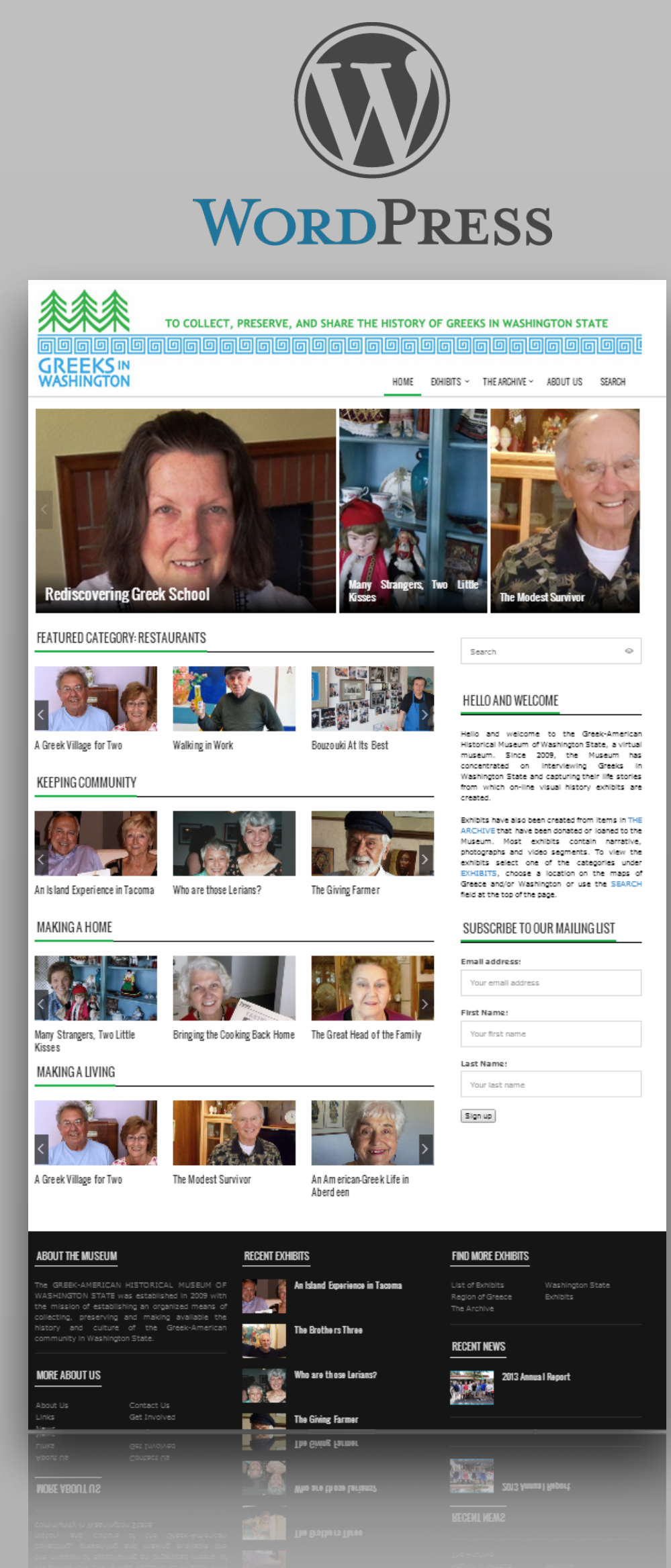


# MODERNIZATION OF A WEBSITE FOR A CULTURAL MUSEUM

To collect, preserve, and share the history of Greeks in Washington State

1. The Challenge	2. The Process	3. The Analysis	4. The Solution												
<p>Improve the existing website</p> <p>For the public</p> <ul style="list-style-type: none"> <li>Enhance user experience</li> <li>Add new search capabilities</li> <li>Provide a mobile-friendly website</li> </ul> <p>For the staff</p> <ul style="list-style-type: none"> <li>System should be easier to maintain</li> <li>Increase user visits to all web pages</li> <li>Web pages should be data-driven</li> </ul>	<ol style="list-style-type: none"> <li>User Analysis</li> <li>Paper Prototypes &amp; Wire Frames</li> <li>Taxonomy               <ul style="list-style-type: none"> <li>-Controlled Vocabularies</li> <li>-Categories</li> <li>-Tags</li> </ul> </li> <li>Testing</li> <li>Train Staff</li> <li>Deployment</li> </ol>	<p>Reviewed website analytics to determine user trends</p> <p>Interviewed key staff to determine requirements</p> <p>Evaluated four CMS COTS solutions</p>	 <p>WordPress</p> <p>The Results</p> <table border="1"> <tr> <td>Sessions</td> <td>Users</td> </tr> <tr> <td>68.46%</td> <td>60.06%</td> </tr> <tr> <td>Avg. Session Duration</td> <td>Bounce Rate</td> </tr> <tr> <td>63.04%</td> <td>-17.01%</td> </tr> <tr> <td>Pageviews</td> <td>Pages / Session</td> </tr> <tr> <td>119.63%</td> <td>30.37%</td> </tr> </table> <p>Website statistics comparing May 2013 vs. May 2014</p>	Sessions	Users	68.46%	60.06%	Avg. Session Duration	Bounce Rate	63.04%	-17.01%	Pageviews	Pages / Session	119.63%	30.37%
Sessions	Users														
68.46%	60.06%														
Avg. Session Duration	Bounce Rate														
63.04%	-17.01%														
Pageviews	Pages / Session														
119.63%	30.37%														

