



Overview: SF State Web Template Program

Purpose

To create a unified, cohesive, branded, elegant, efficient and accessible design system for new Web development and retrofitting of existing Web properties at SF State.

Scope

The Web Template Program is focused on visual redesign with mild changes to site information architecture and interactivity. This project does not include back end development, content management system installation, server configuration, database architecture or final implementation.

Process

The Web Template Program will be managed by the Office of Public Affairs, working in conjunction with a Web design consultant and various on-campus collaborators. Throughout the project, the Office of Public Affairs will consult with subject matter experts from departments that are crucial to the success of the project to ensure the viability of the program. Key deliverables will be presented to the Cabinet and other executive bodies for review and approval.

Phases

Phase 1: Assessment / Discovery (Feb-March)

- o Conduct assessment to identify key issues in SF State web environment
- o Conduct general audience and key stakeholder surveys
- o Convene Web Template Team
- o Convene informal affinity group knowledge sharing session(s) and/or reach out to key experts and stakeholders
- o Create detailed project plan

Phase 1 Deliverables/Milestones

- o Results and conclusions from assessment activities (expert assessment, surveys, forums, etc.)
- o Detailed project plan
- o Present assessment results to key executives, faculty, staff



Phase 2: Definition (April)

- o Define page types, content components, user profiles, organizational entities, template list
- o Create org chart (web-oriented only)
- o Create site map
- o Create wireframes

Phase 2 Deliverables/Milestones

- o Content definitions
- o Org chart
- o Site map
- o Wireframes
- o Present all deliverables to key executives, faculty, staff
- o Approval / consensus by executive bodies, expert groups

Phase 3: Design (May)

- o Create page designs based on wireframes, content definitions
- o Create html templates

Phase 3 Deliverables/Milestones

- o Final design layouts
- o HTML templates
- o Present design to key executives, faculty, staff
- o Approval / consensus by executive bodies, expert groups

Phase 4: Implementation (June-August)

- o Create Web-based template delivery system
- o Create guidelines and documentation
- o Create migration plan
- o Create internal communications plan
- o Migrate

Phase 4 Deliverables/Milestones

- o Template delivery system
- o Guidelines and resources
- o Migration plan
- o Internal Communications plan
- o Completed sites