

## 04. Define and plan

- 01. Request procedures
- 02. URLs and redirects
  - 01. URL structure
  - 02. Promotional URLs
  - 03. Short URLs
- 03. Process for content transformation
  - 1. Content inventory
  - 2. ROT analysis
  - 3. New content architecture (ToBe)
  - 4. Mapping of content to the new ToBe architecture
  - 5. Identify which content will be transformed, and where to
  - 6. Launching the transformed content
- 04. Inputs for research
  - 01. User tasks
  - 02. Audience profiles
  - 03. Task-mapping