GetConnected!

The New Mantra:
User Focused & User Friendly

The website design team (a CTOG subcommittee) began the redesign process by asking questions that led to two key concepts that drove organizational decisions.

USER FOCUSED
The first key driver relates to the **who** and **why** of the website:

1. Who is coming to the site?
2. Why is she coming?

USER FRIENDLY
The second key driver relates to the **how** of moving around the website. This relates to two factors:

1. A logical progression of topics: How do members think about finding information?
2. A fewer number of clicks: How many clicks are required to get to the desired information?

Organizational Dilemmas

The Website Design Team discovered organizational dilemmas that lead to creative solutions. The organizational dilemmas included:

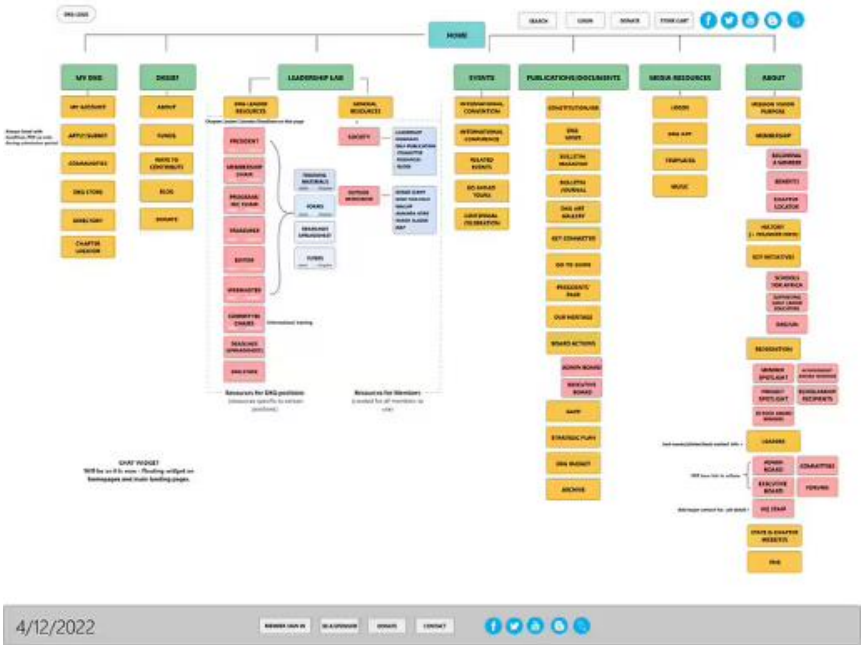
1. How to align **DKGIEF** info with the website redesign as it is a major source of funding for DKG activities and programs? **Solution– DKGIEF Tab**
2. How to align **The DKG Art Gallery** info with the website redesign as it is technically a **publication** of works by the members? **Solution- Art Gallery Icon and listed in Publications/Documents**
3. How to align **leadership resources** with the website redesign as these resources address DKG leadership and leadership as a whole? **Solution- Leadership Tab** *currently named Leadership Lab

For further information on the website redesign for the member and non-member sites, visit DKG Website Redesign.

Website Redesign - Coming Soon

One of the key points of discussion for the Int'l C&M Committee this biennium has been members' concerns about navigating the current DKG website to find the information that they need. The current website was developed in 2014 and tweaked a bit in 2017. It is time to consider a major **redesign** to address members' concerns. The Website Redesign Team is working toward a late fall 2022 roll out of a newly designed DKG website.

The User-Focused and User-Friendly mantra led to painstaking development of a **SITE MAP** for the website. NOTE: This is just the **skeleton** of the website–the behind-the-scenes organization of the parts and pieces. The artistic design of the site is a separate issue. Here you can begin to see the **layering** of information. The key tabs are in green, and the team worked hard to keep the number to seven as recommended by many website experts. Second clicks occur on the gold level. Pink and light blue complete the third and fourth click levels.



*Note this issue of GC focuses upon the "member" site of the redesign. A non-member site map is available as well. Watch for additional information on dkg.org, in DKGSI blogs, and in future *DKG News* and *Collegial Exchange* articles.

"Did You Know"
England, located in Great Britain, is a part of the United Kingdom. It is a mecca for architectural, geographical, historical, and cultural phenomenon. Big Ben, Buckingham Palace, London Bridge, Stonehenge, Lake District Nat'l Park, Liverpool, the Eden Project, and so much more are just a few must-sees in England. There are currently two DKG chapters in Great Britain.

River Thames, Horse Guards, Buckingham Palace Guard, Shakespeare's Globe Theater, and the Camden Market - Photos courtesy of Eija Liisa Sokka-Meaney, Finland