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Discovering Your Website Goals

Agenda

- ① User-Centered Design
- ② Why Discovery?
- ③ How to discover website goals
- ④ How to design to meet your goals

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① User-Centered Design

- The most important aspect of any website is the **value it provides to its intended audience**
- The best way to know what your audience needs is to **involve them**

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② Why Discovery?

- You have a mission beyond “Making a website”

- Discovering a common vision



② Why Discovery?



Setting a vision at this stage may fail

- Lack of buy-in
- Not based on real user need
- No validation

② Why Discovery?



Discovering a shared vision

- Based on interaction with stakeholders and clients
- Focuses on users
- Can be traced back to facts

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③ How to discover your website goals

- ① Interview Stakeholders
- ② Synthesize Findings
- ③ Meet your Personas

③ How to discover your website goals

① Interview Stakeholders

② Synthesize Findings

③ Meet your Personas

③ How to discover your website goals

① Interview Stakeholders

- Ask first about what he/she does
- Understand the audience
- Start to gather communication goals

③ How to discover your website goals

①

What is the primary function of your department/your role?

What programs or services do you offer?

Which one is most used?
Most important?

③ How to discover your website goals

①

Who are
audien
with o

In y
you

W...
about you.

Why would they visit
your website?

What would make their
visit successful?

③ How to discover your website goals

① In

How do you want to be perceived?

When a visitor arrives to your site, what do you want them to think or feel?

③ How to discover your website goals

① Interview Stakeholders

② Synthesize Findings

③ Meet your Personas

③ How to discover your website goals

② Synthesize Findings



③ How to discover your website goals

② Synthesize Findings

- Top 2-3 audience types
- Top 5 communication goals:
“When someone visits the website, they should feel or think...”

③ How to discover your website goals

- ① Interview Stakeholders
- ② Synthesize Findings
- ③ Meet your Personas

③ How to discover your website goals

③ Meet your Personas

A practical tool to help prioritize content and maintain focus on target audience

- Not a real person
- Represent an audience group
- Help make design decisions
- Build empathy and objectivity
- Help point out content/resource gaps

③ How to discover your website goals

③ Meet your Personas

Emily, East Asian Lang & Lit B.A.



MOTIVATIONS &
ANXIETIES

USER GOALS

EXPERIENCE GOALS

③ How to discover your website goals

③ Meet your Personas

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MOTIVATIONS &
ANXIETIES

USER GOALS

EXPERIENCE GOALS

③ How to discover your website goals



When it succeeds... (Examples)



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④ How to design to meet your website goals

- ① Begin with Core Pages
- ② Plan for user research

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④ How to design to meet your website goals

① Begin with Core Pages

- Most visitors don't see the home page first
- How can we align our organization goals with the needs of users?

④ How to design to meet your website goals

① Begin with Core Pages

- Group design meeting
- Post your goals and personas
- Dot Voting on core page ideas

④ How to design to meet your website goals

① Begin with Core Pages

- Dot Voting on core page ideas



3 Begin with Core Pages

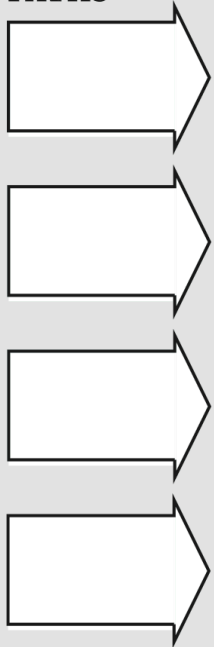
CORE PAGE: _____

USER TASKS

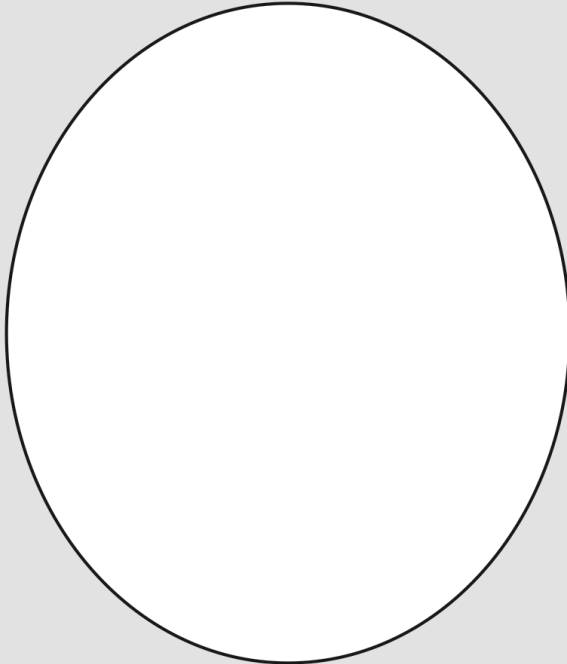
WEBSITE GOALS

1

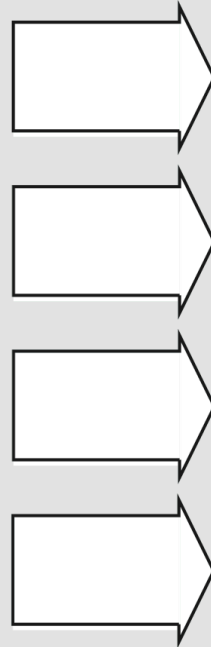
INWARD
PATHS



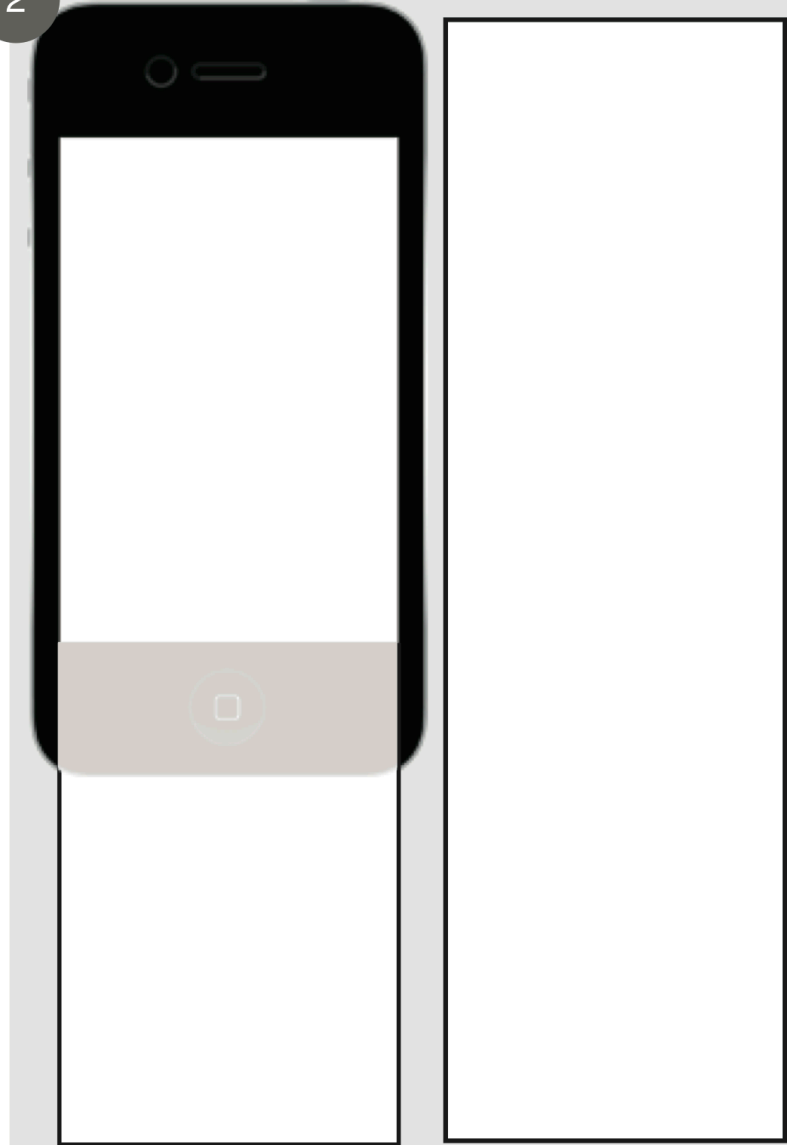
CORE CONTENT



FORWARD
PATHS



2



④ How to design to meet your website goals

- ① Begin with Core Pages
- ② Plan for user research

④ How to design to meet your website goals

① Plan for User Research

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MOTIVATIONS &
ANXIETIES

USER GOALS

EXPERIENCE GOALS

④ How to design to meet your website goals

① Plan for User Research

- Conduct usability tests with representative audience members
- Create tasks from Personas' user goals
- Can they complete each task?
- What words do they use to describe the website?

④ How to design to meet your website goals

① Plan for User Research

- See YaleSites DrupalCamp 2014 presentation



Discovering Your Website Goals

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