

# Program Template Project- Grad

Guiding Principles, Workflows, Timelines

## Guiding Principles

10up goals

- Aligning content organization and information architecture with visitor expectations and value, based on our design research;
- Helping visitors with easier program discovery

D'Amore-McKim goals

- **DRY** – Don't repeat yourself. Block-ize things. Use reusable blocks if we have the same content in multiple places. That way we can update the block and it will update across all program pages.

10up's suggested "Phase 1" (not in any order):

- MBA
- Masters
- Graduate Certificates
- Dual degrees

*D'Amore-McKim Phase 1 order with calendar to be agreed upon based on marketing cycle and importance rankings with grad marketing team*

## Timelines and Workflows

Broad timeline

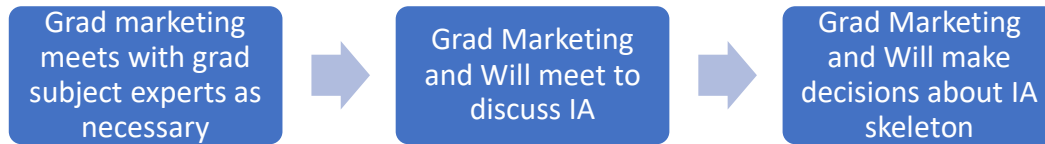


Mockup workflow

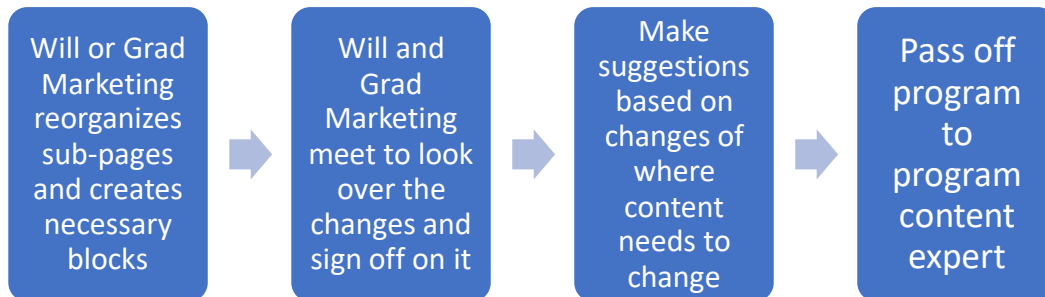
- Will will create a full mockup of a single program page designated by grad marketing as high priority to be fully fleshed out based on our developer's suggestions it will:
  - not have any content added unless needed to sew 2 pieces together
  - be reorganized and molded using the existing content into the suggested structures
  - be reworked to reduce duplicate content and reuse content in the form of blocks
- After the mockup is complete, Will will meet with or hand off the template to our developer to make sure it is within their suggested templating.
- Once this is complete, grad marketing and comm stakeholders will meet to talk about the outcome of this process.

### Single program timelines

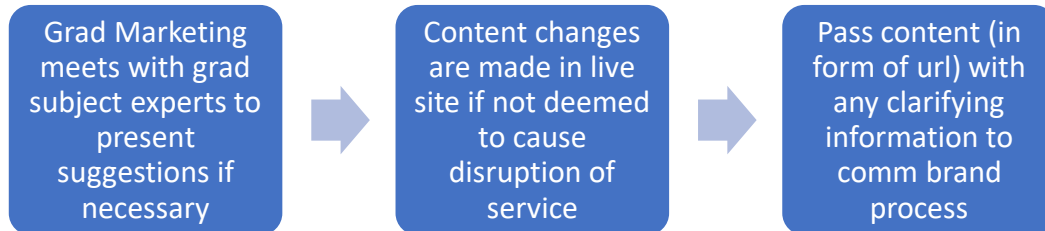
#### *PART 1: IA planning*



#### *PART 2: IA work and content planning*



#### *PART 3: Content work and deploy*



## Single program workflows

### *PART 1: IA planning*

- Grad marketing person will meet with the grad marketing expert on her team to discuss the intricacies of this program.
- Grad marketing person and Will meet to discuss the information architecture of the top-level of the program page. Questions to consider:
  - Will this program need special subpages added?
  - Will this program need a reusable block created for it?
  - Does this program have a special type of content that it will need showcased on its overview or any of its subpages?
- Once the information architecture changes have been decided upon, decisions will be made as to:
  - What can be done with the content that is currently there on the site
    - Can <X> page be moved to <Y> spot?
    - Will more work have to be done such as integrating <A> content into <B> content and putting it on <C> page?
  - Who should be responsible for content changes (who is the subject expert)?

### *PART 2: IA work and content planning*

1. Will or grad marketing person will be tasked with applying the agreed upon IA skeleton to the program. This can include:
  - a. Reorganizing sub-pages, reorganizing concentrations, adding program length, adding program location, adding or removing taxonomies for other program information.
  - b. Creating reusable blocks from existing content if the content block needs to exist on multiple programs or multiple places in the program. This will allow us to update once and deploy everywhere.
2. Grad marketing person and Will meet to mutually sign off on changes.
3. Make content **suggestions**:
  - a. Where content needs to be trimmed.
  - b. Where content needs to be reworded and why.
  - c. Where we need new content created and what it needs to be.
4. Pass back to the content area expert based on decision making process earlier on.

*PART 3: Content work and deploy*

1. Program expert will meet with grad marketing person to discuss suggestions if necessary.
- 2. Content changes in live site.**
3. Pass off to comm team brand process. This part is iterative and may include passing back and forth with the entire group being involved depending on the complexity of the page