

# Step 1: Project Initiation & Discovery

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## Project Initiation & Discovery

- Define the purpose, goals, and target audience of the new website.
- Identify key stakeholders and gather their requirements.
- Establish the project scope, budget, and timeline.
- Choose the domain name and set up hosting requirements.
- Conduct a competitive analysis of similar websites.
- **Mobilization:** Research mobile usage trends in the target audience.
- **Accessibility:** Identify potential accessibility concerns from the start.
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## Kanban Story Breakdown

### Story 1: Define Website Purpose & Goals

#### Description:

To create an effective department website, we need to establish clear objectives and intended outcomes. This includes defining its core purpose, primary functions, and expected impact.

#### Acceptance Criteria:

- A document is created outlining the website's purpose and objectives.
- Goals align with department needs and user expectations.
- Goals are reviewed and approved by stakeholders.

#### Dependencies:

- Input from department leadership.
- Stakeholder feedback and alignment with organizational goals.

#### Subtasks:

- Conduct brainstorming sessions with key stakeholders.
- Define primary website functions (e.g., information hub, self-service, document repository).
- Document expected outcomes and success criteria.
- Review and finalize the document with leadership.
- Identify any data types / use cases that may need additional security requirements (i.e. will the site house PII, credit card information, or connect with critical VSP systems?)

### Story 2: Identify & Document Target Audience

#### Description:

Understanding the target audience is critical to building a user-friendly website. This story involves defining key user groups and their needs.

#### Acceptance Criteria:

- A report categorizing primary audience segments is created.
- Audience needs, pain points, and preferred features are documented.
- Document is reviewed and approved by the project team.

#### Dependencies:

- Insights from user research or existing analytics.
- Interviews with department stakeholders.

#### Subtasks:

- Identify different user groups (students, faculty, staff, external visitors).
- Research audience needs and common pain points.
- Document expected use cases and user behaviors.
- Validate findings with stakeholders and finalize the report.

### Story 3: Gather & Document Key Stakeholder Requirements

#### Description:

Stakeholder input is necessary to align the website with business objectives. This story involves collecting and documenting their requirements.

#### Acceptance Criteria:

- A compiled document outlining stakeholder needs is completed.
- Requirements are categorized (e.g., must-haves vs. nice-to-haves).

#### Dependencies:

- Availability of key stakeholders for interviews or surveys.
- Support from leadership to prioritize features.

#### Subtasks:

- Identify key stakeholders and schedule meetings.

- Conduct interviews or surveys to gather needs.
- Organize requirements into priority levels.
- Share the document with stakeholders for review and approval.

#### Story 4: Establish Project Scope, Budget, & Timeline

##### Description:

To manage expectations and resources effectively, we need a clearly defined project scope, budget estimate, and timeline.

##### Acceptance Criteria:

- A finalized project scope document is created.
- Budget estimates are reviewed and approved.
- A project timeline with milestones is established.

##### Dependencies:

- Stakeholder input on required features and functionality.
- Budget approval from leadership.

##### Subtasks:

- Define the scope of work (redesign vs. full rebuild).
- Estimate costs for development, hosting, and third-party integrations.
- Develop a high-level project timeline with key milestones.
- Review and get final approval from leadership.

#### Story 5: Research & Finalize Domain Name

##### Description:

Selecting a domain name is crucial for branding and accessibility. This story involves researching available domain options and choosing the best fit.

##### Acceptance Criteria:

- A domain name is selected and approved.
- Availability of the domain is verified.
- Purchase or transfer process is initiated.

##### Dependencies:

- Leadership decision on domain naming conventions.
- IT/DevOps support for purchasing and setup.

##### Subtasks:

- Research domain name availability.
- Compare options based on branding and SEO impact.
- Get leadership approval on the final selection.
- Initiate domain registration or transfer process.

#### Story 6: Define & Document Hosting Requirements

##### Description:

A reliable hosting solution is needed to ensure performance, security, and scalability. This story involves selecting hosting options and defining requirements.

##### Acceptance Criteria:

- Hosting provider is selected based on performance, security, and cost.
- Technical hosting requirements are documented.
- Procurement process is initiated.

##### Dependencies:

- IT/DevOps/ISO input on infrastructure needs.
- Budget approval for hosting services.

##### Subtasks:

- Research and compare hosting providers.
- Document technical needs (bandwidth, storage, security).
- Present recommendations for approval.
- Initiate hosting setup and procurement process.

#### Story 7: Conduct Competitive Analysis of Similar Websites

##### Description:

Understanding how similar organizations structure their websites will help inform best practices and avoid common pitfalls.

##### Acceptance Criteria:

- A report summarizing competitive research findings is created.
- Key design, functionality, and content insights are documented.
- Research findings are shared with the project team.

##### Dependencies:

- Access to competitor websites and publicly available data.
- UX/UI team input on best practices.

##### Subtasks:

- Identify 5-10 competitor websites to analyze.
- Review design, navigation, content, and user experience.

- Document findings and actionable insights.
- Share the report with the project team.

### Story 8: Research Mobile Usage Trends in Target Audience

#### Description:

To ensure a mobile-friendly experience, we need to analyze mobile usage trends and user expectations.

##### Acceptance Criteria:

- A report summarizing mobile usage trends is created.
- Findings are incorporated into design and development planning.

##### Dependencies:

- Access to analytics or industry research.
- UX/UI input for design considerations.

##### Subtasks:

- Gather mobile usage data for the target audience.
- Identify key behaviors and expectations for mobile users.
- Document findings and recommendations.
- Share the report with the design and development team.

### Story 9: Identify & Document Potential Accessibility Concerns

#### Description:

Ensuring web accessibility compliance from the start will prevent costly fixes later. This story involves identifying potential issues and incorporating accessibility best practices.

##### Acceptance Criteria:

- A list of potential accessibility concerns is created.
- Accessibility considerations are integrated into design and development planning.

##### Dependencies:

- WCAG guidelines and accessibility standards.
- UX/UI team input for accessible design.

##### Subtasks:

- Review WCAG guidelines and best practices.
- Identify common accessibility issues in similar websites.
- Document potential concerns for the new website.
- Share recommendations with the project team.

### Story 10: Conduct Sensitive System Inventory and Definition

#### Description:

Sensitive IT System Inventory and Definition requirements identify the steps in listing and marking the boundaries of sensitive IT systems in order to provide cost-effective, risk-based security protection for IT systems, for the agency as a whole, and for the COV enterprise.

For this story, sensitive data refers to information that requires protection due to the potential harm that could result from its unauthorized access or exposure. This can include PII, financial, criminal, and confidential business information.

##### Acceptance Criteria:

- Document outlining the data inventory with regard to data sensitivity.
- Update network diagrams when appropriate.

##### Dependencies:

- VITA SEC530 (5.1 + 5.2)
- VSP Information Security Program Manual (RA-2)

##### Subtasks:

- Categorize sensitive information that is processed, stored, and/or transmitted by the application.
- Document the supporting rationale in the security plan for the system.
- Review and update network diagrams

### Story 11: Conduct Risk Assessment

#### Description:

Risk Assessment requirements delineate the steps agencies must take for each IT system classified as sensitive to:

- Identify potential threats to the system / application and the environment in which it operates;
- Determine the likelihood that threats will materialize;
- Identify and evaluate vulnerabilities; and
- Determine the loss impact if one or more vulnerabilities are exploited by a potential threat.

##### Acceptance Criteria:

- Identify threats to and vulnerabilities in the system; determine the likelihood and magnitude of harm, from the unauthorized access, use, disclosure, disruption, modification, or destruction of the system the information it processes, stores, or transmits, and any related information.
- Prepare a report of each RA that includes, at a minimum, identification of all vulnerabilities discovered during the assessment, and an executive summary, including major findings and risk mitigation recommendations.
- The report must be reviewed and approved by the ISO or ISO designee.

##### Dependencies:

- VITA SEC530 (6.1 + 6.2)
- VSP Information Security Program Manual (RA-3)

**Subtasks:**

- Review system / application for vulnerabilities
- Prioritize each vulnerability in terms of severity and likely occurrence
- Outline remediation and/or mitigation recommendations
- Distribute report for approval

**Estimated Effort For Kanban Stories**

	Story	Days
1	Estimated Effort For Kanban Stories	2
2	Identify & Document Target	2
3	Gather & Document Key Stakeholder	3
4	Establish Project Scope, Budget, & Timeline	2
5	Research & Finalize Domain Name	1
6	Define & Document Hosting Requirements	2
7	Conduct Competitive Analysis of Similar Websites	2
8	Research Mobile Usage Trends in Target Audience	2
9	Identify & Document Potential Accessibility Concerns	2
10	Conduct Sensitive System Inventory and Definition	2
11	Conduct Risk Assessment	2
12		
13	<b>Total</b>	22