

Web Strategy Timeline

The following is a high level overview of the timeline to implement the new web strategy for a consolidated and consistent Nu Skin website. This timeline includes the implementation of new infrastructure, web strategy team resources, site design, and content migration.

The overall project can be divided into 3 core elements.

- Content
- Design
- Development

Web Content Management System

To ensure a successful site redesign it is critical that we purchase and implement a web Content Management System (CMS). Doing this will allow market autonomy for online content with the ability to maintain global consistency. The CMS solution can be broken down into the following 3 key areas.

- Selection: We are currently in the selection process. Current plan is to review the top 3-5 solutions according to data gathered by content steering committee.
- Implementation: Once a solution is selected and purchased the system will need to be implemented into our backend infrastructure.
- Configuration: Once implemented, the CMS will be configured to accommodate our templates, content types, collateral, and functions where necessary.

Dependencies

- Personnel Resources
- Hardware

Content Migration

Once the CMS is configured, content will need to be migrated from existing systems to the new CMS. The migration can be broken into two key groups of content types.

- Product Catalog: These are each of the individual product pages and supporting content used to facilitate online eCommerce. Included in these pages are category pages and any navigational pages used to access the product catalog.
- Editorials: These are pages that are used for informational purposes outside of eCommerce. These can include training pages, distributor program pages, site navigational pages, market homepages, etc.

Dependencies

- Personnel Resources
- Hardware
- Information Architecture

Information Architecture

The core of a site design resides in its information architecture. This is the basic roadmap of how all the different parts, sections, tools, and pages of a site are connected. Information Architecture is divided into the following segments.

- Content Audit: This is the process in which all site content is collected and reviewed. This process identifies the existing content that the new site will need to accommodate. The main function of this process is to answer the question of which content will be migrated to the new website and which content will be retired.
- Site Map Creation: Once existing content has been audited, it can be organized into a basic site map. Then new sections, categories, and pages can be added to this site map as needed. This site map represents the structure of the completed web site.
- Page Types/Navigation: Using the completed Site Map, new page types, category pages, and navigation hierarchies can be created.

Dependencies

- Personnel Resources

Redesign

This is the actual design process which would include redesigning the look and feel, layout, navigation structure, page type structure, and overall architecture of the site itself. This redesign process would include all segment properties including, Global Nu Skin pages, Market Site pages, GWP pages, and MyOffice pages. The design process has been broken into the following 4 segments.

- Agency RFP: This is the Request For Proposal phase in which potential agencies are identified, asked for a proposal, and evaluated. Typical timelines for agencies to create a proposal is 2-4 weeks given the size and complexity of this particular project. Evaluations should include an in-person presentation by the agency.
- Review: This is time for the team to review the proposals and select an agency. This should be done by following a consistent scoring methodology in predetermined areas like design, content, flexibility, etc.
- Template Creation: At this point an agency has been selected and is engaged in creating page templates for each of the required areas of the site (homepage, product page, editorial page, etc.). Other elements of the site like navigation, widgets, tools, etc. are developed at this time.
- Implement New Design: The new templates and site elements are delivered by the agency and implemented in the Nu Skin infrastructure (CSM, databases, etc.).

Dependencies

- Personnel Resources
- Outsource Budget
- CMS implementation
- Information Architecture

Sign Up

Sign Up is core function of the company and the global simplified sign up must be complete to be properly integrated into the redesigned website. Within the new site structure sign ups are facilitated in the GWP environment only. The redesigned sign up application will need to be accessible only in the GWP segment of the site.

Dependencies

- Personnel Resources
- Global Simplified Sign Up
- Information Architecture

Shopping

Online Shopping is core function of the company and actual transactions will only be available in the GWP environment. Cart components may be available in the market site environment, but the actual check out functionality will only be available in GWP pages.

Dependencies

- Personnel Resources
- Global Simplified Sign Up
- Information Architecture

Account Management

Consolidated account management online will need to be developed to accommodate account settings for Market, MyOffice, and eCommerce options. This application will unify all possible settings for a web account in one management utility for the end user.

Dependencies

- Personnel Resources
- Global Simplified Sign Up
- Information Architecture

Single Login

A single login application will need to be developed to accommodate the multiple entry points across the site. Currently logins are maintained separately across applications (GWP, Market, MyOffice). This application would provide a universal login and allow seamless navigation between applications without the need to provide login credentials more than once.

Dependencies

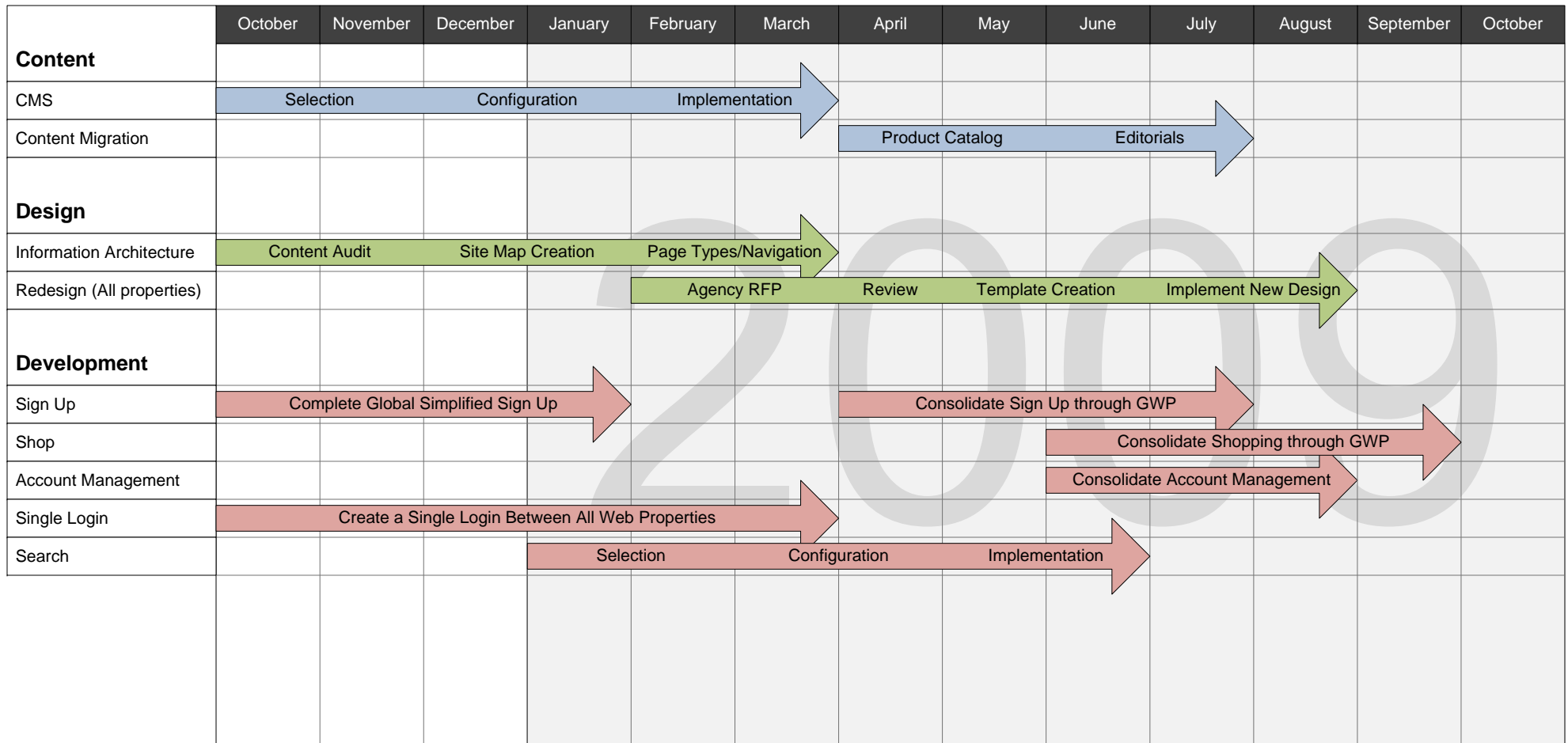
- Personnel Resources

Search

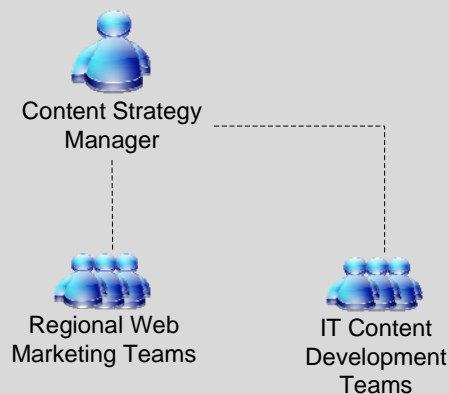
The redesigned website will have fully functional internal search capabilities. This will require the purchase and implementation of a search engine in the internal infrastructure. Full implementation will need to be maintained going forward.

Dependencies

- Personnel Resources
- Hardware
- Information Architecture
- Content Migration



Content

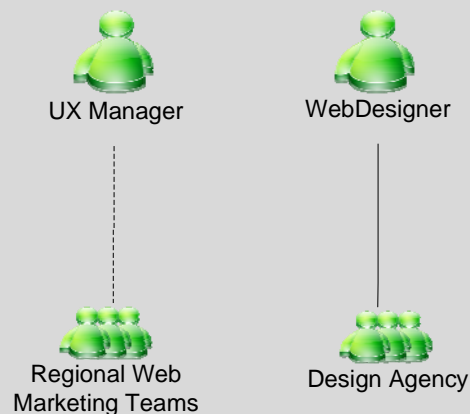


The Content Strategy Manager will need to work closely with both the IT Content Developers (CMS) and the Regional Web Marketing Teams (Content Migration).

Key Tasks

- Key stakeholder in CMS purchase, implementation, configuration, and training.
- Chief editorial strategist for content migration and future global maintenance.
- Administrator of CMS and primary BPO for CMS enhancements.
- Responsible for training regions and/or markets on CMS and web content standards.
- Work closely with Design team on Information Architecture and Redesign.
- Create, implement, and maintain web content standards globally.

Design

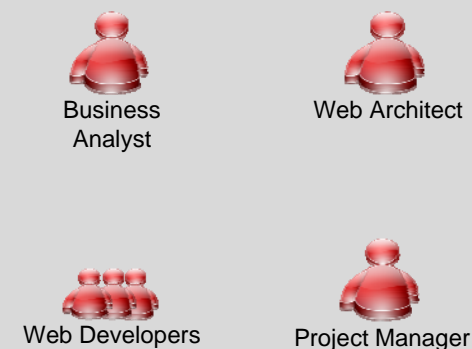


The User Experience Manager will need to work closely with the Regional Web Marketing Team to develop the Information Architecture (Content Audit). The Web Designer will also manage the relationship with the design agency and work with Global Marketing as necessary to develop the redesigned templates.

Key Tasks

- Responsible for the overall online user experience
- Develop information architecture, site map, navigation, and interaction design.
- Act as chief design authority during the development and implementation of the redesigned site.
- Develop and implement a user experience roadmap for long-term enhancement and maintenance of the redesigned site.
- Central repository for template, graphic, interactive, and layout design.

Development



The Development team will consist of a Business Analyst responsible for managing the strategy and requirements of web development needs. A Web Architect responsible for planning and managing the implementation of the web infrastructure. A Project Manager responsible for managing the project timeline and deliverables. A group of Web Developers responsible for creating the core functionality of the redesigned website.

Key Tasks

- Build core functions of the redesigned site (Sign Up, Shop, Search, etc.)
- Create a single log in application to consolidate authentication across web properties.
- Implement a consolidated account management application
- Manage requirements, due diligence, timelines, and deliverables for the project.