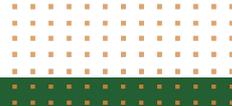**PARSONS** | TKO

# Digital Engagement Design

## Efficient, goal focused, website planning

Workshop

# Why plan ahead?

Developing an engaging online experience can be daunting, there are so many technologies to explore (or overcome) that you can feel overwhelmed right out of the gates. Not only that, but you have to shake off old ways of thinking, and ensure that your new site is focused on your audience's needs rather than your internal business structure.

That's why we built this process, to help **you build consensus and answer tough business questions** before you're on the clock with an implementation vendor.

Together we'll plan your website project around your capabilities, capacity, and existing expertise. Matched with practical project sizing based on your available time and budget.

You'll leave this engagement with **everything you need to get the most out of your website rebuild.**

# How we can help

Your website needs to be a practical business tool that fits your organization's real world needs. We'll help you document your necessary calls to action, audience engagement goals, and design priorities for your next website.

In order to help you get moving quickly, the Engagement Architecture workshops will quickly produce a practical outline of the key technologies, integrations, and design considerations needed for your next website.

COLLABORATIVE WORKSHOPS

Stakeholder Needs

Goals & Business outcomes

Internal capacity & capabilities

Website design plan

# Design approach

## A process built around you
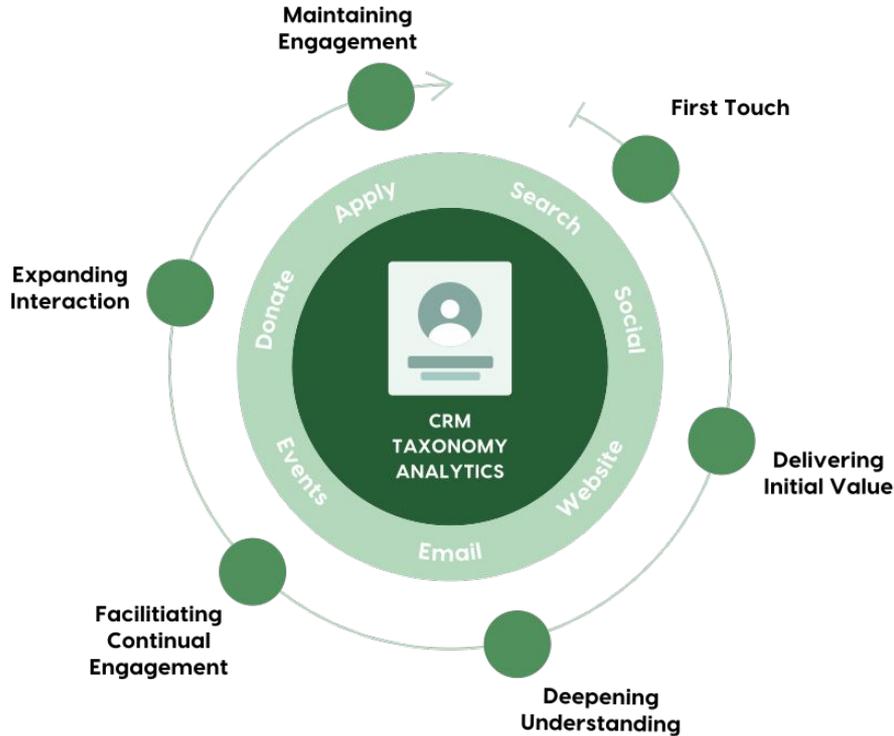
# Guide your team to a better redesign

**You receive:**

- A plan for developing your next website including recommended technologies and the key data integrations needed between systems.

- Guided exploration and discussions of how to achieve different audience interactions with all the technologies, tools, and tactics we're familiar with.

- A structured set of needs, requirements, and internal considerations that can be used for future planning.

**Empowering you to:**

- Quickly and confidently solicit bids, create or improve an RFP.

- Schedule outreach and marketing activities and efforts based on a known set of capabilities and likely calendar dates.

- Easily discuss with other executives and funders the value delivered to the organization for each dollar spent on an activity or technology effort.

# Engagement Architecture



Digital projects are most successful when they are fully integrated components of a larger audience engagement system, one that is widely understood and adopted by staff.
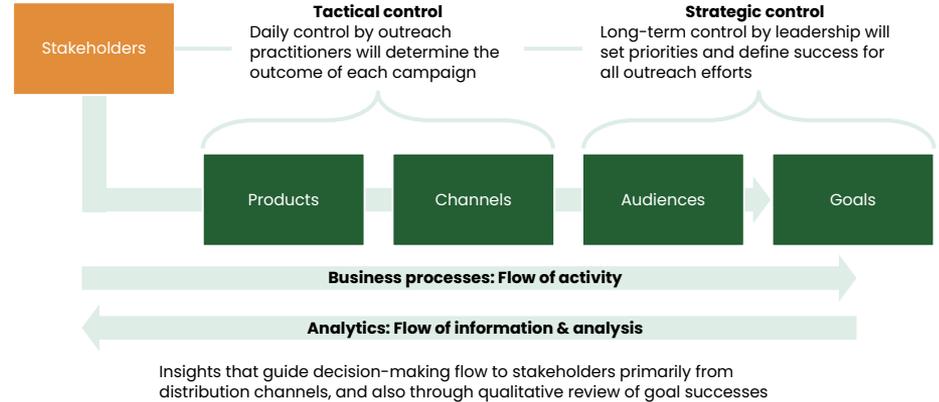
Your architecture needs to be designed and framed around **your staff's capacity, expertise, outreach and engagement goals**. Successful outreach is sustainable and built not for maximum throughput but for maximum affinity building.

We call this approach **Engagement Architecture.**

# Engagement platform integration

From our mutual understanding of your goals for audience engagement, we can explore the tactics you'll use to engage your audience.  We'll identify important audience touch points and calls to action to reveal what platforms need to be integrated to ensure consistency in outreach, as well as feedback loops to allow evolutionary growth.

This enables **translation of your goals into the requirements for content, software, and systems** you'll need to successfully engage your audiences

**Tactical control**
Daily control by outreach practitioners will determine the outcome of each campaign

**Strategic control**
Long-term control by leadership will set priorities and define success for all outreach efforts

Stakeholders

Products

Channels

Audiences

Goals

**Business processes: Flow of activity**

**Analytics: Flow of information & analysis**

Insights that guide decision-making flow to stakeholders primarily from distribution channels, and also through qualitative review of goal successes

Engagement Architecture treats your software and strategy as interconnected components of an engagement platform. Each component is more powerful when usefully integrated and coordinated with the other components of your platform.

# Fit to your exact needs

Too many organizations end up building websites with features they can't use or pages they can't maintain. Our expertise and inputs ensure that today's platform can also evolve and scale into tomorrow's when and as needed.

As the vision for your new website comes together, we'll help you reconcile that ideal against the realities of staff time and available resources. This ensures you will immediately begin to generate value and create the right types of audience interactions with your new website.

We provide recommendations that are:

- **Practical and centered** around what you can configure, deploy, and manage with your current staff & budgets. We focus on "right fit" rather than "best in class" solutions.

- **Planned for scaling** the key platform components and ensuring your key data & contacts aren't locked up in any particular tool or service.

- Extensible and can **respond to data & evolutionary learning** to evolve and pivot your approach as feedback and data come in, ensuring that your plan isn't brittle.

**Workshop Schedule**
How your plan is drafted

P | TKO

# How we tailor our work to your needs

The goal with this workshop is to quickly hone in on the key capabilities and solutions your website needs to deliver to improve its ability to meet your engagement targets.

To help prepare for this conversation, we'll ask you to provide background materials and complete a self-assessment that will inform our workshop agenda and focus.

After the workshop, we'll distill what we learned from our conversations and provide a tangible set of next steps and guidance for the follow-on decisions and actions you'll take.

| Phase | What will happen |
|---|---|
| Questionnaire-led self-assessment | We'll provide you with a guided questionnaire to help you gather your thoughts and materials ahead of our conversation |
| Digital engagement workshop | A live working session where we'll explore your needs and identify practical solutions and blockers to progress for each one |
| Summary & findings | We'll provide a brief summary of your engagement architecture and how to move it forward |
| *Optional and additional add-on* | |
| Technology, conversion, and content strategy workshops | Dig into thorny detailed issues that might derail your website project. Areas like systems integration, your conversion/engagement funnel, taxonomy of terms/issues, etc. |

# Learn more, fast

This effort is meant to deliver value quickly and make most **effective use of your scarcest resource, time**.

The total effort can be completed in as little as **one week** centered around a **half-day** workshop.

If you have additional areas of uncertainty we can scale this effort to cover those areas essential for your organization's success.

| | |
|---|---|
| Day 1 | Background questionnaire |
| Day 3 | Collaborative workshop |
| Day 5 | Delivery of findings & recommendations |

Our essential workshop occurs on a single day, but we will work with you throughout the week to prepare and analyze results.

# Let's get started

## You'll receive

- **Self guided assessments** allow many if not all staff to be involved in identifying needs and priorities, building buy in, consensus, and awareness

- **Collaborative workshopping** allows key stakeholders to get on the same page, while at the same time allowing us to quickly identify key needs, areas of consensus building, and what's working well

- A **prioritized and clearly defined set of business goals** the next website needs to achieve to deliver real business results

- Clear, actionable **next steps** along with recommendations & heuristic analysis

- We'll help you identify:
  - Areas of strong alignment
  - Where consensus needs to be forged
  - How robust & well documented your audience engagement strategy is

**Recommended investment**

Workshop cost: **$7,000**

**What's it worth to you?**

Consider how much you plan to invest in your website redesign, not just in dollars but also in staff time and organizational attention.

This workshop mitigates the significant and varied risks of a redesign, ensuring that you invest the right amount in the right aspects of your website and the overall effort succeeds.

# Need a little more?

WORKSHOP ——
**Content assessment & migration planning**
1.5 hours

WORKSHOP ——
**Content strategy & taxonomy**
1.5 hours

*Two or three weeks*

WORKSHOP ——
**Audience journey & funnel design**
1.5 hours

WORKSHOP ——
**Technology & Integration planning**
1.5 hours

If you need to visualize key processes or build consensus around other areas, ask us about how we can help you:

- **Inform** your site's organizational structure (information architecture & taxonomy)

- **Plan** for content consolidation, pruning and migration

- **Define** specific audience journeys the website needs to support

- **Explore** different technologies & architecture approaches for integrating your systems

# PARSONS | TKO

# We help teams accomplish more with their audiences.

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