



**MACQUARIE**  
University

# Project timeline

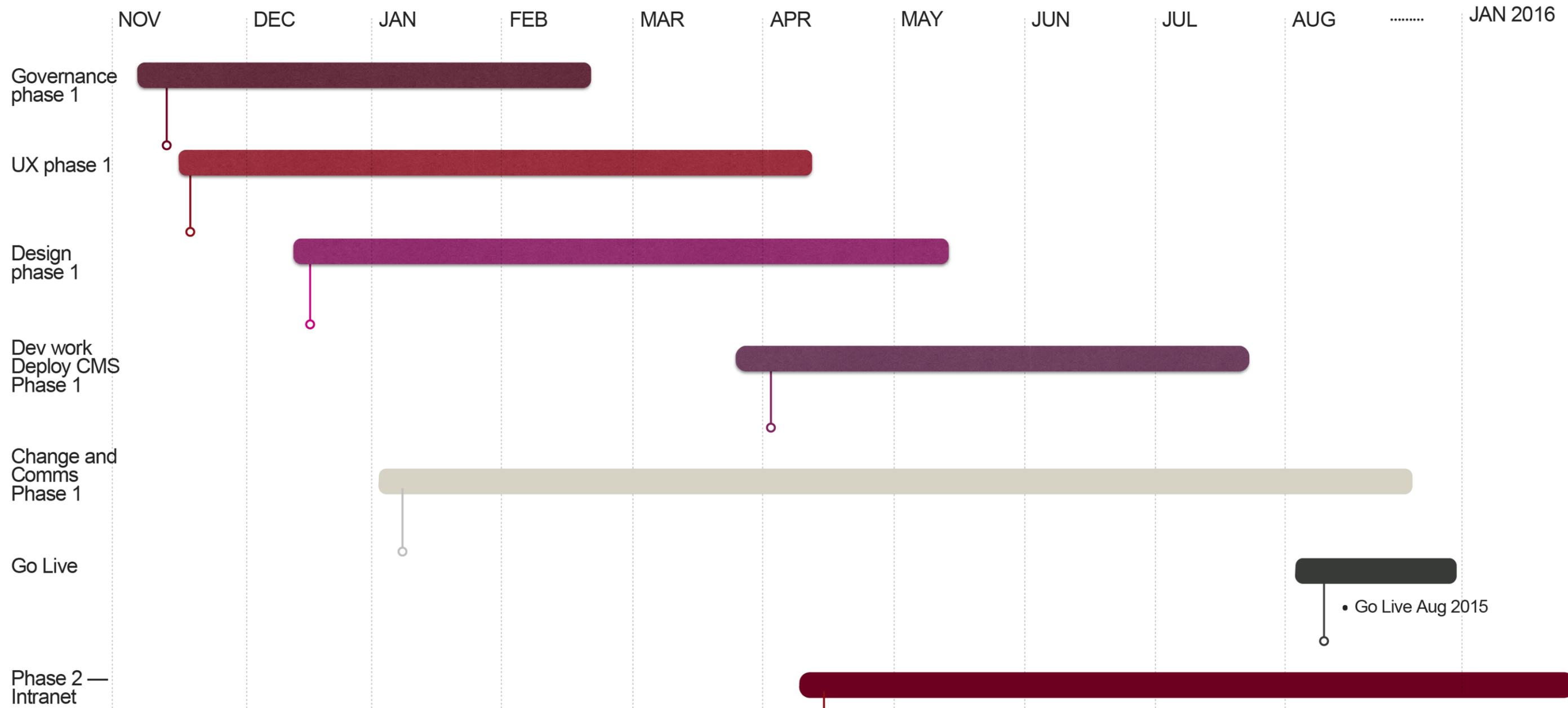
WEB TRANSFORMATION PROJECT



# High level timeline and project plan

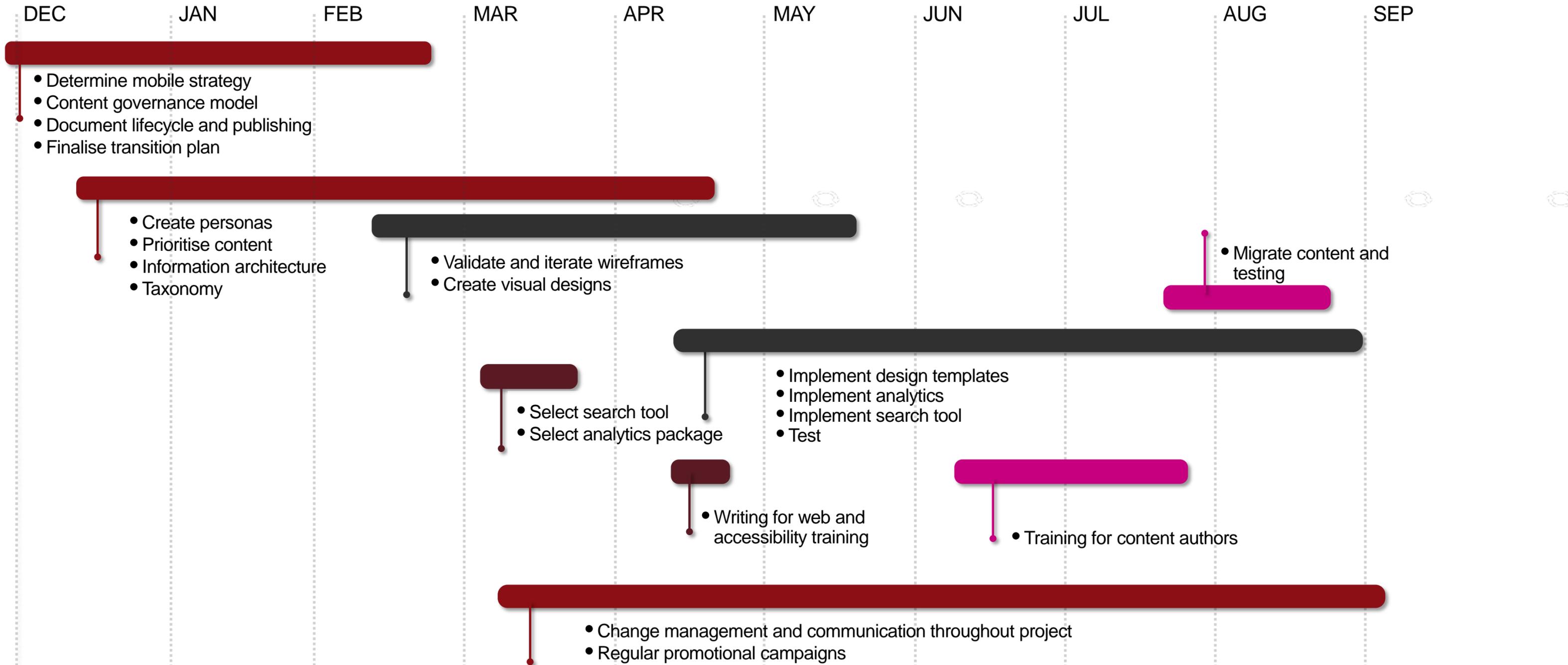


MACQUARIE  
University



- Phase 2 starts after the functional specs for Phase 1 are signed off in April 2015
- Go live end of January 2016

# Timeline — public website



# Key dates



**MACQUARIE**  
University

## 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:

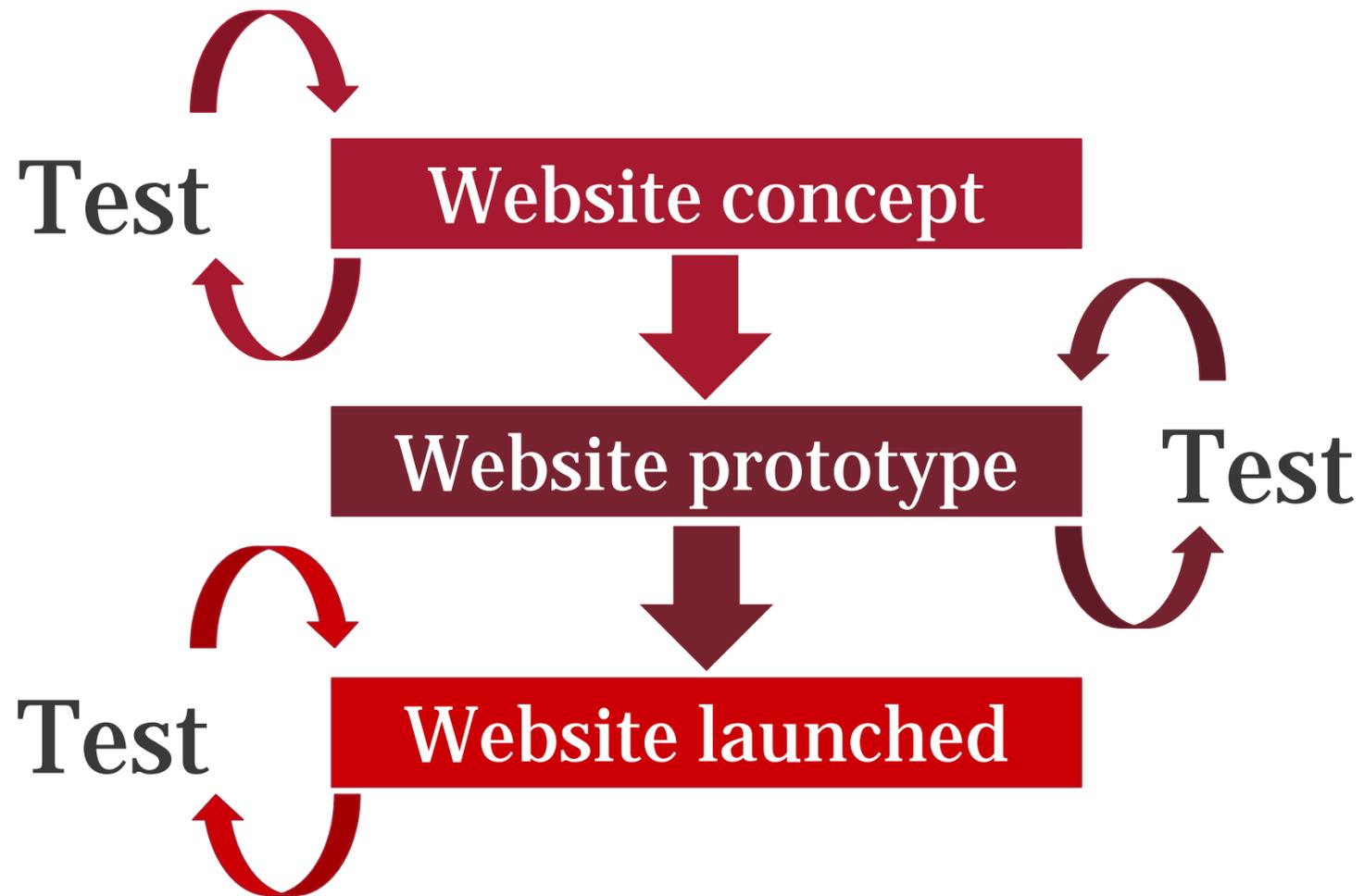


# User testing

November 2014–April 2015



MACQUARIE  
University



## 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



**MACQUARIE**  
University

November 2014  April 2015

Round 1

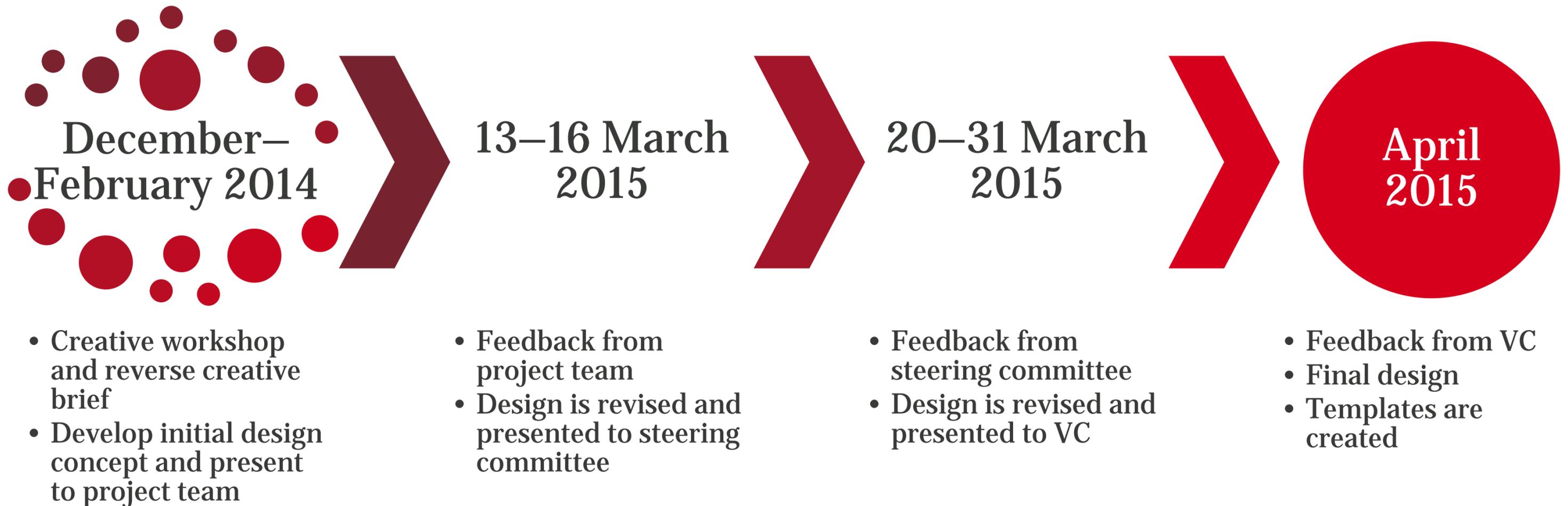
Round 2

Round 3

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

# Design

December 2014–May 2015

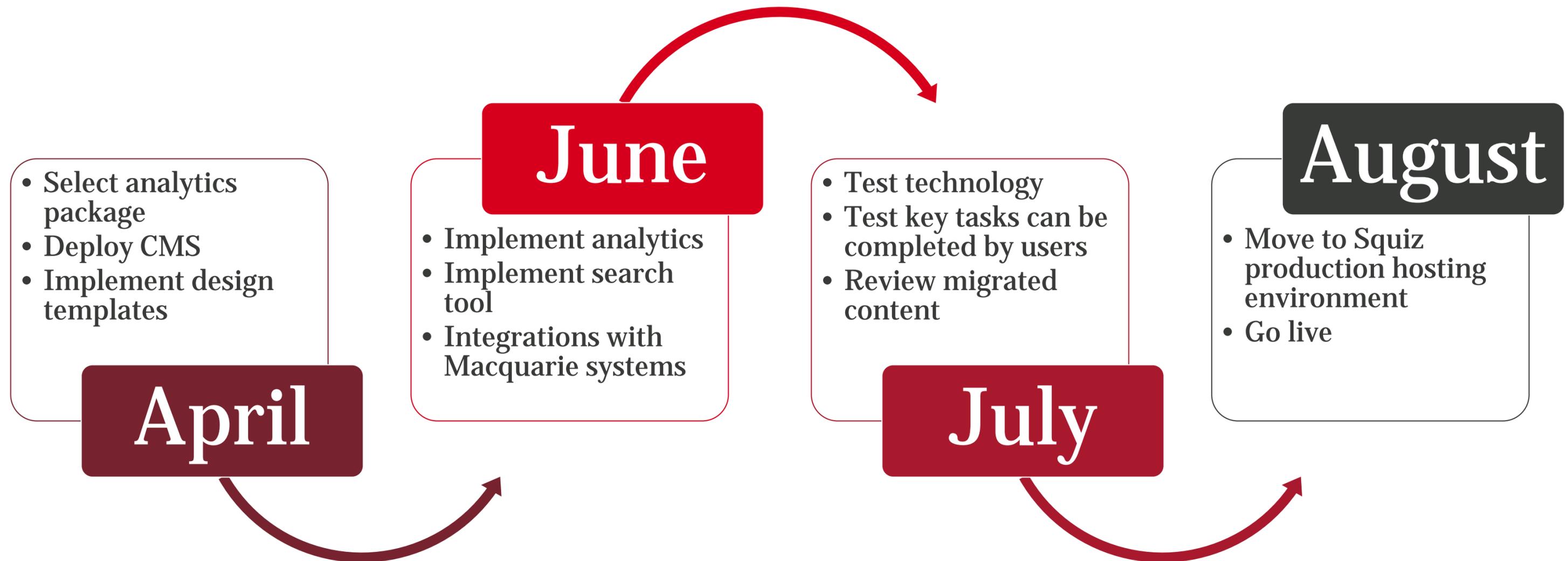


# Deploy CMS

April–July 2015



MACQUARIE  
University



# Content lifecycle

February–August 2015



MACQUARIE  
University

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 re-  
use

Efficient  
workflow  
processes

Efficient  
publishing  
processes

Setting  
access and  
editing  
permissions

Processes  
for retiring,  
archiving,  
deleting and  
record  
keeping

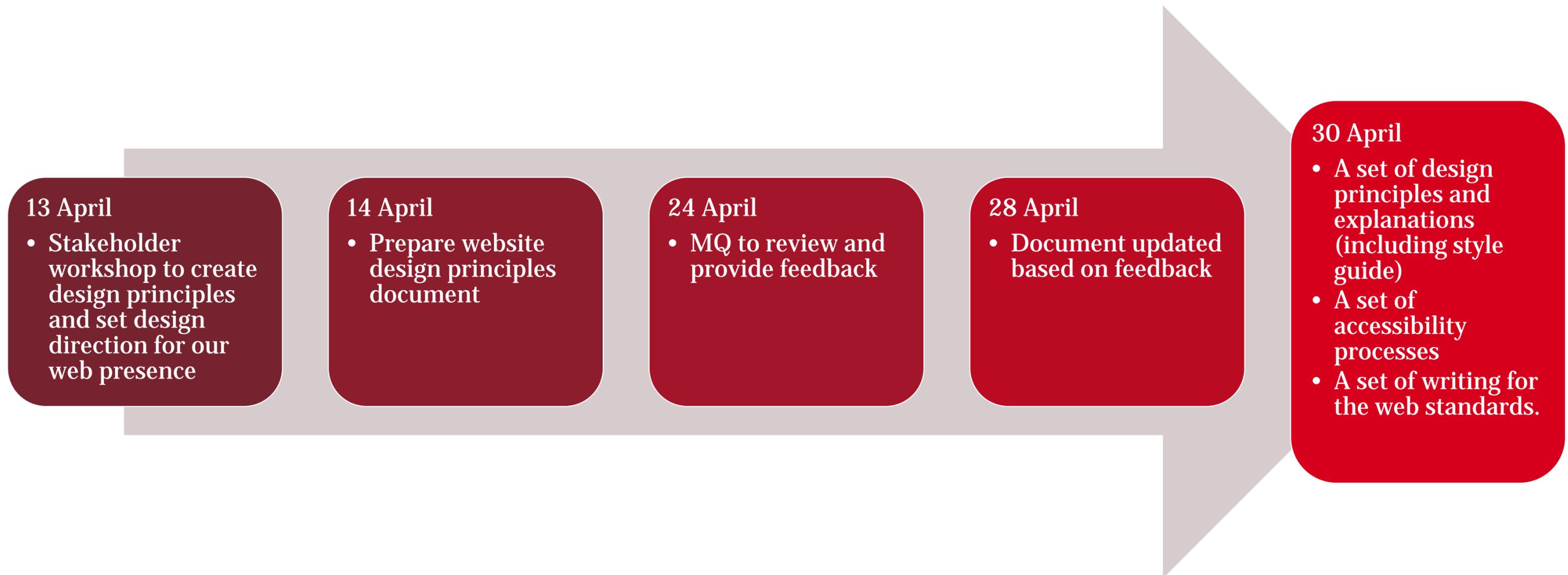
# Create standards

April–May 2015



MACQUARIE  
University

## Design principles and writing for the web standards



# Training

May–June 2015

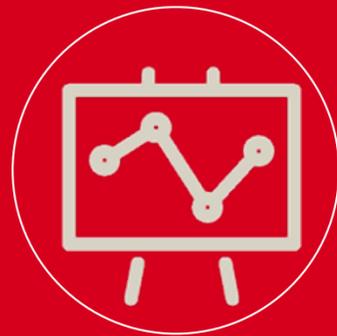


**MACQUARIE**  
University

Training will include:



Writing for  
the web and  
accessibility



Analytics



Publishing  
with the CMS



Video training  
for content  
editors



# Staff and student websites

April 2015–January 2016

---



**MACQUARIE**  
University

Staff and student websites will follow a similar course including:

Concept  
testing

User testing

Content  
migration