

Project Charter: Website Redesign

Part I: Project Overview

Project Name	Website Redesign		
Project Charter Author	Amanda Etches & Randy Oldham		
Creation Date	Nov 12, 2012	Last Revision Date	February 3, 2013
Project Requestor	Randy Oldham	Project Manager	Randy Oldham
Project Charter Status (Pending/Approve/Reject)	Approved		
Project Sponsor Signature	Amanda Etches and W&IA Cross-Functional Team	Date of Project Approval	January 2013
Proposed Project Start & End Date	Start: December 2012 End: January 2014		

Part II: Project Details

Project Description	<p>The library website redesign project will include the following activities:</p> <ul style="list-style-type: none"> - redesign the home page around users' critical tasks - redesign the site architecture and navigation to improve findability and usability - implement Drupal as our Content Management System (CMS) to improve site governance and infrastructure and introduce decentralized content maintenance - implement the existing university template to meet campus branding requirements - develop a content strategy to improve existing and new site content - phase out dependent infrastructure (e.g. InSite applications) to make the site content and functionality fully integrated on a single CMS
Project Purpose	The current library website is in dire need of a user-centred redesign, reduction in size, architectural overhaul, updated and intuitive navigation structure, accessibility compliance, and coherent content strategy. This project aims to address all these needs and result in a library website that is, first and foremost, a tool to enable student success.
Project Goals & outcomes	<p>The outcomes of this project will be:</p> <ul style="list-style-type: none"> - a library website that is designed primarily around user needs and

	<p>behaviours, not organizational structure and requirements</p> <ul style="list-style-type: none"> - a more user-friendly and usable site architecture and navigation system(s) - a clear strategy for how to develop and maintain website content on an ongoing basis - a more streamlined infrastructure with a decentralized workflow for content maintenance - a smaller more streamlined website - meets uoguelph branding guidelines - a homepage that is intuitively designed around user-identified critical tasks
Project Scope	<p>The scope of project includes:</p> <ul style="list-style-type: none"> - all pages on the library domain (www.lib.uoguelph.ca) will be subject to review - all applications currently on InSite which are embedded in www.lib.uoguelph.ca - exploring options for delivering a mobile version of the website <p>The scope of project does not include:</p> <ul style="list-style-type: none"> - Primo and other discovery tools - hosted sites not part of www.lib.uoguelph.ca: <ul style="list-style-type: none"> o http://gsli.uoguelph.ca o http://academictownsquare.lib.uoguelph.ca o http://author.lib.uoguelph.ca o http://canadiansi.uoguelph.ca o http://scottishtour.lib.uoguelph.ca o http://www.academicintegrity.uoguelph.ca/ o http://www.learningcommons.uoguelph.ca/ o http://www.lmmrc.ca/ - Does not include most of content in the DIGITAL COLLECTIONS folder of the Archives & Special Collection website
Project Deliverables	<p>The main deliverable of this project will be a redesigned website that is usable, compliant with accessibility requirements, and more manageable.</p>
Benefits	<p>The redesigned website will be:</p> <ul style="list-style-type: none"> - user-centred - smaller (fewer pages/less content = easier to find the important content), - will contain less dead content, less out of date content and less duplication - intuitive to navigate - compliant with AODA legislation - more manageable as a result of a newly developed content

	<p>strategy</p> <ul style="list-style-type: none"> - easier to update as a result of the implementation of a CMS and decentralized content maintenance - A 'mobile-first' design strategy will help position the Library to be ready for a campus mobile template
Stakeholders	<ul style="list-style-type: none"> • Students • Faculty • Staff • Researchers • Community members
Constraints / Risks	<ul style="list-style-type: none"> • Tight timeframe: while much of the prep work for this project has been underway for a number of months, we still have much to do to launch an updated website by September 2013. • Project team: we have complete confidence in the project team but also realize that the individuals on the team have other demands on their time that might, at times, take priority. • Internal stakeholder buy-in: to truly develop a user-centred website, we will have to balance what we (i.e. library staff) think is important for the website with user behaviours and needs, allowing the latter to take precedence over the former when the two come into conflict. • Timing of user testing: Getting users to participate in user testing can be difficult.
Assumptions	<p>This project is based on the following assumptions:</p> <ul style="list-style-type: none"> • The library is committed to developing a website that is user-centred, not organization-centred
Project Team	<p>Randy Oldham Kim Garwood Karen Nicholson Amanda Etches Doug Horne Robin Cooper Pam Jacobs Andrea Karpala</p>
Budget Requirements	<p>The main budget requirement to complete this project is staff time. The CMS we have chosen (Drupal) is free, so there is no cost to implement it. We will need a small amount of funds (\$500 max) to reimburse any students/faculty for their time used for testing.</p>
Key Dependencies	<ul style="list-style-type: none"> - ITS will need to install Drupal - Ongoing support from ITS for any server/CMS maintenance over the course of the project

Communication Plan	When	What	Who
	Jan 2013	Set up a project blog (for ongoing communication with stakeholders)	Amanda
	Jan 2013	LibALL introducing the project, team, blog, charter	Randy
	Jan 2013	Library Forum intro to the project	Randy & Amanda
	Feb 4 2013	Blog post of project charter and success criteria	Randy
	Feb 11 2013	Blog post of site goals	Amanda
	Feb 13 2013	Update to Library Forum	Amanda & Randy
	Feb 26 2013	Blog post of critical tasks	Randy
	Feb 27 2013	Update to Library Forum	Amanda & Randy
	Mar 12 2013	Blog post of Personas	Amanda
	Mar 13 2013	Update to Library Forum	Amanda & Randy
	Mar 26 2013	Blog post of new navigation	Randy
	Mar 27 2013	Update to Library Forum	Amanda & Randy
	Apr 18 2013	Blog post on content strategy	Randy
	Apr 24 2013	Update to Library Forum	Amanda & Randy
	May 1 2013	Blog post update on progress	Randy
	June 1 2013	Blog post update on progress	Randy
	July 1 2013	Blog post update on progress	Randy
	Aug 1 2013	Blog post update on progress	Randy
	Sep 1 2013	Announce soft launch of site to liball	Randy
	Sep 1 2013	Blog post on soft launch	Randy
	Oct 1 2013	Announce training for content providers	Randy
	Oct 1 2013	Blog post announcing training	Randy
	Oct 2013	Deliver training to content providers	Randy
	Dec 16 2013	Announce hard launch of new site	Randy
Project Timeline	When	What	Who
	Feb 4 2013	First Meeting – Go over Project charter; clarify scope and success criteria	Project team (RO lead)
	Feb 11 2013	Draft site goals	Project team (AE lead)
	Feb 2013	User Interviews	UX Team
	Feb 26 2013	Critical task brainstorm	Project team (RO lead)
	Mar 12 2013	Persona Development	Project team (AE lead)
	Mar 12 2013	User survey for top 3 site tasks	Randy, UX Team

	Mar 26 2013	Develop navigation	Project team (RO lead)
	Mar 2013	Open card sort with team and users	RO, AE
	April 2013	Closed card sort with team and users	RO, AE
	April 18 2013	Develop content strategy	RO, AE
	April 2013	Revise web style guide for contributors	RO, AE
	April-Aug 2013	Meet with teams to fill out content	Working Group & Webteam
	Sept 2013	Soft launch of redesigned website	Web Team
	Sept 2013	Check Success Criteria	Project Team (RO lead)
	Sept 2013	Develop permissions & approval plan for content contributors	RO
	October 2013	Develop training materials for content contributors and deliver training	RO & Web Team
	Dec 16 2013	Hard launch of new Library website	RO & Web Team
	Jan 2014	Re-perform user testing to verify completion of project	UX and RO and AE