

Website Redesign

University Marketing

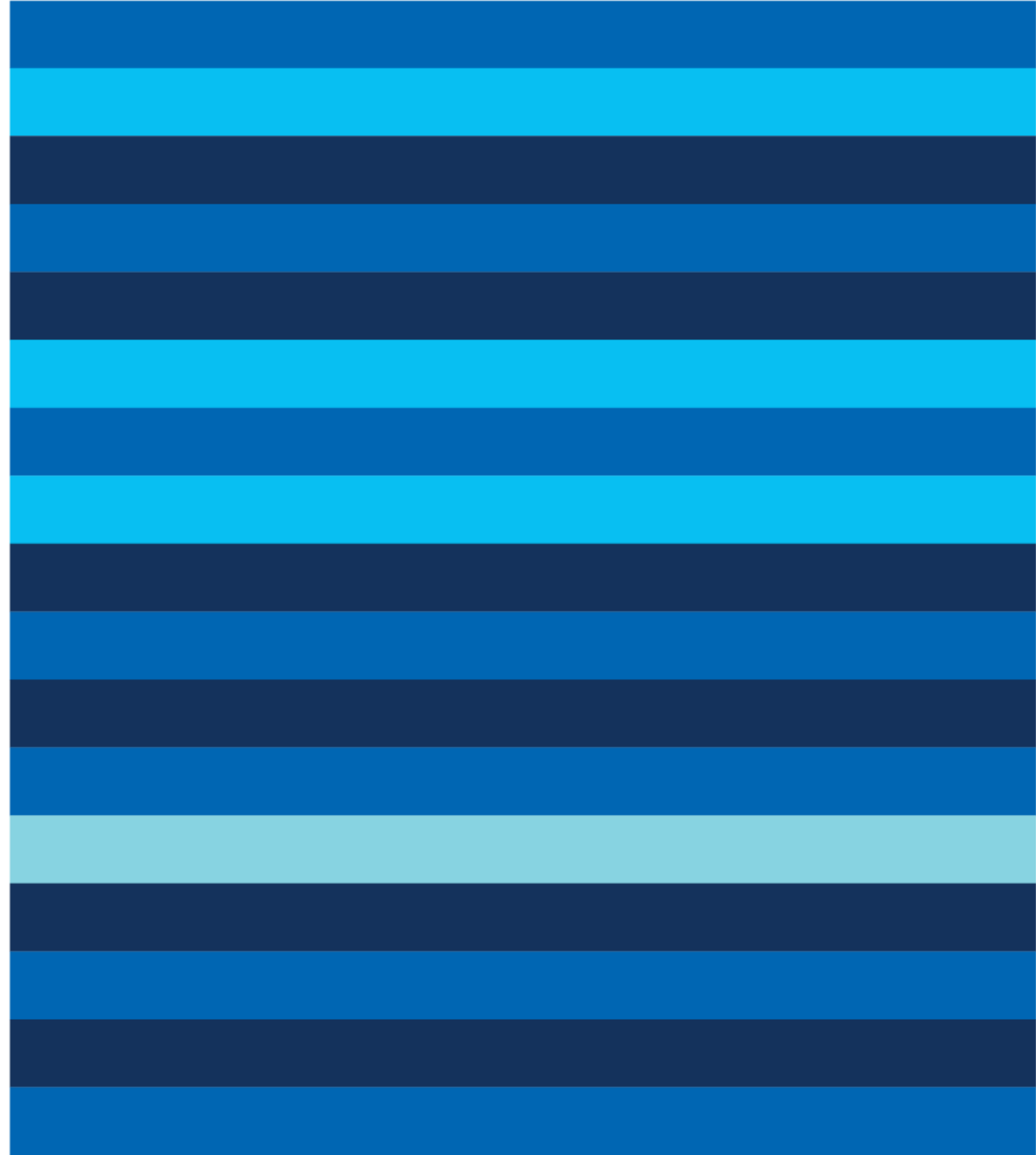
Web Project: background

- Overall Web/Digital Goals
 - Convey the value of an ISU education
 - Highly visual, engaging, dynamic and seamless user experience
 - Consistent, dynamic, flexible platform
- RFP Selection
- Target Audiences
 - Future Students
 - Alumni
 - External community/partners

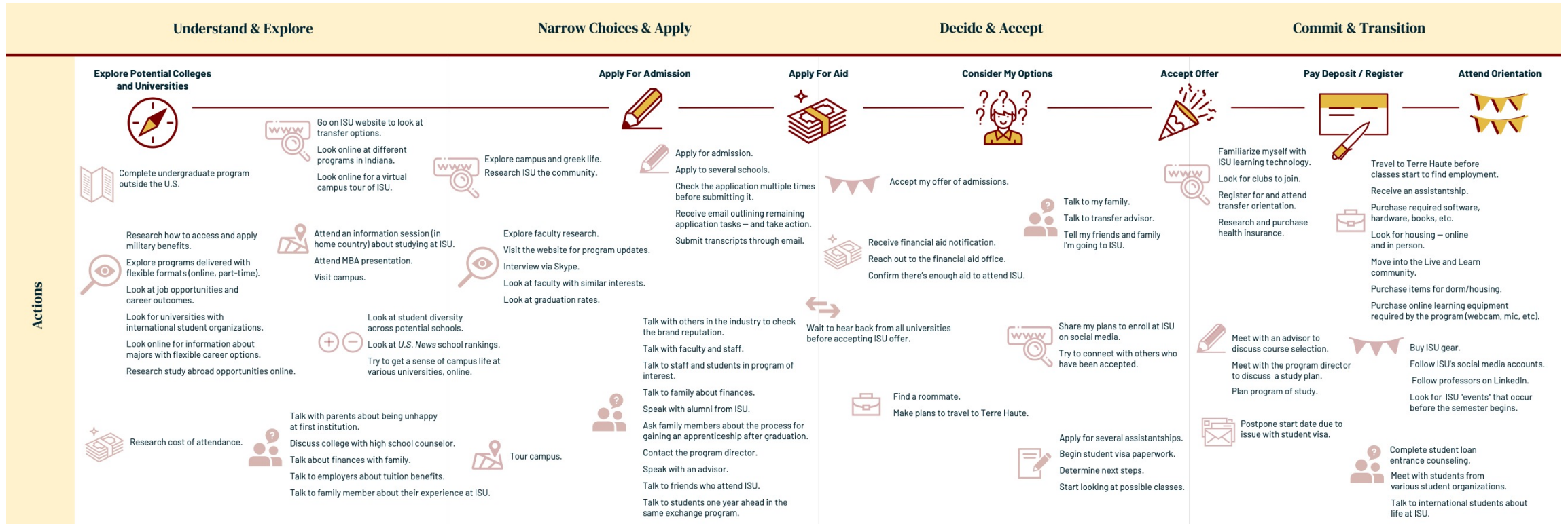


Web Project: status

- Phases
 - Discovery
 - Creative & Content Strategy
 - Design
 - Implement
 - Deploy (Phase 1)
 - Transition
- What we've done
- What we are doing
- What is coming

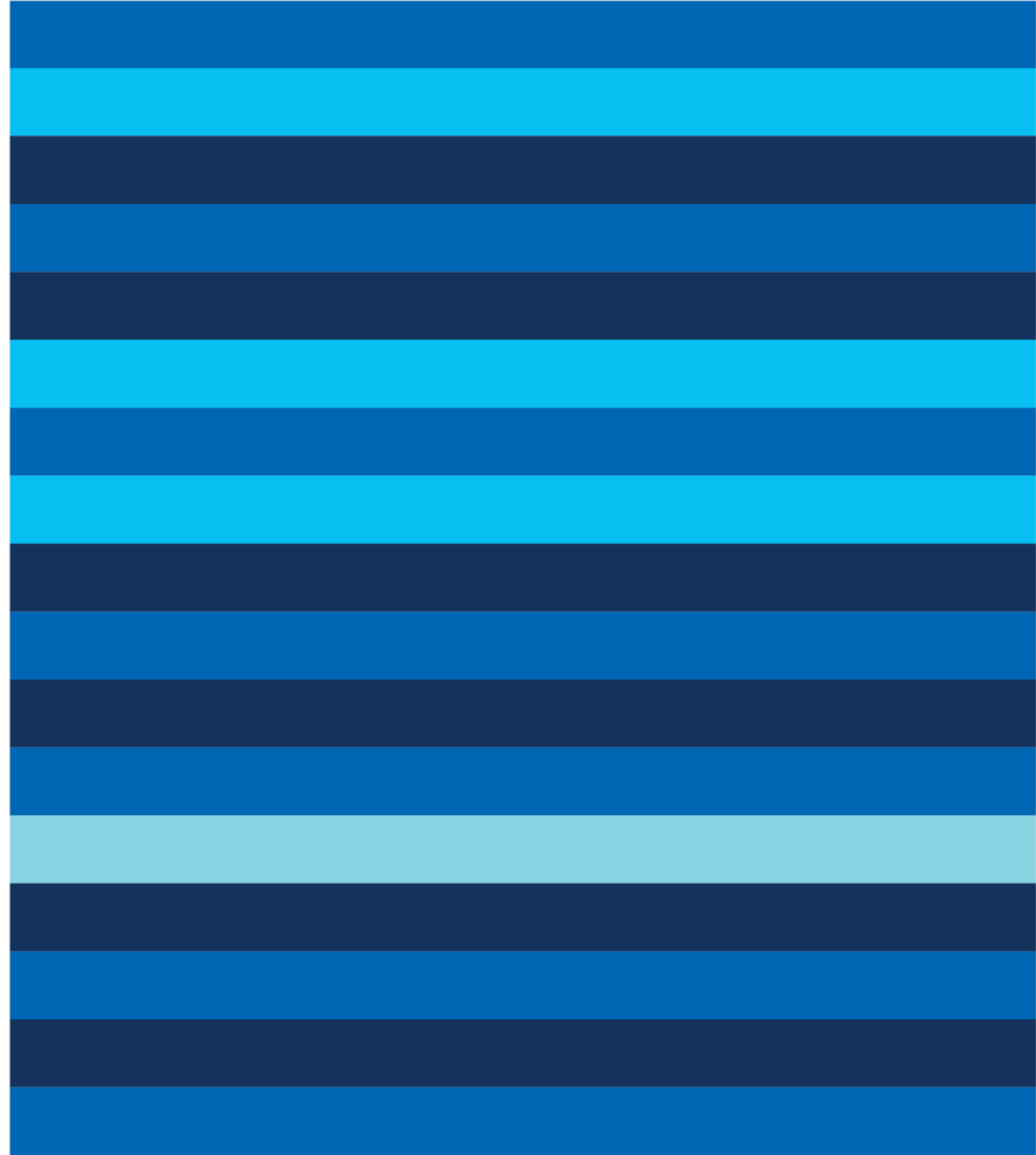


Deliverable: Experience Map

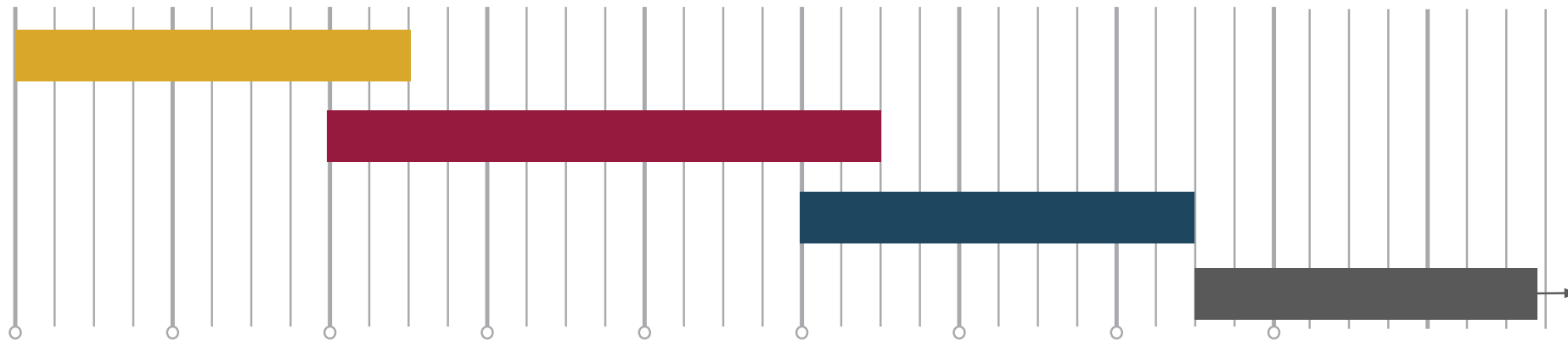


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Remaining Project Scope



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



Web Project: outreach

- Town hall meetings
 - (Hey we're here!)
- Status meetings
 - Currently happen with UM and Carnegie
- Regular update emails
 - Think OIT emails with some homework
- SEM Website Updates
 - Much like you would have seen with Canvas this website will be house the info.

www.indstate.edu/website-redesign



More Info...

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