# Making Changes to the Website: Worksheet

To help you think through the rationale for the changes you want to make to the OEC website — and the possible impact — answer the questions below.

## **What problem are we trying to solve?**

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| Examples*Users can’t find specific information they need, a page no longer reflects OEC’s focus* |

## **How do we know solving this problem is important?**

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| Examples*Results from user research, feedback from staff, analytics* |

## **Who are the decision makers?**

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| Examples*Content Captains, Website Advisory Team, etc.* |

## **What are the possible solutions and their trade-offs?**

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| Examples*Adding a new page vs. adding a paragraph to an existing page* |

## **Could our preferred change result in unwanted consequences?**

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| Examples*Will it disrupt the organization of current pages? Could it make other information hard to find?*  |

## **How will we know if we’ve been successful?**

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| Examples*Reduction in emails and calls to OEC from people who can’t find the information they need, changes in analytics after 6 months* |

## **Is there anything else we need to know before we act?**

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| Examples*Can we review data to support our decisions? Do we need feedback from other divisions on our proposed solution?* |