

Efficient workflow for design and development projects

Justin Toupin

CEO & Creative Director, Aten Design Group

Twitter: @justin2pin

Drupal: justin2pin

Blog: atendesigngroup.com/blog/author/justin

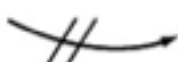
**We're going to talk
about process. A lot.**

Why Process Matters

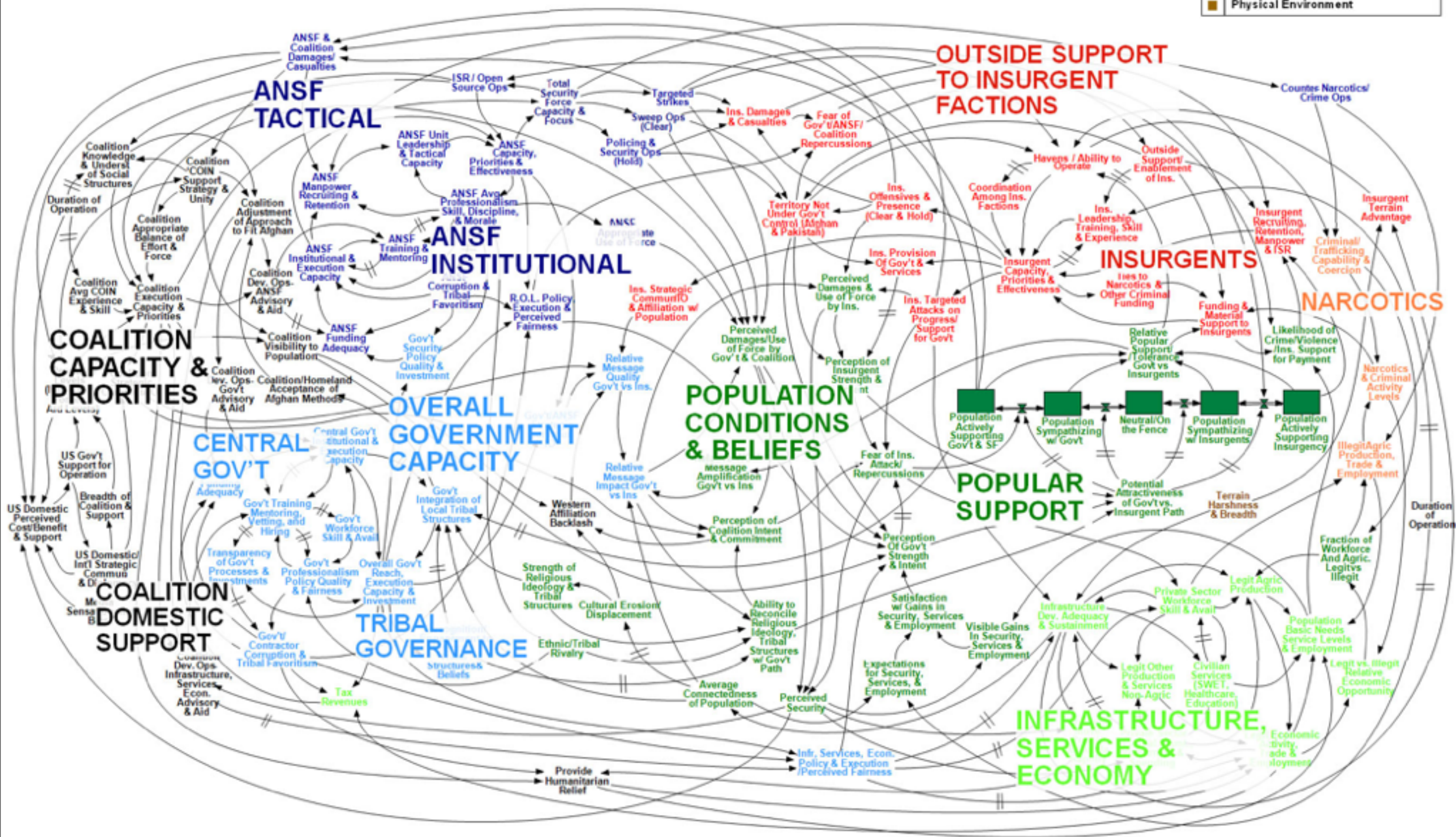
- Consistent results require an effective, repeatable process.
- Process helps manage expectations.
- Process creates efficiency

Not understanding the
process makes it difficult
to *finish projects*.

Afghanistan Stability / COIN Dynamics

 = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

“ When we understand that slide, we'll have won the war ”

- US General Stanley McChrystal

Defining The Process

- Iterative
- Collaborative
- Three Distinct Phases
 - Discovery
 - Design
 - Implementation

Iteration

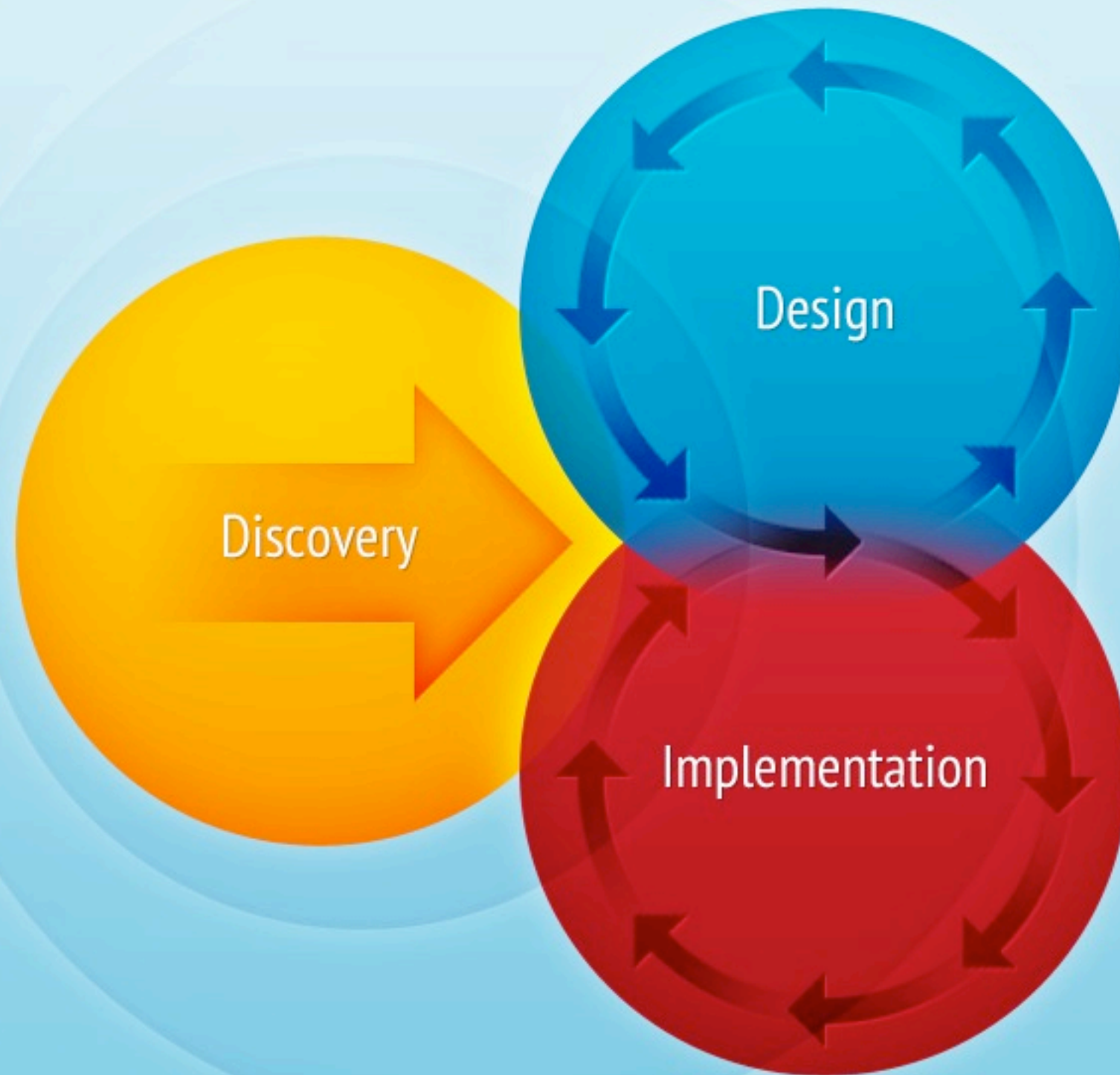
“ A complex system that works is invariably found to have evolved from a simple system that worked. ... A complex system designed from scratch never works and cannot be made to work.

You have to start over, beginning with a working simple system.”

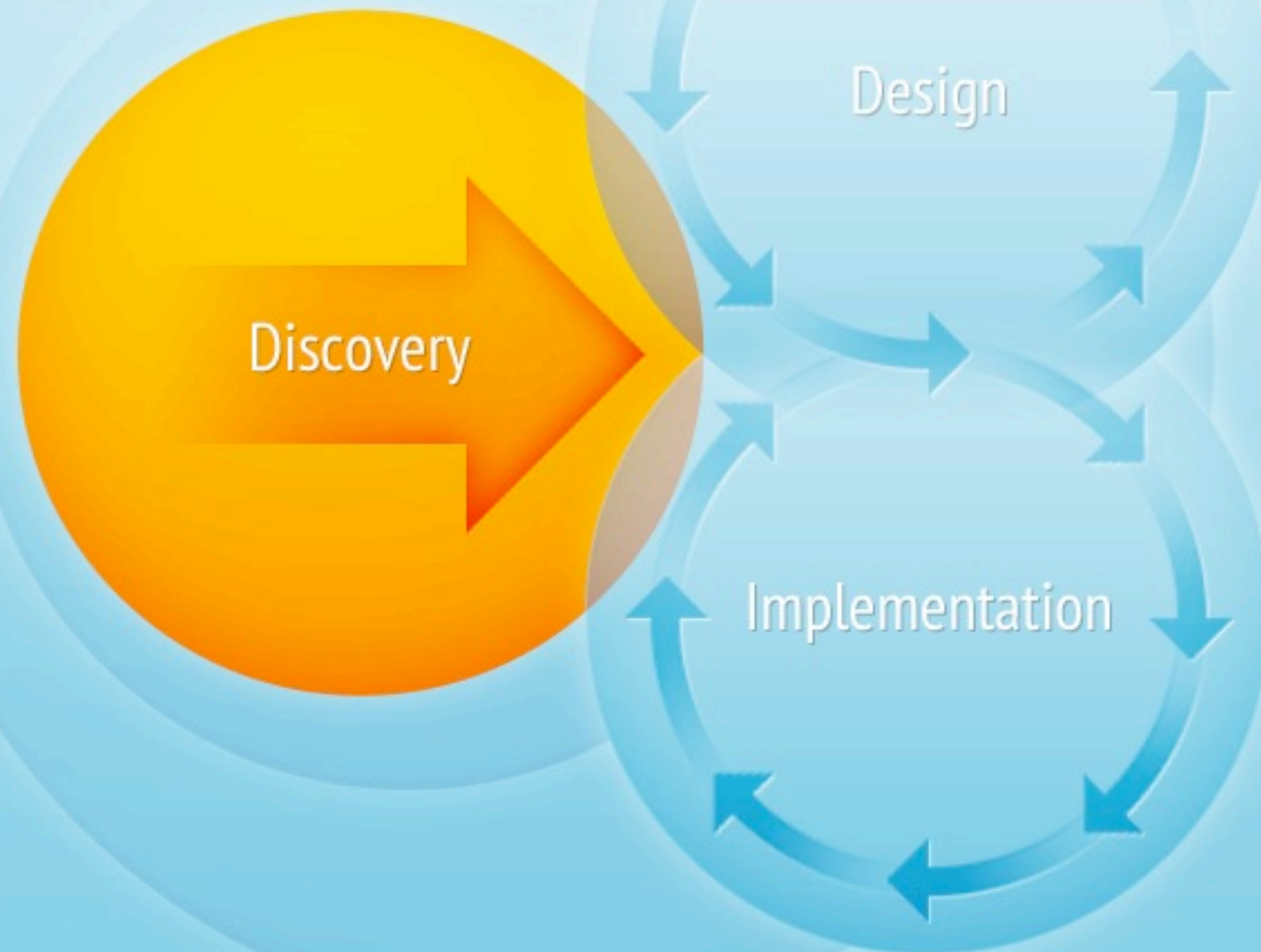
-John Gall (Gall's Law)

Collaboration

Project Phases



Discovery



Discovery is where we
find out what clients
really need.

Discovery Objectives

- Establish Goals
- Define Audience
- Assess Content
- Create Structure
- Plan for Implementation

**Discovery is
challenging.**

**Early discovery is a lot
like a first date.**



**Concepts and deliverables
are abstract.**

Always use a contract.



aten
design group

PHONE: (303) 831-7068 FAX: (360) 234-5761

1629 Downing Street, Denver, CO 80218

WEBSITE DEVELOPMENT AGREEMENT

**Stakeholders have
different interests and concerns.**

Client Surveys



PHONE: (303) 831-7068 FAX: (360) 234-5761
1629 Downing Street, Denver, CO 80128

Client Survey

The following questions are intended to serve as a guide for initial Discovery meetings. For many of these, we likely already know (or think we know) the answers; none-the-less, these questions will serve as a platform for building consensus and growing our understanding for the goals of the project.

Please circulate this survey to all project stakeholders.

PERSONAL INFORMATION

1. What is your name?
2. What is your role in your organization?
3. What is your primary concern, as it relates to what you do specifically, regarding this project?
Other concerns / interests?

Joel Steidl

Senior Designer

Twitter: @joelsteidl

Drupal: joelsteidl

Blog: atendesigngroup.com/blog/author/joel

Information Architecture

Discovery Objectives & Deliverables

- Establish Goals
- Define Audience
- Assess Content
- Create Structure
- Plan for Implementation
- *Creative Brief*
- *Audience Statement*
- *Content List*
- *Sitemap*
- *Requirements Documents*

Creative Brief

Establish Goals

Audience Statement

Define Audience

Content List

Assess the Content

Content List

Content Document

From: Joel Steidl

Date: Fri, 11 Dec 2009 at 4:54pm



The following is a flattened version of your current sitemap just to see all available content on the site. If we've left anything out, please let us know. After everyone is sure we haven't left anything out, we'll start creation of a new sitemap.

Content that will be Edited primarily by NASW staff

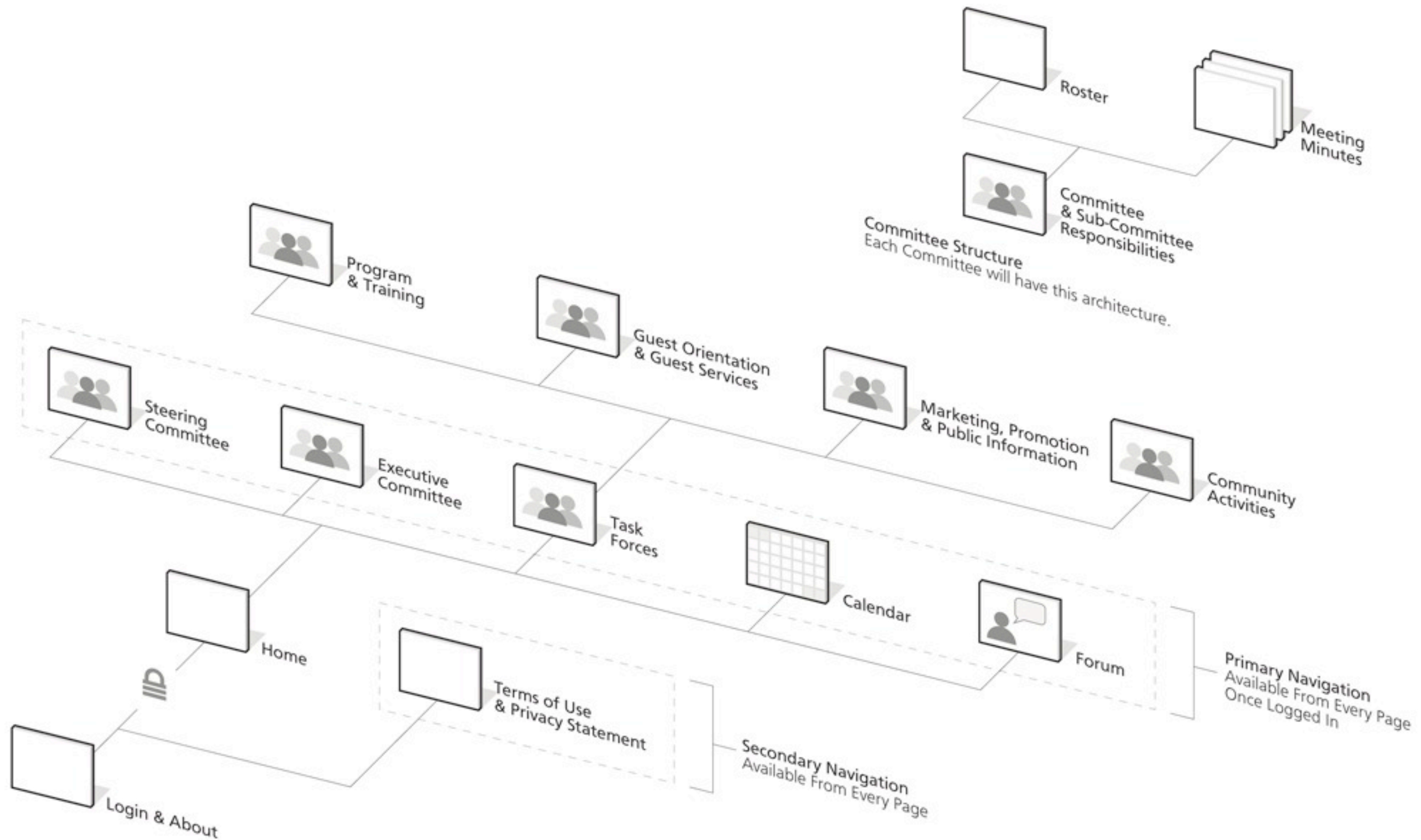
- Constitution - Text
- Code of ethics - Text
- Board and staff - Name, Bio, Email, Photo (any social network links?)
- Committees - Text (does this list need to be dynamic at all, or will the names just get changed in the copy?)
- Contact NASW - Text (besides the contact information, is there a want or need for a contact form)
- Benefits of membership - Text
- Application (PDF) - Will a pdf still exist, or do you plan for this entire process to happen online?
- Dues and renewals - Text (Will this be replaced by the automated renewals?)
- ScienceWriters sample issue - Text & PDF (Will this change often?)
- Advertise in our magazine - PDF (What are the plans for the new site?)
- Place a jobs ad - Text, Option to Buy (current setup will be replaced with automated setup...online form)

■ Rent our mailing list - Text, Option to Buy (current setup will be replaced with automated)

Sitemap

Create Structure

Site Map, Circa 2004



Site Map, Circa 2006



Zimmerman Marine: Interactive Content Site Map

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Home

Current Issue

 Chapter 1

 Chapter 2

 ...

 Post A Question

Archives

 Past Issue 1

 Past Issue 2

 ...

 Subscribe

 Login

 Request A Topic

Site Map, A Few Weeks Ago

Global Navigation

Very important navigation, but not the main focus. Appears on every page.

- **Login**
 - Once Logged in, Login will change to View Profile / Edit Profile
- **Become a Member** (includes member benefits, sample issue, etc... all on one page)
 - Large callout to Membership Form
- **Search**
 - Site Search
 - Find a Writer (allow for equal prominence between finding a writer & searching the site...both search functions)
- **Find/Post Jobs**
 - Listing
 - Post a Job (ability for a job poster to edit/delete current postings)
- **Advertise**
 - Rent our mailing list
 - Advertise in our magazine

Member Navigation

Once a user is logged in, they will be presented with more navigation options. We'll keep these options prominent and separate from the site navigation.

- Show how long the logged member's membership is valid for.
- **My Profile** (user will have ability to edit profile from here)
 - Connections (ability to "follow" other users)
 - Groups
 - Add/Edit Content (new posts, tweets, links, etc...)
 - Dues History & When Next Payment is Due
 - External Content (add RSS Feeds, Twitter Feeds to profile)
 - Email Alias Settings
 - Privacy Settings
 - Change Password
- **Member Activity** (shows all member posts in descending order)

Simple Deliverables are Good

- Focus on Content, not Format
- Provide Flexibility
- Encourage Change

Content Maps

Create Structure

Old School - Wireframes

POYNTER NEWSU LOGO

STORE

SUPPORT

CONTACT

SEARCH:

GO

TRAINING

BLOGS & ARTICLES

ABOUT

Training

FIND A COURSE:

GO

Highlighted Courses

This area will feature highlighted courses from the Training section of the site.

Suggested Courses

This area will list courses that have been suggested for the user based on their viewing preferences.

Browse by Category

Browse by Role

Browse by Type

Popular Courses

This area will list popular courses.

Additional Browsing Options

Upcoming

This area will feature a calendar

Browse by Price

New School - Content Maps

[Mail](#)
[Calendar](#)
[Documents](#)
[Sites](#)
[Groups](#)
[more](#)

[justin@atendesigngroup.com](#)
[Settings](#)
[Sign out](#)

Google docs
RHoK Content Map
Private to me + 6 more

Saved 4 minutes ago
Saved
Discussions
Share

File
Edit
View
Insert
Format
Tools
Table
Help

Heading 3
Arial
14pt
B
I
U
Text color
Background color
Link
Image
Table
List
Indent
Outdent

1
2
3
4
5
6
7

Content Map: Home Page

4/4/2011

The following list represents content to be included on the Home Page of [RHoK.org](#). Items are listed in order of priority, with highest priority given to item 1, 2nd highest to item 2, etc.. This list will be used a guide in the design process for creating an effective layout and design system.

- Get Involved

Communicate momentum and urgency with this section.

 - [Flickr](#) images showing [Hackathons](#), diversity
 - Attend an Event / Host an Event
 - Define a Problem / Find a Problem
 - Define a Solution / Find a Solution
- [RHoK Definition](#) - Description with Read More link, links to About [RHoK](#)
- Blogs and Media
 - Blog
 - Title
 - Date
 - Author, may be simply "[RHoK](#)" for "official" [RHoK bloggers](#)
 - Teaser with "Read More" link
 - [Category / Tag](#)
 - Possibly photo / video
 - Related event, if applicable
 - Related problem, if applicable
 - Related solution, if applicable
 - Needs ability to designate post as "Sticky", so it stays at the top of list.
 - Media Mentions

elizabeth.sabet
11:46 AM Apr 5, 2011

Perhaps this should be put at higher priority, after the Get Involved content.

justin
2:59 PM Apr 5, 2011

That makes sense. One thought about this kind of copy is that after you've read it (and understood it) once, it is no longer relevant. That said, I think it needs to be prominent and clear in the design. I'll move it. Thanks!

Requirements Document

Plan for Implementation

**Now, on to the
fun stuff.**

Ken Woodworth

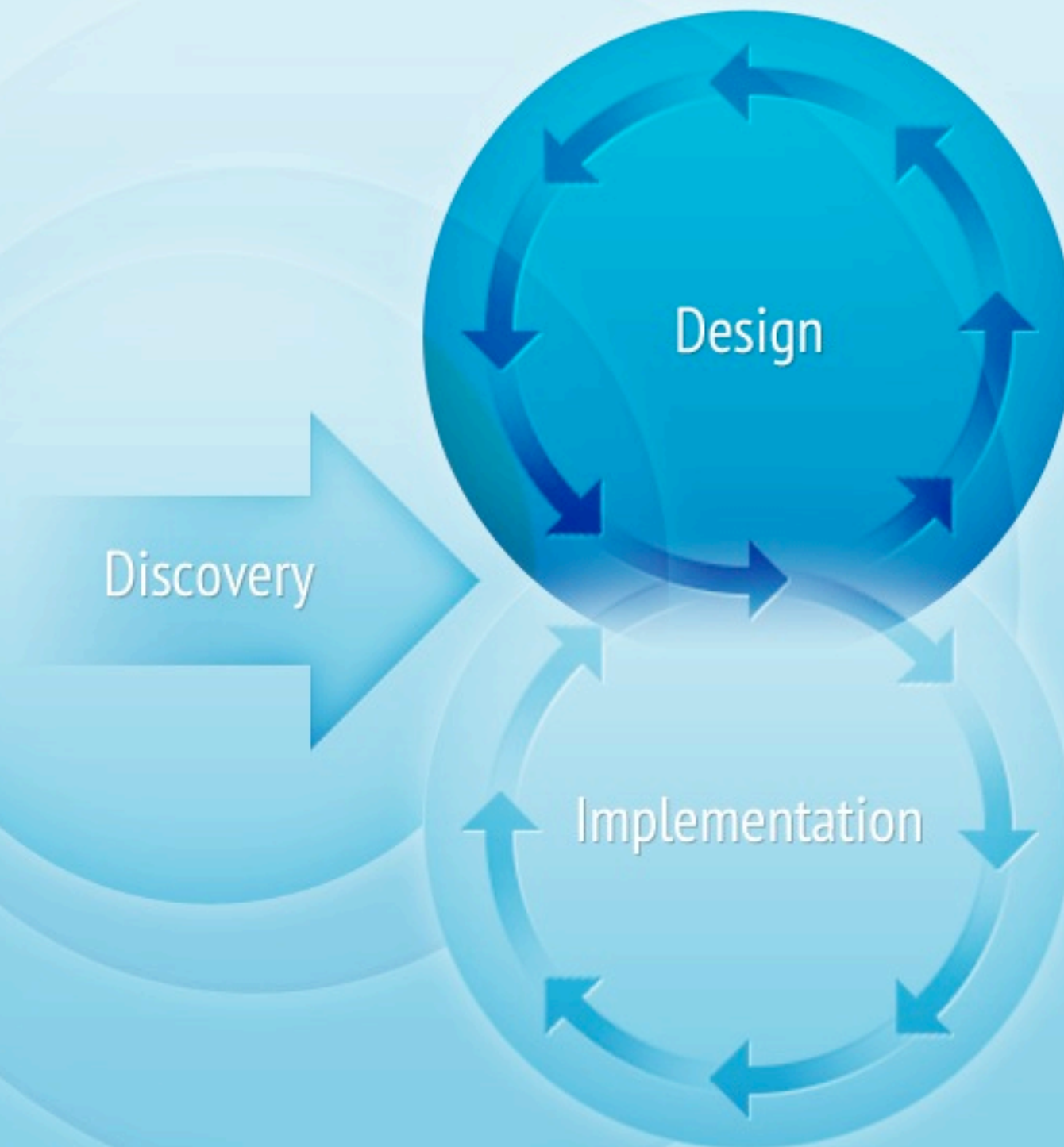
Art Director

Twitter: @kenwoodworth

Drupal: kenwoodworth

Blog: atendesigngroup.com/blog/author/ken

Design



Our Design Approach

- Design for goals and users
- Present a single design concept, get feedback, and iterate.
- Design enough to establish art direction.

User-Focused Design

User-Focused Design

- Design first, worry later
- Design for real users
- Test with real users
 - Usability workshops
 - Software Solutions
 - Feedback Forms

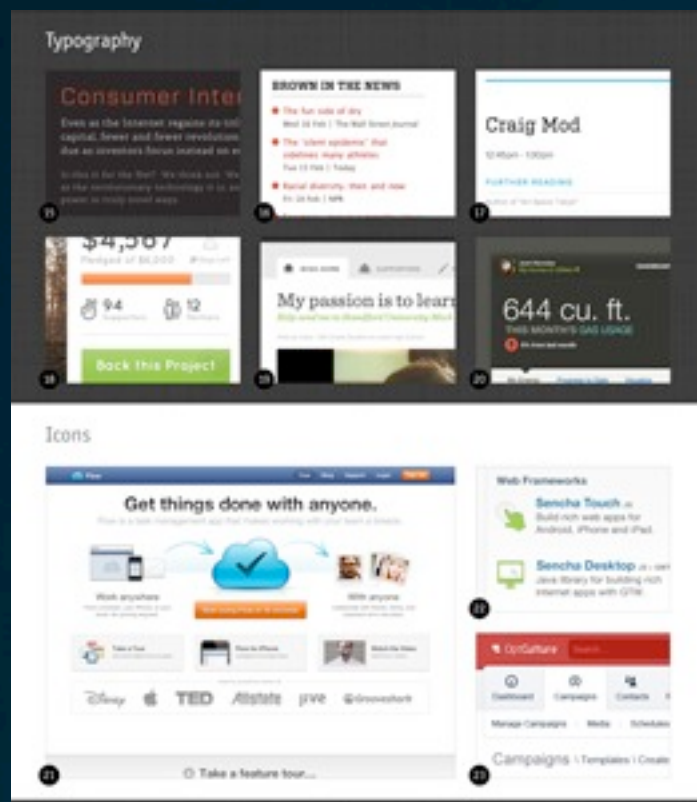
Why one design?

Why one design?

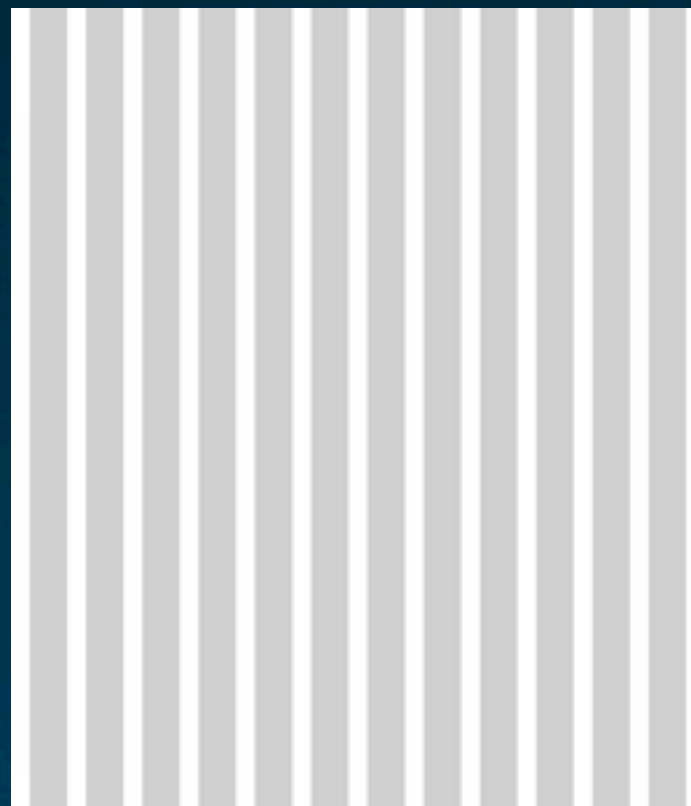
- Creating multiple designs is almost always wasted effort.
- Multiple options can lead to creating a Frankenstein.
- A single design concept establishes appropriate focus.

Tools & Conventions

Templates



Grid Systems



Baseline Grid

```
/* 24px - The quick brown fox jumps over the lazy dog */
.class-for-24px {
  font-size: 2em; /* 24px */
  line-height: 1.5em; /* 36px */
  margin-top: 0.75em;
  margin-bottom: 0em;
}

/* 22px - The quick brown fox jumps over the lazy dog */
.class-for-22px {
  font-size: 1.8333em; /* 22px */
  line-height: 1.6364em; /* 36px */
  margin-top: 0.8182em;
  margin-bottom: 0em;
}

/* 20px - The quick brown fox jumps over the lazy dog */
.class-for-20px {
  font-size: 1.6667em; /* 20px */
  line-height: 1.5em; /* 36px */
  margin-top: 0.9em;
  margin-bottom: 0em;
}

/* 18px - The quick brown fox jumps over the lazy dog */
.class-for-18px {
  font-size: 1.5em; /* 18px */
  line-height: 1.4em; /* 36px */
  margin-top: 1em;
  margin-bottom: 0em;
}

/* 16px - The quick brown fox jumps over the lazy dog */
.class-for-16px {
  font-size: 1.3333em; /* 16px */
  line-height: 1.3em; /* 36px */
  margin-top: 1.1em;
  margin-bottom: 0em;
}
```

The Design Process

Design Kick-Off Meeting

Design Kick-Off Meeting

- Gather branding materials and style guides.
- Follow up any of the feedback from the client surveys.
- Get a feel for the desired style.

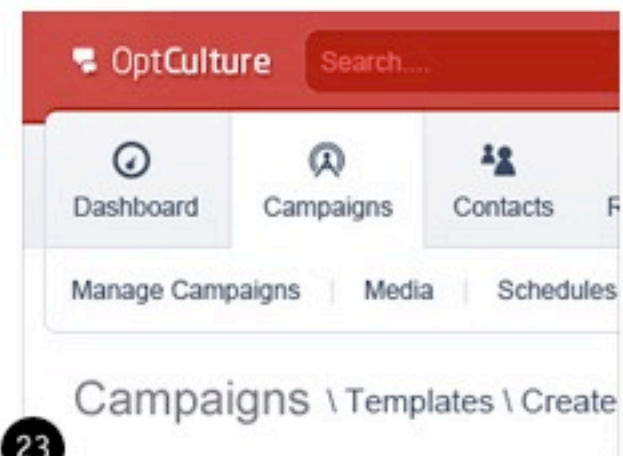
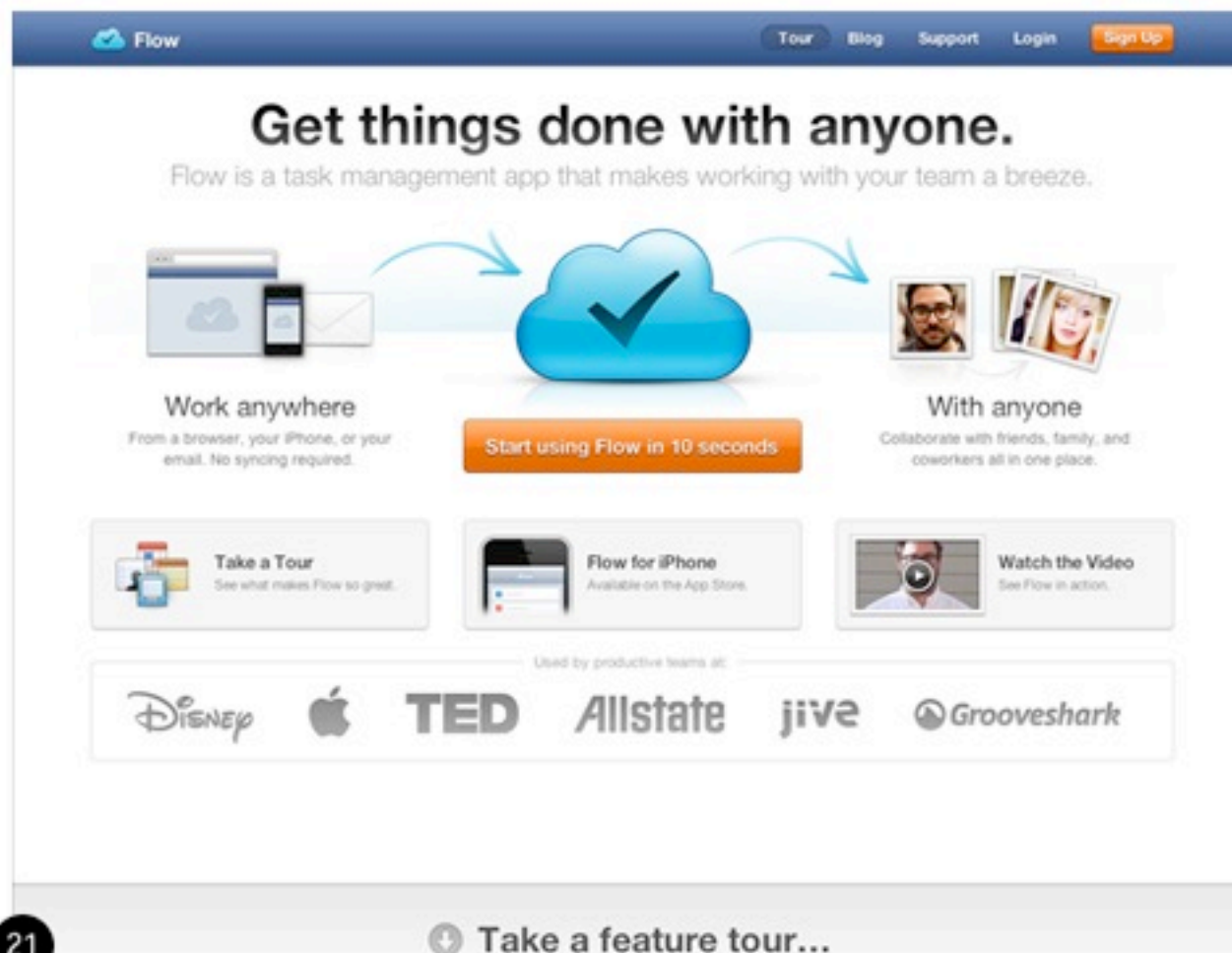
Mood Boards

Mood Boards

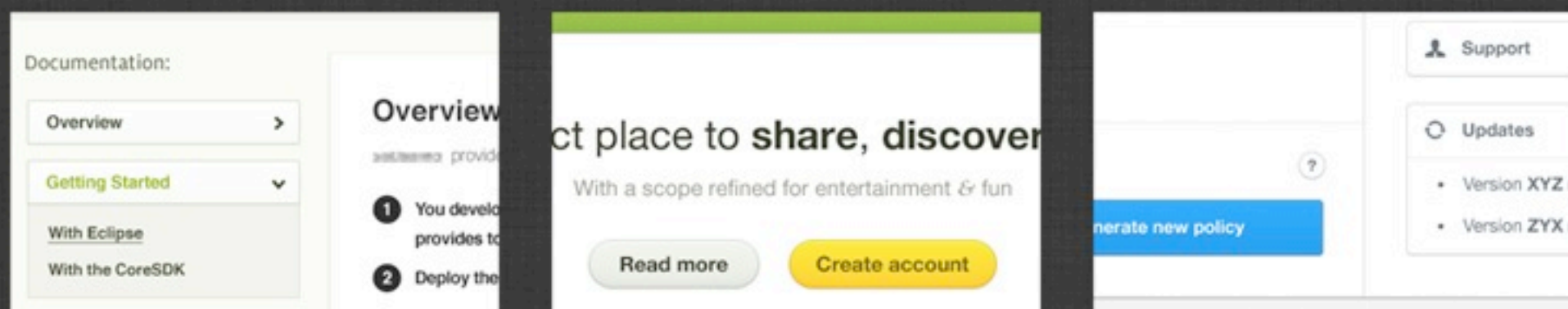
- Based on branding materials, client surveys & client conversations.
- Used to explore possible typography, UI patterns, and general design styles.
- Prevent heading in the wrong direction.

Mood Boards

Icons



User Interface



The Design Concept

The Design Concept

- Present **one** or **two** pages, often one
- Content and Structure have been established
- Design direction has been explored

Feedback

Iterate

Iterate

- Rarely will you nail a design the first time.
- Discovery continues *throughout* the design process.
- **Expect Changes.**



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How ICTJ works with the Solomon Islands Truth and Reconciliation Commission to document and publicly recognize widespread human rights violations.

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Where We Work


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[Country List](#)
[Transitional Justice Issues](#)

Latest from ICTJ



February 8
2011

At Last, Reparations for Civil War Victims

Peru will begin to pay individual monetary reparations to victims and survivors of the 1980-2000 counterinsurgency war, with top priority put on elderly people in remote villages in the country's impoverished highlands, where most of the human rights violations took place.

Support Our Work

Nulla facilisi. Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor.

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*Facing the Past to
Prevent Future Abuses*

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Solomon Islands

How ICTJ works with the Solomon Islands Truth and Reconciliation Commission to document and publicly recognize widespread human rights violations.

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In Focus

March 11, 2011

Kenya: Uphold Commitment to International Court

As a signatory to the Rome Statute, Kenya should continue to meet all of its obligations to cooperate with the International Criminal Court (ICC), the International Center for Transitional Justice (ICTJ) said after the ICC issued summonses for the appearance of six individuals in relation to Kenya's 2007-2008 post-election violence...



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Kenya

Criminal Justice

Where We Work



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Hacking for Humanity

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Vivamus hendrerit arcu sed erat molestie vehicula. Sed auctor neque eu tellus rhoncus ut eleifend nibh porttitor.

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APR

2

Phasellus molestie magna non est bibendum non venenatis

Published by RHoK



PARTICIPATION





Latest from the RHoK Community



UPDATED PROBLEM DEFINITION

**Phasellus molestie magna non est
bibendum non venenatis nisl tempor.**



NEW SOLUTION STATUS

**Mauris iaculis porttitor posuere
praesent id metus massa, ut blandit**



UPDATED PROBLEM DEFINITION

**Mauris iaculis porttitor posuere.
Praesent id metus massa, ut blandit
odio. Proin quis tortor orci.**



Get Involved

Random Hacks of Kindness is a community of innovation focused on developing practical open source technology solutions to disaster risk management challenges.

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or

[Work on a Solution](#)



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PARTNERS

Google

Microsoft

YAHOO!



THE
WORLD
BANK



APR

2

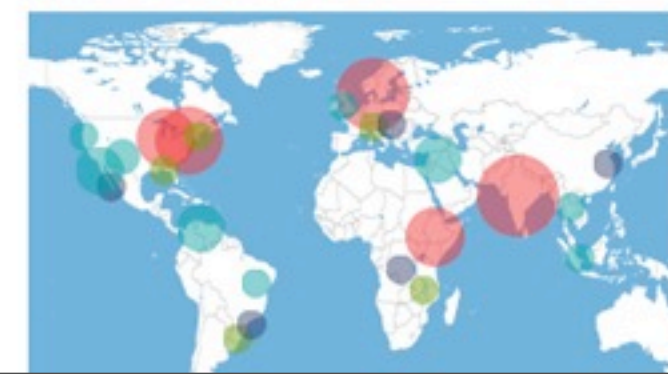
Phasellus molestie magna non est bibendum non venenatis

Published by RHoK

Nunc eu ullamcorper orci. Quisque eget odio ac lectus vestibulum faucibus eget in metus. In pellentesque faucibus vestibulum. Nulla at nulla justo, eget luctus tortor. Nulla facilisi. Duis aliquet egestas purus in blandit.



PARTICIPATION



Design Approved!

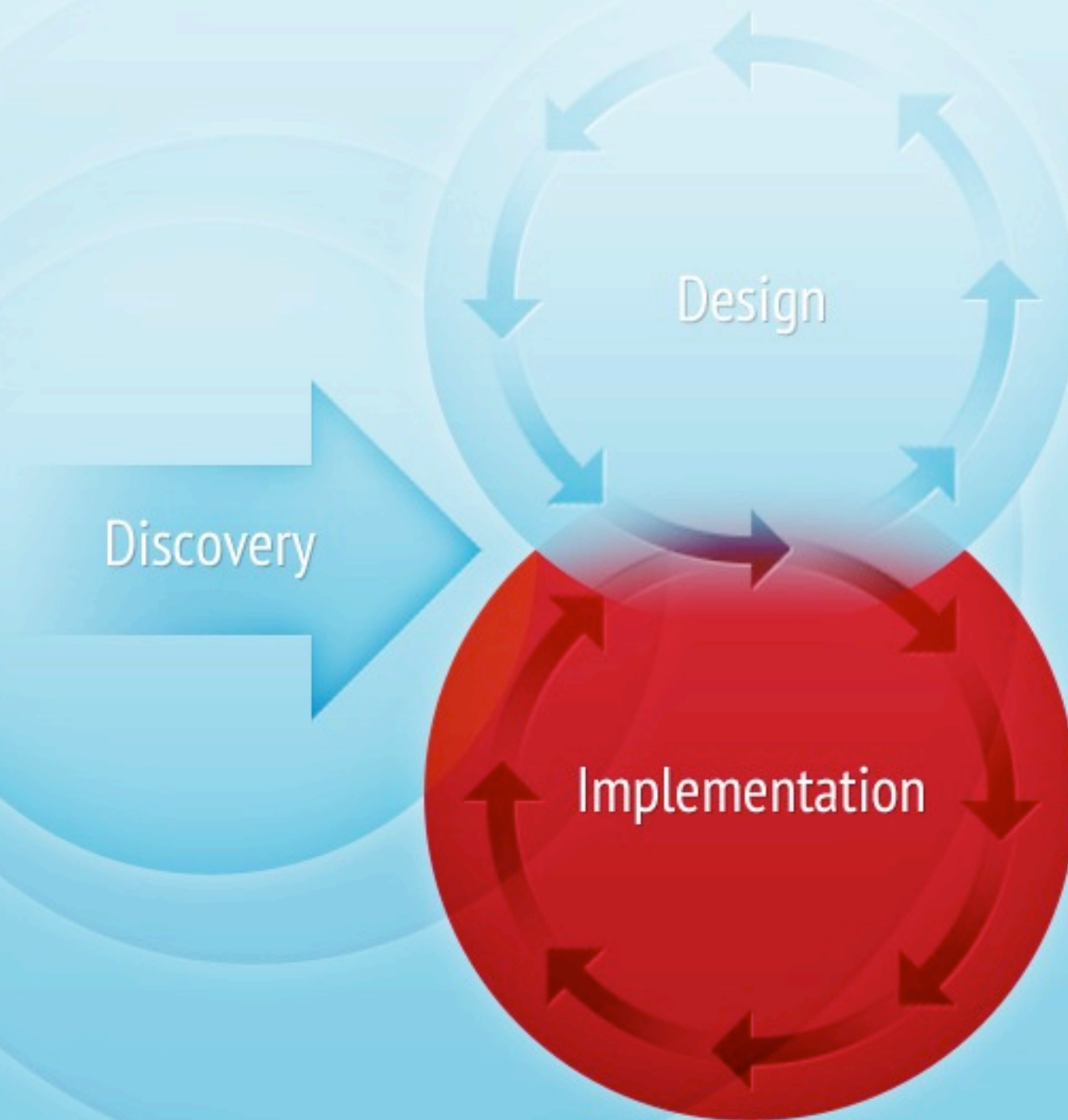
What Next?

After the Design Phase

- We aren't trying to design everything.
- Establish art direction that can be applied.
- Move on to working with actual content.

Meanwhile...

Design



Test Now

Win Later

First, the Design Concept

Español العربية Translate this Page

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Genocide a Fitting Charge for Mladic

As Mladic appears before ICTY, the debate on whether he should be charged with genocide or not is completely unnecessary.

[Learn More...](#)

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In Focus

Human Rights and Transitional Justice in the 2011 World Development Report

In April, the World Bank released its 2011 World Development Report (WDR) entitled Conflict, Security, and Development. It is the first WDR that links transitional justice to security and development and places human rights violations at the heart of its analysis of conflict. ICTJ has produced a [fact sheet](#) outlining the core findings of the report as they pertain to transitional justice.

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February 17

2011

[Timor-Leste: Parliament Denies Victims Justice Again](#)

DILI/NEW YORK, Feb. 16—The commitment of Timor-Leste's political leadership to serious human rights violations committed during the nation's 25-year conflict has question.

On Feb. 14, the Timor-Leste National Parliament indefinitely postponed the debate key recommendations made by the country's two truth commissions: the Commission Reconciliation (CAVR) and the bi-national Commission for Truth and Friendship

February 25

2011

[Bahrain Unified for Change: An Interview with Nabeel Rajab](#)

Use Drupal

Do less work

Journalism and Trauma

[PRINT](#) [TELL A FRIEND](#) [GIVE FEEDBACK](#) [HELP](#)

Journalists who cover traumatic events such as violent crimes, horrific accidents, natural disasters and other situations involving human pain and suffering are often required to approach and interview trauma victims or their family members. However, the skills needed to interact with trauma victims do not always come naturally.

This course will teach you how traumatic stress affects victims and how to interview trauma victims with compassion and respect.

And, this life-and-death pain and suffering doesn't affect only the victims; it can affect you, too. This course teaches you how to take care of your own health after covering a traumatic event.

WHAT WILL I LEARN:

Upon completing this course, you will be able to:

- Define traumatic stress and understand its effects.
- Know why it is important for journalists to understand the effects of traumatic stress.
- Identify posttraumatic stress disorder (PTSD), acute stress disorder (ASD) and the potential effects of working with traumatized individuals, including secondary

Course Overview



TITLE: **Journalism and Trauma**

TYPE: **Self-Directed Course**

TIME ESTIMATE:

This course takes about an hour to complete.

[ENROLL NOW >](#)

Related Courses and Content

NEWSU COURSES:

[Math for Journalists: Help With Numbers](#)

[On the Beat: Covering Hospitals](#)

[Reporting Global Issues Locally](#)

A Post-Recession Advertising Strategy: Where Will the Money Go

A Poynter Conference Broadcast Replay Series

Purchase this Training Package for \$199, or purchase any of the five individual replays for \$45 each.

WHAT WILL I LEARN?

In the debate about the future of news and the business prospects of news organizations, there has been surprisingly little discussion of how advertising is evolving. The Poynter Institute brought together leaders of half a dozen news organizations as well as advertising and industry experts to discuss a post-recession advertising strategy.

In this series, you will learn:

- What to expect as the recession eases and recovery begins
- Where the advertising opportunities will be
- Where consumers are spending money and their changing attitudes
- How to capture a share of the increased spending

This Poynter conference, recorded Nov. 19, 2009, is part of a series of meetings on the news business with support from the Carnegie Corporation of New York. The online conference broadcast is powered by Poynter's News University. The host is Poynter president Karen Dunlap. She is joined by Poynter faculty Rick Edmonds, Bill Mitchell and Jill Geisler.

Package Overview



TITLE: A Post-Recession Advertising Strategy: Where Will the Money Go

COST: \$199.00

INCLUDED IN THIS PACKAGE:

Changing Consumer Attitudes: Optimism, Aspiration and Accommodation **\$45.00**

Advertising Revenue Boosters **\$45.00**

The Chaos Scenario in Media and Marketing **\$45.00**

What Advertisers Are Looking For **\$45.00**

Where the New Revenue Is and How to Get It **\$45.00**

[ADD TO CART ►](#)

Related Courses and Content

NEWSU COURSES:

The News Biz: What's Happening, What's Next?

The Economy in Turmoil: Challenges to the White House, the Statehouse and Your House

Journalism and Trauma

[PRINT](#) [TELL A FRIEND](#) [GIVE FEEDBACK](#) [HELP](#) [COURSE REPORT](#)

Browse the Course:

[Introduction](#)[Understanding Traumatic Stress](#)[Interviewing Tips](#)[Test Your Knowledge](#)[Outside Sources](#)[Final Thoughts](#)

Welcome back to Journalism and Trauma.

Without knowledge about traumatic stress and proper training in how to interact with potentially traumatized people, journalists may find their interviews to be awkward and uncomfortable. Interviewing and writing about traumatized people professionally and accurately requires a degree of skill and insight. In this course you'll learn about traumatic stress, explore why journalists should know about its effects, and examine how covering traumatic events affects journalists.

WHAT WILL I LEARN:

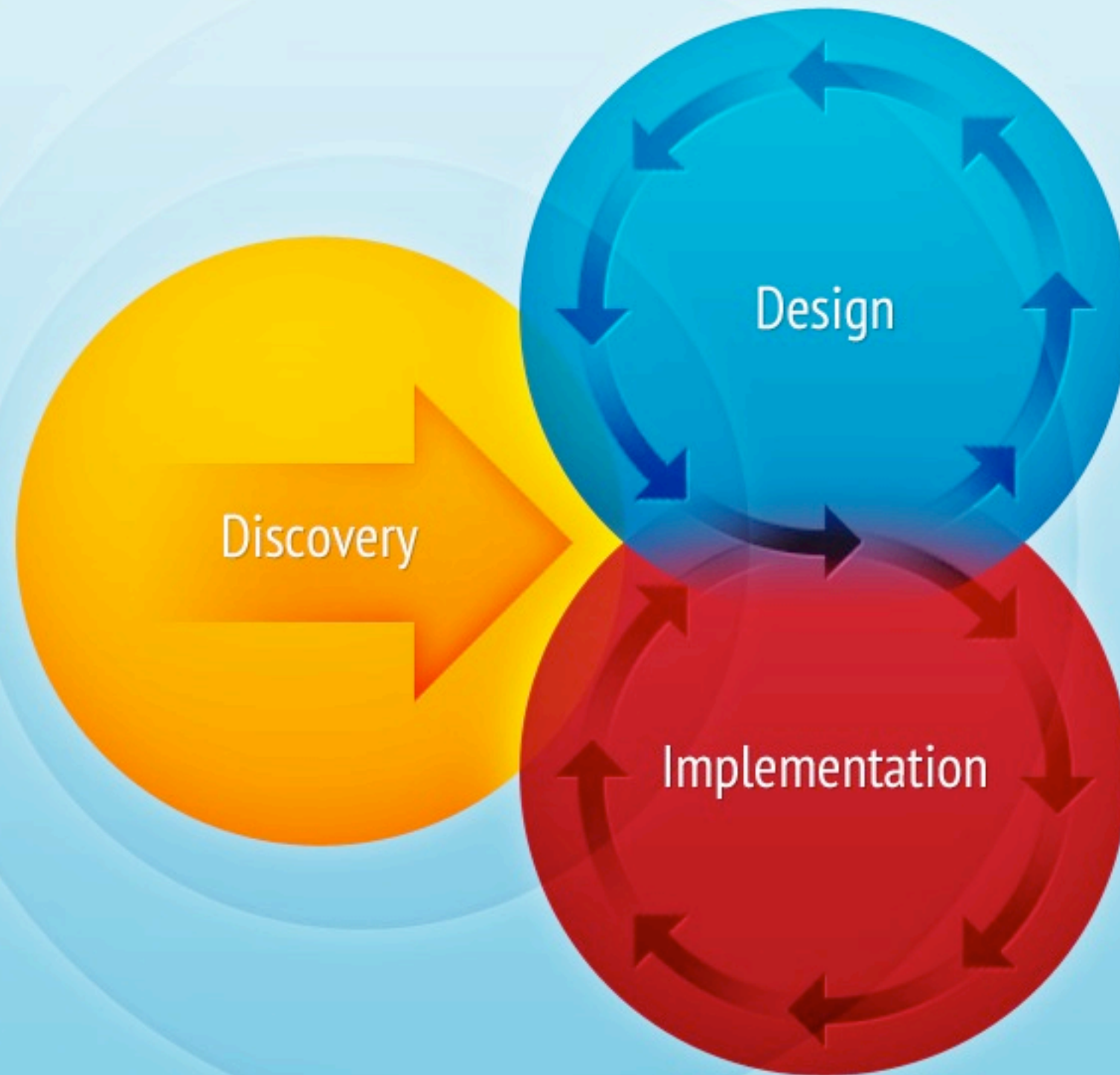
Upon completing this course, you will be able to:

- Define traumatic stress and understand its effects.
- Know why it is important for journalists to understand the effects of traumatic stress.
- Identify posttraumatic stress disorder (PTSD), acute stress disorder (ASD) and the potential effects of working with traumatized individuals, including secondary traumatic stress, burnout and vicarious traumatization.
- Interview people who have experienced a traumatic event.
- Cope with secondary stress disorder as a journalist.

Start Risky

End Easy

Project Phases



Thank You!