Discovery Activities & Deliverables

Web Modernization | Sitecore Implementation
Project Goals

Help to improve student recruitment and retention

Improve brand recognition

Support marketing efforts (e.g. coordinated campaigns)

Optimize navigation and search

Decrease custom navigation

Enhance personalization

Improve site usability
Think of us in new ways. We aren’t a traditional university. We want to position ourselves as what others want to be in 5 years.

How do we attract students that we haven’t attracted, and how do we get them to stay on the site longer.

We need to celebrate, yet overcome the legacy that has brought us success.
Inputs & Research

- Environment and Asset Review
- Market Research
- Stakeholder Interviews
- End User Interviews
- Visioning Workshop
- Persona Definition
- Journey Maps
- Discovery Findings and Recommendations Presentation
- Team Whiteboarding
- Business Requirements

Estimated Duration
14 Weeks

Deliverables
- Discovery Findings
- Business Requirements

Expected Reviewers
- UComm
- OIT
- Steering Committee
Content Strategy

- Content Inventory and Matrix
- Content Assessment
- Site Map
- Content Strategy

Estimated Duration
8 Weeks

Deliverables
- Content Strategy
- Sitemap

Expected Reviewers
- UComm
- OIT
- Steering Committee
Technical Design

- Stakeholder Interviews
- Environment Discovery/Documentation
- Technical Blueprint
- Technical Roadmap

Estimated Duration
11 Weeks

Deliverables
- Technical Blueprint
- Technical Roadmap

Expected Reviewers
- OIT
Environment Buildout & Setup

- AWS Discovery
- AWS Documentation
- AWS Environment Build Out
- AWS Sitecore Install
- AWS Packaging
- AWS Documentation Updates
- AWS Knowledge Transfer
- Monitoring Plan
- AWS Monitoring
- Local Environment Set up
- Script Creation and Maintenance
- Dev/Test/QA/Production Set up

Estimated Duration
12 Weeks

Deliverables
- AWS Environment Documentation

Expected Reviewers
- OIT
Infrastructure Guidelines & Rec

- Service Health
- Webpage Health
- Database Performance
- Volumetric Alerts
- Task Monitoring
- User Access Monitoring
- User Experience Monitoring
- Security Monitoring
- Application Exception Logging
- AAA Monitoring

Estimated Duration
4 Weeks

Deliverables
- Infrastructure Guidelines Documentation

Expected Reviewers
- OIT