Web Production Process

The Information Technology Support Programs oversees all online publication services for the Warrington College of Business Administration. Requests for additional web pages, photography, multimedia, and any information intended for online publication should be directed to Web, Data & Communication Services within the ITSP. You can start a request for service by emailing the webmaster (webmaster@cba.ufl.edu) or start a CBAHelp Request.

This process is intended to guide the production process from start to finish. Each step indicates, briefly, who/what/how responsibilities are delegated and how we structure development. Depending on the project, adjustments to the process will be determined during the “kick-off” meeting.

Step 1: Request for Service

Site Owners/Client:
1. Make a request for changes, additional pages, etc...
2. Include a summary of your objectives – develop “big picture” goals and consider who your audience will be.

Step 2: Kick-off Meeting – Project Scope, Goals, and Action Items

Site Owners/Client:
1. Present project request and include objectives
2. Share any content revisions, samples, and/or thoughts that will help illustrate your request

Web Team:
1. Question/Answer session – Make sure the request is fully defined
2. Discuss initial ideas on technology implementation, presentation, and organization
3. Review the production process

Action Items:
1. Finalize objectives
2. Create a rough draft of the project schedule, including content deliverables
3. Create project specification documentation, including definition of roles and responsibilities

Step 3: Production - Content

Site Owners/Client:
1. Collect, author, and proof content – some information will need to be directed to the Publications Office when applicable
2. Submit content to the web team – digital documents required, due at specified deadline
Step 4: Production – Structure and Technology Strategy

Web Team:
1. User Experience – Review content and organization, build web structure
   a. Editorial pass – check for terminology, duplication, and presentation
   b. Build new web-based outline
2. Technology Strategy – determine methods, standards, and implementation goals
3. Update project specification document, post
4. Meet/Review if necessary to explain structure and technology strategy

Step 5: Production – Design and Implementation

Site Owners/Client:
1. Help coordinate any photo or video sessions
2. Generate any additional content – student testimonials, faculty quotes, etc...

Web Team:
1. Design and develop pages and media
2. Publish
3. Test

Step 6: Review

Web Team:
1. Request meeting
2. Review goals and implementation decisions

Site Owners/Client:
1. Review – depending on project scope, this can be accomplished during the meeting or reviewed afterwards at the convenience of the site owners. A date will be set for completing the review and requesting any edits.

Step 7:
Publish Project – Project is “live”

Step 8:

Updates and Feedback

Collect feedback at anytime to determine future improvements. Updates will be implemented in a timely manor and will depend on scope of changes. Use the webmaster email to request any small improvements.