

Kent State 2016 Website Redesign

Aligning with the brand



Redesign Includes All Kent State Websites

- Institutional: www.kent.edu
- Regional Campus websites
- College websites
- Academic department websites
- Administrative websites

Redesign Partners & Roles

- **160/90 - branding agency**
 - Discovery and research with Kent State team (IS & UCM)
 - Concept development: wireframes & template designs
 - Concept revisions: wireframes & template designs
 - Content development for key messaging and landing pages
 - Delivery of Guide to Web Standards

Redesign Partners & Roles

- **KSU team (IS & UCM)**

- Concept testing & feedback, included
 - Methods: Focus groups, usability tests, online surveys at wireframes & template stage
 - Participants: Faculty, staff, current students, members of East Liverpool and Geauga Campuses, prospective students at Kent Roosevelt and Aurora High Schools, parents
- Presentations to stakeholders
- Transform 160/90 concepts to functional pages in our Drupal environment
- Additional development, as necessary
- Home page selections by clients & rebuilds for university community website owners
- Guidance and tweaks to university community websites based on owner feedback, as necessary
- Performance and stability testing
- Project management

Redesign Partners & Roles

- **University community website owners and contributors**
 - Watch listserv for updates
 - Home page variation/element selection
 - Website review after new themes are applied and home pages are rebuilt
 - Feedback to KSU team
 - Final review and approval
 - Adhere to and understand 2-3 week content freeze
 - Will be able to edit, should be minimal to prevent need to duplicate
 - Attend future Drupal training, as necessary

Redesign Timeline

- **Presentations to stakeholders scheduled primarily for April**
 - Cabinet
 - Deans
 - Directors and chairs
 - UCT
 - BAS
 - A&A deans, pending approval by that group
 - Others as requested

Redesign Timeline

- **Spring**

- Concepts delivered by 160/90
- User testing and concept revisions
- Communication plan begins

- **Summer**

- Departmental home page selections by clients
- Rework departmental home pages and interior page content, as necessary
- Training updates offered to university community webmasters
- Testing of environment for performance and stability
- Consult with clients with custom designs to determine approach
- Client review of websites to determine if additional tweaks need to be made
- Content freeze for 2-3 weeks, likely 8/1-8/22

- **Aug. 21, 2016:**

- Launch institutional and departmental websites with new look and feel EXCEPT nonstandard sites

Nonstandard Site Options

- **Transition to new brand look and feel and forego custom design for earlier launch in August**
- **Work with IS/UCM to determine fall/spring timeline and roles if opting to remain in a custom look/feel**
 - Will still need to adhere to new standards (currently under development)

Post Launch: Next Steps

- **Nonstandard site design planning and implementation, as necessary**
- **Continuous enhancements**
- **Regular testing to drive enhancements**