

Web/Online Project Briefs

Web Governance

Objectives:

To develop a system for managing the Council's on line presence in a controlled and orderly way.

Deliverables:

- Improved quality & usability - staff with the right tools and guidance will produce consistently better content.
- Efficient use of resources - clarity over who does what, when, and how ensures resources can be directed at activities that can produce value.
- Reduced risk – clear roles and defined processes reduce the chance of embarrassing errors
- Increased customer satisfaction and Council Reputation

Scope:

Business Requirement & Goals

- Availability/performance/response times
- Business goals – increase self service, customer satisfaction
- Budget
- Financial opportunities

Content

- Lifecycle
- Management and workflow (separate paper to follow re options for web content management)
- Doc types, sizes, photos

Systems & Tools

- What content management system we use
- Hosting arrangements
- Systems that provide on line services
- Monitoring, link checker

Design

- Design principles
- Style guide
- Data Architecture
- Accessibility

Legal

- Legal requirements i.e. data protection, copy right
- Security

Roles and Responsibilities

- Who does what when and how
- Training
- Documentation

Analytics

- Key performance indicators/reports
- Visitor behaviour

User Experience

- How we incorporate user experience into our design continuous development.
- How we manage feedback

Resources:

Project Lead: Customer Services Manager

Project Team:

Andy Grant - Plan Alpha Systems

Sue Garwood - Web/CRM Development Officer

Karen Carter - Customer Services Engagement Officer

Input & Feedback required from :

PMT

Service Leads

Cost:

£2500

Timescale:

Task/Time	Dec '16	Jan '17
Project Start		
Research & identify best practice		
Create first draft		
Circulate to PMT Service Leads for comment		
Revise draft		
System adopted		
System published on Intranet		
System circulated to Service Leads & Web Updaters via the Intranet.		
Review /project complete		