Website 1.0

Understanding web development in today's changing marketplace

MSI TEAM

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DESIGN USER EXPERIENCE CONTENT SECURITY MEASUREMENT

DESIGN

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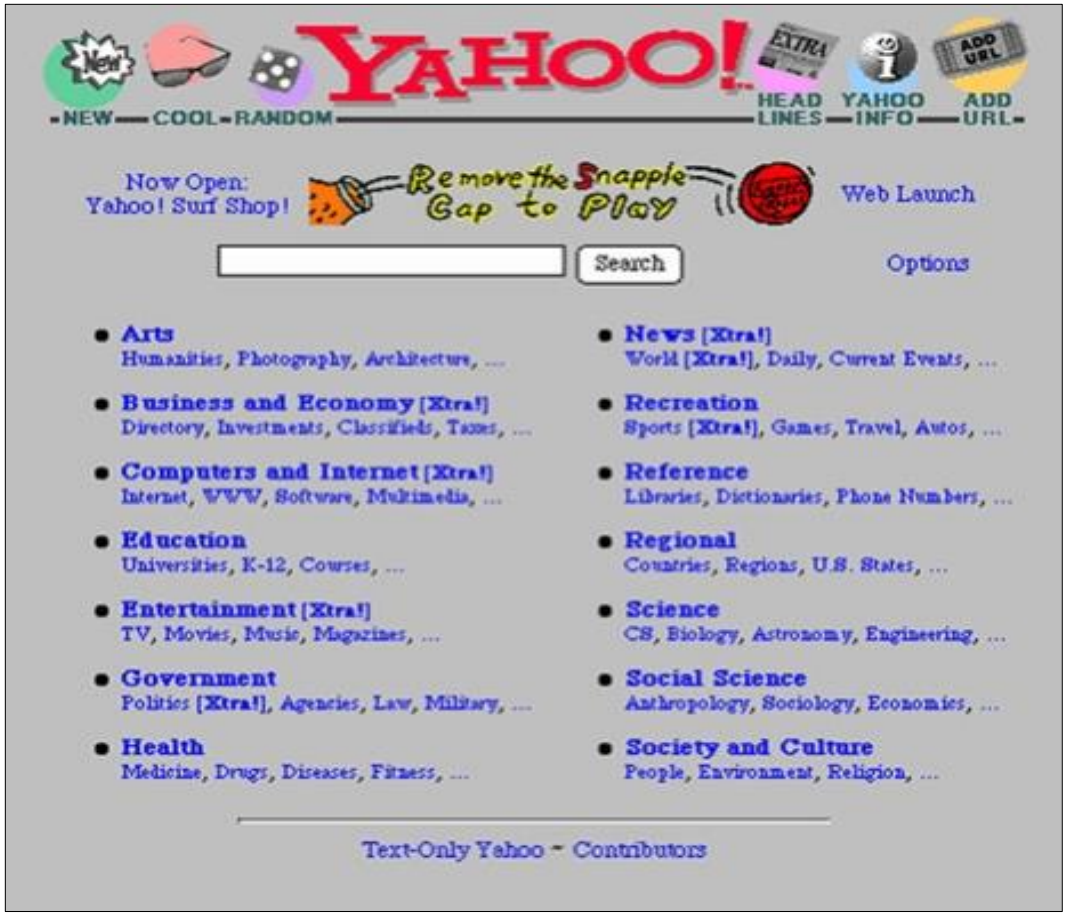
EARLY YEARS

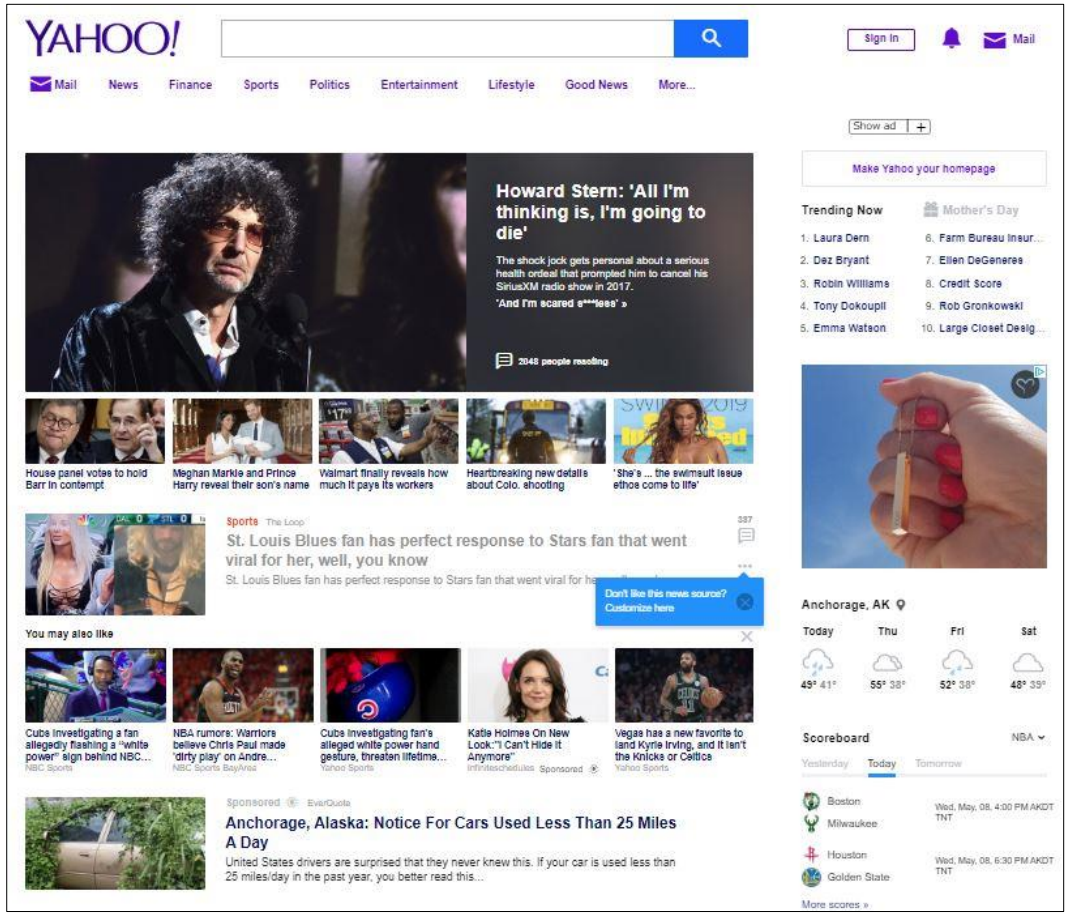
1997

1998

THEN & NOW



1995



2019

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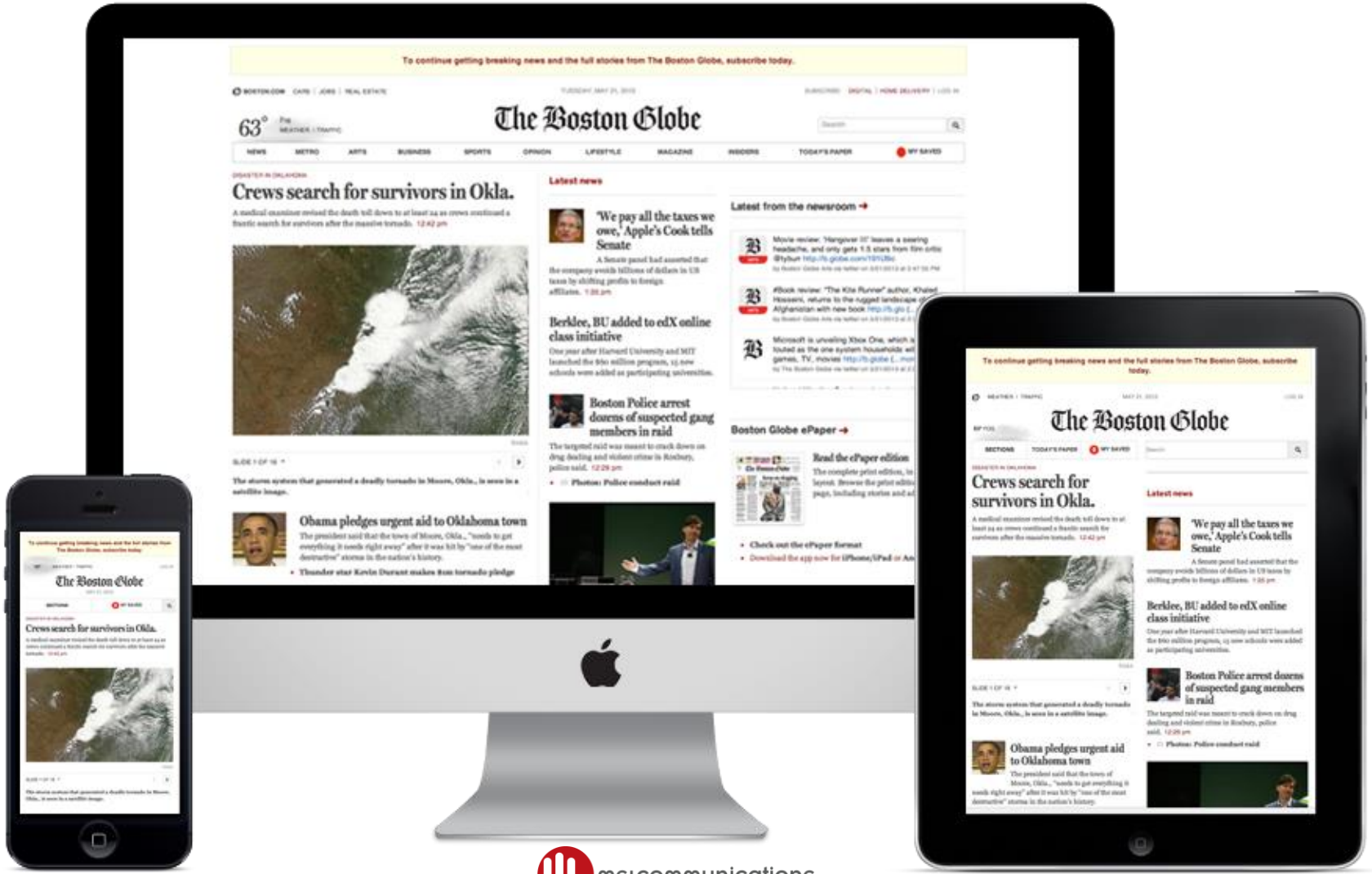
RESPONSIVE



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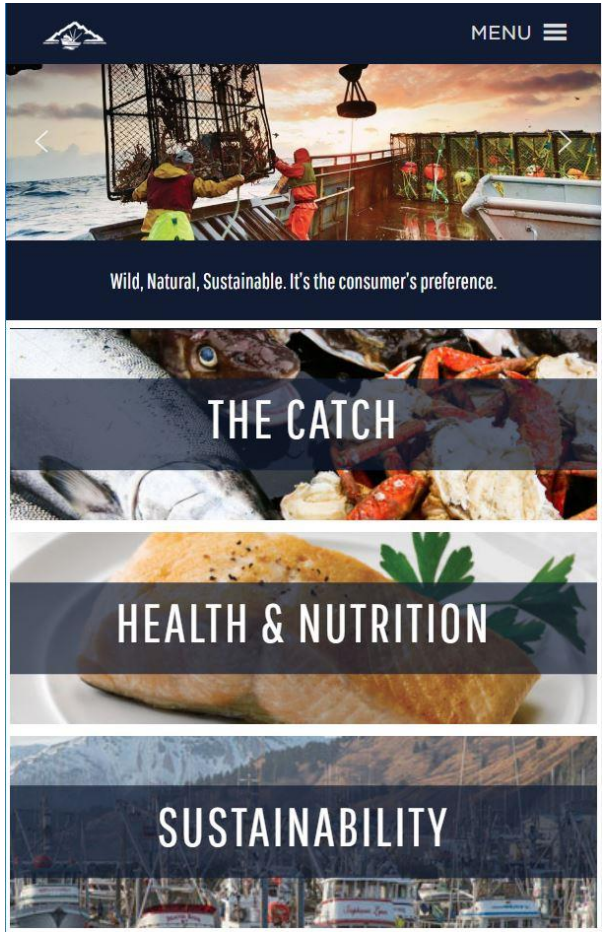
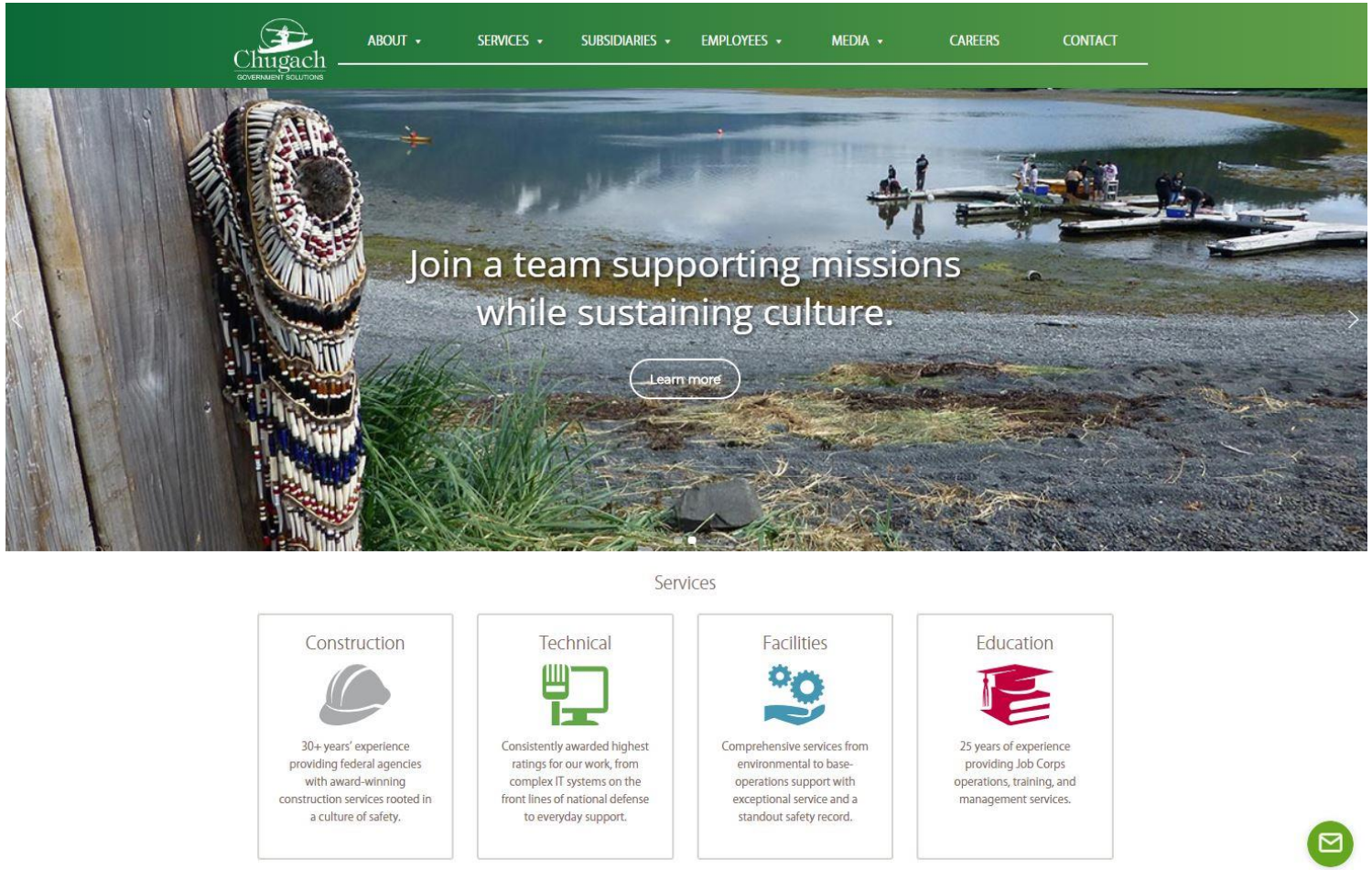
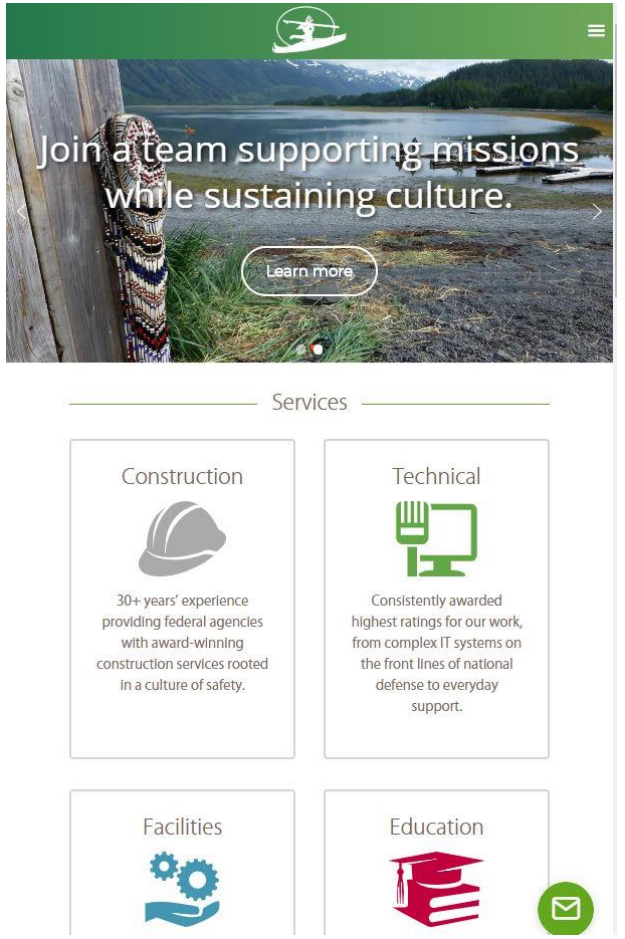
RESPONSIVE



ALASKASEAFOOD.ORG

RESPONSIVE





CHUGACHGOV.COM

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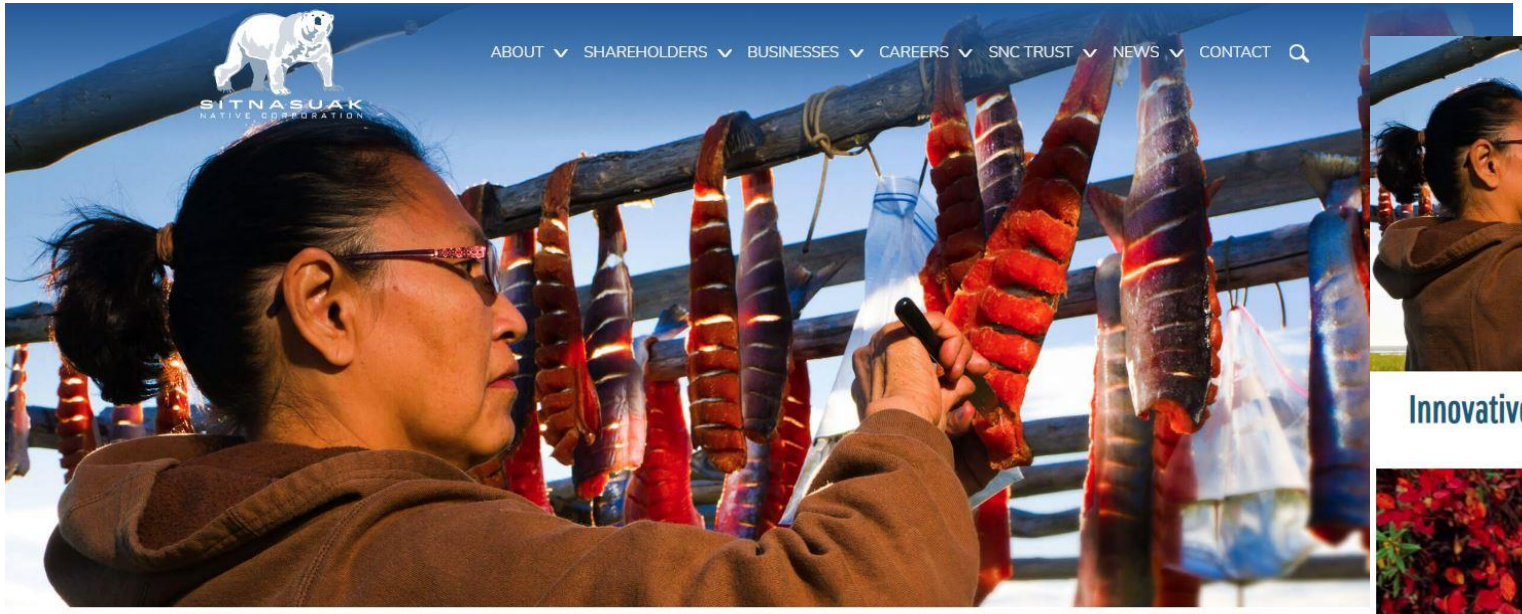
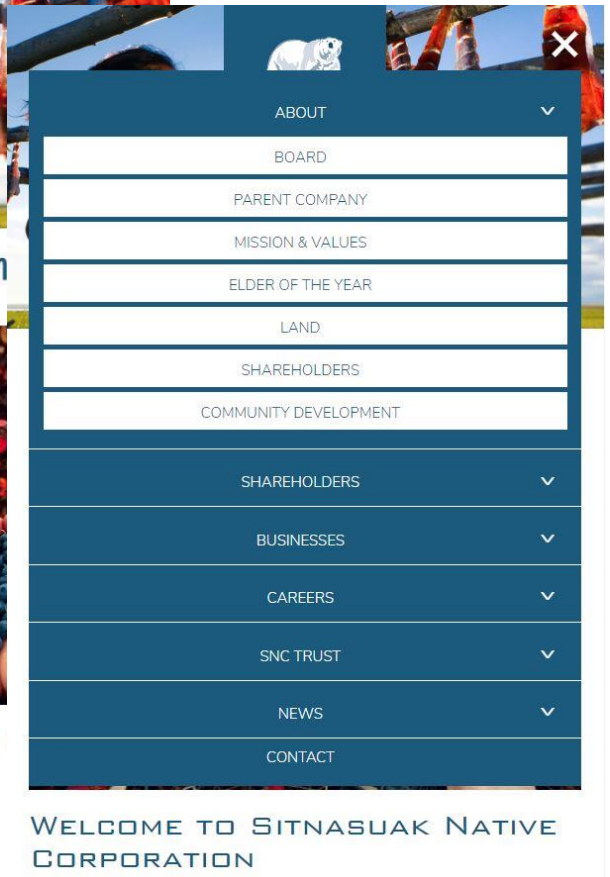
RESPONSIVE





SNC.ORG

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PERSONAS

Sarah Shareholder

- Age: 77
- Location: Angoon
- Hi-speed IT: No
- Smartphone: No
- Needs: Forms, News

Paul Procurement Officer

- Age: 39
- Location: Wash D.C.
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Contacts, Info on service lines

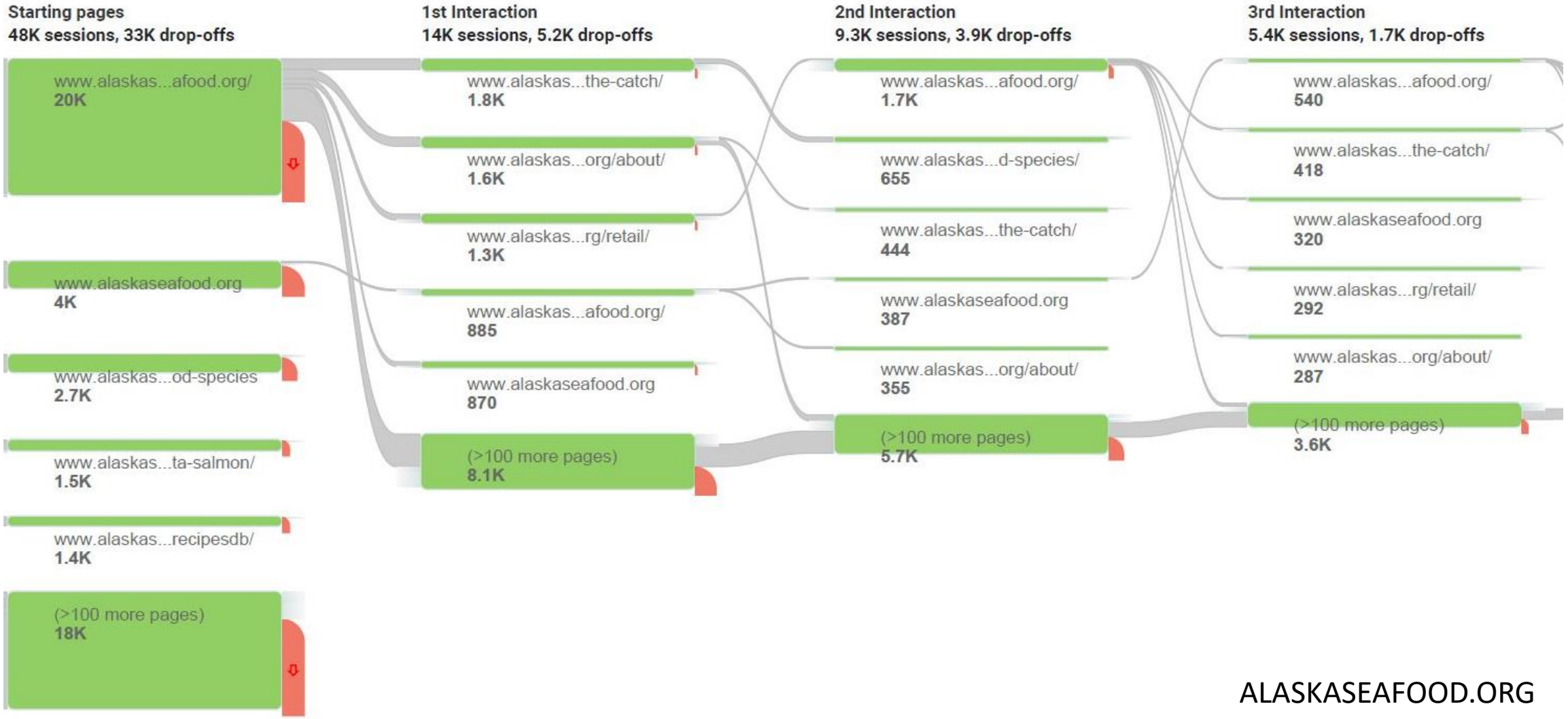
Bob Business Partner

- Age: 56
- Location: El Paso
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Contacts, Info on subsidiaries

Jane Q. Public

- Age: 29
- Location: Anchorage
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Info on land access/permissions

USER PATH



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USER EXPERIENCE

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USABILITY

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ACCESSIBILITY

Making sure everyone can use your website

- Alternative Image Text
- Total keyboard access
- Easy to read forms (with labels)
- Language code in the HTML
- Descriptive links (not “learn more” or “click here”)
- Color contrast and fonts

ACCESSIBILITY

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BEST PRACTICES

Ways to improve the user's experience

- Users don't read, they scan
- Users want clarity and simplicity
- Common design elements versus creativity
- Design for your audience
- Visual hierarchy (most important first)

CONTENT

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Writing for People

- Flesch reading ease (0-100 scale)
- Sentence length (fewer than 20 words)
- Paragraph length (use of bullets and pullouts)
- Active vs. Passive voice
  - “The entrance exam was passed by the students.” (Passive)
  - “The students passed the entrance exam.” (Active)

SEO FRIENDLY

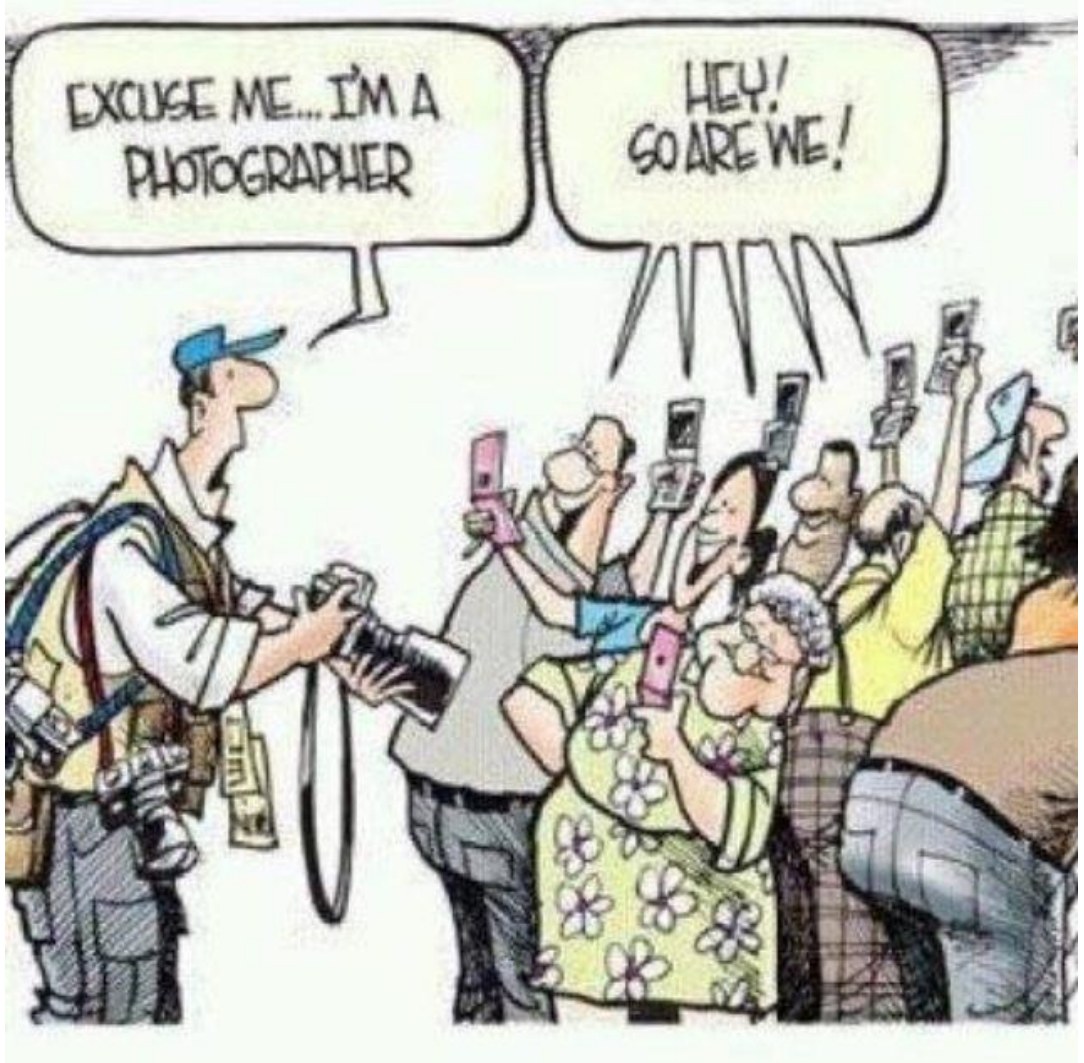
Writing for Machines (Search Engine Optimization)

- Use page headings that convey the subject of the page
- Content should load quickly on all devices
- Alt image text, title tags, descriptions on all content
- Use structured data markup (here are some examples)
  - Products you're selling
  - Business location, opening hours
  - Videos about your products or business

JPEG/MOV

Choosing great photos/video

- Resolution
- Color
- Subject/Cropping
- Multiple sizes depending on the screen size
- Talent releases/Copyright



SECURITY

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ATTACKS

- How long does it take to crack a 8 character password?

  With speed of 1,000,000,000 Passwords/sec, cracking an 8 character password composed using 96 characters takes **83.5 days**. Research presented at Password^12 in Norway shows that 8 character NTLM passwords are no longer safe.

- In its analysis of 6 million websites, SiteLock said the average small business site experiences **44 attacks** per day or **16,060 attacks** per year.

HOSTING

Hazards of onsite hosting

1. Require expensive, modern servers
   - Processing power
   - Memory
2. Require continual software updates
   - Linux, Apache, MySQL, PHP
   - Latest versions
3. Redundant Internet connection
   - Simultaneous users/slow network
   - Interrupted service
4. Exposes ENTIRE network to hackers
   - Only as secure as weakest point
   - Firewall breach/customer data

FedRAMP

What is FedRAMP?

The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide program that provides:

- Standardized approach to security assessment, authorization
- Continuous monitoring for cloud products and services

- NIST 800-171 (protection of unclassified info in non-federal orgs)
- MSI builds out services using AWS GovCloud
  - Regional considerations
  - Multiple security options

MEASURE

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GOALS

Marketing goals:

- Virtual storefront (e-commerce)
- Increase awareness (advocacy)
- Establish a reputation
- Educate
- Persuade and inform

Measurement goals:

- Number Of Visitors
- Bounce Rate
- Average Time On Page
- CTA Click-Through Rate
- Conversion Rate

THANK YOU

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