educate plus | New Zealand 2018

Tēnā koutou

network of advancement professionals

Website Workshop

(Planning > Strategy > Design > Build > Measure & Refine)

Tuesday 4th September 2018

network of
advancement
professionals

Overview

- Planning
- Design
- Build
- Measure & Improve

Planning

- Preparing a brief

- Selecting a design agency

- Evaluating content management systems

Preparing a Brief

- Set Goals: Define objectives and prioritise

- Personas: Identify your audiences

- Define your feature 'wish list'
  - Must have / Should have / Nice to have

- Determine a budget
  - ask within your network
  - set a preferred range

Set Goals

Define SMART goals, which are:

- **S**pecific

- **M**easurable

- **A**ttainable

- **R**elevant

- **T**imely

Define Audience

- Elevator pitch

- Audience profile(s)

  – Background

  – Behaviour

  – Pain Points / Needs

  – Opportunities

- User Centric Business Model

Feature list

Which features:

- Must I have?

- Should I have?

- Are nice to have?

User Centric Business Model

Selecting an Agency

- Who designs the websites you like best?

- Is a local supplier important to you?

- Are their values a good fit?

- Is there a good rapport? Can you talk to them openly? Do they talk to you openly?

- Talk to a couple of past clients

- What does your 'gut' say?

Evaluating a CMS

- Talk to IT. Are there specific requirements?

- Key functionality: is it what you need?

  Can it be extended?

- What's it like to use day to day?

- Do you need to host onsite / offsite? Options?

- Upfront & Ongoing licensing fees?

- Ongoing maintenance costs?

Design

- Project management: What you need to know

- What websites do you like?

- The design process

  – User Experience (UX)

  – Visual Design

Project Management

What you need to know:

- Typical project timelines: 14+ weeks

- Possible 'pain' points

  - Writing content! (major roadblock for many projects)

  - Getting feedback from stakeholders (at the right time)

  - Prioritise, phase content if necessary

20s 'Gut Test'

- Review the homepage for 20 websites

- Spend 10-20 seconds on each page, rank from 1-5

- Collect sheets and tally up scores

- Review the top three pages for design feedback

- Review the bottom three pages for design feedback

20s 'Gut Test'

A: afr.com

B: campaignmonitor.com

C: mailchimp.com/

D: nike.com/au/en_gb/

E: stripe.com/au

F: newzealand.com

G: australia.com/en

H: ted.com/

I: nyu.edu/

J: tmp.com/

K: edx.org/

L: shopify.com.au/

M: apple.com/au/

N: digitalasset.com/

O: atlassian.com/

P: zendesk.com/

Q: spotify.com/au/

R: education.abc.net.au/

S: monsido.com/

T: getprepd.com/

Design process

- What is User Experience (UX), Customer Centric Design (CCD) etc

- Creating a sitemap: What's a sitemap? Why do I need one?

- Content Strategy

- Creating content templates: What are wireframes? Do I need them?

- What is a 'design pattern'?

Design Trends

- Mobile first
- Video (backgrounds etc)
- Micro-interactions
    - http://www.bitlocation.com/
    - https://material.io/
    - https://www.reed.be/
- Use of Illustration
    - https://www.intercom.com/
    - https://www.epicurrence.com/
- Geometric / Organic shapes / 'Broken' layout grid
    - https://www.atlassian.com/partnerships/

Build

- Staging / Preview of the new website

- Project review / check scope of work

- Making the new website live

- Training session

- User guide

Measure & Improve

- What to measure?
  - Defined in 'Set Goals'

- Analytics
  - Google Analytics analytics.google.com
  - Reporting Overview
  - Google Data Studio
  - FB Pixel

Consumers are impatient

Speed is everything to today's buyers, and patience wears out at 30 minutes.

Percentage of consumers rating an "immediate" response as important/very important when they have a marketing or sales question
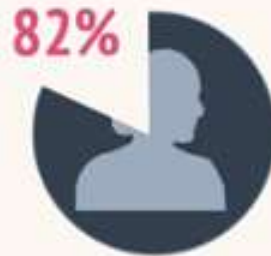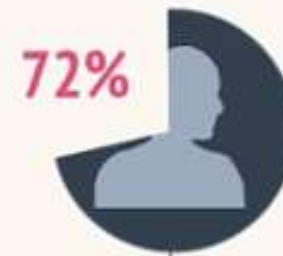
82%

90%

Percentage of consumers rating an "immediate" response as important/very important when they have a support question

59%

75%

72%

Marketing ⟩ Sales ⟩ Support

Percentage of consumers who define "immediate" as 30 minutes or less, by customer lifecycle stage

HubSpot Research

Thank you

For more information please visit at Booth #22
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