The UNT Libraries Website Redesign 2011-2012

Project Plan

Prepared by : Neena Weng, William Hicks and Jason Thomale

11/3/2011

The UNT Libraries Website Redesign Project 2011-2012

Project Plan

Introduction 2
Scope of Work to be Excluded 3
Major Stakeholders 4
Project Phases, Deliverables & Major Milestones 5
Assumptions 7
Constraints 7
Risks 8
Additional Documents 9
Appendix A: The Website Redesign Project Management Team 9
Appendix B: Web Content Workgroup 10
Appendix C: Work Breakdown Schedule 11

Introduction

The UNT Libraries' website was redesigned and migrated into an instance of the Plone 2.5 CMS in 2006. Although this system has remained largely functional, many compelling reasons for starting another round of user-centered site redesign have emerged.

- In 2010, the Libraries went through a structural reorganization. Since then, policies have changed, buildings have been renamed, services have been added, and content providers have retired—leaving chunks of content abandoned and out-of-date. The library website information architecture, branding, and content strategy need to evolve to reflect these changes and become more adaptable to unforeseen changes still on the horizon.
- While still a capable system, our current content management system, Plone 2, no longer meets an array of our evolving web development needs without an upgrade to Plone 4 and reliance on a handfull of experimental add-ons. When compared to its competitions, the Plone 4.x series offers limited features, extensibility and documentation, while requiring a steep learning curve to complete the upgrade.
- In 2010, UNT began encouraging campus-wide site migrations to Drupal. Although the Drupal migration is not yet mandatory, the ever-growing Drupal development community—both on campus and globally—as well as the large number of available add-on modules make a compelling case to migrate our library website to Drupal instead of to Plone 4.
- The current website look is 5 years old and now is out of step with campus branding efforts.
- The website layout needs to be redesigned to more easily incorporate additional Resource Discovery Systems (RDS) components into its user-interface.

On September 29th, 2011, the Dean's Council of the UNT Libraries approved the recommendation to redesign the library website and to migrate all content residing in the www.library.unt.edu Plone instance into Drupal.

This redesign and migration project would afford the UNT Libraries these benefits.

- The large, well-supported Drupal development community, with its extensive and readily-available resources, will enable the Libraries to be more responsive and agile in implementing new features and services.

- By sharing Drupal extensions and resources with the wider campus, the Libraries can be more closely aligned to other UNT divisions, departments, and schools with the potential for better integration of library services and those of other campus entities
- The redesign will also provide the opportunity to better support the Libraries' needs in incorporating and introducing upcoming Resource Discovery Systems (RDS) components into the Libraries' website.

Scope of Work to be Excluded

The content within the following library-owned subsites, which are not residing in the www.library.unt.edu Plone instance, may be excluded from this redesign project.

- www.library.unt.edu/ohp/
- www.library.unt.edu/rarebooks/exhibits/
- www.library.unt.edu/rarebooks/works/
- iogene.library.unt.edu

The content residing in the following major library-owned subdomains will also be excluded from this redesign and content migration project. However, UI will coordinate efforts to update the branding elements of the following entities, and to ensure that all UNT Libraries online web presences have a unified look and feel.

- iii.library.unt.edu
- irservices.unt.edu
- digital.library.unt.edu
- intranet.library.unt.edu
- govinfo.library.unt.edu
- texinfo.library.unt.edu
- research.library.unt.edu

Major Stakeholders

I. The Website Redesign Project Team
- The Website Redesign Project Management Team (see Appendix A)
- Web Content Workgroup (see Appendix B)

II. Library Divisions and Offices
- Collection Management
- Dean's Council
- Digital Libraries
- External Relations
- Facilities & Systems
- Finance & Administration
- Public Services
- Special Libraries

III. Library Groups
- Library Liaisons Group
- Circulation Workgroup

IV. End –Users
- Undergraduate Students
- Graduate Students
- UNT Faculty
- UNT Staff
- Distance Learners
- Users with Disabilities
- National and International Researchers
- Funding Agencies and Donors
- Colleagues Around the World

Project Phases, Deliverables & Major Milestones

Phase A: Needs Assessment Development **Oct 04, 2011 – Dec 02, 2011**

Deliverable A: UNT Libraries Website Redesign 2011-2012 Needs Assessment

Activities:

A1. Meet with internal stakeholders to identify needs and areas for improvement

A2. Setup and configure testing environment for functionality testing, content migration testing, and training

A3. Visit and compare peers' websites to study latest design practices and gather preliminary redesign concepts

A4. Gather site usage data and end-user input; review past LibQUAL data; conduct user surveys to help define end-users' needs

A5. Compile Needs Assessment Summary

Phase B: Redesign Requirements Development **Oct 17, 2011 – Mar 02, 2012**

Deliverable B: UNT Libraries Website Redesign 2011-2012 Requirements

Activities:

B1. Conduct usability testing to help develop the Redesign Requirements

B2. Develop UNT Libraries' Web Content Quality Improvement Guidelines

B3. Develop division-level content structure online

B4. Specify the technical requirements for redesign implementation

B5. Specify visual design requirements

B6. Develop site-wide content structure online/site diagram

B7. Develop sets of wireframes & prototypes to illustrate layout, navigation, and other website features for user testing

B8. Conduct usability testing to help finalize the Redesign Requirements

B9. Modify and finalize Redesign Requirements

Phase C: Visual Design **Mar 05, 2012 – Apr 13, 2012**

Deliverable C: UNT Branded Graphic Mockup

Activities:

C1. Create sets of visual design options based on the Redesign Requirements

C2. Collect comments and feedback to help select and finalize visual design

C3. Modify and finalize visual design

Phase D: Beta Site Development **Feb 13, 2012 – Jul 20, 2012**

Deliverable D: Beta Site

Activities:

D1. Setup and configure development environment for the Beta Site

D2. Improve quality of current website content and navigation structure at division and departmental level (in Plone)

D3. Implement site navigation structure, features, and visual design in Drupal based on Redesign Requirements

D4. Migrate content from the Plone site into Drupal incrementally, and populate new content into Drupal

D5. Work with Web Content Workgroup to conduct post-migration content review to ensure content quality

D6. Conduct usability evaluation to help ensure Beta Site quality

D7. Finalize and launch the Beta Site

Phase E: Final Site Launch **July 16, 2012 – Aug 17, 2012**

Deliverable E: New UNT Libraries' Website

Activities:

E1. Collect comments and feedback for refinement of the final site design

E2. Conduct a series of announcements to promote the new website

E3. Implement final refinements and launch the new site

Note: See Appendix C for Work Breakdown Schedule Details

Assumptions

To move forward with the website redesign project plan, the following are assumed to be true:

- Administrative support will exist
- Technical support will exist
- The Website Redesign Project Team will have the authority to lead this project, and the Web Content Workgroup will serve as the liaison between the Project Team and Libraries employees
- Individuals outside the Website Redesign Project Team and the Web Content Workgroup will be involved in the project
- Libraries Divisions/Units and employees will be represented through the Web Content Workgroup
- Division and department supervisors will support involved librarians and staff members
- Involved librarians and staff members will have clear outlines of their various charges, obligations, and time considerations in their UPOs or performance agreements
- Individual departments will collaborate with the Website Redesign Project Team to provide agreed-upon content, deliverables, and other necessary materials and assistance in a timely manner
- Access to pertinent web folders, files, and technologies will exist
- A budget will exist for usability testing and technology implementation

Constraints

- University Web Publishing and Branding Guidelines
- Library Strategic Plan
- Funding
- Available skills and human resources
- Unforeseen changes

Risks

- Data from usability studies may be flawed, ambiguous, or misinterpreted
- Re-architecture and redesign may prove to be a political challenge
    - For staff members satisfied with the functionality/layout/content of the existing Plone system
    - For staff members who want more advanced features than are advisable/supportable
    - With UNT community members used to the current website's functionality/layout/content
    - For staff members used to current website maintenance pattern
- Chosen technologies may become dated or lose support
- Time invested by library staff in aid of redesign and site migration will be taken away from normal duties and may affect existing library services
- Time spent on redesigning the library website may hinder the ability of members from the Website Redesign Project Team to support other projects
- The staff involved in the redesign and content migration project might leave during the project

Additional Documents

Appendix A: The Website Redesign Project Management Team

Objectives: This team will serve as the core project management group to

- oversee the UNT Libraries Website Redesign 2011-2012 project
- collaborate with the Web Content Workgroup to execute the project plan

This team comprises the following members:

- Neena Weng, Digital Libraries
- William Hicks, Digital Libraries
- Jason Thomale, Digital Libraries
- Dianne Jansing, Digital Libraries
- John Luetkemeyer, Facilities and Systems
- Garret Rumohr, Facilities and Systems
- Caroline Lara, External Relations

The Website Redesign Project Team Core Responsibilities are:

- Project Planning
- Project Management
- Information Architecture & User Interface Design
- Graphic Design
- System & Network Administration
- Content Migration
- Site Development & Production
- Marketing

Appendix B: Web Content Workgroup

Objectives: The Web Content Workgroup will serve as the project liaisons to library divisions and content producers for the UNT Libraries Website Redesign Project 2011-2012. Each member will act as the liaison to bridge the communication between the Website Redesign Project Team and internal stakeholders across the Libraries.

Current Members:

- William Hicks, User Interfaces (Chair)
- Bobby Griffith, Government Documents.
- Perri Hamilton, Archvies, Rare Books & Texana Collections.
- Pamela Johnston, Access Services.
- Andrew Justice, Music.
- Lilly Ramin, Reference and Instruction.
- Nancy Reis, Digital Libraries.
- Shaun Seibel, Discovery Park.
- Remington Pohlmeyer, Media Library.
- Caroline Lara, External Relations.
- Bryan Hurt, Eagle Commons Library.
- Sian Brannon, Collection Management.
- Susan Paz, Finance and Administration.
- Garret Rumohr, Facilities and Systems

Aside from the responsibilities already outlined in the Web Content Workgroup Charter, Web Content Workgroup members are responsible for:

- Maintaining their own familiarity with the website redesign project process and reading through all project documentation and announcements
- Informing their Division/Unit's staff on the project progress to help build and maintain Libraries-wide awareness of the project
- Collecting comments and suggestions from their assigned Division/Unit and forwarding them to the Website Redesign Project Team
- Overseeing participation of their assigned Division/Unit in activities to improve site content quality and navigation design
- Attending Drupal CMS Site Maintenance Training that will be provided by the Website Redesign Project Team
- Assisting with Drupal CMS Site maintenance within their assigned Division/Unit

Appendix C: Work Breakdown Schedule

WBS #	Deliverable /Activity	Responsibility /Resource	Planned Start Date	Planned Finish Date
A	**Library Web Site Redesign Needs Assessment**		**10/04/11**	**12/02/11**
A1	Meet with internal stakeholders to identify needs and areas for improvement	Website Redesign Project Team (lead), Web Content Workgroup, Library Departments & Groups	10/04/11	11/18/11
A2	Setup and configure testing environment for functionality testing, content migration testing, and training	Website Redesign Project Team	10/04/11	12/02/11
A3	Visit and compare peers' websites to study latest design practices and gather preliminary redesign concepts	Website Redesign Project Team (lead), Web Content Workgroup	10/04/11	12/02/11
A4	Gather site usage data and end-user input; conduct user surveys to help define end-users' needs	Website Redesign Project Team (lead), End-Users	10/17/11	12/02/11
A5	Compile Needs Assessment Summary	Website Redesign Project Team	11/21/11	12/02/11

B	**Library Web Site Redesign Requirements**		**10/17/11**	**03/02/12**
B1	Conduct usability testing to help develop the Redesign Requirements	Website Redesign Project Team	10/17/11	12/02/11
B2	Develop UNT Libraries' Web Content Quality Improvement Guidelines	Web Content Workgroup (lead), Website Redesign Project Team	10/17/11	02/10/12
B3	Develop division-level content structure online	Website Redesign Project Team (lead), Web Content Workgroup	11/21/201	01/20/12
B4	Specify the technical requirements for redesign implementatio n	Website Redesign Project Team	12/05/12	01/20/12
B5	Specify visual design requirements	Website Redesign Project Team	12/05/12	01/20/12
B6	Develop site-wide content structure online/site diagram	Website Redesign Project Team (lead), Web Content Workgroup	12/05/12	01/20/12
B7	Develop sets of wireframes & prototypes to illustrate layout, navigation and other website features for user testing	Website Redesign Project Team	12/12/11	01/20/12
B8	Conduct usability testing to help finalize the Redesign Requirements	Website Redesign Project Team (lead), End-Users	01/23/12	03/02/12
B9	Modify and finalize	Website Redesign Project Team	02/20/12	03/02/12

	Redesign Requirements			
C	**Branding Visual Design**		**03/05/12**	**4/13/2012**
C1	Create sets of visual design options based on the Redesign Requirements	Website Redesign Project Team	03/05/12	3/16/2012
C2	Collect comments and feedback to help select and finalize visual design	Website Redesign Project Team (lead), Web Content Workgroup	03/19/12	03/30/12
C3	Modify and finalize visual design	Website Redesign Project Team	04/02/12	4/13/2012
D	**Beta Site Development**		**02/13/12**	**07/20/12**
D2	Setup and configure development environment for the Beta Site	Website Redesign Project Team	02/13/12	03/16/12
D1	Improve quality of current website content and navigation structure at division and departmental level (in Plone)	Web Content Workgroup (Lead), Website Redesign Project Team, Library Departments & Groups	02/13/12	04/27/12
D3	Implement site navigation structure, features, and visual design into Drupal based on Redesign Requirements	Website Redesign Project Team	03/19/12	07/06/12
D4	Migrate content from the Plone site into Drupal	Website Redesign Project Team (lead), Web Content	04/30/12	06/15/12

	incrementally, and populate new content into Drupal	Workgroup, Library Departments & Groups		
D5	Work with Web Content Workgroup to conduct post-migration content review to ensure content quality	Website Redesign Project Team (lead), Web Content Workgroup, Library Departments & Groups	04/30/12	07/06/12
D6	Conduct usability evaluation to help ensure Beta Site quality	Website Redesign Project Team (lead), End-Users	05/07/12	07/06/12
D7	Finalize and launch the Beta Site	Website Redesign Project Team	06/04/12	07/20/12
E	**Final Site Launch**		**07/16/12**	**08/17/12**
E1	Collect comments and feedback for refinement of final site design	Website Redesign Project Team (lead), Web Content Workgroup, Library Departments & Groups, End-Users	07/16/12	08/10/12
E2	Conduct a series of announcements to promote the new website	Website Redesign Project Team (lead), Web Content Workgroup, Library Departments & Groups	07/23/12	08/10/12
E3	Implement final refinements and launch the new site before the Fall 2012 semester starts	Website Redesign Project Team	08/13/12	08/17/12