Web Project Discovery Brief

06/2016

The Executive Overview
An executive overview provides a condensed and summarized report that provides details on each aspect of the project. This is important for users outside of the project scope, such as management. This should be completed to provide suppliers a short synopsis of what the project entails.

Successful web development projects are driven by high-level project goals and objectives. These metrics are crucial to determining development strategies, implementations, and deliverables.

Project Rationale

List the rationale for consideration of a new website.

The rationale for consideration of a new website includes:

#	Rationale
1	
2	
3	

Project Objectives

Determine the top five objectives of a new website.

The top five objectives of a new website are:

#	Project Objectives
1	
2	
3	
4	
5	

Project Results

List the results you would like to achieve from a new website. These results should be measurable metrics (awareness, accessibility, increase in enrollment, increase in donations, fewer requests for basic information, etc).

The results you would like to achieve from a new website are:

#	Project Results
1	
2	
3	
4	
5	

Communications Goals

Describe how a new website fits in with your communication goals and how you will leverage the website to achieve those goals.

The communication goals with potential stakeholder groups are:

#	Communication Goals
1	
2	
3	
4	
5	

Budget & Funding Sources

If your unit has an initial budget figure for the web development project, please indicate the budget amount and any relevant information about funding sources that could impact the project.

The initial budget for this web development project and pertinent information about funding sources are:

Audiences

Please list the current web audiences and rank (percentage of users and importance to your team). Primary audiences are those which your website specifically targets.

The audiences for this web project are:

#	Audience	Importance Rank	Traffic Rank
1			
2			
3			
4			
5			

Audience Goals

Please list the top three things you want each key audience to do or find on the website.

Audience Goal Example
As an example: “get informed, find a list services or offerings, process transactions, support operational activities, enable/support community activities, add or view events, comment, sign up for email newsletters.”

The top three things that the primary audiences need to do or find on the website are:

#	Goal	Target Audience(s)
1		
2		

3		

Existing Website Assessment

No current website? No problem!
For units without a current website, please remove this section as it does not apply to your project.

Successful Content

What content/functionality has been **successful** on the current website? Why is it considered successful?

Content that has been previously or currently successful on the current website include:

#	Content & Functionality	Success Factors
1		
2		
3		
4		
5		

Unsuccessful Content

What content or functionality has **not been successful** on the current website? Why is it considered unsuccessful?

Content that has not been previously or currently successful on the current website include:

#	Content & Functionality	Unsuccessful Factors
1		
2		

3		
4		
5		

Historical Precedent

Is your current website built using a multi-user Content Management System such as Drupal or Wordpress, or is it a traditional HTML/CSS-based website? Please provide any details or documentation.

How many pages does your existing website include? If you have not performed this assessment, simply indicate.

Please identify the vendor or individual personnel (staff member or students) who developed your existing website. This information may be included in the original project documentation.

If you feel the new project warrants continuity of service with a specific vendor, sole sourcing, or parallel sourcing, please indicate below.

Governance and Responsibility

Complete the following table to help identify key project personnel to be involved with the project:

Role	Description	Responsible Personnel
Project Sponsor	Most often the unit chair, administrator or leader, responsible for initiating the process, approving the overall direction, and gauging the success of the project. The sponsor also allocates resources (human and otherwise) to support the project.	
Stakeholder Group	A committee of representative stakeholders charged with setting strategic direction and reviewing progress. The group should be comprised of individuals, groups, or partners whose work and responsibilities are affected by how the website performs.	
Project Lead / Point of Contact	Responsible for representing the stakeholders, coordinating efforts of the working group, and will assume responsibility for the website after launch. The project lead is accountable to the sponsor and the stakeholder group.	
Working Group	Responsible for implementation. It includes the individuals within the organization who have the knowledge and resources to build the site.	
Content Group	Responsible for generating	

	the content for the site. In some cases, content creation may be the responsibility of one individual within the organization. Or, several individuals within an organization may be responsible for different areas of the site, with each person creating the content that is most related to his or her organizational affiliation. Content includes not just text, but also any images and multimedia.	
Web Developer	Responsible for application of programming expertise to web content management systems such as Drupal. If your unit does not employ a developer, simply state the fact.	
Client Manager	Institute Communications representative supports access to brand assets and creative resources.	[See comm.gatech.edu to connect with the Client Manager for your college, school, or unit.]

User Roles

Determine User Access
Given your previous documentation and project details, it’s pertinent to list what kinds of user roles should be created for the website. This includes roles such as Editors, Administrators, and Editors for Site Sections. If you want approval on edits or new pages, a role would need to be created to manage this as well. Please complete the table below using what roles you envision your website offering for content administration and approval.

The requested user roles that are needed are listed below:

User Role	Role Description/Access

Content Editors

Who will be adding content?
This is often a question that determines what kinds of logic is built into the website. Consider who is going to be generating, editing, approving content on the website.

The personnel overseeing content on the website are listed in the table below:

	User Role #1	User Role #2	User Role #3	User Role #4
Create Content				
Edit Content				
Approve Content				
Edit Drupal Components				

Desirable Content

Please list five websites that have content/functionality you like. Next to each website listed, please describe the sections that appeal to you.

The five websites that have content/functionality you like are:

#	Website	Desirable Content/Functionality
1		
2		
3		
4		
5		

Desirable Features

Please use the table below to list desired website features.

The desired website features are:

	Must Have	Nice to Have	Don't Need	Not Sure
Newsletter Emails				
Interactive Calendar for Events				
Blog(s)				
Forms / Polls / Surveys / Quizzes				
Website Contact Form				
Photo Galleries				
Video / Video Galleries				
"Latest News" Section				
"Events" Section				
“Members-only” Section (proprietary content)				
Member profiles (faculty, staff, researchers, etc)				
Event / Conference / Contest Registration Process				
Front Page Slideshow				

Additional Features

Please list any other features/functionality for a new website.

The additional features are:

#	Feature / Functionality
1	
2	
3	
4	
5	

Competitive Analysis

Have you performed a competitive analysis of websites for competing schools or programs? Have you compared your site to those of other Georgia Tech schools or units?
Please provide any resulting documentation.

Project Scope

Please Note
Any areas which the supplier will not complete are expected to be completed by employees in your unit. Please ensure that you have resources available to manage all phases of work not covered by the supplier.

Please complete the checklist of the project scope. These are areas to which the supplier will provide resources and deliverables.

The project scope for this website includes:

X	Aspect	Details
	Discovery	Constructing the goals of the website.

		Determination of current website usage, project goals and success metrics, and missing aspects of current communication strategies.
	Design	Constructing the layouts of the website. Development of wireframes (tentative layouts), visual branding, and high-level website appearance and look-and-feel.
	Development	Constructing the skeleton and logic of the website. Development of information architecture, structure, and elements of the website.
	Theming	Constructing the appearance of the website. Development of the theme, stylesheets, and any applicable scripts or libraries.
	Testing / Quality Assurance	Testing the website. Creation of new content to the website. Population of pages with fresh content. Testing of real-world conditions for bugs.
	Training / Documentation	Constructing documentation of the website. Development of training and documentation resources for website usage.
	Deployment	Migrating the website to a permanent server.
	Support / Maintenance	Providing future website support and maintenance.

Preferred Schedule & Timeline

Flexible Project Dates
Please note that this section is not required for projects which have flexible initiation and launch dates. If this is the case, please note this preference under each category.

Initiation Date

Indicate the date(s) by which the project will begin.

X	Target Initiation Date
	Fixed - **Month, Year**
	As Soon As Possible / Immediately

Target Launch Date

Determine a target launch date for the new website. This is the date that the project would be completed by.

X	Target Launch Date
	Fixed - **Month, Year**
	Flexible - Launch as Project Completes

What is the rationale for the target date? Is it focused on an upcoming event (e.g., advisory board meeting, accreditation, symposium, recruiting event)? Briefly detail the basis for selection of the target launch date.

Project Schedule

Determine a tentative project schedule below. This can include as few or as many dates as

applicable based on the project scope..

The tentative project schedule is defined as:

#	Project Task	Date Start	Date End
1			
2			
3			
4			
5			

Site Map

A site map details the high-level organization of content on a website. A site map will typically mirror your main menu navigation and website pages branching off from those pages.

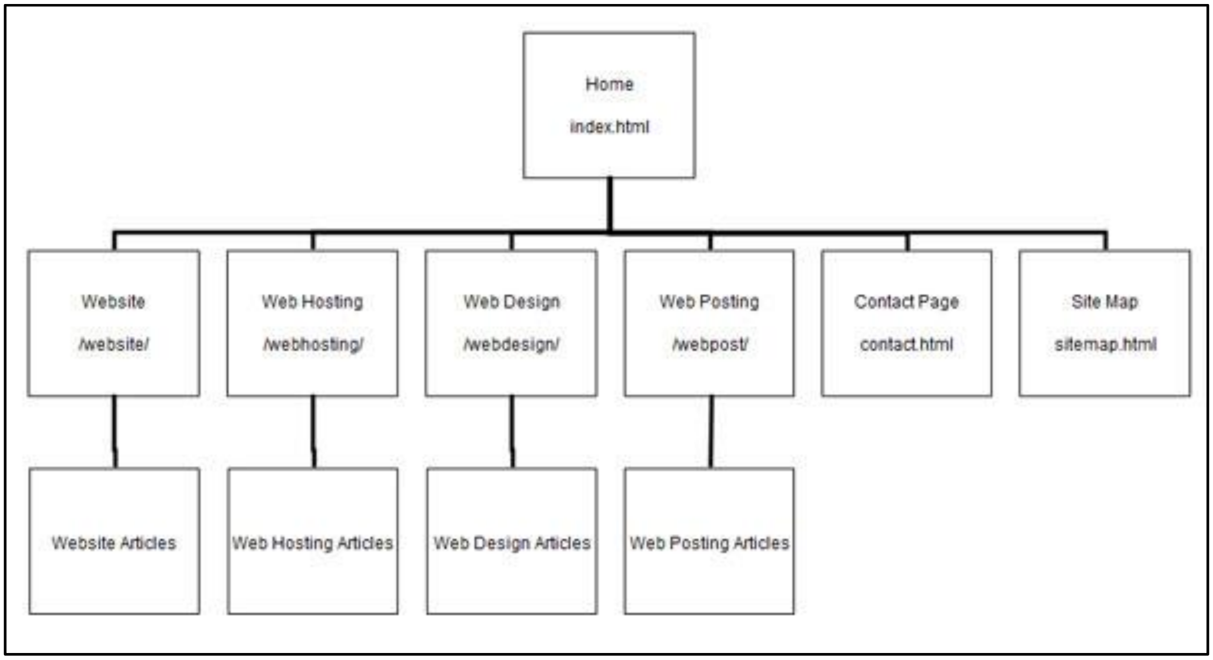

Figure 1: An example of a site map, using a front page, a set of menu items, and corresponding subpages.

Creating a Site Map

Remove This!
Please remove this section of the document before sending to suppliers, as this subheading is intended solely for the project manager (you).

Best practices for creating a site map include a number of technologies. Your goal should be to create a navigation structure that organizes and divides your content into appropriate and logical subdivisions.

Use any of these methods:

1. Use Sticky Notes on a wall to define menu items and corresponding linked subpages.
2. Use Powerpoint drawing tools, text boxes and WordArt to draft a site map.
3. Create a new Excel document and use rows to designate pages and subpages.
4. Use a piece of paper and pen/pencil to draw a site map.

Completed Site Map

Is the supplier handling your site map?
Please remove this section of the document if the supplier is expected to work with you to create a site map for the new website.

Please attach a completed site map for the new website here, either by attaching it to the end of this document or including it below as a graphic or table.

Information Architecture

Advanced Drupal Knowledge Recommended
A Drupal developer with advanced Drupal knowledge is highly recommended for completing this section, as information architectures typically require advanced knowledge of content elements and data formats. Please consult your Client Manager for locating a Drupal developer on campus who may be able to provide guidance.

[Information architecture](#) (commonly referred to as IA) is the structural design prototype of your new website.

IA diagrams how pieces of data (basic pages, faculty/staff profiles, research area) and its elements are utilized and re-used across a website. IA diagrams traditionally mimic [UML Class diagrams](#).

Common IA Structure

For web projects on campus, IA prototypes follow the current Drupal data hierarchy:

- **Entity**: Content Type, Taxonomy Term, Entity, Webform.
    - **Field**: Text, File Upload, Reference to an Entity, Reusability of Another Field.

The entity:field relationship is defined as a n:m ([many-to-many](#)) relationship, where a **variable number** (n) of **entities** can have a **variable number** (m) of **fields**. Fields can be shared between entities.

Creating an IA

Remove This!
Please remove this section of the document before sending to suppliers, as this subheading is intended solely for the project manager (you).

Follow the directions below to create an IA for your new website:

1. Take your created wireframes (design documents) and sitemap and examine each page in detail. Make note of what elements are on each page and where those elements will be sourced from. Are those elements re-usable across multiple pages (built as entities) or page-specific, and be a field on an entity? Will a page reference multiple entities by some commonality?
2. Begin with your front page and begin a more detailed analysis. For each element, create a new diagram entry as such:

Content Type: Faculty/Staff Profile
Provides all fields and categorization for a profile entry.
Name (namefield)
Classification (term reference - select list)
Research Area (term reference - select list)
(and so on…)

3. For each diagram entry, provide a title and category (in this example, a “Faculty/Staff Profile” categorized as a “Content Type”.
4. Provide a high-level description of what the entity is primarily intended for.
5. Provide a list of fields on the entity. Any field listed as a “reference” (in this example, “term reference - select list”) is referencing an additional entity with custom fields, which will then be created as separate diagram entries and connected to this entry.
6. For all additional pieces of data, repeat steps 1-5 to locate additional entities.

Completed IA

Is the supplier handling your IA?
Please remove this section of the document if the supplier is expected to work with you to create an IA for the new website.

Please attach a completed IA for the new website here, either by attaching it to the end of this document or including it below as a graphic or table.

This page houses high-level descriptions of what each major page on the new website will contain.

Page Descriptions

A page description describes what kinds of content is going to be on each page. It is meant to provide some guidance and preparation for constructing wireframes and templates for your major pages.

An example set of page descriptions has been defined below. Please replace these with your own.

Note that your page description list should match the list of templates and wireframes in the following section, unless otherwise noted below.

The following page descriptions are defined:

Page Type	**Description**
News Story	Title, subhead, by-line (x2), content body, attached images, attached files, YouTube video, pull-quote feature (left/right), and link to next/previous news story.

Page templates and wireframes provide general design parameters for how pages will look.

Page Templates

What is a page template?
A page template is a guide for how a certain type of page will look. When looking over your site map, information architecture, content types, and high-level descriptions of pages, think about how these pages will look. A page template should be specific to a category. An example set of page templates has been defined below. Please replace these with your own. Note that your page templates should match the list of descriptions and wireframes in the proceeding and current sections, unless otherwise noted below.

Is your supplier handling this?
If the supplier is expected to complete this section, please delete all content below and note that the supplier will work with you to determine and finalize this information.

The following page templates are required for the website:

Template	Purpose
News	A listing of recent and past news articles (a news archive), showing a title, description, and accompanying photo.
News Story	A news detail page (news story) showing one news article.
Events	A listing of future, recent, and past events (an events archive).
Event Story	An event detail page showing one event details.
Front Page	The front page, housing a slideshow, recent news, recent events, introductory blocks, and call-out boxes to 9 major programs in our unit.
Profiles	A listing of employee profiles (a directory), showing a photo, name, title, and email address. Allow for sorting by name, title, and department.
Profile	An individual employee profile, displaying all fields.

Wireframes

What is a wireframe?

A wireframe is a blueprint for how the skeletal structure of a page on your website will look. Wireframes concern themselves with blocks of content and their placement and appearance, without having to go into detail about test images or colors.

A wireframe can be drawn on paper, composed in a photography application like Photoshop, or created using a document editor like Microsoft Word.

Note that your page templates should match the list of descriptions and templates in the proceeding and current sections, unless otherwise noted below.

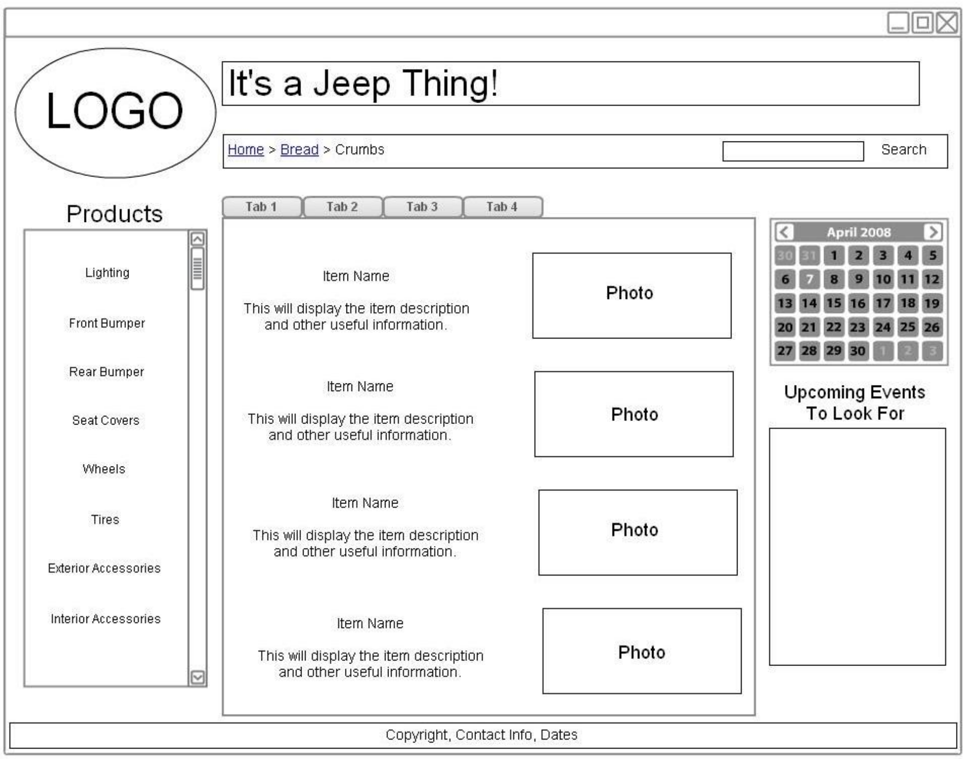

Figure: An example wireframe for a product website.

Is your supplier handling this?

If the supplier is expected to complete this section, please delete all content below and note that the supplier will work with you to determine and finalize this information.

Completed wireframes for the website are displayed below or attached to the end of this document.

Personas

Personas give a specific idea of the types of users navigating your website, their intended content consumptions, and hints on where to place features and functionality to reach out to these users.

To create a persona, select a primary or secondary audience defined earlier the document and create a fictionalized entry.

A sample entry has been completed below. Please remove or replace this persona before submission.

Personas pertaining to this website are outlined below:

<table>
<tr><td rowspan="3"></td><td>Name:</td><td>George P. Burdell</td></tr>
<tr><td>Audience:</td><td>Visitor (Secondary Audience)</td></tr>
<tr><td>Description</td><td>Describe the personal, professional, and technical background of this average user.</td></tr>
<tr><td colspan="3"></td></tr>
<tr><td>Website Goals:</td><td colspan="2">His goal is to visit the website to determine faculty and staff profiles, their related research areas, and academic focus to determine whether his interests coincide with the website.</td></tr>
<tr><td>Website Tasks:</td><td colspan="2">● Locates the faculty/staff page.
● Views various faculty/staff profiles.
● Finds research areas hinted on a faculty/staff profile.
● Locates more information about a research area.
● Finds how that research area is tied to academic coursework.</td></tr>
</table>

Use Cases

Use Cases document what each primary and secondary audience category will be using the website for. Rather than looking at the typical user, use cases are looking at all opportunities that an audience will use the website for.

The use cases for each of the primary and secondary audiences are listed below.

Primary Audience Use Cases

Primary Audience	Use Case(s)

Secondary Audience Use Cases

Secondary Audience	Use Case(s)

Workflow

Workflow is a list of criteria and actions that allow content to be categorized and approved. Most websites do not leverage workflows, but there are a few cases such as: - Conference Websites - Event Submission (where does the event reside in unapproved state? How is it approved? When is it visible to an audience? - Conference Websites - Attendee Registration (where does the user provide information? When do they pay for services? What if their payment is declined? What can they do once approved and registered?) - News/Events - Content Approval (What state, such as 'unapproved', is content in once created? Who approves it? What happens when an approval is made?)

Workflows allow content to pass through various stages of categorization and statuses to limit their appearance, actions, or usage across the website.

Defined Content Workflow(s)

No Workflows?
If you don't have any workflows for this section, please replace the table below with a note that no content workflows are necessary.

Workflows required for the website are:

Workflow Item	Workflow Logic / Steps