

INSTITUTE PUBLICY

# The Process of Website Development

#### **Bret Sanders**

Policy Analyst Institute of Public Policy Truman School of Public Affairs University of Missouri - Columbia

#### **My Credentials**

- I'm not an "IT" guy
- No formal web-design training
- No formal programming training
- All on-the-job experience



#### **Our Discussion**

- Types of peanuts in the gallery
- Why this information is important for you



#### **Our Discussion**

- Why do you want to change/enhance your website?
- Building/Revising a Website
  - Case Study: Truman School of Public Affairs
- Web Design
- How to Hire a Contractor
- Best/Worst Practices from the Peanut Gallery



#### Why Change/Enhance?

- What is the purpose of your website?
  - Share information and provide access to public data
  - Exchange information
- How do you know when it's time to make the leap?
  - Visit competing/rival websites or sites of similar organizations
  - Want/need new functionality to interact with users/customers



- DIY or Hire a Contractor?
  - Only one instance in which DIY is safe and appropriate



- DIY Benefits
  - It's cheap
  - You know the code
  - Can customize and revise

When you want to build your dream home, you know what you want, what features, styles, etc... but you should know well enough to hire a professional architect to put your design ideas into the proper structure



- DIY Risks
  - It's cheap
  - Can be very non-functional
  - Could end up being more expensive long-term
  - If your "web guy" leaves your organization



- Hire a Contractor
  - Two types of contractors
    - Design Firms
    - Freelancers



- Firm Pros
  - Credibility
  - Proven Experience
  - Available Services
  - Good for large scale/complex projects
  - All-in-one (most of the time)



- Firm Cons
  - Can be impersonal
  - Project manager often not involved in any programming/design work
  - Inconsistency in personnel contact
  - Expensive



- Freelancers Pros
  - One or a few people take on all responsibilities
  - Accountability
  - Consistency
  - Better value for the money
  - Readily available
  - Leaves you in greater control of the project

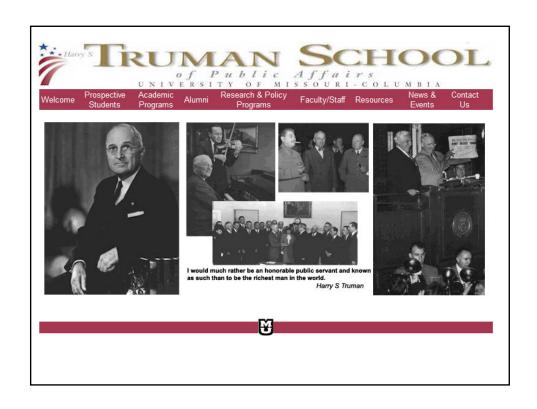


- Freelancers Cons
  - May not deliver large-scale/complex projects quickly
  - Limited to a small basket of tricks
  - Large projects may take longer to complete
  - Leaves you in greater control of the project



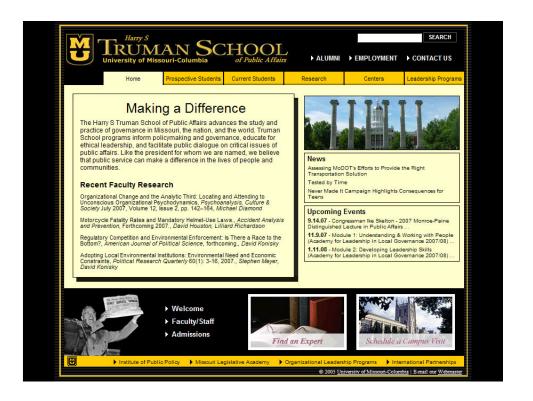
- TSPA Truman School of Public Affairs
- IPP Institute of Public Policy
- MLA Missouri Legislative Academy
- Began web redesign process in Summer 2004
- Ended web redesign process in Summer 2005











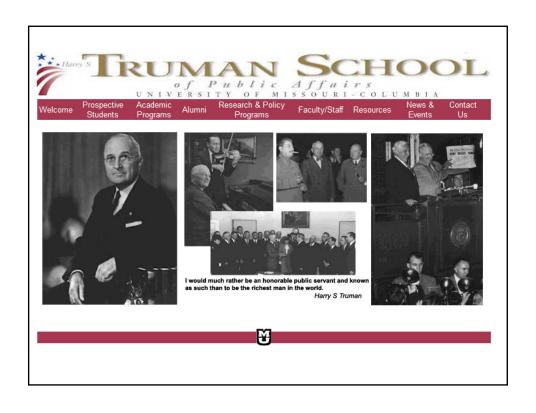


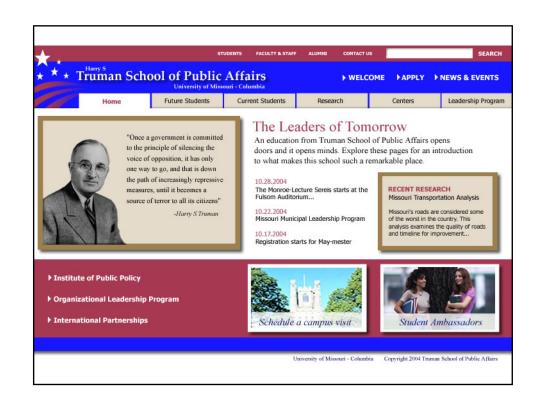


- Background
- Hiring the Contractor
- The Planning Process
- The Design Process
- The Budget Overrun
- The Hand Over
- The Internal Revision Process









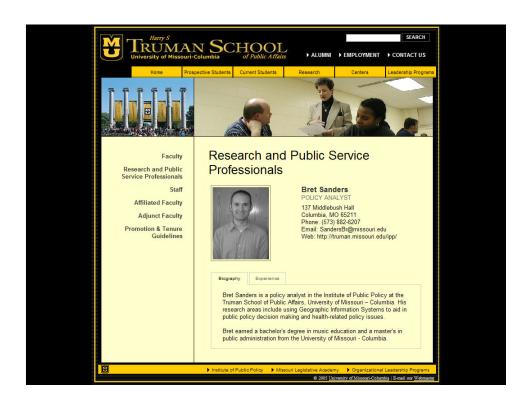


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Administration Availability	Website Administration	
Ambassadors	TTODORO / tarriiriotration	
Annual Reports	Administration Availability	
Centers	Ambassadors	
Certificates/Specializations	Annual Reports	
Courses	Centers	
Course Schedules	Certificates/Specializations	
Course Terms	Courses	
<u>Departments</u>	Course Schedules	
<u>Events</u>	Course Terms	
Faculty Research	Departments	
Faculty/Staff File Clean Up	Events	
Financial Aid and Tuition	Faculty Research	≣
	Faculty/Staff	
International Partnerships Internship Placements	File Clean Up	
Internship Placements Internship Resources	Financial Aid and Tuition	
Internship Resources Internships/Jobs	International Partnerships	
Internal Employment	Internship Placements	
IPP Assets	Internship Resources	
IPP Projects	Internships/Jobs Internal Employment	≣
IPP New Projects	IPP Assets	
IPP Partners	IPP Projects	
MLA Advisors	IPP Special Projects	
MLA Budgets	IPP Partners	
MLA Interim Comms	MLA Advisors	
MLA FAQ	MLA Budgets	
MLA Links	MLA Interim Comms	
MPDLS Speakers	MLA FAQ	≣
Newsletter	MLA Links	
News Stories	MPDLS Speakers	
Policy Link Categories	Newsletter	
Policy Links	News Stories	
Professional Development	Policy Link Categories	
<u>Leadership Programs</u> Publications	Policy Links	
	Professional Development Leadership Programs	
Quotes Research Categories	Publications	
(General)	Quotes	
Research Areas (Specific)	Research Categories (General)	
Student Survey	Research Areas (Specific)	
Study Groups	Student Survey Study Groups	
Users	Users	
33310	Osers	
LOGOUT	LOGOUT	
200000000000000000000000000000000000000	20000	

Administration Availability	Faculty and Staff Administration	
Ambassadors	radaity and Stair Harrimotration	
Annual Reports		
Centers	Photo MUST be 125px wide by 160px tall. Valid file formats are GIF and JPG	
Certificates/Specializations	ONLY.	
Courses	User Association	
Course Schedules		
Course Terms	Bret Sanders 💌	
<u>Departments</u>	N. 100 March 1995	
<u>Events</u>	Classification	
Faculty Research	Policy and Public Service Professionals 🕶	
Faculty/Staff	, sucy and rubis corrison to local strate	
File Clean Up	T	
Financial Aid and Tuition	Truman Faculty/Staff 🗹	
International Partnerships	OLP Staff	
Internship Placements		
Internship Resources	Faculty Category	
Internships/Jobs	Select A Faculty Category	
Internal Employment	Obletivi deally delegaly	
IPP Assets		
IPP Projects	Flore Name	
IPP New Projects	First Name	
IPP Partners	Bret	
MLA Advisors	Last Name	
MLA Budgets	Sanders	
MLA Interim Comms	Saliders	
MLA FAQ		
MLA Links	Title	
MPDLS Speakers	Policy Analyst	
Newsletter		
News Stories	Adjunct Faculty Department	
Policy Link Categories	Adjunct I active Department	
Policy Link Categories Policy Links		
Professional Development	Phone	
Leadership Programs	(573) 882-6207	
Publications	V	
Quotes	Fax	
Research Categories	rax	
(General)		
Research Areas (Specific)		
Student Survey	E-mail	
Study Groups	SandersBr@missouri.e	
<u>Users</u>	Odildelabile Illiasodii.e	
	Address	
LOGOUT	Address	
	137 Middlebush Hall	



- Background
- Hiring the Contractor
- The Planning Process
- The Design Process
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- The Hand Over
- The Internal Revision Process



#### Break!

See you in 15!



- Rules of Thumb
- Planning
- Analysis
- Elements
- Common Design Problems



- Rules of Thumb
  - Less can be more (example)
  - Make each page easy to navigate
  - Be concise with text (<u>example</u>)
  - Make "Home" the hub
  - Contact Information
  - Color Choices— (example)
  - Update Links
  - Avoid the "Bells and Whistles" (example)
  - Go easy on graphics (example)



- Planning
  - Really good websites don't just happen
  - Gather information
  - Policy Development
  - User Roles
  - Designate a "Planner/Coordinator"
  - Context of new website



- Planning
  - Gather information
    - Your audience
    - Purpose of the Site
    - Objectives of the Site



- Planning
  - Policy Development
    - Mission of the website
    - List of Objectives
    - Information/Services to Provide



- Planning
  - User Roles
    - Defining how users will use the site
      - One-way
      - Two-way



- Planning
  - Designate a "Planner/Coordinator"
  - Context of new website
    - Define the context
    - Outline the information that will be available



- Analysis
  - Ensure the website remains effective and current
  - Review informational policies



- Analysis
  - Ensure the website remains effective and current
    - Is the website reaching the intended audience?
    - Is it self-consistent?
    - Is it still correct?
    - Is it being accessed in a balanced manner?
    - Is it meeting the needs of your users?



- Analysis
  - Review informational policies
    - Purpose still valid?
    - Have needs changed?
    - Are your services still relevant?



- Elements
  - Static vs. Dynamic
  - Look and Feel
  - Content Management
  - Cues



- Elements
  - Static vs. Dynamic
    - Static
      - Content rarely changes
    - Dynamic
      - Content continually updated



- Elements
  - Look and Feel
    - Consistency
    - Navigation



- Elements
  - Content Management
    - Humans can only process so much information at once
    - Information chunks
    - Cluster Diagram
    - Every page should have these
    - Media Types
      - KISE
    - Graphics



- Elements
  - Cues
    - Clear identification
    - Every page should identify the organization



- Common Design Problems
  - The UFO page
  - Geographic location missing
  - The Monster (example)
  - Multimedia overkill (<u>example</u>)
  - Clown Pants (example)
  - KOOL design (<u>example</u>)



#### Hiring a Web Developer

- Do your homework
- Get recommendations
- Identify potential designers



#### Hiring a Web Developer

- Do your homework
  - Determine what you want/need
  - Learn from others
  - Define your budget
  - Define your needs



#### Hiring a Web Developer

- Get Recommendations
  - Work with someone you trust
  - Assess their experience
  - Make sure communication is easy and effective
  - Check references
  - Long-time partner



#### Hiring a Web Developer

- Identify Potential Designers
  - Buyer Beware!
  - Review their website
  - Review website's they've created
  - Questions to ask



#### Hiring a Web Developer

- Identify Potential Designers
  - Questions to ask
    - How long have they been in business
    - What browsers do their designs comply with?
    - Has the designer created a site for an organization similar to yours?
    - What elements of design/creation can they help you with?



#### Hiring a Web Developer

- Identify Potential Designers
  - Questions to ask
    - Pricing and Guarantees
    - What is their skill set?
    - Will they be able to track site traffic? (example)
    - Will they provide a written manual for your website?



#### **Best Practices**

- Examples from the Peanut Gallery
  - Dallas County Elections
  - Tarrant County Elections
  - Wayne County, MI
  - Berks County, PA
  - Harnett County, NC
  - Mohave County, AZ
  - Eagle County, CO
  - Montgomery County, PA
  - ACS



#### Resources

All Business, <a href="http://www.allbusiness.com">http://www.allbusiness.com</a>
Altered Impressions, <a href="http://alteredimpressions.com">http://alteredimpressions.com</a>
Buyer Zone, <a href="http://buyerzone.com">http://buyerzone.com</a>
December Communications, Inc, <a href="http://december.com">http://december.com</a>
Inc.com, <a href="http://inc.com">http://inc.com</a>
Interprise Software, <a href="http://www.interprisesoftware.com">http://inc.com</a>
Practical eCommerce, <a href="http://practicalecommerce.com">http://practicalecommerce.com</a>
Sitepoint, <a href="http://sitepoint.com">http://sitepoint.com</a>
Web Pages That Suck, <a href="http://webpagesthatsuck.com">http://webpagesthatsuck.com</a>



#### **Questions?**

#### **Bret Sanders**

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