

Project Plan:

[Agency] Website Redesign

1 PROJECT OVERVIEW

[Agency] requires a website redesign that takes advantage of newer technology, responsive (mobile-friendly) design, and is better honed for audience needs and agency goals.

NC DIT Digital Services offers the Digital Commons program and platform to meet [Agency's] needs.

DIGITAL COMMONS PROGRAM

The program portion of Digital Commons consists of DIT Digital Services working in tandem with our cross-agency Digital Commons customers. One person from each agency is a member of the Digital Commons Workgroup, which meets bi-monthly and advises DIT on platform needs. DIT offers regular training and a website, digitalcommons.nc.gov, that provides all Drupal users with a forum to discuss platform issues as well as extensive training documentation.

DIGITAL COMMONS PLATFORM

The Digital Commons platform is comprised of a web content management system, Drupal, which has [wide adoption](#) in the local, state, and federal government space. The platform has been customized for North Carolina government. The platform includes the [Open Public](#) distribution which has a suite of modules and functionality such as blog posts, web forms, content workflow, content types and taxonomies, and related capabilities.

The platform is hosted on Amazon's AWS Cloud Service.

As a Drupal multi-site architecture, many technical components such as modules, content types, add-ons, and custom features are shared across the platform. This enables a more efficient, cost-effective model for system administration and feature deployment. Digital Services operates in a standardized release schedule and deploys bug fixes, new features, services, and platform capabilities based on agency and user feedback. These changes happen in a formal process (Dev > Staging > Production) in coordination with agency website managers.

2 PRIMARY GOALS

The web content currently at [URL] is to be refreshed, redesigned, and migrated to the Digital Commons platform, and published at a new domain, [URL].

or

The web content currently at [URL] is to be refreshed, redesigned, and migrated to the Digital Commons platform, and published at the same domain.

SUCCESS CRITERIA

[Agency]'s objectives for this project were agreed upon in the Project Kickoff meeting:

- Easier to find information and resources
- Mobile optimization
- Professional look and feel
- A leaner, more simplified site
- Increased traffic
- Ability to promote seasonal, timely information
- Promote social media
- Easier for administrators to use
- Increase awareness of safety recognition programs
- Audit and clean up documents
- All milestones are met according to the project schedule

The Digital Commons platform should be able to support all current website needs. DIT and [Agency] will coordinate any future development to template, layouts, and other functionality in a separate agreement. Reasonable technical support is provided as a part of this agreement but any support that warrants new development will be covered in a new agreement.

3 PROJECT STRATEGY, SCOPE AND DELIVERABLES

3.1 RESEARCH TOP TASKS

We begin by coming to clarity on why [Agency] has a website, who needs to use it, and what site visitors need to accomplish on it.

- The **process** includes research of stakeholder objectives, examination of analytics, content inventory of current website. Then a kickoff meeting/workshop with the goal to:
 - Provide an overview of research, including stakeholder goals and definition of success
 - Determine Site Audience
 - User Top Tasks
- The **deliverables** are a Persona/Top Task report and a Site Research report.

3.2 INFORMATION ARCHITECTURE

DIT is prepared to help [Agency] answer these information architecture questions: What information is important to users; what is the user journey (on and off the website); how is the site organized; how is dynamic content categorized; and what labels are most effective?

- The **prerequisite** is a finalized, agency-approved Top Task report.
- The **process** consists of two workshops with [Agency] subject matter experts and communications staff to determine the priority among topics that need to be included, to map the ideal user journeys, to test organizational schemes, and to determine the site map. An initial

site map is tested with a card sort (online or manual) performed by the site audience, and then the sitemap is finalized.

- The **deliverables** are a site map (with tested labels) and a taxonomy for press releases, documents, events, and any other dynamic content.

3.3 MIGRATION MAP

A Migration Map is the plan for moving content from the existing website to the future site. The migration map also specifies which Digital Commons content type is appropriate for each page.

- The **prerequisite** is a finalized, agency-approved site map.
- The **deliverable** is a finalized migration map.

3.4 GOVERNANCE STRATEGY

Governance strategy answers the question: How do we manage the website? When an agency moves from a model where the I.T. staff are responsible for the website to a CMS model where the subject matter experts are updating the website, there is often confusion and lack of clarity of roles. DIT is prepared to work with [Agency] to determine the best fit for the agency for managing content while the site is built, and after the site is live.

- The **process** is a workshop with subject matter experts and communications staff to convey the roles within Digital Commons and the concepts of content ownership, and to help [Agency] determine who does what.
- The **deliverables** are a clear demarcation of roles, content ownership, an editorial calendar, and a training plan that fits each person's role.

3.5 DIGITAL STRATEGY

Digital Strategy answers the question: What does the website need to accomplish? How will we know if the website we build is successful? A Digital Strategy document guides future content decisions, and provides metrics for determining the site's performance.

- The **prerequisites** are a finalized site map and the Site Research Report.
- The **process** integrates all research completed about the project.
- The **deliverable** is a Digital Strategy document that spells out the agency objectives for the website, the site audience(s), their top tasks, and key performance indicators to measure, after launch, how well the website meets the agreed-upon goals.

3.6 DESIGN

The Digital Commons Theme solves the vast majority of design questions, in terms of colors and fonts, mobile breakpoints, and features for highlighting content. Still, design decisions need to be made for how those features are used in the home page and landing pages, to best meet the needs of the audience. For to three to five key pages (including the home page), DIT will work with [Agency] to determine how best to use the elements in the DC Theme to make these pages communicate effectively.

- The **prerequisite** is a finalized site map.

- The **process** is a workshop with subject matter experts and communications staff to determine the needs for the pages in question.
- The **deliverable** is a wireframe of each of the pages, suggested imagery, and the home page designed and created in the platform.

3.7 SITE DELIVERY, TRAINING AND SUPPORT

The website delivered at this time will be a staging instance of the Digital Commons Theme in the requested color profile, with the home page built and the navigation bar configured. Digital Services can migrate documents from the current environment into the new one. Digital Services will provide training and 10 hours per week of support as [Agency] builds their website, following the migration map.

4 TIMELINE

Since each phase builds on the previous one, deliverable signoff dates are specified. By that date, either [Agency] should approve the deliverable or specify the changes required for approval.

KICKOFF: [MONTH]

- Meeting:
- Finalize Project Plan:
- Project Plan Signoff:

RESEARCH TOP TASKS: [MONTHS]

- Workshop: [Date]
- Deliverable: [Date]
- Deliverable Signoff: [Date]

INFORMATION ARCHITECTURE: [MONTHS]

- Workshop 1/Card Sorting: [Date]
- Workshop 2/Navigation: [Date]
- Deliverable: [Date]
- Deliverable Signoff: [Date]

DESIGN/PAGE DESCRIPTION DIAGRAM: [MONTHS]

- Workshop: [Date]
- Deliverable: [Date]
- Deliverable Signoff: [Date]

MIGRATION MAPS (WEB PAGE AND DOCUMENTS): [MONTHS]

- Deliverable 1 (Web Page Migration Map): [Date]
- Deliverable Signoff: [Date]

- Deliverable 2 (Document Migration Map): Ongoing agency work, guided by DIT, [Date range]
- Deliverable Signoff: [Date]

SITE DELIVERY AND DRUPAL TRAINING: [MONTHS]

- Basic training: [Date]
- Site Delivery: [Date]
- Drupal Support Begins: [Date]
- Publishing and Menu Management Training: [Date]
- Landing Page Training: [Date]
- Document Migration: [Date]

GOVERNANCE STRATEGY: [MONTH]

- Workshop: [Date]
- Deliverable: [Date]
- Deliverable Signoff: [Date]

DIGITAL STRATEGY: [MONTH]

- Deliverable: [Date]
- Deliverable Signoff: [Date]

BUILD, SUPPORT, GO-LIVE: [MONTHS]

- Support: Phone and email support is offered through the site build process, and then for one month after go-live. Subsequently, support is provided in the form of tickets to the DIT Service Desk.
- Move to Production Server: [Date]
- DNS Change/Go-Live: [Date]

5 ASSUMPTIONS, ROLES & RESPONSIBILITIES

The following are assumptions DIT Digital Services is making going into the project.

Client will be responsible for the following:

- Assigning a single person to be the Web Project Manager. DIT recommends that this same person continue to be the Web Manager for [Agency] going forward.
- [Agency] Web Project Manager will invite appropriate attendees to meetings and workshops, ensure DIT deliverables are reviewed by appropriate [Agency] management and staff, and sign-off on all appropriate milestone deliverables for each project phase
- Produce content, most images, and any needed multimedia (i.e., videos).
- Provide the DIT Web Services project team with all necessary information to successfully complete this project
- Attendance and participation in meetings and workshops

- Assist with auditing the current Web site content, information architecture and process flows
- Providing feedback in a timely fashion according to the project schedule
- Agreement to follow all usability and accessibility guidelines
- Maintaining website content after the project is delivered
- Participate in end-user content management system training
- Communication and change management with impacted end-users

DIT Digital Services will be responsible for the following:

- Fulfill the service Level Agreement for website hosting and the Digital Commons platform. (See separate document.)
- Organize and conduct workshops, in coordination with the appointed [Agency] Web Project Manager
- Preparation of all milestone deliverables according to the project plan
- Perform high level Drupal functions that [Agency] is not able to do, such as creating Drupal views and migrating documents.
- Create the home page and provide suggested imagery for it.
- Document migration (if desired)
- Maintain current ITS Web Services project plan and schedule

These responsibilities and activities may adjust through the course of the project as appropriate.

The primary DIT project team will include:

- **Marla Laubisch**, Project Manager
- **[name]**, Digital Commons Team Lead
- **[name]**, Digital Commons Team Lead
- **[name]**, Digital Strategist

6 [AGENCY] STAKEHOLDERS AND PROJECT CONTACTS

Name	Stakeholder Description	Group	Approval Authority
	IT Support	[Agency] Core Team	N
	CIO, Core Team	[Agency] Core Team	Y
	Communications	[Agency] Core Team	N
	Communications, Business Owner	[Agency] Core Team	Y
	Communications	[Agency] Core Team	Y
		Subject Matter Expert	N
		Subject Matter Expert	N

7 STAFFING PLAN

Start Date:	Project Lead	[name]
End Date:	Allocation	12% (10 hrs./week over 24 weeks)
	Value of Service	\$21,120 (\$88/hour, 240 hours)
	Cost of Service	\$0
Start Date:	Digital Strategist	[name]
End Date:	Allocation	12% (10 hours/week over 20 weeks)
	Value of Service	\$17,600
	Cost of Service	\$0
Start Date:	Drupal Developer	[name]
End Date:	Allocation	5% / 38% (2 hrs/week for 20 weeks and 15 hrs/week over 7 weeks)
	Value of Service	\$12,760 (\$88/hour, 145 hours)
	Cost of Service	\$12,760
Start Date:	Senior Drupal Developer / Document Migration	[name]
End Date:	Allocation	50% (20 hours/week over 2 weeks)
	Value of Service	\$3,520
	Cost of Service	\$0
Start Date:	Project Manager	Marla Laubisch
End Date:	Allocation	25% (10 hrs/week for 1 week)
	Value of Service	\$880 (\$88/hour, 10 hours)
	Cost of Service	\$0