



Website Design and Digital Channels

Introductory workshop

What we will cover

How digital can help your organisation

Key stages of website design

Next steps



How digital can help your organisation

Quick introduction to your organisation

- Purpose of the organisation
- 2020 goals
- Digital channels already in place
- Burning questions?
-



Key stages of website design

5 stage iterative process to designing and developing your website

- Discovery/ Information Gathering
- Co-design
- Choosing your platform and development approach
- Testing and Delivery
- Evaluation, maintenance and ongoing development



Discovery/ Information Gathering

Understand what the website needs to deliver. The best websites are designed around user needs. Things to think about:

- ❑ Purpose and strategy of the organisation
- ❑ Target audience: who will be using the site (internal and external users)
- ❑ Functions of the website: what do you want users to be able to do online?
- ❑ Content: what kinds of information will users need to access?
- ❑ Integration to other internal and external systems such as CRM, marketing, publishing, payment platforms etc
- ❑ Other social media channels
- ❑ How will you support and maintain the site



Persona creation exercise (20mins)

Pen portrait of a typical user(s) to help the design process. Things to think about:

- Age/ sex/gender/ language needs/ IT literacy
- Professionals or service users
- Why they will come to the website
- Where, when and how will they access (mobile/ desktop/ tablet)
- What will they need to do
- What kinds of information they will access/share
- Do they need to register/book/pay for goods
- How do they like to be communicated with (email/ text/whatsapp)
- Barriers: why they might not be able to use the site



Co-Design

Testing ideas with real users to make sure you are designing the right things

- Bring real users together
- Share the personas and functionality ideas
- Get feedback/ discuss/ iterate
- Share examples of websites people like and why...and those you don't....and why...

Outcome of this phase will be a written brief you can use to move to the development stage



Choosing your platform and development approach

Multiple options depending on functionality, budget, internal skills

- Build it yourself (many off the shelf platforms and products)
- Appoint a web development agency E2E project
- Appoint a web developer to design and develop initial scope

If external – agree a **detailed scope, project plan and price**

□



Hosting and Domain names

- I. Some site builders offer web hosting
 - a. But are you locked in?

- I. Do you need a domain?
 - a. Protect your brand?
 - b. Make sure it is yours, registered in your name
 - c. Chose the TLD that suits you (.com .info, .org)

- I. Do you need to pay for hosting?
 - a. Consider portability
 - b. Consider performance and reliability
 - c. Look for offers for charities



Testing and Delivery

Making sure your website delivers what you need

- Agree a detailed project plan with the developer/agency
- Test against the specification agreed
- Build in key stages to test the website during development – involve users in testing
- Once signed off, developers may charge for changes
-
-



Evaluation and Maintenance

Websites need to evolve to stay fresh and relevant

- Who will manage regular content updates (internal or external)
- Analytics tools to evaluate take up and performance (e.g. Google analytics)
- Ask users, regular user feedback sessions, what works, what doesn't?
-
-



Next Steps?

You can get started in your Discovery/ information gathering now.

Bringing people together to think, imagine and research costs time, not money and is the best investment in your website you can make

