

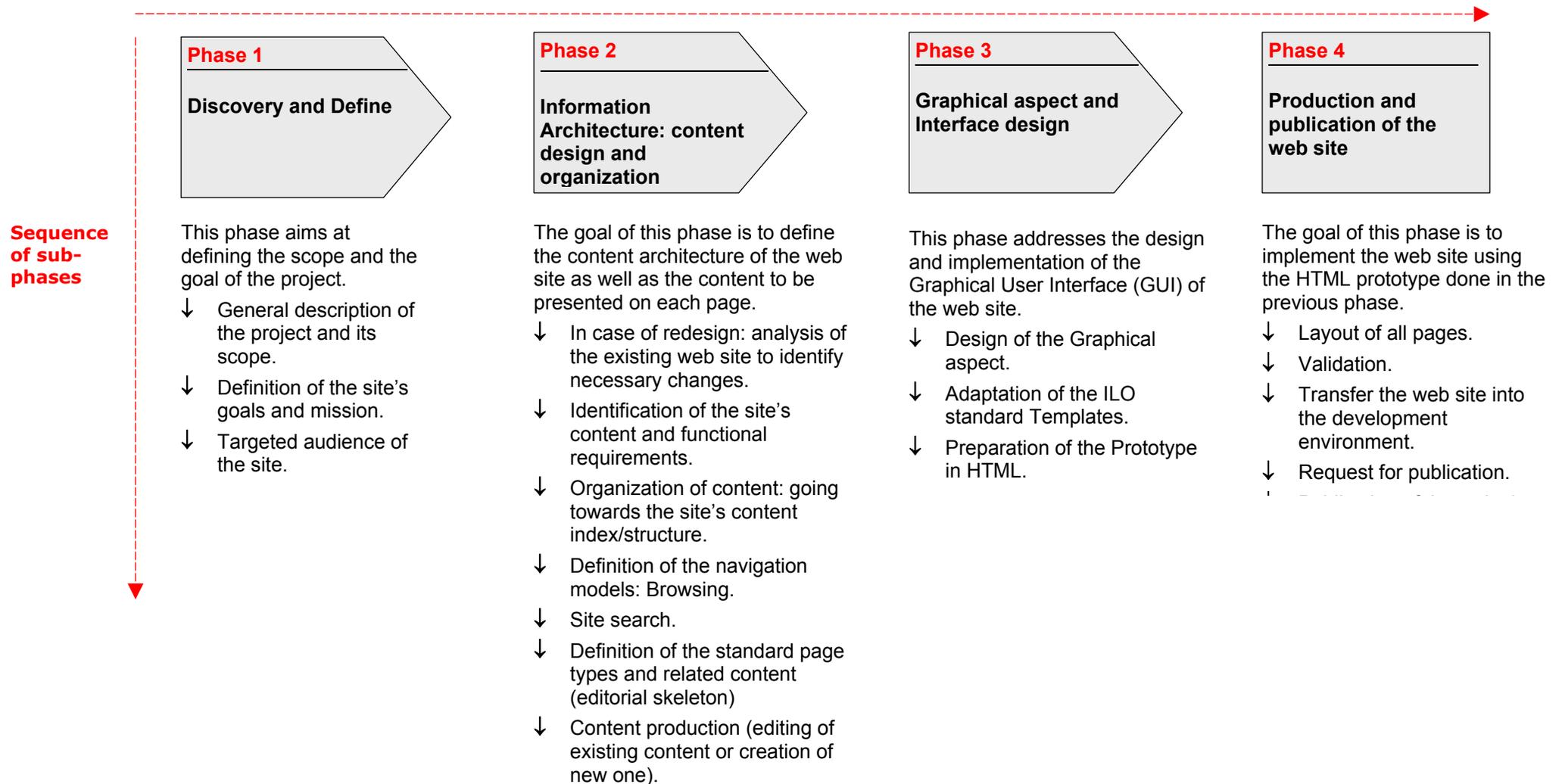
Methodology for designing ILO Public web sites

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Operational methodology used to design and implement Web sites

The methodology is subdivided in 4 phases organized in the following chronological order.

Phases timeline



Phase 1 - Discovery and define

This phase aims at defining the scope and the goal of the project.

Tasks	Actors	Deliverables	Operational goals
1.1 General description of the project and its scope: → Redesign of an existing web site. → Adding contents or functionalities to an old web site. → Design of a new web site from scratch.	Local Management in collaboration with WEBDEV	Document containing: → General description of the project. → Project goal and scope.	↓ To set the task and to start the relationship with WEBDEV.
1.2 Definition of: → Site mission. → Site communication goals. → Functional characteristics (operational features).	Local Management with WEBDEV	Document containing: → Site's goals and mission. → Targeted audience of the site related to the site's goals and mission.	↓ Site's goals, mission and targeted audiences serve as tool to check the correctness and the pertinence of the content published on each page.
1.3 Definition of the site users' profiles: their goals, tasks and needs, matching them with the site's missions and goals.	Local Management		

Phase 2 - Information Architecture: Content design and organization

The goal of this phase is to define the content architecture of the web site as well as describe the content to be presented on each page.

Tasks	Actors	Deliverables	Operational goals
<p>2.1 In case of redesign: analysis of the existing web site to identify necessary changes.</p>	Local Management	→ Analysis of the existing web site and list of content areas to be modified or removed.	↓ The Analysis of the existing web site is a necessary condition to clean up the content or to identify related content.
<p>2.2 Identification of site's content and functional requirements:</p> <p>2.2.1 Inventory and assessment of the existing content (on-line, off-line) in order to clean it up (only in case of redesign project).</p> <p>2.2.2 List of new content and its providers.</p> <p>2.2.3 Estimated frequency of updates.</p>	Local Management	<p>→ Inventory and assessment of existing content or listing of new one.</p> <p>→ Detailed list of the site's content indication for each page: content provider and estimated frequency of updates.</p>	↓ The list of content is necessary to create the site index.
<p>2.3 Organization of content: going towards the site's index/structure:</p> <p>2.3.1 Group content (old and new) in a hierarchical fashion to create the "site index" (like a book's table of contents) with related main sections and sub-sections.</p> <p>2.3.2 Describe the communications purpose of each main section. This is necessary to place content in the most appropriate space in the user interface, according to the content's communication purpose (a news item, rather than a quick-link will have different positioning in the web page).</p>	Local Management in collaboration with WEBDEV	→ Site index (the hierarchical content organization).	↓ The site index is necessary to produce the site map.
<p>2.4 Definition of the navigation models: Browsing</p> <p>2.4.1 <u>Hierarchical vertical</u> navigation model: define the site map as a nested tree structure of main sections and sub-sections. Best practice is to limit the depth to three levels.</p> <p>2.4.2 <u>Horizontal</u> navigation model: define relationships (cross linking) between content belonging to the different main sections and sub-sections of the site.</p>	Local Management + Local web editor + WEBDEV for checking	→ High level site map.	↓ The site map is necessary to identify the page types that will be required in the site.
<p>2.5 Search feature:</p> <p>Currently the ILO does not have a search facility. This will be available with the new Content Management System technology.</p>			

2.6 Definition of “page types”¹ and related content (editorial skeleton) in order to establish rules for editing existing content or for writing new one.	Local Management + Local web editor + WEBDEV for validation	→ Editorial skeleton for each page type identified in the site map.	↓ The editorial skeleton is necessary in order to give rules to content providers for editing or creating content.
2.7 Content production (editing of old texts or writing of new ones) in order to prepare content for web pages.	Local Management + Local web editor + WEBDEV for advice	→ It is advisable that the content for each page is created as a separate MS Word file stored in the I: drive. This will facilitate the migration of content into the Content Management system.	↓ MS Word files are necessary to layout content inside the static web pages and to facilitate the migration of content into the Content management System.

¹ The “page types” are related to the navigation. Typically the following types are foreseen (in the navigational sequence):

↓ **0 level - Home page**

↓ **1st level – At the first level there would be two different cases**

- **Main section page:** when it is necessary to introduce the section or when it is necessary to highlight items. For example if the section is “Publication” it could be useful to have a page presenting the most important ones or the latest published (all then are linked to the destination page or to a detail page – see below). From this page then it is possible to go to the related Navigation page.
- **Navigation page:** usually a list of items such as Publications Events etc. Note that the list offers two navigation possibilities: the Detail page or the Destination file.
 - ↓ **2nd level – At the second level there would be two cases**
 - **Detail page:** a page giving information about an item: the abstract of a publication or the description of an event. From this page it is possible to go to the Destination file.
 - **Destination file:** usually PDF files, for example the whole text of a Publication or Documents belonging to an Event (Preliminary program, Background, Proceedings, etc.).

Phase 3 - Graphic aspect and Interface design

This phase addresses the design and implementation of the Graphical User Interface (GUI) of the web site.

The graphical aspect of the web site will be designed adapting the official **ILO Public Templates**.

Within the general framework of a unified ILO identity, Units can modify the following visual identity elements to “personalize” the web site:

- The header of each page (situated underneath the common ILO header that contains the ILO logo)
- The horizontal colored bar delimiting each content area from above

Task	Actors	Deliverables	Operational goals
3.1 Design of the Graphical aspect 3.1.1 Customization of the graphical aspect of the user interface using the standard Header.	WEBDEV	<ul style="list-style-type: none"> → Customization of the header following the standards. → Examples (in the form of screen-shots) to facilitate the choice of the definitive header by the Local Management. 	<ul style="list-style-type: none"> ↓ Define the graphic elements to produce the final header in HTML.
3.2 Adaptation of the ILO standard Templates to be consistent with the site index and the “page types” defined at points 2.2 and 2.6 of this methodology.	WEBDEV	<ul style="list-style-type: none"> → Template pages in HTML: <ul style="list-style-type: none"> → Home page → Main section page → Navigation page → Detail page → Implementation of one section of the web site along with its sub-section. (WEBDEV will prepare a standard file system in the web development server - https://webdev.pub.ilo.org). 	<ul style="list-style-type: none"> ↓ Preparation of part of the file system onto the web development environment. Preparation of the HTML prototype with sample pages ready for the local web editor to finalize the creation of the web site.
3.3 Preparation of the Prototype in HTML in order to check and validate the navigation, the interface/user interactions and the graphical aspect before starting the implementation.	Local web editor + Local Management	<ul style="list-style-type: none"> → The Local web editor extends the file system according to the standard guidelines on Directory naming conventions to match the site index defined in step 2.3 above. → The Local web editor builds the site in HTML to obtain validation by the Office’s management. 	<ul style="list-style-type: none"> ↓ Extend the file system as required by the site index on the basis of the prototype created by WEBDEV. ↓ Duplicated the sample pages created by WEBDEV and fill in the appropriate content for each page according to the site index.

Phase 4 - Production and publication of the web site

The goal is to implement the web site using the HTML prototype done in the previous phase 3.3.

Tasks	Actors	Deliverables	Operational goals
4.1 Create all the pages of the site , including content prepared in step 2.7 and <u>images</u> from the ILO Photo-library (http://www.ilo.org/dyn/media/mediasearch.home?p_lang=en) if necessary. ²	Local web editor	→ The web site implemented onto the local I:drive.	↓ Producing and linking all pages in the site.
4.2 Web site validation:	Local Management	→ Validation of each page of the site	↓ Validation is necessary for transfer onto the central web development server.
4.3 Transfer of the whole web site in the development environment (https://webdev.pub.ilo.org) by means of FTP. ³	Local web editor	→ The web site implemented onto the web development server.	↓ Make the final web site (with institutional header and local header) visible to anyone collaborating in its production. ↓ Final validation.
4.4 Request for publishing done via e-mail to webtransfers@ilo.org .	Local web editor	→ E-mail to webtransfers@ilo.org → Specify the URL of the whole site of individual files to be published.	↓ Necessary to publish the site onto the ILO web production environment.
4.5 Publishing of the web site onto the www.ilo.org production sever.	WEBDEV		Go live of the web site

² Images published in the web site must be linked from the ILO Photo-Library in their available format. This guarantees that no image processing needs to be done locally and that all images are copyrighted. If an image is NOT present in the ILO Photo Library, please send it to M. Crozet/DCOMM (crozet@ilo.org) for inclusion in the Photo-Library.

³ Please be aware that only upon transfer of the web pages to the web development server, the web pages will show the appropriate **Unit Header** and **Footer** as well as the ILO Header and footer and the **navigation menu**. This is due to the inclusion of these elements from the server (server side include). Please refer to the "ILO Standard Templates" documentation for further details.