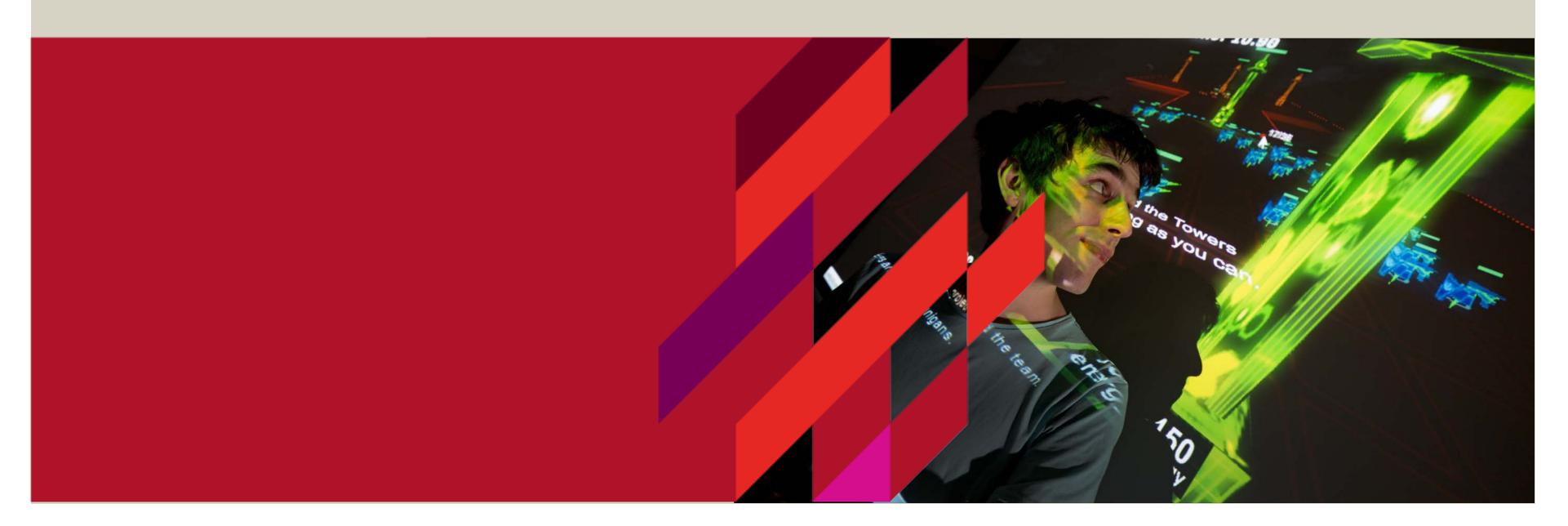
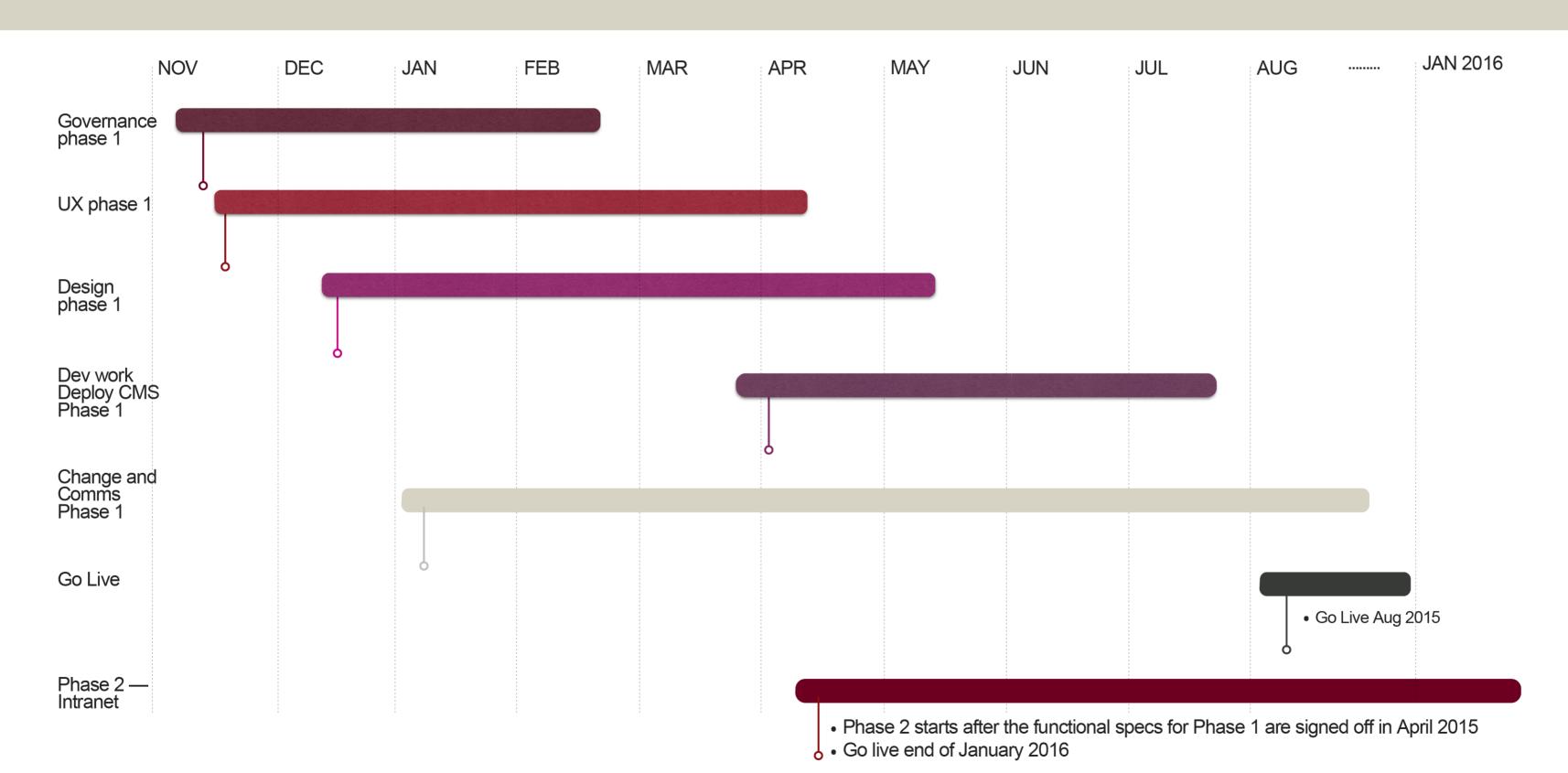


## Project timeline



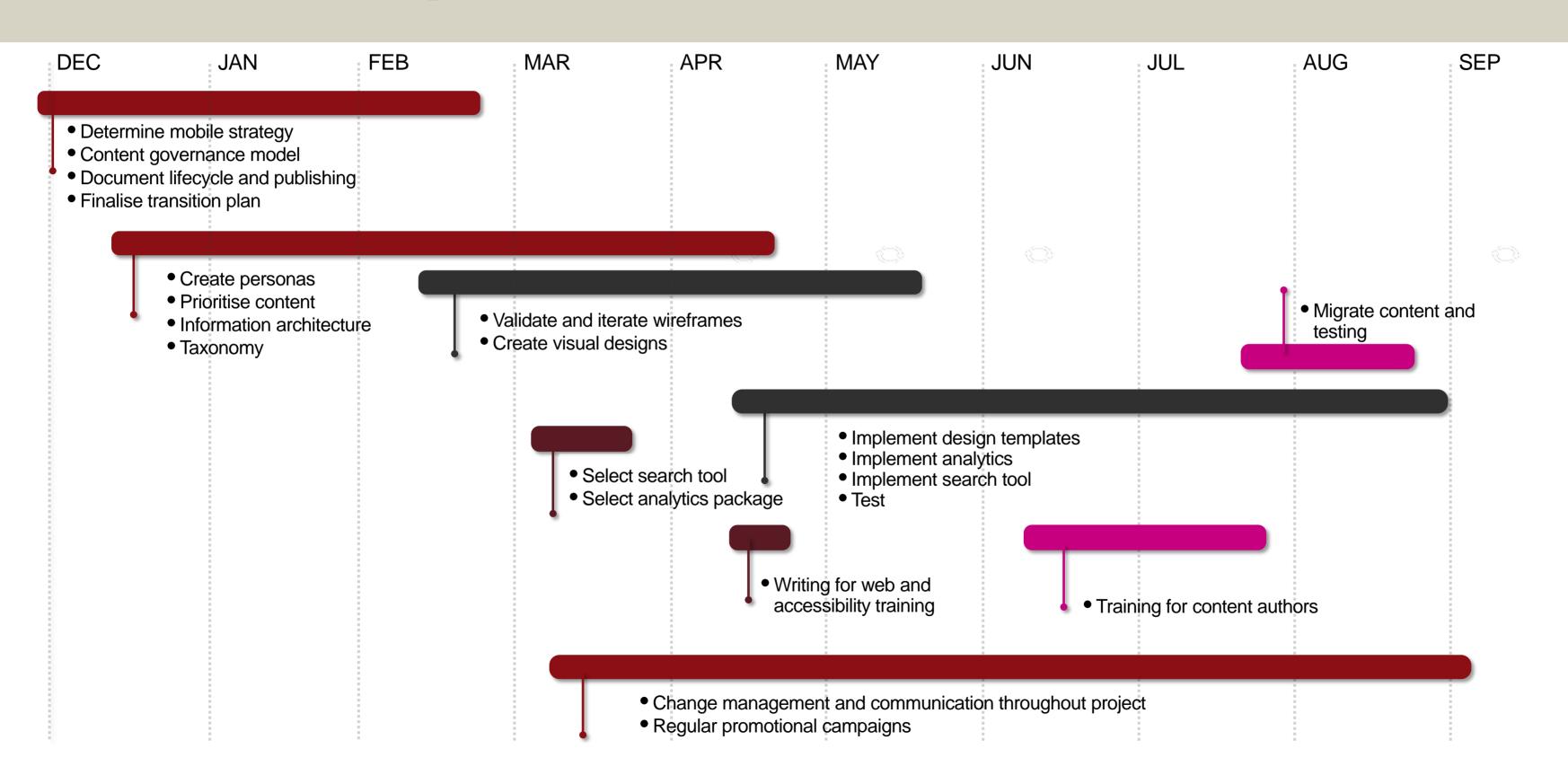
### High level timeline and project plan





## Timeline — public website





## Key dates



#### Public website

• go live August 2015

# Staff and student websites

• go live early 2016



### Governance



November 2014–February 2015

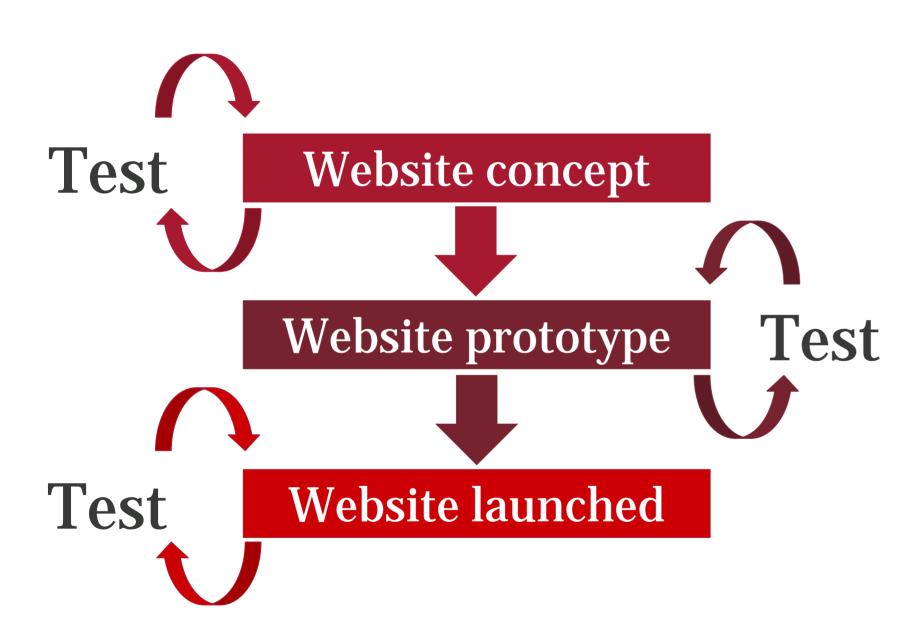
Robust content governance is essential to achieve and maintain the website objectives. Our website governance model will include:



### User testing

November 2014–April 2015





# The user experience (UX) design process

- The new website will be designed with a users-first approach.
- All design and information architecture will be based on validated designs.

## User testing

November 2014–April 2015



| Round 1   | Round 2  | Round 3  |
|---|--|--|
| <ul> <li>Test initial concept<br/>and prototypes with<br/>selected user groups</li> </ul> | <ul> <li>Test revised concepts<br/>and prototypes with<br/>selected user groups</li> </ul> | <ul> <li>Test revised concepts<br/>and prototypes with<br/>selected user groups</li> </ul> |
| <ul> <li>Online testing for level 1 information</li> </ul>                                | <ul> <li>Online testing for levels 1 and 2 IA</li> </ul>                                   | <ul> <li>Online testing for level 3 IA</li> </ul>  |
| <ul><li>architecture (IA)</li><li>Revise prototypes</li></ul>                             | <ul><li>Revise prototypes</li><li>Develop final wireframes</li></ul>                       | <ul><li>Refine creative concepts</li><li>Finalise IA.</li></ul>                            |

## Design

December 2014–May 2015





13–16 March 2015



20-31 March 2015



April 2015

- Creative workshop and reverse creative brief
- Develop initial design concept and present to project team

- Feedback from project team
- Design is revised and presented to steering committee

- Feedback from steering committee
- Design is revised and presented to VC

- Feedback from VC
- Final design
- Templates are created

## **Deploy CMS**

April–July 2015



- Select analytics package
- Deploy CMS
- Implement design templates



### June

- Implement analytics
- Implement search tool
- Integrations with Macquarie systems

- Test technology
- Test key tasks can be completed by users
- Review migrated content



## August

- Move to Squiz production hosting environment
- Go live

## Content lifecycle

February–August 2015



Create and document the content lifecycle and publishing processes around creation, storage, workflow, versioning and publishing of content on the University website. The document will cover:

#### Content

#### Processes

Writing style

Guidelines for producing quality content Managing live, draft and archived versions of content

Storage options and content reuse

Efficient workflow processes

Efficient publishing processes

Setting access and editing permissions

Processes
for retiring,
archiving,
deleting and
record
keeping

#### Create standards

April-May 2015



#### Design principles and writing for the web standards

#### 13 April

Stakeholder
 workshop to create
 design principles
 and set design
 direction for our
 web presence

#### 14 April

 Prepare website design principles document

#### 24 April

• MQ to review and provide feedback

#### 28 April

• Document updated based on feedback

#### 30 April

- A set of design principles and explanations (including style guide)
- A set of accessibility processes
- A set of writing for the web standards.

## Training

May-June 2015



#### Training will include:



### Staff and student websites



April 2015–January 2016

Staff and student websites will follow a similar course including:

Concept testing

User testing

Content migration