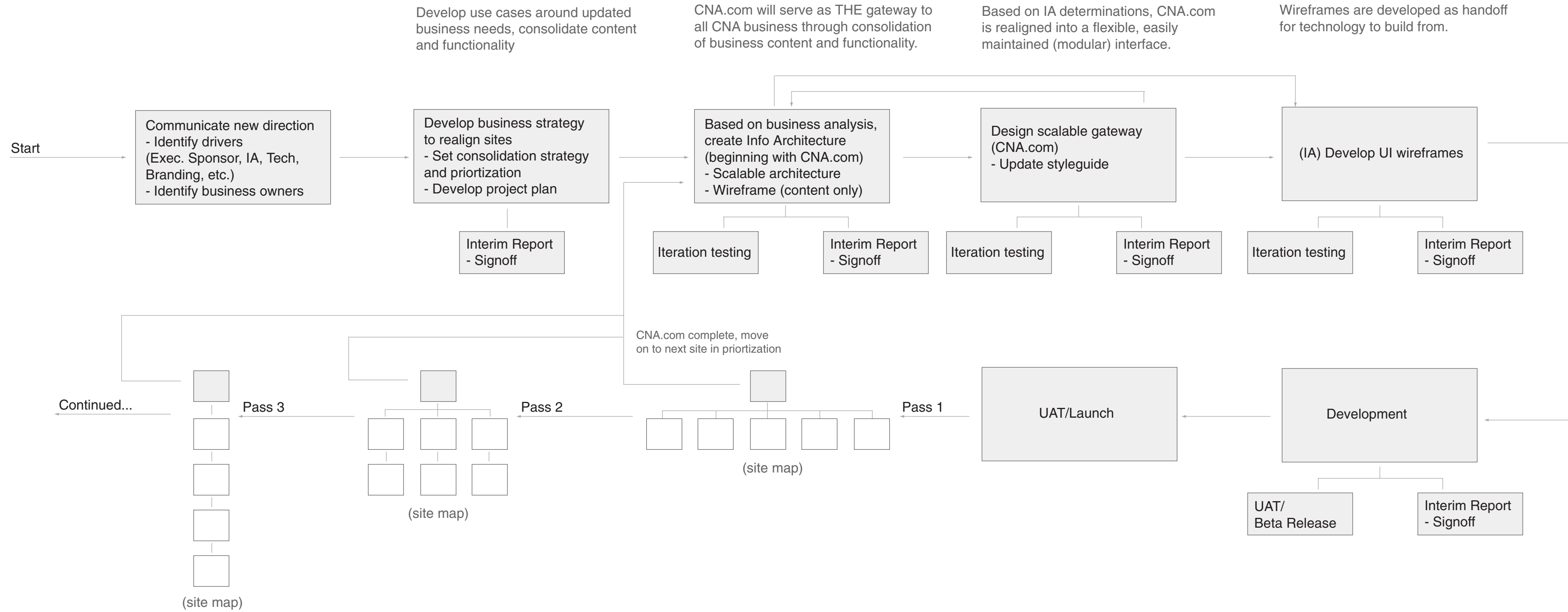"One face" Roadmap

Challenge:
- Multiple web sites creating a negative impact on productivity, growth, brand equity and business

Areas of opportunity:
- Process: Cumbersome, fractured, inefficient response time
- Architecture: Inconsistent branding, less than effective user experiences and workflows
- Resources: Constrained, fragmented

Timeline:

| Week 1 | Week 2 | Week 3 | Week 9 | Week 12 |

Develop use cases around updated business needs, consolidate content and functionality

CNA.com will serve as THE gateway to all CNA business through consolidation of business content and functionality.

Based on IA determinations, CNA.com is realigned into a flexible, easily maintained (modular) interface.

Wireframes are developed as handoff for technology to build from.

Start

Communicate new direction
- Identify drivers (Exec. Sponsor, IA, Tech, Branding, etc.)
- Identify business owners

Develop business strategy to realign sites
- Set consolidation strategy and priortization
- Develop project plan

Based on business analysis, create Info Architecture (beginning with CNA.com)
- Scalable architecture
- Wireframe (content only)

Design scalable gateway (CNA.com)
- Update styleguide

(IA) Develop UI wireframes

Interim Report
- Signoff

Iteration testing

Interim Report
- Signoff

Iteration testing

Interim Report
- Signoff

Iteration testing

Interim Report
- Signoff

CNA.com complete, move on to next site in priortization

Continued...

Pass 3

(site map)

(site map)

Pass 2

(site map)

Pass 1

(site map)

UAT/Launch

Development

UAT/
Beta Release

Interim Report
- Signoff

| Week 20 | Week 14 |