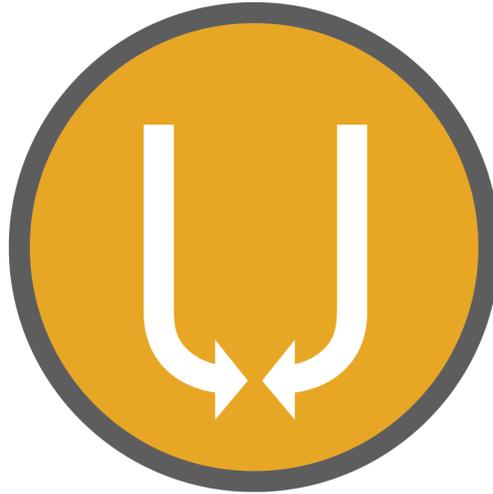


UI Design Workbook



UtahInteractive



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Table of Contents

Introduction	3
Our 5 step Development Process.....	4
Getting Started	5
Agency Project Team	6
Assessment Questionnaire	7
General Questions	9
Web site Content.....	11
Look and Feel	12
Other Information.....	13

Introduction

We would be delighted to work with your agency on your Web site. Whether we are re-designing your agency's current site or creating one from scratch, we will work with you to develop a site that is pleasing to the eye, easy to use, meets the needs of your users and your agency, and complies with state and industry standards for accessibility for the disabled.

The UI team brings eGovernment experience and expertise to every project, including graphic design, information architecture, usability, and accessibility for the disabled. UI's web design process is designed to meet the following goals:

- Evaluate Agency needs
- Design high-quality graphics and layouts
- Ensure compatibility with multiple browsers and platforms
- Meet accessibility standards established by W3C and the State of Utah
- Deliver solutions with a focus on the citizen and business audience

Design Experience

UI has extensive experience with Web site design for state and local government. UI has designed, developed and currently maintains the Utah.gov portal and has designed dozens of other web sites used by millions of people to interact with their government. A sample of our work:

Utah.gov	http://utah.gov/
Governor Huntsman	http://governor.utah.gov/
Lt. Governor Herbert	http://lg.utah.gov/
First Lady Huntsman	http://utah.gov/firstlady/
Energy Policy	http://energy.utah.gov/
Express Lanes	http://expresslanes.utah.gov/
State Construction Registry	http://scr.utah.gov/

The UI Design Workbook will help you determine your Web site's goals, gather a well-rounded project team, identify your target audience, and outline the project milestones.

Our 5 step Development Process

While every project is unique, we have simplified the process to 5 common steps.

1. Planning Stage

Initial Meeting: Usually a member of Utah Interactive's design team and a product manager will meet with representatives from your agency to gather general information about your project, complete a project workbook and prioritization one-sheet. See the next section for an overview of who should be involved.

2. Prototype Stage

Design Submission: UI will draft a design prototype for review. Once your agency has reviewed and approved the design prototype, you will be asked to sign off on the specifications and the prototyping stage will be closed. If additional changes are needed, they will be developed in a subsequent phase, or the project will return to the planning stage.

3. Development Stage (2 steps)

Project Development: During this stage, all aspects of design and programming are completed according to the agreed timeframe. For large projects, certain milestones will be created and you are invited to review the progress through each milestone.

Agency Sign Off: Once development is complete, the project is submitted to your agency for review and testing. If there are outstanding issues, or issues discovered during testing, the project is revised as needed. Once all changes have been made, your agency will sign off on the project and it will be prepared for launch.

4. Review:

Quality Assurance: Prior to launch, UI will run the Web site through a series of validation software to insure the site is compliant with established web standards. We will specifically check for broken links, proper CSS, valid xHTML mark-up, compliant accessibility (Section 508), and correct spelling. Your agency will also be involved in this step to help identify problems before the launch.

5. Launch (or Delivery)

Submission to hosting entity or delivery to agency: UI will work with the agency to facilitate the launch of the completed Web site. If UI is not hosting the site, we can deliver to you the templates, files, graphics and scripts necessary to deploy the site (usually by CD). If we have access to the server on which the Web site will be served, we can post the Web site directly for the agency.

Getting Started

Before we can do our work, we need you to do yours. We have expertise in designing Web sites, but YOU are the experts about your agency and your constituents or customers. To design an effective site, we need to know more about what your agency does, whom your Web site will serve, and what your goals are for the site.

The following project questionnaire can help you organize your thoughts and begin brainstorming ideas for your new Web site. Before you begin, be sure to identify your project team, especially the project leader who will organize and drive the project and communicate decisions. It is also important to identify the individual(s) who will ultimately be responsible for the site's maintenance upon its completion. With your project team, please complete the following questionnaire. It may be helpful to attach marketing materials, brochures, a current logo, or sample content along with the completed workbook.

There are many other information-gathering tasks that your project team can be working on during this planning phase that will be very helpful and are best completed before UI begins work on the project. If you do complete any of these tasks, please provide a copy of the notes, data, or information to your UI team. Some suggestions for information gathering in preparation for your Web site design:

Examine your current site's traffic statistics. Which pages and directories get the most visits? Which get the least?

Post an online survey on your current site and start collecting user feedback and suggestions.

If you have ready access to one of your key audience groups, consider surveying them or conducting a focus group to determine how a Web site could best meet their needs. Survey (formally or informally) your "front-line" staff. The folks who answer the phones and deal with general email can be a treasure-trove of information about what kinds of frequent questions and requests your agency is receiving.

Gather your project team and (1) explore your current Web site and try to think from your typical user's perspective, (2) visit the Web sites of similar agencies in other states and note what you like and don't like. It's okay to borrow ideas!

We hope that you enjoy the process of designing your new Web site!

Agency Project Team

We suggest that the following people be involved in any plans to create or redesign a web site. A single individual may have more than one role.

Agency Director, manager, or department head – This individual is the largest stakeholder and is required to sign a time and materials contract before development begins. Depending on the scope of the project, approval at milestones may also be required.

Project Leader – The Project Leader coordinates the agency's work on the project. S/he monitors progress, assists in setting up meetings and acts as the key contact for Utah Interactive. S/he must have the ability to make decisions or the ability to get the answers needed. The Project Leader ensures that the agency's tasks are being completed in a timely manner and has the ability to allocate or obtain agency resources for the project.

Webmaster – This individual will maintain the site once it has been launched and therefore needs to understand the mission of the website, how it was created, and how to make modifications in the future.

Public Relations, Communications, or Marketing Staff - Ultimately, the web is a communication tool, and the most important aspect of your Web site will be the content. If you have PR, communications or marketing staff, these individuals should be involved in the website. They can ensure that the branding and messages conveyed on the website are consistent with other communications by your agency. They may also have an understanding of your audience groups, and may be essential in writing, editing, or managing site content.

Customer Relations or Consumer Affairs Staff - The customer relations staff in your agency may provide helpful input during the project. They are on the "front lines" of your agency, often having the most direct interaction with your customers. Their input is critical in developing FAQs, and other content to address the key needs of your customers. They may have insight into your customer population that can be helpful during the site architecture phase. Also, they can help drive adoption to your new website by making counter and phone customers aware that information is now available online.

Content Area Experts - These are the individuals with expertise about the specific content areas that will be covered on the website.

Assessment Questionnaire

Contact Information

Your Local Government Entity:

Address:

City:

Zip:

Phone:

Fax:

Email:

Project Team

Agency Director

Main Stakeholder for project

Title:

Phone:

Email:

Project Leader:

Oversees project development

Title/Role:

Phone:

Email:

Webmaster:

Title/Role:

Phone:

Email:

PR/Communications/Marketing:

Title/Role:

Phone:

Email:

Customer Relations/Support:

Title/Role:

Phone:

Email:

Content Specialist

Title/Role:

Phone:

Email:

Team Member – one

Title/Role:

Phone:

Email:

Team Member - two

Title/Role:

Phone:

Email:

Team Member - three

Title/Role:

Phone:

Email:

General Questions

The naming convention for your website is as follows:

1. Will your domain require a new sub-domain? _____ .utah.gov

Who will be responsible for reserving this domain with DTS?

2. Desired site launch date: _____

If there is a specific deadline, please explain what is driving it:

3. How do you plan to promote your site?

4. How will you measure success? What is the desired outcome for the project?

Example:

Primary Goal: Reduce cost of printing/mailing

Measured by: budget

Primary Goal: _____

Measured by: _____

Secondary Goal: _____

Measured by: _____

Tertiary Goal: _____

Measured by: _____

5. Other goals for the site:

6. What are the most visited pages of your site?

7. Determining Audience & Goals

What is the purpose of this site? (Check all that apply)

- Promote services or products
- Customer service
- Provide information
- Establish or improve web presence/city or county image
- Provide a community service
- Entertainment
- Educate visitors

Other _____

8. Characterize your website's audience. What specific groups do you expect to visit your site and what are they looking for? (For example, city or county employees, bankers, hunters, fishermen, parents, students, tourists, etc...)

Citizens: _____

Goals/Needs: _____

Businesses: _____

Goals/Needs: _____

Visitors: _____

Goals/Needs: _____

9. What are the most frequent questions and requests received by your agency?

10. What is the overall message you would like the site to convey to its visitors?

Web site Content

Will the Web site be using existing content or will new content be generated?

What are some of the major categories and topics you would like to include on your site?

What content items/links would you like to have included on the site's front page?

Below are some content types you may want to consider as you plan your new site.

- History
- Contact information/list
- Items for sale
- Visitor feedback form
- FAQ
- Downloadable forms
- HTML forms sent to email or text file
- Links to other Web sites
- Survey
- Reports or manuals
- Laws or rules
- Calendar of events/deadlines
- Consumer information/tips
- Map or directions
- Mission statement
- What's new
- Press releases
- Publications

11. Will Utah Interactive be placing the content for you in the initial design? Yes No

Look and Feel

12. Do you have a logo that you would like used? Yes No

Who will be responsible for delivering a clean electronic version to UI?

13. Do you have any specific photos or images you would like used? Yes No

Who will be responsible for delivering photos to UI?

If yes, please describe / list:

13. Describe any visual elements or styles that can or must be utilized on your Web site from existing brochures, publications or marketing materials:

Other Information

Please ask us if you are interested in additional information about:

Application development
Custom Web programming
Accessibility

Please contact Utah Interactive so we can get started on your new Web site.

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We look forward to working with you.