

WEB REDESIGN PROJECT

presented to
President's Cabinet

presented by
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Web Redesign Goals

More Audience Focused

- Built for primary web audience of **prospective students** while serving the needs of current students and members of the community.
- **User-centric** information architecture and navigation instead of organization driven.
- **Marketing approach to content** to display the strongest qualities of the school and best serve the needs of the primary audience.
- Modernized, cohesive and appealing **visual design** incorporating Mt. SAC branding standards.

More Efficient

- **Enhance institutional practices** through the web
- Developed to work with and **support staff and resources**
- Shift to a **responsive design framework** so the website is viewable on multiple platforms including computers, tablets, and mobile devices of varying sizes.
- **Improved functionality** resulting in a more positive user experience.
- Simplification of maintenance using **Content Management System** (OmniUpdate) and removal of redundant pages.

Web Process Overview

Preliminary

- **Pre-planning**
- YIELDS: Identify processes and decision makers

Step 1

- **Research**
- YIELDS: Data and context for understanding

Step 2

- **Strategy**
- YIELDS: Strategy and sitemap

Step 3

- **Design**
- YIELDS: Establishes design look/feel, architecture

Step 4

- **Development**
- YIELDS: Transfer to web environment, content

Step 5

- **Asset Management**
- YIELDS: Implementation and long-term plan

Preliminary – Pre-planning

Clarify vision, strategies, goals, values

Identify success factors

Determine decision makers

Include campus in process via feedback loops, advisory boards, etc.

Develop a process

Introduce project to cabinet, advisory board, management

Announce project to campus

Step 1 – Research

Research best practices

Speakers/presentations on web (ex. best practices, portals, web writing)

Identify users to study/test (re-entry, underrepresented, etc.)

Conduct baseline survey, usability testing, and/or focus groups

Campus visioning to find big ideas, new innovations for the web

Conduct web technology needs assessment

Evaluate existing website, analytics, web architecture

Capture campus ideas, issues, concerns, feedback

Share findings to advisory board, cabinet, management, campus

Step 2 – Strategy

Write web site mission statement (what it is, why it exists)

Evaluate third-party add-on roles

- Document Imaging system
- APEX user-friendly interface with Banner data
- Portals (student + employee)
- Catalog management system
- Campus-wide integrated calendar

Create web strategy (works for students + employees, maintainable)

Establish scope of projects in Phase 1

Create sitemap (outline of pages)

Create wireframes (layout of home page/templates)

Share strategy with advisory board, cabinet, management, campus

Step 3 - Design

Visualize the future

Brainstorm big idea

Design web look and feel

Explore its application to sites

Present visual strategy and templates

Share designs with Advisory board then Cabinet

Step 4 – Development

Apply look and feel to web environment

Conduct web workshops

- Meet with people responsible for sites (content owners and process owners)
- Site map (outline page structure) and content planning (text and graphics)

Develop content

Build out web sites

Review web sites

Remove unnecessary pages

Step 5 – Asset Management

Build energy around the new web environment

Develop the launch strategy and plan

Launch internally, testing, and externally

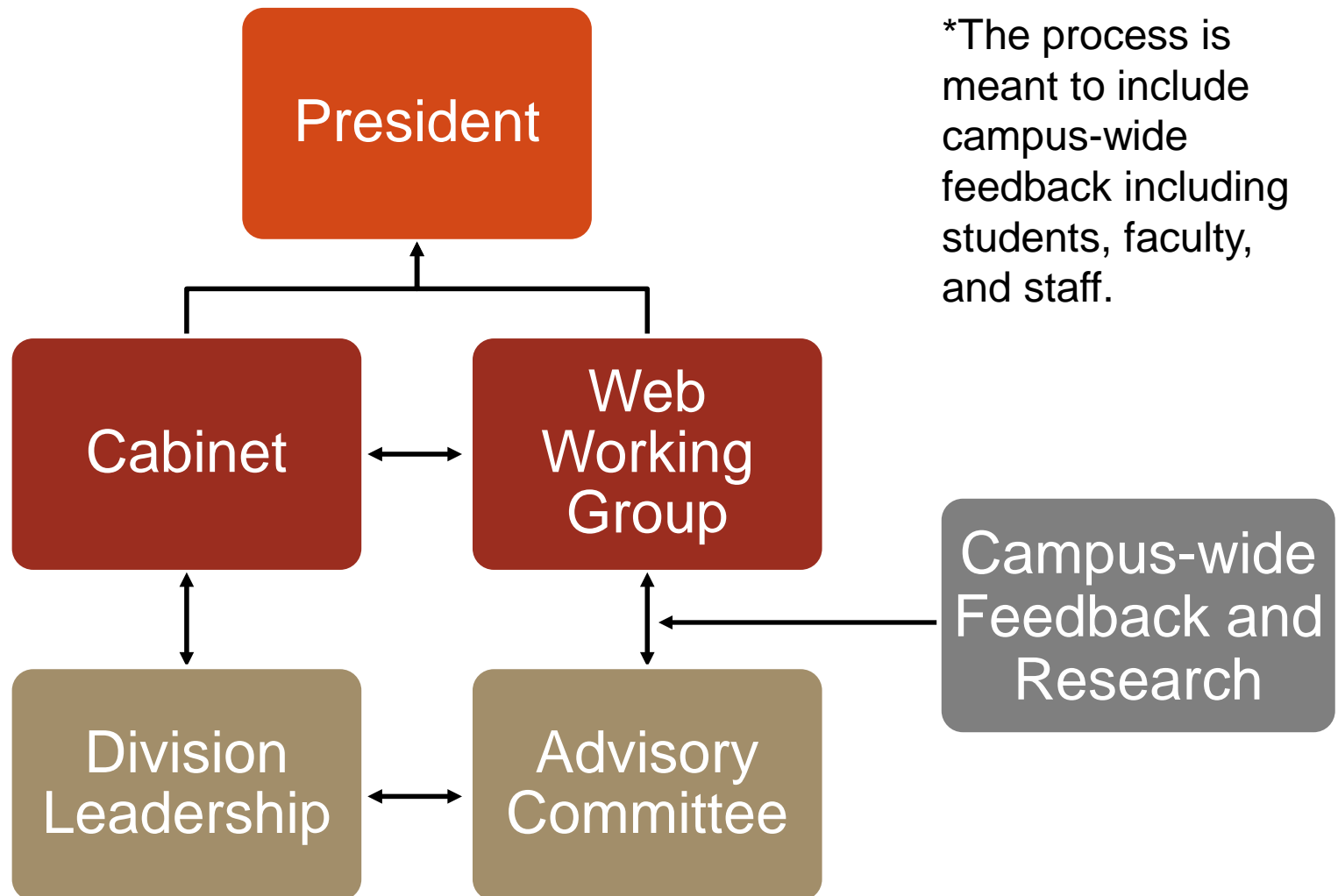
Develop style guide, standards and guidelines

Nurture and train web champions

Fix errors, quirks, etc.

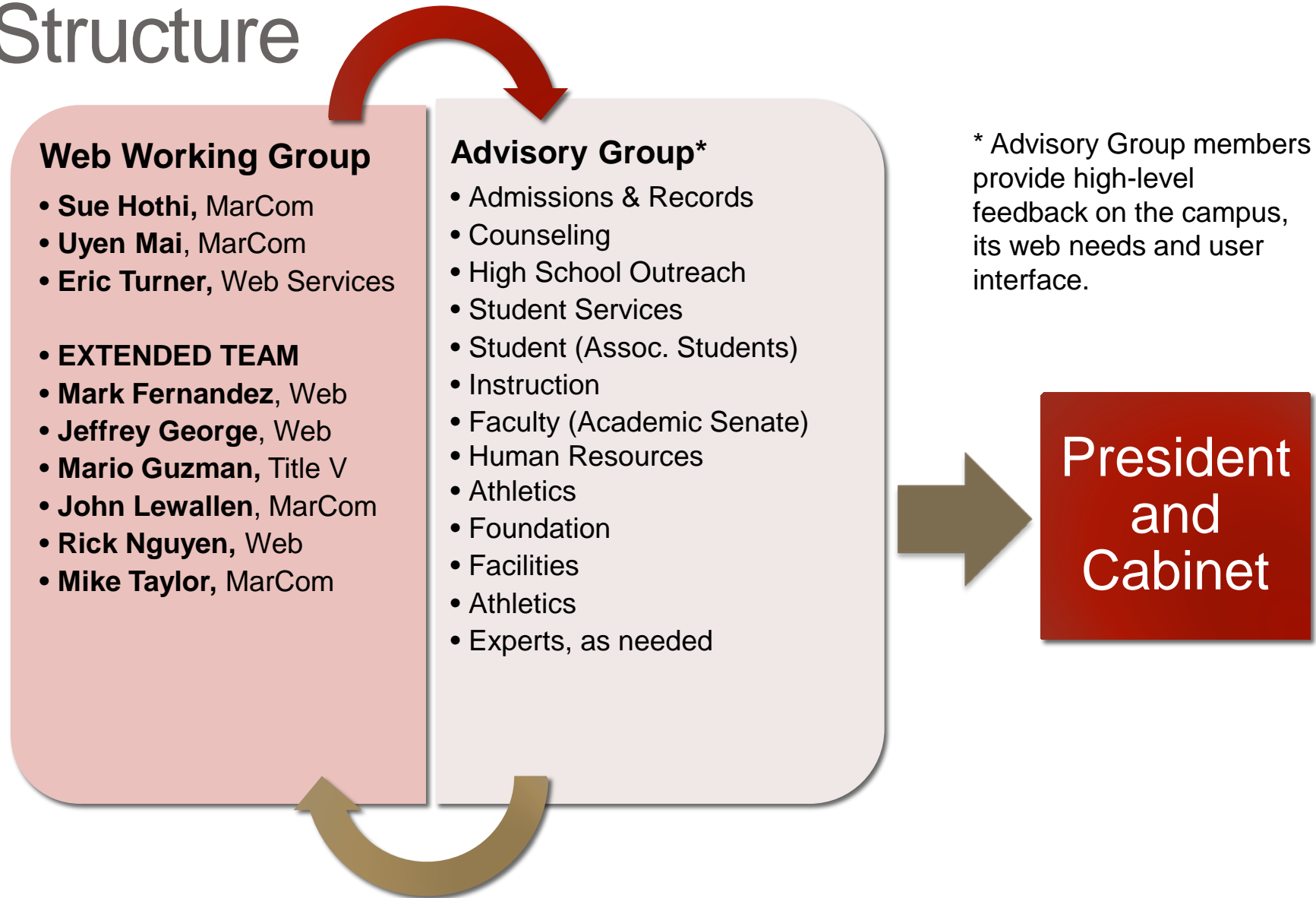
Start planning Phase II

Decision Making Model*



*The process is meant to include campus-wide feedback including students, faculty, and staff.

Structure



Deliverables

Research

- KEY: Participation of internal and external stakeholders, availability of analytics

Web site strategy and architecture

- KEY: Agreement on web goals and strategy

Design for home page and subpages

- KEY: Based on research, goals and strategy rather than personal preference

Development of Phase 1 sites

- KEY: Participation of campus wide content and process owners in content development

Launch and long-term support

- KEY: Campus-wide participation; Clear guidelines, support, enforcement protocol

Planning for Phase II

- KEY: Update learning from Phase I

Timeline Estimation (w/o Portal, Catalog, Event, Doc Storage, APEX)

Preliminary
Pre-planning
September to December

- Preliminary Planning/Design: September-October
- Evaluate current site architecture: October-November
- RFP Process (Catalog): November-December

Step 1
Research
October to January

- Compile best practices, new trends, analytics: Oct.-Dec.
- Survey, Focus Groups, Usability: December-January
- Interpret & Share Results: February - March

Step 2
Strategy
March to April

- Web strategy: March-April
- Develop web site map: April
- Share results: April

Step 3
Design
April to May

- Design mockups: April
- Design review and updated iterations: April-May
- Finalize mockups: May

Step 3
Content
April to June

- Content and process owner meetings: April
- Create content: April to May
- Content review and finalization: June

Step 4
Development
May to July

- Templates created, tested: May
- Transfer content to new templates: June-July

Step 5
Asset Management
May to August

- Launch style guide and trainings: May - July
- Internal launch and review: July
- Public launch: August

QUESTIONS?
