



## **University Web Information Architecture/Redesign Project FAQs**

### **What is the purpose of this web IA/redesign project?**

The purpose of this web IA/redesign project is to enhance the overall user experience for our website visitors, including students, faculty, staff, and especially prospective applicants. We aim to modernize the website's look and feel, improve navigation and information architecture, and provide up-to-date and relevant content to better serve our users' needs.

### **Who is involved in the web IA/redesign project?**

The website redesign project core team is composed of members of University Communications and OneIT/Web Services. Additionally, stakeholders from across the University have been brought in to provide valuable input and feedback.

### **Why is the University doing a web IA/redesign project?**

The University is undertaking a web IA/redesign project in order to improve the user experience for our audiences.

### **What does Information Architecture (IA) mean?**

Information architecture is the structural design of information across platforms; in this case across the websites under the University umbrella. It consolidates and streamlines information to best serve the needs of the user and their experience. Ultimately, a good IA helps users find what they are looking for.

### **Which pages will be redesigned?**

The University's homepage (charlotte.edu) will be redesigned. Additional template designs will be used on the central web service and made available to others as needed.

### **How long will this project be underway?**

The contract with Savas Labs, Inc. is on track to finish in early 2024. After the partnership is complete and recommendations for information architecture and design are made, the Office of OneIT/Web Services will implement changes over time. The timeline for the project is subject to change based on unforeseen circumstances.

### **Didn't the University already have a website redesign recently?**

The most recent website redesign was completed in 2017. In order to improve user experience, stay up to date with best practices, and incorporate the University's 2021 brand update, we are revisiting a website redesign project with a focus on information architecture specifically.





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### **What are subdomains?**

A subdomain is part of the hierarchy of the domain system for a website. In our case, Charlotte.edu is the parent domain and subdomains exist for colleges, departments, units, programs, etc. For example: admissions.charlotte.edu is considered a subdomain of charlotte.edu.

### **When will the newly redesigned website launch?**

The goal for the launch of the newly redesigned homepage of the University is fall 2024. However, the phased approach for consolidation of information across and implementation of new templates for other University websites will likely push into late 2025.

### **Is the Drupal to WordPress migration a part of this project?**

The Drupal to WordPress migration is separate from this project.

### **When can I select a new design theme for the websites I manage?**

For the sites in the central web service (WordPress), a new visual design will be automatically applied. For sites not managed by Web Services, design components are expected to be available in early 2025.

### **What is the timeline for OneIT to implement the design and make other changes?**

The goal for the launch of the newly redesigned homepage of the University is fall 2024. However, the phased approach for consolidation of information across and implementation of new templates for other University websites will likely push into late 2025.

### **My department website has unique needs (i.e., Tableau data feeds). Do I need to tell someone about this to avoid delays during the project?**

For sites managed by Web Services, the team will coordinate with site owners on special integration needs. For sites outside of Web Services, templates and designs will be provided as needed.

### **How will the website be made more accessible and inclusive?**

We are committed to ensuring that the redesigned website meets the highest accessibility standards. Improved information architecture creates better accessibility and inclusivity.

### **Will the website be mobile-friendly and responsive?**

Yes, the new website will be designed to be fully responsive, ensuring optimal





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performance and usability across various devices, including desktops, tablets and smartphones.

### **Where can I direct questions about the website IA/redesign project?**

Please direct questions about the project

to: [webredesign-group@charlotte.edu](mailto:webredesign-group@charlotte.edu)

