

Bucks.edu Website Redesign 2017							
Phase 1: Planning & Analysis	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Determine Scope for Redesign	What will be included in the redesign? What are the priorities for the redesign?	Team to discuss.				Set launch date.
	Technology Outline	What software is currently being used to pull information?	Document the various processes and software the current website is pulling information. Calendars, events, catalog information, courses, directories, etc.				OUT OF SCOPE
	Review Current Status	How does the current navigation function? What are the common interactions with the overall design?	Document the current status.	1 day		Complete	Does marketing have a style guide?
	Content Audit	What content do we archive, delete, migrate & update?	Review last update, quality, page views, and determine status.	2 weeks	28-Feb	In Progress	
	Analytics Review	What content do users seek out? What devices are users accessing the website from?	Done as part of content audit.	2 weeks	28-Feb	In Progress	
	User Research - Survey	Who are our primary users? What are their goals and motivations? What are their frustrations?	Work with student engagement and marketing to disburse survey. Survey via Wufoo form to be distributed electronically. Students and staff?	Create survey, Keep open for 2 weeks	17-Mar		
	User Research - Focus Group	Who are our power users? Staff? The Library?	Talk with staff and discuss what works, what doesn't?	1 day	17-Mar		

	User Research - Card Sorting	Card sorting for clearer navigation. Does sorting by user group work?	Work with students and staff to help shape the overall organization of the content and navigation.	1 week	17-Mar		
	Marketing Plan?	Talk with Marketing: do they want a rebranding along with the redesign?					
Phase 2: Design	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Homepage Design V1	Provides backbone for redesign look and feel.	Sarah created initial designs.			Waiting on final homepage design.	
	Subpage Designs V1	Provides the look and feel for content pages and micro templates.	Sarah is working on initial designs for our approval.	2 weeks	27-Feb	In Progress	
	Approval of Designs V1	Is the team on board with current design layout, look and feel?	Team will review and return feedback for Sarah.	1 week	10-Mar		
	Navigation & Content Structure	Create content organization based on initial user research and card sorting exercises.	Janie to analyze user data and content audit data to create content layout.	1 week	24-Mar		
Phase 3a: Initial Development	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Homepage Template V1	Create working template for website.	Dan to create based off initial designs by Sarah.			In Progress	Dan is waiting on final homepage design.
	Subpage Templates V1	Create working subpage templates for website.	Dan to create based off initial designs by Sarah.	2 weeks	17-Mar		
	Navigation Creation	Create working navigation for website homepage.		2 weeks	7-Apr		Navigation placeholders can be included in initial template.

Development	Subpage Navigation	Create working navigation for website subpages.		2 weeks	7-Apr		
	Task	Goal	Process	Working Time	Deadline	Status	Notes
Phase 3b: Initial Testing	Test Homepage Template V1	Is the current version easy for users to find what they need and complete desired tasks quickly?	Task based usability for the homepage, subpages and navigation.	2 weeks	31-Mar		
	Test Subpage Template V1		Completed with homepage testing.	2 weeks	31-Mar		
	Test Navigation V1		Completed with homepage testing.	2 weeks	31-Mar		
	Analyze Results	Synthesis results and share with team.	Create document to share with team including testing results and any recommendations for change.	1 week	7-Apr		
Phase 4a: Subsequent Development	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Navigation Optimization	Does the initial navigation work like we want it to?	Improve navigation based on usability testing results.				Depends on testing results.
	Homepage Template V2	Does the initial template work like we want it to?	Improve template based on usability testing results.	2 weeks	28-Apr		
	Subpage Templates V2	Does the initial subpage templates work like we want it to?	Improve templates based on usability testing results.	2 weeks	28-Apr		
	Create Beta Environment	Create workable website for users to test.	Create secondary website within T4, this will eventually be the final website.	?			Jerry?

Keep development changes in house.

Phase 4b: Subsequent User Testing	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Test V2	Ensure usability and accessibility for all users.	Task based usability testing with users, ensure various forms of accessibility software is used in the testing process.	2 weeks	12-May		
Phase 5: Content							
	Task	Goal	Process	Working	Deadline	Status	Notes
	Create Style Guide	Give content owners direction on theme, voice and style.	Create working document and checklist for content owners.	1 week	12-May		
	Content Creation - Missing Content	Determine what information is missing from the website.		3 weeks	2-Jun		
	Content Migration	Move current content to new website.			2-Jun		
	Content Styling	Ensure content that is migrated matches current style guide and accessibility guidelines.			2-Jun		
	SEO - Page titles, keywords, metadata	Are pages easy to find with internet searches?			2-Jun		
	Images & Media - Collecting	Work with Marketing to Update Photos & Media?			2-Jun		
	Images & Media - Uploading	Upload updated images and media to the media library.			2-Jun		
	Images & Media - Alt Text	Ensure images and videos have alternative, descriptive text.			2-Jun		

Wufoo form for content owners to prep everything for fall semester, restrict T4 access temporarily until site is launched.

	Interior and Home Page Linking	Ensure links are migrated and connected.			2-Jun		
	Redirects	Ensure redirects from old old site are in place.			2-Jun		
	Error Pages	Create error page			2-Jun		
	Social Media Integration	Embed current social media platforms.			2-Jun		
	Forms Integration	Embed current Wufoo forms.			2-Jun		
Phase 6: Quality Assurance	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Site Review	Ensure everything works and looks correct.	Staff to test all functionality	2 weeks	16-Jun		Split up pages between several staff. Have key parts of website reviewed by multiple staff.
	Test Header				16-Jun		
	Test Navigation				16-Jun		
	Test Forms				16-Jun		
	Test Links				16-Jun		
	Test Functionality				16-Jun		
	Test Footer				16-Jun		
	Test Social Media Links				16-Jun		
	Test Cross Browsers				16-Jun		
	Test Various Types of Devices & Mobile				16-Jun		
	Repair Issues				23-Jun		
Phase 7a: Pre I	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Analytics - Back Up Current Information	Archive old data and start fresh, gives us the ability to compare the new site data with the old site data.	Archive analytics and Siteimprove data. Store for future reference.	1 day	28-Jun		
	Analytics - Sync New Website	Sync new website with Siteimprove, Google and others to ensure proper tracking.	Sync new site address with systems.	1 day	28-Jun		

Launch	Marketing Plan - Social Media, Portal Announcement	Inform students and staff of redesign and upcoming launch date.	Marketing to help with pushing information to social media and other outlets. Light bites?				
Phase 7b: Launch	Task	Goal	Process	Working Time	Deadline	Status	Notes
	Go Live!				TBA		Need to set launch date
	Content Lifecycle	Ensure content owners are creating, deleting, archiving and updating content regularly.	Set documented schedule for content lifecycle	On going			Send checklist for content owners before Spring and Fall semesters with information on updating content and checklists.