successful websites
it isn’t about rushing
it’s having a plan and not wasting time
a little about me
gravity switch

- 17 years in the biz
- 4 years of blitzes
- dozens of higher ed clients
- drupal, wordpress, expression engine
- large and small organizations
jason enjoys
complex problems
simple solutions
chaos
I do all the work
a little about you
your web experience

⭐⭐ fairly new to the web
⭐⭐⭐ 2+ years of professional experience
⭐⭐⭐⭐ ninja - national recognition
are you agile?

nope
rarely
usually

Scrum?
What's your superpower?
favorite parts

most fun?
most successful?
might have missed

- recap meetings
- “detailed” specs w/o critical information
- endless design revisions
- change orders before a site goes live
- removing features the client didn’t need
why not
just stop doing all that crap?
what if...

- no recap meetings
- go live in a week, before the needs change
- it was ok to **not know** the details before a project starts
that’s agile!
enough context,
what does that look like?
Welcome

Taking you from where you are to where you want to be.

News

Bus Service to ACC Starts January 14th
Magic Carpet Bus Services will begin in Enfield on Monday, January 14th and will be free for the
MORE //

This Month on Changing Lives: New Faces at ACC
There are always new things happening at Asnuntuck Community College, and now there are two new f
MORE //
5 days - design

revisions (multiple rounds)
sign-off (12 person committee)
on-site photo-shoot
programmed templates
improved logo treatment
5 days - content

top 50 pages in system navigation 80% final
sign-off from all key decision makers (12)
15 content editors trained
breakout sessions for 3 key departments
workflow updated
over 100 “nodes” added by client
5 days - dev

templates programmed
slideshow created
other key features built (i.e. events)
surprise feature (catalog) built & revised
1 month

go live

over 200 pages

over 500 “nodes”

over 20 client content editors
Taking you from where you are to where you want to be.

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what do you need

- planning
- process
- people
planning & process

- roadmap
  - pre-blitz
  - blitz (in this case 3/5)
  - post-blitz
- roles - internal & external
project management
without waste
people
who's on the team
project management

- scheduling
- in control
- flexible
- expert manager
creative team

- creativity on demand
- flexible
- confident
- expert designer
development team

- flexible
- enjoy helping people
- prefer simple solutions
- expert at tools used
is everyone an expert?
the client

- core web team
- stakeholders
- perspective
- content team
- design team
- beta users
smart people, focused
planning, process, people
what’s possible?
realistic expectations
in 1 month

11 gravity switch team members
1 core client member (40h)
3 client contributors (<20h each)
12 client perspective (<2h each)
in 2 weeks
4 gravity switch team members
4 core client members (<10h each)
1 writer (20h)
EpiCenter is an ERP consulting company and value added reseller. We implement, optimize and customize market leading ERP platforms such as Epicor or NetSuite. We have an unrivaled implementation track record from successful projects in manufacturing, distribution, defense & aerospace, automotive and medical device industries.

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1 Arch Road, Westfield, MA 01085

#1 EPICOR SERVICES PARTNER
in 1 week

2 gravity switch team members
2 core client members (<10h each)
1 writer (<15h)
Let's get Springfield youths ready for college!

WE GET EVERY STUDENT TRULY READY FOR COLLEGE
Getting into college is one thing. Being ready to succeed there is another. Statewide, more than half of new college students need remedial courses! Our mission is to make sure Springfield's youths have not only the grades to get into college, but also the tools they need to thrive there. Read more

WE DON'T TRAIN STUDENTS, WE EDUCATE THEM
Baystate Academy is focused on the health sciences, but we're a college-preparatory school, not a vocational school. We chose this broad curriculum for its power to challenge students, ground learning in the real world, and benefit the whole community. Read more

THE BEST CLASSROOM IS THE REAL WORLD
Like more than 165 other US schools, we use Expeditionary Learning because it's built around issues that affect students' own lives. They find out that they can have an impact on their community, their world, and their own future. Suddenly, school makes sense and feels good. Read more
hell yeah!
it’s fun again, right?
getting started
sounds good but...
risks?
three easy questions

‣ what’s the worst that could happen?
‣ where’s our biggest win?
‣ who’s first?
toyota

- start small
- share your success
- repeat
ask questions now

jason@gravityswitch.com
@jasonNmark

AndroidDevCon in Boston May 28-31
the end

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@jasonNmark

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