

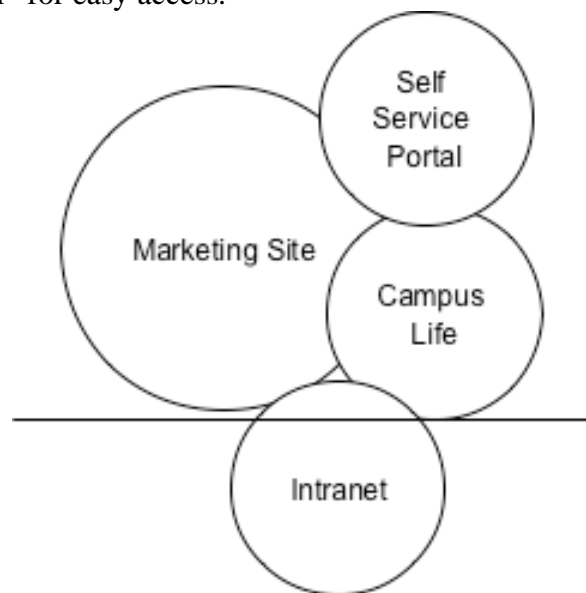
## UW-Oshkosh Web Site Strategy – High Level Plan

Preliminary Plan for UW Oshkosh website redesign.

This document outlines the high level process for defining the new look, feel, and functionality of the UW Oshkosh web presence. Each sub-phase will be broken down individually with a plan and timeline.

The website can easily be broken down into areas or “sites” – the sites can be defined as:

- **Marketing**, or External facing site – this will consist of the information deemed necessary for the external audiences our marketing efforts speak to. The audiences will be defined and prioritized during Discovery of Phase 1.
- **Campus Life** – this will be an external facing site that is clearly labeled for our internal audience, primarily current students and faculty/staff. This will consist of content that serves the needs of the campus, but is deemed acceptable for external audience viewing.
- **Intranet** – as sub-site of the Campus Life section, which would contain any content deemed unnecessary for external viewing. This section would be password protected.
- **Self Service Functions** – this consists of all business functions that can be accomplished on the website, such as online registration. These functions can fall into multiple sections of the site, but may also be best served in a “portal” for easy access.



Development Phases:

Phase 1 – Top Level Marketing Site

Phase 2 – Colleges and Academic Departments

Phase 3 – Campus Life Portal and Intranet including:

- Campus Initiatives, Groups
- Faculty Sites
- Student Organizations

## UW-Oshkosh Web Site Strategy – High Level Plan

### Phase 1 – Top Level of Marketing Site

This phase will define the primary audience and the information they need to see. The outcome will be primary navigation, home page layout, along with the second level of the site. The second level consists of the layout of pages for each target audience, and what information to link to.

Working groups to be established to work through this phase.

- a. Discovery
  - i. Audience Definition – define the key groups of visitors to target
  - ii. Critical Path Definition – define, by audience, the content to provide. This phase will define the call to action for each audience, along with the key information to provide, independent of department.
  - iii. Home page content – define the needs for the home page. Map out the areas that are needed to serve the visitors, along with the needs of the campus to relay news, initiatives, and emergency information.
  - iv. Functional requirements – establish needed functionality for content updates, search, breadcrumbs, event calendars, and more to be determined by working groups.
- b. Definition
  - i. Finalize Primary Navigation – this navigation will be carried throughout the entire marketing site.
  - ii. Wire frame home page layout
  - iii. Wire frame each audience sub page, along with their secondary navigation

Once approval is given on wire frames:

- c. Graphic Design
  - i. Establish new look and feel for site based on branding initiatives for each wire frame

Once approval is given on graphic design:

- ii. Slice graphics and make ready for development

- d. Technology Evaluation
  - i. Evaluate CMS, web server, and database needs based on established business requirements and web standards and best practices
  - ii. Define hardware needs for a development/test environment
  - iii. Establish developer resource needs, timeline, and milestones
  - iv. Establish roll-out plan
  - v. Establish roles for website and content updates

## UW-Oshkosh Web Site Strategy – High Level Plan

- e. Development/Testing
  - i. Setup development environment
  - ii. Begin development
  - iii. Add Google Analytics tags to each page
  - iv. Testing to begin upon completion of each milestone
    - 1. Test plans to be created based on defined roles
      - a. Overall Site Testing – look/feel/links
      - b. User Testing – Usability
      - c. Functional Testing – Content Updates
      - d. Analytics Testing – verify Google is tracking properly
- f. Go-Live and Maintenance
  - i. Go-live based on established roll-out plan
  - ii. Train users on content updates and site maintenance