



FRAMINGHAM STATE UNIVERSITY

Comprehensive Website Redesign Project Briefing – MARCH 2015

The iterative design process for re-imagining Framingham.edu is moving forward on schedule. A great deal of work and energy went into testing the homepage design and a new wireframe (navigation) over the past month with great success. The 54 participants who took part in an online survey validated the new structure and primary and secondary navigation path, and reacted positively to the content featured. Their feedback as well as discussions within the web management team informs the functional specs as we begin to move into the design phase of the project. Specific test results are available as an attachment to this message.

INFORMATION ARCHITECTURE PROJECT UPDATES and NEXT STEPS

- Four prospective students, 29 current students, 5 faculty members and 16 staff participated in the test
- The **wireframe** presented reflects our strong, unique community and aims to exemplify the holistic educational experience that FSU provides through a combination of rigorous degree programs, extracurricular leadership, career services, and other educational and research opportunities in alignment with the [website strategic vision](#) and [project scope](#).
- The structure also demonstrates the high value of an FSU education with tangible examples of both student and alumni success and the incredible support systems available to the university community.
- Finally, the structure highlights the FSU Experience, student extracurricular opportunities and providing pathways for visitors to the site (prospective students, current students, faculty, staff, alumni, and the external community).

CALLS TO ACTION and NEXT STEPS

- Information Sessions for Web Content Contributors and Campus Departments are scheduled for April to articulate expectations and to share project updates.
- Individual department meetings are on-going in preparation for building out pages on Percussion over the summer; Percussion training is scheduled to begin in May.
- The **next meeting** of the President's Task Force on Engagement and Communication through Interactive Media is **Monday, May 4th at 1:30 pm** (or upon request).

