SSID LANDING PAGE REDESIGN ROADMAP (SEP '23 – JAN '24)

WEEK 1-3: DEFINE GOALS AND OBJECTIVES, UX RESEARCH

- Gather inputs and define project goals.
- Do we need a logo? What marketable statistics do we have? What is the priority of key features?
- Conduct user research and analyze competitors/similar platforms.

WEEK 4: WEBSITE REVIEW AND USER PERSONAS

- Review existing website and shortlist features.
- Create user personas.

WEEK 5: INFORMATION ARCHITECTURE AND WIREFRAMING

- Plan page structure.
- Create low-fidelity wireframes.
- Test with users/Acceptance testing (optional)

WEEK 6-7: PROTOTYPING

- Add colours, fonts, copywriting
- Develop interactive prototypes.
- Develop mobile prototype (?)

WEEK 8-10: DEVELOPMENT

- Code and build the landing page.
- Responsive static page with Ruby on Rails

WEEK 11-12: USER TESTING

- Test with users
- Reiterate current landing page design

WEEK 13: LAUNCH

- Announce to users new landing page via school email
- Retrieve feedback from users via Google form