The Process of Website Development

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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

Building/Revising a Website

- 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
Building/Revising a Website

- 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)
Building/Revising a Website

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
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
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
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

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.

10.21.2004
The Monroe-Lecture Series starts at the Frisco Auditorium...

10.22.2004
Missouri Municipal Leadership Program

10.17.2004
Registration starts for May semester

Recent Research
Missouri Transportation Analysis
Missouri 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
Organisational Leadership Program
International Partnerships

Schedule a campus visit
Student Ambassadors
TSPA/IPP/MLA
Web Build Case Study

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TSPA/IPP/MLA
Web Build Case Study

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- The Internal Revision Process
Break!
See you in 15!

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

- 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

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

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

Web Design

- 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

- 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?

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

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

- 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

- 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

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

- 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, http://www.allbusiness.com
Altered Impressions, http://alteredimpressions.com
Buyer Zone, http://buyerzone.com
Inc.com, http://inc.com
Practical eCommerce, http://practicalecommerce.com
Sitepoint, http://sitepoint.com
Web Pages That Suck, http://webpages_thatsuck.com

Questions?

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