**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.

# 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)

# 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)

# 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

# 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)

# 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](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.

Prepared by UCCS University Advancement

For more information, visit [www.uccs.edu/advancement/website](http://www.uccs.edu/advancement/website)