

Web Modernization Program

Dec. 13, 2018

uta.edu/redesign

WebRedesignTeam@uta.edu

Agenda



- Introductions
- Project Status
- Review & Accomplishments
- Detailed Timeline
- Content Mapping
- Next Steps
- Feedback & Questions

Introductions

- Institutional Advancement
- Office of Information Technology
- Knowledge Services

Business Outcomes

By improving the UTA website, we will **achieve several key business outcomes.**



Increase Student Enrollment & Retention



Improve Brand Recognition



Improve Marketability



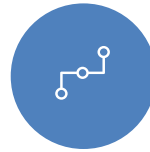
Optimize Navigation & Search



Decrease Custom Development



Support organization for Web Standards

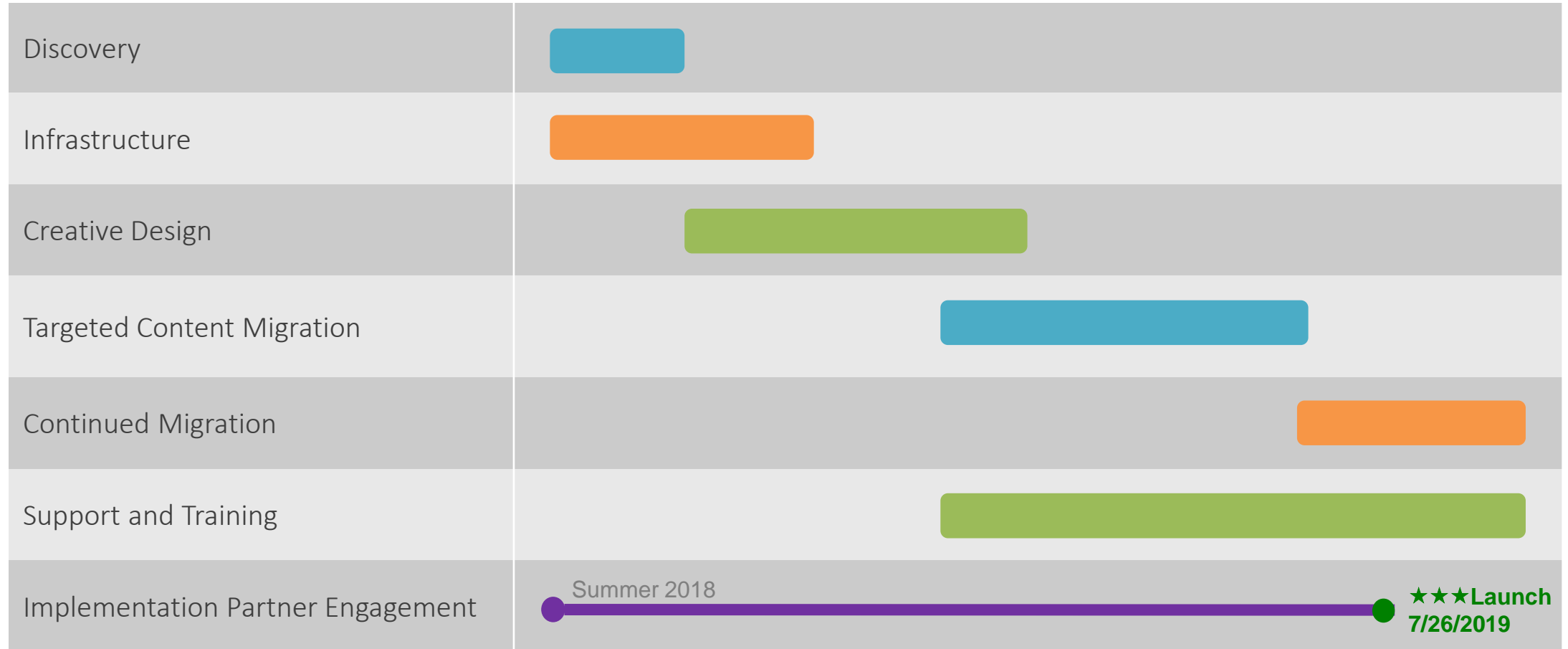


Enhanced Audience Personalization



Improve Usability

Planned Project Timeline



Scope - Initial Migration

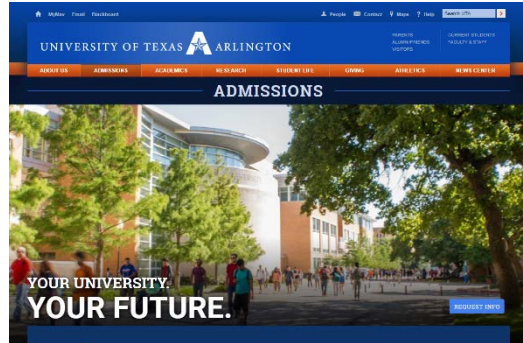


- All pages that share the global navigation of uta.edu
- The following subsites:
 - College of Business
 - Student Affairs
 - Provost
 - Campus Maps
 - New Maverick Orientation
 - Giving

Initial Migration



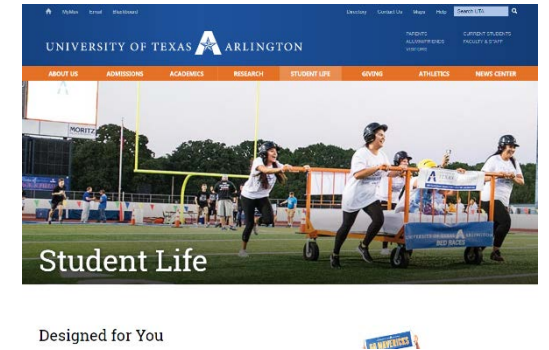
Homepage



Admissions



Apply



Student Life



Academics

Achieve the Future You Want

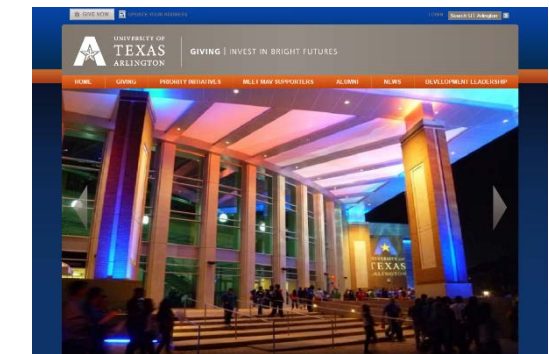


Visit



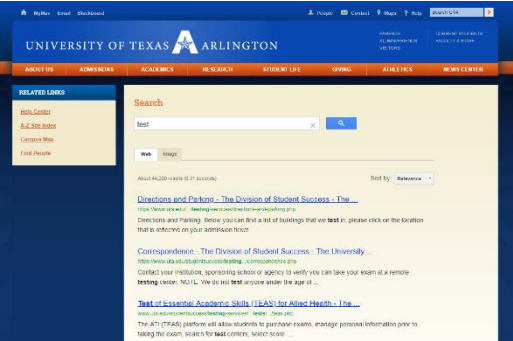
Research

The Model 21st-Century Urban Research University

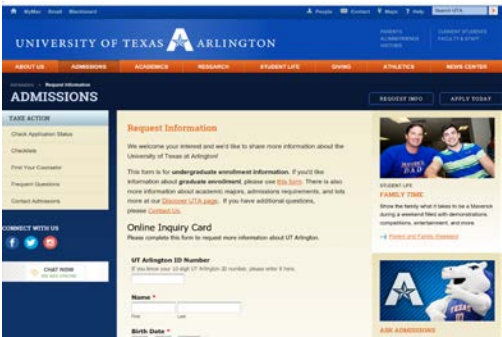


Giving

Initial Migration



Search



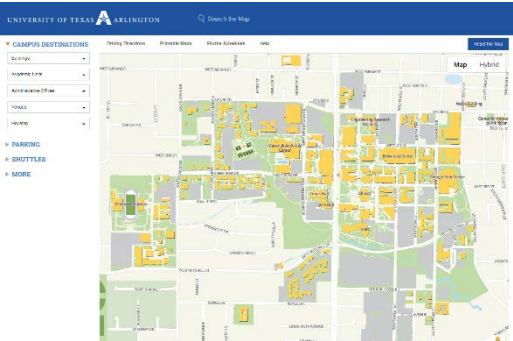
Request Information



Provost



College of Business



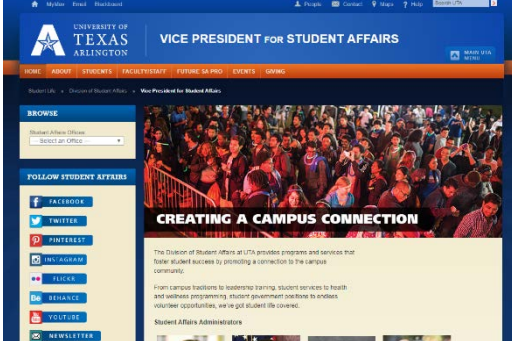
Campus Map



Orientation

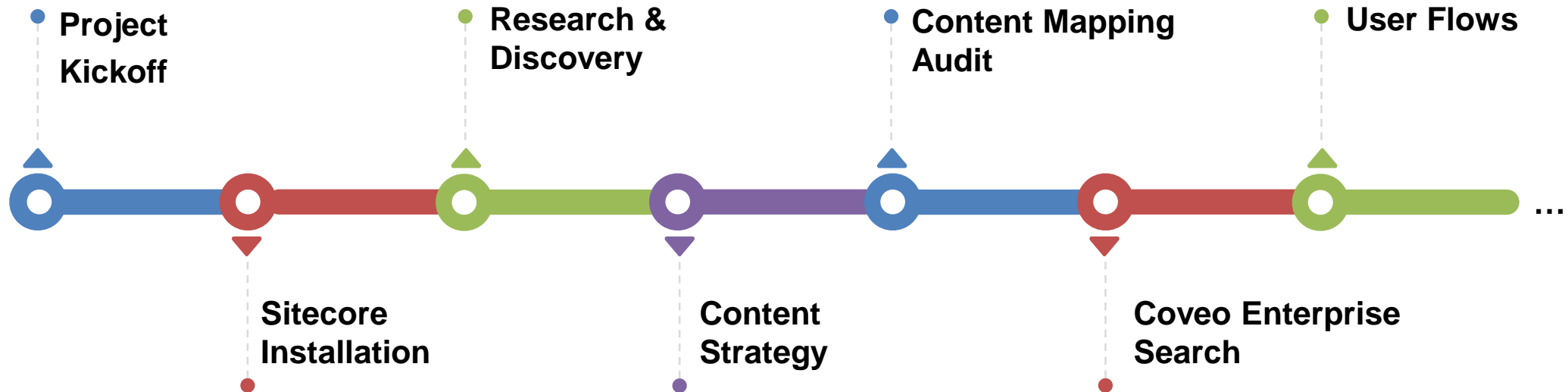


Student Affairs

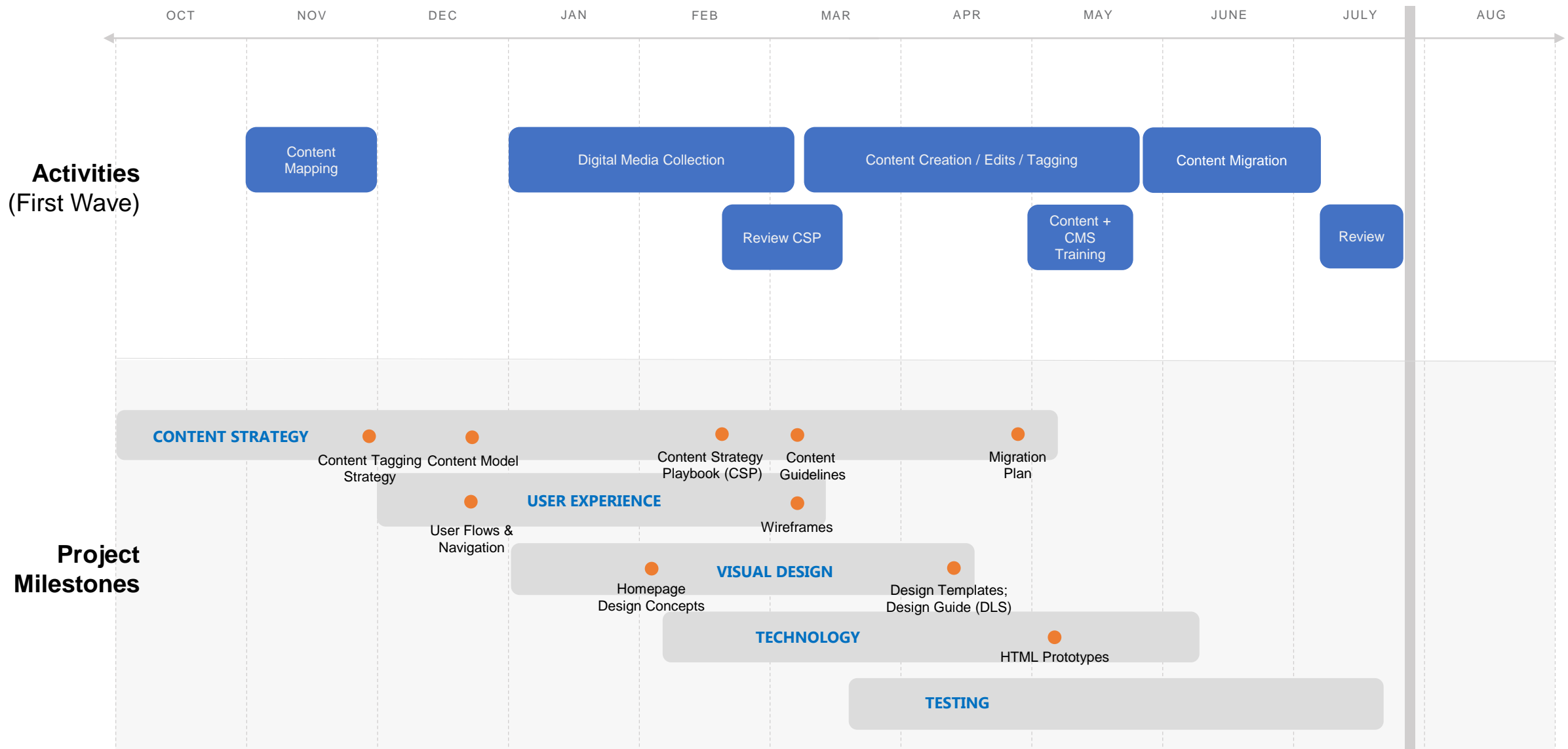


VP Student Affairs

Accomplishments



CAMPUS ENGAGEMENT



Example Deliverables

Content Mapping

Document details:

- New and old URLs
- New section names
- “Keep, Kill, Edit”
- Multiple tabs for new site sections

| 1 | Project Phase | Status | Name | Page Table | New URL | Owner/Creator | |
|----|---------------|--|--|-------------------------|--|---|---------------------|
| 2 | Launch | Assigned (Content in Development) | Solutions | Solutions Landing | /solutions | http://www.mitel.com/mitel-solutions | Solutions Marketing |
| 3 | Launch | In Development | Solutions by Industry | Solutions Need Category | /solutions/industry | http://www.mitel.com/solutions/industry-solutions | Solutions Marketing |
| 4 | Launch | In Review | Solutions for Education | Solutions Industry | /solutions/industry/education | http://www.mitel.com/solutions/education-communication-solutions | Solutions Marketing |
| 5 | Launch | In Review | Solutions for Field Services | Solutions Industry | /solutions/industry/field-services | http://www.mitel.com/solutions/industry-solutions/field-services-solutions | Solutions Marketing |
| 6 | Launch | Completed | Solutions for Financial Services | Solutions Industry | /solutions/industry/financial-services | https://www.shoretel.com/products/solution-industry-%E2%80%93-financial | Solutions Marketing |
| 7 | Launch | Unassigned (Page Table in Development) | Solutions for Government | Solutions Industry | solutions/industry/government | http://www.mitel.com/solutions/government-communication-solutions | Solutions Marketing |
| 8 | Launch | In Review | Solutions for Healthcare | Solutions Industry | solutions/industry/healthcare | http://www.mitel.com/solutions/industry-solutions/healthcare-communication-solutions | Solutions Marketing |
| 9 | Launch | In Development | Solutions for Hospitality | Solutions Industry | /solutions/industry/hospitality | http://www.mitel.com/solutions/hospitality-communication-solutions | Solutions Marketing |
| 10 | Launch | In Development | Solutions for Legal Services | Solutions Industry | /solutions/industry/legal-services | https://www.shoretel.com/products/solution-industry-%E2%80%93-legal-services | Solutions Marketing |
| 11 | Launch | In Development | Solutions for Manufacturing | Solutions Industry | /solutions/industry/manufacturing | NA | Solutions Marketing |
| 12 | Launch | In Development | Solutions for Nonprofits | Solutions Industry | /solutions/industry/nonprofits | https://www.shoretel.com/products/solution-industry-%E2%80%93-nonprofits | Solutions Marketing |
| 13 | Launch | In Development | Solutions for Retail | Solutions Industry | /solutions/industry/retail | http://www.mitel.com/solutions/retail | Solutions Marketing |
| 14 | Launch | Unassigned (Page Table in Development) | Solutions for Sports and Entertainment | Solutions Industry | /solutions/industry/sports-entertainment | https://www.shoretel.com/products/solution-industry-%E2%80%93-sports-entertainment | Solutions Marketing |

Example Deliverables

Tagging Strategy / Taxonomy

| | A | B |
|----|---------------------------|--|
| 1 | | Explanation: Global taxonomy is composed of key-values that can be applied to all—or almost all—content types across the mitel.com site collection. For example, think of how "Customer lifecycle" could be used to tag white papers, blog posts, product pages, etc. |
| 2 | KEY | VALUE |
| 3 | CUSTOMER LIFECYCLE | |
| 4 | | Awareness |
| 5 | | Consideration |
| 6 | | Purchase |
| 7 | | Retention |
| 8 | INDUSTRY | |
| 9 | | Education |
| 10 | | Field Services |
| 11 | | Financial Services |
| 12 | | Government |
| 13 | | Healthcare |
| 14 | | Hospitality |
| 15 | | Legal Services |
| 16 | | Manufacturing |
| 17 | | Nonprofits |
| 18 | | Retail |
| 19 | | Sports and Entertainment |
| 20 | BUSINESS SIZE | |
| 21 | | Small |
| 22 | | Midsize |
| 23 | | Enterprise |
| 24 | | Any |
| 25 | NEED | |
| 26 | | Cloud Communications |
| 27 | | Customer Experience |
| 28 | | Collaboration |
| 29 | | Internet of Things |
| 30 | | Migration |
| 31 | | Reporting and Analytics |
| 32 | | Voice |
| 33 | OUTCOME | |
| 34 | | Improved customer experience |
| 35 | | Improved efficiency |
| 36 | | Improved productivity |

Document details:

- Taxonomy will be a separate tab inside the master content workbook
- Allows core content team to start tagging and identify high-level content gaps
- Taxonomies are designed to be extensible, so we can add to taxonomies as we continue to collaborate on content

Content Modeling

Web Content Types

Updated 2018-06-13

KEY: - Taxonomy
- Relationship



| Member Reward |
|----------------------|
| Title |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Image, Main |
| Value Proposition |
| Features |
| Related Benefits |
| Member Goal |
| Field |

| Event |
|----------------------|
| Title |
| Creation Date |
| Publish Date |
| Start Time |
| End Time |
| Location |
| Description, Meta |
| Description, Display |
| Image, Main |
| Event Details |
| Event Assets |
| Event Category |

| Product/Service |
|-----------------------|
| Title |
| Publish Date |
| Description, Meta |
| Description, Display |
| Value Proposition |
| Features |
| Details |
| Education (Blog Post) |
| Image, Main |
| Calculator |
| Member Goal |

| Community Story |
|----------------------|
| Title |
| Publish Date |
| Description, Meta |
| Description, Display |
| Taxonomy |

| Member Story |
|----------------------|
| Title |
| Publish Date |
| Description, Meta |
| Description, Display |
| Taxonomy |

| Location |
|----------------------|
| Title |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Image, Main |
| Location Type |
| Branch Id |
| Address |

| Promotion |
|----------------------|
| Title |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Image, Main |
| Member Goal |
| Body Copy |
| Start Date |
| Expiration |

| Press Release |
|----------------------|
| Title |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Location |
| Image, Main |

| Leader |
|----------------------|
| Name, Family |
| Name, Given |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Image, Main |
| Member Goal |
| Body Copy |
| Start Date |
| Expiration |

| Advisor |
|----------------------|
| Name, Family |
| Name, Given |
| Creation Date |
| Publish Date |
| Description, Meta |
| Description, Display |
| Image, Main |
| Member Goal |
| Body Copy |
| Start Date |
| Expiration |

Example Deliverables

Content Strategy Playbook

- Helps provide a common understanding of the site's strategy, goals, messaging, and personality
 - Messaging hierarchy
 - Editorial rules
 - Usability practices
 - Content management roles and responsibilities
 - Template writing guidelines, such as character counts, types of content, and lifecycles

Example Deliverables

Content Guidelines

Page Table: Product & Service Detail

| Strategy | |
|---|--|
| Page Goals ¹ | |
| Voice/Tone Considerations ² | |
| Inward & Outward Paths ³ | |
| Audience(s) ⁴ | |
| Primary Message ⁵ | |
| Themes/Narrative ⁶ | |
| Notes for Authors: | |
| <p>¹ What is the content of this page trying to accomplish?</p> <p>² Reference AACU's internal voice and tone style guide; consider how the content of this page should speak to AACU's voice and tone.</p> <p>³ How will an end user arrive at this page (inward path)? What about desired next step(s) (outward path(s))?</p> <p>⁴ According to the site's audience hierarchy, who are the primary and secondary audiences for this page? Be sure to create content that speaks directly to these audiences.</p> <p>⁵ What is it about this content that differentiates you from your competitors? This should be the overarching messaging for this page.</p> <p>⁶ Think of "Themes" as the overall narrative of the page from top to bottom. What is the story you're trying to tell?</p> | |

| Metadata | |
|---|--|
| Meta Title ¹ (<61 Characters) | |
| Meta Description | |
| SEO Considerations ² | |
| Staff Owner/Approver ³ | |
| Staff Reviewer ⁴ | |
| Publish Date | |
| Expiry Date ⁵ | |
| Taxonomy 1 | |
| Taxonomy 2 | |

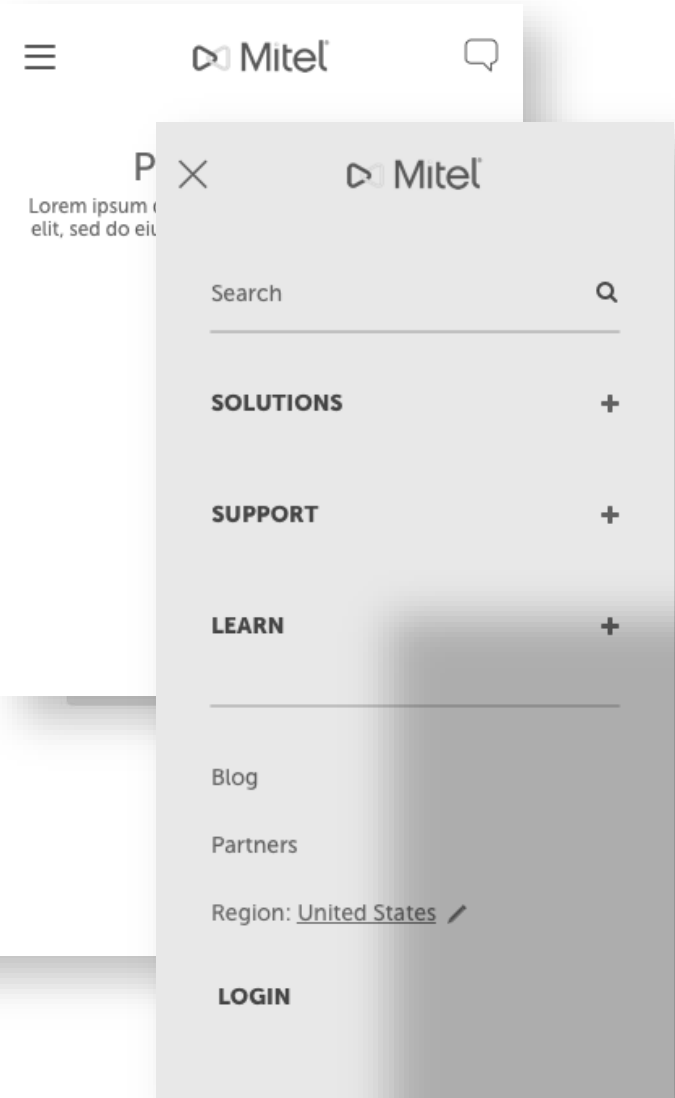
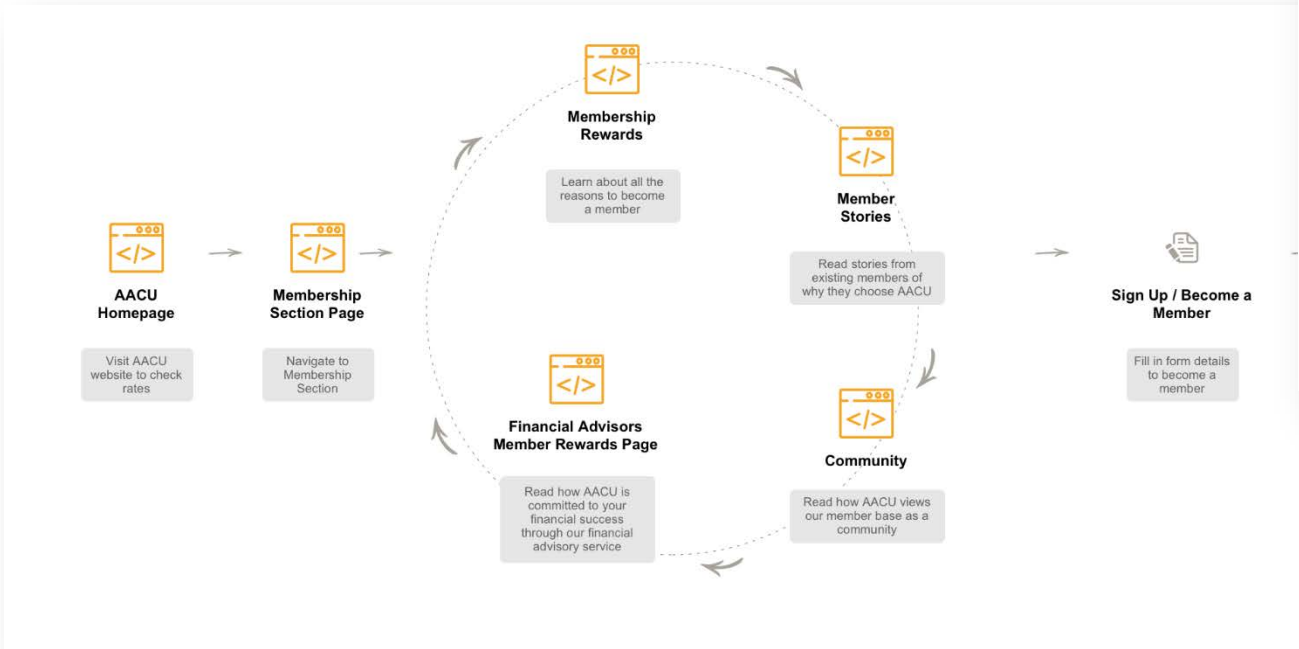
| Service or Product Further Details (Optional) ¹ | |
|--|------------------------------|
| Component Name | Details with List and Button |
| Personalization? | No |
| Details Copy ² | |
| Details Links ³ | |
| Notes for Authors: | |
| <p>¹ Since the Service Details page has been built out to address a large variety of content across the site, the "Service Details" block here is optional. For example, this is an area where you can build upon the features and value statements provided in the preceding "Service Features" block. You can also use this block to list links to other areas of the site, but do so judiciously; while this page has been designed to show features, etc., there should still be a logical order to the content that helps support the page's themes or narrative. Be careful that you don't add unnecessary context switching and lead the end user away from the focused, relevant content found within this page's content.</p> <p>² "Details Copy" is free-form and therefore does not have a character limit.</p> <p>³ This is a link list that will take the end user to other pages and areas of the site. You may not need to add links to this details block every time you use this optional block/component within a "Service Details" template.</p> | |

| Related Content Listing | |
|-------------------------|----------------------|
| Component Name | Content Card Listing |
| Personalization? | Yes |
| Heading ¹ | |
| Articles ² | |

| Notes for Authors: | |
|---|--|
| <p>¹ This introduces this block of content on the page. A classic example would be something to the effect of "Related Content" or "Credit Card Education," since this listing will likely point to individual article pages that contain long-form content (e.g. blog posts). You can refer to the wireframe URL and design URL for this page template for more context.</p> <p>² This is an individual list of articles that relate to long-form content pages that exist elsewhere on the site. As such, you do not need to detail the title, image, and description here within the "Article Listing" block, since these values will pull directly from the individual instances of the articles themselves. That said, it's important to carefully select articles that relate to the context of the overall page. Simply list the individual page titles or IDs that the person entering content will need to point to in order to dynamically populate this area of the page template.</p> | |

Example Deliverables

User Flows & Navigation



Content Mapping

- Inventory of all pages in Initial Migration
 - Over 10,000 pages reviewed
- Completed quickly thanks to First Wave group

Next Steps

- **Digital media collection**
- Review Content Strategy Playbook
- Content creation & edits
- Content tagging

Resources

- Project updates
uta.edu/redesign
- Discovery Findings
uta.box.com/v/poc-material
- SiteImprove
Contact accessibility@uta.edu for access
- Writing for the Web
blog.uta.edu/redesign/2018/05/04/poc-meeting-may-4-2018/
- Knowledge Services Training
webapps.uta.edu/oittraining
- Lynda
uta.edu/lynda

Review

- Questions or Comments?
- WebRedesignTeam@uta.edu

