Indiana State University

WEBSITE REDESIGN - PROJECT UPDATE

February 25, 2022

phases conducted

PROJECT KICK-OFF

DISCOVERY

- University President
- Office of Information Technology
- Executive Leadership / Cabinet
- Foundation & University Engagement
- Recruitment-Facing Offices
- Student Affairs (reslife, campus life)
- Power Users
- Ancillary Services
- College Leadership
- University Communications
- Students (2) - first-time / non-traditional

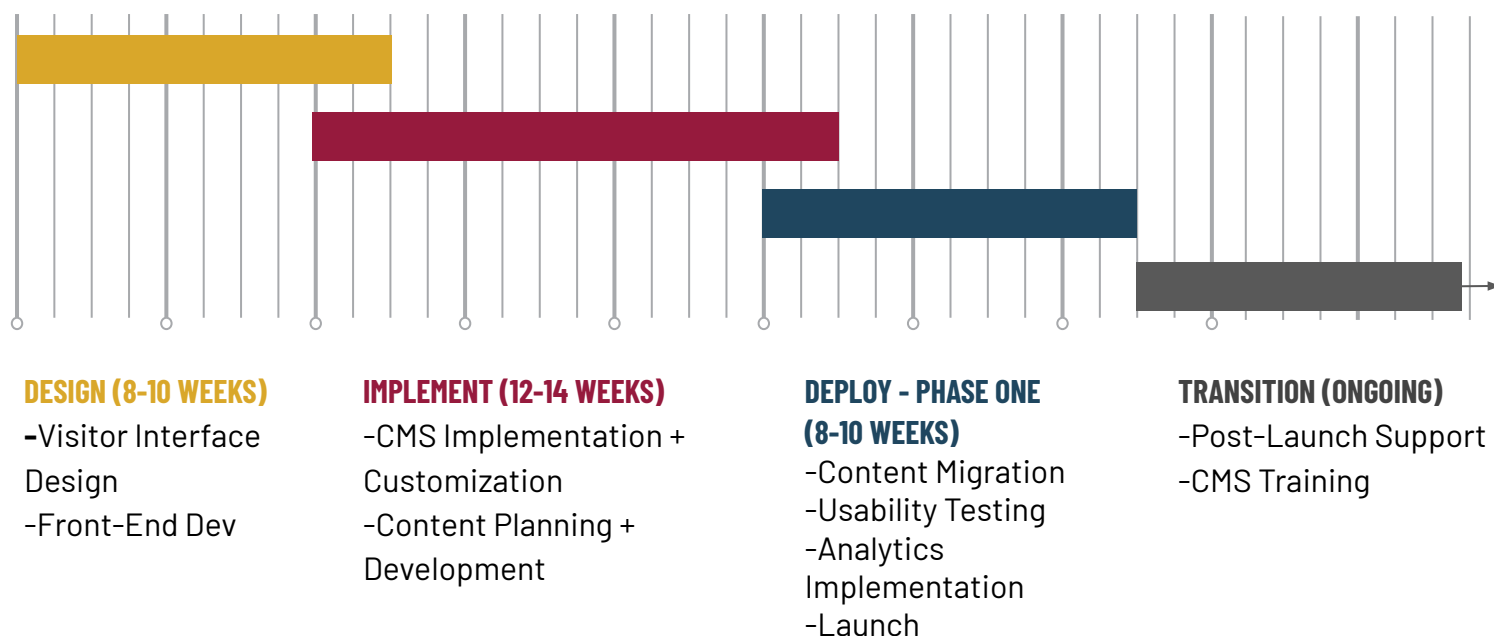# immediate next steps

EXPERIENCE MAPS (APPROX. 6 WEEKS)

- (5) Individual interviews - "first-time, full-time"
- (5) Individual interviews - "non-traditional"
- Experience Map Workshops I & II

CREATIVE & CONTENT STRATEGY (3-6 WEEKS)

- Information Architecture (3 levels of depth)
- Wireframes (3)
- Content models (5)
- Recommended messaging based on discovery findings

TECHNICAL STRATEGY (ONGOING)

remaining project scope

DESIGN (8-10 WEEKS)
-Visitor Interface Design
-Front-End Dev

IMPLEMENT (12-14 WEEKS)
-CMS Implementation + Customization
-Content Planning + Development

DEPLOY - PHASE ONE (8-10 WEEKS)
-Content Migration
-Usability Testing
-Analytics Implementation
-Launch

TRANSITION (ONGOING)
-Post-Launch Support
-CMS Training

concurrent tasks: governance consulting, analytics planning, migration planning