The following list is a broad summary of development phases and associated tasks for the UCCS Institutional Website project. The order is general, and many tasks run concurrently.

1. Discovery Phase

   - Key stakeholder goals
   - Campus input (interviews, surveys, feedback)
   - Secondary research (industry white papers, best practices)
   - Peer and competitive review
   - Existing content and design analysis (including content inventory and audit, server logs, analytics)
   - Gather baseline data (current usage data, existing success metrics)

2. Strategy Phase

   - Project charter (define project scope, goals, business case, requirements)
   - Define and prioritize key audiences
   - Task analysis for interactivity (user experience development, personas)
   - Determine content requirements
   - Information architecture (site map, wireframes)
   - Content gap analysis
   - Brainstorm content delivery types & component needs (page types, information types, component types)

3. Design & Development Phase

   - Content development (set standards, create/obtain text and graphic content, assign new content, supervise creation, editorial quality control)
   - Visual design and front end prototyping (moodboards, design explorations, style tiles, working styles, design comps, page mockups, design production)
   - Set up content-ready site (early programming and site engineering – wireframes to templates, code, graphic identity)
   - Migrate content (add text and images to content-ready site – page production, content assembly)
   - Programming and integration (custom functionality, CMS integration, move to
staging server)

• Content approval (proofread and approve text and images)
• Functionality testing and quality assurance

4. Launch Phase

• Limited roll-out (site goes live to limited audience, initial launch communication, additional QA testing)
• Launch (site goes live to all, site launch communication)

5. Maintenance Phase

• Update content and keep site current (new content development, editorial calendar, style guide, governance, archiving)
• Continual iterative improvement (measure and review - including gathering feedback, watching analytics, further search engine optimization and accessibility improvements.)

Resources

• http://alistapart.com/topics/
• http://www.nngroup.com/articles/
• http://karenmcgrane.com
• Julie Pederson. From Concept to Completion: An Ingeniux CMS Site in 7 Days. 2011.

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