Real Results Through
Iterative Web Design

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Presenters

Charles Goodman

- Account Executive
- Champion of business objectives
- Charles@Plaudit.com

Dan Feller

- Senior Web Developer
- Passionate web guru
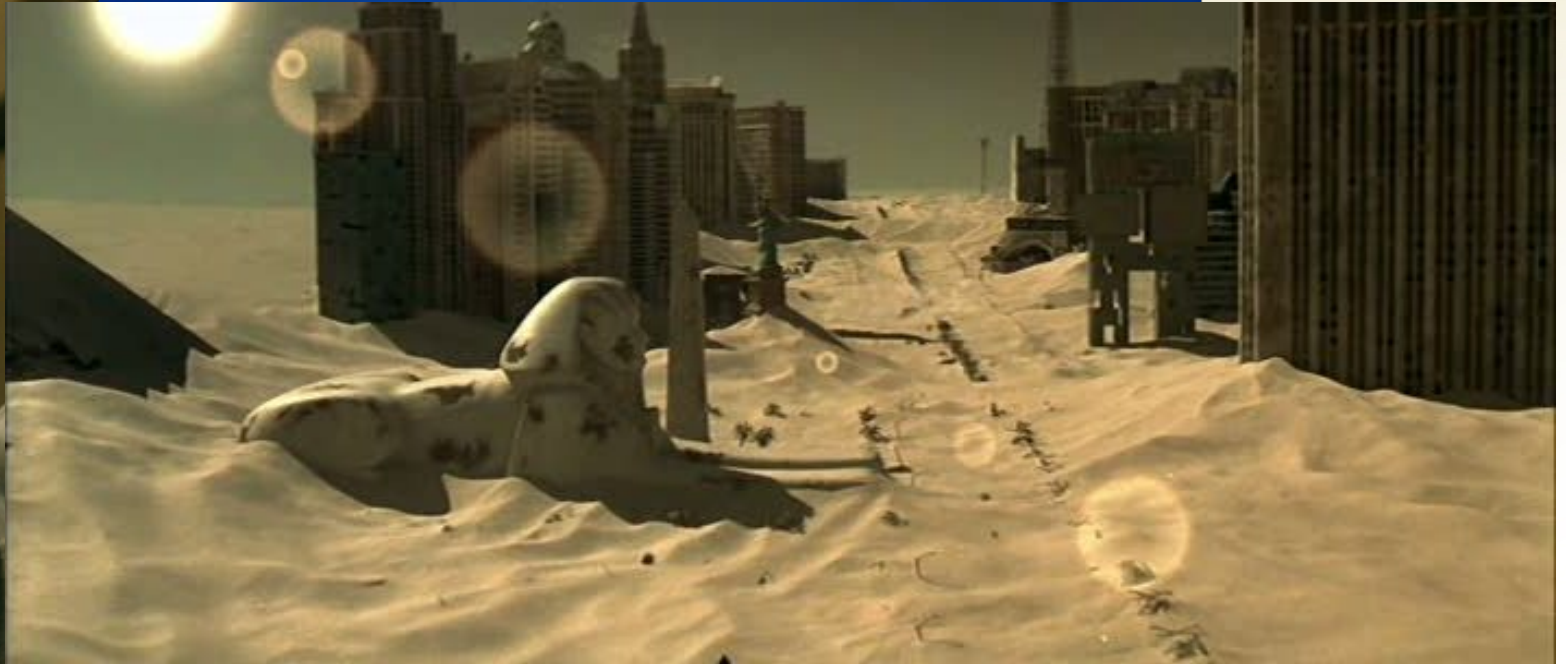- Dan.Feller@Plaudit.com

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- Established in 1998

- B2B, B2C and non-profit client base

- Experienced, comprehensive team

- One-stop Internet shop

- Measurable results

- Process

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How many tasks do you have on your "someday" list?

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Stagnant ⟶ Active

Stagnant

- Misrepresent business
- Outdated technology
- Doesn't fulfill audience needs
- Results in an eventual costly overhaul

Active

- Accurate representation
- Takes advantage of technology
- Fulfills audience needs
- Spreads out expenses and delivers results faster

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An iterative methodology is a cyclic process of planning, implementing and measuring.

Think: Scientific Method.

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Opportunity

Brainstorm

Plan

Implement

Measure

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Benefits of this Approach

- Less investment with time and money

- Easier to measure small changes

- Easier to plan and manage small changes vs ramifications of modifying an entire site at once

- Search engine optimization (SEO) benefits

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When is a full redesign appropriate?

- Website design is horribly out-dated

- Website technology is older, unusable, or being phased out

- Website does not meet business needs or does not accurately represent the company

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Types of Changes

Branding and Design

- Logo

- Colors

- Fonts

- Photography

- Minor stylistic changes

- Layout adjustments

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Structure and Content

- Adding, removing, and moving content sections/categories

- Content – Copy and Messaging

- Services

- Imagery

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Functionality and Experience

- Improvements to specific elements (e.g. static image vs dynamic element)

- Adding a new interactive element

- Upgrading technology as the web evolves (e.g. replacing Flash with JavaScript)

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Process

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Opportunity

Brainstorm

Plan

Implement

Measure

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Make a Donation   EMPLOYMENT   Site Search...   SEARCH

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Care.
Compassion.
Community.

Services   Facilities   Answers   Organization   Contact

Memory Care Sun Room
East Campus

View All Facilities

Welcome to Sholom!

Thank you for your interest in our community! We appreciate that you have many choices in senior care and we are pleased to present the Sholom Family of services for your consideration. As you can see, we offer a variety of amenities and services designed with YOU in mind.

Blog   Calendar   VIEW ALL BLOG POSTS

4/24/13
12:00 AM

A Legislative Update for friends of Sholom!

Take a look at this comprehensive Minnesota State legislative update prepared by our colleagues at Aging Services of Minnesota

Step 1: Identify Opportunity

There's always room for improvement!

There are many ways to identify opportunities for change including:

- Analytic data

- Feedback or surveys

- External inspiration

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Step 2: Brainstorm Solutions

So many possibilities...

Create a list of possible ways to improve based on the opportunity

- Research possible causes/improvements

- Analyze

- Generate a list of ideas

- Select implementation(s)

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Step 3: Plan

Put on your planning cap!

- Outline implementation

- Define how to measure success

- Gather resources (e.g. content)

- Create a schedule

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Step 4: Implement

Put your plan into action!

- Design
- Develop
- Review
- Launch

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Step 5: Measure Results

So... How did it go?

Use metrics to determine the success of the iteration

- Use analytics and context

- Determine if goals were met

- Adjust your theory

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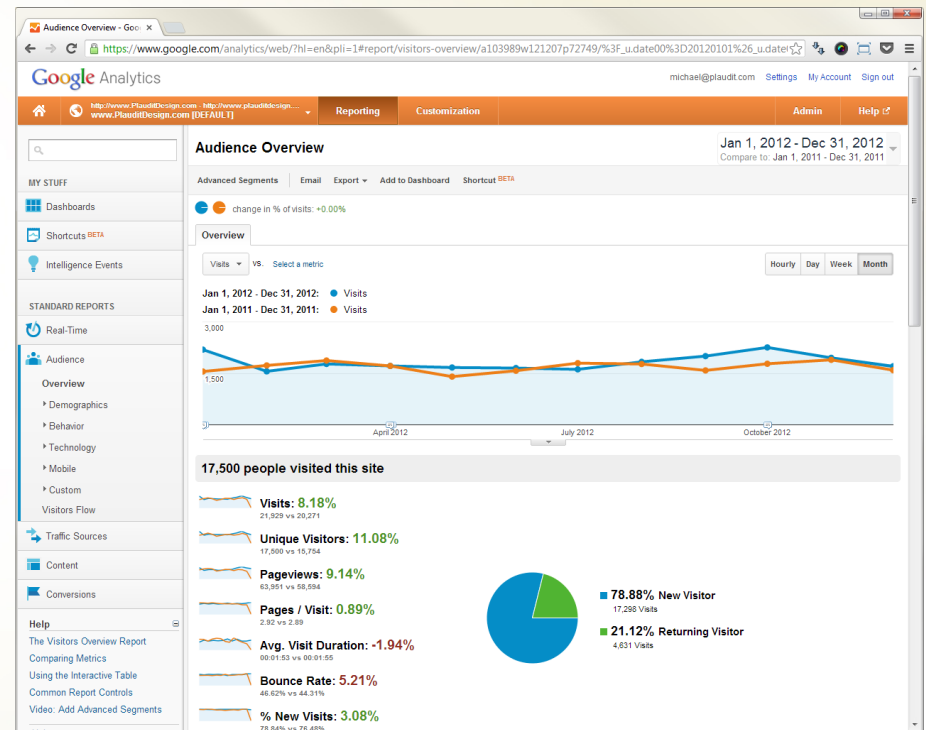D E S I G N

More on Measurement

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Analyze Results

Google Analytics

Use Goals & Events

Understand Data

Survey results

Parallel Design Model (A/B Testing)

- Advanced testing method

- Applies to any type of update

- Applies to any size of update

- Solves implementation debates

- Great for optimizing user experience

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What now?

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Start again!

Opportunity

Brainstorm

Plan

Implement

Measure

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Tips

- Improve on what exists

- Start small

- Define goals and measure

- Intuition is important when theorizing, but... trust your data.

- Balance data and context

- No such thing as a failed iteration. Just more information for future improvements.

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Your Website Needs To Be Nurtured

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Questions?

www.Plaudit.com/Iterate

Charles@Plaudit.com

Dan.Feller@Plaudit.com

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