3 STEPS TO BEGIN

Analyze your needs

Gather requirements and ideas

Who is the audience?

What information and message does my site need to convey?

Which aspects of example sites (internal, external) do I like?

Familiarize yourself with the Roxen service

Read about WDS and view our portfolio at www.princeton.edu/wds

See examples of theme sites at www.princeton.edu/wds/samples-overview/

Templates: People, News, Events, Courses, Media Player

Will custom programming be needed?

Read through the offerings on our support site www.princeton.edu/roxen

Decide if you want a custom designed site or you will use a free theme

FOR A CUSTOM SITE

1: Define roles and responsibilities

       Who will sign off on the structure of the site?

       Who will sign off on look and feel? *This should be a single person

       Who will edit?

       Who will review the site prior to launch?

2: Schedule initial project meeting with WDS

       Introduce stakeholders and describe responsibilities

       Describe your needs for design and function

       Get detailed information on service offerings and process

       See demos

3: Information Architecture (IA)

       Read the Office of Communications' "Guide to Creating Website Information Architecture and Content"

       Evaluate any existing content you can re-use or update

       Create an initial table of contents or diagram the site's pages

       Meet with the design and development team to finalize IA

       This will indicate the requirements for navigation and for functionality

       ✓ *Sign Off*

4: Review and use the project agreement

The agreement defines the scope, deliverables, cost and responsibilities

Use the Customer Responsibilities as a task checklist

Assign your team members responsibility for various tasks

✓ *Sign Off*

5: Design

WDS works from the IA and your input, to create an initial mock-up

Provide feedback or sign off

If a second round is needed, review and sign off

The design stage can occur simultaneously with learning the editor and entering content

Note: Tweaks are usually made after some content is entered

✓ *Sign Off*

6: Track the project

Meet internally on a regular basis

Meet with WDS at key points

Communicate change requests

Track changes

7: Learn the editor and get support

Attend Creating and Maintaining Websites with Roxen training classes

Bring your Information Architecture with you to classes to focus your exercises

Use the Quick Ref Cards and documentation on www.princeton.edu/roxen

Join the Roxen Support list

Send general question about using Roxen to roxen-support@princeton.edu

Send site-specific technical support questions to WDS at roxen@princeton.edu

8: Edit content

Once the skeletal site is created, you can begin editing

Keep it simple: content is separate from design

If you prefer, wait until the design is applied before entering content

Ensure your content meets University website publishing requirements:
http://www.princeton.edu/communications/services/web/launch/requirements/

9: Prepare for launch!

Review your site to ensure it meets your stakeholders' needs and University requirements

✓ *Sign Off*

Request Go Live by emailing roxen@princeton.edu

10: Maintain the site

Maintain and update your site in a logical, well-ordered way (IA)

Stay sensitive to navigation

On a regular basis, review the site for stale content

FOR A DO-IT-YOURSELF SITE

1: Define roles and responsibilities

      Who will sign off on the structure of the site?

      Who will sign off on look and feel? *This should be a single person

      Will anyone else besides you edit the site?

      Who will review the site prior to launch?

2: Information Architecture (IA)

      Read the Office of Communications' "Guide to Creating Website Information Architecture and Content"

      Evaluate any existing content you can re-use or update

      Create a table of contents or diagram the site's pages

      This will tell you the requirements for navigation and for functionality

                                ✓ *Sign Off*

3: Pick a theme that meets the site's requirements

                                  ✓ *Sign Off*

4: Request a site at www.princeton.edu/wds/request

5: Learn the editor and get support

      Attend Creating and Maintaining Websites with Roxen training classes

      Bring your Information Architecture with you to classes to focus your exercises

Use the Quick Ref Cards and documentation on www.princeton.edu/roxen

Participate in the roxen-support list

Send general question about using Roxen to roxen-support@princeton.edu

Send site-specific technical support questions to WDS at roxen@princeton.edu

6: Edit content

Keep it simple: content is separate from design

Ensure your content meets University website publishing requirements:
http://www.princeton.edu/communications/services/web/launch/requirements/

7: Prepare for launch!

Review your site to ensure it meets your stakeholders' needs and University requirements

✓ *Sign Off*

Request Go Live by emailing roxen@princeton.edu

8: Maintain the site

Maintain and update your site in a logical, well-ordered way (IA)

Stay sensitive to navigation

On a regular basis, review the site for stale content