

A person wearing a white protective suit and a respirator mask is painting a red car bumper in a spray booth. The bumper is mounted on a black metal stand. The spray booth has a white ceiling with square light fixtures and a white wall with a glass door. The floor is concrete.

1.0 Project History

2018-2019 Website Redesign

Where We Started

- » Current website, project rationale, content management system selection.

Who Gave it Their All

- » Project teams

How The Site Took Shape

- » Discovery, research, and validation

Design Process

- » Keeping users at the forefront

Content Process

- » The key to a strong website

Ongoing Governance

- » Sustaining our investment



1.1 Starting Point

Section Overview

1.1.1 Old Website

- » Our existing website, while having many strengths, was no longer serving the needs of our students.

1.1.2 Project Rationale

- » Significant research and consultation went into the decision to undertake this project.

1.1.3 Content Management System Selection

- » Our content management system was in dire need of an update.

1.1.1 Old Website

Starting Point

Strengths

- » Responsive layout on most pages
- » Alerts available on the home page
- » Significant amount of information available

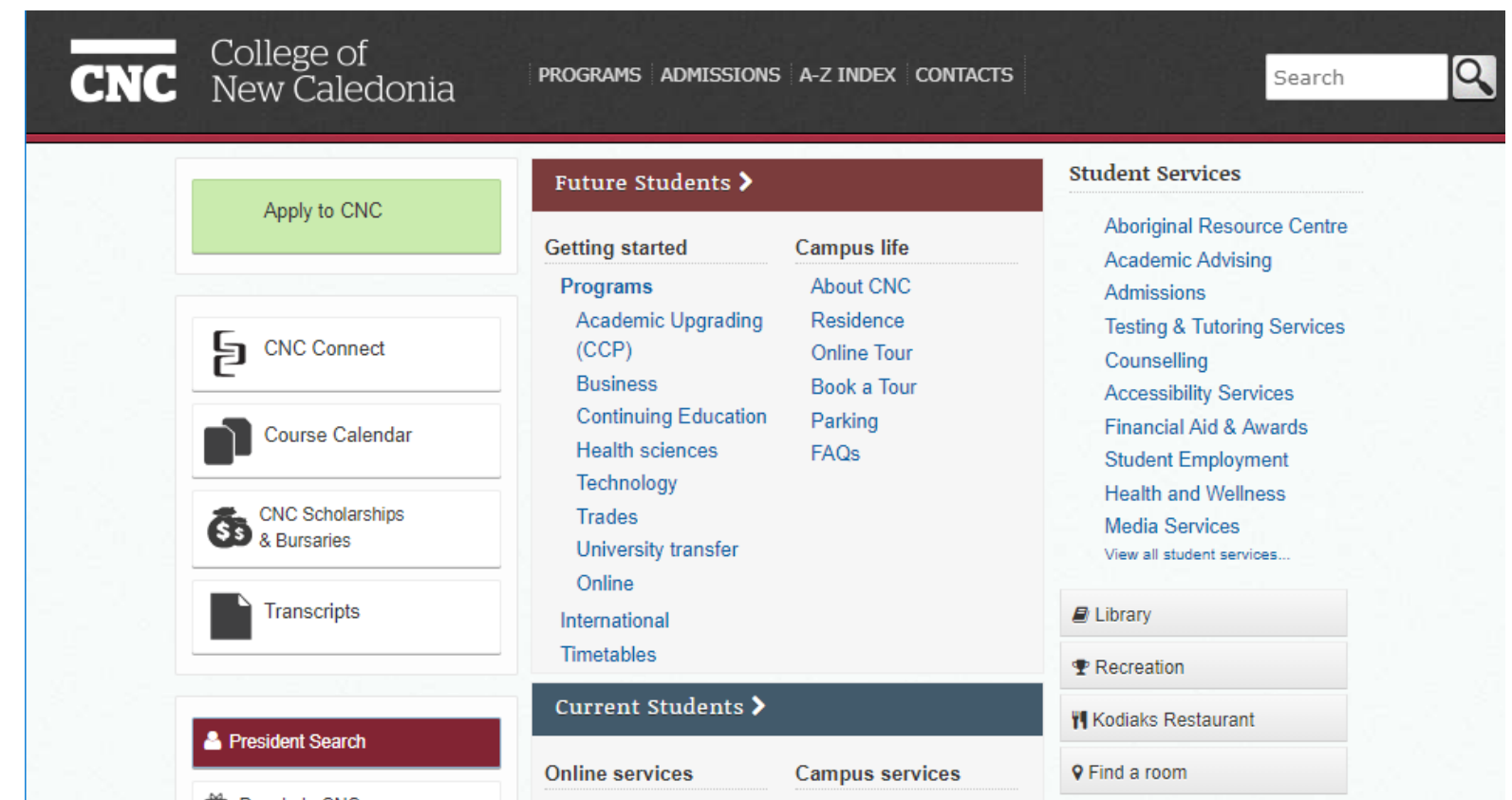


1.1.1 Old Website

Starting Point

Weaknesses

- » Not universally responsive
- » Poor representation and content flow for CNC's six campuses
- » Significant amount of information available
- » Inconsistent visual style and voice
- » Information architecture not intuitive (pages difficult to find)
- » Not student-focused in its structure and content
- » News and Events tool not integrated or easy to use
- » Information out of date or inaccurate



1.1.2 Project Rationale

Our Starting Point

Why Invest in a New Website?

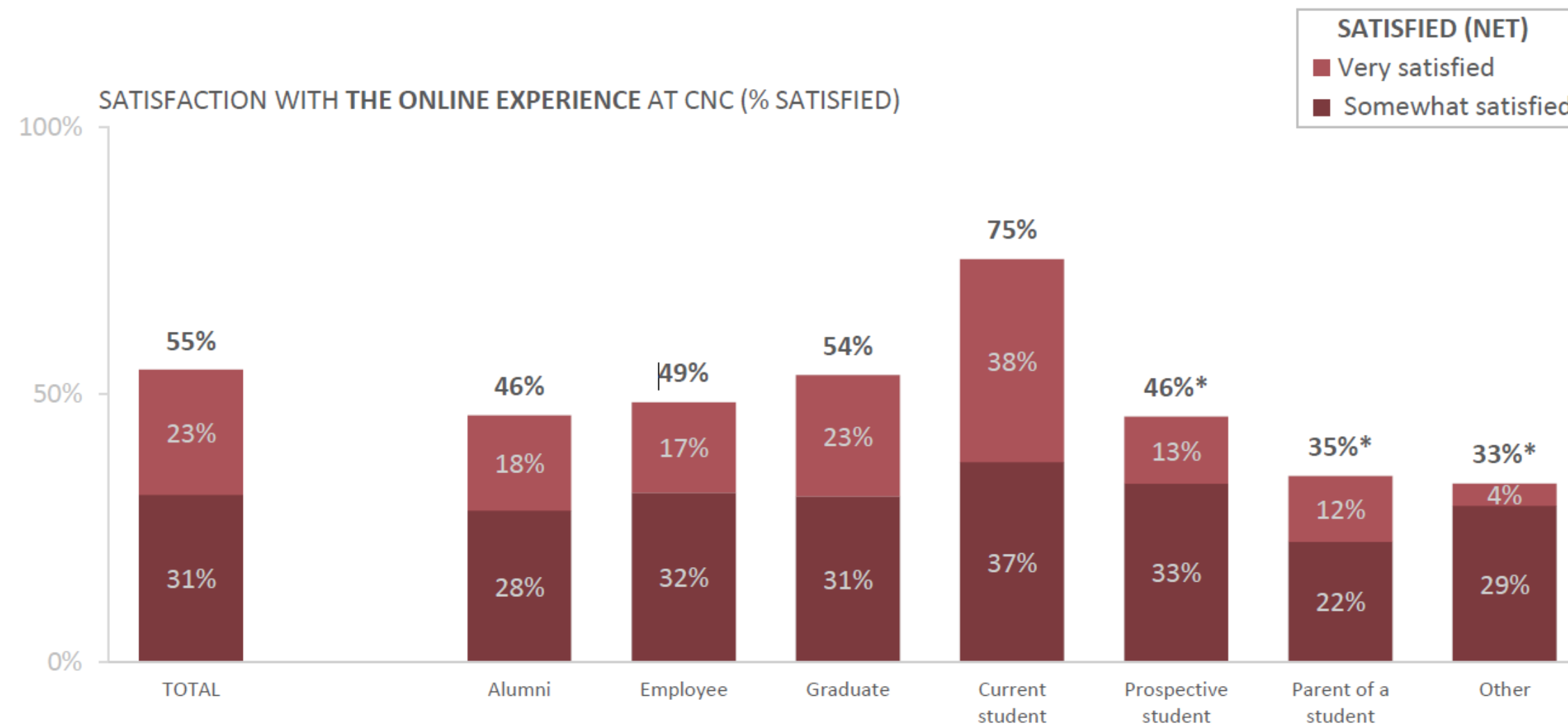
- » Current website was not effectively serving CNC's strategic priorities.
- » Much of the information was incorrect or out of date, and had become difficult to manage ongoing.
- » A new brand was in the works so timing was perfect for a redesign.
- » CMS was purchased 4 years ago.

1.1.2 Project Rationale

Our Starting Point

Student Needs

- » In a survey taken in December 2017, only half of students felt satisfied with CNC's online experience.
- » When asked what CNC could do to become BC's top college, "update/fix the website" and "more advertising and awareness" were among the top suggestions.



Q6B. Overall, how satisfied are you with the following when it comes to the College of New Caledonia:
Bases: Affiliated respondents (n=516)

*Lower satisfaction due to increased
not applicable responses

1.1.3 Content Management System

Our Starting Point

Old System (Ironpoint)

Ironpoint, the CMS for our current website, is no longer supported by the company that owns it. That means:

- » No support for features that break
- » Need to use time-consuming workarounds
- » Risk of complete website breakdown

The screenshot shows the Ironpoint CMS interface for editing a page titled "Programs and courses". At the top, there is a navigation bar with links like "Hello Lakeisha", "Logout", "Childpage", "My Sites", "Site Menu", "My Page", "System", and "Help". Below this, the page title "Programs and courses" is displayed with a "Draft" status. A toolbar contains buttons for "Publish", "Emergency Publish", "Save", "Cancel", and "Preview".

The main editing area is divided into sections:

- PAGE SUMMARY:** Contains fields for "Title" (Programs and courses), "Menu Title", "URL Title" (programs-courses), and "HTML Title". It also shows the "Location" as "> Home > Programs and courses", "Page Type" as "General Content", "Page ID" as "2910", and "Site ID" as "3". The "Page Owner" is listed as "Christine Blok" with an email address "blokcl@cnc.bc.ca". A checkbox for "Available for Mobile" is checked.
- GENERAL PROPERTIES:** Includes a "Teaser" field.
- PAGE CONTENT:** This section contains the main body of the page. It features a rich text editor with various formatting tools (bold, italic, underline, list, link, etc.). The content includes a paragraph about CNC's programs and a "CNC viewbook" link. Below this, there is a section titled "All programs and courses" with a link "Programs and courses A-Z". Another section, "Programs by category", lists categories like "Academic Upgrading (CCP)", "Business", "Health and Human Services", "Specialty Programs", and "Technology".

At the bottom of the editing area, there are tabs for "Design", "HTML", and "Preview". A final toolbar at the very bottom contains the same "Publish", "Emergency Publish", "Save", "Cancel", and "Preview" buttons.

1.1.3 Content Management System

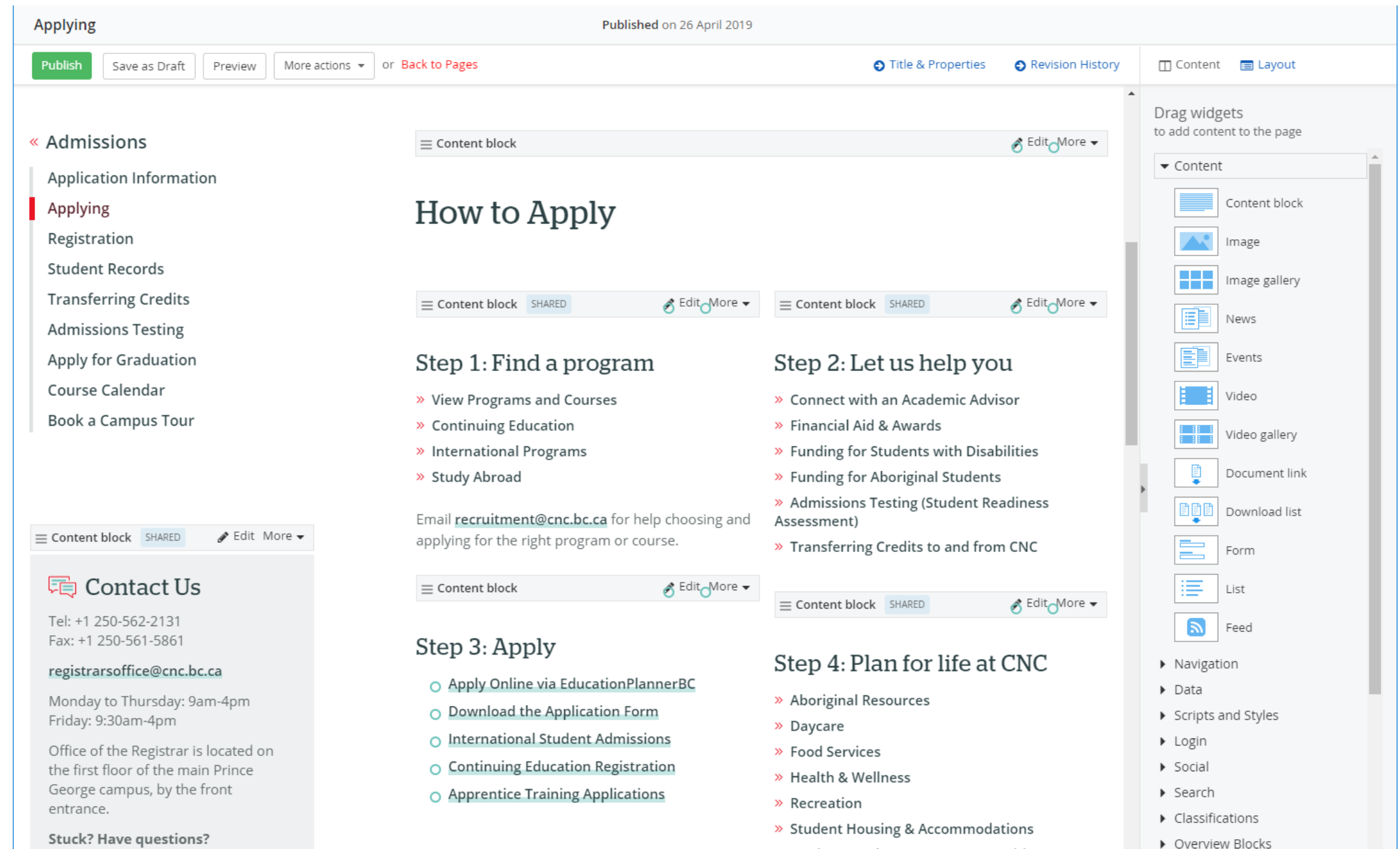
Our Starting Point

New System (Sitefinity)

Information Technology Services looked into the purchase of a new CMS and found Sitefinity.

Reasons were:

- » Workflow features for more efficient updating of content
- » Availability for integration with our other services/software
- » Large suite of services to serve the College now and into the future
- » Simple back end for updates





1.2 Project Teams

Section Overview

1.2.1 CNC Communications

- » Staff members in Communication Services lead the project and coordinated the many parties involved.

1.2.2 Website Redesign Steering Committee

- » The steering committee provided oversight for the project.

1.2.3 Contractors

- » Provided expertise and efficiency throughout the project.

1.2.4 Other CNC Departments

- » Many departments were consulted and provided collaboration and guidance throughout the project.

1.2.1 CNC Communications

Project Teams

Members

Alyson Gourley-Cramer

Executive Director of Communications

Lakeysha O'Neill (Project Lead)

Communications Officer: Web and Digital

Taren Johnson

Junior Web Designer

Camila Sanchez

Marketing & Communications Officer: External Relations

Crystal Gelsinger

Graphic Designer

1.2.2 Website Redesign Steering Committee

Project Teams

Mission

To deliver an effective web solution that meets the goals specified by the committee and is aligned with CNC's strategic goals.

Scope & Authority

Deliberate, advise, provide strategic oversight, and to serve as the advocate for the assigned website audiences (see members section) throughout the redesign process. Ultimately, some key decisions will be made by the Executive Director of Communications with consultation from CNC Executives.

Member Selection

Steering committee members represent the key website audiences as well as parties that will be executing the project.



1.2.2 Website Redesign Steering Committee

Project Teams

Members

Current Students (All)

Paul Campo/Steven Perison
Office of The Registrar

Harman Dandiwal
Student Union

Peter Maides
Faculty Member

Continuing Education Students

Chrissy Blok
Community & Continuing Education

International Students

Barbara Old/Anne Harris
International Education

Aboriginal Students

Dawn George
Aboriginal Resource Centre

Students on Regional Campuses

Amanda Mack
Burns Lake Campus

Future Students (All)

Leah Likes
Recruitment

Alumni & Donors

Bonnie Bailey/Melissa McConnachie
Donor Relations

Governance, Policy & Process

Sarah Kinch/Elyse Giddens
Policy & Process

1.2.3 Contractors

Project Teams

Resolution Interactive Media (Res.im)



Research & Design

Res.im is a team of user experience researchers and product designers from London, Ontario.

Roles

- » User Research & Analysis
- » Structure Planning
- » Website Design
- » Content Planning & Writing
- » Usability Testing

Previous Work

- » Southern Alberta Institute of Technology
- » Durham College
- » Fanshawe College
- » Redeemer University College
- » Loyalist College

1.2.3 Contractors

Project Teams

Graphically Speaking

Development & Support

Graphically Speaking are a team of experienced developers based in Vancouver BC who specialize in Sitefinity content management system.

Roles

- » Web Development & Programming
- » Ongoing CMS Support



Previous Work

- » Coast Mountain College
- » City of Nanaimo
- » City of Campbell River
- » Canfor
- » Arts Whistler

1.2.3 Contractors

Project Teams

Roya Compo

Project Manager

Roya is an experienced project manager who assisted in coordinating the many parties in this project.

Roles

- » Project Management
- » Communication & Reporting

1.2.4 Other CNC Teams

Project Teams

Special thanks to

IT Services

Bradley Boweness

Chief Information Officer

Nick Sarabyn

Network Admin/Web Developer

Sean Mills

Application Developer

Governance, Policy & Process

Sarah Kinch

(Former) Special Projects Administrator

Elyse Giddens

Special Projects Administrator

Office of the Registrar

Paul Campo

Registrar

Steven Perison

Associate Registrar

Christy Carelli

Business Systems Supervisor

Procurement

Frank Hale

Director, Procurement Services

Leanne Rustad

(Former) Purchasing Analyst

Marie Perison

Junior Buyer & Admin Assistant

1.3 Discovery, Research & Validation

Section Overview

1.3.1 How Our New Site Took Shape

- » A thorough review of the analytics and use of our current website gave clues as to what was important to our audiences.

1.3.2 Collaboration & Planning

- » Coordination with staff from all over CNC ensured that the project took the many varied needs of our organization and audiences into consideration.

1.3.3 Research & Validation Cycles

- » Throughout the planning and execution, our plans were tested with real students and prospective students to ensure that the site would perform as planned.

1.3.1 Website Review

Discovery- Research & Validation

Sources

Google Analytics, Web Design Best Practices, WCAG 2.0 (web content accessibility guidelines)

Weighting

Findings of the report were verified and discussed in student interviews to understand and give context to the findings.

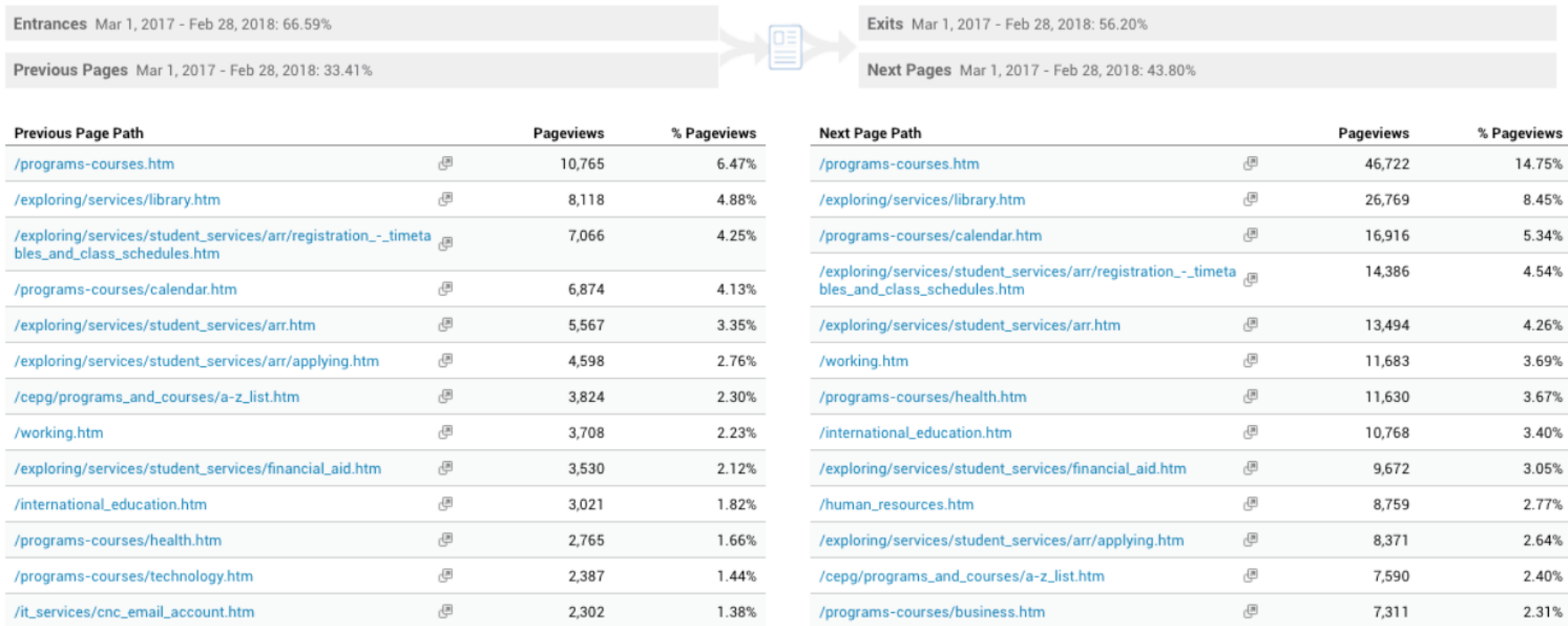
Findings

The review analysed:

- » The most popular pages and links
- » The devices used to access our website
- » Where our website does or does not meet best practices
- » Where our website does or does not meet accessibility standards

Analytics - Homepage Navigation

Google Analytics: All CNC Data. March 1, 2017 - Feb. 28, 2018
*Internal CNC sessions are not filtered out.



1.3.2 Collaboration & Planning

Discovery- Research & Validation

Empathy Mapping

Staff participated in exercises designed to understand and empathize with the student journey with regards to the website. Findings were later validated through student interviews.

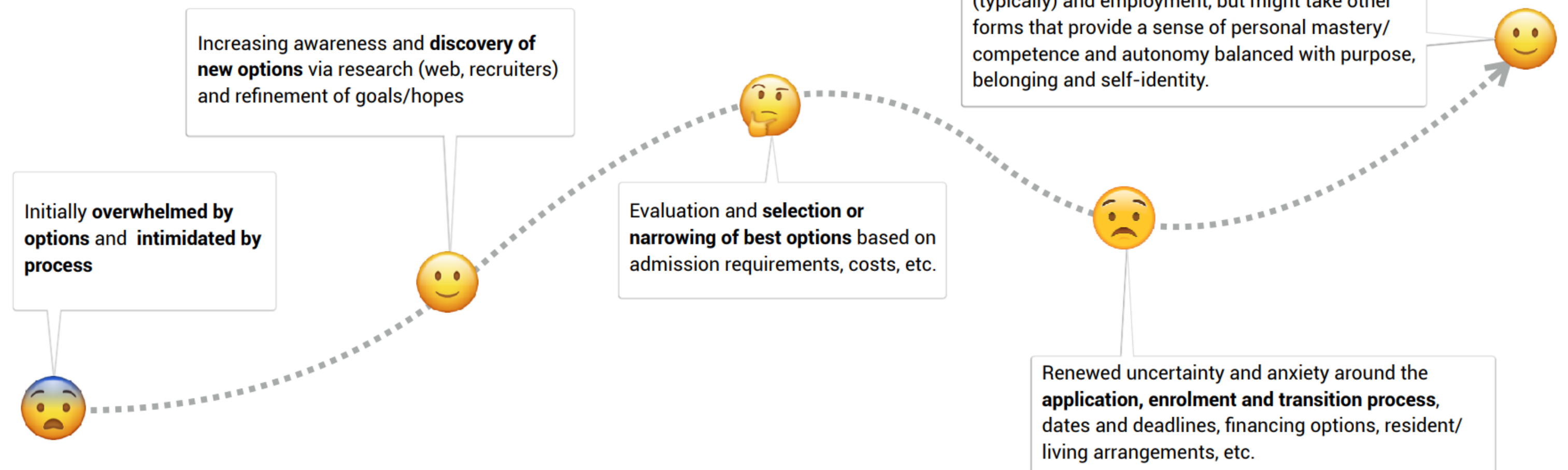


1.3.2 Collaboration & Planning

Discovery- Research & Validation

User Journeys

From empathy mapping and student interviews, user journey maps were produced to show the tasks, feelings, barriers, and goals of many student demographics. These maps later informed strategic decisions on the website.



1.3.2 Collaboration & Planning

Discovery- Research & Validation

Key Performance Indicators (KPIs)

Using the user journeys and CNC's strategic priorities, KPIs for the website were identified that will indicate the performance of our new website on an ongoing basis.

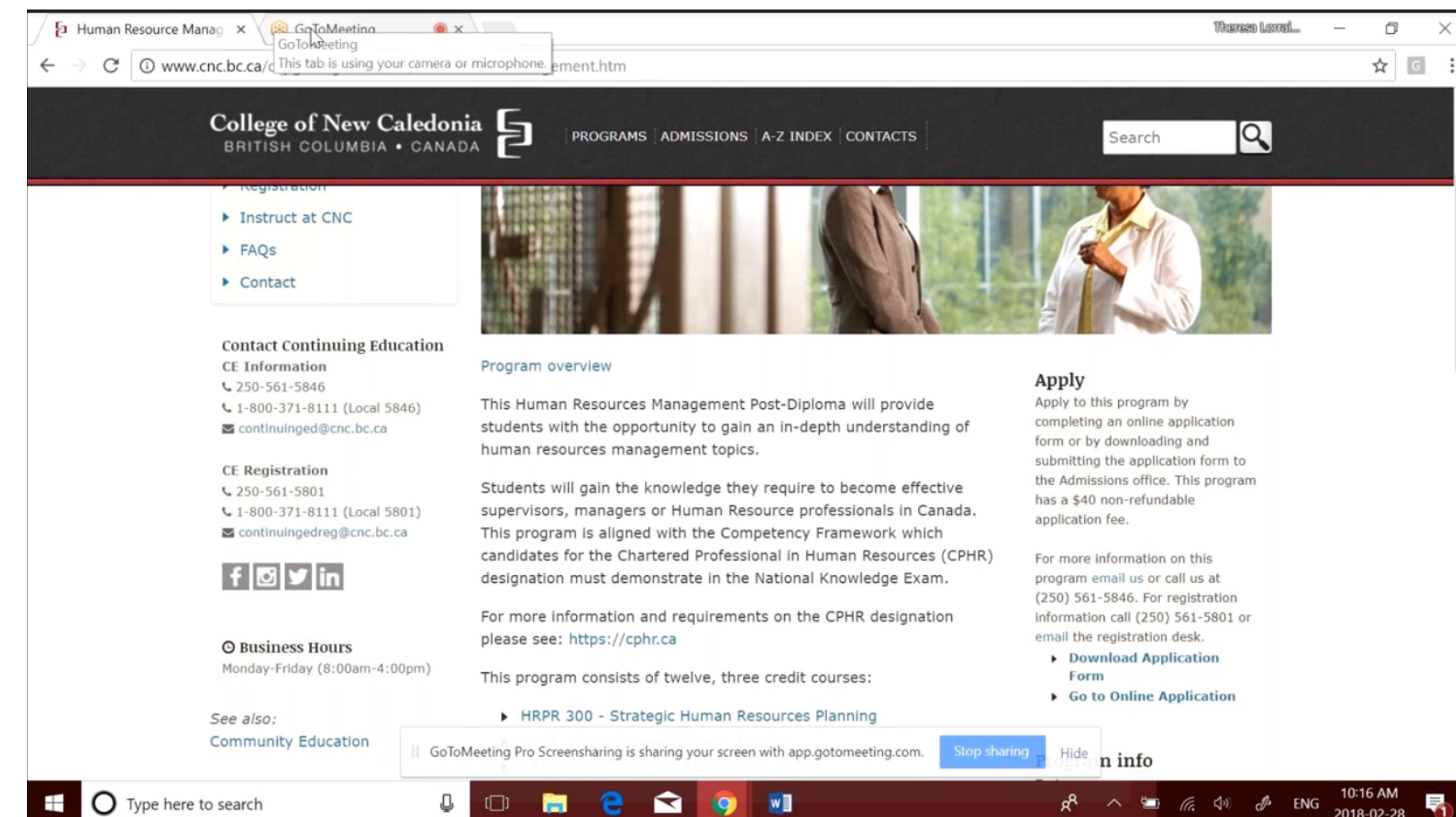
1.3.3 Research & Validation Cycles

Discovery- Research & Validation

Interviews

Initial interviews and surveys helped to give us direction and validate or adjust our understanding of student needs.

» 13 students



INTERVIEW FINDINGS

College of New Caledonia // March 27th 2018

General

- The homepage is not optimized for prospective students.
 - "Structure of the inner pages looks good. Just the homepage looks a little confusing... If you are visiting for the first time, a new user might get lost. There's just information and text links, so you just have to read and look through everything and you don't have a choice."
 - "I think the slider needs to go. Something else could maybe do a better job of making the first impression on the website."
 - "I like to see categories...instead of Getting Started and Campus Life I'd like to see something more fun... it's bland."
 - "Employees can go lower than this... they can search more on the lower part and students more on the upper part."
- Navigation via links on the homepage is ok but at minimum could be better organized.
 - Participants mentioned having trouble finding links such as Scholarships & Bursaries because they were focused on looking under Future Students or Current Students to notice links in the sidebar.
- Some people are conscious that they don't know what they don't know, and the site is not set up to give someone the sense that they've thoroughly explored all of the information available.
 - "I can only assume based on the links on the homepage... the site must have a lot of pages."
 - "It would've been nice to have that step-by-step, 'Future Student click here'... If you don't know what you need to know then you'll never utilize them."
 - One participant mentioned uncertainty in the application and intake process.
- Search is problematic.
 - External results appearing in site search are especially problematic.
- Multiple logins for multiple web platforms/services is a nuisance people associate with

Project History | 2018-2019 Website Redesign

1.3.3 Research & Validation Cycles

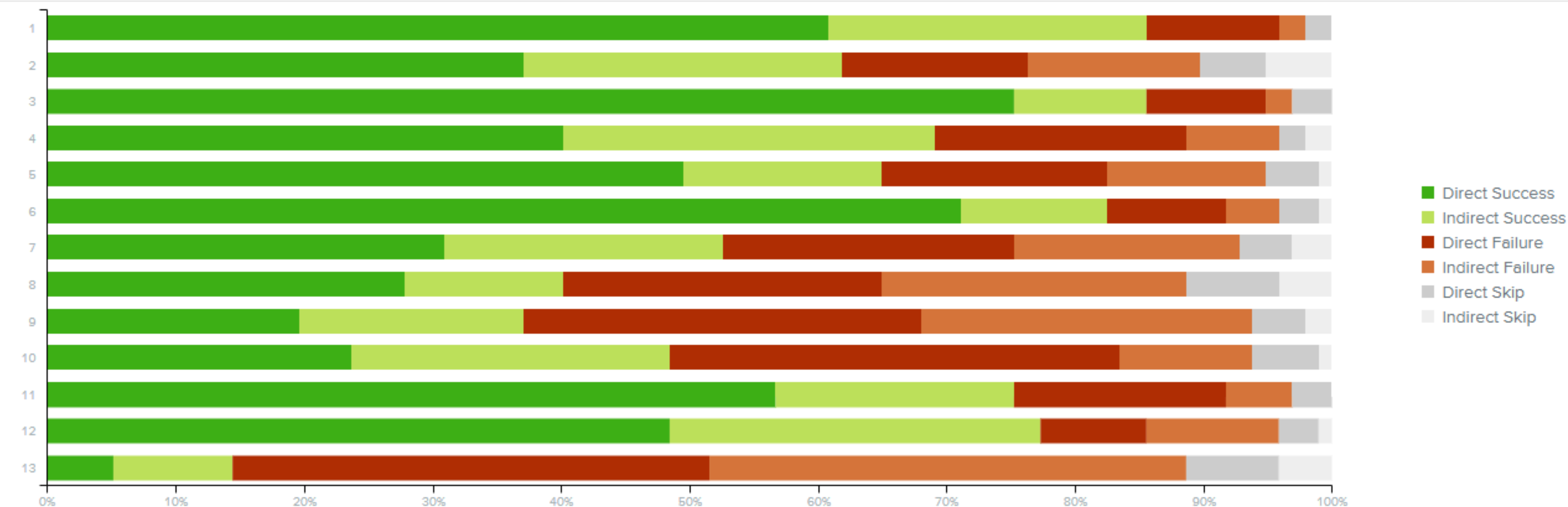
Discovery- Research & Validation

Tree Testing

This step validates the structure of the website by testing the categories under which students look for critical information.

» 140 students

By task



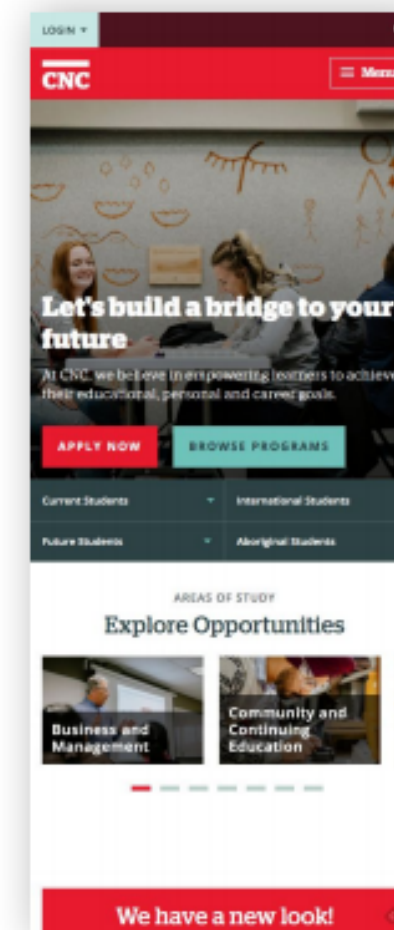
1.3.3 Research & Validation Cycles

Discovery- Research & Validation

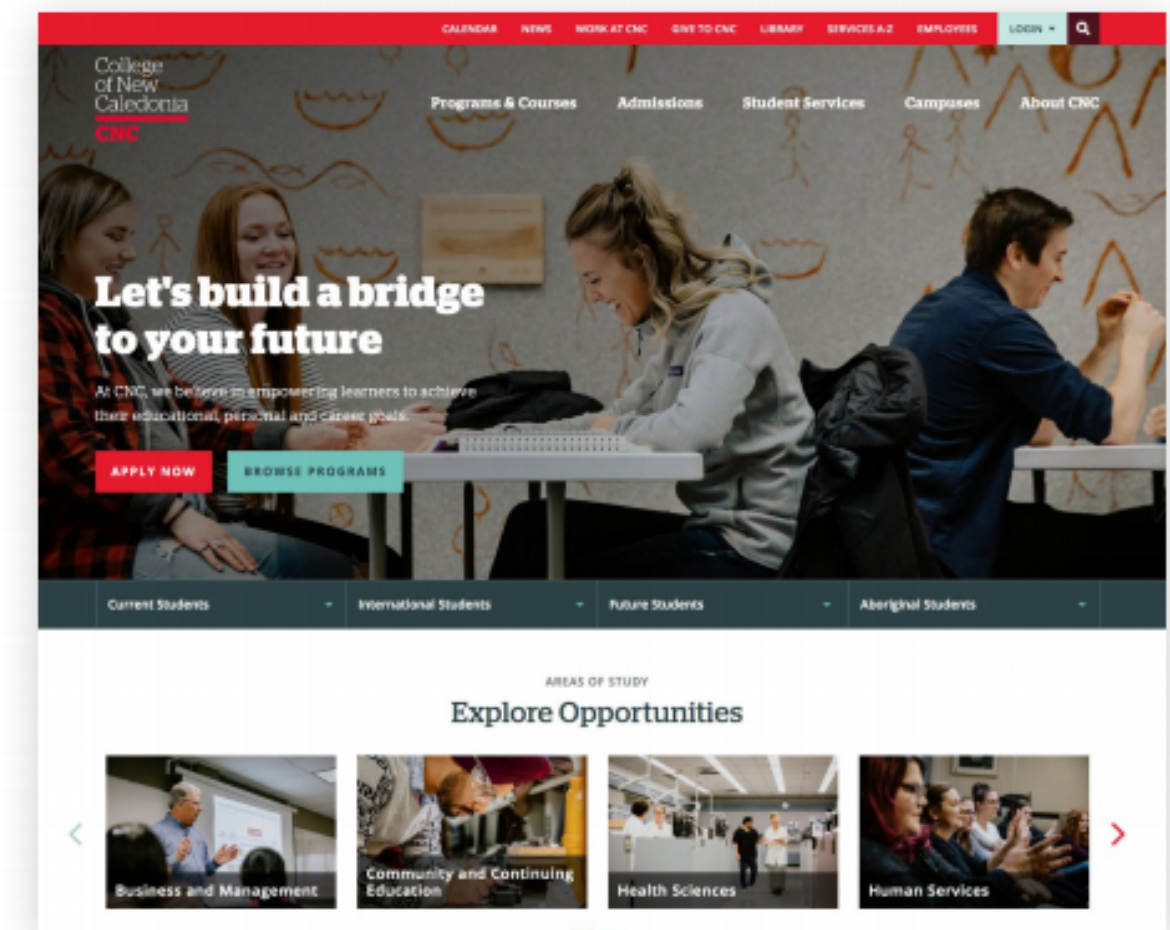
Prototype & Usability Testing

During the design process and the website production process, students were interviewed one on one to ensure that they could easily and intuitively perform key tasks on the new website.

- » 5 students Prototype Testing
- » 9 students Usability Testing



5 tests on mobile



4 tests on desktop

Project History | 2018-2019 Website Redesign

A background image of a construction worker wearing a hard hat, safety glasses, and gloves, working on a structure. The image is dark and serves as a backdrop for the text.

1.4 Design Process

Section Overview

1.4.1 Sketching Session

- » Staff members came together to plan key pages and sections of the site, including what features to include.

1.4.2 Wireframes

- » The outlines of pages were presented to the website teams before the design elements (colours, fonts, etc.) were applied.

1.4.3 Interface Designs

- » The design elements were applied to the wireframes and reviewed/revised by website teams and executive.



1.5 Content Process

Section Overview

1.5.1 Content Audit

A user experience expert from Res.im looked at every page on our website and made recommendations for how to adjust the content and/or reorganize the information.

» **1450 pages reviewed**

1.5.2 Content Rewrite

Where identified in the content audit, pages were edited, rewritten, or created with heavy consultation of the appropriate CNC departments.

» **54 employees engaged**

1.5.3 Final Checking/Confirmation

Content was reviewed prior to launch by the relevant departments. This ensures project accuracy and reduces risk for users.

1.6 Ongoing Governance

Section Overview

1.6.1 Website Content

- » Pages can now be edited and submitted for approval by content contributors all over the College.

1.6.2 Oversight

- » Strategic oversight of future web initiatives.

1.6.3 Future Projects

- » What's already on the schedule.

1.6.1 Website Content

Ongoing Governance

Content Contributors

Content Contributors were identified by their managers from each functional area in the College to ensure that as content experts/owners, their content is up to date and correct.

Responsibilities Include

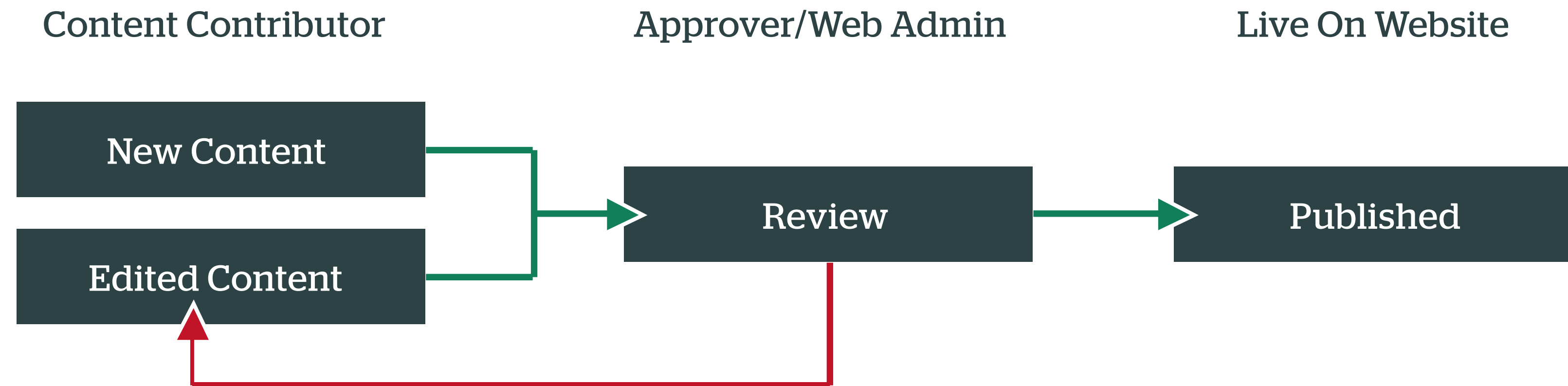
- » Review their pages and ensure that the information is accurate
- » Make updates to the content on their pages as needed
- » Add or update documents on the website for their functional area as needed
- » Add relevant events from their functional area to the website

1.6.1 Website Content

Ongoing Governance

Workflows

Workflows ensure that the content has passed through at least two individuals before being published to the public website. This keeps errors (grammatical and otherwise) to a minimum and improves the quality and readability of information.



1.6.1 Website Content

Ongoing Governance

Academic Calendar

All official information on program and course pages is updated either directly from Colleague or through the Education Council process. Some additional marketing-focused information is produced in collaboration with Deans and Program Coordinators.

	FROM COLLEAGUE		EDCO/REGISTRAR	COMMUNICATIONS/PROGRAMS
Programs	Program Name		Fees	Overview
	Credential		Program Type	Program Image
	Program Length		Locations & Dates	Highlights
	Official Program Description		Courses (Program Outline)	Featured Stories/Testimonials
			Entry Requirements	Related Programs
Courses	Course Code	Pre-Requisites		Extended Description
	Course Name	Co-Requisites		
	Credits	Description		
	Course Length	Section Details		



1.6.2 Oversight

Ongoing Governance

Website Steering Committee

The Website Redesign Steering Committee will be adapted and revised to create an ongoing Website Steering Committee. The committee will oversee and provide critical feedback on major website projects and revisions into the future.

1.6.3 Future Projects

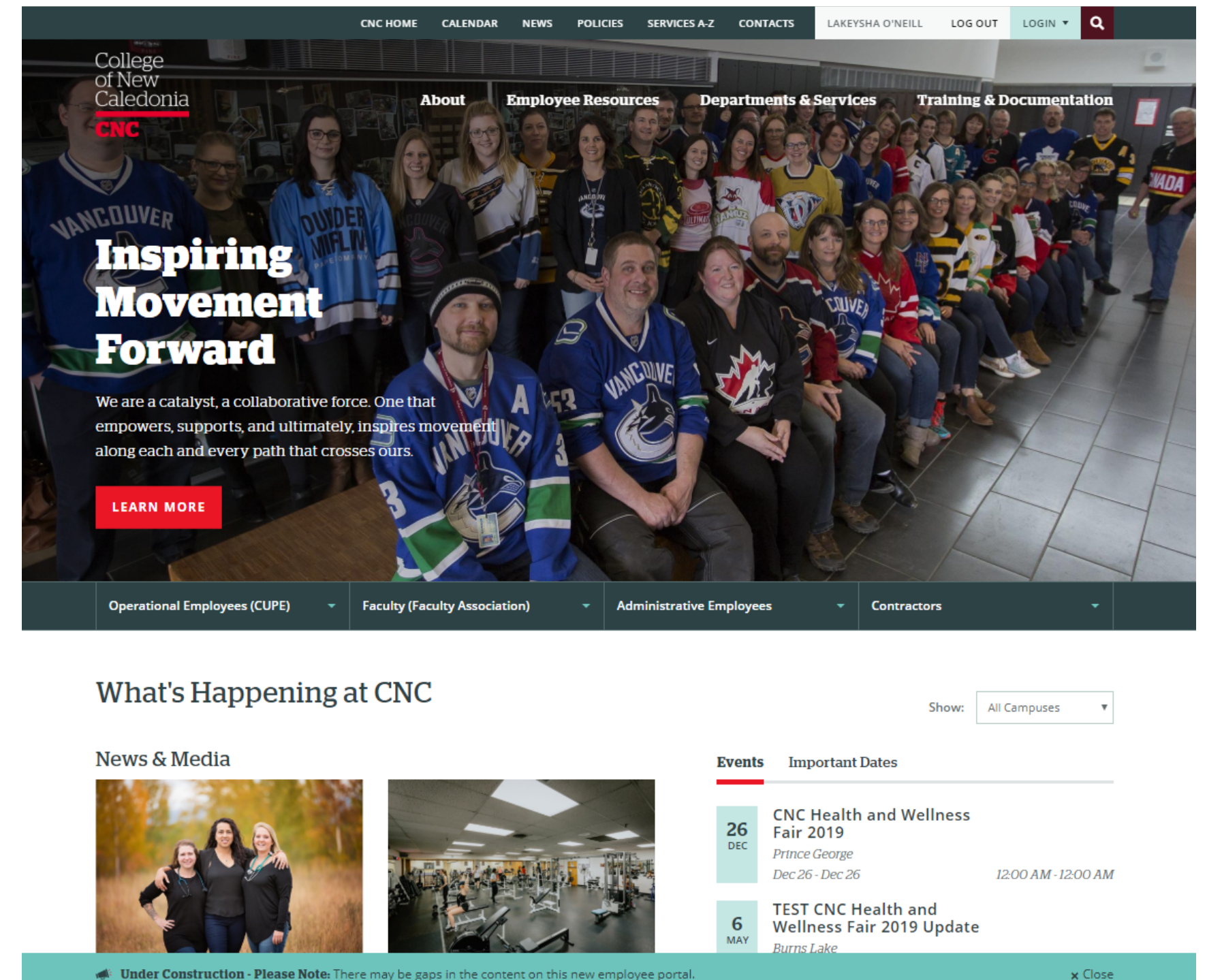
Ongoing Governance

Internal (Employee) Website

The next major step is to provide an online hub for internal information. With your login, employees will be able to access forms, important information about other departments, employee resources, and training documentation.

Where Did Employee Content Go?

The beginnings of this website will launch with the main website. All employee-relevant content from the old website has been moved to this section already, but will need significant time to overhaul and generate content to produce this platform in full.



1.6.3 Future Projects

Ongoing Governance

Content Includes

- » Information on internal services
- » Important internal documents
- » Employee news and events
- » Training resources

Intranet Project Schedule

- » **September 2019:** Analysis and research begins
- » **November 2019:** In-depth consultation and review with each department
- » **March 2020:** Release schedule determined