Discovering Your Website Goals

start here
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
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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.
Agenda

1. User-Centered Design
2. Why Discovery?
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② Why Discovery?

- You have a mission beyond “Making a website”
- Discovering a common vision
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
Agenda

① User-Centered Design

② Why Discovery?

③ How to discover website goals

④ How to design to meet your goals
How to discover your website goals

1. Interview Stakeholders
2. Synthesize Findings
3. Meet your Personas
How to discover your website goals

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

• Ask first about what he/she does

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

What programs or services do you offer?

Which one is most used? Most important?
① Interview Stakeholders

• Understand the audience
  Who are the different audiences you communicate with or provide services for?
  In your opinion, what does your audience care about?
  Where/how do they learn about you?

Why would they visit your website?

What would make their visit successful?
③ How to discover your website goals

① Interview Stakeholders

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
How to discover your website goals

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
How to discover your website goals

Meet your Personas

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"I want to set myself up for success, and also enjoying meaningful cultural experiences."
How to discover your website goals

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"I know that the writing tutors are reliable experts, and I trust that my QR tutor will be just as reliable.

"I read some sample essays, and I feel inspired to join a writing group and show my work to others.

"I can speak openly about my QR anxieties."
How to discover your website goals

Meet your Personas

Emily, East Asian Lang & Lit B.A.

MOTIVATIONS & ANXieties

USER GOALS

EXPERIENCE GOALS
How to discover your website goals

Meet your Personas

Emily, East Asian Lang & Lit B.A.

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"I don't consider myself a 'math person' and I get worried about doing well in my QR courses."

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③ How to discover your website goals

When it succeeds... (Examples)
Where would you like to go?

Guests
1 ADULT

From
NEW YORK CITY

To
CITY

SEARCH FLIGHTS

Spring Getaway Deals
Head for the sun with sweet fares from $69 one way.

Fly Higher For Triple Points.
Refer 3 friends and score triple points on Dallas Love flights.

Deals On Top Shelf Seats
Get sweet deals in Main Cabin Select and First Class.
Learn to code interactively, for free.
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1. User-Centered Design
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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 Begin with Core Pages
② Plan for user research
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?
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
How to design to meet your website goals

1. Begin with Core Pages

- Dot Voting on core page ideas
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**INWARD PATHS**

**CORE CONTENT**

**FORWARD PATHS**
How to design to meet your website goals

1. Begin with Core Pages
2. Plan for user research
## Plan for User Research

### Emily, East Asian Lang & Lit B.A.

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- 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?
How to design to meet your website goals

1. Plan for User Research

- See YaleSites DrupalCamp 2014 presentation
Discovering
Your Website Goals

ux@yale.edu
adriana.corona@yale.edu