

June 22, 2015

Hello Leetha,

I finally had a chance to get back to the Fellows project, this time recasting as a microsite. I want to emphasize that I am platform agnostic and that this is just a wireframe, not a design.

There are a few things I like about Weebly:

- 1) The learning curve is almost flat: no programmer is required to add or modify content
- 2) There is quite a bit of functionality at the Pro Level, including a search function, a footer that can be modified in interesting ways and the ability to password protect individual pages. The wireframe is built using the Freemium version.
- 3) It's cheap: \$150 gets Pro Service hosting for a year and a custom url

It would be possible to adapt some of the ideas I've outlined into the existing website, although that template has limitations. The goal is twofold: to make the information more accessible and to better support the Poptech's nested networks.

I wrote some new copy for the Overview (<http://ptfellows.weebly.com>), Social Innovation (<http://ptfellows.weebly.com/social-innovation.html>) and Science program pages (<http://ptfellows.weebly.com/science.html>). It's just scratch copy, but I wanted to try to provide more of a sense of what the Fellows programs mean within the larger context of Poptech. If the copy is useful to you, feel free to use it, regardless of whether this wireframe exercise goes anywhere.

Note that I listed all the Fellows alphabetically on the Overview page. I've highlighted a Jason Aramburu's in blue bold - it links to a sample bio page. <http://ptfellows.weebly.com/aramburu.html>

On the Social Innovation and Science Fellows program pages, I organized Fellows by category (roughly defined). Although it would be great to add photographs, I have found that layouts that emphasize photos over other information, though visually striking, are not very useful. It is really quite impressive to see the full list of Fellows and range of expertise.

I sketched in the Social Innovation faculty page. <http://ptfellows.weebly.com/social-innovation-faculty.html> I didn't change the content much, but please note that some of the bios really need updating (e.g, Cheryl Heller is still listed as the head of the Board on the Poptech site). I updated some of the photos, too. Susan Phillips gone blonder with a looser perm, while Kevin Starr has gone gray...

I tweaked the intro copy (now in the right column) because the program was being defined as a program... The language was confusing.

Given a good style sheet, this is a very easy website to update. A little photoshop skill is useful, but again, no programming or programmer required. Anybody trained as an admin can make the changes, usually in a matter of minutes or less. It's not perfect, but it's more useful.

The logistics are straightforward.

1) An email sent to all the Fellows asking for update into, including new websites, videos, pdf of papers, etc.

2) a designer to develop a simple style sheet

3) a couple of days to frame out the site and a few weeks to update content and get all the links wired correctly.

It is easy to add additional content.

Obviously, I'd like to handle the initial build out, but would then train Poptech staff to handle it going forward. Annual updates of new Fellows' information would probably take a two or three days, max.

I am at the Solid Conference in SF this week and I believe you are in London hosting a salon. Shall we reconnect after the 4th?

best,

Janet