Timeline — public website

DEC   JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEP

- Determine mobile strategy
- Content governance model
- Document lifecycle and publishing
- Finalise transition plan

- Create personas
- Prioritise content
- Information architecture
- Taxonomy

- Validate and iterate wireframes
- Create visual designs

- Migrate content and testing

- Implement design templates
- Implement analytics
- Implement search tool
- Test

- Select search tool
- Select analytics package

- Writing for web and accessibility training

- Training for content authors

- Change management and communication throughout project
- Regular promotional campaigns