

Web Strategy

What it is, why you should care & how Drupal can help



About me

- * Jason Pamental *Web Strategist, Designer, Technologist*
- * Have worked as strategist, designer, developer and cat-pixel-wrangler since roughly the launch of Netscape 1
- * Have seen too many correlations between headless chickens and web projects
- * Have made a career over the past 15+ years looking for connections, bridging gaps and reconfabulating widgets to use them in new ways to solve vexing problems
- * Can be found @jpamental in most places
- * Post thoughts, work and pics from Instagr.am @ thinkinginpencil.com



Write this down

- * **What we do as web professionals is awesome** *(and I don't mean just cool)*
- * The web has the potential to be the single most pervasive & transformative development in the history of business
- * But only if we learn enough about that organization to see how it can be applied

**“I need to hire a web
designer”**

*and why this is the worst possible thing to hear from a
potential client*

because when they say

**“I need to hire a web
designer”**

what they really mean is

“I need a web solution”

The bad news first

business analysis discovery
stakeholder interviews prototyping development
requirements/needs analysis
deployment social media integration
* They probably don't know what's involved
testing visual design
content development HTML/CSS
information architecture
UX user research IxD

Here's the good news

- * They're asking **you** for the solution
- * You're the expert – be one
- * Communicate. Educate. Illuminate.
- * An educated, engaged client is **always** a better client

**This is where
web strategy comes in**

Web strategy: a definition

Web strategy is about using knowledge of your client's business & your fresh perspective to find opportunities that transform your client's business. It's selecting the right technologies to solve problems & create opportunities by applying them with great design

Head of the tripod

- * We're not just designers or developers
- * We're consultants
(sorry – wasn't supposed to use profanity)
- * We must understand our client's business & see the things they can't
- * Use your knowledge of Drupal and its contributed modules to truly transform
- * Don't forget that your client is likely a user too

Why @ DrupalCamp?

- * Because building a blog in Drupal is a waste of Drupal's time
- * There are over 7,000 projects on Drupal.org – *and nearly 1,000 for Drupal 7 already!*
(2 Way Video Chat, Activity Stream, Google Buzz, Multivariate, Petition Node, Role Contact)
- * Innovation & Inspiration work both ways:
 - * Study your client for opp's (pain points) and look for modules to help
 - * Browse the modules directory - you'll find amazing stuff that might set off some light bulbs for this or future projects

Plays Well With Others

- * Drupal has incredible possibilities with just the contributed modules, but that's just the beginning
- * RSS+Feeds=Near limitless content sources
- * Built with PHP and jQuery – don't see what you need? Build it or buy it and integrate
- * Services, LDAP, OAuth, FBConnect modules – examples of even greater interoperability with larger/more complex environments

Um, OK. How?

Get out of your silo

- * Inspiration and innovation come from looking outward for a better view in
- * Environmental/Wayfinding graphics, Transit maps – look everywhere & at everything
- * Look at new ideas in business education and management (design thinking, motivation, psychology – see bibliography on last slide)

Why we should care

- * Happier clients = better recommendations and more work
- * Greater opportunities to do great work
- * Progression in our field leading to greater acceptance/integration of web design and technology with Drupal throughout our clients'/employers' businesses
- * (leads to more of points one & two)

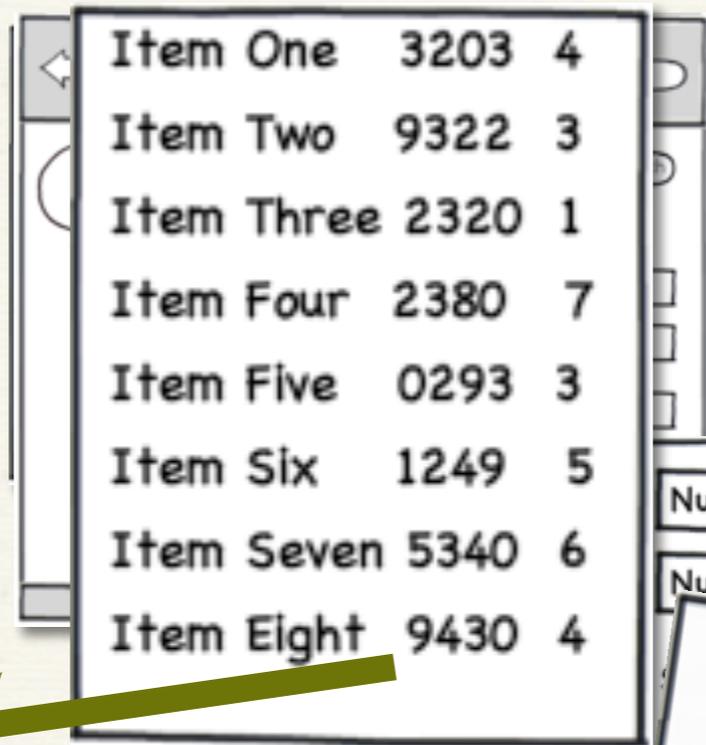
**Show Some Examples,
you say?**

Project: Sail Trade-in Program

- * North Sails runs a yearly promotion called 'Trade In/Trade Up'
- * Involves direct mail, print ads, invoice stuffers, online promotion, receiving, fulfillment and accounting (for the rebates)
- * Marketing, Sales, IT (data), Accounting (4 departments, 4 budgets, 4 execs)

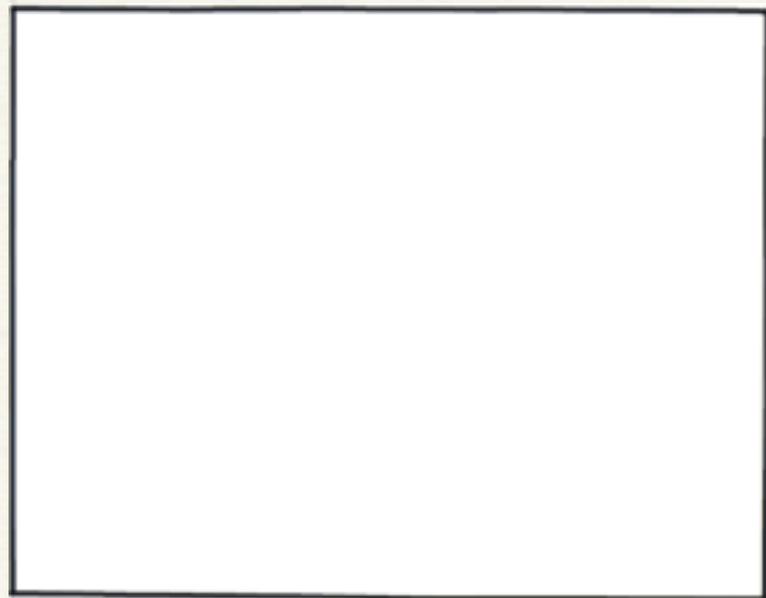
Process Flow

Marketing:
Print/online campaign



Item One	3203	4
Item Two	9322	3
Item Three	2320	1
Item Four	2380	7
Item Five	0293	3
Item Six	1249	5
Item Seven	5340	6
Item Eight	9430	4

IT:
Nightly data load

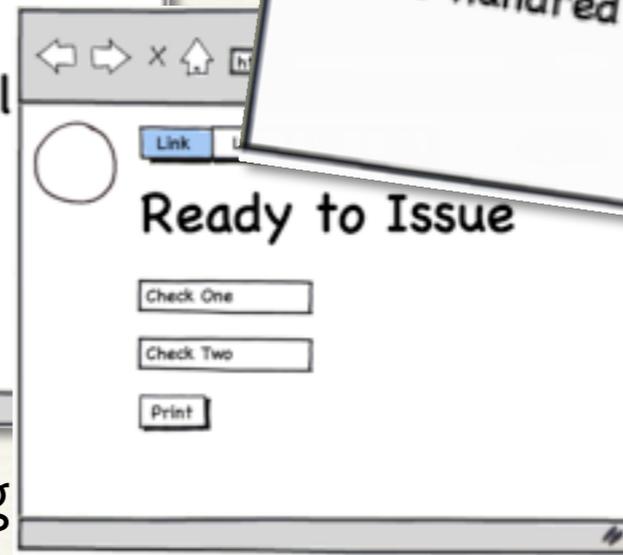


Customer: ship sail to receiving



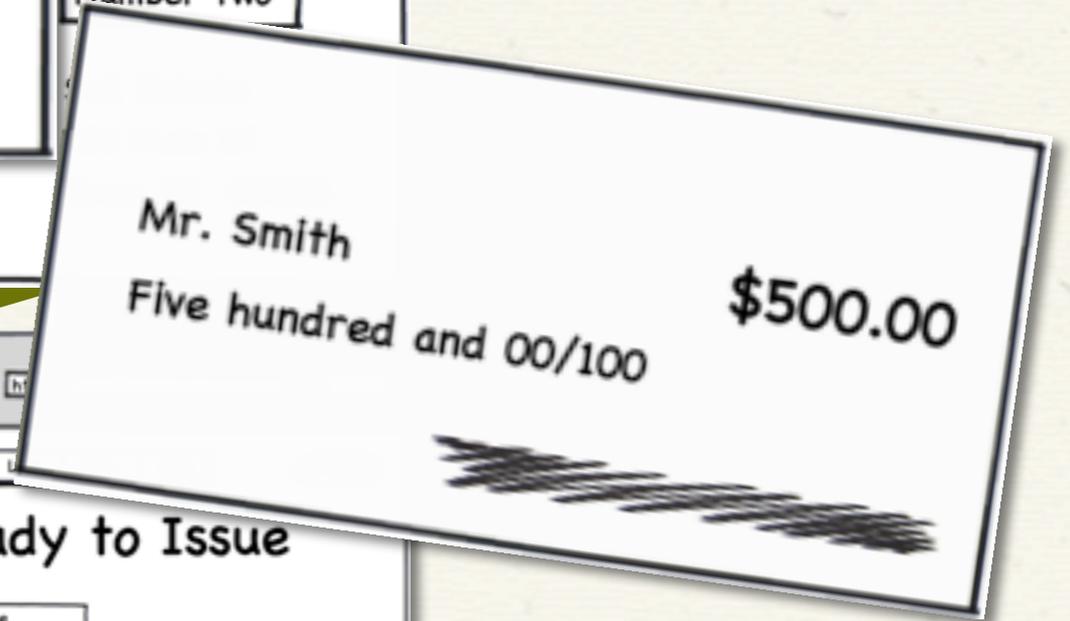
A Web Page
http://
Link Link Link Link
Check In Sail
Number One
Number Two
Submit

Check-in notifies acct'ing



Link
Ready to Issue
Check One
Check Two
Print

Accounting sends check



Outcomes

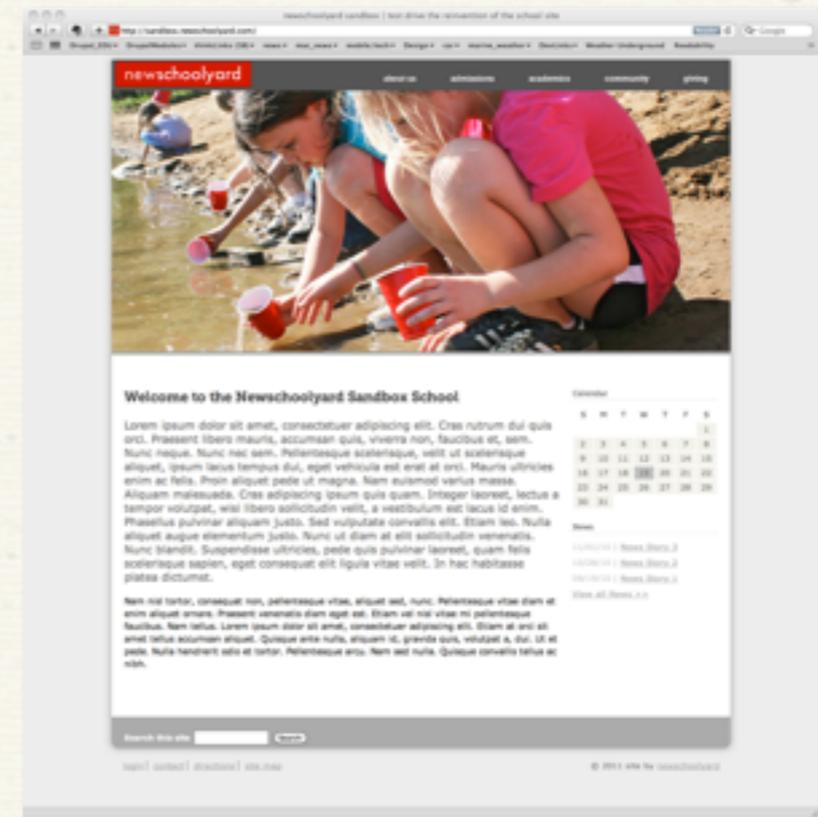
- * Eliminated dozens of hours of labor every week
- * Cut Rebate time from 8wks to 2wks or less
- * Took ~3 days to build
- * Has been reused for several years w/no re-coding
- * All it took was some observation and a few good questions to discover the pain points and big opportunities for efficiencies

newschoolyard

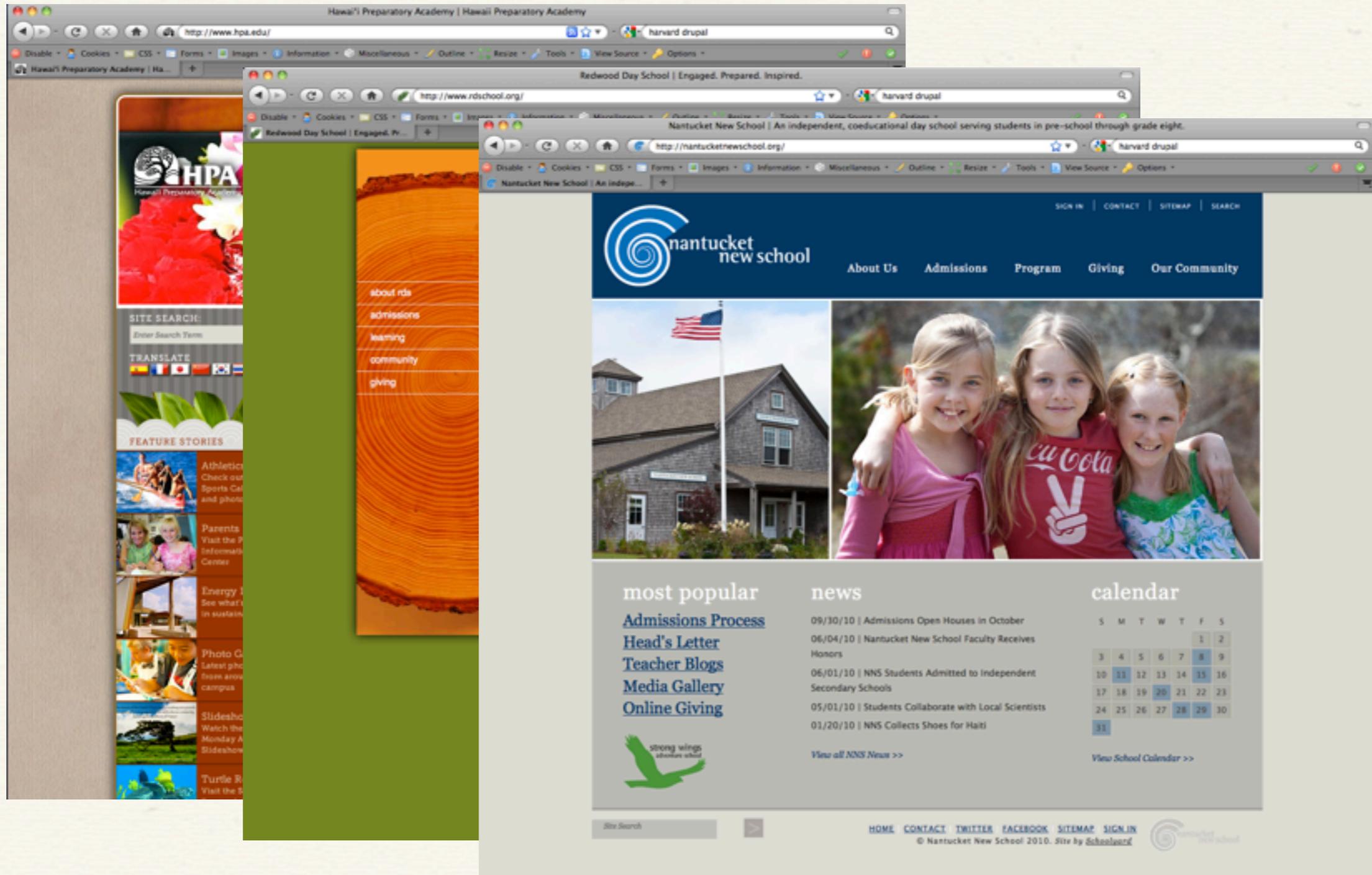
- * Independent schools are a unique market segment – their sites need to work for education, community, marketing & fundraising
- * Currently served by entrenched competitors that have dominated the market for over 10 years
- * Newschoolyard was formed in 2010 with one thing in mind: market disruption
- * Built on the Drupal platform with a tested and tuned set of contributed modules

newschoolyard

- * By focusing on a solid stack of proven technology, offers real value in areas like IA, Usability & Design and still costs a fraction of what the competition charges
- * (and never run the risk of looking like a cookie-cutter)



newschoolyard



newschoolyard

- * Multiple roles: admins, athletics, faculty, parents, students, alumni, more
- * Supports media, events, journals, workflows
- * Does more than most schools need but can be extended for those that require it
- * Solves edu/mktng/biz needs in one platform
- * 4 sites live, 7 in the works and getting new inquiries daily

Look, Think, Plan THEN Do

- * When starting a new project, don't just listen to what they want to do. Figure out WHY
- * Focus on understanding the problems, issues & challenges first
- * Wide angle lenses see more. Be one – go in and see what people are doing, how they work, what takes their time
- * Tackle one timesaver: get people a few hours back & measure the benefits: that opens the door for bigger opportunities

So what about you?

- * Time permitting (checking watch...) let's talk about your project
- * Look around: what's the opportunity? Look for things that take time, things that are oft-repeated, things that need sequenced participation from several parties
- * Even just using core Drupal roles, actions, triggers and permissions you can build great communication tools and workflows.

Thank you!

It's been an honor to speak with you

Hello.

I'm a web professional and I make

Awesome

web strategy FTW

Suggested Reading

- * *The Design of Business* (Roger Martin)
- * *Subject to Change* (Peter Merholz, Todd Wilkens, Brandon Schauer, David Verba)
- * *DRiVE* (Daniel Pink)
- * *Linchpin* (Seth Godin)
- * *The Tipping Point* (Malcolm Gladwell)
- * *MTIV* (Hillman Curtis)