CLIKFOCUS

GETTING STARTED REDESIGNING YOUR WEBSITE

BUILD SMART
BUILD STRONG
BUILD BEAUTIFUL
BUILD EFFICIENT
BUILD FOCUS

CONTENTS

HOW TO USE THIS CHECKLIST

This is design as an interactive checklist. This can be used a tool to hold your first team meeting with the key stakeholder of your organization to get buy-in on your project. Feel free to make copies and hand them out to your team as a group activity or fill out your answers and bring them to a meeting.

If you have any feedback at all, good or bad, definitely let us know! You can email us at feedback@clikfocus.com.

STEP 1: ESTABLISH YOUR GOALS FOR THE WEBSITE

A good place to start is with what do we want out of the website. Traditionaly each stakeholder will have a different opinions. The best way to handle this meeting to pick the top 3 goals and focus on those.

Goals 1

_____

Goal 2

_____

Goal 3

_____

Setting the goals helps you refer back to them for every decision during the course of the project. Every decision should relate to a business goal.

To figure out what your goals are, choose one of the options below or fill in the answer if it isn't listed:

▶ Do you need online product sales?

▶ Do you need leads for your sales team?

▶ Do you need user sign-ups for a newsletter?

▶ Maybe you need more user subscriptions?

STEP 2: DEFINE SUCCESS CRITERIA

Since you know your business goals, you can figure out what success would look like for a project. This creates measurable objectives for your team to know if a project delivered a good return on investment. It is a good idea to limit the project to one or two goals at most.

This also helps to priortize what is most important to get done now and what can wait.

Goal 1:

Goal 2:

STEP 3: UNDERSTAND YOUR TARGET AUDIENCE

Once you understand what your goals are, you need to understand how to communicate them to your users according to what their goals are. By defining the general user groups that are on your site at any given moment, you can start working through user journeys to tailor the site to their needs.

Start by discussing and listing your user groups:

Once you have your main user groups (your development team can help flesh them out later), you can work through some general user stories.

▶ How will an anonymous user go through your site?

▶ How will a logged-in user utilize the site?

▶ What will your administrative users need quick access to when logged in?

STEP 4: TALK TO KEY STAKEHOLDERS

With your goals and top priorities, you can build your team. The people on your team should represent the key stakeholders for each area of the project.

Team Members And Roles:

These are some typical stakeholders for a website redesign:

▶ **Website administrator** - someone who will be working on the site and managing the content will help to drive the backend user experience design and content strategy.

▶ **Marketing/Branding expert** - be able to drive the messaging and design aspects so they align with the company's marketing strategy.

▶ **IT director/manager** - able to implement new technology into the company and give access to the proper backend systems.

The stakeholders can provide valuable feedback during each area of the project and help guide it so that it achieves your business goals. It's not just about handing off a list of requirements and hearing back in three months. A good website requires active discussion and collaboration:

▶ Be able to discuss project requirements to fully understand the problem to be solved
▶ Collaboration helps everyone to dive in and get involved

STEP 5: OUTLINE EXPECTATIONS FOR DEVELOPMENT TEAM

Now that you have your goals and your team, the next step is to find developers. By spending time outlining how the communication works during the project, the majority of headaches disappear and you can find the right team to help you out.

Here are some questions to start with and once you have the answers, check off the boxes:

► **How much time do they spend on discovery?**
  • This phase typically starts at 80 hours, and involves learning everything about the project so that the solution really matches the problem and you solve it the first time.

► **What information do you need to provide during each phase of the project?**
  • Each phase should involve some level of discussion and feedback to ensure questions and concerns are addressed and everyone stays on the same page.

► **How do you communicate bug reports, scope changes, timeline changes, or features questions?**
  • If they use project management software or have another formal system that helps you to stay in touch easily, that is a good sign. If not, then how can you easily reach them?

► **How long does it take to adapt to the project management system to log issues or changes?**
  • Learn how to easily use the software so you don't spend half your time ramping up only to be almost done with the project.

► **Who is your point of contact?**
  • Know who the main person is, such as a project manager so you can bring issues easily to them and get them resolved quickly.

► **Can you talk directly with the developers if necessary?**
  • Sometimes you need to consult directly on a technical detail and being able to share screenshots quickly comes in handy.

► **Who do you call in case of an emergency like the site going down?**
  • Having quick access to a developer for problems sets you at ease and decreases downtime for a business.

Look for developers with a passion for what they do and who they do it for. Lots of developers can code, but fewer have a passion for helping people solve the tough problems.

STEP 6: PREPARE FOR MAINTENANCE

Maintenance should get as much attention and time as development and planning because a site needs regular updates and tweaks to adapt to its users. People often don't consider what training has to happen or what a website needs to keep working.

Website Maintenance and Support

This ranges from active development of features to security updates and bug fixes.

- ► Are you going to work with the same team for maintenance?

- ► Do you need to find a new maintenance team?

All websites need improvements over time so make sure to plan for them so you don't need another redesign in two years.

In Review

- ► Establish Your Goals for the Website
- ► Define Success Criteria
- ► Understand Your Target Audience
- ► Talk to Key Stakeholders
- ► Outline Expectations for the Development Team
- ► Prepare for maintenance

Every piece is crucial and following the prescribed order will help ensure all of your ducks are in a row so the project goes off without a hitch.

I hope you liked this guide and make sure to send your feedback to feedback@clikfocus.com