**Department Sprint Checklist**

**Example site:** <http://beta-og.cc.strath.ac.uk/comingsoon/department/biomedicalengineering/>  
 **Before meeting with the web team to start your department pages you must go through each step in the checklist. By doing this you’ll ensure you’re ready to start the sprint and will achieve the maximum result.**

**Put together your core team**

* You need to identify a core team of staff who will be responsible for decision making, content writing and expertise provision throughout the sprint. This group should be kept small, we suggest no more than three members of staff.
* This core team must be involved in all discussions for the outset.
* The person who is ultimately responsible for the decisions, eg department head, should be involved in the decision making throughout.
* Identify the staff member(s) who will act as the ‘owner’ of the content after the site has been handed over to your department. You will also need a few members of staff who will be responsible for adding the information to T4. The ‘owner’ should ideally be involved in the sprint throughout.

**Goals & objectives**

* You must think about what the priorities for your department’s area of the website are. They should be in line with your department’s overall strategy.
* To help you decide upon the top priorities the web team will give you some web analytics from your current department site. This will allow you to form a picture of your users and their priorities. Examples of statistics provided will include:
  + How many users visited your site
  + What pages users currently visit on your site
  + Where users come from
* Think about who visits your site, what they want to do and what their ultimate goal is.

E.g. I am an undergraduate student… I want to look at course information….so that I can apply for a course.

Or  
 I am from a business…. I want to find out if your department can work with my business….. so that I can produce a particular product.

There will be many different types of users and we want to ensure that everyone who comes to the site achieves their goal.

So try and think of as many as you possibly can. We’ll ultimately concentrate on the most important users but it is helpful to identify everyone at this stage. Often the user groups have a similar goal and can be grouped accordingly.

**Streamlining current content**  
The web team will provide you with a list of all the current pages you have under your department in T4. Please go through each page and identify the ones you want to delete and the ones which have useful content which can be reused.

**Identifying new content**  
Have a think about new content you would like to create which encourages the user to have a positive experience which inspires them to engage with your department. For example:

* Feature stories about a successful products, collaboration, member of staff, projects etc.
* Interesting facts about the department eg We’re no 1 in Scotland for xxxxx
* Videos
* Images

**Images**

* Try to gather good quality imagery which represents all aspects of the department. A bank of around 40 images would be ideal. If you don’t have enough imagery then please identify potential photo opportunities and the web team will help you with this.
* Images required will be of various sizes. It is best to provide the original source files so that they can be re-sized appropriately.

**Existing content which forms part of the larger site and will only require a link from your department homepage:**

* All course pages
* All staff profiles
* International students
* Student experience specific to the University as a whole
* Research Themes
* Centres/Institutes

**Timing**Together we’ll agree a timetable/project plan for your sprint. This will detail the time you will spend working with the web team and when you will be working within the department team.

You must ensure that each member of the core team are able to dedicate themselves to the time allocated otherwise there could be delays in launching your pages onto the live site.

**Communication**It’s important to let your whole department know about the timing of your department sprint. You may need to contact some of them during the sprint for content or expertise provision so it’s good practice to let them know about this in advance.