



Creating Museum Content for the Web



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Creating an Arts & Culture Web Resource

1. Do your background research
2. Identify and research your audience
3. Create a formal plan
4. Select your content
5. Plan for the future

1. Background Research

- Why are you creating this web resource? What is your overall objective?
- What related resources already exist?
- What does your audience want?
- What are your main sources for content?
 - What do you already have?
 - What information do you need to gather?
 - Does anything need to be digitized? Converted?
- Is this project part of a larger project?
 - If so, what are the goals/objectives of the larger project that you will be expected to serve?

Find the Right Software for You!

1. Visit our Guide:

guides.library.upenn.edu/digital-research-methods

2. Research the trends in
your field
 3. Schedule an appointment!
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What to Consider when Evaluating Software...

- What kinds of User Stories is this application really designed to serve?
- Is it Open Source or Proprietary?
- How is it supported?
 - Is it actively being developed?
- How can you get your work out of the application?
- Is the data separable from the interface?
- What kind of tutorials/trainings are available?
- How customizable is it? Is that important?
- Does it have a good Community of Support?
- Is Minimal Computing a factor?
- Does the Penn Libraries offer support?





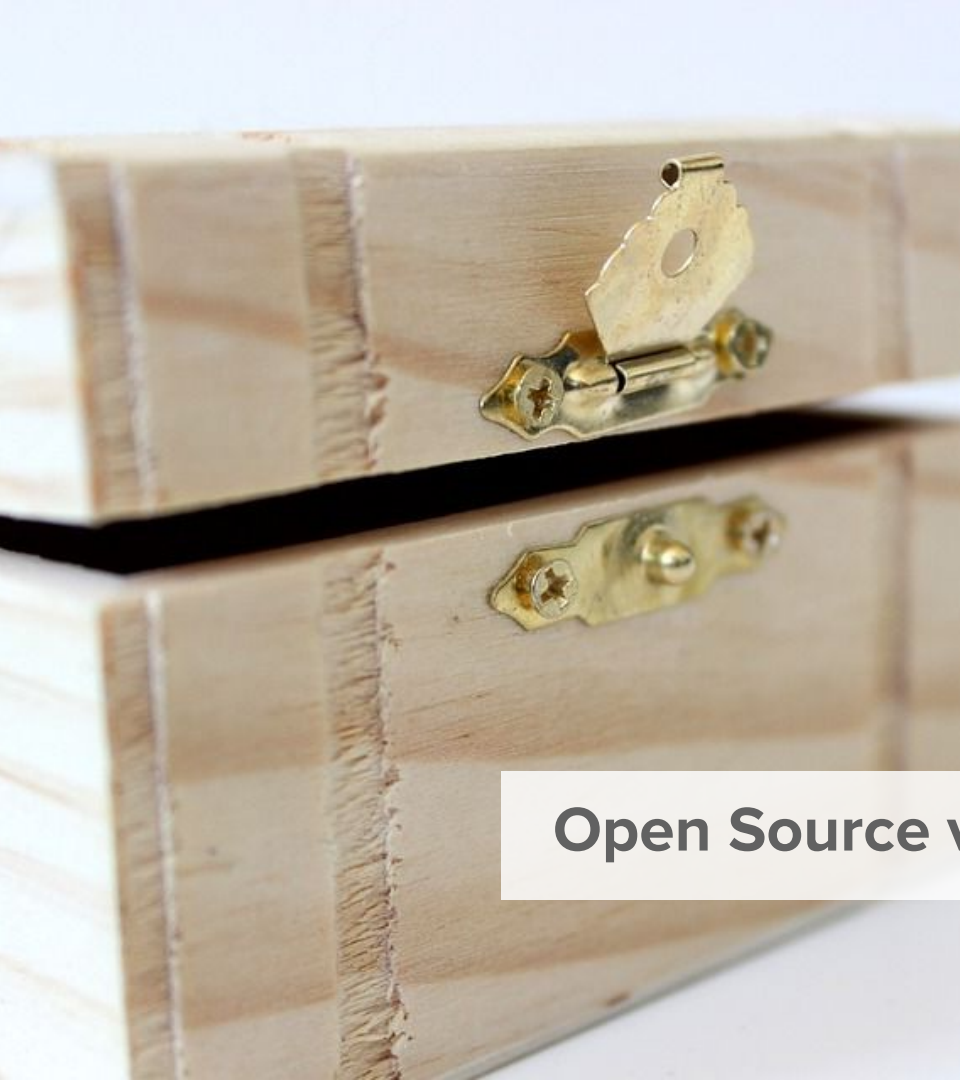
User Stories

> Describe who & what (but not how!)

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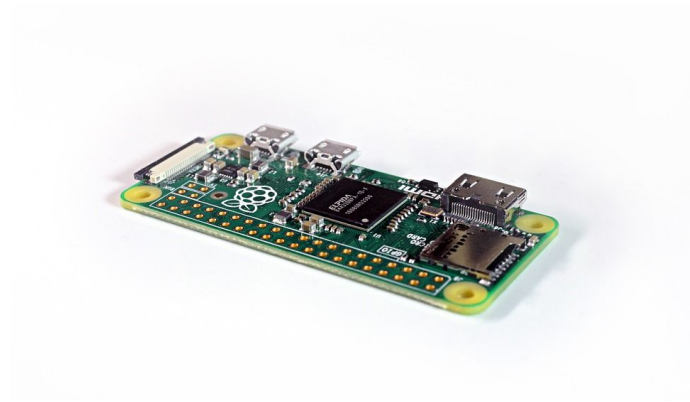


Open Source vs. Proprietary

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Minimal Computing

What do you really need?

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Choose your Method of Engagement

**Do It
Yourself**



**Join a Learning
Group**



**Bring in a
Partner**



2. Understand your Audience

- Be VERY specific
- Write User Stories
- Prioritize
 - Which groups are most critical?
 - Who are your stakeholders?
 - Do we require approval or buy-in?
 - How involved to partners want to be?
- Include yourself as an audience!

3. Creating the Plan

- Create your “product definition”
 - Product Statement
 - Product Description
 - Audience
 - Personas - Give specific examples of a user
 - User Stories - What should they be able to accomplish and why?
- Break down your user stories
 - Must Haves vs. Would Likes

3. Creating the Plan

- Cost
 - What partners will you need to build this?
 - Create a Request for Quotes or Request for Proposals
 - This is where your Product Definition will be VERY important
 - ITS NOT ABOUT THE PRICE
 - Its always about best fit
- Explore your alternatives
 - If what you want isn't in your price range, what else is out there?
 - Have other projects with similar goals elected different paths?

4. Selecting your Content

- Write a Content Strategy
 - What do you already have?
 - What do you need to produce from scratch?
 - What must be cleaned?
 - What must be converted?
 - What must be digitized?
- Specifically assign who will do each step in the Content Strategy
- Be sure to include deadlines in your Content Strategy!

4. Selecting your Content - the Design Process

- Sketching & Concept Development
 - 3" x 5" cards - the unsung hero
- Wireframing
 - Request (or create) Interactive Prototypes
 - Consider creating Style Guides, Visual Designs, or Mood Boards
 - Consider the target devices!
 - Websites are expected to be viewable on any device!
 - Read up on accessibility!
 - ALWAYS think twice about a mobile app
 - Will you need a CMS? Will you need 3rd party integrations?
- Testing & Iterating
 - START SMALL, Scale up as needed!
 - Take advantage of existing patrons to test early versions

4. Selecting your Content - Dev Jargon 101

- Every developer does it differently
- Waterfall Design
 - The linear process
 - Good for small, isolated projects
 - Great if you want to be hands off
- Agile Design
 - The iterative process
 - Good for large projects with lots of features and different kinds of users
 - You will get a prototype in your hands a lot faster
 - Much easier to make changes along the way

5. Plan for the Future

- There is no such thing as a “beer” web resource
- You **MUST** create a maintenance plan as part of your project
 - What must be done weekly? Monthly? Annually?
 - Make sure you know the warranty plans for your vendors
 - Do you have in house support? Who will be covering your maintenance? How will you pay?
- Incorporate analytics in your long term plan
 - Consider testing regularly with audiences
- Find small improvements and continue to iterate
 - User behaviour changes constantly!
- Always start a project with a sunset date in mind
 - How will your assets be handled after your sunset date?

The Spectrum of Web Building

- From Scratch
 - [Web Frameworks like Django or Ruby on Rails](#)
- Website Builders
 - Weebly & SquareSpace
- Template Content Management Systems
 - [WordPress](#)
 - [Omeka](#) & [Scalar](#)
 - [Storymap by Esri](#), Timemapper, Timeline.js
- Packaged Platforms
 - Facebook

Writing for the Web

- Navigation
 - What does navigation do?
 - Long menu vs. One Page
 - Menus set expectations! What expectations are you trying to set?
 - Static menus let the user feel in control
 - ALWAYS create meaningful hyperlinks
- Text
 - People have MUCH less tolerance for reading on the web
 - Write for ANY public
 - Don't make something so brief it loses its meaning
- Layout
 - You will have no control over how people enter your site
- Consider breaking the norm!

Thank You!

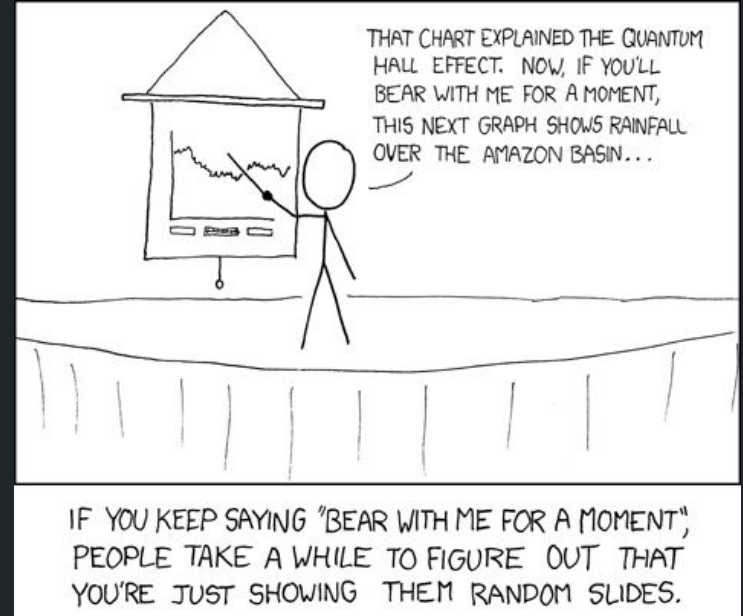
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Come visit me at the Museum Library!



<https://xkcd.com/365/>