

Planning for Drupal

Jill Moraca
Manager, Web Development Services
Princeton University



How do you know you need a website?



Imagine your perfect website.



How did you get there?



You got there by planning...

- Setting goals
- Knowing your target audience
- Organizing your information architecture
- Planning your content types
- Creating Wireframes



Setting Goals

- What do you hope to achieve?
- What problems do you want to solve?

...and how will you know the website is a success?



WELCOME TO THE FUTURE OF FUSION ENERGY

Monday, Nov 19, 2012

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Princeton, Max Planck Society launch new research center for plasma physics



Princeton University and the Max Planck Society of Germany have joined forces in a scientific collaboration that is designed to accelerate progress in cutting-edge research ranging from harnessing fusion to understanding solar storms.

Princeton President Shirley M. Tilghman and President of the Max Planck Society Peter Gruss participated Thursday, March 29, in a signing ceremony in Whig Hall on the Princeton campus to officially start the Max Planck Princeton Research Center for Plasma Physics. The center will be a virtual facility in which researchers will work cooperatively on projects from their current locations.

"This collaboration with Germany's distinguished Max Planck Society is certain to enhance our common excellence in fusion and plasma astrophysical research and, more broadly, to advance the development of clean and abundant energy," Tilghman said. [More...](#)

American Fusion News

- [Neutronics at Wisconsin, ORNL advances ITER shielding and international collaboration](#)
- [Reaching Underground Sources \(from MIT Energy Initiative's Energy Futures, Spring 2012\)](#)
- [Special Report: Graphics Processing Units Speed Results in Extreme-Scale Supercomputers](#)
- [PPPL and Idaho National Laboratory \(INL\) participate in DOE Tweet-Up on June 28, 2012](#)
- [Caltech researchers make discovery that hints at origin of phenomenon like solar flares](#)

[More >>](#)

ITER News

News

[International Atomic Energy Agency holds conference on fusion roadmap](#)



Seventy participants from 15 countries and international groups gathered at the University of California at Los Angeles under the auspices of the International Atomic Energy Agency (IAEA) to discuss the fusion roadmap.



PRINCETON PLASMA PHYSICS LABORATORY

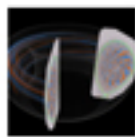
A Collaborative National Center for Fusion & Plasma Research

Search

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PPPL NEWS All PPPL News



January 8, 2013
PPPL physicists win supercomputing time to simulate key energy and astrophysical phenomena



December 21, 2012

PPPL EVENTS All Upcoming Events

January 30, 2013, 4:15pm to 5:30pm MBG Auditorium
COLLOQUIUM: Past and Future Hurricane Activity
 Dr. Gabe Vecchi, *Geophysical Fluid Dynamics Laboratory*

February 2, 2013, 9:30am MBG Auditorium



Setting SMART Goals

S = Specific

M = Measureable

A = Achievable

R = Relevant

T = Time-bound

Courtesy of DDI – Development Dimensions International.




Target Audience

- Who are they?
- Why are they coming to the website?
- What are they looking for?
- What do they need to do?




Profile #1 - Young professional

	<p>Name: Daniel Age: 28 Marital Status: Not married yet. Sex: Male Occupation: High School History teacher Location: <u>Anytown, USA</u> Interests: Environmentally conscious, concerned about the future, follows current events, aware of Three Mile Island, Fukushima, <u>Chernobyl</u>.</p>
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What is Daniel looking for on the website?	Accomplished
Wants to find out basic info about fusion, for <u>his own</u> edification.	
Where are we with fusion.	
What goes on at PPPL with fusion <u>research</u> .	
Environmental impact	
Safety concerns	
Learn about Events at PPPL.	
Does PPPL have any outreach and/or educational <u>programs</u> .	

What does Daniel need to do on the website?	Accomplished
Find links to: - Follow PPPL on Twitter. - Like PPPL on Facebook. - Subscribe to PPPL RSS feed(s).	

Profile #1 - Young professional

	<p>Name: Daniel Age: 28 Marital Status: Not married yet. Sex: Male Occupation: High School History teacher Location: Anytown, USA Interests: Environmentally conscious, concerned about the future, follows current events, aware of Three Mile Island, Fukushima, Chernobyl.</p>
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What is Daniel looking for on the website?	Accomplished
Wants to find out basic info about fusion, for his own edification.	Yes https://pppl-edit.princeton.edu/about/fusion-basics
Where are we with fusion.	Is this answered on this page?: https://pppl-edit.princeton.edu/about/fusion-basics
What goes on at PPPL with fusion research.	Yes https://pppl-edit.princeton.edu/about
Environmental impact	Yes https://pppl-edit.princeton.edu/about/fusion-basics and https://pppl-edit.princeton.edu/about/sustainable-pppl
Safety concerns	Is this answered on this page?: https://pppl-edit.princeton.edu/about/fusion-basics
Learn about Events at PPPL.	Yes https://pppl-edit.princeton.edu/events/upcoming
Does PPPL have any outreach and/or educational programs.	Yes https://pppl-edit.princeton.edu/education

What does Daniel need to do on the website?	Accomplished
Find links to:	Yes

Information Architecture

- Categorize and label your website's content.
- Create an outline of how your site is organized – a site map.



HOME

ABOUT US

OUR SERVICES

GETTING STARTED

PORTFOLIO

STAFF

WEB DESIGN

REQUEST FORM

LOCATION

WEB DEVELOPMENT



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About

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Senior Thesis

Grad.

Programs

Concentrations

Publications

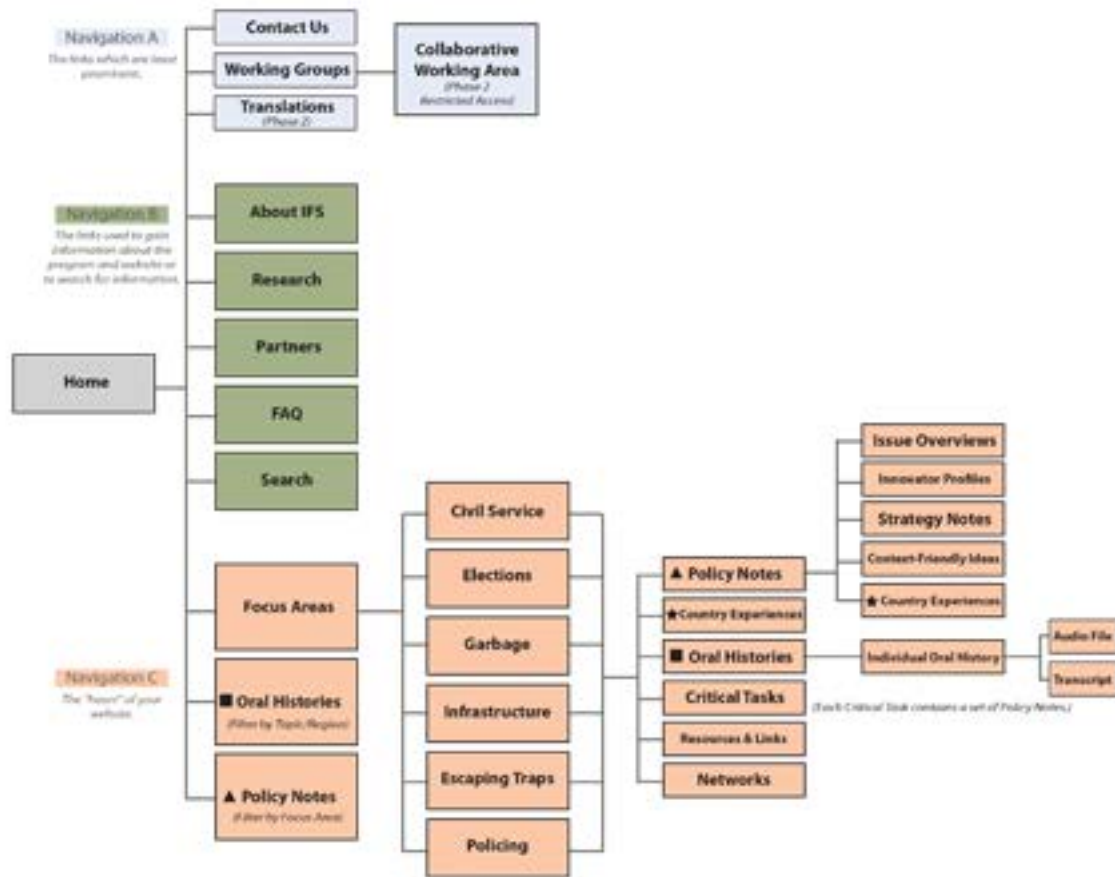
Events

Archive



**Institutions for Fragile States
Innovations for Successful Societies Website**

Information Architecture
November 17, 2008



WEB DEVELOPMENT SERVICES
Web Development Services
Office of Information Technology
Princeton University

wdsolt@princeton.edu
609-258-9686

▲ ★ ■ = items accessed from more than one location

Information Architecture - November 17, 2008





SUSTAINABILITY

VERSION 6.2

SUSTAINABILITY

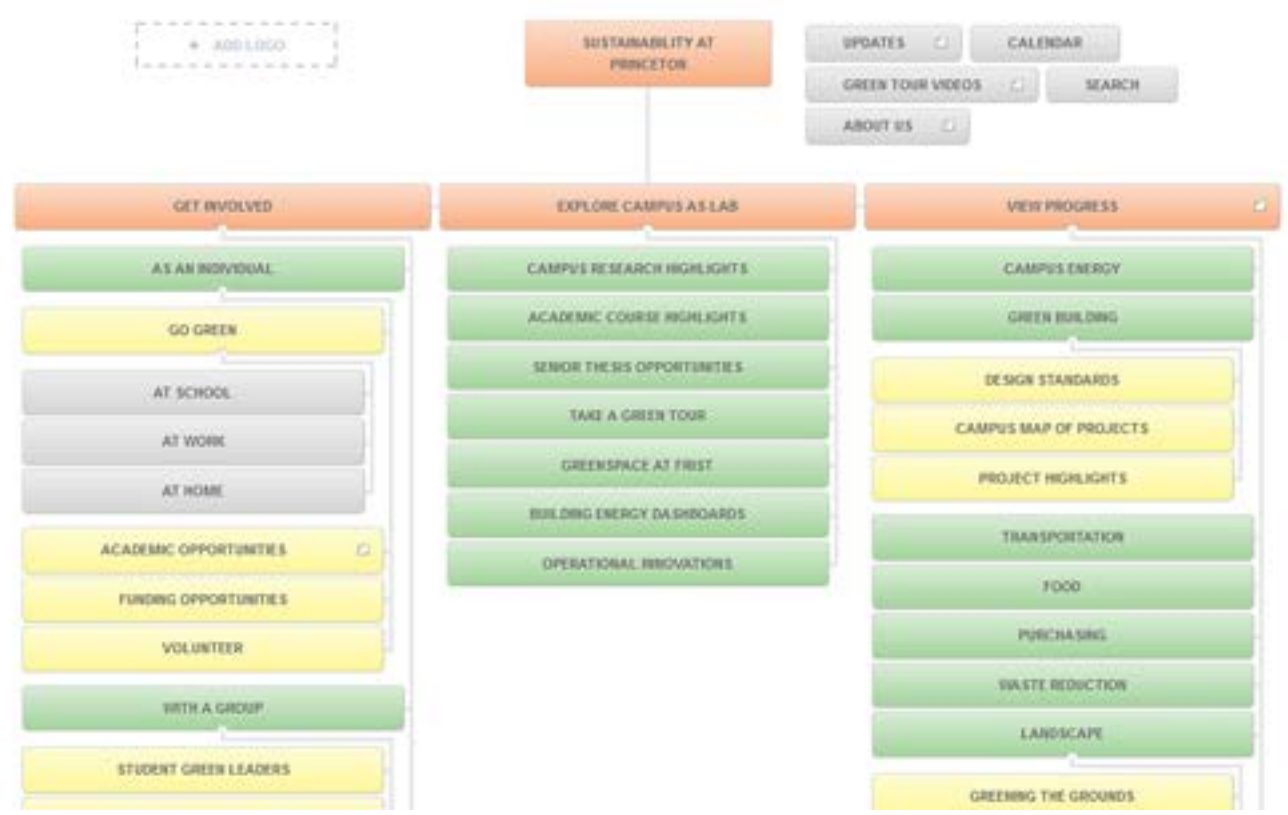
6.2

SHARE

CONTRIBUTORS

COMMENTS

UNDO SAVE ORIENTATION EDIT COLORS IMPORT / EXPORT + ADD A NEW PAGE



Identify and define your content

- What is it?
- What does it consist of?
- Where will it appear on the website?



Identify and define your content

- What is it?
Ex. An Event.
- What does it consist of?
Ex. Title, Start Date/End Date, Start Time/End Time, Location, and Body.
- Where will it appear on the website?
A full detail under the Events page and a summary on the home page.



Content Types

- Each item in Drupal is called a node.
- Each node belongs to a single content type.
- Define the type of content that will make up your website.



Example Content Types

> **Events**

PPPL's Events for posting on the public site.

> **Iconic Image**

General PPPL Images for the News section

> **Job**

You can add an PPPL Job with this piece of content!

> **Lab Status**

A piece of content that helps employees know if the lab is open.

> **Patents**

PPPL Patents content for the Technology Transfer section

> **People**

PPPL People.



Why content types?

- Structured content.
- Displays in a consistent format.
- Reusable content.
- Different views of content.



PPPL EVENTS

All Upcoming Events

January 30, 2013, 4:15pm to 5:30pm

MBG Auditorium

COLLOQUIUM: Past and Future Hurricane Activity

Dr. Gabe Vecchi, Geophysical Fluid Dynamics Laboratory

February 2, 2013, 9:30am

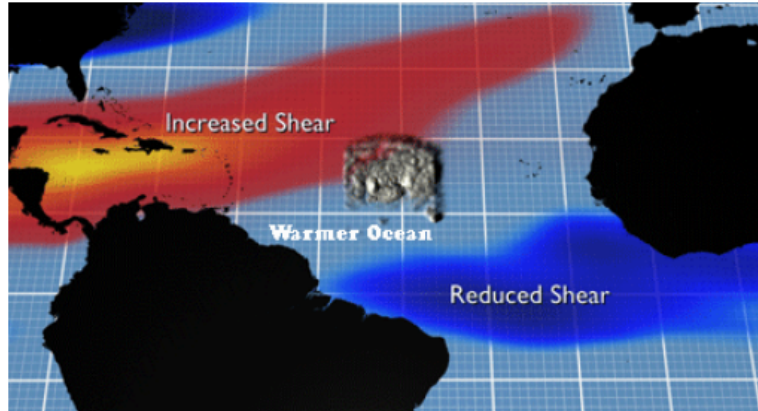
MBG Auditorium

SCIENCE ON SATURDAY- "From 0 to C in 60 Minutes: A Crash Course in Einstein"

*Professor R. Shankar, John Randolph Huffman Professor of Physics,
Department of Physics, Yale University*



EVENTS



January 30, 2013, 4:15pm to 5:30pm
 MBG Auditorium

Colloquia

COLLOQUIUM: Past and Future Hurricane Activity

Dr. Gabe Vecchi,
Geophysical Fluid Dynamics Laboratory

We explore recent efforts aimed towards predicting and projecting tropical storm and hurricane activity changes using dynamical and statistical models. We outline strategies for regional climate change prediction as applied to hurricanes, and discuss aspects of the hurricane prediction problem that make it particularly challenging. In order to predict changes in hurricane activity, one must: i) define a measure of activity, ii) test prediction methods on historical cases (making efforts to correct historical estimates of this change in activity for data problems), iii) develop comprehensive dynamical models and theoretical understanding to

Contact Information

Coordinator(s):

Ms. Carol Ann Austin
caustin@pppl.gov

Host(s):

Dr. Ron Bell
rbell@pppl.gov

PPPL Entrance Procedures

Visitor Information, Directions, Security at PPPL

As a federal facility, the Princeton Plasma Physics Laboratory is operating under heightened security measures because of the events of September 11, 2001.

Upon arrival at PPPL, adult visitors must show a government-issued photo I.D. – for example, a passport or a driver's license. Non-U.S. citizens must show a government-issued photo I.D., plus provide the following information: citizenship, date of birth, and place of birth.

For the safety of staff and visitors, PPPL security officers retain the right to inspect vehicles and personal packages, such as briefcases, satchels, book bags, and purses.

Wireframes

- Black and white mockup of the website.
- Serves as a skeleton visual guide.
- Demonstrates the arrangement of elements on the page.
- Approximates hierarchy and proportions of the site's content.



Challenges

- Goals don't align with your Target Audience's needs.
- The Information Architecture was set up without anticipating all the content for the site.
- Content Types were set up without fully understanding the needs of the content.



Questions?

Jill Moraca, Manager, Web Development Services

jmoraca@princeton.edu

www.princeton.edu/wds

