Rubric for Website Development

Rubric for Website (including webpages and CPT) Development or Feature

What are we creating or building?

Why are we doing this?

What benefit or value does it provide (ROI)?

- Is it worth doing?
- What audience needs this (understand the user, challenge or validate assumptions)?
- Others provide this value already?

What are the business goals and how will they be measured?

What is the clear call to action or next step for each page?

Stakeholders:

1. Influencers (usually with veto power)?
2. Finances for development, design, marketing, etc.?
3. Who creates content, form, function, analytics?
4. Who approves and then signs off on Scope of Project?
5. Who implements/provides data model, wireframe, etc.?
6. GBMS team who will develop or approve design, text copy, image assets, etc.
7. Who leads the delivery of a viable product or service?
8. Who will manage content, assets, adds, deletes, updating?
9. Who will market/promote?

10. Ongoing support or SLA (adding users, onboarding, etc.)?
11. Who uses and acts on data, including emails from forms?

Considerations:

Overall JFP/Cru business strategy and existing timelines.

All development uses Branding Guidelines. Includes page templates, navigation, etc.

User-centric design (users are expressing the need for this).

Consider the look of the “responsive” design, especially on mobile devices.

SLA (service level agreement):

- What GBMS Operations will do (must document what we can realistically provide, create or maintain).
- Note all assumptions (things we will not do).
- What WPVIP will do (uptime, page load speed, ticket response, etc.)
- Data Insights reporting.
- All this is listed in the Scope of Project.

More details may be needed:

- Strategic URL naming (may also need a redirect)
- Hidden or public facing (noindex/nofollow)?
- Source code “keywords” and “description”?
- Do we need to set up first in Staging?
- Special plugins needed that we don’t already have available?
- Analytics

Basic UX:

1. Strategy - User needs, business goals
2. Scope - Requirements, specifications
3. Structure - Information Architecture
4. Skeleton - Navigation and layout (wireframing)
5. Surface - Visual UI design & coding

When building an inquiry/comment form:

- First name only or first and last (two fields)
- Email address
- What other fields?
- Email goes to who?
- Notification information?

- Any text copy for Subject line, etc.?

Other:

https://form.asana.com/?k=OeMUzqgwHGrIKlTE5Zz8Eg&d=657768513276

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