

Marketing and Communications



Student Society
of UBC Vancouver

New Website



- Focus on information architecture—finding information
- Usability a priority
- Cleaner modern design
- Images of people
- Use of good photography
- Calendar of events
- Integration with other systems
- Clarifies brand
- Mobile friendly!!!!

Website CMS

Why stay with Wordpress as CMS?

- Currently using Wordpress
- Hosting company works with only Wordpress or Drupal
- UBC standard—Wordpress and Drupal
- Very common and easy to find “developers” who can work with it
- Less onboarding and training needed
- Easy to find support
- Don’t need technical knowledge to update
- Easy to set up permissions

Why iContext

- Hosted as long as we've hosted externally
- Understand the AMS and UBC landscape
- Suitable experience for what we need
- Worked well together so far—currently have a relationship
- Open to our contribution in terms of design
- Opportunity for them too

Comparison shopping

Other options we considered

- Habanero—at least \$70K for just design
 - Did a couple of free consulting sessions in the fall
- Several other branding shops starting at \$10K
 - Would involve a long consulting process
- Independent contractors
 - Reliability hard to enforce
 - Coordination is a challenge
 - Would still need hosting

New Website Process

- Finalize statement of work
- Content audit underway
- Discovery
- Determine level of integration needed
- Focus groups
- Design
- Quality assurance testing
- Implementation (April)

Website Timeline



Timeline (Project ID: 2017-ubcams rev. 24-Jan-2017)

ID	Development Process Element	2017																	
		week of																	
		20-Jan	27-Jan	30-Jan	06-Feb	13-Feb	20-Feb	27-Feb	06-Mar	13-Mar	20-Mar	27-Mar	03-Apr	10-Apr	17-Apr	24-Apr	01-May	08-May	15-May
1	Discovery & Project Scope Definition	<<<<																	
1.1	Site / Application Process Flow Diagrams	TBD																	
2	Feedback & Usability Testing																		
3	Site Inventory																		
3.1	Broken Link Report																		
3.2	Web Analytics Review																		
4	Audience Profile & Experience																		
5	Wireframe																		
6	Content Development																		
7	Application Development	TBD																	
8	Design Mock-Ups																		
9	Midpoint Review / Feedback																		
10	Development Version of Site																		
10.1	Template Development																		
11	Content Integration & Linking																		
12	Integrate Final Changes																		
13	Final Confirmation																		
14	Publish Site / Site Handoff																		
15	Search Engine Registration	n/a																	
16	Completion Date																		
17	Documentation / Training																		
18	Maintenance	TBD																	
19	Project Review																		
20	Successive Iterations	TBD																	

Cost estimate

\$45,000

Includes:

- Planning and discovery
- Design
- Integration (level of which creates price variance)
- Development in Wordpress
- Quality assurance testing

We provide:

- Coordination of consultations
- Identifying stakeholders
- Content development
- Photography



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