University Website Project

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A WORLD
TOP 100
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Agenda
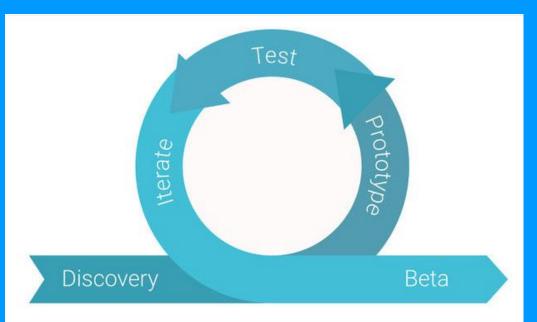
- What the project is and the approach

Broad plan - agreed by UEB

- Website to focus on external audiences - **prospective students as the primary audience**

- Create 'Digital Workspaces' for **students** and **staff** - this will be **separate to the external website**

- **Developing an agile approach to website and digital** as used by Gov.uk, BBC and other Uni's such as Cardiff, Edinburgh, Hull and Bath

Digital service lifecycle

Process of **discovery**, **alpha**, beta and live

Why are we doing this?

- Increasingly competitive landscape for **student recruitment**, research income and staff attraction

- Content management system (CMS) is ageing and **not expected to meet our needs** beyond a further two years

- Prolonged concerns around **digital governance, website search and navigation**

Vision

*To develop a website **based around key visitor needs** - answering their **questions** and helping them to **complete tasks***

*Presenting our most **informative** and **persuasive content** that's relevant to a visitor*

*Leaving visitors with a **positive impression** of the University and **nudging them** towards selecting the University*

What the team <u>is</u> doing

- Core digital team is focused on **discovery and building a prototype** (alpha)

- Gathering the **top tasks or questions** that prospective students have

- **Testing** and gathering **feedback** as we go; **building iteratively**

What we are <u>not</u> doing

- Further developing the functionality of the existing CMS or online prospectus

- Implementing anything new at this stage

Estimated timescales

- First prototypes in Nov - structure

- Fuller prototype by the New Year - with content

- Procurement from Jan 2018

Your input

- Providing top tasks, questions and **card sorting**

- User testing and feedback

- Communication

Parking lot for:

- Questions and concerns

- Functionality ideas - expressed as a **problem**, rather than a solution

- stephen.thompson@sheffield.ac.uk

Progress Update

- Top task analysis - with staff and students

- Card sorting - staff and students

- alpha.sheffield.ac.uk

Digital framework

- A set of standard operating procedures for the use of digital

- Consisting of:
  - Guiding principles
  - Service manual
  - Digital triage
  - Pattern library

Training program

Digital training

Digital exposure

Thank you and questions

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Further info

3 main elements

1. Digital service lifecycle

2. Digital framework

3. Training program

Service manual

- Digital strategy.
- Guiding Principles.
- Prioritised list of digital objectives.
- Prioritised list of target audiences.
- Approach to commissioning digital services.
- Approach to building digital services.

- Evolving digital road map.
- Guide to digital content approach.
- Content style guide.
- Accessibility guide.
- Social media policy.
- Approach to homepage management.

Training and exposure

- In-person and self learning
- Intro to digital marketing
- How digital supports students
- Digital and compliance
- Writing for the web
- Social media
- How to's - tools, video, analytics, cms patterns
- Communicating good digital practice via service manual, video blogs, screencasts
- Digital conference

- Embed service owners in the digital team during development

Steps....

1. Establish strong leadership
2. Form a digital innovation group
3. Conduct user research
4. Establish project objectives
5. Build a proof of concept prototype

Exercise 1: Task Analysis

- List as many different tasks that people within your audience will want to complete when visiting our website.

- Feel free to discuss this on your tables and **write as many tasks as you can think of on the individual index cards** we've provided. **(15 mins)**

Exercise 2: Top Tasks

- **Swap** with another table and **add any missing tasks**

- Using the stickers on your tables, we want you to **vote on what you think are the top tasks for your audience** when using our website.

- Each person has **three votes to cast** (i.e. 3 stickers). You can choose to **vote on 3 individual tasks** or **use all 3 votes on the one task** that you think is absolutely the most important **(10 mins)**

Role	Suggestions	Additional support
User Researcher. (1)	Andrew Twist	iLab resources, Marketing have some experience of using the ilab and conducting research, involve students Have work experience coming in to help
UI Designer. (1)	Andrew Twist	With mentorship from Paul Boag
Content Lead. (1)	Robin Byles	Relevant **subject matter expert** would be involved for helping review and provide content
Content Creators	Steven Goodrich, Emily Coupland	Relevant **subject matter expert** involved to help create, review and provide content Ideally involved a Grad Intern or Student placement Outsource or second in from around the University - eg Faculty leads
Motion Graphic Specialist (1)	Andrew Twist	Relevant **subject matter expert** involved to help create, review and provide content May need to outsource this or second in others from around the uni dependant on the project
Front-end Coder. (1)	Jenny Clegg	
A Server Side Developer. (1)	**Rich Barrett-Small**, Tom McGowan	
Server Infrastructure (1)	**Si Wilkins**, Mark Oliver (called upon as required)	
Social media expert (1)	Andrew Twist	
Technical lead	Richard Brierton	Ensuring the outputs are technically sound and in line with other University technology
Comms Lead	Stephen Thompson	Communicate the vision and key stages