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When is it time for a site redesign?

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What's "Redesign" mean to you? 

- Cosmetic changes – "Make it Look Better"
- Usability Improvements – "Make it Easier"
- Platform/technology change – "Make it Work Better"
- Complete Overhaul -- "A Do-Over"

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Has your market or strategic purpose changed significantly? 

- Have there been changes to your membership or the markets with whom you need to communicate and provide service?
- Was your site originally intended for a very different market or do you need to better segment your information, products and services?
- Have your business reasons for having a web presence changed?
- Has there been a significant change in your organization – like change in mission or merger with another association?

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Do you have a market data or research to support your desire for a change?

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- Look to your web statistics to give you valuable information about what's "hitting the mark" and what's "missing their gaze."
- Compare your results against the goals you set for your web initiative and assess how the site has been performing against those goals.
- Have you conducted an inquiry into your site user needs and preferences?

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**Is your site simply "not working?"
Is it no longer functional?**

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- Has the site become cluttered, cumbersome, or unresponsive to the users?
- Is your staff lamenting that the structure and taxonomy of the original site no longer accommodates the content they need to post?
- Is it not working for staff to maintain the site?

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Are there significant new technologies that you want to incorporate into your site?

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- You can perform a site "facelift" of your site and update its look without having to change its fundamental design.
- Other changes, like the integration of customization tools, a members-only area, content management system, etc, can have more significant impact on the structure, navigation and design.

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Does the current site negatively affect the user experience and/or your brand?

- Does your online exposure not match your industry reputation?
- Is there concern that you look "dated" and therefore less appealing to new enrollments?
- Are members/volunteers critical of your website?
- Is there incongruence between what you say

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Defining Your Web Strategy

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Web Strategy "Building Blocks"

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Purpose

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- Are you clear about WHY you have a website?
- How is this tool intended to serve your enterprise?
- How is this tool intended to serve your members?
- How—specifically—does your website support the strategic goals of your organization?



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Communicating the Site Purpose

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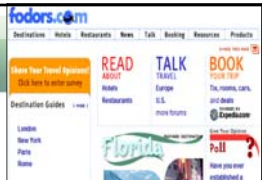
- Is there an organizational mission statement clearly posted on the site?
- Can you see evidence of the mission statement supported on the homepage?
- Is there harmony between what the site claims as a purpose and how it's actually being used?



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Audience

- What does the homepage suggest about the audience(s) for this site?
- Is there audience segmentation?
- How does the design/aesthetic treatment acknowledge or exclude audiences?



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Infrastructure

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- Is anyone on staff related to your technology service providers?
- Are you prepared to devote staff time to the website? (what duties will you reassign or retire?)
- What metrics from your website defend/support your Web investments?
- Do you have the staff and facility to support in-house hosting or software development?
- Do you (really) want to be in the IT business?

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Content

Colorado-Wyoming Association of Museums

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- What information, product or services are available? Does the content serve the strategic intent?
- How dynamic is the content? Is it maintained?
- Is the content written within web guidelines?
- Are there aids to assist the visitor in locating the right content?

Functionality

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- What can the visitor do on the site?
- What do visitors need/want to do?
- Are the processes completely executable online?
- What self-service tools are available?
- Is HELP available? In what forms?

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Navigation

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- How does the site guide the audience to the desired content?
- Is there a clear navigation scheme? Is it in their language or yours?
- Are there multiple navigation schemes present?

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Contextual Navigation

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- Consider multiple, concurrent navigation schemes
- Retain a "universal navigation" scheme across the site

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Navigating the Content

Allen County Public Library | www.acpl.info

Search Catalog: word or phrase

Subject Areas: All Music & Media, Business & Economics, Children, Computers, Currents, Drama, Law, Language, Learning, Life Sciences, Literature, Math, Music & Media, News, Reference, Science & Technology, Social Sciences & Humanities, Sports, Travel, Video

Library Catalog: Search Catalog, My Account, Renewals, Special Services, Catalogs, News & Events

Online Databases: America's Library, Community Library, E-Resources, Local Catalog, OverDrive, etc.

Community Resources: Allen County Data Center, Community Alerts, East Twp. Community Dev.

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Structural Design

Structure & Real Estate


- How is the site laid out? Is it an efficient use of space?
- Are there various page layouts based on depth of visit and type of content?
- Does the allocation of space support the Purpose?

Aesthetic Design

- What is the “feel” of the site? Is that consistent with the brand and the Purpose?
- Does the language support the intended tone of the site?
- Is it attractive? Is there attention given to creating a harmonious design
- Is there a consistent execution of style? (Consistent conventions for headers, titles, sections, etc.?)

Structural Design Impacts Usability

- Watch page scrolling. Consider an interior menu for long pages
- Too much “white space” makes the site look shallow in content
- Don’t scroll past the navigation, or carry it with you
- Who’s the audience? Will they know what an SD or HD is? Indicate that these are PDFs



Summary and Questions

What's your "Ah-ha moment?"

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