

Lisa Molinelli
lamolinelli.pdx@gmail.com

Website Project: Action Plan and Deliverables Schedule

Project Goal: To re-envision the library website starting with the homepage layout. From the FY 2014 Plan: “Create a more dynamic and virtual presence that meets the needs of our broad spectrum of library patrons, takes advantage of current technologies and provides a sound foundation for managing both content and systems moving forward.”

Project Scope:

This project is a "proof of concept"/alpha prototype centered on the website homepage. The work of this project team will include the following:

- A new layout that is more contemporary and adaptable to mobile devices.
- Consideration of sub-systems in layout to create a seamless user experience.
- Utilize analytics and other data to inform the selection of content/links on the homepage.
- Recommendation regarding graphic design needs.
- Recommendation regarding underlying content from a mobile-first and/or responsive design perspective.

This project will *not* include considerations and actions needed for future site implementation, such as:

- Usability testing of layout, navigation, or architecture.
- CMS and theme (if applicable) recommendations.
- Assessment of CMS functionality needs (blog, forms, calendar, etc.).
- Creation of content or copy editing of existing content.
- Graphic design.

End product deliverables:

Digital mock-up of desktop library homepage, including a mobile homepage as either part of a responsive site or as a stand alone site. Mock-up of navigation, header, and footer on a second level/content page.

- **Nov. 18:**
 - **Present Personas. Meeting deliverable:** Persona documents.
 - **Present list of links for the homepage:** using analytics from the current site and our combined experiential knowledge from working at reference, etc.
Meeting deliverable: List of proposed homepage links.
- **Nov. 25:**
 - **Present basic wireframe sketches for the homepage. Meeting Deliverable:** Document or digital version of basic wireframes.
 - **Present color, font, icon ideas. Meeting Deliverable:** “mood board” or “style-tile” reflecting suggestions for color, font, and icons.

- **Dec. 4:**
 - **Present amended wireframes** based on comments received November 25. Deliverable: Amended wireframes.
 - **Present amended color, font, icon ideas. Meeting Deliverable:** amended mood board or style-tile.

- **Dec. 10:**
 - **Present first draft of homepage mockup** for review. **Meeting Deliverable:** Draft homepage mockup, viewable in a web browser.

- **Dec. 16:**
 - **Present next/final draft of homepage mockup** for review. **Deliverable:** amended/final homepage mockup.