

2019-20 Project Charter

PROJECT NAME:	Library website redesign: Content exploration, UX research
PROJECT MANAGER:	Tiffany Grandstaff
TEAM MEMBERS:	Nicole Brown, Chan Li, Jesse Loesberg, Lisa Ngo, Library leadership, Library IT, many staff from across units, UX research firm
PROJECT SPONSOR:	Tiffany Grandstaff

PURPOSE & GOALS

Describe the current challenges and opportunities that the project addresses. What core issue will be addressed by the project? What goals will be achieved by the project? What benefits will the project deliver and which constituencies will receive these benefits?

Goal of project at large: Improve how scholars access resources by reevaluating the user experience of the Library's public website.

Benefits the project will deliver: We intend to rethink the public-facing components of the Library website in order to:

- Improve the user experience
- Make our information and resources easier to find
- Undergo a content refresh to make sure that information is consistent and accurate
- Deploy a visual redesign that reflects the Library and campus brand
- Continue to improve our ADA compliance standards

Intended audiences: Once redesigned, the Library website will offer an enhanced experience for the UC Berkeley campus community and scholars across the globe who depend on our services.

Goals of the content exploration, UX research phases: Gain a better understanding of how the Library can improve its content delivery in service to our users. Use this data as a guide for creating a content matrix and new site map.

ALIGNMENTS WITH STRATEGIC GOALS

Describe how the project aligns with the strategic priorities of the Library.

The project fulfills Library Strategic Direction 1 (improve how scholars access resources):

“We will ... develop user-centered tools that connect people with resources at any time and from anywhere.”

And Strategic Direction 4 (tell our story to build community and cultivate relationships):

“We will develop communications and outreach globally to improve our service delivery, strengthen our contributions to the university's mission, and attract financial support to tackle our priorities.”

2019-20 PROJECT SCOPE

(Describe the scope of the project during 2019-20. The scope defines the boundaries where the project begins and ends. The scope describes what will be delivered, including where, when, and how. It describes the services, functions, systems, solutions, or tangible products to be created during the course of the project, as well as the business process impacts.

2019-20 scope:

- Content discussions with Library staff.
- UX-related user feedback process in partnership with consultant.
- Development of content matrix.
- Development of site map and complete project plan.
- Beginning stages of thinking about the design and the content.
- Close coordination with Library IT.
- Consultation and communication with Library leadership, staff.

2019-20 PROJECT DELIVERABLES

(List what will be delivered, and when, and describe what success looks like for the project.)

Deliverables	Date	Measure of success
Content discussions and reflection	January 2020	Content map to deliver to UX research firm
UX research: Content exploration phase	February 2020	Recommendations on user path, content direction, and design that reflect user feedback, Library content map, and current website analytics
Content matrix	March 2020	Content matrix (approved by stakeholders) to define content on the website based on the above
Site map	April 2020	Site map (approved by stakeholders) to outline content navigation on the website based on the above
Project plan	April 2020	Timeline for design, build, and test phases based on site map
Beginning stages of thinking about the design and the content	July 2020	Initial sketches for some aspects of the redesign, as defined by project plan
Consultation, communication with stakeholders	Ongoing	Regular consultation and communication with stakeholders, including Library leadership, Library staff, Library IT