

Home Page Redevelopment Plan—Executive Summary

Phase 1: Project Definition

Goals/Outcomes

- Define the scope, goals and focus of the project
- Establish processes, teams and responsibilities

Need: Without a clearly defined scope or goal, the project will be unable to proceed or reach a successful conclusion.

Timeline: 1–2 months

Phase 2: Research and Analysis

Goals/Outcomes

- Establish current trends, standards and best practices for university Web sites
- Obtain and analyze quantitative data on current site usage
- Obtain quantitative and qualitative data from users on site usability, attitudes toward sites, needs and wants

Need: Without both quantitative and qualitative site use and user data, it will not be possible to determine the existing site's strengths and weaknesses, or areas of focus for the new site.

Timeline: ~3 months

Phase 3: Develop Site Structure & Content

Goals/Outcomes

- Develop detailed site information architecture and navigation
- Establish and develop site content and features
- Develop and test wireframes

Need: Without a clearly defined and well tested site architecture, the site will lack a coherent, scalable structure and will likely be extremely difficult to navigate. Testing is necessary to validate that site structure meets user needs and expectations.

Timeline: ~3 months, plus ~6 months concurrent with Phases 4 and 5

Phase 4: Develop Site Design

Goals/Outcomes

- Develop and test site design and visual interface
- Create HTML page templates

Need: Redefining the look of the CSU Chico home page is necessary to better reflect the message and brand of the university.

Timeline: 3–4 months

Phase 5: Implementation

Goals/Outcomes

- Build page templates and site functionality in WCMS
- Integrate content into site
- Conduct final user testing of site

Need: User testing of the site is required to insure that site structure and content meet the needs and expectations of site users.

Timeline: 2–3 months

Phase 6: Launch & Beyond

Goals/Outcomes

- Launch site
- Complete site documentation; develop maintenance, reassessment and change plans

Need: Documentation is required for site maintenance in the WCMS. Maintenance and other plans allow for coordinated long term growth and change in the site.

Timeline: ~1 month

Total Project Timeline: 13-16 months, projected launch date late December 2009