From ideas to implementation

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Knight Community Information Challenge Boot Camp
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You got the funding—now what?

# Making it happen

What this session will cover
- Defining your community
- Defining your team
- Managing the project
- Setting goals for success
- Product requirements & product development
- Setting milestones & keeping a schedule
- Reaching out to community
- Measuring your work—and learning from the data

Remember—ask questions—and share what YOU know

+ First--define your audience

1. Decide who your audience is for the project
   What is their reading level?
   Are they on a computer or a mobile platform?
   What languages do they speak?
   How often will they visit?
   What will they DO on your site?
   How will your project affect them in the real world?

2. Create a brief or persona board about your audience—and refer to it, share w/ the team,

Validate board, etc *ideas by working as a team—and asking community members for their ideas & input right up front*
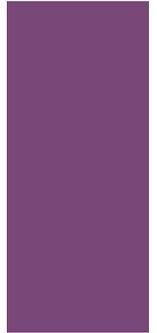
Now, define your team

Basic questions:
- What are the roles we need to make this happen?
- What are the skills we need?
- Who is the project lead?
- Who do we have?
- Whom do we need to hire?
- What are the roles and responsibilities?

Harder questions:
- What skills are we lacking? How do we get them?
- Do we know what we don't know?
- How will doing this project change our other workflow?

Kicking off the project

Know before you start

- Who is the lead?
- Does every person have a defined role—and know what it is?
- What are the project management tools you are using?
    Google docs, Basecamp, Open Atrium
- How will the team know what to work on-- and in what order?
- How are people accountable for results?
- What if there's disagreement within the team?
- What kind of communication do you want—and how often?

*Plan twice, cut once—but don't have analysis paralysis*

If you can't measure it, you haven't thought it through

Setting metrics for success is the best focusing exercise you can do—and the best way to set expectations
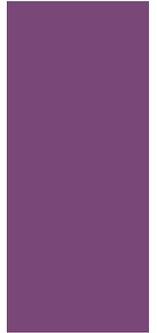
Things you can measure:

- Impact—number of users, change in real world, engaged partners
- Engagement- Unique visitors, time spent on site, comments posted, number of partners & posters
- Web impact: Page views, unique visitors, downloads

Measure along the way—and after you launch. Set goals that stretch—but that you can achieve

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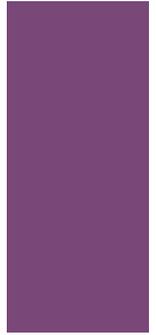
Product requirements & product development

Make sure you can say what you want the product to accomplish

- for partners
- for the audience

Be able to state requirements

Get assurances parts will work together

Align modules on a schedule

- Have the team do rapid paper prototyping user testing
- Don't be afraid to tweak the wireframes & designs
- Designing for YOUR audience as they are= success

Would you let someone else manage your whole budget?
No? Then why hand over your web/mobile project?

Process, Milestones & Schedules

Suggestions for keeping things on track:
- Post plans, schedules, task lists where team can access
- Weekly Team meetings
- Monthly status with foundation
- Open-door transparency policy with documents within team
- Empower project manager role
- Flag YELLOW for issues; RED for delays—before they happen

Clear, external plans and goals keep everyone focused

+ Reaching out to community

Oakland Local case study: Local site launched with 29 partners

How did we make that happen?

1. Conducted non-profit audit—Oakbase.com
2. Identified key partners
3. Met for discussion, input
4. Adjusted Oakland Local idea based on partner input
5. Defined partner role & recruited core partner group for launch

+ Measuring your work—and learning from the data

The best friends you can have:
- Google analytics
- Facebook insite
- Google search
- Twitter search

Check stats daily, weekly, monthly
- Compile & discuss
- Use to fine tune

OL example: simple stories

+ Resources

Boot-camp: This week is hands-on

Circuit-Riders: You have one—take advantage

Further reading:

[Getting Things Done: The Art of Stress-Free Productivity](#) by [David Allen](#)

[The One-Page Project Manager: Communicate and Manage Any Project With a Single Sheet of Paper](#) by Clark A. Campbell

[The Definitive Guide to Project Management: The fast track to getting the job done on time and on budget (2nd Edition)](#) by [Sebastian Nokes](#)

Questions & Discussions