PROJECT PLAN

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PROJECT PLAN

About the Project

Objective: Provide UX research + design as well as web support for Franklin College.

RESEARCH PAGE

HOME PAGE

NEWS FEED

Franklin College is the oldest, largest, and most academically diverse college at the University of Georgia. The college's educational and research programs encompass the entire spectrum of disciplines in the arts, humanities, physical, mathematical, biological, and social sciences. Recently, the college has been transforming its marketing and communications strategy and is looking for support within the website.

Our objective is to enhance the website's user experience (UX), content, and design. While focusing on front-end improvements, we will prioritize the research page, followed by the home page and news feed. With the recent launch of the new Sub-Brand, we will be utilizing this in our web design to align with the new brand identity. The team will work diligently with the Franklin Team and utilize tools such as Drupal, Figma, and Adobe Creative Suite to bring prototypes to life.

FRANKLIN'S GOALS

REACH: Create a user-friendly research page that highlights the breadth and impact of Franklin College's research, fostering connections among students, administrators, and ongoing projects. Redesign and refresh the homepage to better engage target audiences with an image-driven approach, updated content, and improved navigation, aligning with the new sub-brand creative for a cohesive brand strategy. Additionally, revamp the news page to centralize stories and media coverage, increasing visibility for Franklin College's achievements and providing users with an organized, engaging, and accessible platform for media content.

MAIN: Develop a user-friendly research page that highlights the breadth and impact of Franklin College's research, fostering connections among students, administrators, and ongoing projects. Additionally, redesign and refresh the homepage to better engage target audiences with an image-driven approach, updated content, and improved navigation. Both pages will align with the new sub-brand creative and ensure a cohesive brand strategy while enhancing functionality and usability for visitors.

SAFETY: Create a user-friendly research page that showcases the breadth and impact of Franklin College research. This will facilitate connections between students, administrators, and ongoing research projects and will be supported by enhanced functionality and UX design.

FRANKLIN'S CHALLENGES

Technical limitations with the Drupal template: The Drupal template on the backend system has limited design and collaboration features and functions that differ from other colleges within the university.

Incorporating the new sub-brand: The current website design must cohesively represent the creative brief and brand guidelines for the sub-brand while also ensuring functionality within the current constraints.

Improving the website's performance and user experience: While Implementing new features, functions, and pages we must ensure that the website meets UX standards and is strategically backed by insights to properly address larger user experience issues and integrate client improvements such as navigation and content refreshments.



PROJECT PLAN

checkpoint 1:

1.0 | Presentation: Kathryn Dach
1.1 | Alpha: Sheena
1.2 | Exploratory Research: Rachel N
1.3 | Project: Anna
1.4 | PR/FAQ: Rachel D

checkpoint 2:

1.0 | Presentation: Rachel D
1.1 | User Research: Rachel N
1.2 | Beta: Kathryn Dach
1.3 | UX Map: Sheena & Anna

checkpoint 3:

1.0 | Presentation: Rachel N
1.1 | Rough Draft: Anna
1.2 | Visual Design Guide & Poster: Kathryn
1.3 | Website Beta: Sheena
1.4 | SLAM Promotional Materials: Rachel D
Research Page Launch: March 1rst

checkpoint 4:

1.0 | Staged Presentation Beta: Anna
1.1 | 1.1 Product: Sheena & Rachel N
1.2 | Launch/Handoff/Social Deliverables: Rachel D, Kathryn Dach

Though we will all collaborate on each task, we have designated someone in charge of deliverables to ensure organization and efficiency.

Final Deliverables:

Stage Presentation: Sheena
Booth Presentation: Rachel D
Project Trailer: Anna & Rachel N
Project Website: Kathryn Dach
Home Page & News Feed Optimization & Design (April 10th)