MANIFEST

MAKING THE MOST OF DIGITAL
TRANSITIONING FROM PRINT TO WEB

A PRESENTATION TO THE FEDERAL RESERVE SYSTEM 2011 EDITORS AND DESIGNERS CONFERENCE

YOUR PRESENTERS

Laura Blaydon

laura.blaydon@manifestdigital.com

- Senior Content Strategist at Manifest Digital
- 12+ years in digital media
- Focus on content management, strategy and communications
- Began career in print journalism

Tanarra Schneider

tanarra.schneider@manifestdigital.com
@saltysweetgirl

- Sr. UX Designer at Manifest Digital
- 14 years of bridging the gap between technology and people
- Passion for sustainable design and great food

Brandy Taylor

brandy.taylor@manifestdigital.com

- Associate Creative Director at Manifest Digital
- 13 years of learning, creating, and executing Visual Communication Design in print and digital form
- Advocate for visual literacy

COMMON CONCERNS

Web editors and designers are bound to encounter some challenges in the course of their work. We'll suggest ways to turn these potential obstacles into opportunities.

1. We're low on time, money and resources. What improvements can I make?

2. I'm worried users will miss information – do we need to capture every data point and detail on one screen?

3. How can I influence information "findability" on the site?

4. Web design feels more complex than print design, and I feel overwhelmed. Where do I start?

OK, NOW YOU…

Takeaway?

Biggest Challenge?

Mobile Devices?

WEB VS. PRINT – THE PRIZE FIGHT

PRINT VERSUS WEB: CONTENT CONSIDERATIONS

While there's still a place for print, digital media has begun to either replace or complement more traditional media in many organizations.

PRINT

› Static; difficult to update

› Created and distributed one time

› Typically, created as a single version

› May use longer-form page layouts; often text-heavy

› Requires manual process for content reuse

WEB

› Dynamic (ideally); easy to update

› Created, recreated and consumed in a continuous cycle

› May be created to suit different audiences

› Calls for less text and may require more sidebars/ additional resources

› Allows for easier reuse of content in an automated fashion

PRINT VERSUS WEB: USER EXPERIENCE CONSIDERATIONS

We used to communicate all of the important "stuff" through other means – we printed or we told – but now, it's a conversation.

PRINT

> Needs to be readable, but the expectations are that **time is required** to "experience it"

> Print doesn't change or evolve and is **permanent** in its state

> Measurable activity may end at point of purchase or print

WEB

> We are responsible to **know our audience** and **understand their expectations** of us

> To be successful, we must **speak and** we must **listen**

> We need **clearly defined goals** for the information we share

> We must **meet people where they are** to get them where we want them to be

PRINT VERSUS WEB: DESIGN CONSIDERATIONS

Web designers have moved from static to interactive platforms …and open a world of new opportunities to elevate the visual experience.

PRINT

› Masthead (legacy)

› Sequential ordering of pages (ads/articles)

› Graphics used to enhance or illustrate a story

› Viewable in only one format

› Tangible/tactile

WEB

› Graphic considerations

› Global navigation

› Breadcrumbs and visual cues to provide context

› Viewable in multiple formats

› Animation used to elevate the creative experience

GETTING FROM P TO W

THE DESIGN PROCESS: THE FIVE D'S

We'll talk a bit about the process each of us uses during discovery, the initial, investigative phase of a project that involves learning about business and user needs while formulating ideas on how to execute the product vision.

We are here

Discover → Define → Design → Develop → Deploy
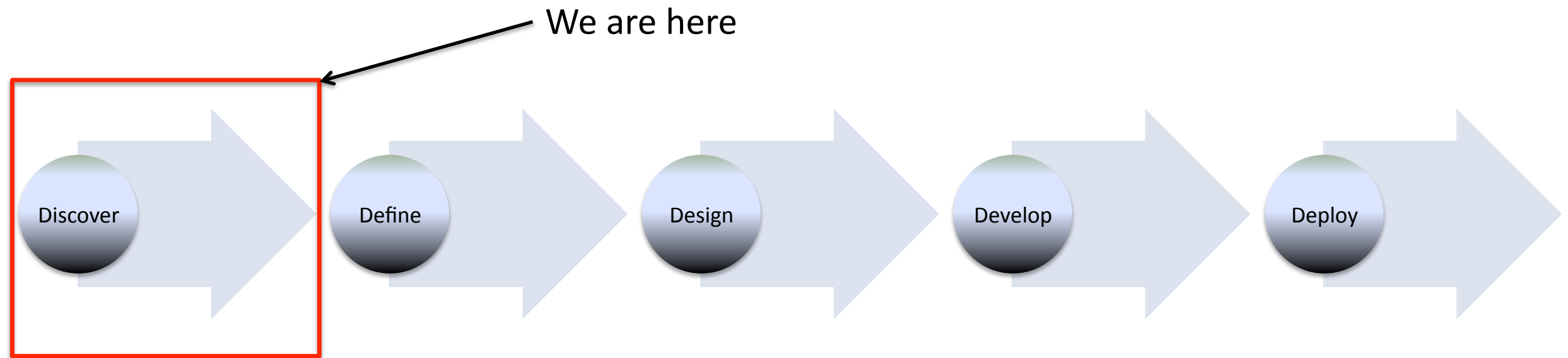
DISCOVERY: CONTENT

Below are some key activities that can help you take a closer look at your content.

1. Define content goals/objectives - tied to revenue generation/site adoption, brand awareness, calls to action, etc.

2. Conduct a content inventory and publishing process audit (may include offline content that needs to be brought online)

3. Perform a detailed assessment of current content and process (may include a content author and content management system evaluation)

4. Interview stakeholders and audience members (in conjunction with user experience)

5. Identify pain points/gaps in the current experience and publishing process

6. Prioritize recommendations for improvements

DISCOVERY: USER EXPERIENCE

Even the act of transitioning a single document to the web benefits from a little UX discovery.

1. Who is your audience for this content?

2. What is your goal for putting this online? What is the audience's goal/expectation?

3. Where will this content live on your current site, and are there special requirements or constraints for that area/site/application?

4. How can you present this same content in a different form? *(grab a Sharpie and* sketch*!)*

DISCOVERY: DESIGN

Before jumping into your design masterpiece, make a plan.

1. Preparing for Design

   › What are the global elements and what visually

     ties them together?

   › What is the visual tone of the site? Brand?

2. Take Inventory of Tools Available

   › Site references

   › Gather ALL assets available at the time; take

     inventory of assets to come

3. Plan Your Visual Hierarchy
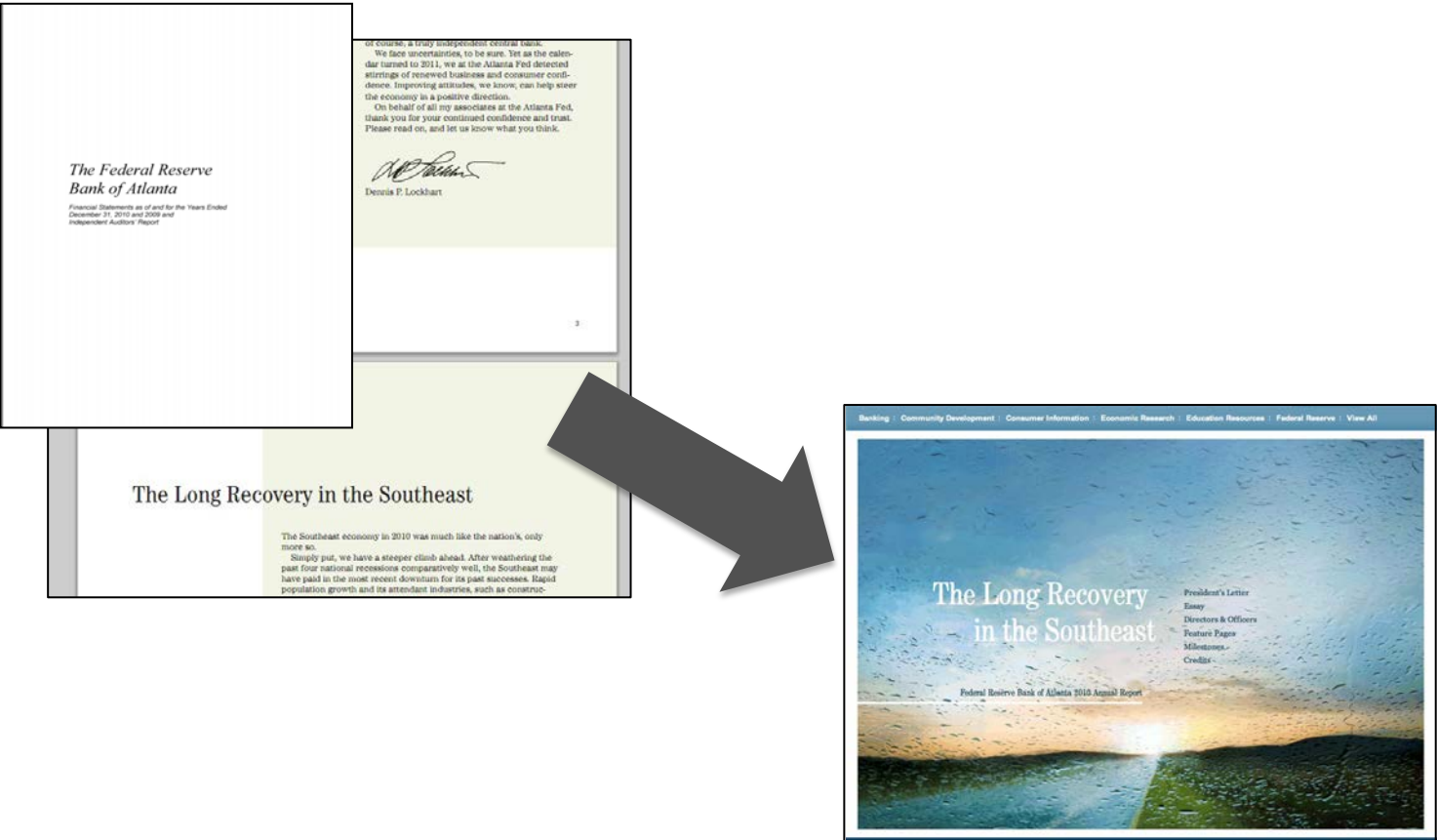
SKETCH, SKETCH, SKETCH!

www.hungeractionmonth.org

BEG, BORROW, STEAL

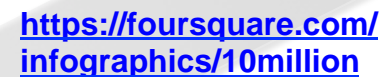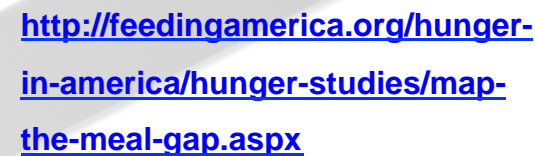# TAKING THE ANNUAL REPORT FROM PRINT TO WEB

To illustrate the wide range of opportunities that exist in terms of web presentation of digital information, we chose to use the annual report as an example of a traditionally text-heavy, long document that can be challenging to repurpose effectively in the digital medium.

Atlanta:
http://www.frbatlanta.org/pubs/annualreport/10ar/

Chicago:
http://www.chicagofed.org/webpages/publications/annual_report/2010_annual_report.cfm

TAKING INSPIRATION FROM OTHERS

Following the arrow represents a progression from low- to high-fidelity design principles and concepts which can be applied to economic data and other designs.

http:// visualization.geblogs.com/ visualization/network/

http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx

https://foursquare.com/ infographics/10million

http://www.chartle.net/gallery

MINIMAL INVESTMENT – MAXIMUM FINDABILITY

Amazon.com uses PDF documents exclusively for its annual report information, making virtually no investment in "webifying" documents for online consumption.

Example: Amazon.com

› Annual report site includes PDFs of the current-year and prior-year reports, as well as proxy statements and shareholder letters

› PDFs include bookmarks for ease of navigation but are otherwise identical to the print document

› Level of effort: **LOW**

http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-reportsannual

# BITE-SIZED DATA CONSUMPTION, IMPROVED READABILITY

Sainsbury's created a digital corporate reporting site, lifting graphics directly from the print edition and condensing content into easily digestible pieces, ensuring the user is not overloaded.

» Example: Sainsbury's

› Reuse of effective graphics

› Great use of visual hierarchy - key information easily viewed –

focus on business model

› Incorporates videos/multimedia pieces to get a lot of information

across in a simple, engaging format

› Print version offers detailed information

› Level of effort: **MEDIUM**

http://www.jsainsburys.co.uk/ar11/businessmodel/
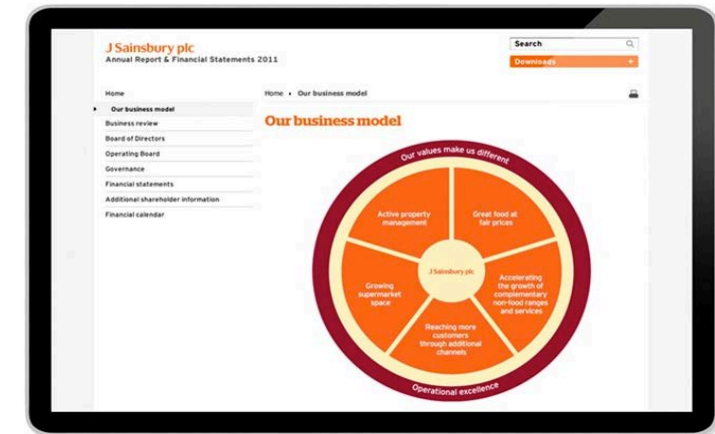
THE ULTIMATE ANNUAL REPORT MICROSITE

General Electric created a standalone web site for its annual report, featuring a highly designed experience that is fully distinguished from the print version report.

General Electric

> Site developed to showcase annual report content in an interactive model

> Significant departure from print-version document

> Features include a home page video, rotating images, and extensive interactive elements

> Level of effort: **HIGH**

http://www.ge.com/ar2010/index.html
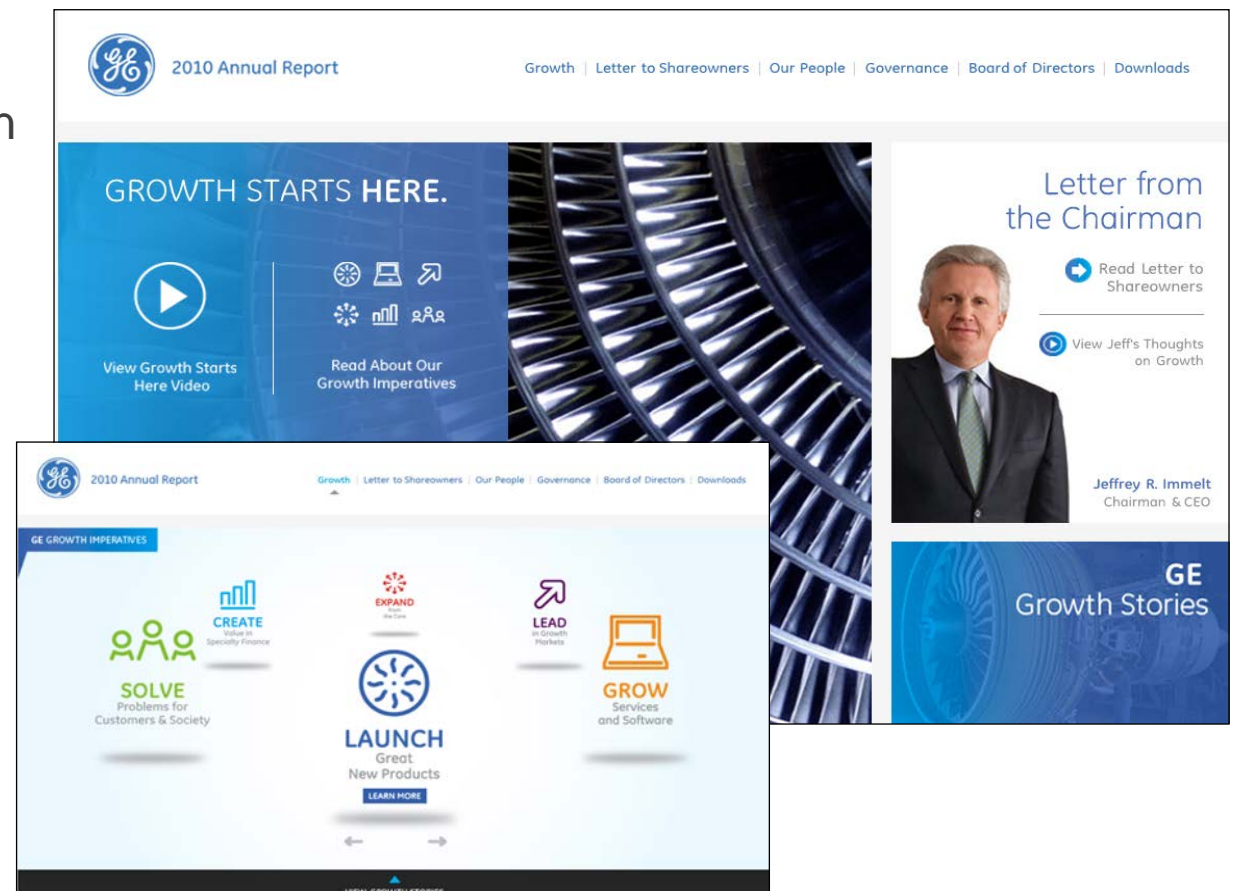
A FULLY IMMERSIVE EXPERIENCE

GlaxoSmithKline has used a digital format for the past two years called "The World of GSK." Here, users can see the company in action through case studies, films, interviews, facts and an introduction by the CEO.

>> **Example: GlaxoSmithKline**

› Experiential microsite effectively communicates strategy in an engaging and interactive format

› Also used as a tool for onboarding new employees

› Format is scalable

› Site is supplemented by a print version, but digital formal gives user the full story in a brief format

› Level of effort: **HIGH**

http://www.gsk.com/world-of-gsk-2010/#/world

CREATING CONTENT FOR MULTIPLE PLATFORMS

When designing for multi-device support, or even for just a single mobile device, there are several things to consider.

› Consumers are more apt to use a mobile website than an app to get day-to-day information, like news

› Consider users' level of investment in the product when determining whether to build a site or an app

› Reduce content volume overall to avoid distracting users and cluttering the screen

› Limit graphics to only those needed to enhance content

› Focus on buttons and backgrounds as designed elements

"Look for ways to simplify both the design and functionality of your site. This might mean redoing your menus, eliminating images, breaking up text over multiple pages, or otherwise re-working your site's layout and functionality."

http://www.noupe.com/how-tos/mobile-web-design-tips-and-best-practices.html

Top Smartphone Platforms
3 Month Avg. Ending Jan. 2011 vs. 3 Month Avg. Ending Oct. 2010
Total U.S. Smartphone Subscribers Ages 13+
Source: comScore MobiLens

	Share (%) of Smartphone Subscribers		
	Oct-10	Jan-11	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	23.5%	31.2%	7.7
RIM	35.8%	30.4%	-5.4
Apple	24.6%	24.7%	0.1
Microsoft	9.7%	8.0%	-1.7
Palm	3.9%	3.2%	-0.7

THROWDOWN!

WHEN IT'S TIME TO TAKE IT TO THE NEXT LEVEL…
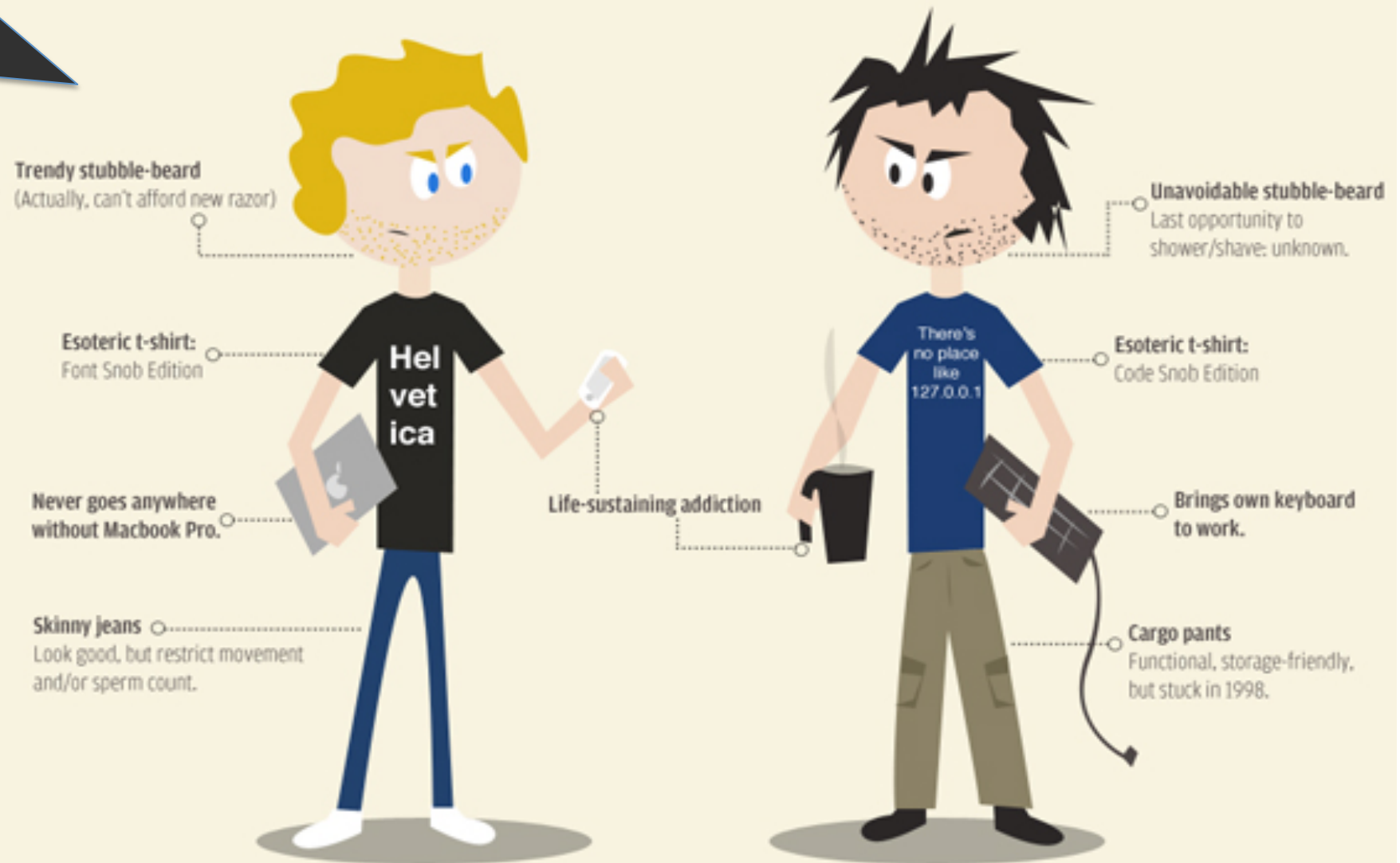
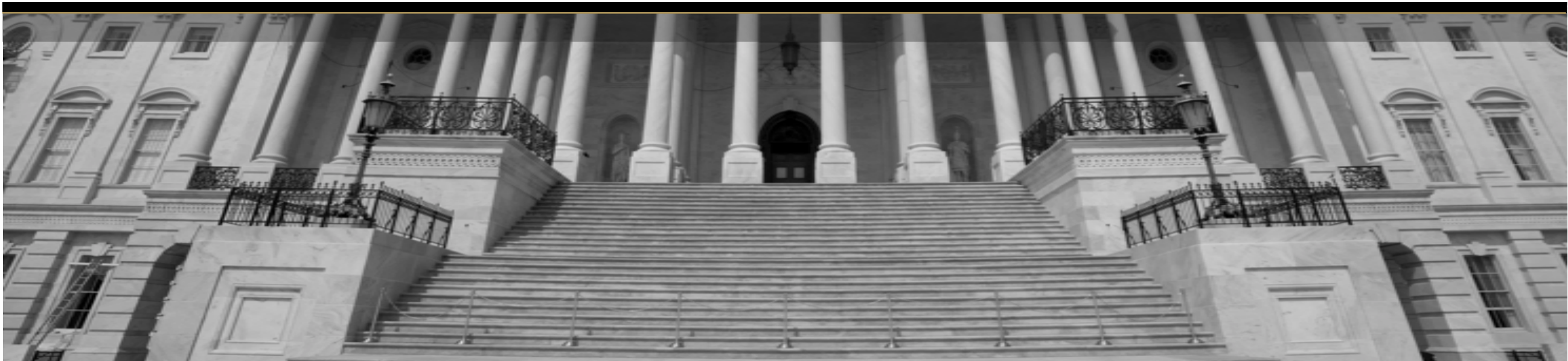# A HEALTHY RELATIONSHIP WITH TECHNOLOGY PARTNERS

Designers and developers can be friends. Learning and respecting each others' domains creates mutual respect and sets the stage for achieve the best deliverable possible.

› Agree on goals and priorities

› Identify mutual pain points

› Ask about technical limitations before starting design

› Respectfully challenge the statement "No, that cannot be done"

› Look for ways to modify design to accommodate technological limitations

› Be an advocate for the best possible user experience / content / design

GRAPHICS HTML MYSQL
DESIGN CSS PHP
LAYOUT JS ASP
COLOR AJAX RUBY

WEB DESIGN / WEB DEVELOPMENT
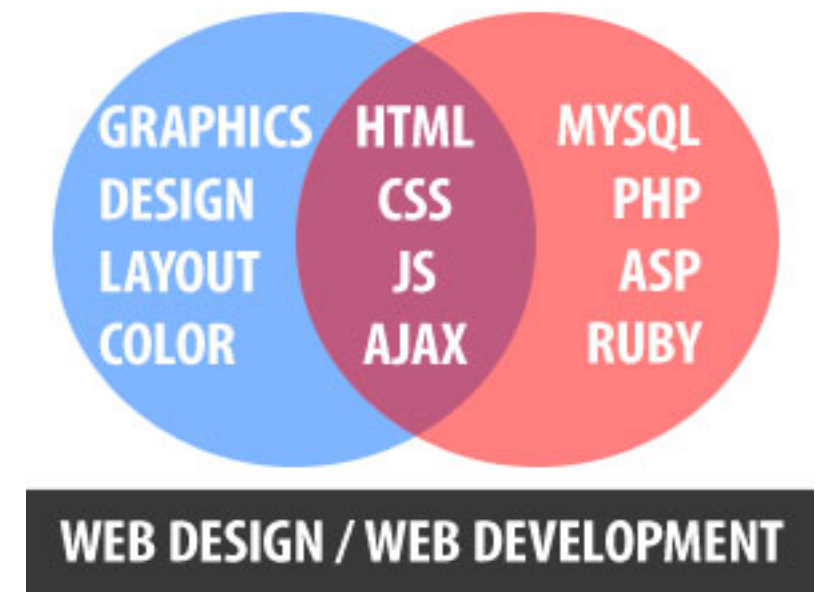
NEXT STEPS

SOME THINGS YOU CAN DO TOMORROW!

The following "quick-hit" takeaways represent immediate steps you can take to begin improving your site's content, visual design and overall experience design.

› Sketch three alternative ways to present a piece of data-rich, text-heavy content

› Regularly review other sites for ideas that might be transferrable to your own

› Use your site metrics to set goals, benchmark and prioritize improvements

› Join online communities to learn more about what others are doing

› Begin thinking how some of your most successful print graphics can translate to the interactive space

› Ask a developer how to include simple animations to enhance graphics

CONTENT RESOURCES

⟫→ **Books**

› Content Strategy for the Web by Kristina Halvorson

› Elements of Content Strategy by Erin Kissane

› The Content Management Bible by Bob Boiko

⟫→ **Sites**

› A List Apart http://www.alistapart.com/topics/content/content-strategy/

› The Content Wrangler: http://thecontentwrangler.com/

› Gerry McGovern: http://www.gerrymcgovern.com/

EVENTS
› **IA Summit**
› **ConFab**
› **STC Summit**

USER EXPERIENCE RESOURCES

≫ Books

› Don't Make Me Think by Steve Krug

› Pervasive Information Architecture by Andrea Resmini

› 100 Things Every Designer Needs to Know About People by Susan Weinschenk

≫ Sites

› UX Patterns: http://www.welie.com/patterns/

› Luke Wroblewski http://www.lukew.com/

› Eager Eyes: http://eagereyes.org/

› Cool Infographics: http://www.coolinfographics.com/

› Adaptive Path Blog: http://adaptivepath.com/ideas

› Boxes & Arrows: http://boxesandarrows.com/

EVENTS

› **Interaction 12**
› **Adaptive Path Events**
› **Local IXDA Chapters**

DESIGN RESOURCES

»→ Resources

› Simple ways to create interactive Charts/Graphics: http://www.chartle.net/gallery

› GE Data Visualization (great infographics):

http://visualization.geblogs.com/visualization/cancerconversation/

Web Standards: http://www.w3.org/

› Flash Web Awards: http://thefwa.com/

› Awwwards: http://www.awwwards.com/

»→ Sites

› Smashing Magazine: http://www.smashingmagazine.com/

› CSS Tricks: csstricks.com

› Web Designer Depot: http://www.webdesignerdepot.com/

EVENTS

› **HOW Interactive Conference**

Thank you!

QUESTIONS?