

Best Practices for WordPress Website Redesign

and what they mean for AEI

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AGENDA

1. Lessons from the Museum Case Study
2. Website Redesign using WordPress
3. Takeaways for AEI
4. Questions

Lessons: Museum Case Study

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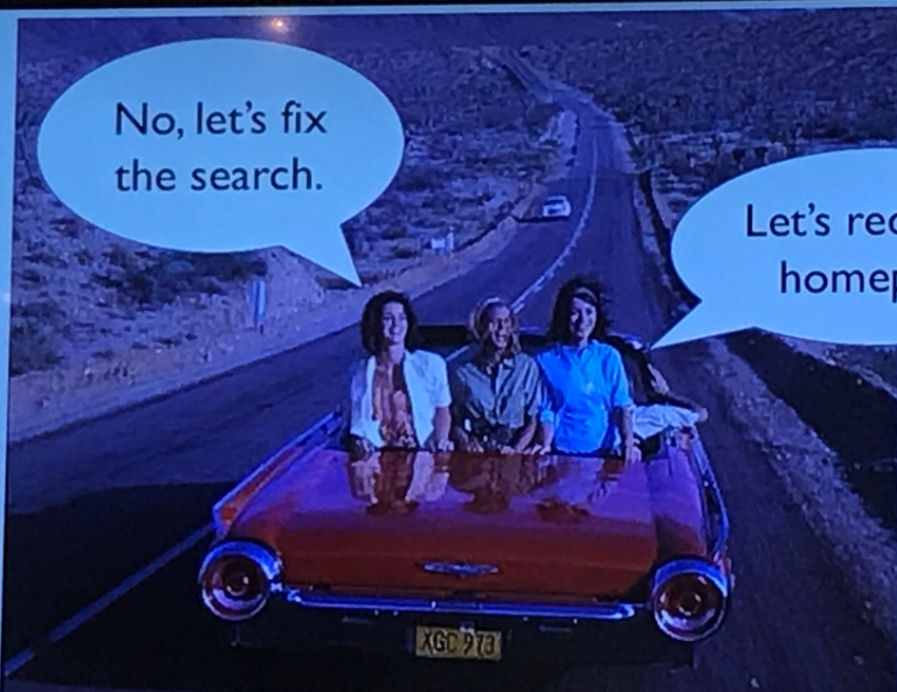
Cleveland Art Museum Case Study

- App built in WordPress to provide exhibit information
- QR Codes that can be scanned by the patrons
- Glean user analytics from user actions and gain insight
- Customize exhibit content for the patrons

Ideas for a Website Redesign

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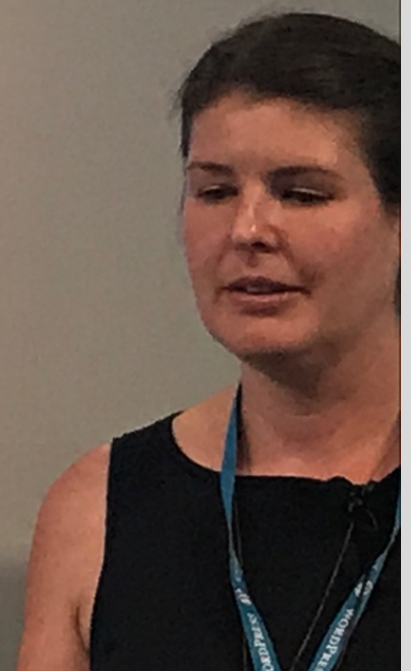
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No, let's fix the search.

Let's redo the homepage

bee MEASURE



Understanding your audience

- What do we want to know about our audience?
 - Do we want to know what they want from our website?
 - Do we know what actions they perform on the website?
- What can we do to understand our audience?
 - Usability Study with key stakeholders
 - War Rooms to get buy-in
 - Leverage analytics and metrics

Sparking joy with your website

- Average user spends 15 seconds on a website
- People form an opinion in 15 milliseconds
- 75% of the website visitors make a judgment of an organization by their homepage design
- Deliver a Clear, Consistent, Credible, and Clean message

Making good design choices

- Designing for a multitude of devices is unsustainable
- Cross-disciplinary collaborations with UI Audits
- “Break it before you built it!”
- Establish patterns and hierarchy
- Use Style Guides and Pattern Libraries

Takeaways for AEI

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How to apply this to AEI Website Redesign

- Using analytics to know our target audience
- Delivering the content that our users want
- Making the right design choices

THANK YOU!

Questions

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Resources

- WordCamp notes on Twitter:
twitter.com/search?q=wcdc%20notes%20nehagupt
- Creating atomic systems with patternlab.io
- ["A Common Sense Approach to Web Usability"](#) by Steve Krug