

STREAMLINE YOUR WEBSITE PROGRAM



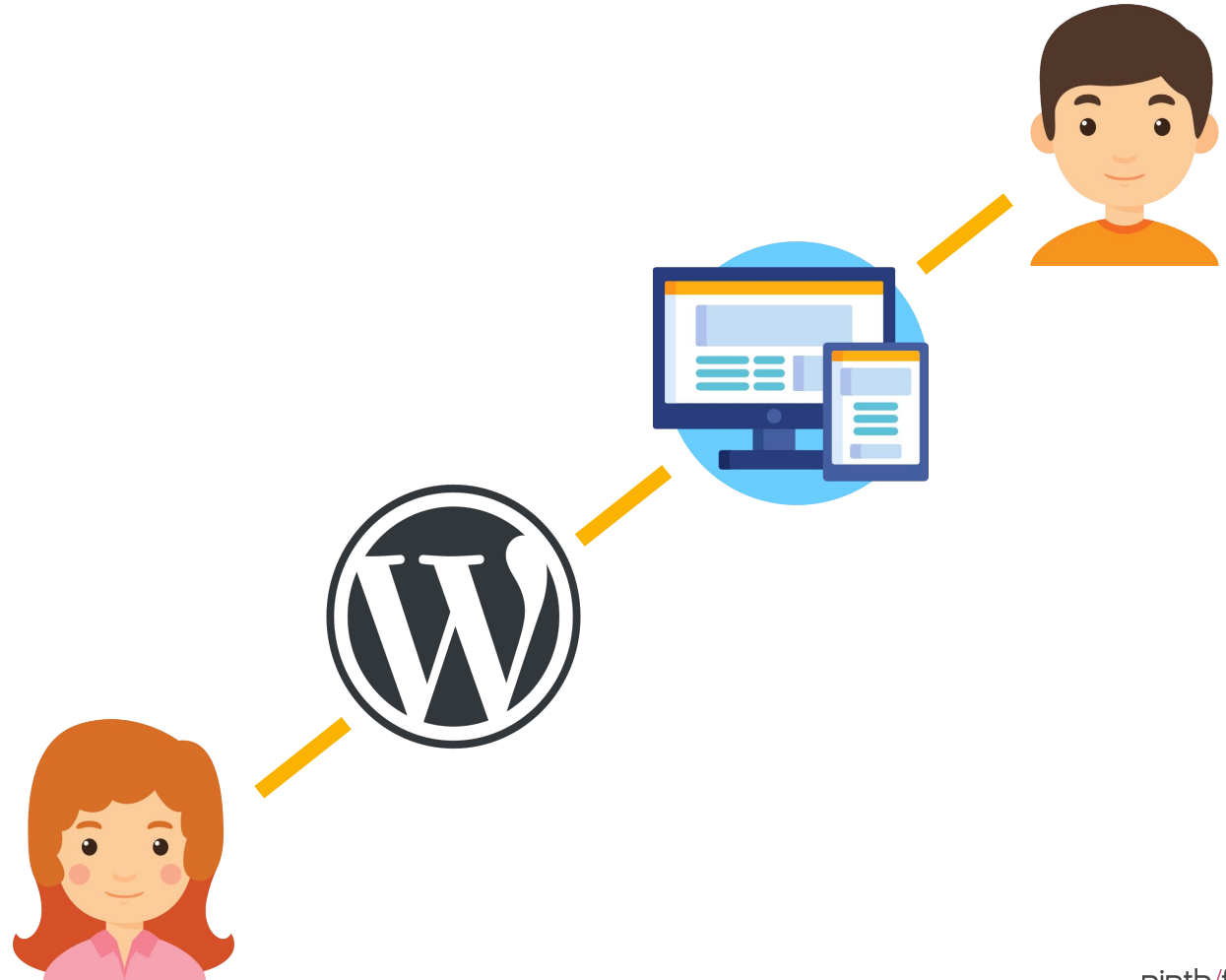
4 things enterprise leaders can do right now
to serve customers without increasing costs

Laura Stringer, Principal

ninth/fourth

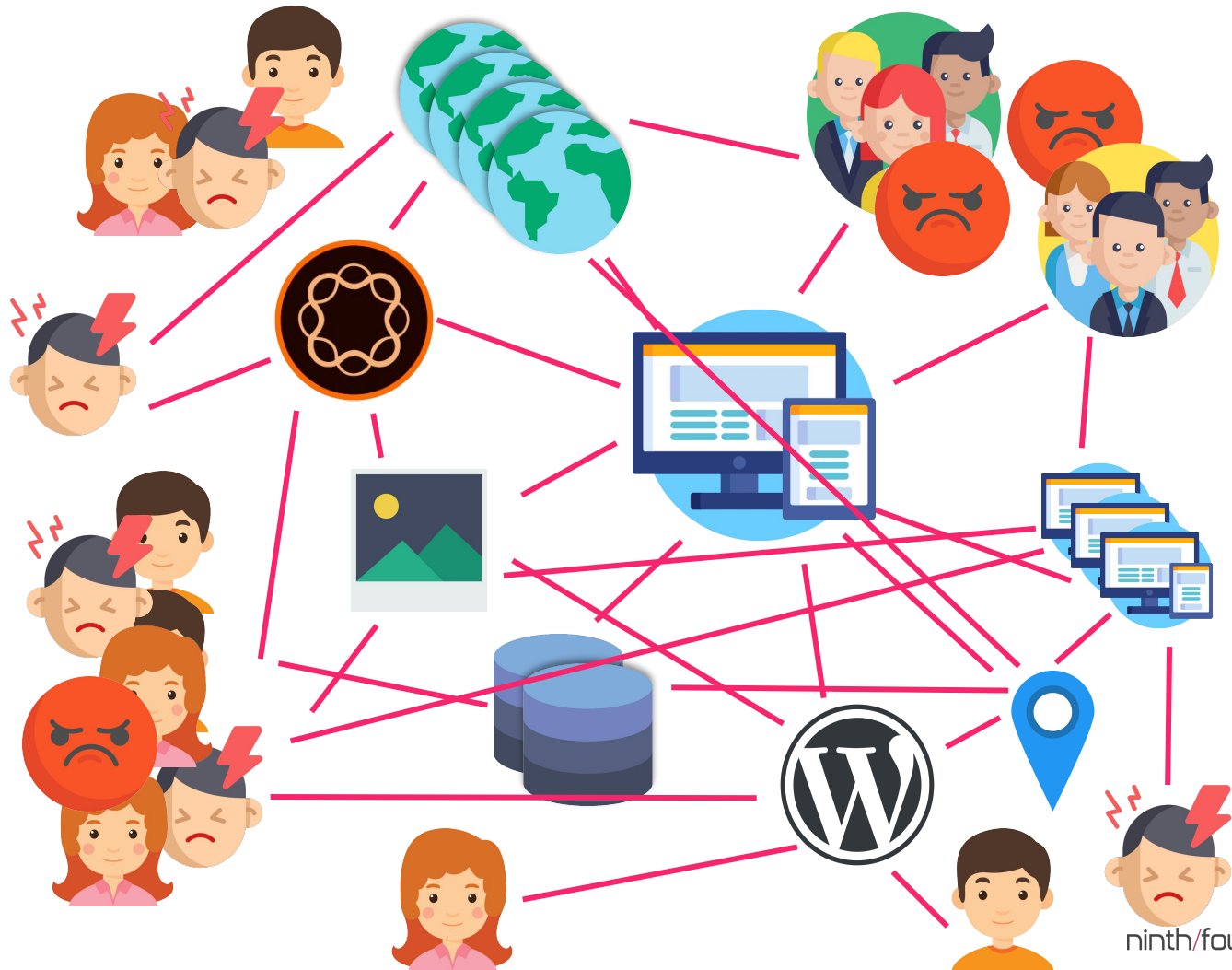
Some website ecosystems look like this.

Nice and neat.



Some website ecosystems...

Not so much.





More customers online

Trying to do more online

But the company needs to cut costs

ABOUT LAURA STRINGER



- **Principal, Ninth Fourth LLC**
A boutique consulting practice focused on digital experience strategy and product management
- For over 20 years, spearheaded and managed websites and digital ecosystems for global brands in multiple industries
- Founded Ninth Fourth in 2018 to help clients define the experiences their customers need, and stand up the programs to create and grow those experiences in a scalable, sustainable way
- Integrative, forward-thinking mindset grounded in reality
- Reputation for turning around complicated, "problem" projects and situations.
- Lives in New Jersey with her husband and son. When not on her customer-focus soapbox, you'll usually find her singing (or hosting) karaoke or renovating her house.



So what do we do?



So what do we do?

0. What NOT to do



So what do we do?

0. What NOT to do
1. Make friends with IT!
2. Manage it like a product
3. Repurpose Content
4. Make a Pattern Library

Stop and Avoid

Redesign

Catering to yellers

One-off, specialized
projects

Shadow sites



Show IT
some love



Show IT some love

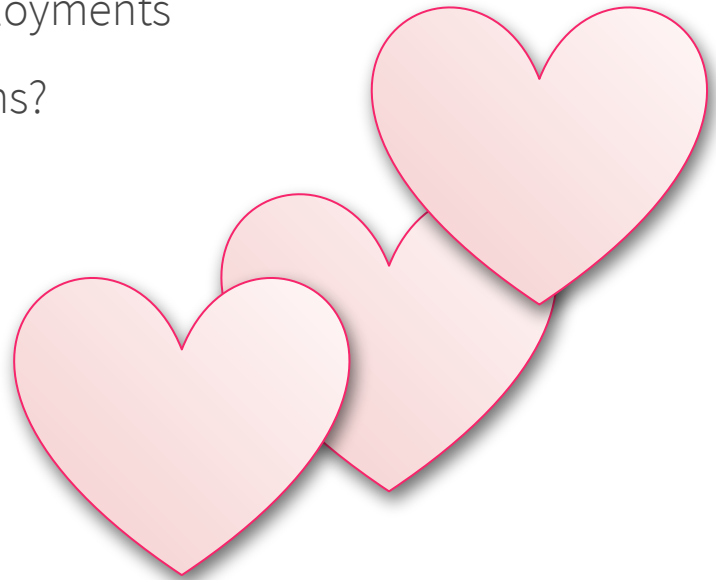
Server & software upgrades

Site speed & page load advice

Information security

Streamline testing & deployments

What are their suggestions?





Manage it like a
product

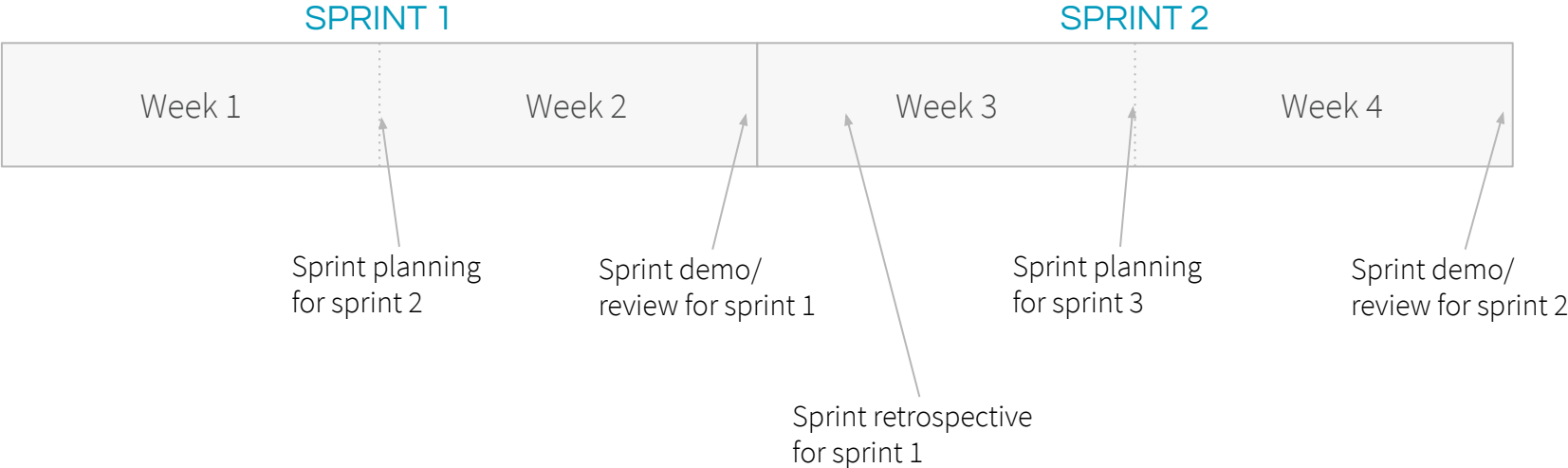
Product Management

Sprints

Work with what you have



Product Management



Product Management:

Sprint Planning

Item	Priority
Make more space for header text	High
Get new hero image for product category page	Low
Make the site run faster	High
Add phone numbers for all dealers	Medium
Create widget for signing up for newsletters	Medium
Add space for alt text in all image widgets	High
Page background should be blue for investor pages	Low

Sprint 1

Product Management:

Sprint Planning

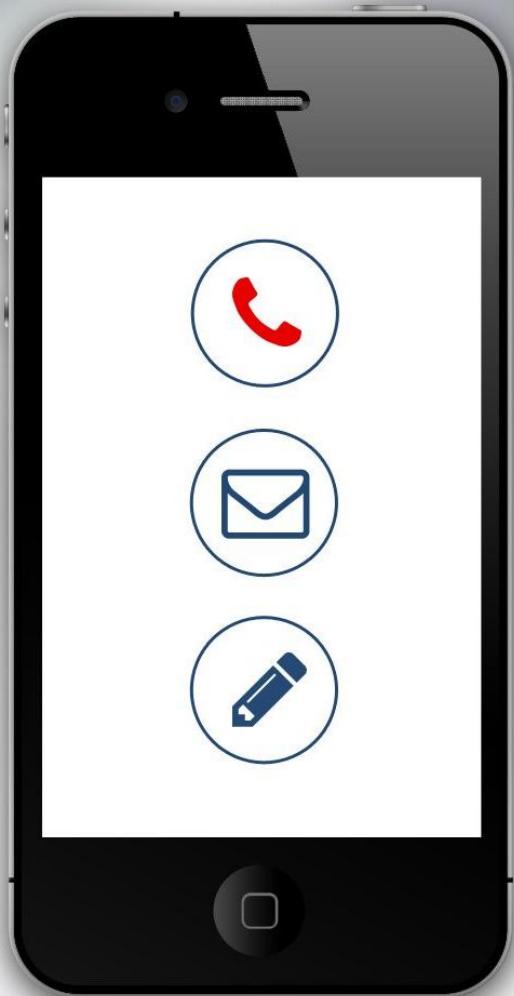
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Sprint 1

Add space for alt text in all image widgets

Add phone numbers for all dealers

Investigate page speed problems



Communicate

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Also, Communicate.



Now you have a backlog

What goes in it?

Prioritize what customers need now

Not your guess about what they want

Not what an internal leader yells for

Dust off that customer journey map



Repurpose Content

Whitepapers

Case studies

Journal articles

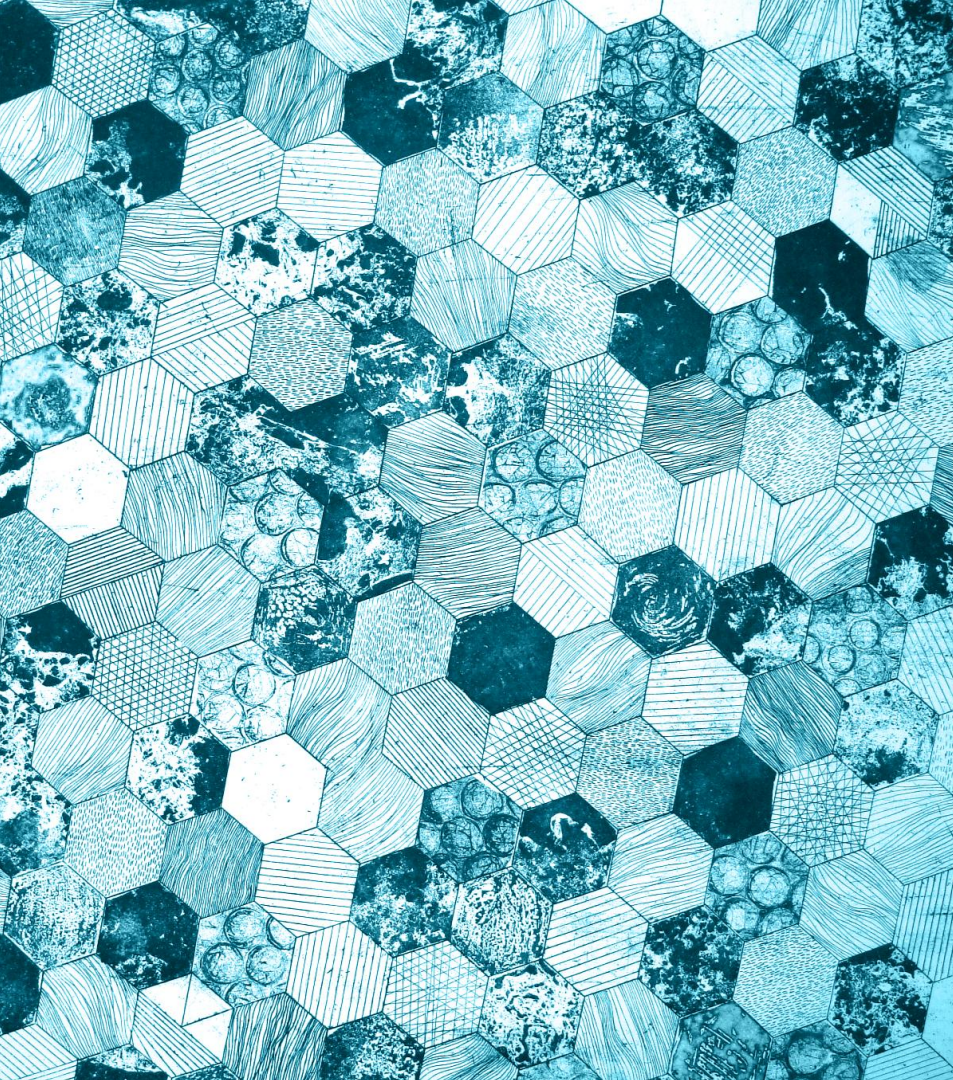
Manuals



Storytelling



Technical Information



Pattern Library

Efficient Development

User Experience

Governance

Empowered Editors

Pattern Library

Less to build = less money spent

Less to test = less money spent



Pattern Library

Less to build = less money spent

Less to test = less money spent

Fewer options = more consistency

Pattern library as rulebook

Pattern Library

Less to build = less money spent

Less to test = less money spent

Fewer options = more consistency

Pattern library as rulebook

Consistent patterns = quicker content editing

Fewer options = less confusion



Start Simple

So what do we do?

0. What NOT to do ✓
1. Make friends with IT! ✓
2. Manage it like a product ✓
3. Repurpose Content ✓
4. Make a Pattern Library ✓



One step at a time

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Let's talk!

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