Phases/Activities	Responsible	Light Touch (LT)		Medium Touch (MT)		Heavy Touch (HT)	
		Effort (hrs)	Duration (days)	Effort (hrs)	Duration (days)	Effort (hrs)	Duration (days)
Phase I - Discovery		**15**	**16**	**15**	**16**	**15**	**16**
▪ Submit request	Communicator	2	2.5	2	2.5	2	2.5
▪ Initial review of request	UR and IT	2	2.5	2	2.5	2	2.5
▪ Determine theme & scope (LT, MT, HT)	UR and IT	1	5	1	5	1	5
▪ Manage CMS project list	UR and IT	1	2	1	2	1	2
▪ Project Plan & Environmental Scan	Communicator	6	2	6	2	6	2
▪ Content Audit	Communicator	3	2	3	2	3	2
Phase 2 - Information Architecture (Site Map)		**8**	**14**	**11**	**14**	**15**	**14**
▪ Create Site Map	Communicator	5	10	7	10	10	10
▪ Submit Site Map for approval	Communicator	1	1	1	1	1	1
▪ Review and approve Site Map	UR	2	3	3	3	4	3
Phase 3 - Content Starter Pack (CSP)		**39**	**25**	**95**	**48**	**97**	**52**
▪ Create Content Starter Pack (3-5 pages)	Communicator	30	14	30	14	30	14
▪ Source and Size Images	Communicator	5	5	15	5	15	5
▪ Design and Prototyping	Communicator	N/A	N/A	40	16	40	20
- Review Design and Prototype	UR	N/A	N/A	5	5	7	5
- Review Design and Prototype	IT	N/A	N/A	1	2	1	2
▪ Submit Content Starter Pack for approval	Communicator	1	2	1	2	1	2
▪ Review and approve CSP	IT	1	2	1	2	1	2
▪ Provide Content Starter Pack to IT	Communicator	2	2	2	2	2	2
Phase 4 - Confirm Build Timelines		**2.25**	**5**	**18.25**	**7.5**	**18.25**	**7.5**
▪ Review Site Map and CSP	IT						
- Review Site Map and CSP	IT	1	2	1	2	1	2
- Scope custom elements/functionality	IT	N/A	N/A	16	2.5	16	2.5
- Confirm timelines	IT	1	2.5	1	2.5	1	2.5
- Enter IT Helpdesk Ticket	IT	0.25	0.5	0.25	0.5	0.25	0.5
Phase 5 - Programming / Development		**39**	**21**	**127**	**49**	**219**	**79**
▪ Web Development (based on scope)	IT						
- Plan and Design	IT	3	2	3	2	3	2
- Site configuration (nav, footer, widget, etc.)	IT	7	3	7	3	7	3
- Clones	IT	1	2	1	2	1	2
- Build Website Shell (specs from CSP)	IT	20	5	20	5	20	5
- Custom programming	IT	N/A	N/A	80	20	160	30
- Testing and QA	IT	4	5	8	10	20	30
- Deployment of custom elements	IT	N/A	N/A	4	3	4	3
- Schedule Training and Handover (Dev site)	IT	1	1	1	1	1	1
▪ Accept Schedule (Training and Handover)	Communicator	1	1	1	1	1	1
▪ Initial Training and Hand Over	IT	2	2	2	2	2	2
Phase 6 - Full Content Entry/Migration		**223**	**93**	**223**	**93**	**223**	**93**
Note: Content entry timelines vary based on size of website and types of pages (text vs. visual). Timelines below are based on website of approximately 20 pages with 20 faculty-staff directory profiles.							
▪ Content Entry	Communicator						
- Content Plan/Mapping	Communicator	5	2	5	2	5	2
- Copywriting/Editing	Communicator	40	16	40	16	40	16
- Source and Size Images	Communicator	36	6	36	6	36	6
- Enter Content	Communicator	40	15	40	15	40	15
- Forms integration (Qualtrics)	Communicator	3	2	3	2	3	2
▪ Central Directory (as required)							
- Compile Users for IT	Communicator	4	3	4	3	4	3
- Add Users into CMS	IT	4	3	4	3	4	3
- Enter/migrate Profile Content	Communicator	40	14	40	14	40	14

Task	Role						
▪ Additional Training and Support	IT	8	4	8	4	8	4
▪ News & Event Integration	IT	4	4	4	4	4	4
▪ Brand & Quality Review	UR	16	10	16	10	16	10
▪ Revisions and finalize content	Communicator	20	5	20	5	20	5
▪ Approve Site Launch	Communicator	1	2	1	2	1	2
▪ Confirm Launch Date	IT/UR	1	2	1	2	1	2
▪ Set-Up & Verify Google Webmaster Tools & Tag Manager	UR	1	5	1	5	1	5
Phase 7 – Testing and Launch		**27**	**14**	**27**	**14**	**27**	**14**
▪ Prepare Redirect List	Communicator	2	3	2	3	2	3
▪ Launch Site (Live site)	IT						
- Domain mapping and DNS	IT	2	1	2	1	2	1
- Manage redirections	IT	2	2	2	2	2	2
- Deactivate old site	IT	1	1	1	1	1	1
- Configure User Access	IT	3	2	3	2	3	2
- Testing and validation	IT	16	4	16	4	16	4
- Communication of live site to communicator	IT	1	1	1	1	1	1
Phase 8 – Post Launch Adjustments		**32**	**15**	**32**	**15**	**32**	**15**
▪ Post Launch	IT						
- Testing	IT	2	3	2	3	2	3
- Broken links	IT	2	2	2	2	2	2
- Layout and style adjustments	IT	7	2	7	2	7	2
▪ Content adjustments (if necessary)	Communicator	16	3	16	3	16	3
▪ Schedule Additional Training (if necessary)	IT	2	2	2	2	2	2
▪ Accept Additional Training schedule	Communicator	1	1	1	1	1	1
▪ Post Launch Training (if necessary)	IT	2	2	2	2	2	2
Phase 9 – Close Project		**2**	**4**	**2**	**4**	**2**	**4**
▪ Close IT ticket & Update CMS Build List	IT	1	2	1	2	1	2
▪ Close Project in Workzone	Communicator	1	2	1	2	1	2
Total estimated effort and duration timelines		**387.25**	**207**	**550.25**	**260.5**	**648.25**	**294.5**