

Carrboro Website Redesign 2022



Tasks	Start Date	End Date	Status	Description
Initiation	05/10/21	06/14/21		
Communications Team - website discussion	05/10/21	05/10/21	Complete	Introduction
Project Kickoff - Core Team and CivicPlus	05/11/21	05/11/21	Complete	Orientation
Communications Team - website discussion	06/14/21	06/14/21	Complete	Brainstorming goals - service emphasis; task-focused. Streamline our work flow internally.
Planning	07/02/21	12/31/21	In Progress	
Collect Site Map	07/02/21	07/02/21	Complete	
Collect Carrboro Brand Materials & Photos	07/02/21	07/05/21	Complete	
Collect Website Analytics	07/02/21	07/02/21	Complete	
Discovery Form to Civic Plus	07/02/21	07/02/21	Complete	Review of CivicPlus websites; preference for https://www.eugene-or.gov/
Update to Town Management Team	07/26/21	07/26/21	Complete	
Website Survey to Community	07/29/21	08/10/21	Complete	100+ responses
Communications Team - website review and discussion	08/09/21	08/09/21	Complete	Review of mood board (homepage layout)
Photography and illustration design work	08/18/21	08/18/21	Complete	New photos w/ intent to create an illustration for the homepage.
Embed Google Analytics to Website	08/25/21	01/01/22	Complete	Piwik in place currently - Google Analytics for future
Approval of Mood Board	08/25/21	08/25/21	Complete	check-in with Town Manager
UNC Journalism Class - User Testing	09/02/21	09/30/21	Complete	MEJO 581 - Assoc. Prof. Laura Ruel
Internal Meetings with Departments	09/13/21	12/31/21	Complete	Collect issues/concerns, training needs
Convert Request Tracker to Form Center	10/04/21	10/11/21	Complete	New forms to replace "request tracker" forms
Content clean-up and organizing	10/11/21	11/11/21	Complete	Address issues across website
Content Organizing Meetings with CivicPlus	10/26/21	10/28/21	Complete	Consultant to visit for 3 days of intensive sessions.
Design	09/22/21	10/22/21	Not Started	
Design Concept Meeting	09/22/21	09/22/21	Complete	With CivicPlus
Design Concept Approval	10/22/21	10/22/21	Complete	A Design Concept Approval Form is required.
Design Configuration Preview Meeting	03/11/22	03/11/22	Complete	Lapse due to issues with homepage design
Design Configuration Review and Approval	03/15/22	03/15/22	Complete	With website executive team
Execution	09/01/21	01/10/22	Not Started	
Convert domain to carrboronc.gov	01/19/22	01/19/22	Complete	Facilitated by IT Department - Public rollout
Correct broken links and general updating including buttons	04/01/22	04/22/22	In Progress	
Edits to Homepage Layout Page	03/15/22	04/22/22	In Progress	
Update to Town Council	04/12/202	04/12/22	Not Started	
Website Soft Launch	04/22/22	04/22/22	Not Started	
Website public launch with news release	04/27/22	04/27/22	Not Started	
Website Administration Guidance - "Fresh Start"	06/01/22	06/01/22	Not Started	
UNC Journalism UX Testing of New Website	Fall 2022	Fall 2022	Not Started	