**Project Brief: research.ubc.ca (formerly: VPRI site)**

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Context

### BACKGROUND

*Why are we engaging in this project? What are the major drivers?*

* Despite being one of the world’s leading research universities, UBC does not yet have a coherent focus for “all matters research” at UBC.ca. Research-related news, events, awards, recruiting and support services are scattered across multiple sites.
* The current web site of the Vice-President of Research and International is an internal-facing site built to parallel administrative structure rather than user need. While focused on process and procedure for UBC researchers, the site does not efficiently direct the research community to portfolio resources.
* The current VPRI web site does not reflect the high caliber, high quality reputation of research at UBC
* The current site, built in Drupal 6, is not consistent with current brand standards—both in look and tone.
* This is Phase One of a multiple-phase project that will see unit sub-sites within the VPRI portfolio refreshed and aligned with current brand standards.
* Analytics reveal key findings: while the site attracts a majority of international visitors, they disengage quickly and don’t return; the site is highly unsatisfactory for mobile users; internal users frequently engage with, and return to, the site

### GOALS

What are the major goals of this project?

* To transform the current VPRI office site into research.ubc.ca UBC’s go-to research site for all internal and external audiences.
* To create an engaging user experience via media-rich assets and consistent style and voice
* To provide a satisfying online experience for mobile users
* To reflect UBC’s current research strategic priorities.
* To highlight areas of research focus and strength at UBC.
* To efficiently aggregate, curate and present research-related stories from across the university
* To efficiently direct researchers, students and potential partners to research-related resources both within and beyond the portfolio
* To highlight UBC’s international research engagement and better engage international visitors to the site

### EXPECTED OUTCOMES

What are some expected outcomes of this project?

At the end of this project: [person] will be able to [goal], so that [benefit]

* External stakeholders (especially government) will appreciate the quality and impact of UBC’s research-related activities to strengthen UBC’s funding position
* Current researchers will quickly find appropriate resources to better support their activities
* Prospective students, faculty and staff will be inspired to study and/or work at UBC furthering the university’s ability to attract the best and brightest minds
* Potential collaborators will be able to readily identify partnership opportunities thereby expanding UBC’s reach into local and global communities
* Media will discover vibrant, high-quality research-focused news, stories and digital assets to support and increase media profile for UBC

Roles & Responsibilities

### PROJECT OWNER(S) / EXECUTIVE SPONSOR(S)

*Who is responsible for signing off on the project and making final decisions?*

* Julie Ovenell-Carter, Director, Communications

### PROJECT LEADS

*What teams are involved in this project and who is the lead of each team for this project?*

* Project lead/content: Jamie Hall (VPRI)
* User Experience, Digital Development: Jan Carter (IT Services)
* Design: Matt Warburton (C&M) and Jan Carter (IT Services)

### STAKEHOLDERS

*Who has a stake in the outcome of this project? Who will need to be consulted with or updated throughout the course of the project?*

* John Hepburn and Helen Burt (VPRI)
* Kari Grist (Marketing & Communications)
* Leonel Roldan-Flores (or ED, International if appointed)
* Portfolio unit directors
* Government Relations (Adriaan deJaeger or designate)
* Select research partners TBD

## Dependencies

*Who does this project depend on? Who depends on this project? Describe the people, circumstances or factors that could affect and be affected by the successful completion of this project.*

Who does this project depend on?

* Julie and Jamie
* Clement Woo
* Freelance writer for content TBD
* Video interns TBD
* C&M design team
* UBC IT

Who depends on this project?

* VPRI portfolio
* UBC research community

## Risks

*What are the risks that could delay progress or impede completion of this project?*

* Delays in work reviews / approvals / feedback cycles / IT timelines will have a cascading effect on timelines
* Skeletal staff within VPRI to support; sufficient contract resourcing required
* New strategic direction established late in the game by new president
* Delay in consensus regarding areas of research focus at UBC

## Timeline

*What is the timeline for project completion?*

* Absolute: March 31, 2015 (a work-back plan can be created based on the outcome of the Discovery phase)
* Preferred: January 31, 2014

## Resource Requirements

*What major resources are required to complete this project?*

* Freelance writer and video interns
* Content & rich media sourcing (VPRI)
* Interface design, graphic design (C&M and IT teams)
* Web / CMS programming (IT)
* Web hosting IT)
* Project management (VPRI/IT)

## Process

*How is this project planned to unfold? List the major phases of the project, describing functional areas and process, noting any details of deliverables and milestones.*

* Discovery/Design/Build phases as per IT Services project management protocols. Phase One (Discovery) is virtually complete.