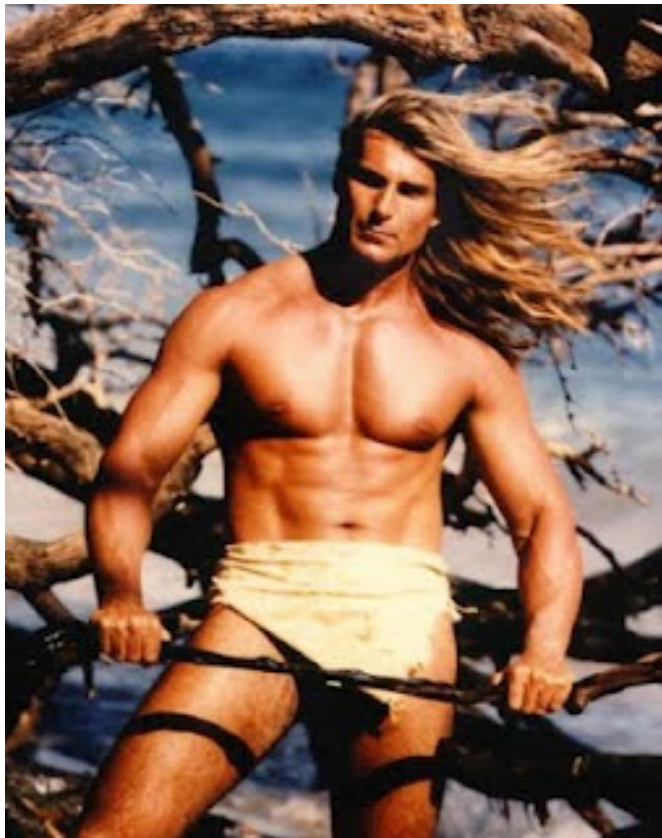


Designing for the Enterprise

HOW TO CREATE CONSENSUS AND COOPERATION IN DESIGN

Hallelujah
CREATIVE GROUP

About Ryan



Founder + Chief Brand
Evangelist

UX & Web Marketing
Consultancy

Government, Higher Ed,
Fortune 500's, Associations

Loin Cloths

Communication Issues

Communication Issues **Suck**



***“Step in to
the tension.”***

Nathan Dunn, Deputy Chief of Staff

Typical Roadblocks

Territory Protection

Focus on the Pieces

Pride

Hurt Feelings

Loss of Authority

Adversarial Relationship

Happiest Ending

Oneness + Unity

Focus on the Whole

Refocused Pride

Happy Feelings, Sense of Community

Retention and Expansion of Authority

Cooperative Relationship

Good news...

It's Possible!



+





19,800,000

\$3.2B

67 Counties



Integrated
Accredited

67% *Unhealthy*

In the beginning...

Little Brand Consistency

Lack of Web Expertise at
Management Level

68 Disparate Public Websites

Outdated CMS

Phase 1: Main Site

10-Year Old Site Design

275+ Web Managers

80,000 Assets

Outdated CMS

Webmasters Underwater



Two-Month Sprint

Stakeholder Interviews

Contextual Inquiry (Silverback)

Cardsorting

Expert Review

Rapid Prototyping

Lots of Detail



Problems

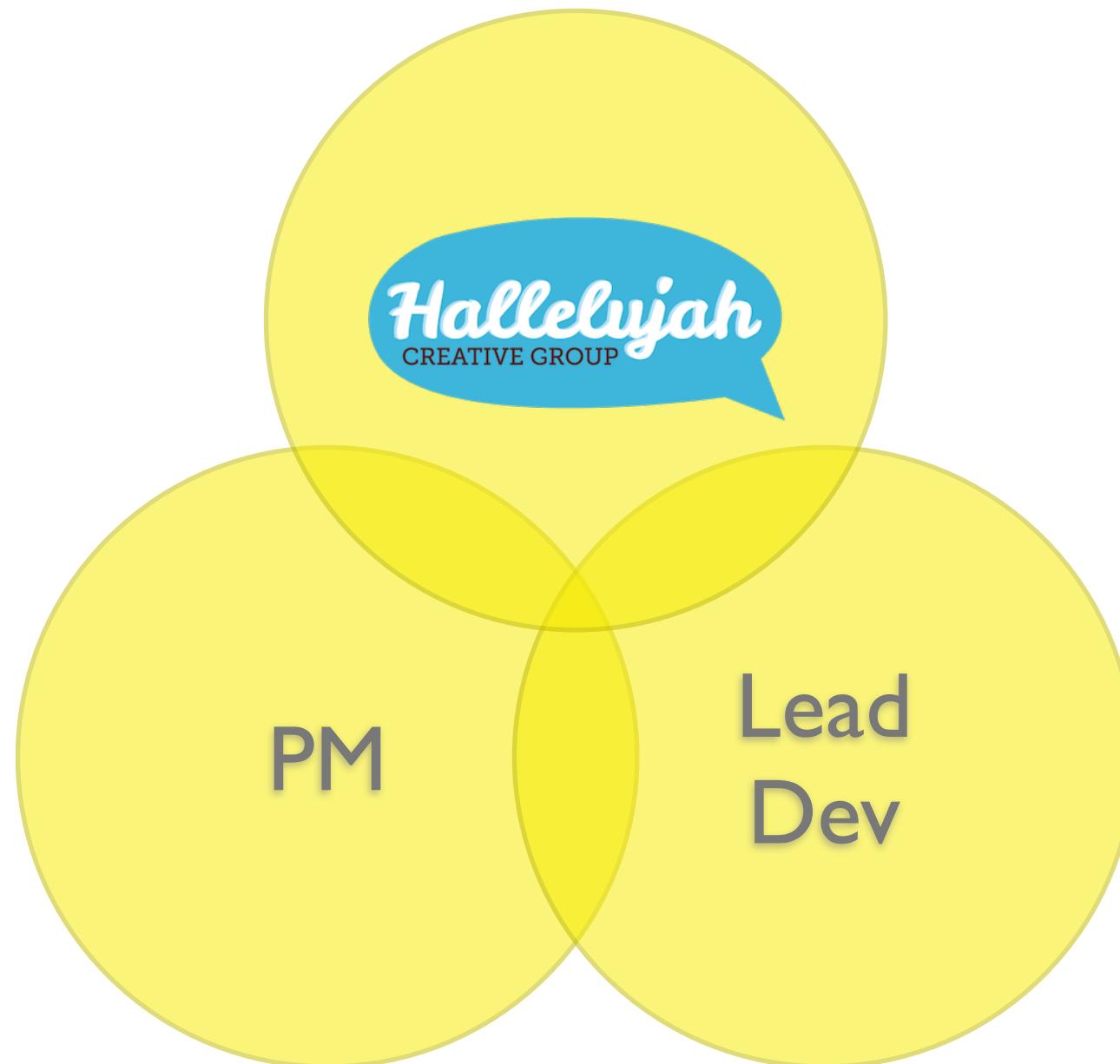
Very Confusing IA

Hidden Content

Demonstrated Design Issues

Insufficient Requirements

Small, Capable Team



Get the
Requirements
Right!

#1 Tool to Build Cooperation?

LISTENING

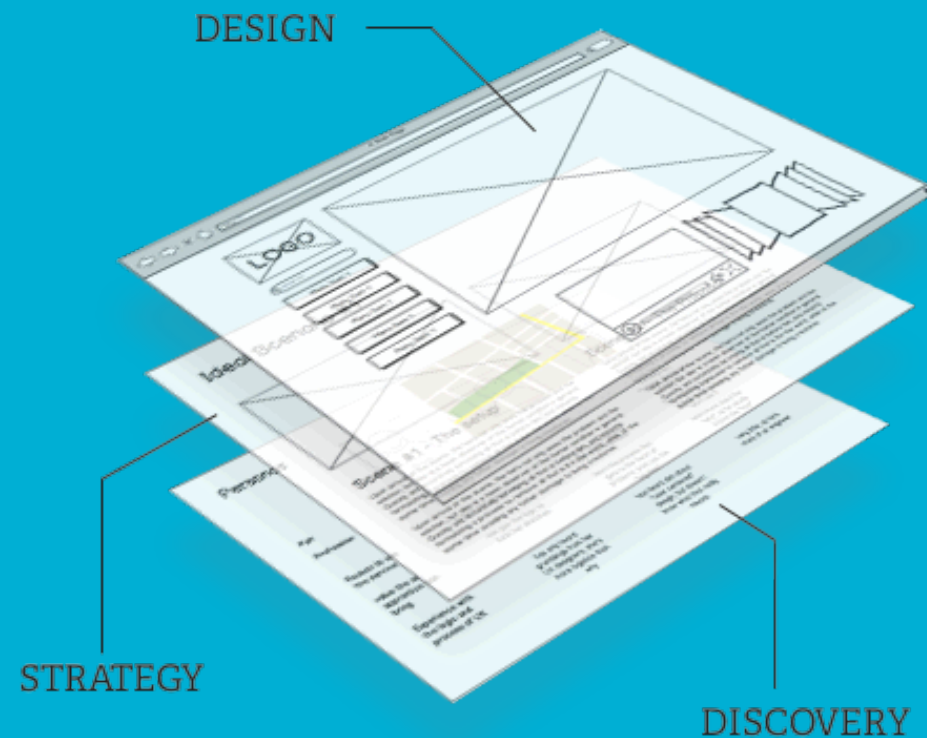
THE GOLDEN FORMULA

$$R = U + B$$

requirements

user inputs

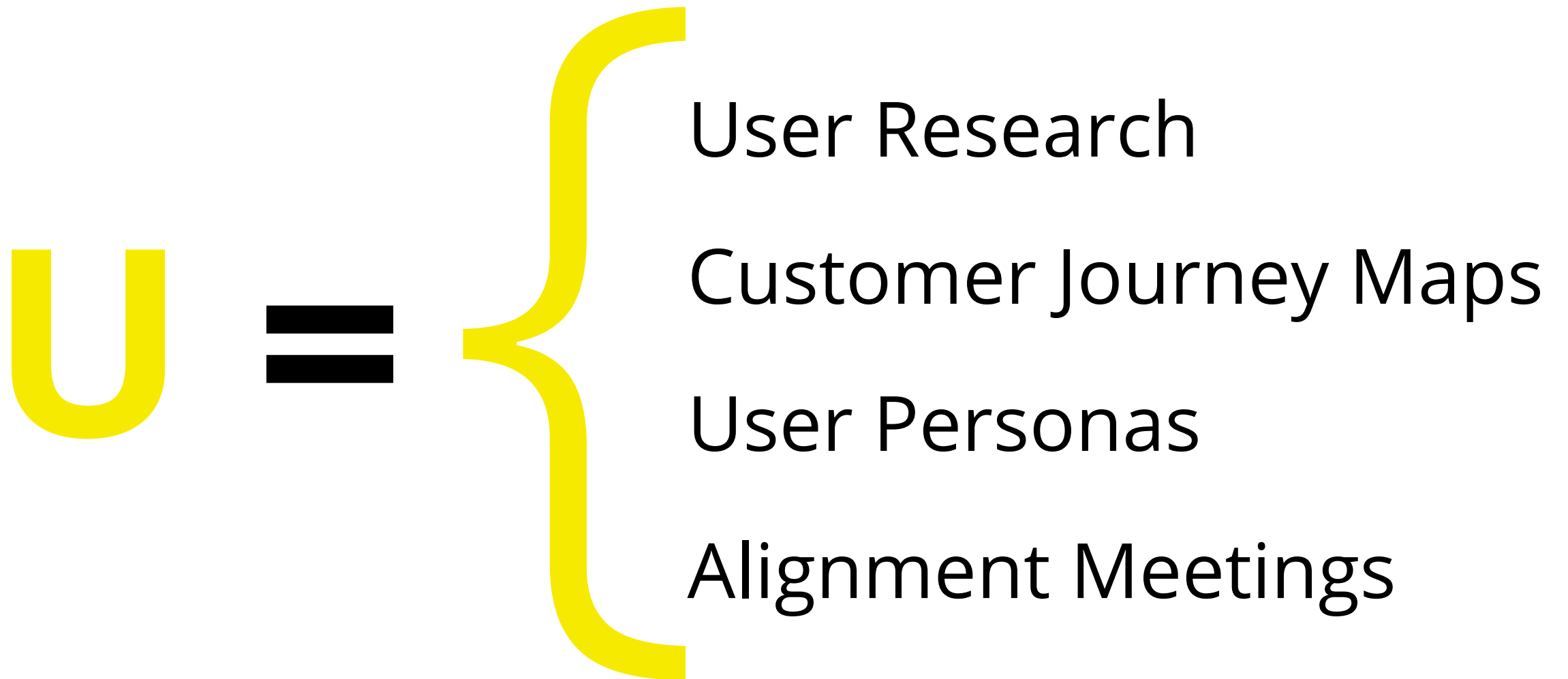
business inputs



Business Requirements



User Requirements



CHALLENGE

**Call 3 People
This Week**

THE REAL GOLDEN FORMULA

$$R = \frac{(UR + MAPS + P)}{\text{Alignment}} + SI + Tx + L^{10}$$

Building Consensus

Prove It

Total Involvement

Lots of Q&A

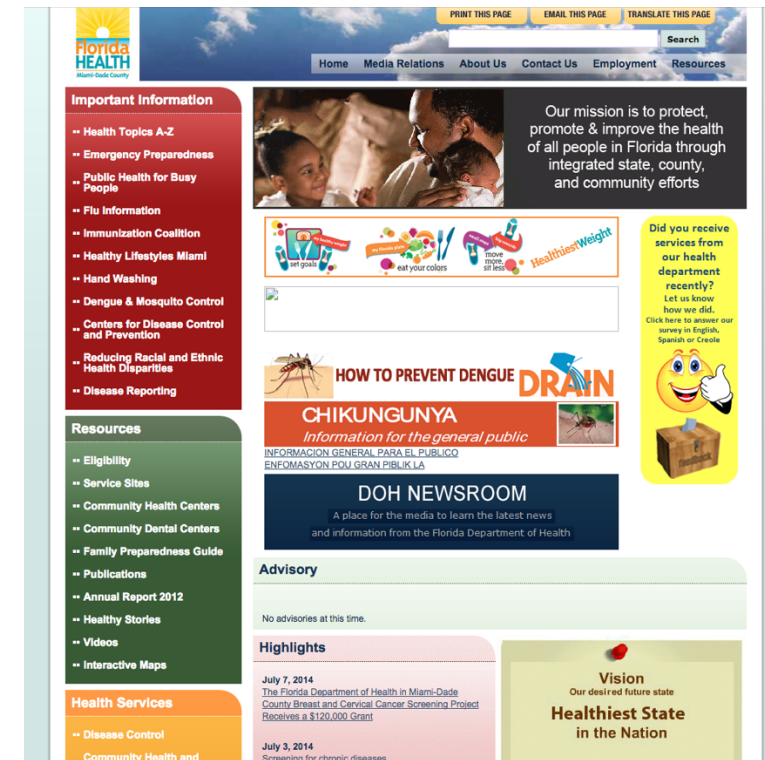
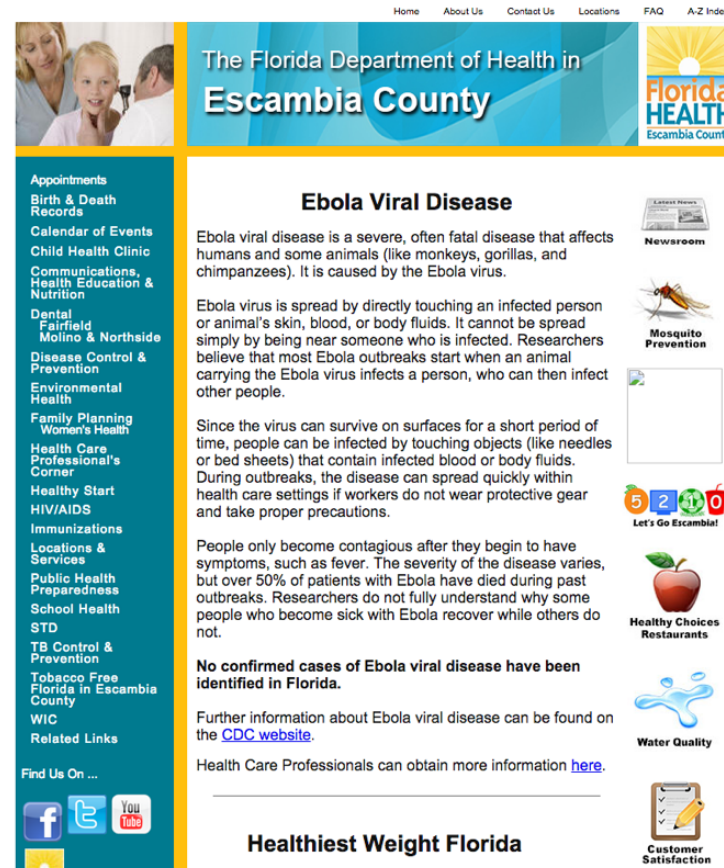
Over-Communication

Real Sense of Cooperation

Phase 2: Integrations

67 Disparate Sites

Variety of Skill Levels



Building Consensus

On-site Design Sessions

Active Weekly Meetings

Assignments

Representative Test Group

Building Consensus

From: Edwards, Michael J
Sent: Thursday, September 18, 2014 3:39 PM
To: Wright, Joe P; Dunn, Nathan P
Subject: A pat on the back

Good afternoon Sirs,

We have just concluded our monthly web managers meeting/conference call and I would like to express a sentiment that came to me while listening to Ryan Gray and Jake Bradley speak.

I am a topic facilitator for a section of the DOH site and was extremely involved in Phase I of the website redesign. It was a tough job to say the least and a lot of us were ready to pull our hair out but the final product was something that exceeded my expectations and I think many of the others would agree.

I want to commend Ryan Gray, Josh Ellis, Jake Bradley and all of their teams for their willingness to hear our concerns and to act on those concerns. I have been in the IT field for 20+ years, the first 15 of those years in the University system, and I have rarely met a team more helpful or more genuinely concerned about our issues. These folks are always available and very willing to help. No one is beneath their attention and they approach everyone with the same "Can Do" attitude regardless of how small or large the issue.

You gentlemen have a fantastic team and while none of them seem interested in praise, I for one, would like you to know how valuable these folks are to those of us across the state.

Thank you for your time.

Respectfully,

Michael Edwards
Electronic Registration Systems Lead
Department of Health
Bureau of Vital Statistics

Ready to
Say Hallelujah?

Hallelujah
CREATIVE GROUP



ryan@sayhallelujah.com

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