

## **UCCS Institutional Website Project**

# **Project Outline**

UCCS University Advancement

[www.uccs.edu/advancement/website](http://www.uccs.edu/advancement/website)

The following list is a broad summary of development phases and associated tasks for the UCCS Institutional Website project. The order is general, and many tasks run concurrently.

## **1. Discovery Phase**

- Key stakeholder goals
- Campus input (interviews, surveys, feedback)
- Secondary research (industry white papers, best practices)
- Peer and competitive review
- Existing content and design analysis (including content inventory and audit, server logs, analytics)
- Gather baseline data (current usage data, existing success metrics)

## **2. Strategy Phase**

- Project charter (define project scope, goals, business case, requirements)
- Define and prioritize key audiences
- Task analysis for interactivity (user experience development, personas)
- Determine content requirements
- Information architecture (site map, wireframes)
- Content gap analysis
- Brainstorm content delivery types & component needs (page types, information types, component types)

## **3. Design & Development Phase**

- Content development (set standards, create/obtain text and graphic content, assign new content, supervise creation, editorial quality control)
- Visual design and front end prototyping (moodboards, design explorations, style tiles, working styles, design comps, page mockups, design production)
- Set up content-ready site (early programming and site engineering – wireframes to templates, code, graphic identity)
- Migrate content (add text and images to content-ready site – page production, content assembly)
- Programming and integration (custom functionality, CMS integration, move to

- staging server)
- Content approval (proofread and approve text and images)
- Functionality testing and quality assurance

## 4. Launch Phase

- Limited roll-out (site goes live to limited audience, initial launch communication, additional QA testing)
- Launch (site goes live to all, site launch communication)

## 5. Maintenance Phase

- Update content and keep site current (new content development, editorial calendar, style guide, governance, archiving)
- Continual iterative improvement (measure and review - including gathering feedback, watching analytics, further search engine optimization and accessibility improvements.)

## Resources

- <http://alistapart.com/topics/>
- <http://www.nngroup.com/articles/>
- <http://karenmcgrane.com>
- Ben Henick. *Avoid Edge Cases by Designing Up Front*. A List Apart, 2006.
- Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web*. 2003.
- Julie Pederson. *From Concept to Completion: An Ingeniux CMS Site in 7 Days*. 2011.
- Kristina Halvorson and Melissa Rach. *Content Strategy for the Web*. 2nd Edition. 2009.
- Micole Sharlin, Evelyn Tu and Thomas Bartus. *Guide to Creating Website Information Architecture and Content*. Princeton University, 2009.
- Patrick J. Lynch and Sarah Horton. *Web Style Guide*. 3rd Edition. 2009.
- UCCS Web Committee. *Website Development Phase II Process Outline*. (unpublished), 2011.