

If you are considering a site redesign or are already in the process, you may wonder how to ensure the project is a success. Here are five suggestions to help make the redesign go as smoothly as possible:

### **1. Be prepared for the project kickoff call and design scoping calls**

Determine the desired launch date prior to the kickoff call. To prepare for the design scoping call, gather design specifications and be prepared to answer questions about design preferences. On the scoping call, you'll speak to the site designer about specific design elements. This is especially important if you are providing code or files for the designer to review. After the call, be sure to follow up quickly with any remaining files to support your project if necessary.

### **2. Use [Jing®](#) for screenshots (It's free!)**

When it comes to design, it's often more effective to show than describe. Jing allows you to easily capture screenshots, basic videos, and still images. This is a great way for you to communicate details to a project manager or designer.

"Jing lets you add notes and draw arrows directly on the screen grab, making it very easy to show exactly what you are trying to describe," said Sean Morrow, associate director of alumni affairs at Muhlenberg College and recent redesign client. "It's a simple tip, but one that I found myself using throughout the entire process, from initial brainstorming to final revisions."

### **3. Mark your calendar for all project deadlines**

While it may be easy to remember your anticipated go-live date, there are many other time-sensitive actions required for a smooth redesign. Be sure to mark your calendar for specific deadlines throughout the project. Delays in submitting the smaller tasks, such as the design questionnaire, associated project files, and spreadsheet of revisions, can affect the final deadline. Also, if you are unable to meet a deadline, let your project manager know in advance so a new deadline can be proposed.

### **4. Review the mobile site navigation**

If your design is mobile-friendly, review the site navigation on mobile devices during the redesign to observe and mimic the user experience. Ask yourself if constituents can locate the most frequently visited pages by using the mobile navigation.

### **5. Communication, communication, communication**

Redesigning a website is a big undertaking, often with multiple stakeholders. It's critical your project manager be kept aware of any key decisions or changes during the process. The best redesigns result from a true partnership between the client and project manager.