

First Unitarian Universalist Church of Nashville

Website Redesign Roadmap

Roadmap Goals	
Think long term; focus on short term	
Figure out phases of redesign - breaking it into more manageable chunks	
Procedural Pieces	
Phase 1: Defining the redesign	
A. Identify redesign issues	
	What is currently working on site?
	What needs to change with redesign?
	What are goals beyond the current site?
B. Discovery / Information gathering	
	Understand our audiences
	Define primary & secondary audiences as concretely as possible
	Identify stakeholders
	Identify technical capabilities of audiences & stakeholders
	Decide on ways to communicate redesign to audiences & stakeholders
	Analyze other church websites
	Review UU sites, and see what works
	Review Nashville church sites, and see what works
	Compare features and architectures
	Share ones that communicate their faith effectively
	Gather inspirations (from anywhere)
	Sites we like visually that might be helpful
	Sites we like architecturally that might help
	Generally cool things
	Audit existing content
	On web
	In print (including where URL needs to be added)
	Elsewhere (e.g. videos)?
	Identify content gaps
C. Planning	
	Review usage statistics (Google Analytics, etc.)
	Review complaints received
	Identify & prioritize backend programming needs
	Highest Priority
	Search engine
	Calendar
	Blog for announcements
	E-mail newsletter that integrates with site
	Lower Priority
	Content Management System for rest of site
	PDA, &/or cell-phone rendering of site
	Intranet / members-only information
	User testing
	Do initial usability studies
	Review mission and vision and consider visual possibilities

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	Review policies, procedures & guidelines & draft updates if needed
D. Clarification	
	Finalize overall goals
	Prepare a creative brief
E. Review and get signoff from Communications Committee	
Phase 2: Develop a site structure and home	
A. Prepare server	
	Identify server and other hardware needs
	Coordinate with Nerd Herd
	Finalize technical needs (in particular, databases and programming)
	Set up staging area
B. Site View	
	Address existing site organization
	Site mapping
	Decide depth of structure (work with 3x5s)
	Sketch it out (e.g. xls)
	Check basic architecture with Communications -- and possibly others?
	Decide about archives
	Decide Metadata conventions - optimize for search engines
	Title tags
	Description tags
	Decide on what to block from search engines; set robots.txt file
	Decide about PDF
	Decide if we need secured transactions, e.g. for online donations
	Decide about multimedia, including audio, video and Flash
	Decide what browsers to code for and test on
	Set file naming conventions
C. Page View	
	Define key user tasks
	Wireframe
	Address navigation
	Set for site and page
	Review for future adaptability
	Naming and labeling
D. Content Prep	
	Review content audit results
	Outline content
	Create a content delivery plan
	Identify photo needs and include in content delivery plan
E. Review, check accessibility and get signoff from Communication Committee	
Phase 3: Visual Design & Testing	
A. Create	
	Review site goals and creative brief
	Review UUA standards
	Develop concepts
	For primary media (at least monitor & print):
	Decide on CSS vs. tables for layout
	Decide what standards to adhere to (e.g. XHTML 1.0 transitional)

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		Decide on width & placement (optimal text - 65 to 75 CPL)
		Choose a color scheme
		Choose a font set
		Present designs and gather feedback
		Review paper prototypes with sample audiences
		Review with Communications Committee
	B. Confirm	
		Create HTML protosite (Monitor total file size)
		Test functionality
	C. Hand off	
		Create graphic templates
		Home page
		Second level
		Possibly third level
		Form
		Favicon
		Create a design style guide
	D. Review, check accessibility and get signoff	
Phase 4: Production & QA		
	A. Prepping	
		Review guidelines
		e.g. XHTML; doctype; use alt tags; use meta tags
		Set file structure (after search engine decisions made)
	B. Building	
		Official (first) deadline for content
		Create HTML & CSS templates and pages
		Validate code
		Optimize code for speed & performance
		Optimize for search engines
		Block unwanted technologies like AutoLink
		Meet accessibility guidelines
		Check cross browser
		Review web application security
		Implement light scripting
		Create 404 (error) page
		Final (second) deadline for content
		Final deadline for photos
		Integrate backend development
		Populate pages!
	C. Testing	
		Consider doing a questionnaire
		Create a QA Plan?
		Conduct QA testing
		Conduct further usability tests
		Fix bugs
		Conduct a final test
	D. Review, check accessibility and get signoff	

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Phase 5: Launch & Beyond		
	A. Delivery	
		Finalize all policies, procedures & guidelines
		Archive documentation
		Analyze best practices and lessons learned
	B. Launch	
		Prepare an announcement plan
		Broadcast email to stakeholders (inc. staff, Board, Council)
		Include request to double check
		Email District Executive
		Broadcast email to congregation
		Switch DNS if needed
		Launch the site
		Register with search engines
		Register with sites we want to link to us
	C. Maintenance	
		Develop and implement a maintenance plan
		Confirm site security
		Measure success
		Check search engine rankings 3 months later
		Compare Google Analytics 3 months later
		Check in with stakeholders