

NSO WEB ADMINISTRATORS SEPTEMBER 2019 WORKSHOP

PART III – PLAN & DESIGN

PLAN & DESIGN YOUR WEBSITE

“If you fail to plan, you are planning to fail”

Benjamin Franklin – Former US President

Plan & Design your website

Steps for planning your website (overview)

1) Set purpose and goals

- Identify your users
- List of features

2) Content strategy

- Type of content
- Update frequency

3) Website structure

- Site map
- Home page elements

4) Design Elements

- Type of navigation
- Graphic elements

5) Mockup / Wireframe

- Layout
- Common elements

6) Graphic Design

- Branding
- Colors & Typo

Plan & Design your website

Steps for planning your website (2/2)

4) Design Elements

- Type of navigation
 - Main navigation
 - Side navigation
- List graphic elements
 - Logo
 - Illustrations
 - Slideshows

5) Mockup / Wireframe

- Layout
 - Statistic pages
 - Other content pages
 - Home page
- Common elements
 - Navigation
 - Breadcrumb

6) Graphic Design

- Branding
- Color scheme
- Background
- Typography

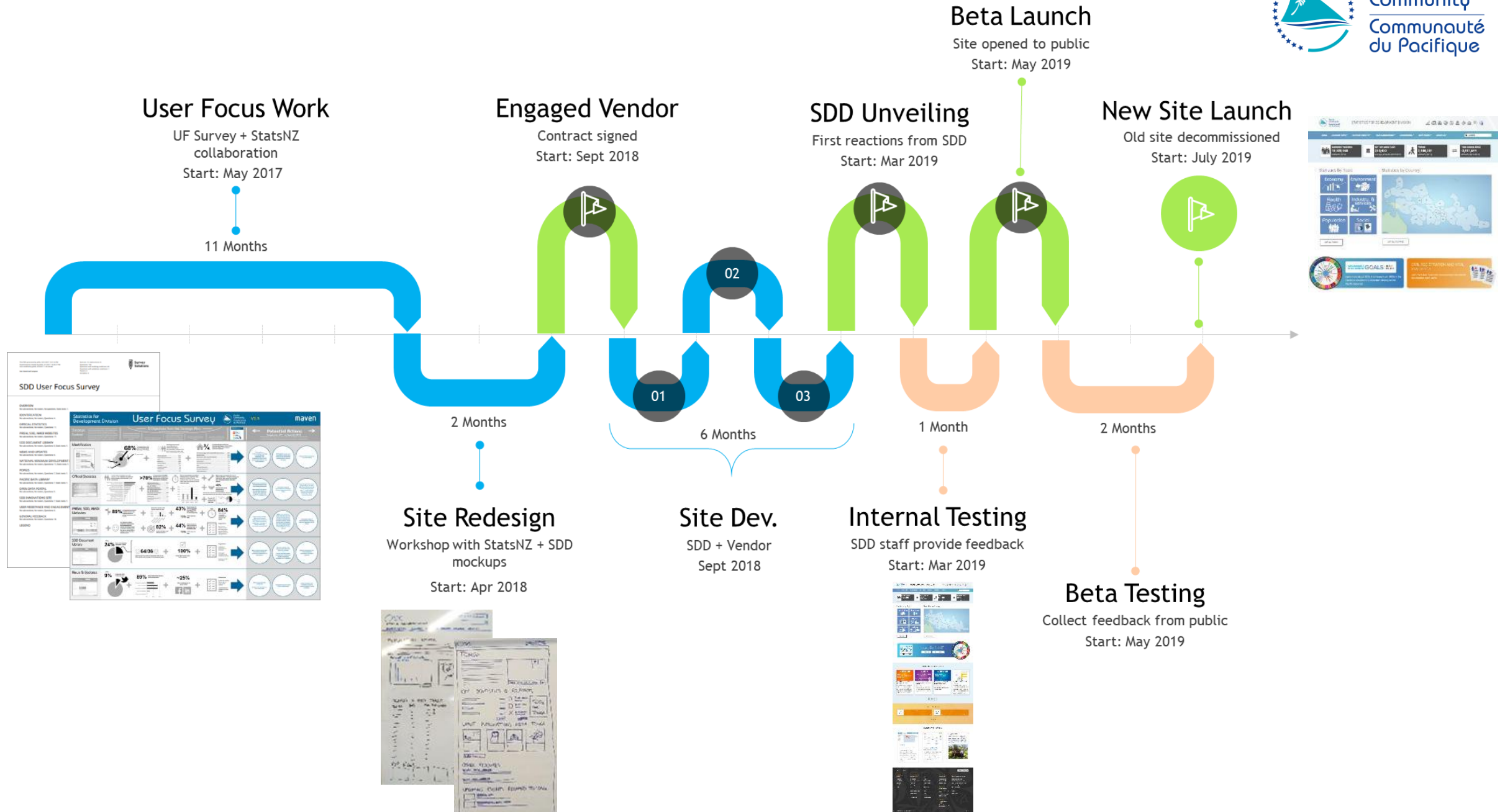
Plan & Design your website

SDD website

- Analyze user feedback (user focus analysis)
- Study existing websites (ABS, NZ, ...)
- Define our goals
 - Presentation of SDD – our work, our team, regional governance
 - Statistics by topic
 - Statistics by country – links to NSOs
 - Census and Surveys in the Pacific region (calendar and reports)
 - Announce news & events
 - Current highlights : SDG, CRVS
 - Contact information : social medias + live chat

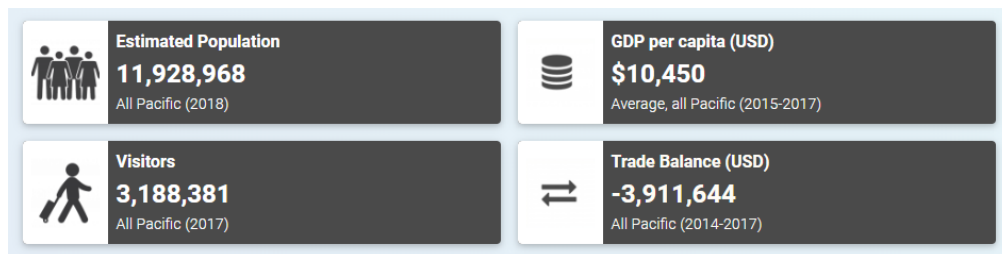


SDD WEBSITE REDEVELOPMENT



Statistical data dissemination on the web

Key Statistics



Statistics by Topic



Statistics by Country



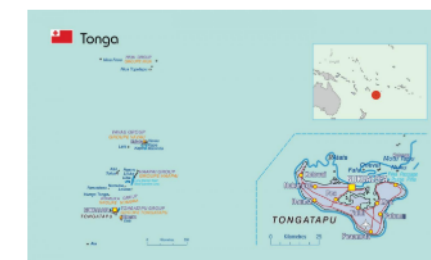
TONGA

Capital: Nuku'alofa Land area: 749 km²
 Region: Polynesia

Tonga comprises of 169 islands spread out across approximately 800 kilometres from north to south. It is surrounded by Fiji and Wallis and Futuna to the northwest, Samoa...

**SUSTAINABLE
DEVELOPMENT
GOALS**
 IN THE PACIFIC

NATIONAL
STATISTICS OFFICE
WEBSITE



**PopGIS3
Tonga**
 EXPLORE data here

KEY STATISTICS


Population	Population growth	GDP per capita (USD)
100,300 2018	-0.2% 2018	4,024 2016

KEY REPORTS

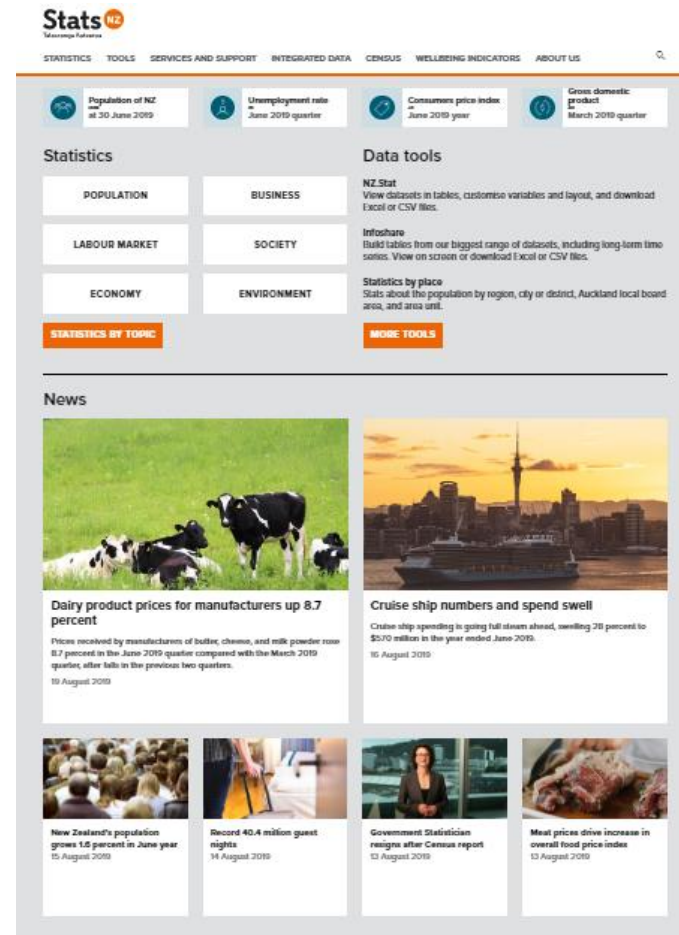
- Tonga 2016 census of population and housing: volume 1: basic tables and administrative report
- Tonga: household income and expenditure (HIES), survey 2015-2016

Plan & Design your website

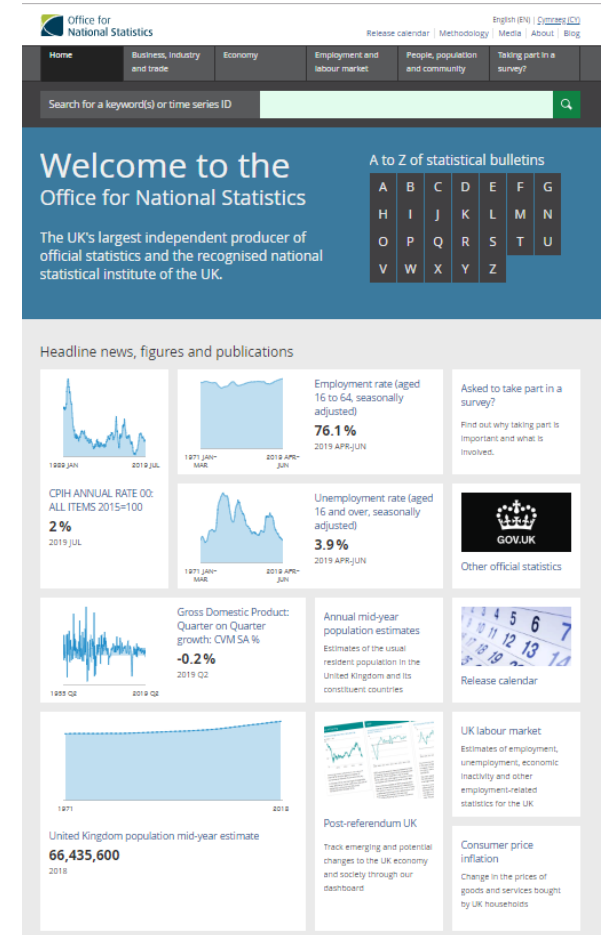
Examples from the web



The Australian Bureau of Statistics website features a clean, modern design with a white background and blue accents. The header includes the ABS logo and a search bar. Below the header, there are four main navigation tabs: Statistics, Census, Complete your survey, and About us. The main content area displays several key statistics: Population count (25,455,650), Consumer price index (1.6%), Gross domestic product (\$1,633.80), Average weekly earnings (\$1,633.80), and Unemployment rate (5.3%). There are also links to ABSBETA, Complete your survey, and Find data for your region. The footer contains links to Upcoming releases, Historical releases, About the ABS, and Want to help us improve our website?



The Stats NZ website has a blue and white color scheme. The header includes the Stats NZ logo and a search bar. Below the header, there are four main navigation tabs: Statistics, Tools, Services and support, and Integrated data. The main content area displays several key statistics: Population of NZ (48.30 June 2019), Unemployment rate (June 2019 quarter), Consumer price index (June 2019 year), and Gross domestic product (March 2019 quarter). There are also links to Data tools, Statistics by topic, and News. The footer contains links to Upcoming releases, Historical releases, About the ABS, and Want to help us improve our website?



The Office for National Statistics website features a blue and white color scheme. The header includes the ONS logo and a search bar. Below the header, there are four main navigation tabs: Home, Business, industry and trade, Economy, Employment and labour market, People, population and community, and Taking part in a survey? The main content area displays several key statistics: Employment rate (aged 16 to 64, seasonally adjusted) (76.1%), Unemployment rate (aged 16 and over, seasonally adjusted) (3.9%), Gross Domestic Product: Quarter on Quarter growth: CVM SA % (-0.2%), and Annual mid-year population estimates. There are also links to Release calendar, UK labour market, and Consumer price inflation. The footer contains links to Upcoming releases, Historical releases, About the ABS, and Want to help us improve our website?

Plan & Design your website

Main features a statistical website should have

- **Key numbers**
- **Statistics by topics**
 - Data tables
 - Data charts
 - Time series
- **Census & Surveys**
 - Information
 - Reports
- **Document library**
 - Reports
- **Articles / Posts**
 - News
 - Events
- **General Information**
 - About the NSO
 - Contact information

Plan & Design your website

Steps for planning your website (1/2)

1) Set purpose and goals

- Identify your users
- Evaluate your time available to keep it up to date
- List your required features
- What is the right size for your website ?

2) Content strategy

- Data tables and charts (HTML)
- Reports (PDF)
- Other formats (Excel, CSV, SDMX)
- News & Events
- Update frequency

3) Structure your website

- List your statistic topics
- List other type of contents
- Organize your content (themes, topics, etc)
- List highlights needed in the home page

Plan & Design your website

Steps for planning your website (2/2)

4) Design Elements

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Plan & Design your website

Define your purpose and goals

DISCUSSION

- Purpose and goals
- Content strategy
- Website structure
- Design Elements