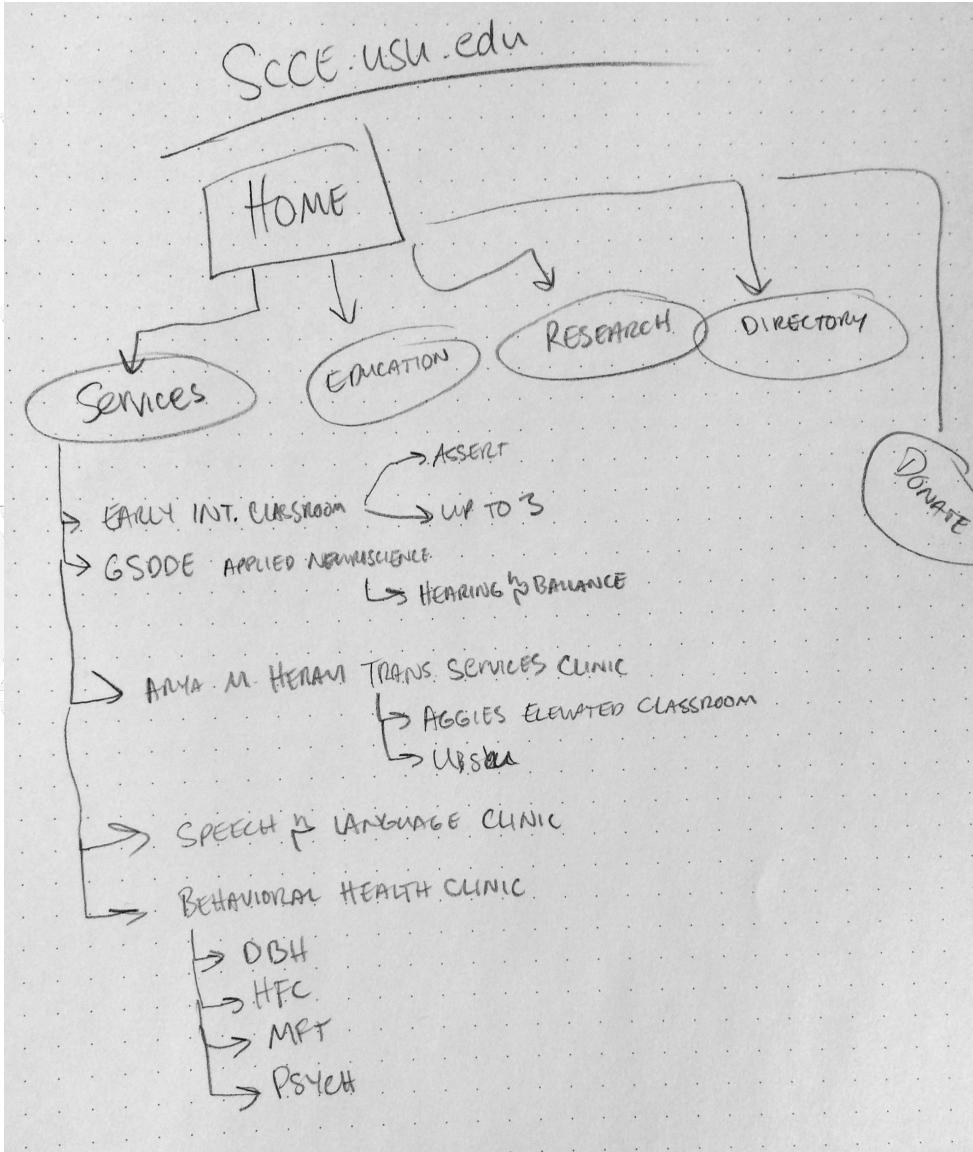
Thesis: The author does not find the circumstances thus described to be advantageous enough to allow the author to have the potential to act, in thier own capacity, upon the course of event thus previously described. Therefore, the author is of the unfortunate conclusion that they are unable to can.

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?*

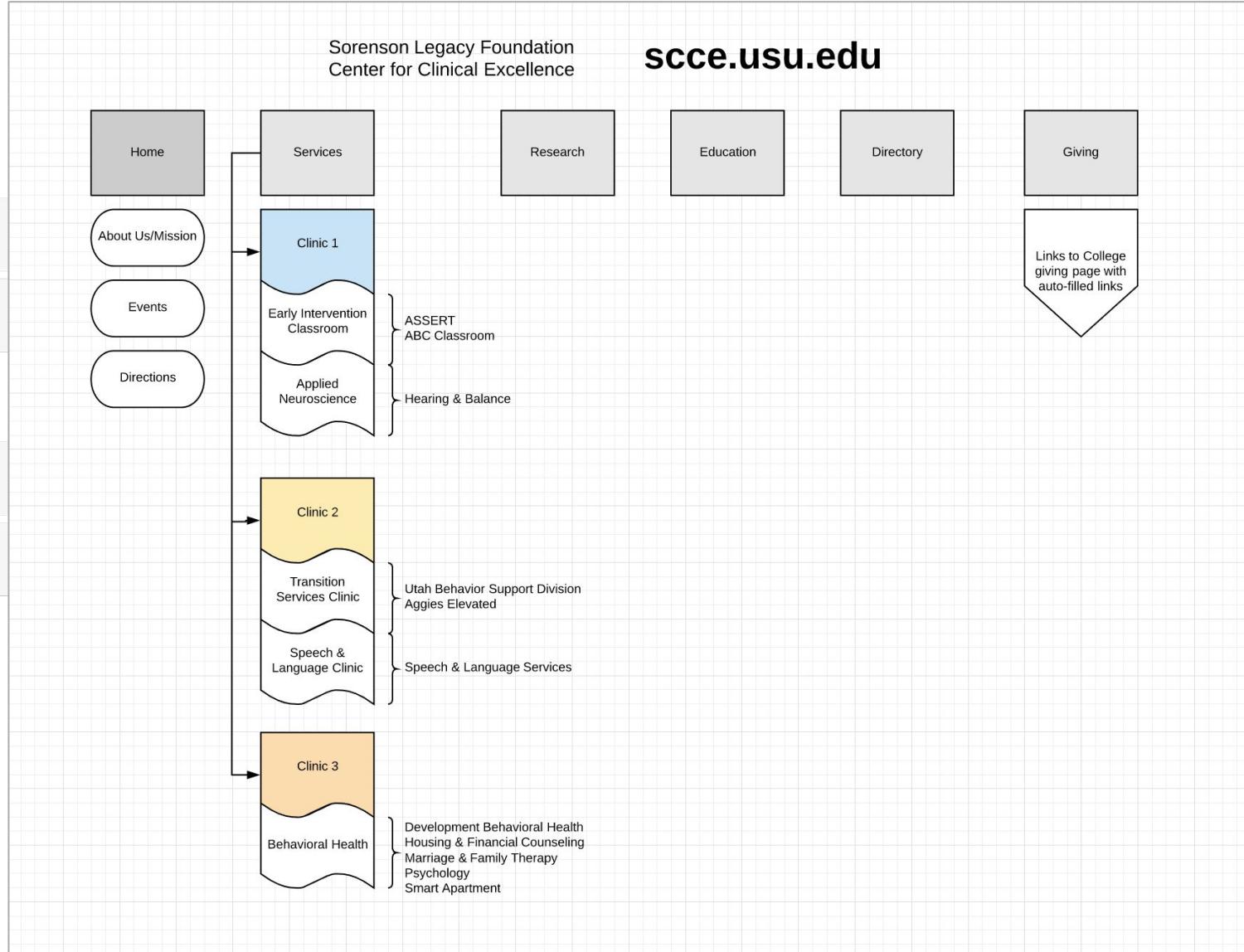


Designing Audience-Focused Websites





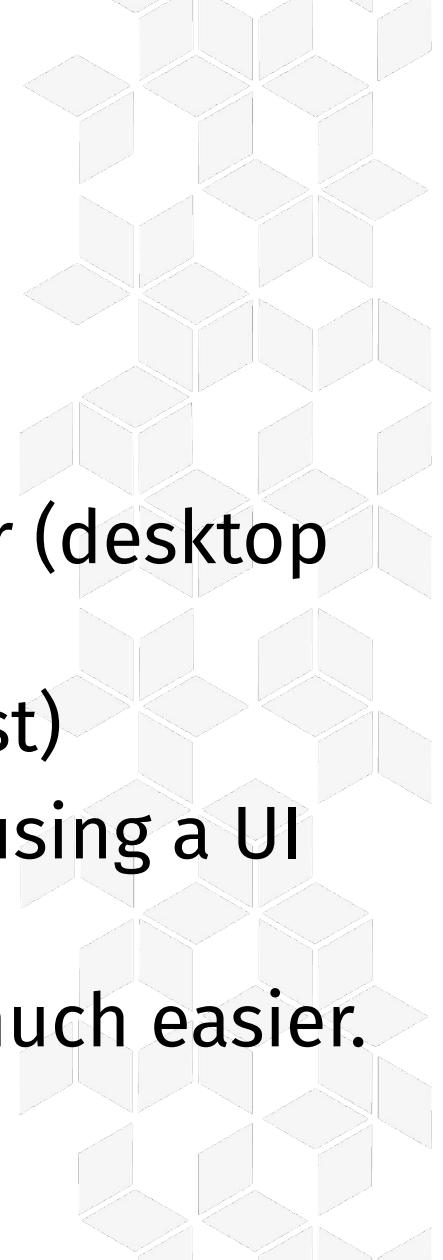
Lucidchart

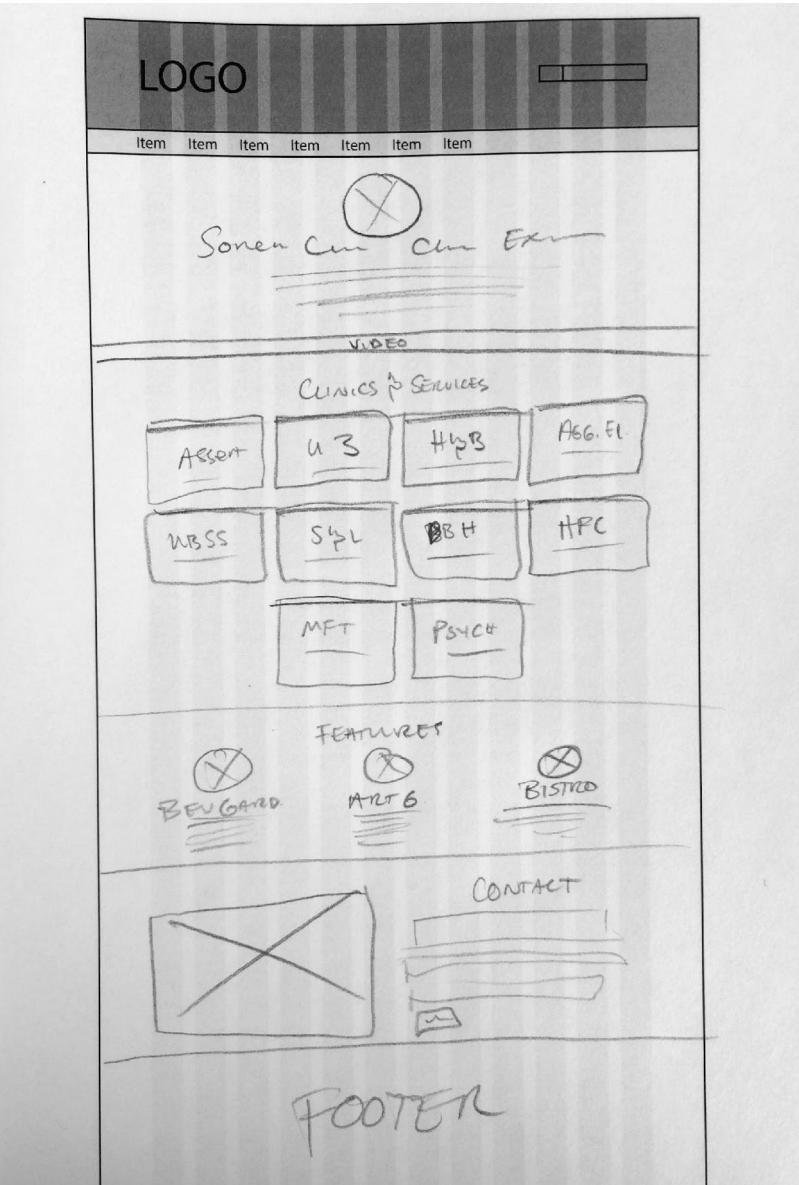
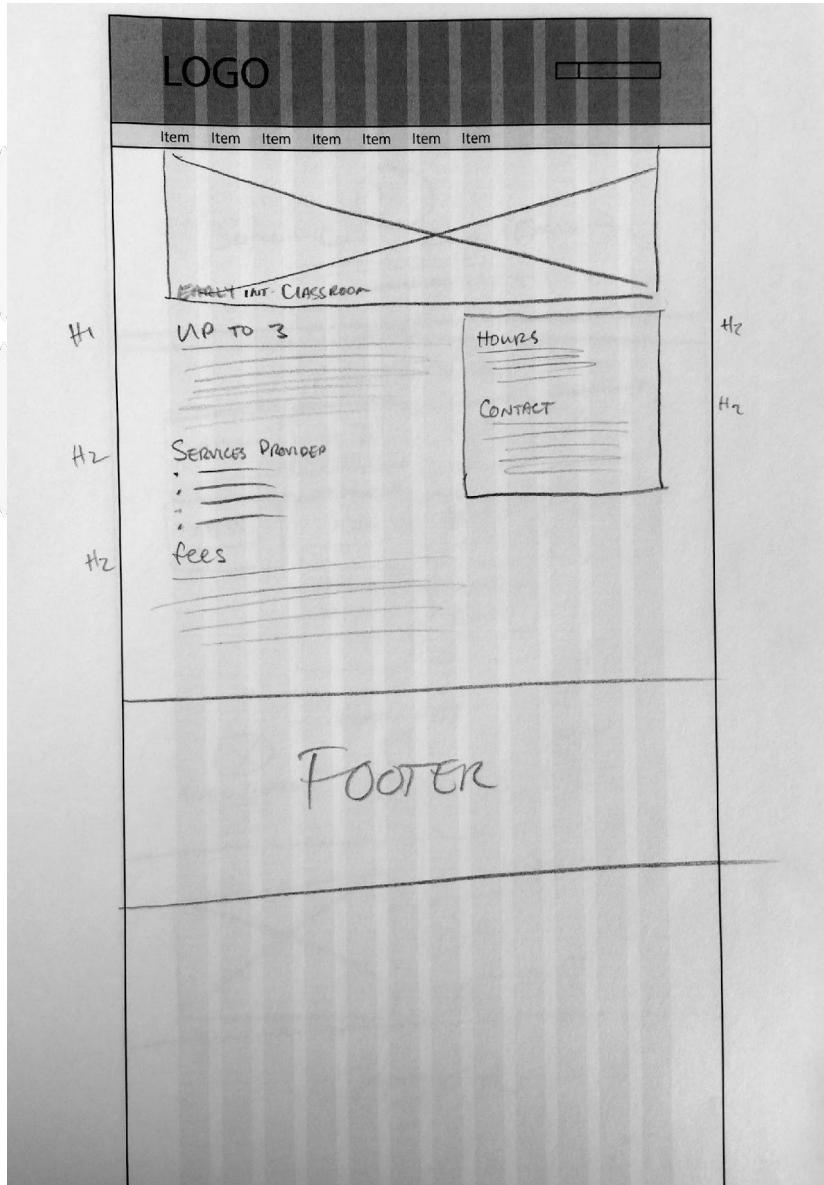


Designing Audience-Focused Websites

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.





Designing Audience-Focused Websites



Sketch



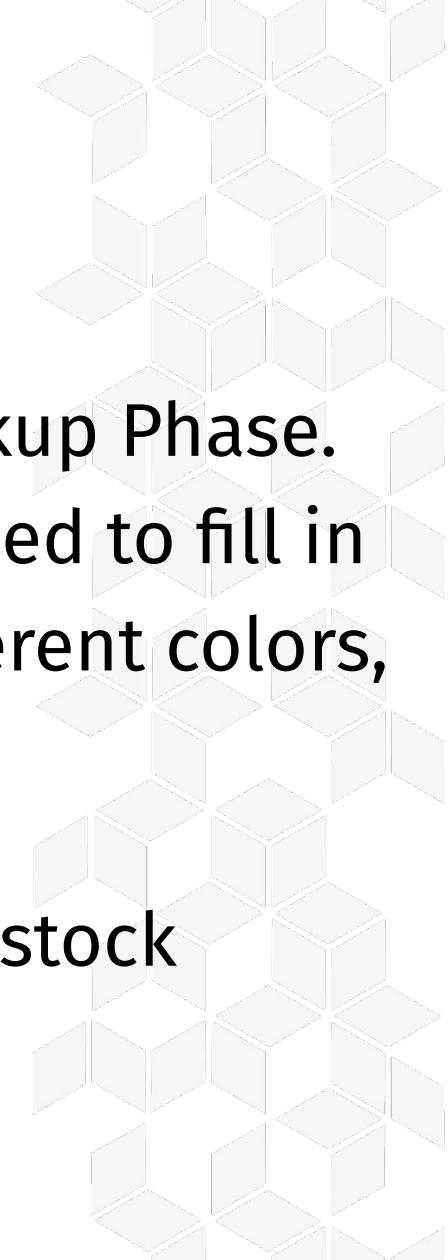
XD

Designing Audience-Focused Websites

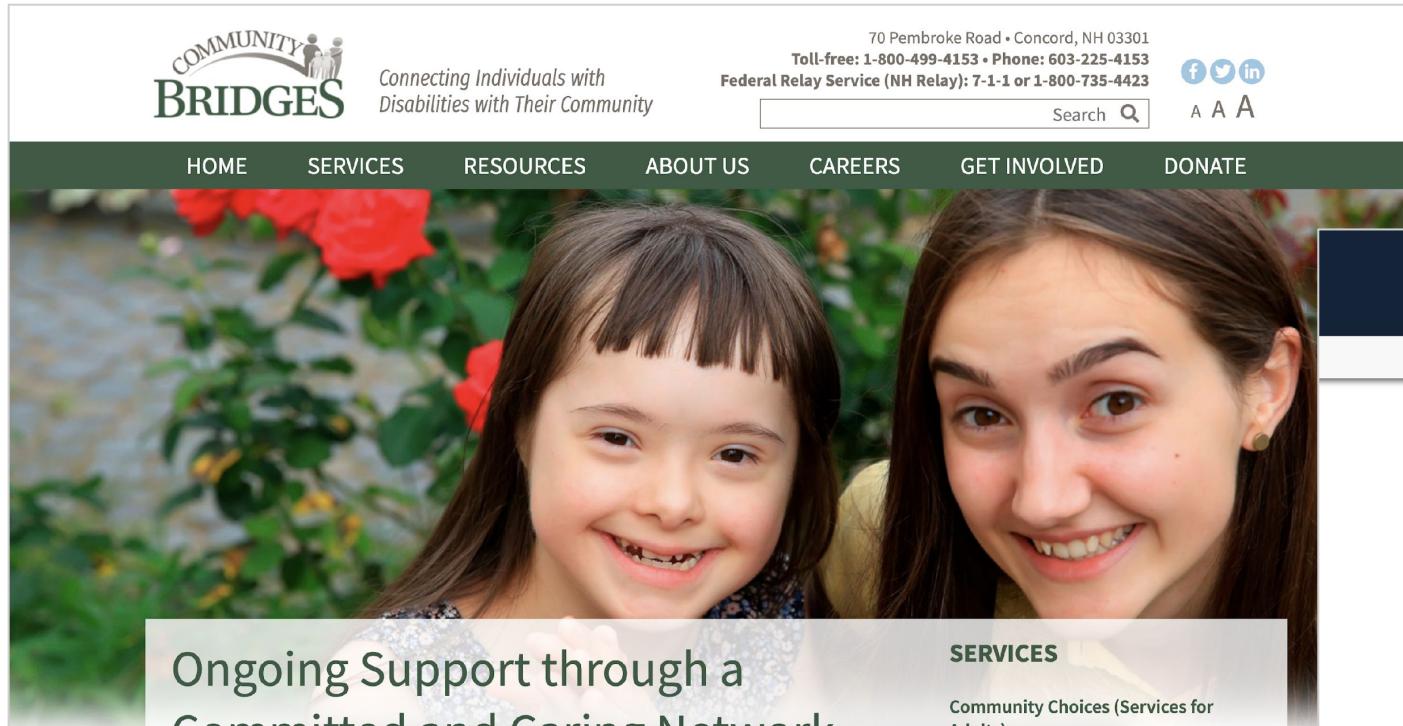
The screenshot shows the Sketch application interface with multiple website wireframes open. The left sidebar lists design assets like UI Kit, Symbols, and dropdowns, with 'SCCE' selected. A preview panel on the right shows various sections of the website, including the homepage, Up to 3, Hearing and Balance, Education, and Research. Each section includes a thumbnail, title, and a detailed view of the wireframe content.

4. Gather Content

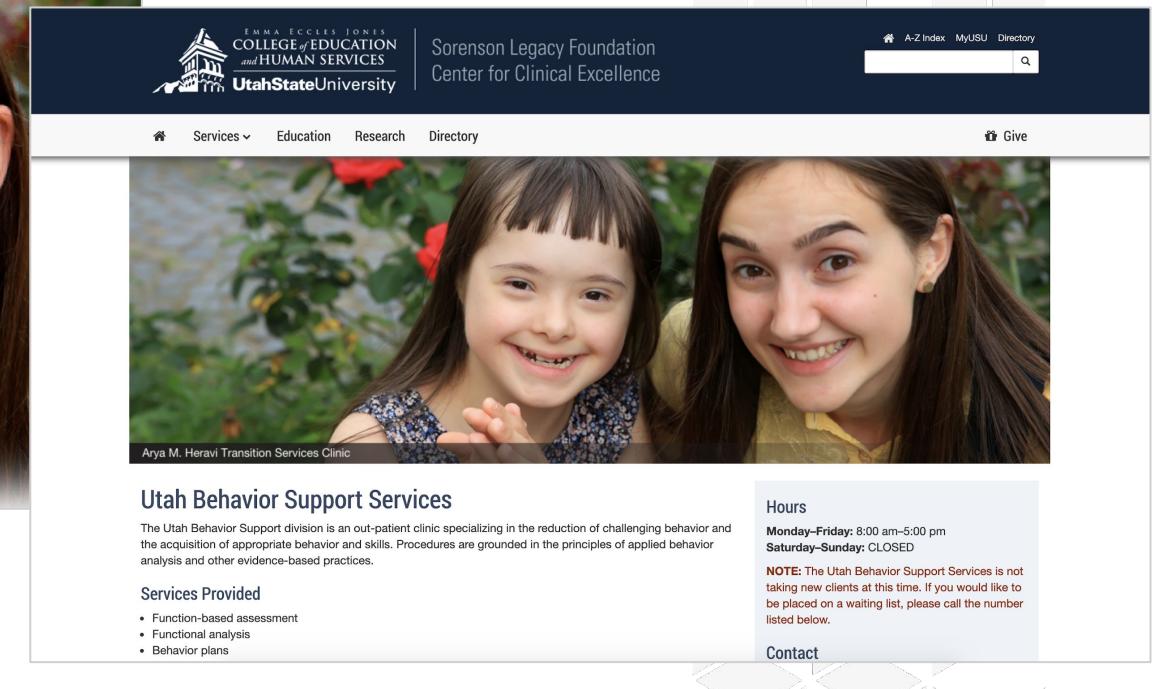
- This should be done simultaneously with the Mockup Phase.
- Best place to start is to know what headers you need to fill in
- Use necessary markup, ex. Lists, blockquotes, different colors, bolding and italicizing.
- Keep things consistent
- Get as many authentic images as you can (Beware stock photos)



USU doesn't own the image.



The screenshot shows the homepage of the Community Bridges website. The header features the organization's logo with three stylized figures and the text "COMMUNITY BRIDGES". Below the logo is the tagline "Connecting Individuals with Disabilities with Their Community". The address "70 Pembroke Road • Concord, NH 03301", phone number "Toll-free: 1-800-499-4153 • Phone: 603-225-4153", and "Federal Relay Service (NH Relay): 7-1-1 or 1-800-735-4423" are listed. Social media icons for Facebook, Twitter, and LinkedIn are present, along with a search bar and font size adjustment buttons. The main navigation menu includes links for HOME, SERVICES, RESOURCES, ABOUT US, CAREERS, GET INVOLVED, and DONATE. The background of the page features a large photograph of two young women smiling. A text overlay on the left side reads "Ongoing Support through a Committed and Caring Network". On the right side, there is a "SERVICES" section with a link to "Community Choices (Services for Adults)".



The screenshot shows the homepage of the Sorenson Legacy Foundation Center for Clinical Excellence. The header features the Emma Eccles Jones College of Education and Human Services logo and the text "Sorenson Legacy Foundation Center for Clinical Excellence". The main navigation menu includes links for Home, Services, Education, Research, Directory, Give, and a search bar. The background of the page features a large photograph of two young women smiling. A text overlay on the left side reads "Arya M. Heravi Transition Services Clinic". Below the photo, the "Utah Behavior Support Services" section is described, mentioning it is an out-patient clinic specializing in behavior reduction and skill acquisition. The "Services Provided" list includes Function-based assessment, Functional analysis, and Behavior plans. A "Hours" section indicates Monday-Friday from 8:00 am-5:00 pm and Saturday-Sunday as CLOSED. A note states the service is not taking new clients at the time. The "Contact" section provides a phone number.

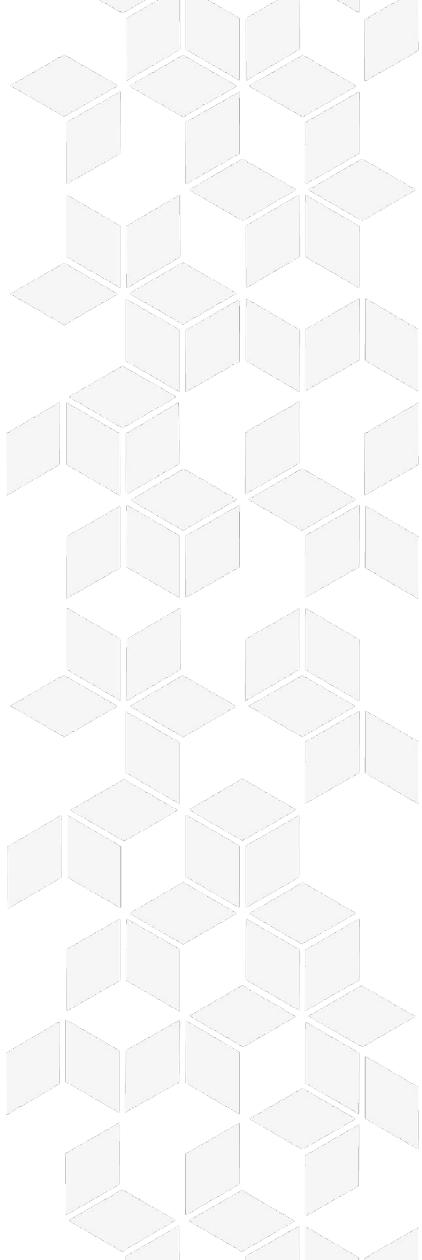
Designing Audience-Focused Websites



Sorenson Center for Clinical Excellence

**Prototype your work.
It doesn't take long**

The screenshot shows a web browser window displaying the homepage of the Sorenson Legacy Foundation Center for Clinical Excellence. The header features the Utah State University logo and the text "Sorenson Legacy Foundation Center for Clinical Excellence". The main content area has a dark background image of a modern building. A circular logo for the "Sorenson Legacy Foundation CENTER FOR CLINICAL EXCELLENCE" is centered over the image. Below the logo, the text "Sorenson Legacy Foundation Center for Clinical Excellence" is displayed. A descriptive paragraph follows, stating: "This newly opened 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 enables future human service providers to receive real-world, interdisciplinary training as they work with USU faculty who engage in clinical practice and perform cutting-edge research." A "Grand Opening Highlights" video link is present. The footer section is titled "Clinics & Programs" and lists four categories: "Up to 3 / ABC Classroom" (Early Intervention Classroom), "ASSERT Autism Program" (Early Intervention Classroom), "Hearing & Balance" (George S. & Dolores Doré Eccles Applied Neuroscience Clinic), and "Speech & Language" (Speech & Language Clinic).



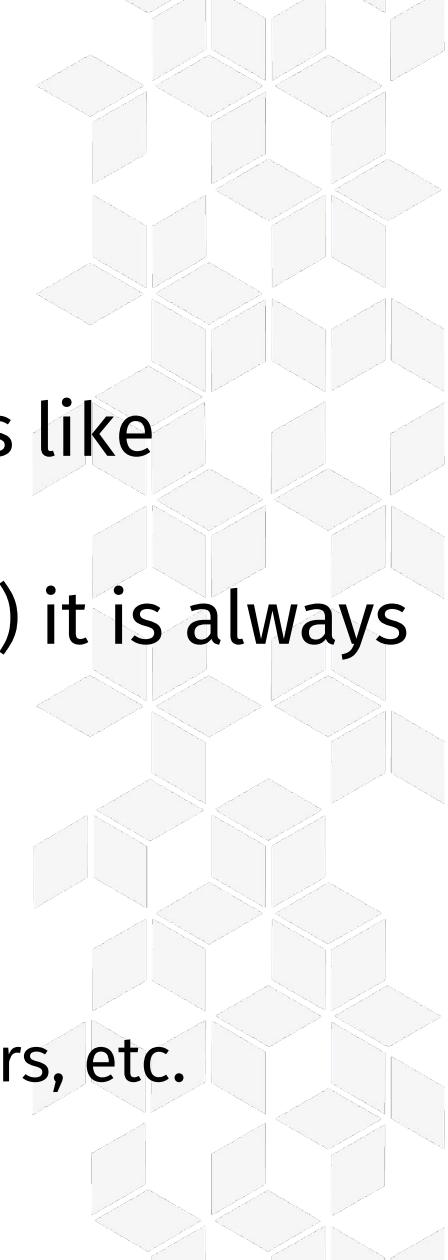
Designing Audience-Focused Websites



**Sorenson Center for
Clinical Excellence**

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





OU Campus

The screenshot shows the homepage of the Sorenson Legacy Foundation Center for Clinical Excellence. At the top, there's a dark header with the Utah State University logo, the text "Sorenson Legacy Foundation Center for Clinical Excellence", and a search bar. Below the header is a navigation bar with links for Home, Services, Education, Research, Directory, Give, and a gift icon. The main content area features a large, dark background image of a modern building at night with the center's logo overlaid. A title section reads "Sorenson Legacy Foundation Center for Clinical Excellence". Below it is a paragraph about the center's mission and services. A blue banner at the bottom of this section contains the text "► Sorenson Center Grand Opening Highlights". The main content area is titled "Clinics & Services" and lists eight services in a grid:

Service	Description
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

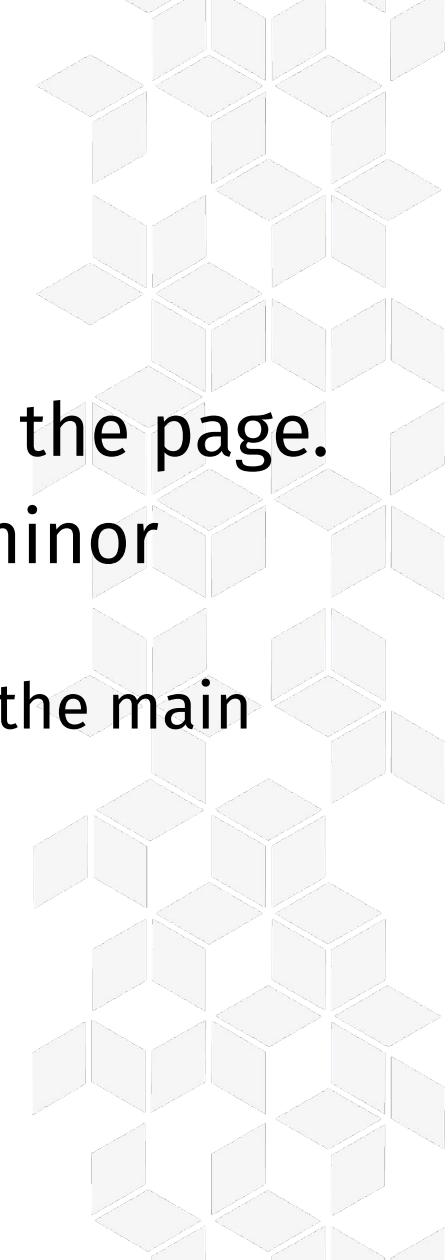
Designing Audience-Focused Websites



Sorenson Center for
Clinical Excellence

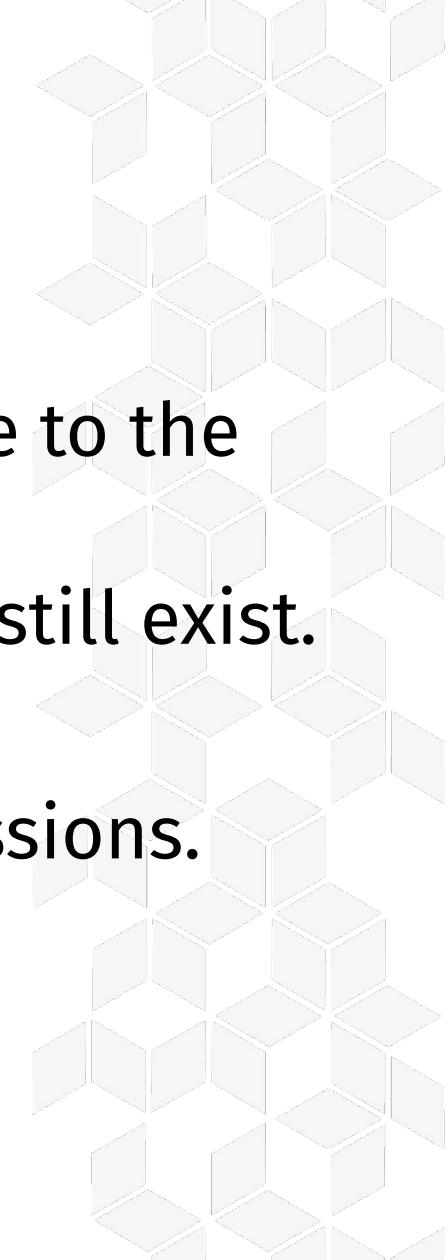
6. Publish

- 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

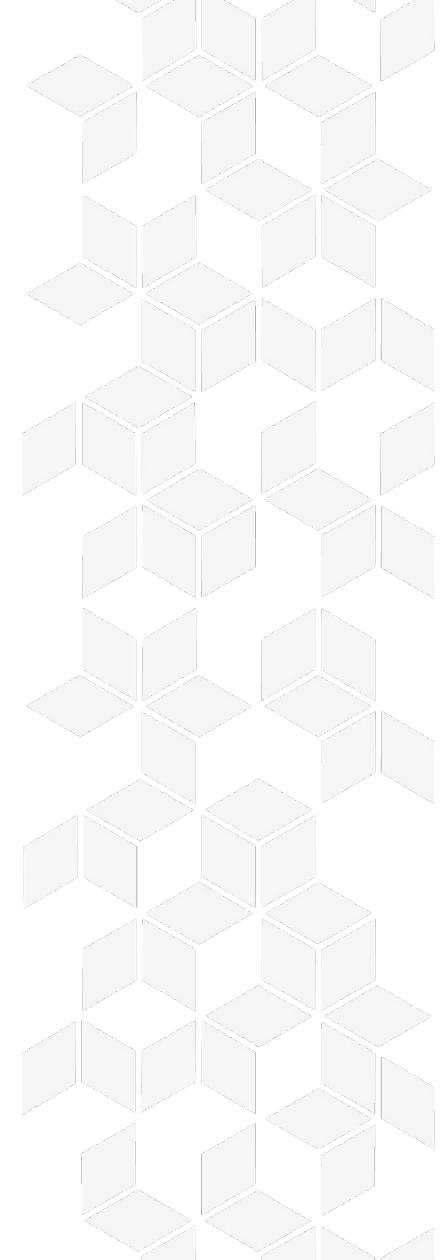
Designing Audience-Focused Websites



**Sorenson Center for
Clinical Excellence**

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

Designing Audience-Focused Websites

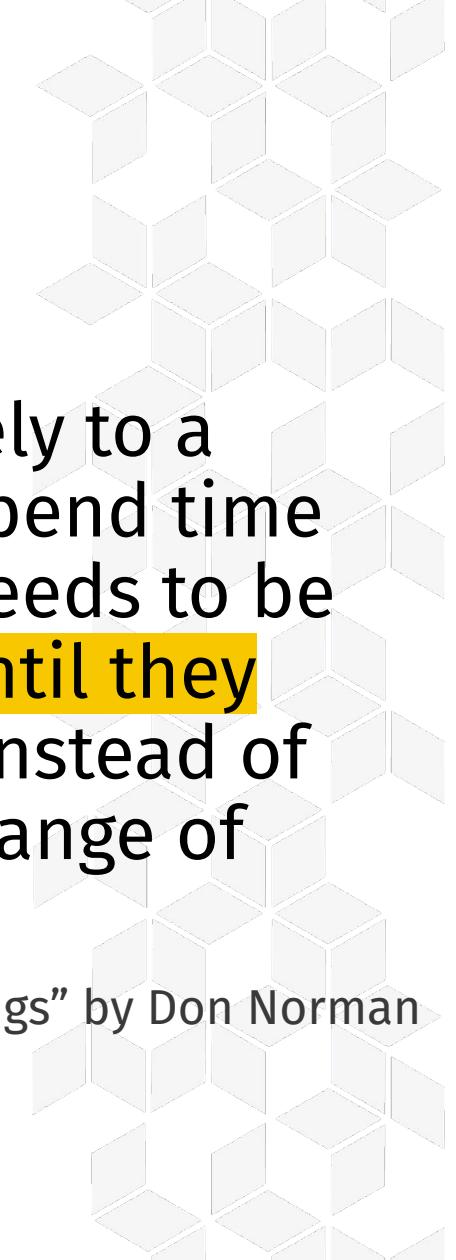


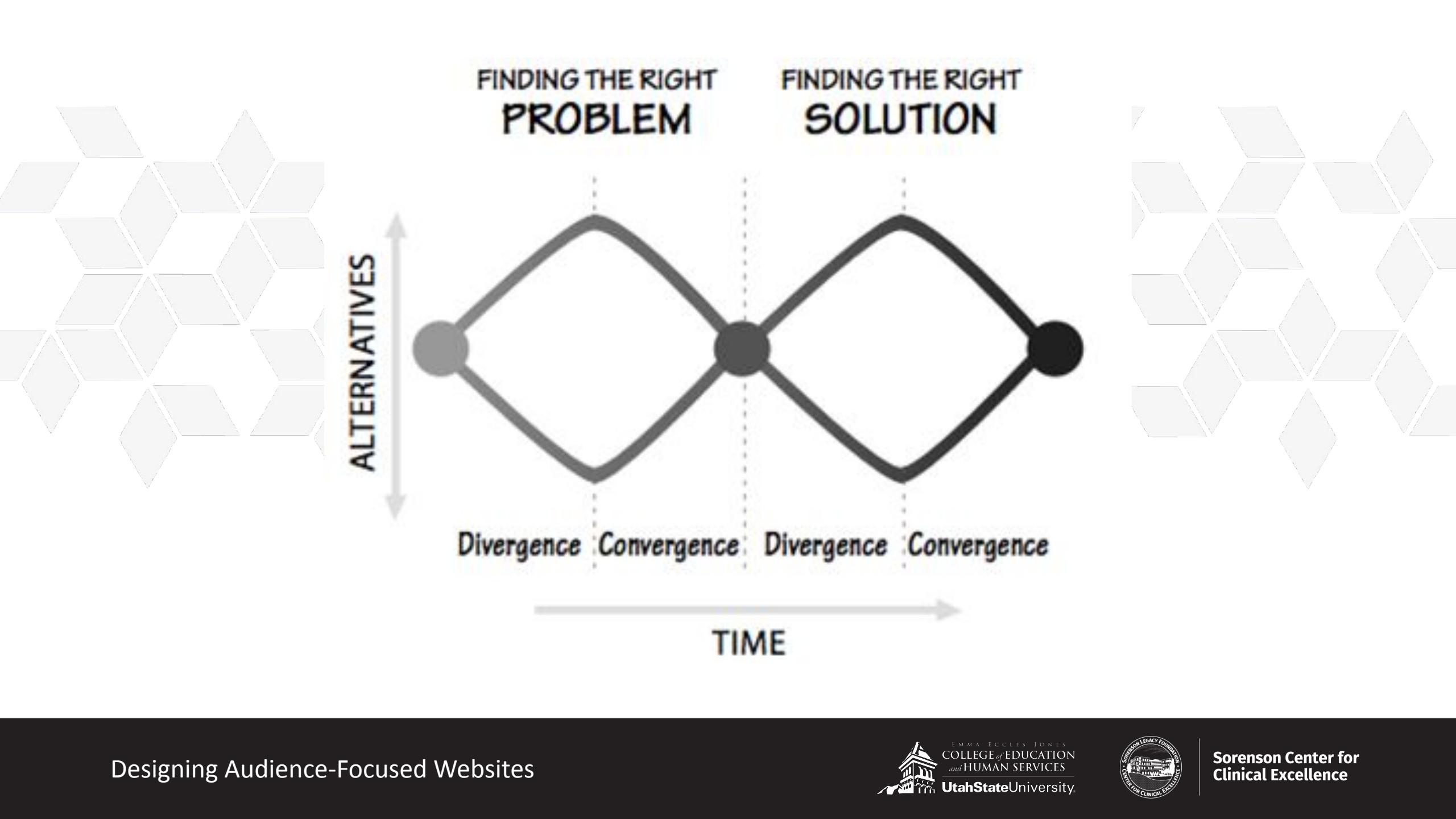
**Sorenson Center for
Clinical Excellence**

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





“Fail Early, Fail Often”

—IDEO

Designing Audience-Focused Websites



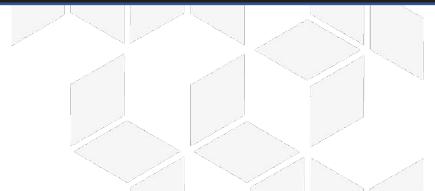
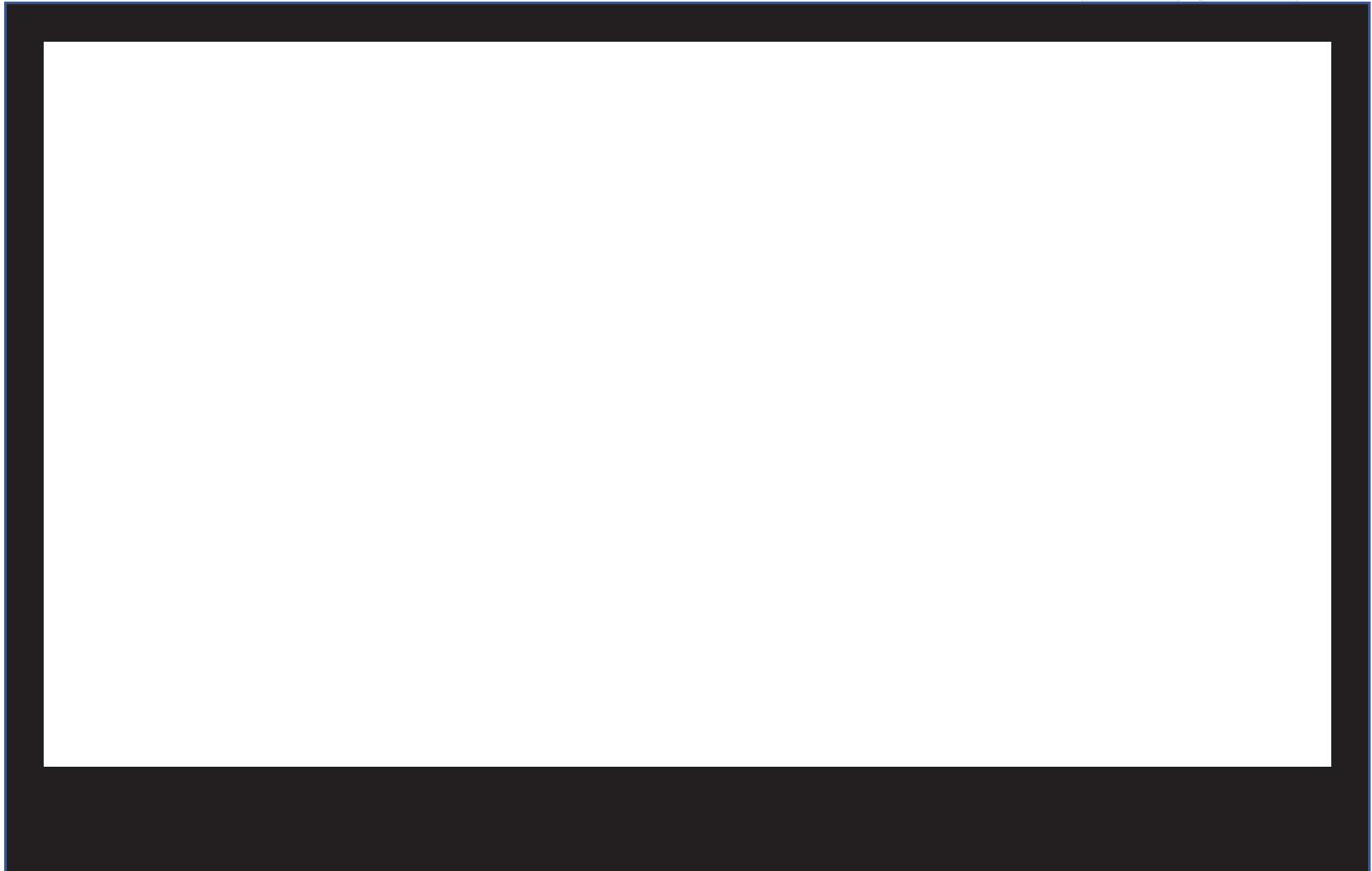
Sorenson Center for
Clinical Excellence

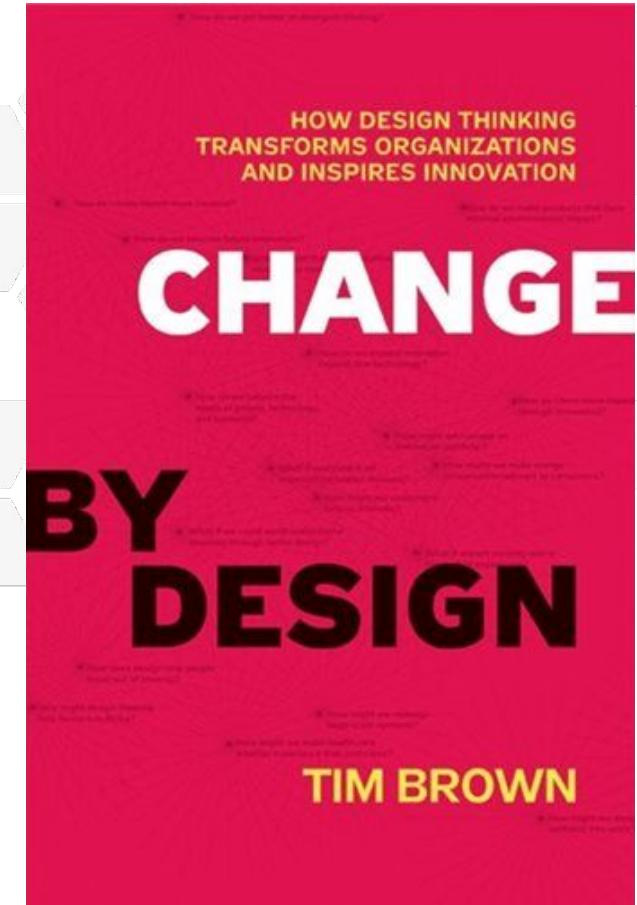
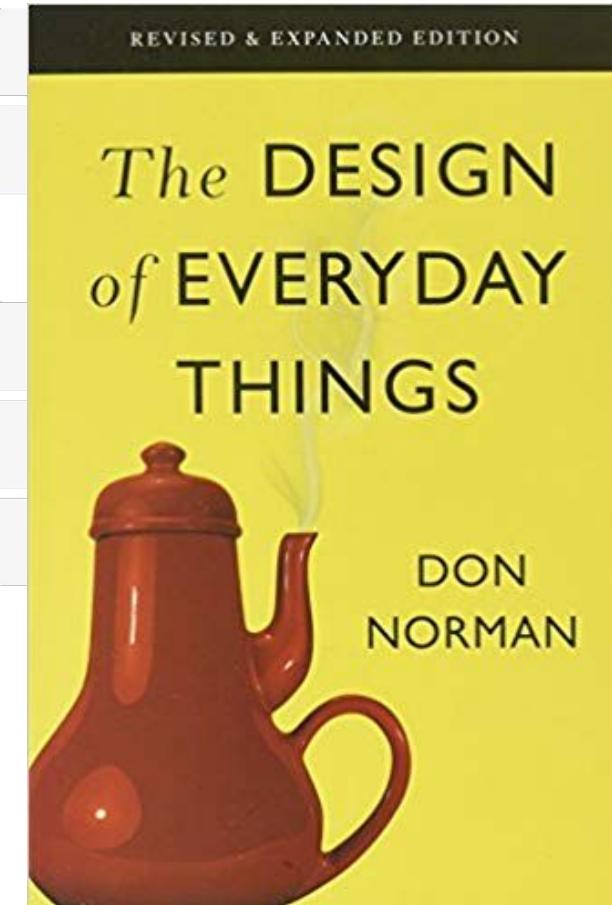
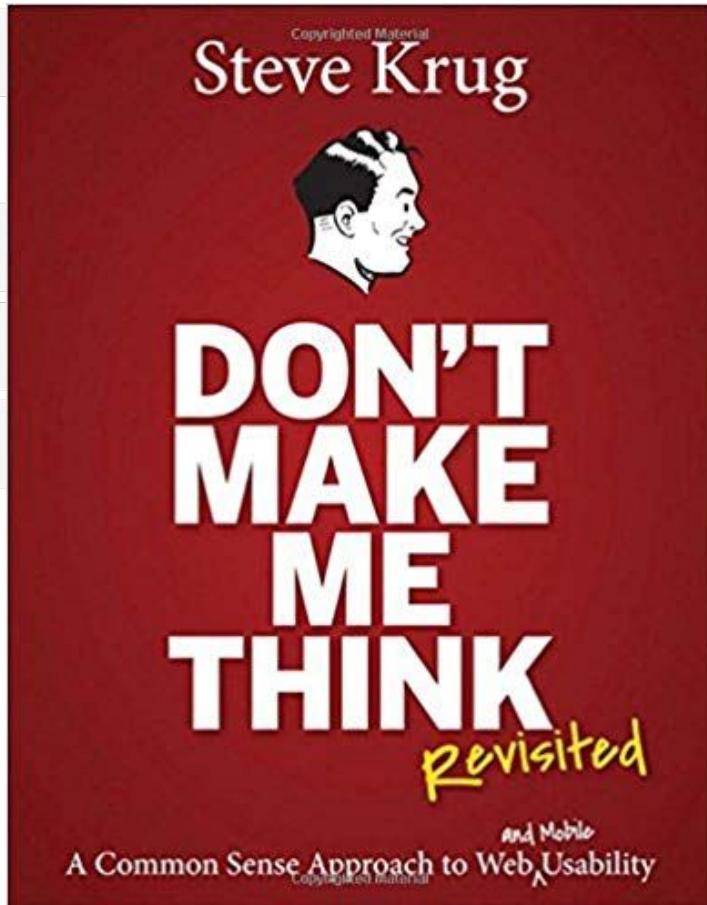


Tim Brown

“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





Questions? Want Resources?

nathan.blaylock@usu.edu

435-797-4213

Designing Audience-Focused Websites



Sorenson Center for
Clinical Excellence