

successful websites

it isn't about rushing
it's having a plan and not wasting time



gravity switch

Nice people. Great websites.

a little about me



gravity switch

Nice people. Great websites.

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



gravity switch

Nice people. Great websites.



I do all the work

a little about you



gravity switch

Nice people. Great websites.

your web experience

- ★ fairly new to the web
- ★★ 2+ years of professional experience
- ★★★ ninja - national recognition



gravity switch

Nice people. Great websites.

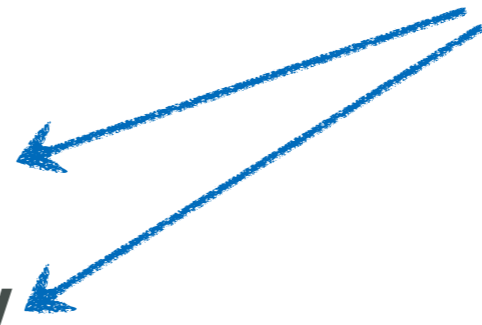
are you agile?

nope

rarely

usually

Scrum?



gravity switch

Nice people. Great websites.



What's your superpower?

favorite parts

most fun?

most successful?



gravity switch

Nice people. Great websites.

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?



gravity switch

Nice people. Great websites.

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!



gravity switch

Nice people. Great websites.

enough context,
what does that look like?



gravity switch

Nice people. Great websites.



ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

prospective students

current students

business &
community

for faculty & staff

CONNECT WITH US



ACC Events

May 31 Graduation 2013

MORE EVENTS



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

Welcome

1 2 3 4 5

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 //





ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

5 days - design

design

revisions (multiple rounds)

sign-off (12 person committee)

on-site photo-shoot

programmed templates

improved logo treatment

Welcome

prospective students
current students
business &
community
for faculty & staff

CONNECT WITH US



ALUMNI

Graduation
May 2013
31

Take us from where you
are to where you want to be.

1 2 3 4 5

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 //](#)





ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

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



ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

5 days - dev

templates programmed
slideshow created

other key features built (i.e. events)

surprise feature (catalog) built & revised

Welcome

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

1 2 3 4 5

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 //](#)



ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

1 month

go live

over 200 pages

over 500 “nodes”

over 20 client content editors

Welcome

ACC Events

May 31 Graduation 2013

MORE EVENTS

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 //



ASNUNTUCK
COMMUNITY COLLEGE

APPLY NOW WACC-FM RADIO GIVING (860) 253-3000 (800) 501-3967

About

Admissions

Courses & Programs

Student Services

prospective students

current students

business &
community

for faculty & staff

CONNECT WITH US



ACC Events

May
31 Graduation
2013

MORE EVENTS



Welcome

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

1 2 3 4 5

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 //



what do you need

- ▶ planning
- ▶ process
- ▶ people



planning & process

project management



gravity switch

Nice people. Great websites.

planning & process

- ▶ **roadmap**
 - ▶ pre-blitz
 - ▶ blitz (in this case 3/5)
 - ▶ post-blitz
- ▶ **roles** - internal & external



project management

without waste



gravity switch

Nice people. Great websites.

people
who's on the team



gravity switch

Nice people. Great websites.

project management

- ▶ scheduling
- ▶ in control
- ▶ flexible
- ▶ expert manager



gravity switch

Nice people. Great websites.

creative team

- ▶ creativity on demand
- ▶ flexible
- ▶ confident
- ▶ expert designer



gravity switch

Nice people. Great websites.

development team

- ▶ flexible
- ▶ enjoy helping people
- ▶ prefer simple solutions
- ▶ expert at tools used



gravity switch

Nice people. Great websites.

is everyone an expert?



gravity switch

Nice people. Great websites.

the client

- ▶ core web team
- ▶ stakeholders
- ▶ perspective
- ▶ content team
- ▶ design team
- ▶ beta users



smart people, focused
planning, process, people



gravity switch

Nice people. Great websites.

what's possible?
realistic expectations



gravity switch

Nice people. Great websites.

in 1 month

11 gravity switch team members

1 core client member (40h)

3 client contributors (<20h each)

12 client perspective (<2h each)



gravity switch

Nice people. Great websites.



COLLEGE OF TECHNOLOGY

1-800-878-8246

APPLY NOW | CONTACT US | CURRENT STUDENTS



See what career path fits you, free assessment [click here!](#)

TCI Instructor Receives "Outstanding Student Advisor" Award for the 4th Time in a Decade! - [full story here](#)

It's Never Too Late to Chase Your Dream - Chris Chong, President, Chong Enterprise - [click here](#) for more

Select Language

Powered by Google Translate



GETTING STARTED



WHY TCI?



AT TCI



AFTER TCI



EMPLOYERS
HIGH SCHOOL ADMIN
PARENTS
PROFESSIONAL
DEVELOPMENT

Faculty Login | Jobs At TCI | College Catalog | Policies | Directions | Disclosures | Library | Orientation Guide | Staff Directory | Student Handbook

320 West 31st Street (between 8th and 9th Ave)

212.594.4000

© 2011 Technical Career Institutes © New York. All rights reserved.

Website design by Gravity Switch



Like Us



Follow Us



Watch Us



in 2 weeks

4 gravity switch team members

4 core client members (<10h each)

1 writer (20h)



gravity switch

Nice people. Great websites.



EPI ▲
CENTER

BUYING AN ERP SYSTEM

IMPLEMENTATION

CONSULTING

ABOUT US



We Have An Unrivaled ERP Implementation Track Record

[Learn More >](#)

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.

Give Us A Call
888.583.4526

1 Arch Road, Westfield, MA 01085

EPICOR.
AUTHORIZED GOLD PARTNER

NETSUITE
SOLUTION PROVIDER

#1

**EPICOR
SERVICES
PARTNER**

in 1 week

2 gravity switch team members

2 core client members (<10h each)

1 writer (<15h)




gravity switch

Nice people. Great websites.




Enroll Now


Join Our Team

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](#)

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](#)

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](#)

hell yeah!

it's fun again, right?



gravity switch

Nice people. Great websites.

getting started

sounds good but...



gravity switch

Nice people. Great websites.

risks?



gravity switch

Nice people. Great websites.

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



gravity switch

Nice people. Great websites.

ask questions now

jason@gravityswitch.com
@jasonNmark

AndroidDevCon in Boston May 28-31



gravity switch

Nice people. Great websites.

the end

jason@gravityswitch.com
@jasonNmark

AndroidDevCon in Boston May 28-31



gravity switch

Nice people. Great websites.