



**Roinn Cumarsáide,
Fuinnimh & Acmhainní Nádurtha**
Department of Communications,
Energy & Natural Resources

Website Design and Development

November 2015

NEW WEBSITE



WHO



BUDGET



IMAGES



TONE



S.E.O.



TRAINING



HOW



CMS



APPROVAL



LANGUAGE



GUIDELINES



PROCESS



EXPERT



TEAM



REVIEW

3-PHASED APPROACH

1

***PLANNING
& ANALYSIS***

2

***EXECUTION &
IMPLEMENTATION***

3

***MAINTENANCE
STRATEGY***



WEBSITE DEVELOPMENT



PROJECT
MANAGER

1

PLANNING & ANALYSIS

DETAILS

■ Strategic Planning & Goal Setting

OWNER

■ Business

2

EXECUTION & IMPLEMENTATION

DETAILS

■ Design

■ Develop

■ Content

■ Evaluation

OWNER

■ Business + Designer

■ Business + Developer

■ Business + Content editors

■ Business +

3

MAINTENANCE

DETAILS

■ Maintenance strategy

OWNER

■ Business



1. Strategic Planning & Analysis



STRATEGIC PLANNING & ANALYSIS

- Situational Analysis
- Research & Review
- Stakeholders
- Technology
- Brand
- Resource
- Process



Objectives and
Goal setting



Strategy and
Tactics



Review and
Monitor



WEBSITE GOALS

WEBSITE DESIGN

- Better experience for stakeholders
- Information architecture & structure to meet needs
- Accessibility & Usability
- Branding & values
- Functional (Responsive, CMS, SEO, Analytical tools)



To achieve and maintain good UX, the operational side must work

OPERATIONAL

- Mind set and behaviour change
- New processes
- Dedicated resources
- Guidelines & training
- Review & monitor
- On-going Maintenance strategy



2. Execution & Implementation



DESIGN PHASE

- Design Partner
- Design Brief
- Designer + Business
- Accessibility Guidelines
- Creative review
- Templates
- Challenges



DEVELOPMENT PHASE

- Developer
- Development Brief /Rule book
- Accessibility Guidelines
- Customised CMS
- Templates Tested
- Implementation



CONTENT PHASE

- Content Brief
- Trained and educated
- Accessibility Guidelines
- Content Structure
- Content and Images
- Review



EVALUATION

- Expert evaluation on accessibility and usability
- Tools to monitor
- Analysis/Statistics



3. Maintenance Strategy



MAINTENANCE STRATEGY

1 RESOURCES

- Appoint content editors to represent each sector.
- Brief all senior managers on plans.
- Manage the rotation of staff.

2 PROCESS

- Guidelines and easy to follow procedures to be followed for a smooth operation.

3 TRAINING

- Refresher training courses and how to manuals for existing content editors and managers.

4 MONITORING

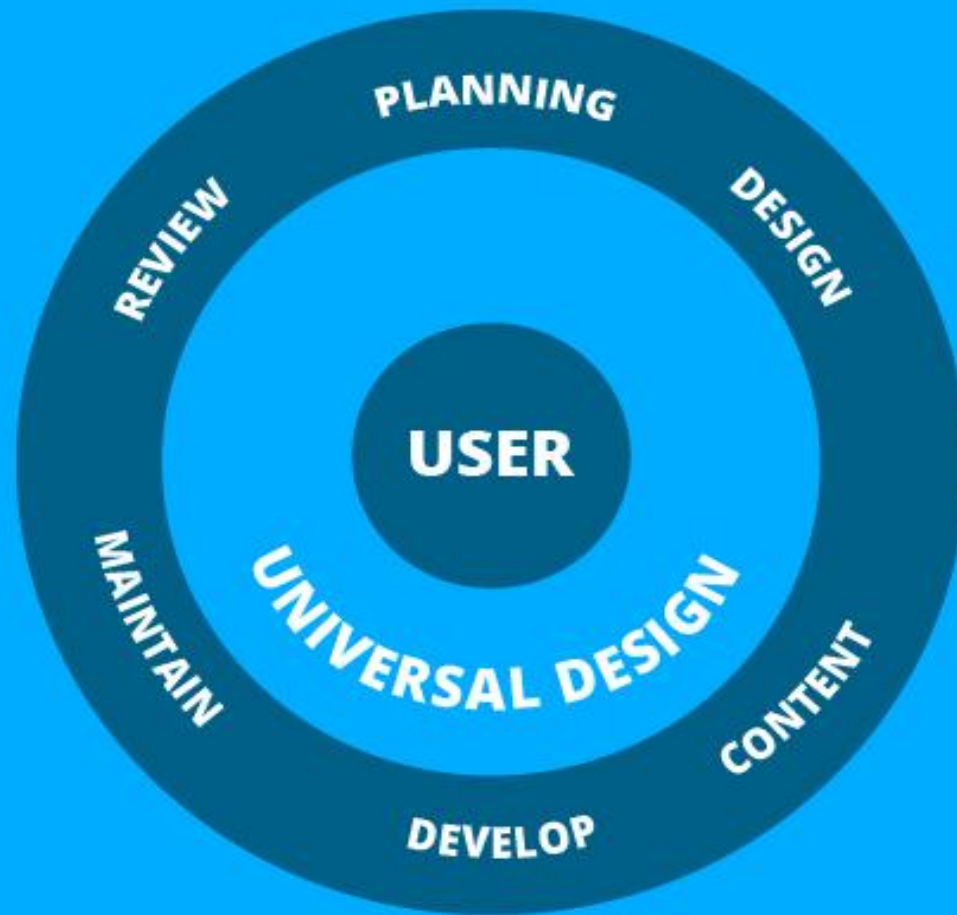
- Review all activity on a regular basis using tools to monitor and to help improve outputs .

5 REPORTING

- Circulate reports to peers and senior managers to amplify awareness.



NEW USER CENTRIC WEBSITE





Communications

Energy

Natural Resources

News & Media

About Us



School Digital Champion Programme

The programme provides students with opportunities to engage with some of the leading technology companies, to gain recognition for their skills and to showcase their digital achievements on a national platform.

REFIT Schemes and Supports



School Digital Champion Programme

National Broadband Plan public consultation



Eircode the new postcode system for Ireland



Latest Publications



Latest Consultations



Latest Press Releases



01/11/2015

Prospecting Licence Competition



09/11/2015

Wild Salmon And Sea Trout Tagging Scheme Regulations



25/11/2015

Fishermen asked to Collaborate on Scientific Fishery



Roinn Cumarsáide, Fuinnimh & Acmhainní Nádurtha
Department of Communications, Energy & Natural Resources

Gaeilge | Contact Us

Communications Energy Natural Resources News & Media About Us

School Digital Champion Programme
The programme provides students with opportunities to engage with some of the leading technology companies, to gain recognition for their skills and to showcase their digital achievements on a national platform.

REFIT Schemes and Supports

School Digital Champion Programme

National Broadband Plan public consultation

Encode the new postcode system for Ireland

Latest Publications

01/11/2015
Prospecting Licence Competition

30/10/2015
Consultants and Contractors

Latest Consultations

09/11/2015
Wild Salmon And Sea Trout Tagging Scheme Regulations

19/10/2015
Consultation on the process for updating the High Speed Broadband Map

Latest Press Releases

25/11/2015
Fishermen asked to Collaborate on Scientific Fishery

18/11/2015
Irish-French energy agreements reached in Paris

Our Ministers

Minister Alex White

Minister of State Joe McKHugh

Featured Initiatives

Be Winter Ready 2015

Lobbying Act 2015

Communications
Topics
Publications
Programmes & Schemes
Consultations
Legislation
Press Releases
Contact Us

Energy
Topics
Publications
Grants & Subsidies
Consultations
Legislation
Press Releases
Contact Us

Natural Resources
Topics
Publications
Licensing
Maps & Data
Consultations
Legislation
Press Releases
Contact Us

News & Media
Press Releases
Speeches
Publications
Consultations
Legislation
Contact Us

About Us
Our Department
Our Structure
Our Strategy
Our Missions
Customer Service
Corporate Information
Working With Us
Contact Us

Compliance
Official Languages Act
Freedom of Information
Access to Information on the Environment
Accessibility Statement
Disclaimer
Privacy and Cookie Policy

Contact Us | Customer Service | Follow us on Twitter
Department of Communications, Energy and Natural Resources, © 2015

5 Main Sections

Latest News Carousel

Content frequently viewed

Important Initiatives

Main content areas for each sections

