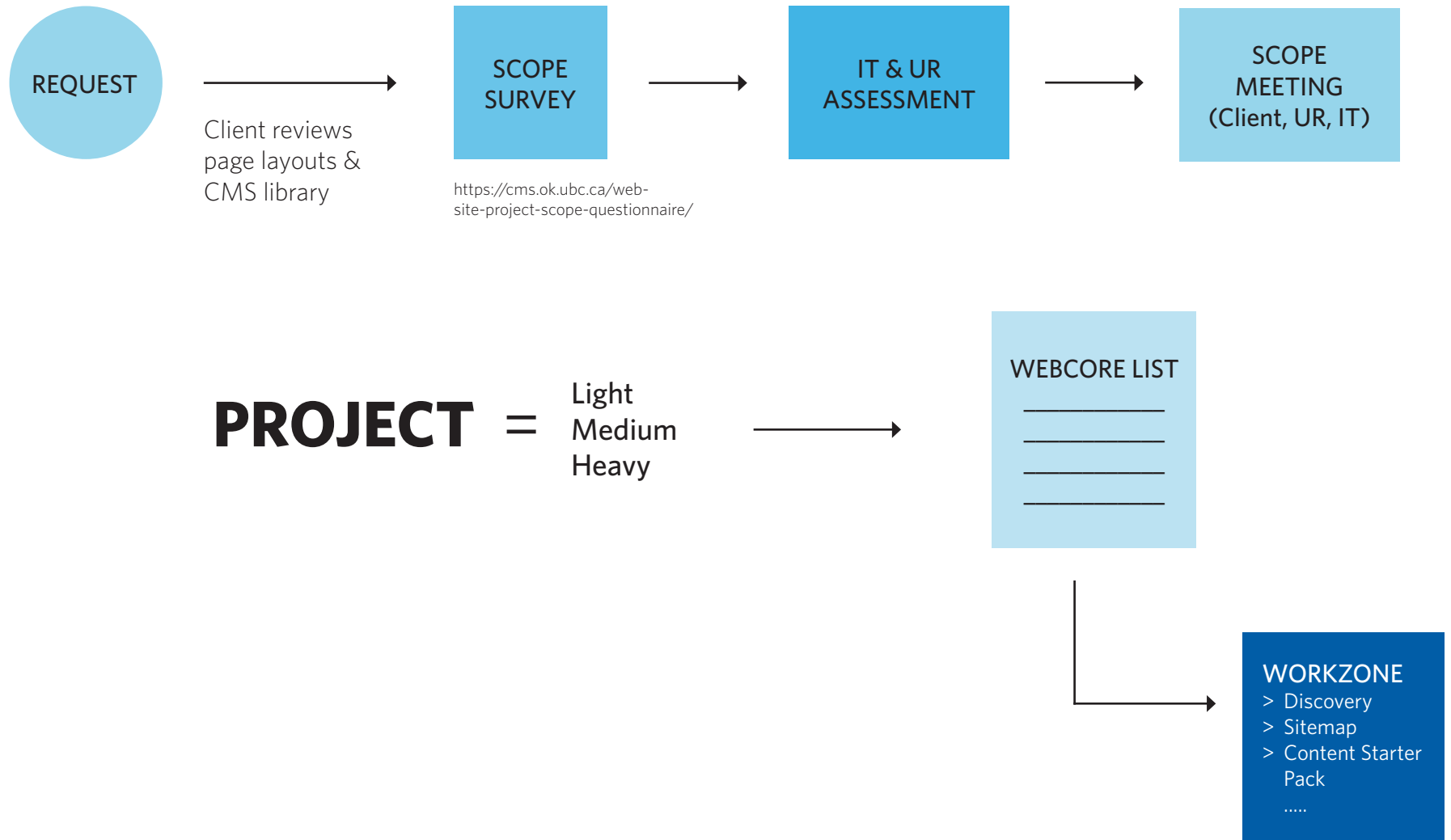


# Intake



NOTE: ALL PROJECTS CURRENTLY ON WEBCORE LIST ONLY NEED THE SCOPE SURVEY.

# What's the difference?

## Light-touch

No new components

No new page layouts

Replication/duplication  
of existing CMS site

### Includes:

Basic site set-up by IT

No design by UR (only image  
sizing, if needed)

## Medium-touch

No new components

No new page layouts

**but...**

Custom, functional  
elements (eg. sortable list,  
award database, book an advisor)

### Includes:

Basic site set-up by IT

Development of custom  
elements by IT

Limited design by UR  
(consult on custom elements and  
image sizing, if needed)

## Heavy-touch

**Any...**

New components  
beyond CMS library

New page layouts/  
templates

### Includes:

Full design of new  
components and unique  
layouts by UR

Site set-up **plus** new  
component and page  
template development by IT



# What's needed for ALL sites?

Light-, medium- and heavy- touch sites all need the following **before** a shell site will be created.

## Completed Project Scope Survey



### 1. Project Plan (Discovery Phase)

Must-haves: Goals, Audiences, Brief Analytics Report

*Optional: Focus Groups, UX testing*

### 2. Proposed Sitemap (Information Architecture Phase)

Must-haves: Content Buckets and subpages

*Optional: Online card-sorting, tree-testing*

### 3. Content Starter Pack (Starter Pack Phase)

Must-haves: Content for 3-5 pages—minimum of homepage, a level 2 page and a level 3 page