

Making web 2.0 matter  
*Or, how you go about assessing  
& choosing new features for  
your website*

Presented by  
Melanie Burke & Malcolm Elsworth  
from Electric Putty

## Who we are

- Work mainly with the not for profit sector
- Specialise in information rich websites
- Understanding the strategy
- Defining the scope
- Mini version today!

# Getting creative with web 2.0

- What is web 2.0?
- What are features?
  
- Exercise 1: What you want

# Thinking strategically

- Primary purpose of your site (general)
- Set of objectives for your site (specific)
  - explicitly defined
  - about outcomes not methods
  - measurable
  
- Exercise 2: What you need

# Taking measurements

- Define the baseline
- Set realistic targets
- Analyse metrics holistically
  
- Exercise 3: What you know

# Knowing your audience

- Who - which groups are the most important?
- Why & what - the self service web
- Exercise 4: What your audience needs

# Managing content

- Features are content
- Content requires investment
  - Time
  - Money
- Content is hard work
  
- Exercise 5: What it costs

# Making the assessment

- Understanding the strategy
- Defining the scope
- Prioritising usefulness of features
  
- Exercise 6: What gets chosen

## And, finally

- Keep focussed on your strategy
- Make sure it's feasible
- Keep it useful and useable
  
- Be inspired by what you learn today

## Contact details

- 01273 677557
- [melanie@electricputty.co.uk](mailto:melanie@electricputty.co.uk)
- [www.electricputty.co.uk](http://www.electricputty.co.uk)

# Exercises 1- 2

- **Getting creative with web 2.0 – Exercise 1: What you want**
  1. Name two new web features you want to implement  
*E.g. Blog, news feeds, videos, social network*
- **Thinking strategically – Exercise 2: What you need**
  1. What is the main reason for your website  
*Encapsulate this in one sentence.*
  2. What are the site objectives for your website?  
*What you want the website to achieve for your organisation?*

## Exercises 3- 4

- **Taking measurements – Exercise 3: What you know**
  1. What statistics do you know about your site?  
*E.g. number of visitors per month, number of pages per visit, popular pages*
  2. Can you set targets related to these statistics?  
*E.g. Increase number of pages viewed from 3 to 7*
- **Knowing your audience – Exercise 4: What your audience needs**
  1. Who are your website visitors?  
*(Group your visitors into key audiences and prioritise them)*
  2. Why are they visiting your website?  
*Their reason for being there*
  3. What do they want to achieve?  
*Tasks they need to carry out*

# Exercises 5- 6

- **Managing content – Exercise 5: What it costs**
  1. How do you maintain your website?  
*E.g. one web administrator, web agency*
  2. Where does your web content come from?  
*E.g. whoever gets round to writing it, a copy writer, communication team*
  3. How do you incentivise people to get involved?  
*(If you use or plan to use content generated by visitors)*
- **Making the assessment – Exercise 6: What gets chosen**
  1. Does the feature support your business objectives?  
*Assess against your list of business objectives*
  2. Does the feature help your audience achieve their needs?  
*Assess against your audience objectives*
  3. How will you maintain the feature?  
*Ongoing management*
  4. What is the priority for this feature?  
*(Prioritise the importance of this feature; must have, would be nice, wish list)*