GM Website Development Steering Group Notes & Minutes

22nd May 2016 at Dundee Meeting House

Present: Ruth Bacon, Martin McCafferty, Clive Potter, Marion Sharkey, David Sterratt
Prevented: Chris Booth

This document comprises notes, which were compiled after the meeting, and two minutes, which were read out and agreed at the meeting. The sections which are minutes are marked.

1. Who is the site for?

To try to give us a sense of who are audiences are, we looked through the Personas developed for Britain Yearly Meeting during their website development. We selected the following personas:

- John (a teacher, classed as an "Information seeker"), looking for information about Quaker ideas.
  - We felt that much of the information he was looking for was available on the BYM site, especially teaching resources. If he got onto the QuakerScotland site, we'd want to direct him to relevant information and contacts on the BYM site, where there is much more in the way of educational resources.
  - Relevance for QS site: 2/5
- James (a journalist, classed as an "Influencer"), looking for new contacts for his work, willing to speak out for what they believe.
  - We felt he'd be most interested in the work of our Parliamentary liaison officer, and we have content on the site that is relevant to him, He might want contact details for the Parliamentary Liaison officer and clear links to BYM work, neither of which we have at the moment.
  - Relevance for QS site: 3/5
- Katie (a parent, classed as a "pre-enquirer"), searching to fill her spiritual need.
  - We thought she needed very clear details about what happens in Meeting for Worship, especially for children. General information about MfW could be provided, such as the "Your First Time at a Quaker Meeting" document. Details about children's activities would be specific to Local Meetings, e.g. time they leave or go into Meeting.
  - Relevance for QS site: 4/5
  - This raised the issue of how well Meeting information on the QS site is synchronised with the BYM site. Should we have "tick boxes" for Meetings, e.g. saying that there is a Children's meeting; this would cause relevant links or displays to be shown a the side.
  - Should there always be an email contact or contact form? There should be at least a phone number.

- This also raised the issue of the up-to-date-ness of the website. **Marion will check the website details are corrected when she gets new information from meetings.**

- Matthew (a non-theist pre-enquirer)

  - Matthew is probably looking for similar material to Katie, but with more detail. He might be interested in some of our more esoteric content, such as Voltaire.

  - We realised that we should try to make photos on our site inclusive, including people of all ages, ethnic minorities, people with disabilities.

  - We also realised that we didn't explain well enough some of the ways that we are diverse: e.g. supporting same-sex marriage.

  - Furthermore, we could make more of when Quakers appear in the media, e.g. in a radio interview. There could be a link to the interview (assuming it's on iPlayer)

  - We could make more use of video, e.g uploading a Yotube video of how to get to a meeting house. Videos would be accessible and engaging, especially for younger people.

  - QS relevance: 4/5

- Kieren (an Enquirer)

  - Kieren has dyslexia, which reminded us that the site needs to be accessible, using generally ledgible typefaces, sizes and line spaceing, and straightforward language. Videos might also help.

  - Some Meetings have very dense information on how to get to Meeting. Could we simplify this? We could offer help to LMs to get their text into a simpler house style. **Ruth and Clive are happy to offer their proof-reading services.**

  - Kieren is a carer, so might have problems getting to Meeting. Could we make it easy for Kieren to get to Meeting?

  - QS relevance: 4/5

- Rosie (an experienced member)

  - Rosie wants to find specific information about meetings and perhaps finding out who does what in Meetings.

  - We can already post minutes and documents, so it would be technically possible to put up this information for Rosie, but some information would not be appropriate to share with the public. Furthermore, some Friends might have privacy needs or concerns that would prevent their names being listed at all.

  - One option for meeting Rosie's needs would be to set up a login to the website for Rosie, and a system of making files private. On the plus side, it would be possible customise the presentation of information, as we do now with the minutes. However, would Rosie use this system? How much help would we have to give Rosie (and other users). Would give even more of an impression than at present that there are hidden parts of the site?

  - Another option would be to share documents such as minutes with Rosie on Dropbox or Google Drive, and give her help in using these systems. The presentation of information might not be as slick, but with a consistent file naming system, the files could be laid out

logically.

  - QS relevance: 4/5? 5/5?

- Jimmy (a young Quaker)

  - We felt that Jimmy would be mainly interested in what we could offer on social media, and also in having video content. It would be important to have details of any social media sites we have on the website.

  - QS relevance: 4/5? 5/5?

2. What is the site for? And what do we want it to achieve?

We tried to boil down our discussion of the Personas into a draft Design Intent.

2.1. Minute 1: Draft Design Intent for QuakerScotland website

We agreed that the QuakerScotland site is for:

- Enquirers, who we expect to be looking for information about:

  - Quaker beliefs

  - Local Meetings, which would make them feel comfortable attending a Quaker Meeting, Wedding, Funeral or Memorial Meeting for the first time

  - Times of Meeting for Worship.

- Information seekers, e.g. journalists, pupils looking for information about a project, who we expect to be looking for information about

  - Quaker beliefs and practice

  - Quaker work and concerns in Scotland

  - Quaker activities in Scotland

  - History of Quakers in Scotland

- Quakers in Scotland and beyond, who we expect to be looking for information about:

  - Times of meeting for worship

  - Thoughts and activities of Scottish Friends

  - Links to social media sites

  - Some Quaker Business information.

We wish to do this in an accessible and engaging way. This includes:

- Accessible web design that works well on a number of devices, such as desktop computers, phones and tablets, for people with a variety of accessibility requirements

- Using straightforward language

- Presenting information graphically and on video where appropriate

We will not prioritise using the site for internal Quaker Information, since there are other systems, such as Dropbox and Google Drive, which may work for this purpose.

3. Does the current site achieve what we want it to?

We looked through the various sections of the site, bearing in mind the discussion so far.

3.1. Front page

☺ The photo of the Quaker Meeting with children is nice,

☹ but everyone has stickers on, which makes us look a bit weird.

☹ At least one link takes us off to BYM

☹ Do we really need a link to Authoring Instructions?

3.2. About Quakers

☹ Tone is tentative; doesn't inspire confidence.

☹ Enquirer would probably not be made to feel comfortable about the idea of attending a Quaker Meeting from these pages.

☹ Much information is far too detailed for Enquirers.

⚒ **Ruth will ask Paul Burton if he would be willing to write a brief history of Quakers in Scotland**

⚒ **David will come up with a proposal for each page on the current section** – e.g. is there information in a leaflet that could replace the current information; does it need a rewrite?

💡 Rather than (or as well as) having As and Qs on one page, we could put As & Qs throughout the site.

3.3. Find a meeting

☺ Map at the top is an improvement

☺ Coloured meetings markers look pretty

☹ The map overlaps the block at the side when in portrait mode on a narrow device

☹ There is still a table of meetings – this should be made more accessible

3.4. Local Meeting Pages

☺ Some look quite welcoming, e.g. Polmont with pictures of Friends and Meeting House and South Edinburgh, with funky newsletter

☹ Some are not so welcoming, e.g. those with dense travel instructions (see above)

3.5. Area Meeting pages

We didn't spend much time on these pages. They seem to be functional, but do not have so much of their own identity.

3.6. Our work

☺ Page is looking good, replete with twitter stream

☺ Information seekers will find a fair amount of information about what we're doing, and could

get in contact with Mairi by twitter

⊕ David is working on setting up mailing list for stories Mairi posts

🔆 We could put Mairi's email address on this page to make it easier for information seekers to contact her

4. Draft design brief

We had aimed to draft a design brief which would turn the design intent into a plan of work for a new website, but there was not time to finish this. However, we seemed to be heading towards a view that the content we wanted on the site was likely to be quite similar to our current content, but with a more encouraging tone of voice and graphic design.

We did discuss the relationship to BYM site, and agreed that we should only take visitors to the QS site to the BYM site when specifically appropriate, that such links should be labelled as external, and that links to the BYM site should open in a new window.

4.1. Minute 2: Relationship to BYM design

We discussed the issue of our corporate image. We feel it is important that the logo on our website expresses the truth that we are part of Britain Yearly Meeting, and is consistent with our leaflets, posters and literature. We recognise that we may also wish express the truth that we are a distinct body, like Friends in Wales, who are having a variant of the current BYM Quaker logo developed. This could be done by having a separate symbol which could be placed next to the BYM Q. We recognise that there are strong views in favour of our existing Q and the BYM Q. We considered the possibility of not having a logo at all.

5. Things we didn't have time to discuss properly

- Looking at other Quaker websites, in particular Friends in Wales and AM sites – do they achieve the sort of things we would like?
- David demonstrating how content is added currently
- How AMs and LMs will fit into the site?
- Deciding next steps - How to we proceed with implementing the design brief, e.g. "we'd like a draft website by October"; finding Friends who could help with writing.