



# 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

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



## Our Discussion

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- 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?

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- 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



## Building/Revising a Website

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



## Building/Revising a Website

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- 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



## Building/Revising a Website

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- 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



## Building/Revising a Website

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



## Building/Revising a Website

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



## Building/Revising a Website

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



## Building/Revising a Website

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- 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



## Building/Revising a Website

- 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/IPP/MLA Web Build Case Study

- 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




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I would much rather be an honorable public servant and known as such than to be the richest man in the world.  
*Harry S Truman*



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President Harry Truman signs the bill proclaiming February 1 as National Freedom Day, June 30, 1948. Photo courtesy of the National Freedom Day Association, for "The Life and Times of Major Richard Robert Wright Sr.," a Pennsylvania Local Legacies project.

[\[PP Home\]](#)
[\[TSPA Home\]](#)
[\[MU Home\]](#)
[\[Legislative Academy\]](#)





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- [Would Deadlines Improve the Effectiveness of the Missouri General Assembly?](#)

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[Missouri Legislative Academy](#)  
137 Middlebush Hall, Columbia, MO 65211  
Phone: (573)884-5475 Fax: (573)884-4872

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### Recent Faculty Research

Organizational Change and the Analytic Third: Locating and Attending to Unconscious Organizational Psychodynamics. *Psychoanalysis, Culture & Society* July 2007, Volume 12, Issue 2, pp. 142-164, *Michael Diamond*

Motorcycle Fatality Rates and Mandatory Helmet-Use Laws. *Accident Analysis and Prevention*, Forthcoming 2007., *David Houston, Lillard Richardson*

Regulatory Competition and Environmental Enforcement: Is There a Race to the Bottom?. *American Journal of Political Science*, forthcoming., *David Konisky*

Adopting Local Environmental Institutions: Environmental Need and Economic Constraints. *Political Research Quarterly* 60(1): 3-16, 2007., *Stephen Meyer, David Konisky*



### News

[Assessing MoDOT's Efforts to Provide the Right Transportation Solution](#)

[Tested by Time](#)

[Never Made It Campaign Highlights Consequences for Teens](#)

### Upcoming Events

[9.14.07 - Congressman Ike Skelton - 2007 Monroe-Paine Distinguished Lecture in Public Affairs ...](#)

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Module 2: Developing Leadership Skills (Academy for Leadership in Local Governance 2007/08) ...

**3.14.08**  
Module 3: Meeting the Challenges & Opportunities of the Future (Academy for Leadership in Local Governance 2007/08) ...

View of the Missouri State Capitol, circa 1940.

**Recent Research**

**6/15/2007 Repealing Universal Helmet Laws and Motorcycle Safety**  
*American Journal of Public Health Forthcoming 2007.*

...

Featured Research

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## Serving Missouri's Legislators

The Legislative Academy is a [University of Missouri](#) initiative to provide information to legislators in the form of issue briefs and presentations, member training, especially training about issues, and specialized research. The Academy also supports conferences about issues of general interest to legislators.

**RECENT NEWS**

**Term Limits Alter Senate's Gender Divide**

...

**[Request for Policy Briefs](#)**

The Missouri Legislative Academy is soliciting policy briefs from UM faculty. The Academy will pay \$750 to the professional development account of UM faculty members for each accepted policy brief...

**Recent Research**

**3/14/2007 Term Limits & Tenure in the Missouri General Assembly (2007)**  
IPP report #2-2007 ...

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# TSPA/IPP/MLA Web Build Case Study

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



The screenshot shows the homepage of the Truman School of Public Affairs. At the top, there is a navigation bar with links for STUDENTS, FACULTY & STAFF, ALUMNI, CONTACT US, and a SEARCH box. Below this is a blue header with the school's name and navigation links: WELCOME, APPLY, NEWS & EVENTS, IPP, and OLP. A secondary navigation bar includes Home, Future Students, Current Students, Research, Centers, and Leadership Program. The main content area features a testimonial from Malik Simon, a quote about the value of education and contacts at the school, and a section titled 'The Leaders of Tomorrow' which describes the school's educational goals. There are also sections for 'RECENT RESEARCH' (Missouri Transportation Analysis) and a list of dates for events like the Monroe-Lecture and Missouri Municipal Leadership Program. At the bottom, there are two images: one for scheduling a campus visit and another for student ambassadors. The footer contains the copyright notice: Copyright 2004 Truman School of Public Affairs.

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*Harry S Truman*

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"Once a government is committed to the principle of silencing the voice of opposition, it has only one way to go, and that is down the path of increasingly repressive measures, until it becomes a source of terror to all its citizens"  
*-Harry S Truman*

### The Leaders of Tomorrow

An education from Truman School of Public Affairs opens doors and it opens minds. Explore these pages for an introduction to what makes this school such a remarkable place.

10.28.2004  
The Monroe-Lecture Series starts at the Fulsom Auditorium...

10.22.2004  
Missouri Municipal Leadership Program

10.17.2004  
Registration starts for May-mester

**RECENT RESEARCH**  
Missouri Transportation Analysis

Missouri's roads are considered some of the worst in the country. This analysis examines the quality of roads and timeline for improvement...

[Institute of Public Policy](#)  
[Organizational Leadership Program](#)  
[International Partnerships](#)

*Schedule a campus visit*

*Student Ambassadors*

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"Once a government is committed to the principle of silencing the voice of opposition, it has only one way to go, and that is down the path of increasingly repressive measures, until it becomes a source of terror to all its citizens"  
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Schedule a campus visit

Student Ambassadors

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The screenshot shows the website for the Harry S. Truman School of Public Affairs at the University of Missouri-Columbia. The header includes the school's name and logo, along with navigation links for ALUMNI, EMPLOYMENT, and CONTACT US. A secondary navigation bar lists Home, Prospective Students, Current Students, Research, Centers, and Leadership Programs. The main content area features a profile for Bret Sanders, a Policy Analyst. It includes a photo of Sanders, his contact information (137 Middlebush Hall, Columbia, MO 65211; Phone: (573) 882-6207; Email: SandersBr@missouri.edu; Web: http://truman.missouri.edu/pp/), and a biography. The biography states that Sanders is a policy analyst in the Institute of Public Policy, with research areas in Geographic Information Systems and public policy decision making. It also mentions his degrees in music education and public administration from the University of Missouri-Columbia. A footer contains links to the Institute of Public Policy, Missouri Legislative Academy, and Organizational Leadership Programs, along with a copyright notice for 2005.

## TSPA/IPP/MLA Web Build Case Study

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

# Break!

See you in 15!



# Web Design

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





## Web Design

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- Rules of Thumb
  - Less can be more – ([example](#))
  - Make each page easy to navigate
  - Be concise with text – ([example](#))
  - Make “Home” the hub
  - Contact Information
  - Color Choices– ([example](#))
  - Update Links
  - Avoid the “Bells and Whistles” – ([example](#))
  - Go easy on graphics – ([example](#))



## Web Design

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



# Web Design

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



# Web Design

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



# Web Design

---

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



# Web Design

---

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



## Web Design

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



## Web Design

---

- 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?



## Web Design

---

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



## Web Design

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



# Web Design

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



# Web Design

- Elements
  - Look and Feel
    - Consistency
    - Navigation



# Web Design

---

- 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



# Web Design

---

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



## Web Design

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- Common Design Problems
  - The UFO page
  - Geographic location missing
  - The Monster – ([example](#))
  - Multimedia overkill – ([example](#))
  - Clown Pants – ([example](#))
  - KOOL design – ([example](#))



## 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

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All Business, <http://www.allbusiness.com>

Altered Impressions, <http://alteredimpressions.com>

Buyer Zone, <http://buyerzone.com>

December Communications, Inc, <http://december.com>

Inc.com, <http://inc.com>

Interprise Software, <http://www.interprisesoftware.com>

Practical eCommerce, <http://practicalecommerce.com>

Sitepoint, <http://sitepoint.com>

Web Pages That Suck, <http://webpagesthatsuck.com>



## Questions?

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