**Template: Website Redesign Brief**

**<PROJECT NAME>**

***For additional guidance and tips, refer to the*** [***Non-Web Developer’s Guide to a Website Redesign***](https://webmasters.gatech.edu/handbook/non-web-developers-guide-website-redesign)

### Identify the website’s purpose.

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| **RATIONAL** What is the rationale for embarking on this website project? |
| *Example: We want a website that focuses solely on this program and functions related to applying, enrolling, and being a student of the program.* |

### Determine success metrics.

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| **WEBSITE OBJECTIVES AND SUCCESS METRICS** What are your top objectives for the new website? How will you leverage the website to achieve these goals? How can you measure impact? **TIP:** List the goals in order of importance. | | |
| **OBJECTIVE** | **SUCCESS METRICS** | **WEBSITE TACTIC** |
| *Example: Increase newsletter subscriptions* | *Increase 10% (from 500 to 550)* | *Make the webform responsive and brief* |
| **1.** |  |  |
| **2.** |  |  |
| **3.** |  |  |
| **4.** |  |  |
| **5.** |  |  |

### Identify target audiences.

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| **TARGET AUDIENCES** Who are the primary and secondary audiences? Are there any other key audiences that will visit the website? | **AUDIENCE GOALS** What are the top three tasks that you want each audience to do on the website? |
| **Primary Audience:** *Example: Prospective Graduate Students* | *1. Read graduate program descriptions*  *2. Learn how to apply*  *3. Sign up for newsletter* |
| **Secondary Audience:** | **1.**  **2.**  **3.** |
| **Other Key Audience:** | **1.**  **2.**  **3.** |
| **Other Key Audience:** | **1.**  **2.**  **3.** |

### Assemble a project team.

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| **PROJECT TEAM**  This chart will help you determine who needs to be involved in the building, launch, and maintenance of your website. **Tip:** It is important to assign roles to those who will have the bandwidth to make the website a top priority during key phrases of the project.  **You may need to outsource some of the work** to freelance professionals or agencies if you do not have internal resources available to fill all of the roles. In this case, you will need to prepare a Request for Bid in order to find the best professionals to work with within your budget. | | |
| **ROLE** | **DESCRIPTION** | **PERSON RESPONSIBLE** |
| 1. **Project Sponsor** | Responsible for initiating the website project, approving the overall direction, gauging success, and allocating resources to support the project. **Tip:** Project sponsors are often unit chairs, administrators, or leaders. |  |
| 1. **Stakeholders** | Individuals whose work and responsibilities are affected by how the website performs. Responsible for setting strategic direction of website and reviewing progress. |  |
| 1. **Project Manager** | Responsible for representing the stakeholders, coordinating efforts within each key phrase, and reporting progress and results to project sponsor and stakeholders. |  |
| 1. **Development Team** | Responsible for programming and implementing website structure, elements, theme, stylesheets, and any applicable scripts or libraries. Transferring existing and uploading new content to the website. Migrating the website to a permanent server. |  |
| 1. **Content and Design Team** | Responsible for development of information architecture, inventory of existing content, and identification of gaps and opportunities. Gathering, assigning, generating, editing, and organizing website content (text, images, and media) as well as updating it after launch. Development of wireframes, visual branding, and high-level website appearance and look-and-feel. |  |
| 1. **Testing Team** | Responsible for testing of real-world conditions for bugs. |  |
| 1. **Maintenance Team** | Responsible for ongoing maintenance and support of the website after launch, through the application of software patches, security updates, and module updates. |  |

### Assess current website.

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| **CURRENT WEBSITE CMS (If applicable)** Is your current website built using a Content Management System (CMS) such as Drupal or WordPress, or is it a traditional HTML/CSS-based website? Please provide any details or documentation. |
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| **CURRENT WEBSITE SIZE (If applicable)** How many pages does your existing website include? |
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| **CURRENT WEBSITE TRAFFIC (If applicable)** If your current website has analytics, pull reports to benchmark for comparison later.  List your findings and recommendations based on the data gathered. |
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### Analyze current content.

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| **CONTENT ANALYSIS** Begin inventorying existing website content to determine what content you have on your site, what needs to be updated, what can be removed, and what needs to be created. **TIP:** [How to Take Stock of Your Current Content](https://webmasters.gatech.edu/handbook/take-stock-your-current-content) |
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### Interview stakeholders.

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| **STAKEHOLDER FEEDBACK** Interview the individuals or groups whose work and responsibilities are affected by how the website performs. Their input will help to set a strategic direction that will guide the process. **Tip:** Download the [Stakeholder Interview Questions](https://webmasters.gatech.edu/sites/default/files/2019-11/stakeholder-interview-questions.pdf).  List your findings and recommendations based on the data gathered from these interviews. |
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### Look at competitor websites.

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| **COMPETITIVE ANALYSIS** Perform an analysis of competitor and peer website categories to identify best practices, good ideas to emulate, and bad ideas to avoid. **Tip:** Download and complete the [Competitive Review Template](https://webmasters.gatech.edu/sites/default/files/2019-11/competitive-review-template.xlsx).  List your findings and recommendations based on the data gathered from the competitive review. |
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### List required features and functionalities.

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| **FEATURES AND FUNCTIONALITY** What features and functionality would you like on the site? | | | |
| **Feature/Function** | **Must Have** | **Nice to Have** | **Not Sure** |
| *Examples: Contact form, event registration, embedded videos, blog* |  |  |  |
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### Determine Content Management System, web hosting, and other integrations.

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| **TECHNICAL SPECIFICATIONS** Select the CMS and web hosting service that should be used as well as whether the website needs to integrate with any third-party applications (e.g. Mercury, Google Analytics, Salesforce). |
| *Example: Integrate with the Mercury Hg Reader module in order to pull news and events from the repository and display those items on the website.* |
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### Indicate Institute- and department-level requirements.

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| **NON-FUNCTIONAL REQUIREMENTS** These are requirements related to usability, security, legal, page loading times, etc. |
| **Accessibility:** Federal law and Georgia Tech policy require that you follow proper [accessibility guidelines](https://webdev.iac.gatech.edu/accessibility/primer) when creating and updating content. |
| **Security:** SSL encrypted HTTPS site. See [Security Best Practices](https://webmasters.gatech.edu/handbook/security-best-practices) |
| **Date Protection:** All Institute websites must comply with the [EU General Data Protection Regulation Compliance Policy](http://policylibrary.gatech.edu/legal/eu-general-data-protection-regulation-compliance-policy) (GDPR). |
| **Other Requirements:** |
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### Set a preliminary budget.

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| **PRELIMINARY BUDGET** If your unit has an initial budget figure for the project, please indicate the budget amount and any relevant information about funding sources that could impact the project. |
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### Draft a sitemap.

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| **SITE MAP** Draft a high-level organization of content on the website. A site map will typically mirror your main menu navigation and website pages branching off from those pages. **TIP:** [How to Plan Your Site Structure](https://webmasters.gatech.edu/handbook/plan-your-site-structure) |
| *Example:* |

### Articulate user flows.

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| **USER FLOWS** Articulate what each audience will do when they visit the website. Outline the series of steps that will be involved accomplishing each task. **Tip:** Refer to [Content Maps](https://comm.gatech.edu/resources/content/maps) for ideas. | | |
| **Audience** | **Task(s)** | **User Flow(s)** |
| *Example: Prospective Employee* | 1. *View job postings.* | 1. *Search for “Careers.”* 2. *View open jobs.* 3. *Open selected job listing.* 4. *Review job requirements.* 5. *Review application instructions and deadlines.* 6. *Complete and submit application.* |
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### Create content outlines.

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| **CONTENT OUTLINES** List the high-level ideas you want to convey and that users are looking for each of the main pages of the new website. |
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**Design wireframes.**

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| **WIREFRAMES** Include full screen and responsive views/layouts. **TIP**: [How to create wireframes](https://www.usability.gov/how-to-and-tools/methods/wireframing.html). |
| *Example:* |