

**DIVIO**

At Divio we do Communication.

Creativity.

Ideas.

We build big brands and deep relationships.

And we love to code with Python

**DIVIO**

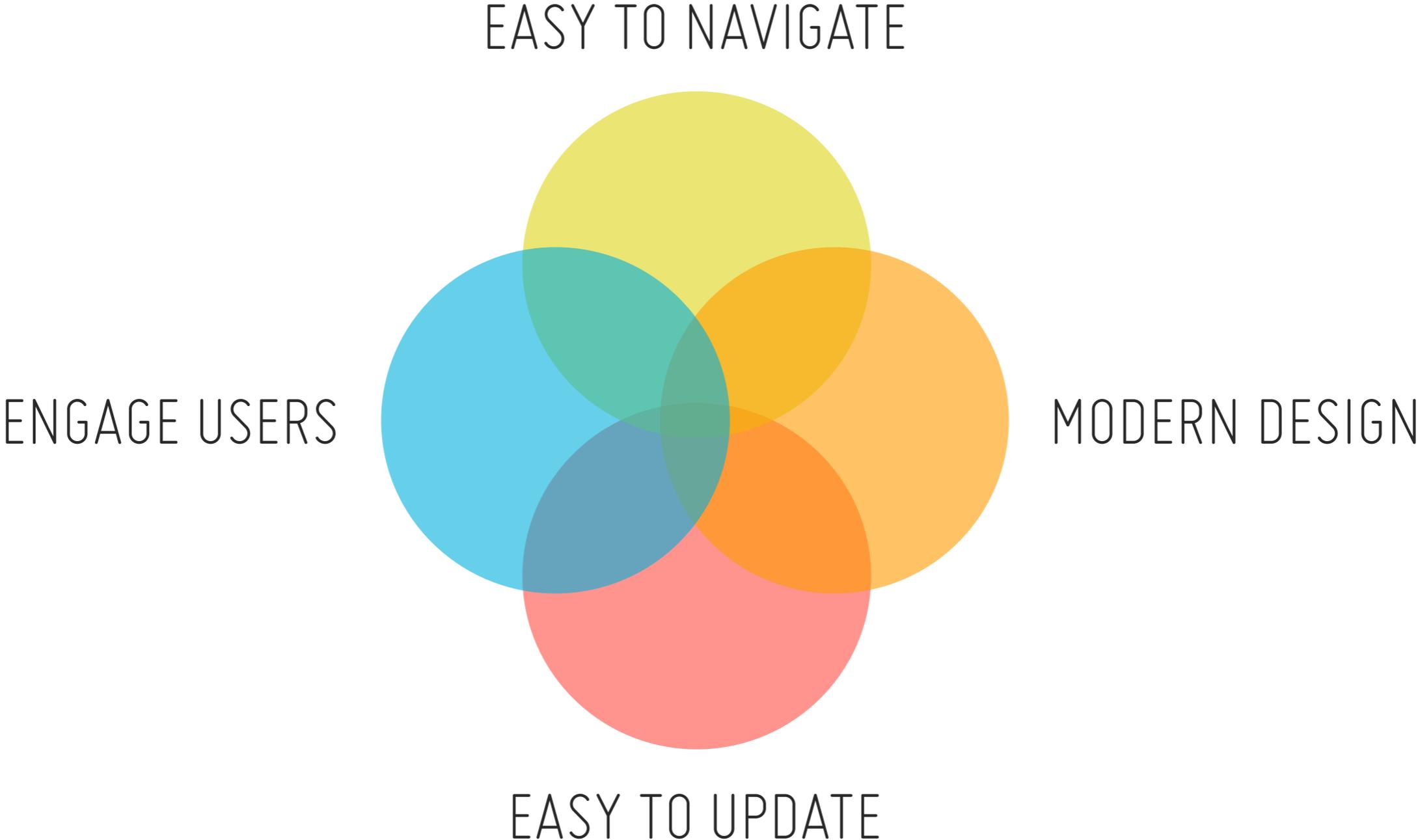


This is our vision of the new Python.org



After reading the brief it was clear to us  
the site needed restructuring, rejuvenation  
and revitalization

Four core principles were defined



Therefore, understanding the audience and determining the workflow was vital to achieve the objectives



Let us introduce the audience



## Christian Bertschy

CEO at Divio AG

*“Choosing the right programming language is at the base of a successful web agency”*

### Opportunities

- Reliable programming language that has been there for some time
- It's important that code is easily understandable and sharing code with other developers is possible
- Interested in success stories, and the markets that Python is reaching

### Outcomes

- Confidence in Python as a product for my clients
- Confident in hiring Python professional developers

### Entry points

- Google
- Python.org

### Sharing points

- Twitter
- Django CMS community
- Divio



## Matteo Larghi

Creative Director at Divio AG

*“Understanding the basics allows me to interact closely with development team and exceed design boundaries”*

### Opportunities

- Need to read and watch tutorials to understand the capabilities of Python
- Interested in an active community
- Interested in success stories and what kind of companies are using Python

### Outcomes

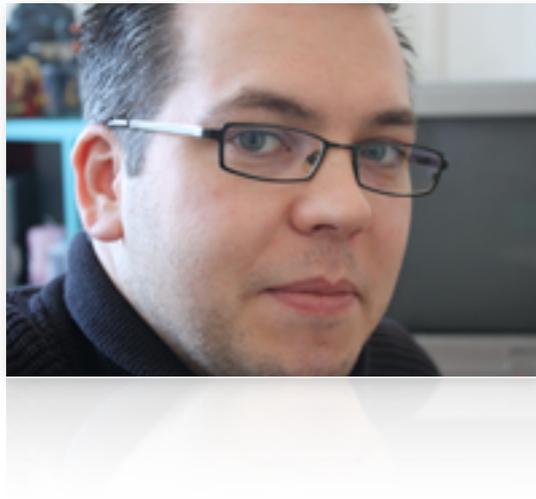
- Better relations with the developers
- Need to be able to advise clients on what exciting things are happening and how it helps them
- Confidence in a beautiful language that is associated with great quality and professional work

### Entry points

- Google
- Python.org

### Sharing points

- Twitter
- Divio



## Stefan Foulis

Senior Web Developer at Divio AG

*“I am very passionate about developing in Python. Being part of its community and giving back to it makes me proud”*

### Opportunities

- Needs to be able to troubleshoot coding issues quickly and efficiently
- Interested in release updates and its impact
- Wants to be able to join sprint events and conferences in Switzerland
- Interested to get in touch with fellow developers to discuss issues, bugs and happenings in the community

### Outcomes

- Increased development knowledge of Python
- Able to get actively involved with sprint events
- Quickly able to access documentation specific to the release version required
- Able to report bugs in efficient and accurate manner

### Entry points

- Google
- Python.org

### Sharing points

- Twitter
- Django CMS community
- Divio



## Vanessa Tay

Senior Project Manager at Divio AG

*“Obtaining key information about successful implementations and benefits of Python enables me to win and deliver projects”*

### Opportunities

- Needs to be able to advise clients of other companies that have successfully implemented projects using Python
- Wants to know the competitive advantage that Python has in relation to other programming languages
- Wants to assist team members by understanding the core principles of Python
- Interested in the next exciting developments to Python

### Outcomes

- Able to quickly access success stories about companies
- Able to understand technical issues and bugs to better advise clients and actively support team
- Able to direct clients and team members alike to the relevant documentation

### Entry points

- Google
- Python.org

### Sharing points

- Divio
- Project Management communities



## Angela Dannhorn

UX and UI designer at Divio AG

*“The simplicity and elegance of the language makes my work stand out even more”*

### Opportunities

- Need to read and watch tutorials to understand the capabilities of Python
- Interested in success stories and what kind of company are using Python
- Interested in the community and how they interact with each other

### Outcomes

- Better relations with the developers
- Confidence in a beautiful language that is associated with great quality and professional work

### Entry points

- Google
- Python.org

### Sharing points

- Twitter
- Django CMS community
- Divio

The people at Divio formed the perfect user  
personas for Python

Furthermore, we engaged two of our clients  
to brainstorm in the analysis and  
conceptual phases



## Mathieu Meylan

Senior Web Developer/Architect at Orange Switzerland

*“Making strategic decisions to provide Orange the edge is crucial, Python is a great fit for both the company and myself”*

### Opportunities

- Interested to get started quickly by understanding Python functions and capabilities
- Wants to know there are support groups on hand to assist when trouble arises
- Interested to know if Python has an implementation of a tool that exists or does not exist in my language
- Interested to know if Python can be easily integrated with other languages

### Outcomes

- Confident in Python’s capabilities as language
- Confident in other Python developers

### Entry points

- Google
- via recommendation

### Sharing points

- Twitter
- Orange



## Rafael Schenker

Digital Marketing Manager at Marionnaud

*“Striving to obtain a competitive advantage by staying at the forefront of technology is key for me”*

### Opportunities

- Likes to know what the latest technologies are and why to use them
- Needs to be able to advise of other companies that have successfully implemented projects using Python
- Wants to know the competitive advantage that Python has in relation to other programming languages
- Wants to assist team members by understanding the core principles of Python

### Outcomes

- Confident in Python’s capabilities as language
- Able to utilise success stories to present internally the benefits Python can bring

### Entry points

- Google
- Via recommendation

### Sharing points

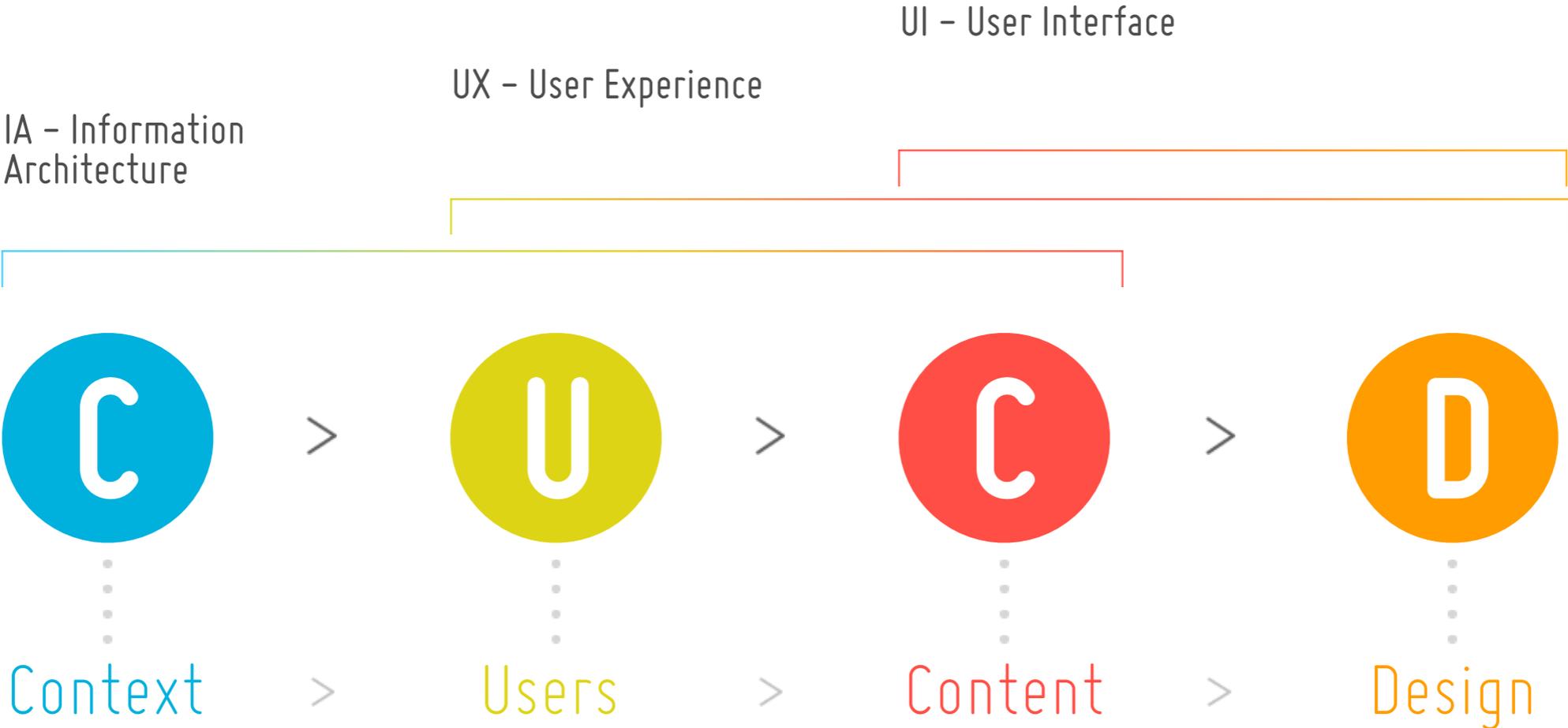
- Marionnaud



Our workflow is based on four key steps

- 1 Analysis of Python competitors websites
- 2 Reorganize pages and define new sitemap
- 3 Wireframes for key pages
- 4 Homepage design

By following these steps, we can cover all phases necessary to achieve our goals



# Analysis of Python competitors

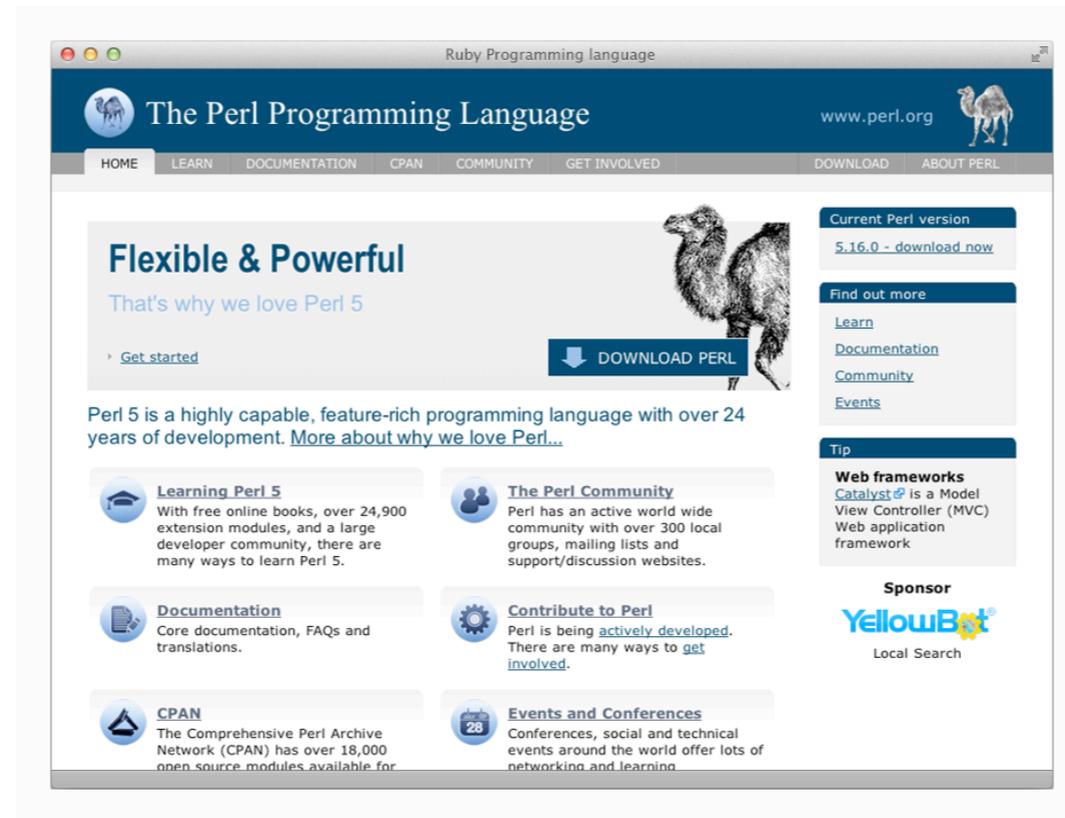


## Consider

- Clear navigation menu
- Try Ruby feature is a plus

## Avoid

- Old layout, design is not sexy
- Content is sometimes hidden in long pages and not easy to find
- Pages are all the same

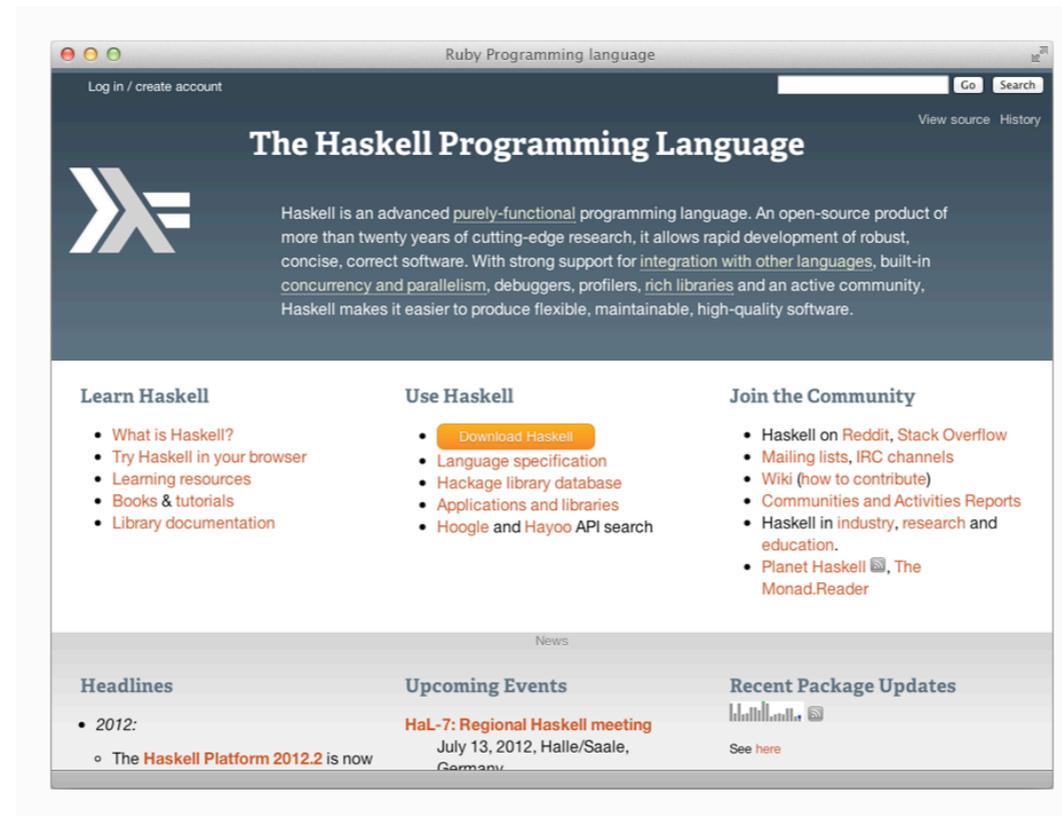


## Consider

- Clear navigation
- Minimized amount of content

## Avoid

- Old layout and content structure
- Design style not beautiful
- Overall boring experience
- Usage of typography



## Consider

- Nice use of colors
- Good headline, straight to the point
- Minimized information
- Fluid layout makes the website responsive

## Avoid

- Navigation not clear
- Old layout, design is not sexy
- Content is sometimes hidden in long pages and not easy to find
- Content bad organized

Reorganize pages and define new sitemap

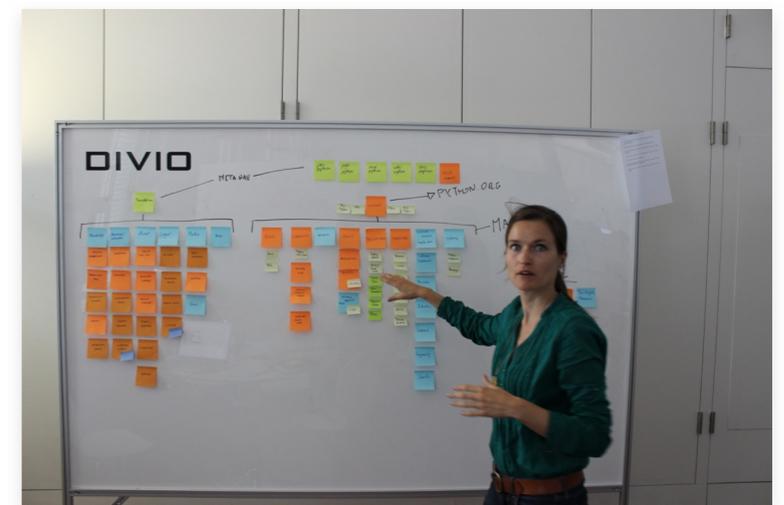


Sticky-notes were used to start the analysis of current pages and contents.

Key features and functionality were established by the audience.



After long discussions, we were able to make bold decisions, move contents, add and delete pages



## Clear distinctions between Python.org and third level websites

This will be the new meta-navigation positioned at the top of each page



We designed a new main navigation menu



 Current situation       New page or moved here from another section

DIVIO

META NAV

Try Python IRC

HOMEPAGE

Rolls Fund Python

NAVIGATION

Grid of small orange sticky notes on the left side of the board.

HOME CONTACT SECURITY ABOUT DOCUMENTATION DOWNLOAD

SUCCESS STORIES (Moved from About)

EVENTS

Python

Python

APPLICATIONS

Getting started

Releases

Software Development

Audio/Visual talks

Licence

QUOTES

Current Docs

Mac

Python

PYTHON SECURITY

Beginners Guide

Windows

Business

Python

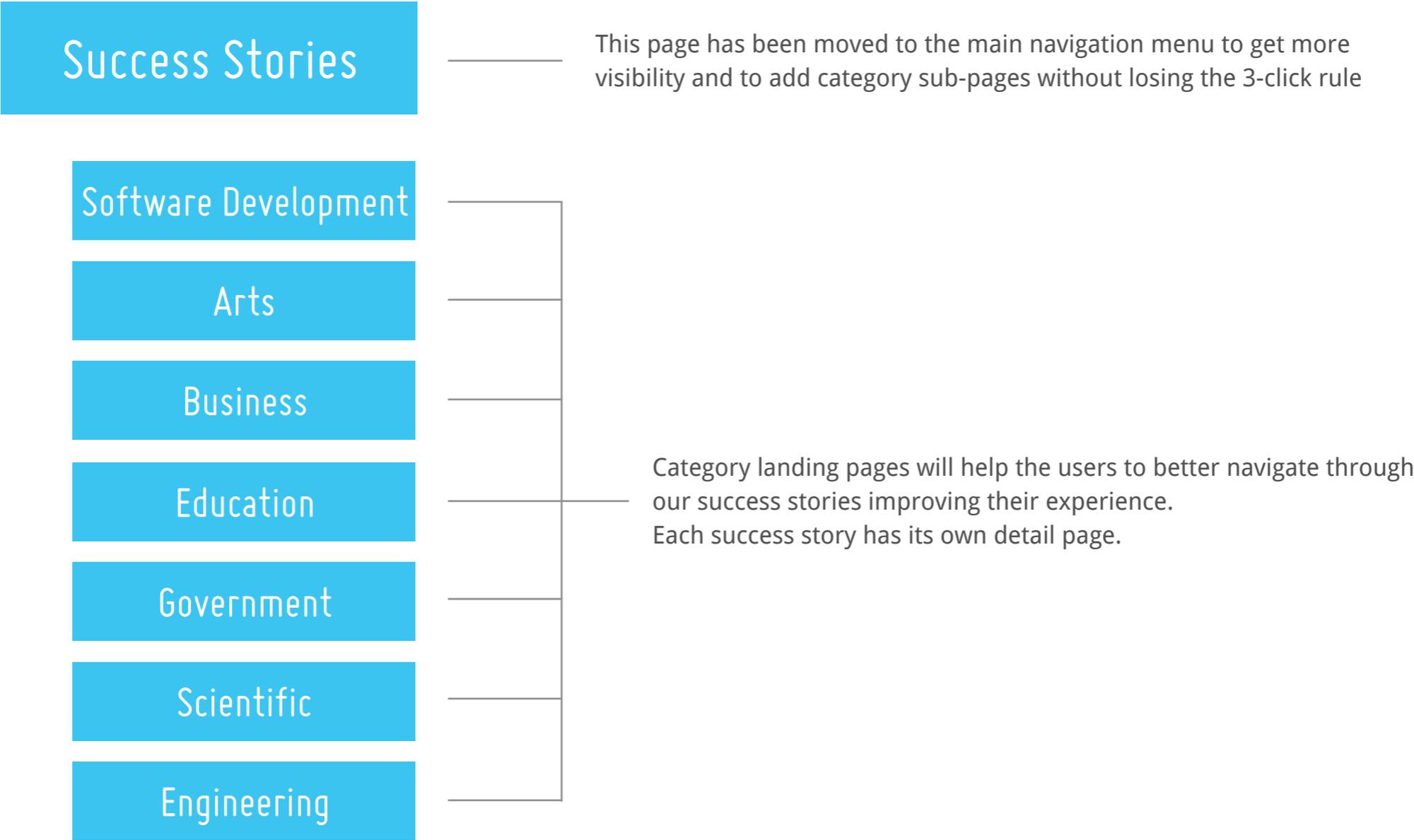
Links

FAQs

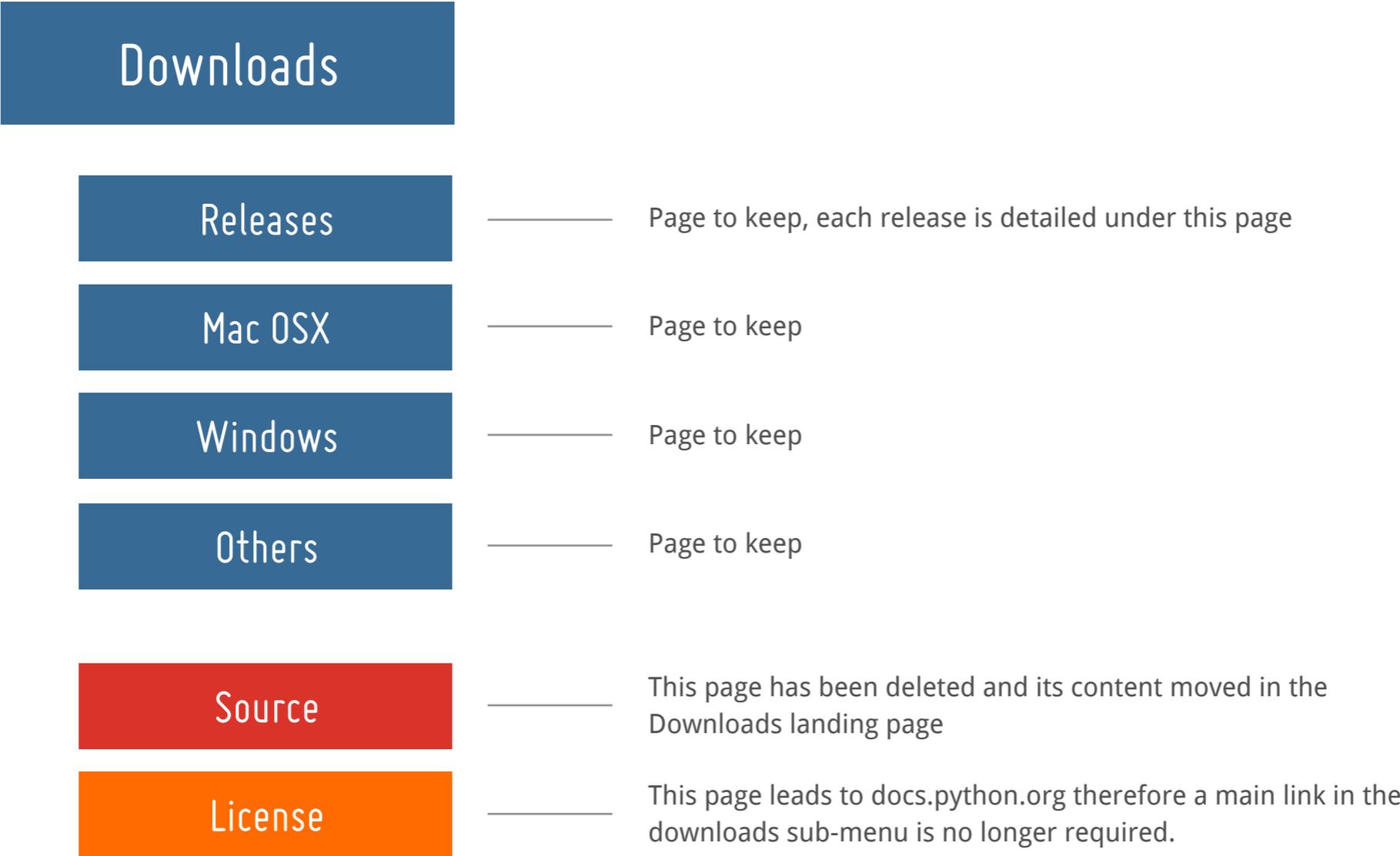
Other

# Reorganize pages and define new sitemap

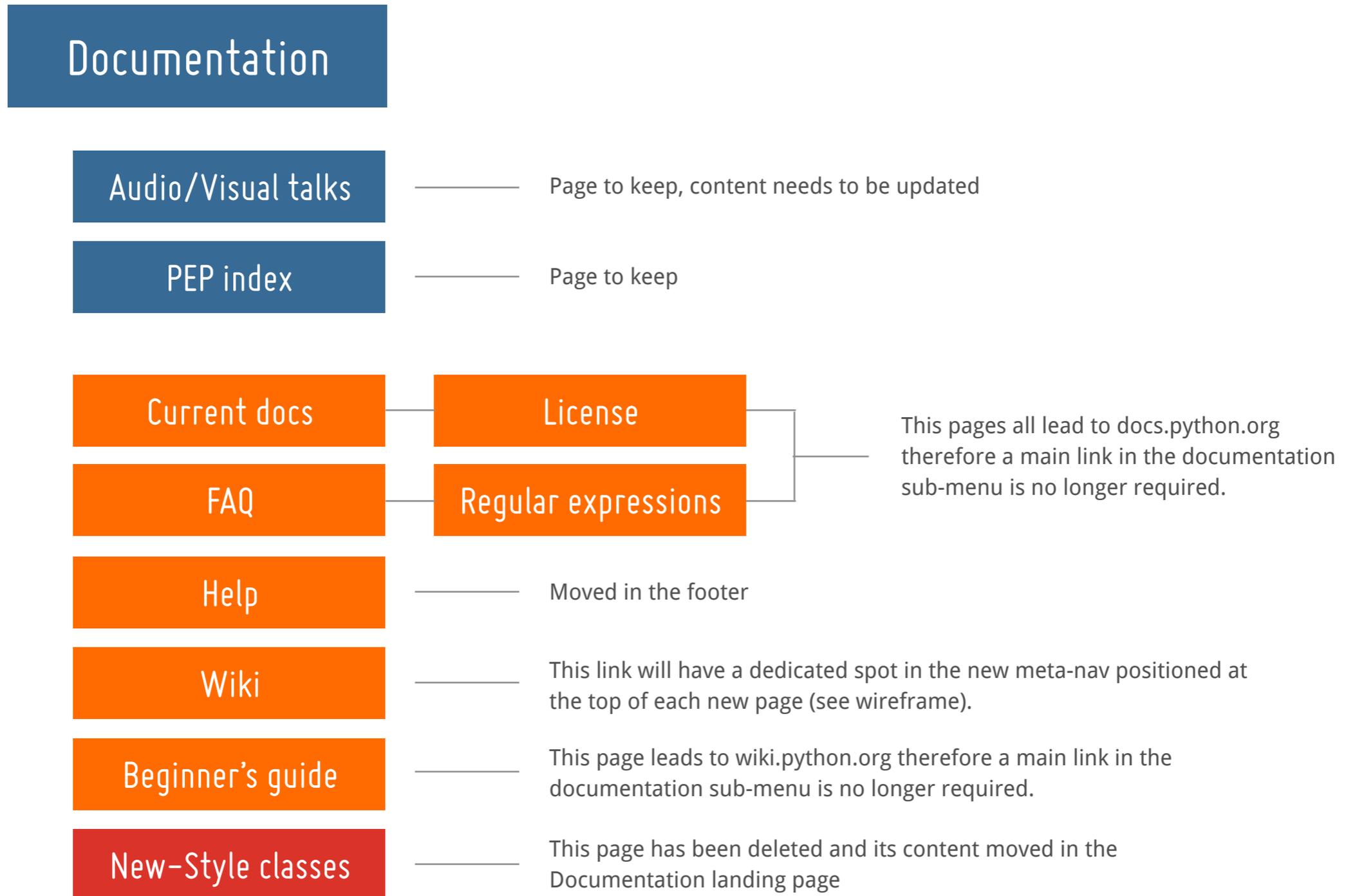
About	
Applications	Page to keep
Statistics	New page to highlight “numbers” about Python e.g. downloads, community members, fans and so on
Quotes	Page to keep, but some of the quotes will be also in success stories. A summary page about “what they say”
Media/CI	All Python corporate files and information e.g. logos and guidelines
Getting Started	This page has been deleted and its content moved in the Documentation landing page
Website	Moved in the footer, name changed to “Website credits”
Help	Moved in the footer



# Reorganize pages and define new sitemap



# Reorganize pages and define new sitemap



# Reorganize pages and define new sitemap

Community	
Mailing list	Page to keep
Special int. groups	Page to keep
IRC	Page to keep
Polls	New page with current poll and archive of past results
Python Conferences	This page has been deleted and its content moved in the Events page
Diversity	Moved in the footer
Logos	This page has been deleted and its content moved in the Media/CI page in the About section
Jobs	This page has been deleted and instead this link will have a dedicated spot in the new meta-nav positioned at the top of each new page (see wireframe).
Python merchandise	This page has been deleted and instead this link will have a dedicated spot in the new meta-nav positioned at the top of each new page (see wireframe).
Awards	This page has been deleted and its content moved to the new Foundation website

# Reorganize pages and define new sitemap



These links will be the footer

Help

Diversity

Non-English resources

Website credits

Legal statement

What happened to the Foundation?

# DIVVIO

META NAV

Foundation  
python

FO  
FO  
FO  
FO  
FO

python dev

FO  
FO

MAN NAV

Membership

Donation/  
Volunteer

About

Legal

Media

Blog

SPONSOR  
MEMBERSHIP

DONATIONS

ABOUT  
THE PIF

BY LAWS

FREE  
RESUME

MEMBERSHIP  
FAQ

VOLUNTEER

EXECUTIVE  
SUMMARY

TENURE  
POLICY

WAGES

CONTRIBUTION

MISSION  
STATEMENT

WAGE POLICY

LOW

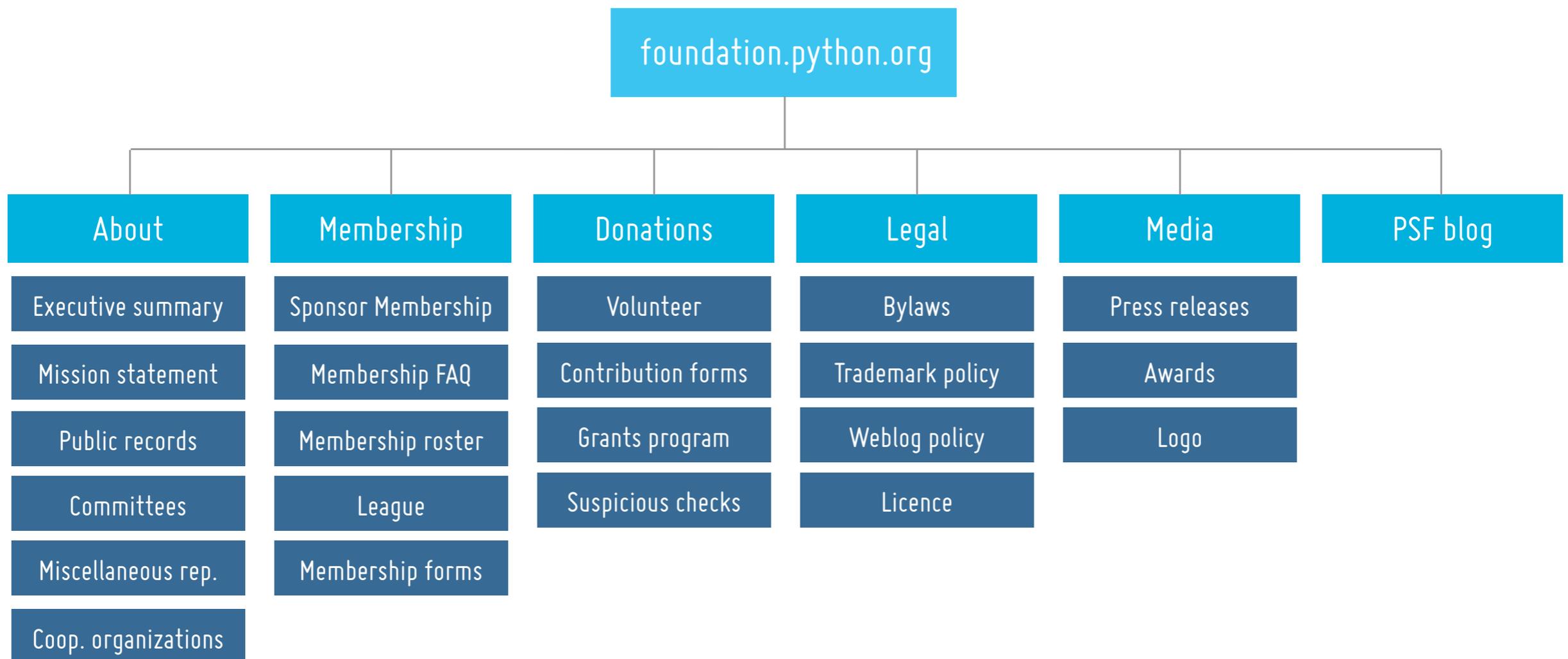
Blog

FO

Due to the scale of PSF section, we separated it giving it the importance it deserved

[foundation.python.org](https://foundation.python.org)

We divided the website by categories for a better user experience and content placement.



Special attention was given to Jobs and Shop  
to encourage revenue generation

[jobs.python.org](https://jobs.python.org)

[shop.python.org](https://shop.python.org)

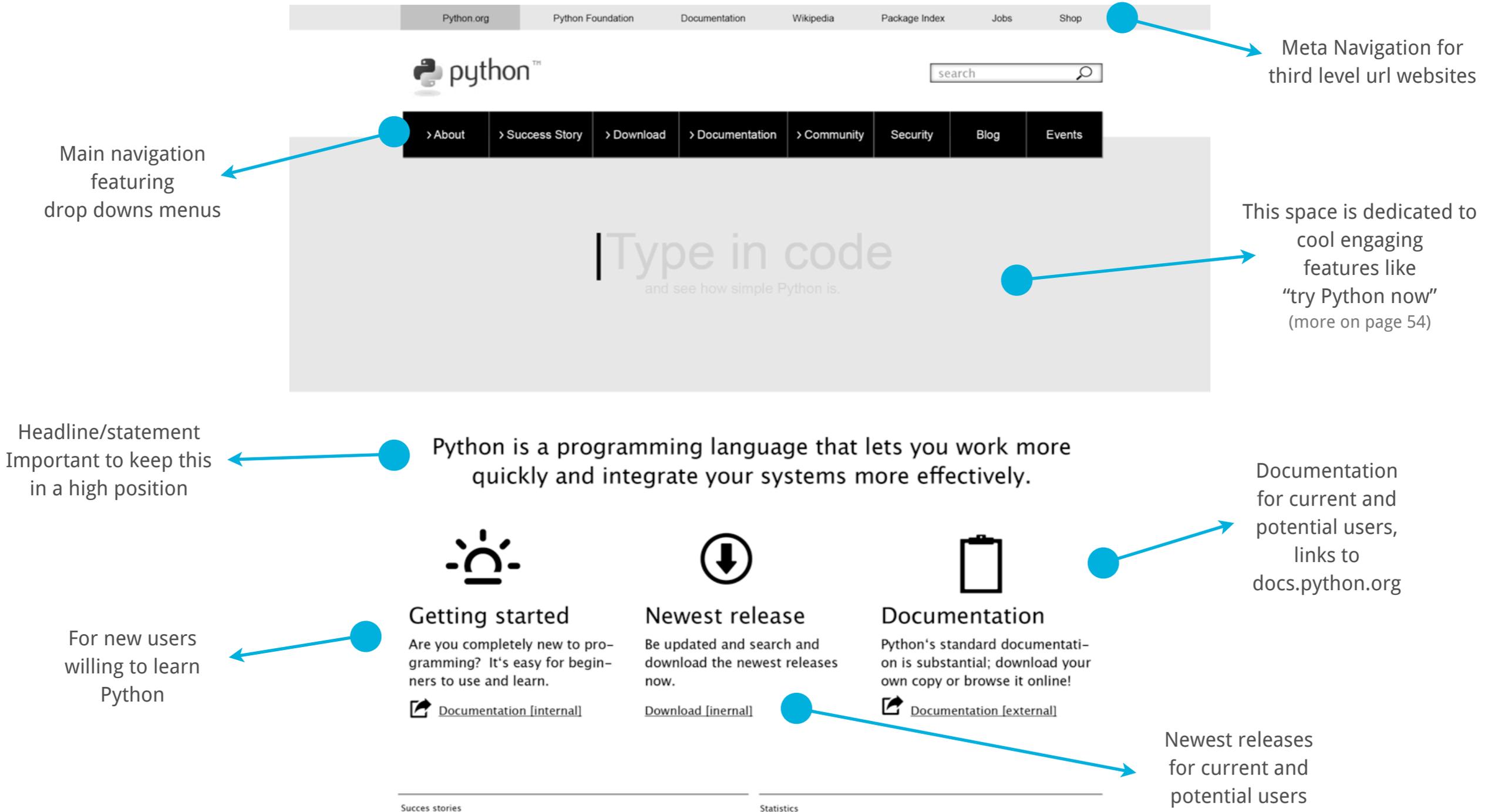
Wireframes for key pages

Based on the new structure needed to make Python.org successful, we designed wireframes for key pages.

This is an important step to define user paths, page content and design layout.

# Wireframes for key pages – Python.org homepage part 1

For full size wireframes please see “wireframes\_design.pdf” document



# Wireframes for key pages – Python.org homepage part 2

For full size wireframes please see “wireframes\_design.pdf” document

The wireframe shows the layout of the Python.org homepage. At the top, there are three main sections: 'Getting started', 'Newest release', and 'Documentation'. Below these are 'Success stories' and 'Statistics'. The 'Statistics' section features a large number '1,435,000 users'. At the bottom, there is a 'Poll' section and a 'Foundation' section with 'Membership' and 'Donate' buttons. Annotations with blue arrows point to various elements: 'Four or five different most representative success stories to load randomly on the homepage' points to the success stories box; 'Statistics directly connected to each success story shown in the box on the left' points to the statistics box; 'Online polls, easily updatable and giving the page a fresh look' points to the poll box; and 'Space used to advertise the Python Foundation, its membership, donations and sponsorships' points to the foundation box.

**Getting started**  
Are you completely new to programming? It's easy for beginners to use and learn.  
[Documentation \[internal\]](#)

**Newest release**  
Be updated and search and download the newest releases now.  
[Download \[internal\]](#)

**Documentation**  
Python's standard documentation is substantial; download your own copy or browse it online!  
[Documentation \[external\]](#)

Success stories

Statistics

„Lorem ipsum dolores it vanum Lorem ipsum dolores it vanum Lorem ipsum dolores it vanum”  
Mario Mustermann, Google

1,435,000  
users

[See this success story \[internal\]](#)  
[See all success stories \[internal\]](#)

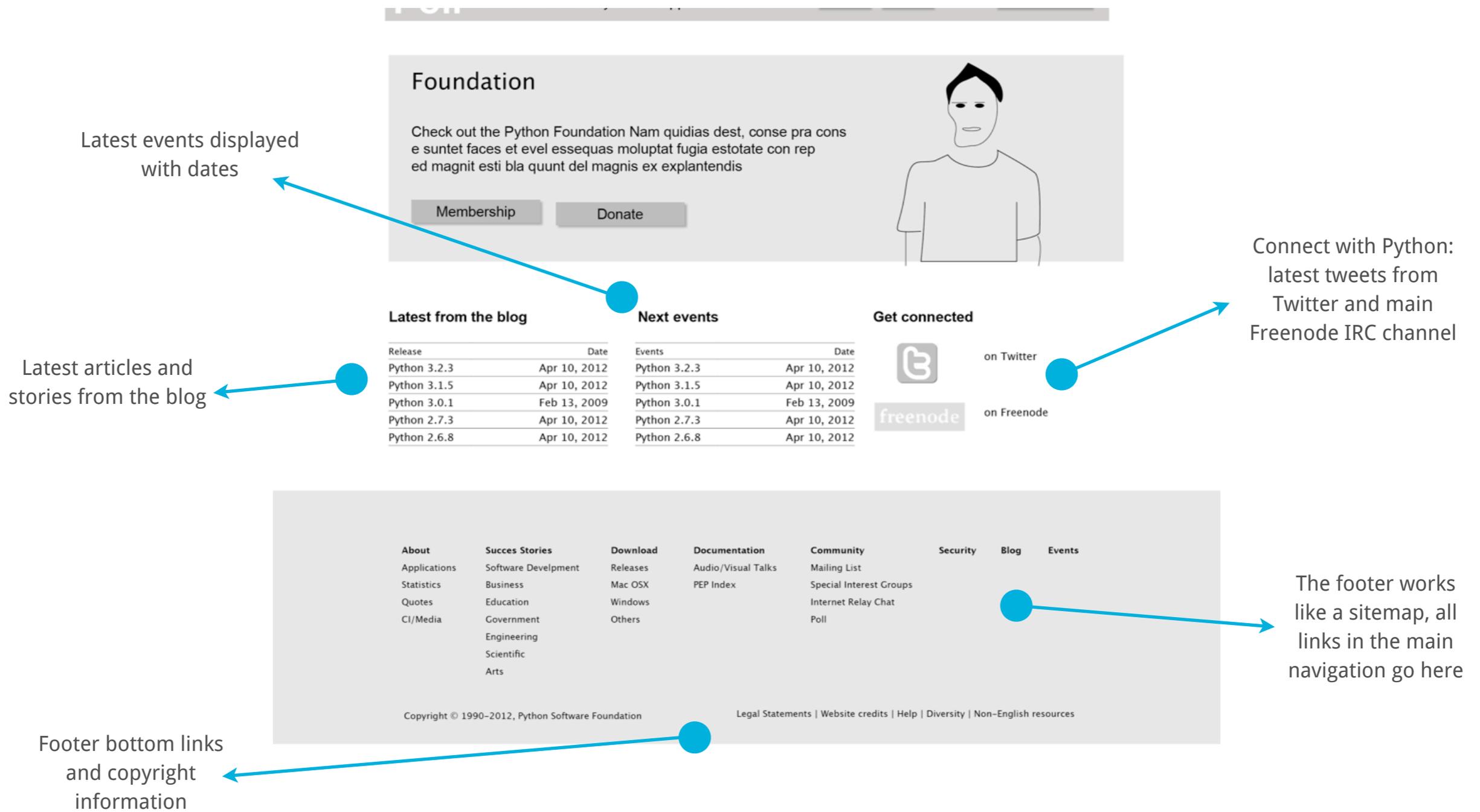
[Statistics \[internal\]](#)

**Poll** I wish there was Python 3 support in Channel

**Foundation**  
Check out the Python Foundation Nam quidias dest, conse pra cons e suntet faces et evel essequas moluptat fugia estotate con rep ed magnit esti bla quunt del magnis ex explantendis

# Wireframes for key pages – Python.org homepage part 3

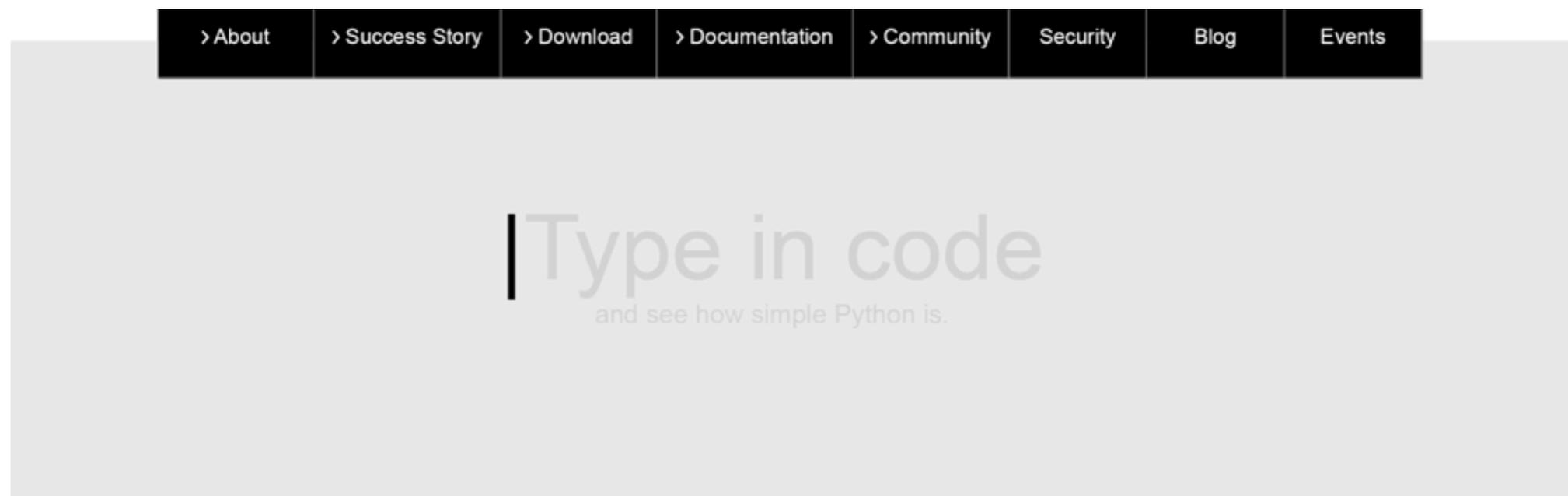
For full size wireframes please see “wireframes\_design.pdf” document



# Wireframes for key pages – Python.org homepage: Try tool

For full size wireframes please see “wireframes\_design.pdf” document

Say welcome to a fun and easy way to getting started



blinking cursor, attract yes and engage users

Devs natural reaction is to type in, follow the instruction...

press enter to getting started

# Wireframes for key pages – Success stories landing page

For full size wireframes please see “wireframes\_design.pdf” document

This wireframe shows the top navigation bar with links: > About, > Success Story, > Download, > Documentation, > Community, Security, Blog, and Events. The 'Success Story' link is highlighted with a blue circle and an arrow pointing to the text 'Active section highlighted in the main navigation'. Below the navigation is the Google logo and a quote: „Python allows us to produce maintainable features in record times, with a minimum of developers,“ attributed to Cuong Do, Software Architect on YouTube.com. A button labeled 'see this success story' is highlighted with a blue circle and an arrow pointing to the text 'Highlighted success story'.

This wireframe shows a grid of success stories. The first three are highlighted with a blue circle and an arrow pointing to the text 'Next three important success stories highlighted'. Each story includes a logo (gusto!, Carmanah, rackspace), a title, a brief description, and a 'see this success story [internal]' link. Below the grid is a section titled 'Success stories by category' with a blue circle and an arrow pointing to the text 'Introduction to each category'. The categories are: Software Development, Business, Scientific, Government, Education, Arts, and Engineering. Each category lists relevant technologies and includes a 'more..' link.

Software Development	Business	Scientific	Government
Accessibility, Assistive Technologies, Code Generation, Computer Graphics, Configuration, <a href="#">more..</a>	Apparel Industry, Aviation, Business Information, Customer Relationship Management, Collaboration Support <a href="#">more..</a>	Simulation, Weather, Customer Relationship Management, Collaboration Support <a href="#">more..</a>	Administration, Homeland Security, Public Safety, Traffic Control, Urban Infrastructure <a href="#">more..</a>

Education	Arts	Engineering
Accessibility, Assistive Technologies, Code Generation, Computer Graphics, Configuration, <a href="#">more..</a>	Accessibility, Assistive Technologies, Code Generation, Computer Graphics, Configuration, <a href="#">more..</a>	Accessibility, Assistive Technologies, Code Generation, Computer Graphics, Configuration, <a href="#">more..</a>

# Wireframes for key pages – Downloads landing page

For full size wireframes please see "wireframes\_design.pdf" document

The wireframe shows a navigation bar with links: > About, > Success Story, > Download, > Documentation, > Community, Security, Blog, Events. The main heading is "Download newest Version for Mac OSX". Below it are two buttons: "Download version 2.7.1" and "Download version 3.4". A text block says: "If you are wondering if you should use Python 2 or Python 3 for your development activity check out this [Wikipedia \[external\]](#)". A search input field contains "eg. 3.2.3". Below is a table of releases:

Release	Downloads	Date	Info
Python 3.2.3		Apr 10, 2012	liberiti ut dunt labo. Cae idelestem invel
Python 3.1.5		Apr 10, 2012	liberiti ut dunt labo. Cae idelestem invel
Python 3.0.1		Feb 13, 2009	liberiti ut dunt labo

Below the table are three columns: "Requirements" with a gear icon, "Python Sources" with a code icon, and "Licences" with a thumbs-up icon. Each column has placeholder text and a link. At the bottom is a "Release Schedule" table:

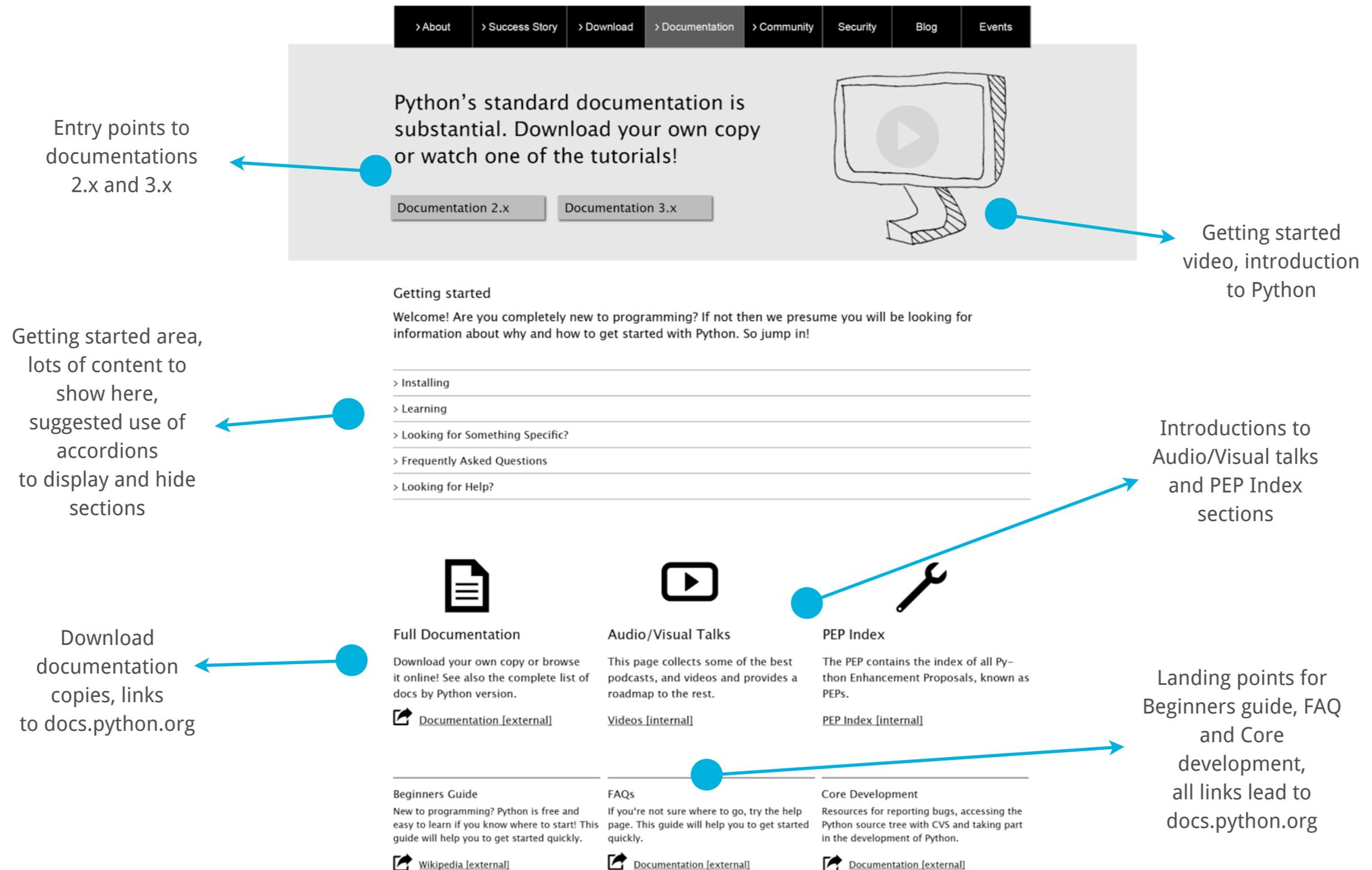
Release	Date	Info
Python 3.2.3	Apr 10, 2012	liberiti ut dunt labo. Cae idelestem inveleriti ut dudafodulae idelestem inveleriti ut dudafodul
Python 3.1.5	Apr 10, 2012	liberiti ut dunt labo. Cae idelestDÉFggem inveleriti ut dueriti ut dunt labo. Cae i
Python 3.0.1	Feb 13, 2009	liberiti ut dunt labo. Cae idelestem inveleriti ut du
Python 2.7.3	Apr 10, 2012	dfoddsolliberiti ut dunt labo. Cae idelestem inveleriti ut du inveleriti ut du
Python 2.6.8	Apr 10, 2012	liberiti ut dunt labo. Cae idelestem inveleriti ut dusdfsadfj. Cae idelestem invele

Annotations with blue circles and arrows point to various elements:

- "Recognition of current system setup" points to the "Download newest Version for Mac OSX" heading.
- "Help choosing between Python 2 and 3, link to wiki" points to the "Wikipedia [external]" link.
- "Quick info about source code" points to the "Python Sources" column.
- "Landing point for Licenses, leads to docs.python.org" points to the "Licences" column.
- "Release schedule calendar" points to the "Release Schedule" table.
- "Landing for requirements with direct links to Mac, Windows or others" points to the "Requirements" column.
- "Tool for quickly browsing through releases" points to the search input field.
- "Free search of specific release numbers" points to the search input field.

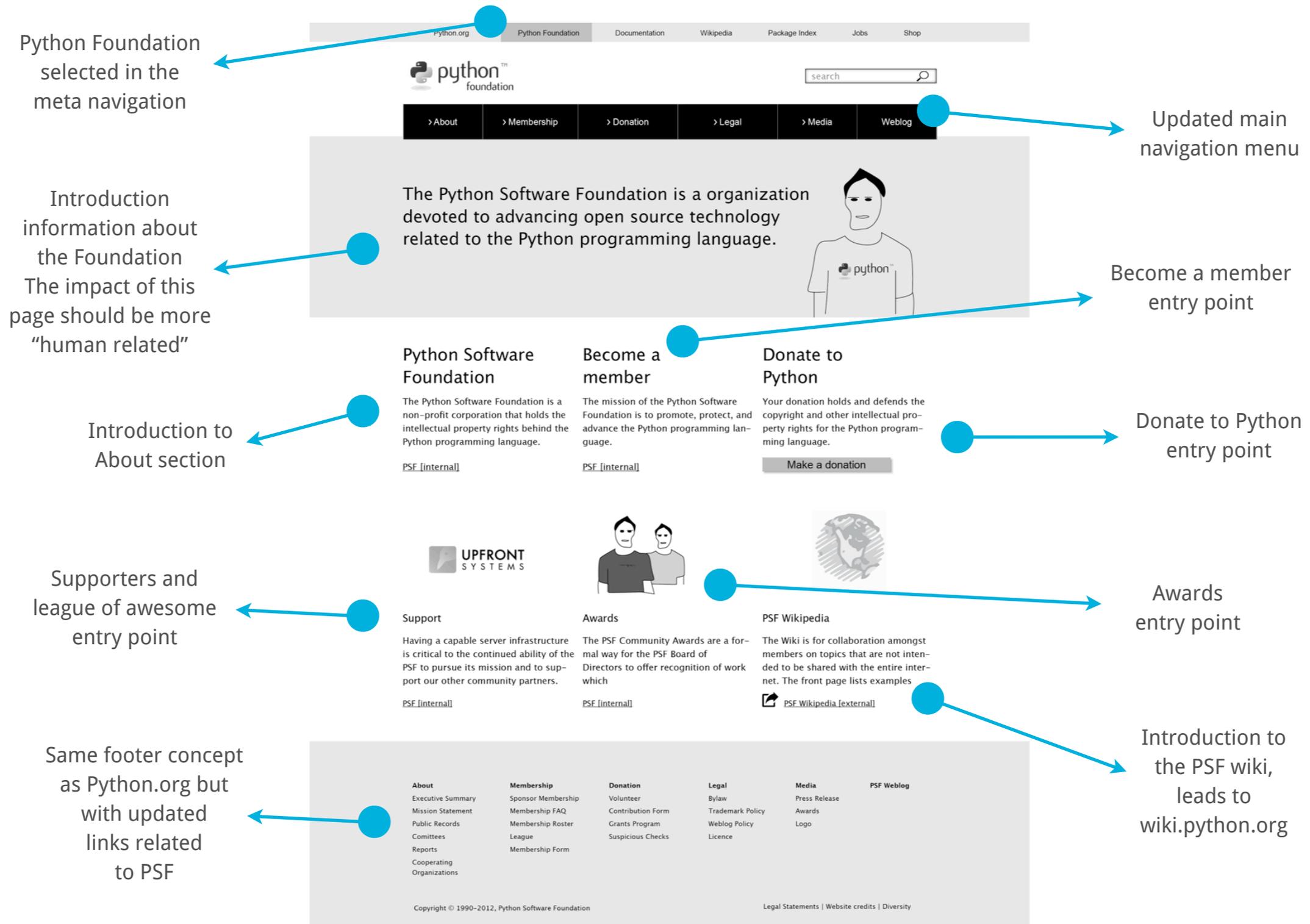
# Wireframes for key pages – Documentation landing page

For full size wireframes please see “wireframes\_design.pdf” document



# Wireframes for key pages – Foundation homepage

For full size wireframes please see “wireframes\_design.pdf” document



# Wireframes for key pages – Jobs homepage

For full size wireframes please see “wireframes\_design.pdf” document

The logo has “jobs” to easily identify the URL visited

Active section highlighted in the main navigation

Jobs list results with filters to help the users navigation experience

Jobs list with position, category, location and date

Button for posting a job on the website, the idea is to get revenues

Top employers, possibly advert spot to sell to companies

Link to Python.org

Possibility of stay updated with RSS and Twitter

job type	category	location	
> Python Programmer	Finance	USA	new
> Python Developer	Finance	UK	new
> Python bod	Tourism	Switzerland	new
> Python Programmer	Finance	USA	new
> Python Developer	Finance	UK	new
> Python bod	Tourism	Switzerland	new
> Python Programmer	Finance	USA	4 JUL
> Python Developer	Finance	UK	3 JUL
> Python bod	Tourism	Switzerland	3 JUL
> Python Programmer	Finance	USA	1 JUL
> Python Developer	Finance	UK	1 JUL
> Python bod	Tourism	Switzerland	21 JUN
> Python Programmer	Finance	USA	19 JUN
> Python Developer	Finance	UK	19 JUN
> Python bod	Tourism	Switzerland	19 JUN

The sitemap and wireframes establish a go-to reference for page design and content prioritization.

Additionally, annotated wireframes are very important to define a clear understanding of page elements and their functions.

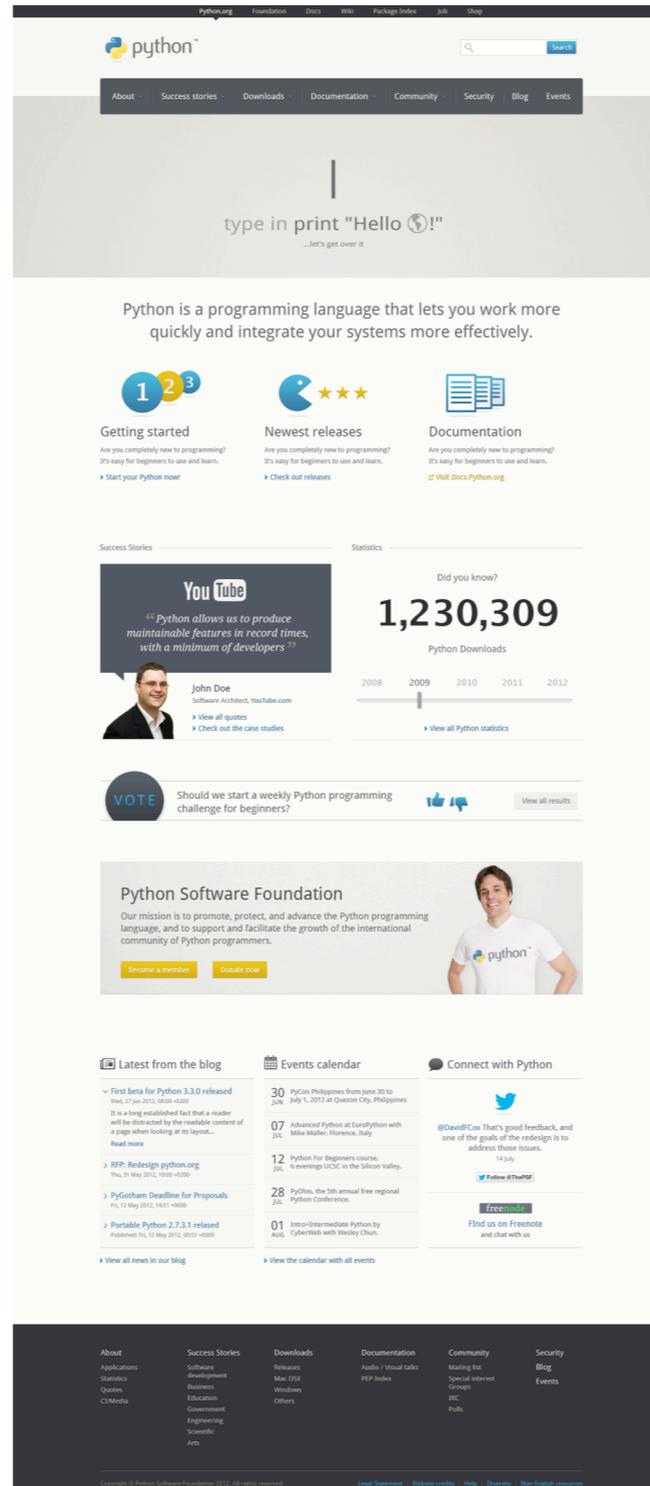


Transforming this experience and making it visually stunning, easy to use and engaging is the key to a well designed website

# Homepage design

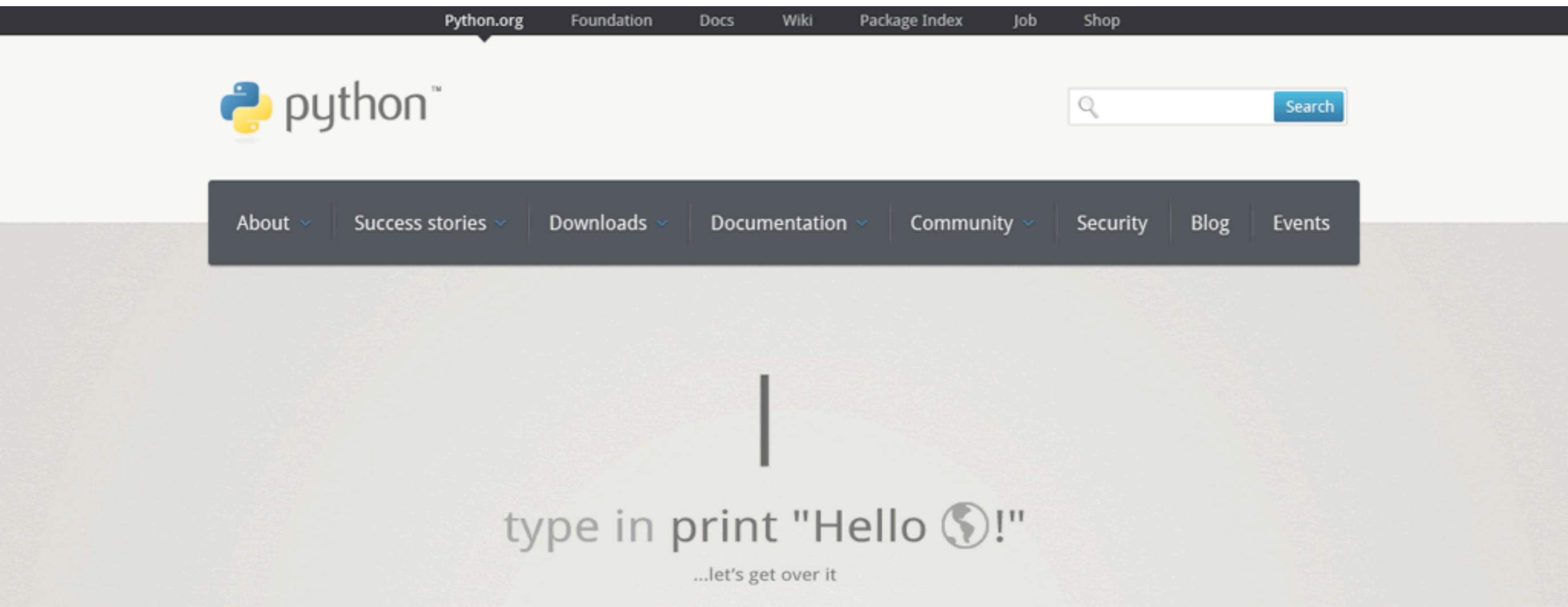
For full size design please see "wireframes\_design.pdf" document

Please check out the document wireframe\_design.pdf for big size



For full size design please see "wireframes\_design.pdf" document

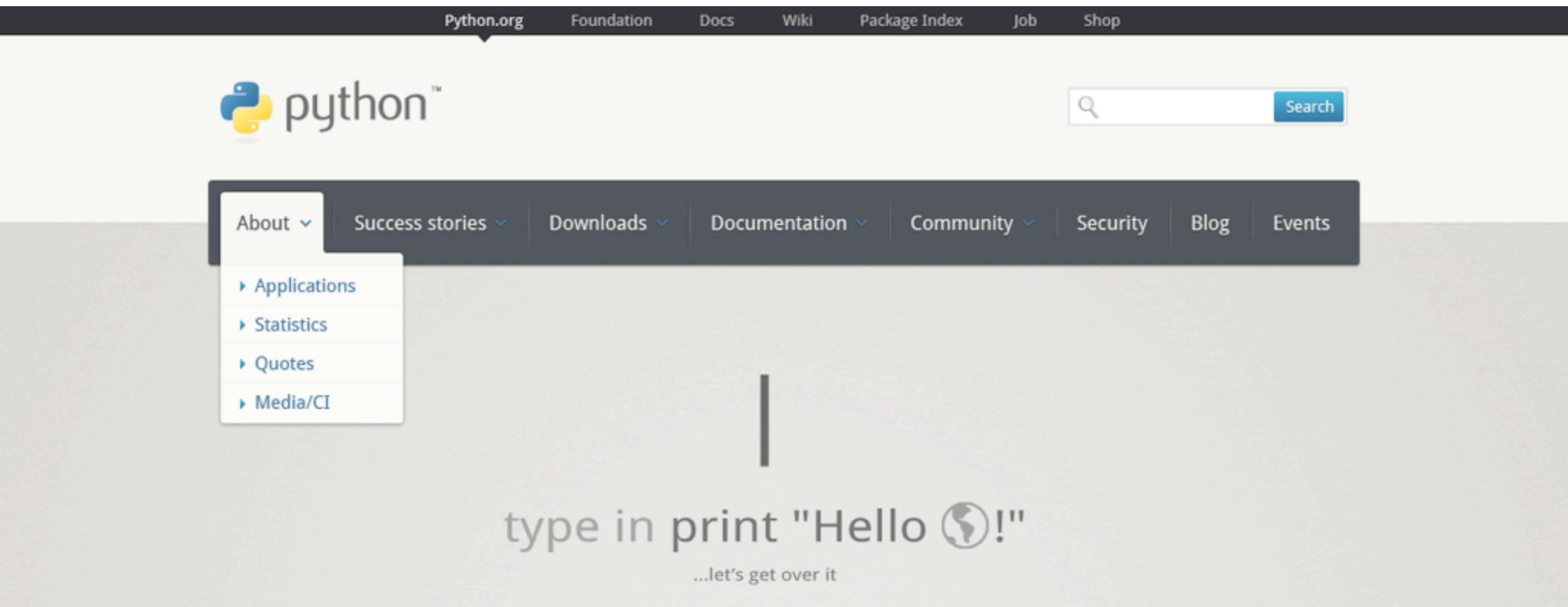
## Header and "Try Python" tool



# Homepage design

For full size design please see "wireframes\_design.pdf" document

## Drop down menu in action



For full size design please see "wireframes\_design.pdf" document

## Headline, Getting started, Newest releases and Documentation

Python is a programming language that lets you work more quickly and integrate your systems more effectively.



### Getting started

Are you completely new to programming?  
It's easy for beginners to use and learn.

▶ [Start your Python now!](#)



### Newest releases

Are you completely new to programming?  
It's easy for beginners to use and learn.

▶ [Check out releases](#)



### Documentation

Are you completely new to programming?  
It's easy for beginners to use and learn.

▶ [Visit Docs.Python.org](#)

For full size design please see "wireframes\_design.pdf" document

## Success stories, Statistics and current Poll

### Success Stories

**You Tube**

*“Python allows us to produce maintainable features in record times, with a minimum of developers”*

**John Doe**  
Software Architect, [YouTube.com](#)

- ▶ [View all quotes](#)
- ▶ [Check out the case studies](#)

### Statistics

Did you know?

# 1,230,309

Python Downloads

2008 2009 2010 2011 2012

▶ [View all Python statistics](#)



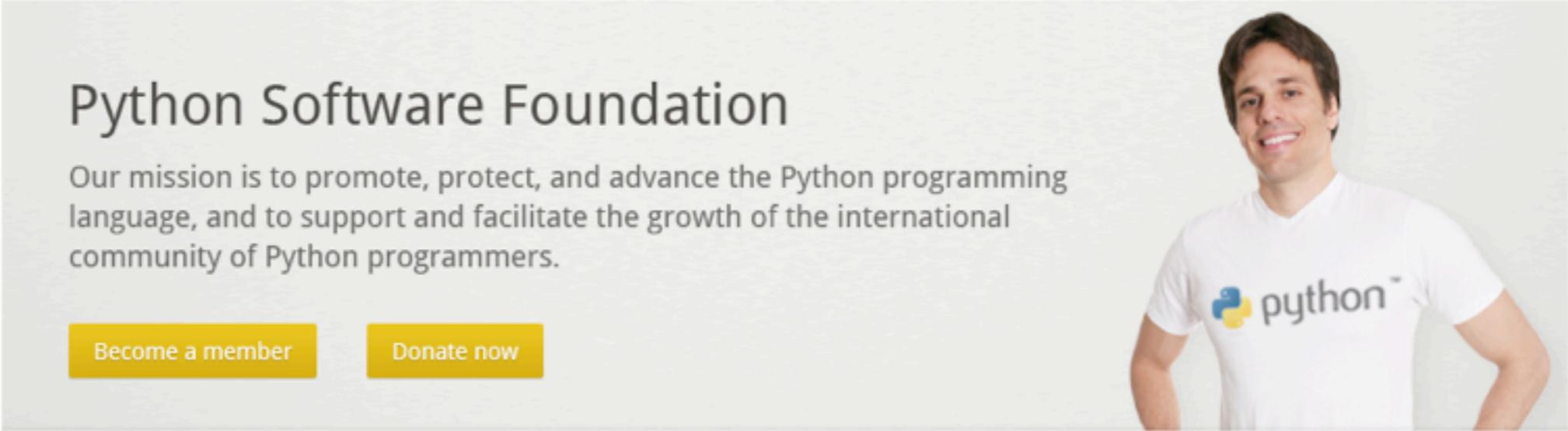
Should we start a weekly Python programming challenge for beginners?



[View all results](#)

For full size design please see "wireframes\_design.pdf" document

## Python Foundation, become a member and donate now



**Python Software Foundation**

Our mission is to promote, protect, and advance the Python programming language, and to support and facilitate the growth of the international community of Python programmers.

[Become a member](#) [Donate now](#)



For full size design please see "wireframes\_design.pdf" document

## Blog latest, Events calendar and Connect with Python

### Latest from the blog

#### ✓ **First beta for Python 3.3.0 released**

Wed, 27 Jun 2012, 08:00 +0200

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout...

[Read more](#)

#### > **RFP: Redesign python.org**

Thu, 31 May 2012, 10:00 +0200

#### > **PyGotham Deadline for Proposals**

Fri, 12 May 2012, 14:51 +0000

#### > **Portable Python 2.7.3.1 released**

Published: Fri, 12 May 2012, 00:51 +0000

[▶ View all news in our blog](#)

### Events calendar

**30** JUN PyCon Philippines from June 30 to July 1, 2012 at Quezon City, Philippines

**07** JUL Advanced Python at EuroPython with Mike Müller. Florence, Italy

**12** JUL Python For Beginners course, 6 evenings UCSC in the Silicon Valley.

**28** JUL PyOhio, the 5th annual free regional Python Conference.

**01** AUG Intro+Intermediate Python by CyberWeb with Wesley Chun.

[▶ View the calendar with all events](#)

### Connect with Python



@DavidFCox That's good feedback, and one of the goals of the redesign is to address those issues.

14 July

 **Follow @ThePSF**

**freemote**

**Find us on Freenote**  
and chat with us

For full size design please see "wireframes\_design.pdf" document

## Footer with sitemap, copyrights and additional links

### About

- Applications
- Statistics
- Quotes
- CI/Media

### Success Stories

- Software development
- Business
- Education
- Government
- Engineering
- Scientific
- Arts

### Downloads

- Releases
- Mac OSX
- Windows
- Others

### Documentation

- Audio / Visual talks
- PEP Index

### Community

- Mailing list
- Special interest Groups
- IRC
- Polls

### Security

- Blog
- Events

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Thank you!