

Website Redesign Project Process and Timeline

- 1) Discovery Phase
 - a. Examined basic quantitative data analysis through Google Analytics
 - b. Conducted Focus Group Meetings with all constituency groups (as identified through constituency leaders)
 - i. Faculty (6/14/2016)
 - ii. Managers (3/21/16)
 - iii. Students (04/18/16)
 - iv. Classified (5/20/16)
 - c. Conducted qualitative theme analysis based on focus groups input (Summer 2016).
- 2) Identified and hired consultant. Worked with consultant to redesign website based upon Discovery phase process using quantitative and qualitative data (Fall 2016).
- 3) Three Potential wire-frames presented to college during Spring 2017 Flex week. Performed review sessions of redesign templates opened to entire college (with consultant on phone so audience can ask questions from the source) in which a final design was selected based on feedback
 - a. First session-Flex # 90324 (1/25/17; 2:00-3:30)
 - b. Second session- Flex # 90325 (1/25/17; 10:00-11:30)
- 4) College personnel work with consultant on redesign (Spring 2017)
- 5) Preview new website
 - a. Soft launch (7/5/17)
 - b. Hard launch (7/25/17)
 - c. Showcase website at Convocation (8/17/17)
- 6) Roll out new website and collect feedback (Fall 2017)