

# Proposed Site Creation Workflow

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## 1. Requirements Gathering:

Initial consultation with Sarah, Andrew, Esther and site owner(s) to gather requirements for content, pain points, as well as any technical requirements or special features that need to be addressed or created.

**Responsible:** Sarah/Andrew/Esther

### (a) Content Analysis:

Sarah and Esther to review existing site content prior to meeting with site owner(s) to identify gaps as well as possibilities for content refinement, reorganization, removal or possible reuse.

**Responsible:** Sarah/Esther

## 2. Technical Project Initiation:

Digital Initiatives team and Sarah meet to discuss requirements from initial consultation and additional functionality; what content types are needed to support functionality.

**Responsible:** Sarah/Digital Initiatives Team

### (a) Site Analytics:

Discussion should include a review of the site's analytics (if an existing site), in order to ensure that

**Responsible:** Sarah/Digital Initiatives Team

## 3. Site Setup and Development:

Digital Initiatives team develops any extra functionality required of project, implements modules and creates pilot site.

**Responsible:** Digital Initiatives Team

## 4. Content Review and Information Architecture Recommendations (High Level):

Based on consultations with site owner, Sarah begins to develop content strategy and information architecture (IA) for site. Once an initial strategy has been created,

Sarah will meet with point of contact (POC) for the website. This will capture the goals of the site and site outcomes.

**Responsible:** Sarah

## 5. Content Strategy/Information Architecture Recommendations Implemented in System

The recommended content strategy and information architecture is added to the site.

**Responsible:** Sarah/Communications Team

## 6. Site Populated

Content should never be moved over from an existing site without proper review and sign off from the communications team. In general, all content on existing sites will need to be rewritten taking into account anticipated functionality in the CMS – mainly content reuse. As such, each site will be a manual process and will likely require page-by-page creation and review.

**Responsible:** Sarah/Communications Team/Content Owners

## 7. Quality Assurance

### a. Content

Initial review of site by the Communications Team. Next the site is sent along to the central CMS team. The QA results from the CMS team should be sent to entire WCMS Team.

**Responsible:** WCMS Team

### b. Technical Infrastructure

QA for technical functionality.

**Responsible:** WCMS Team/Digital Initiatives Team

## 8. Redirect Tracking/Implementation

A redirect spreadsheet that maps the OLD (existing URL) to the NEW one needs to be created. This is useful as once the site goes into production the old pages can be forwarded to the new ones.

**Responsible:** Digital Initiatives Team

## 9. Review/Revise QA Feedback and Usability Testing on Content

Any edits or changes that have been flagged or recommended for content are reviewed and/or implemented. This is an iterative process where we will be looking at usability testing and re-testing using a variety of methods including tree-testing, A/B testing.

**Responsible:** *Communications Team*

## 10. Site Launch!

The site is launched into production and redirects are put in place.

**Responsible:** *WCMS Team/ Digital Initiatives Team*

Other Notes:

At project initiation, required training by content owners should be undertaken.

Required training includes:

- *Web Content Maintainers*
- *Writing for the Web*
- *Web Accessibility*

*If web forms will be a part of the site, the Web Form Creator course should also be taken.*

# LIBRARY WEBSITE REDESIGN

PROPOSED: JAN. 30, 2014

## Site Creation Workflow

