University Relations website review process  
(Drafted on 3-7-12)

With the purpose of creating a more cohesive web presence at the University of Arkansas, and with the understanding that to develop a web site in the best way possible many specialists need to be involved, the following procedures are put into place to facilitate the development of a best in class web presence.

This process details the method of how University Relations will enforce University policy 225.0.

To ensure a prompt and thorough review developers are expected to communicate regularly with Digital Design and Development in University Relations regarding the anticipated scope of web projects and the estimated milestones and deadlines. Failure to do so could inhibit Digital Design and Development’s ability to review and approve the final product in a timely manner which would result in the missing of deadlines.

Any websites that do not follow this process are subject to removal until such time the process has been completed.

1. Review of project scope (30 minute meeting)  
   a. Submit the scope of the project to Digital Design and Development for review. The scope should include additions to a website to meet the business and communication objectives for the website.  
   b. The scope of the project should also include the identification of specific TAP goals the project supports. (Academic Quality, Reputation and Appeal, Diversity, Accountability, Fiscal/Physical Sustainability).  
   c. Needed technology should be identified and verified as appropriate for the project.  
   d. Any data sources or security protocols should be made known at this time.

2. Review of information architecture and content  
   a. Changes in information architecture should stem from a card sorting or a similar exercise.  
   b. A best effort at a content scrape should be performed as a part of this process. To facilitate this process Digital Design and Development is available to provide any necessary guidance to the relevant groups performing this task.

3. Review of website design  
   a. This allows Digital Design and Development to catch any early on style guide or user interface issues.  
   b. Rendered images of the homepage and any internal pages that may carry differing design elements such that we see a representation of all html elements as they will be visually represented will be submitted to Digital Design and Development for review.

4. Review of templates / representation of typical web pages  
   a. This allows Digital Design and Development to assess the implementation of the design in code and catch any issues related to style guide, code practices, usability and accessibility.  
   b. Functioning webpages or representations of all user interfaces submitted in step 3.

5. Review of complete test site  
   a. This is the final proof of the site which gives Digital Design and Development and the site developer an opportunity to check the site for the implementation of all of the prior steps, plus university facts, language, spelling, voice, information architecture and best practices.