

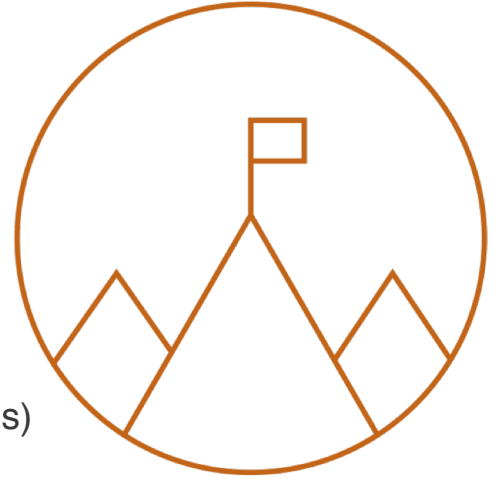
Discovery Activities & Deliverables

Web Modernization | Sitecore Implementation



Project Goals

- Help to improve student recruitment and retention
 - Improve brand recognition
- Support marketing efforts (e.g. coordinated campaigns)
 - Optimize navigation and search
 - Decrease custom navigation
 - Enhance personalization
 - Improve site usability



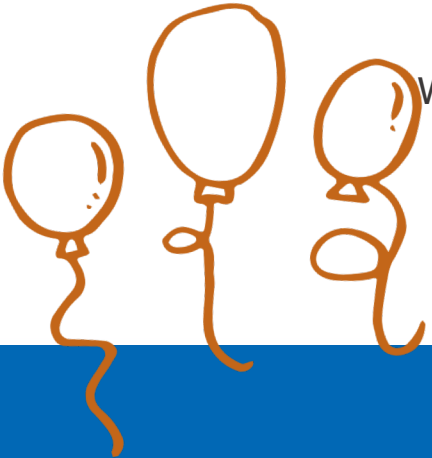
Project Success Criteria



Think of us in new ways. We aren't a traditional university. We want to position ourselves as what others want to be in 5 years.

How do we attract students that we haven't attracted, and how do we get them to stay on the site longer.

We need to celebrate, yet overcome the legacy that has brought us success.





Inputs & Research

- Environment and Asset Review
- Market Research
- Stakeholder Interviews
- End User Interviews
- Visioning Workshop
- Persona Definition
- Journey Maps
- Discovery Findings and Recommendations Presentation
- Team Whiteboarding
- Business Requirements

Estimated Duration

14 Weeks

Deliverables

- Discovery Findings
- Business Requirements

Expected Reviewers

- UComm
- OIT
- Steering Committee





Content Strategy



Estimated Duration

8 Weeks

Deliverables

- Content Strategy
- Sitemap

Expected Reviewers

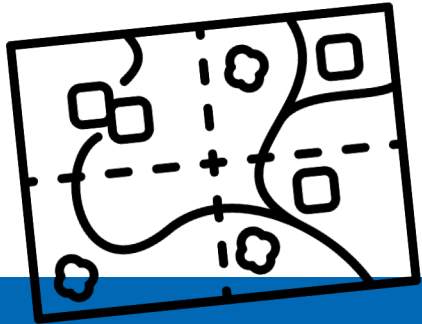
- UComm
- OIT
- Steering Committee

- Content Inventory and Matrix
- Content Assessment
- Site Map
- Content Strategy



Technical Design

- Stakeholder Interviews
- Environment Discovery/Documentation
- Technical Blueprint
- Technical Roadmap



Estimated Duration

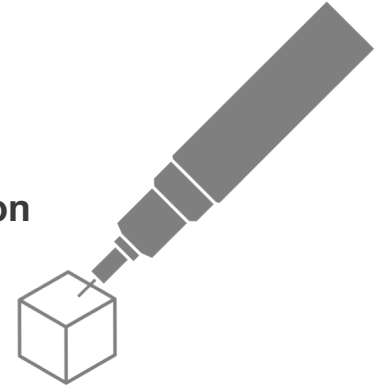
11 Weeks

Deliverables

- Technical Blueprint
- Technical Roadmap

Expected Reviewers

- OIT



Environment Buildout & Setup



- AWS Discovery
- AWS Documentation
- AWS Environment Build Out
- AWS Sitecore Install
- AWS Packaging
- AWS Documentation Updates
- AWS Knowledge Transfer
- Monitoring Plan
- AWS Monitoring
- Local Environment Set up
- Script Creation and Maintenance
- Dev/Test/QA/Production Set up

Estimated Duration

12 Weeks

Deliverables

- AWS Environment Documentation

Expected Reviewers

- OIT



Infrastructure Guidelines & Rec

- Service Health
- Webpage Health
- Database Performance
- Volumetric Alerts
- Task Monitoring
- User Access Monitoring
- User Experience Monitoring
- Security Monitoring
- Application Exception Logging
- AAA Monitoring

Estimated Duration

4 Weeks

Deliverables

- Infrastructure Guidelines Documentation

Expected Reviewers

- OIT



RP