



## University Web Information Architecture/Redesign Project FAQs

### Purpose and Overview

#### What is the purpose of the web redesign project?

The purpose is to enhance the overall user experience for website visitors — especially prospective students — by improving navigation, visual design, content clarity and accessibility across University websites.

#### Why is UNC Charlotte undertaking this project now?

The most recent redesign was in 2017. Since then, web standards, accessibility needs and user expectations have evolved. This project supports the University's mission, reflects the 2021 brand update and prioritizes a more intuitive experience across devices.

#### What is Information Architecture (IA)?

Information Architecture refers to the structural design of information across the University's web ecosystem. It ensures content is organized clearly and logically to help users find what they need easily and efficiently.

### Key Resources and Support

#### Where can I find an overview of the changes?

- [Content Creator Guide](#)
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### Project Scope and Timeline

#### What does the redesign include?

- A new design system and templates for all sites managed by the Central Web Service
- Improved mobile experience
- Enhanced accessibility
- Navigation improvement and content consolidation





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### Is this the same as the Drupal to WordPress migration?

No. That was a separate project. All new sites will be a part of WordPress and the redesign process will include content consolidation and navigation considerations.

### What is the project timeline?

The redesign is happening in phases:

- **Phase 1:** Launches April 15, 2025 – includes the homepage, academics hub and undergrad admissions site
- **Phases 2+:** Rolling updates from Spring 2025 through 2026

### How will this impact programmatic information on University websites?

Following the initial launch on April 15th, programmatic information will exclusively be hosted on Academics.Charlotte.edu and Catalog.Charlotte.edu. Programmatic information across other University sites will be phased out at a date to be communicated soon. This decision was made to provide a unified and consistent experience for potential students and stakeholders seeking academic information. By centralizing this content, we can ensure that programmatic details are current, accurate, and easier to find, supporting both recruitment and academic success.

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## Impact by Audience

### How will this affect me as a faculty member?

All academic program information will be a part of the academics.charlotte.edu site exclusively.

### What should staff and web editors expect?

If your site is part of Phase 2, the Digital Engagement Team will reach out to schedule kick off meetings with a timeline, resources and assets. Sites in other phases will be managed later in the year and into 2026.





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### **How does this benefit students and site visitors?**

Visitors will experience cleaner design, better navigation and mobile responsiveness — making it easier to find programs, services, events and more.

### **Is action required now?**

**No.** Sites that are a part of Phase 2 have already begun the redesign process with the Digital Engagement Team. Sites that are in Phase 3 will have kick off meetings in the late spring.

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

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

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## Technical and Design Details

### **Will the website be accessible and inclusive?**

Yes. All designs meet WCAG accessibility standards and reflect accessibility best practices.

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

Absolutely. Responsive design is a top priority across all pages and devices.

### **When can I start using the new design for my site?**

Sites on the central WordPress system will receive header/footer treatment updates automatically. For externally managed sites, Web Services will work with each area to ensure design aligns closely with the new visual redesign.

**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?** The Digital Engagement team will coordinate with site owners for sites managed by Web Services on special integration needs. Templates and designs will be provided as needed for sites outside Web Services.





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### **What if my area has the budget to contract content strategy and creation assistance?**

If your unit has the budget to contract a vendor for content strategy and creation, University Communications can connect you with our preferred vendor. You do not have to use the preferred vendor from University Communications; however, all contracts for work on websites across the University must be approved by both University Communications and OneIT.

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### **Who do I contact with questions?**

Email: [ucomm-web-group@charlotte.edu](mailto:ucomm-web-group@charlotte.edu)

