

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

Validate your 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 kind of communication do you want—and how often?

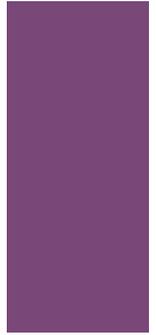
Plan twice, cut once—but don't have analysis paralysis

+ 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

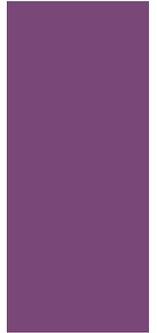
Things you can measure:

- **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
- **Real world impact—What changed?**





Product requirements & product development



What you want the product to do?

- for partners
- for the audience

Be able to state requirements

Get assurances TECH parts will work together

Be involved with the planning

- Do rapid paper prototyping user testing
- Tweak the wireframes & designs
- Make sure YOU can explain it--**accurately**

***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 update with foundation
- Open-door transparency policy with documents within team
- Empower project manager role
- Flag YELLOW for issues; RED for delays—before they happen

Use clear, external plans and goals keep everyone focused

+ Reach out to community!



Oakland Local case study: Local site launched with 29 partners—42 by end of year

How did we make that happen?

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

+ Measure your work— learn 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

Use to refine approach, focus

+ 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

What's the biggest risk?

What do you know you don't know?