

Twitter hashtag

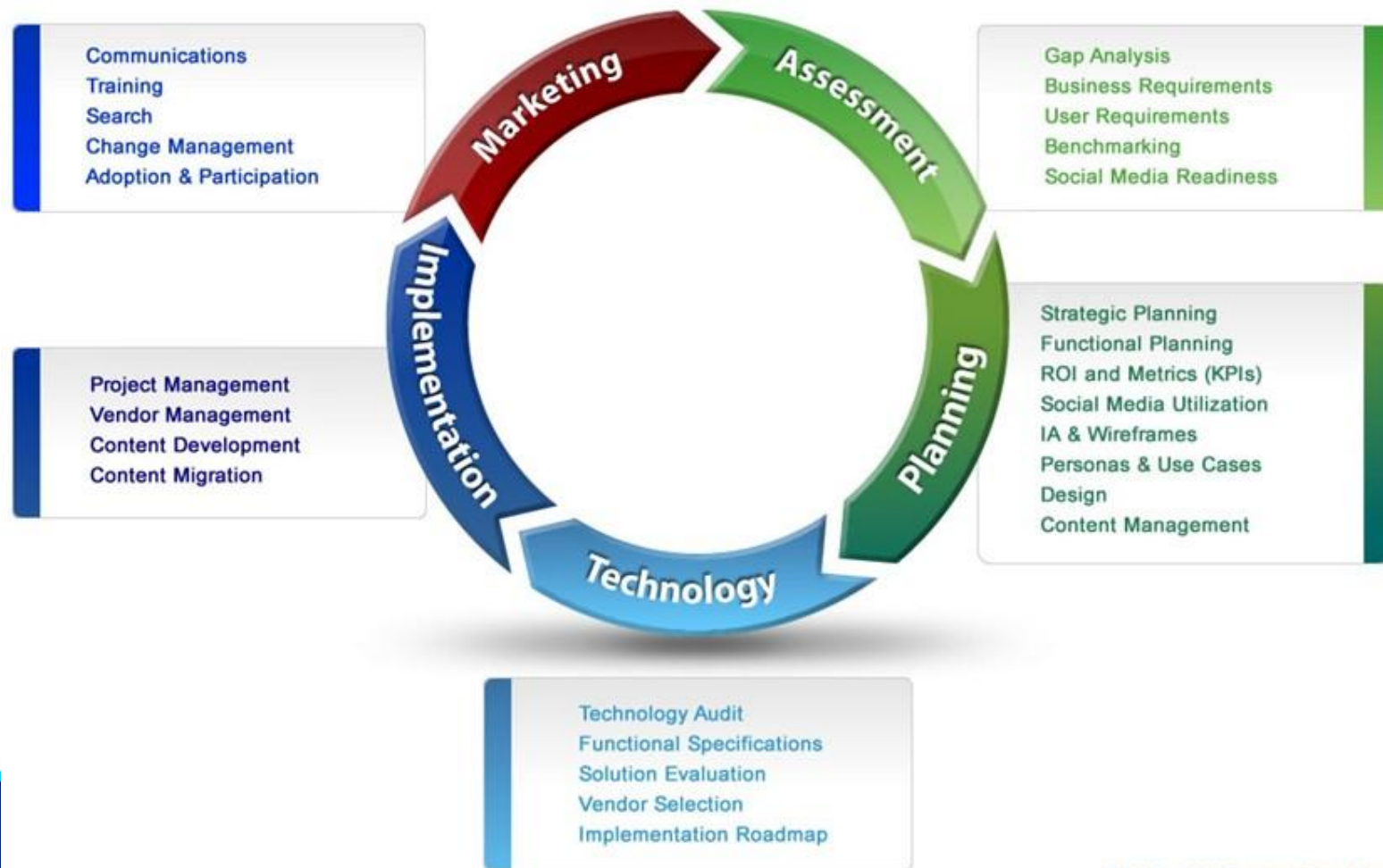
#intranet2

#!nfl9n6f5

@tobyward

# Listen. Understand. Deliver.

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# Nexus of Intranet Success



# 10 Steps to A Social Intranet

1. Business requirements
2. User requirements
3. Best practices
4. Strategic planning
5. Governance
6. Information architecture
7. Wireframes
8. Design
9. Launch
10. Change management

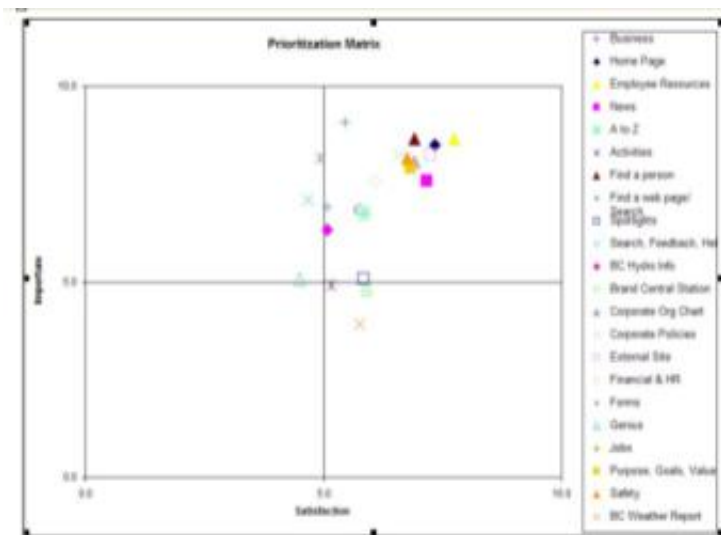
# ① Business Requirements

## ① Business Requirements



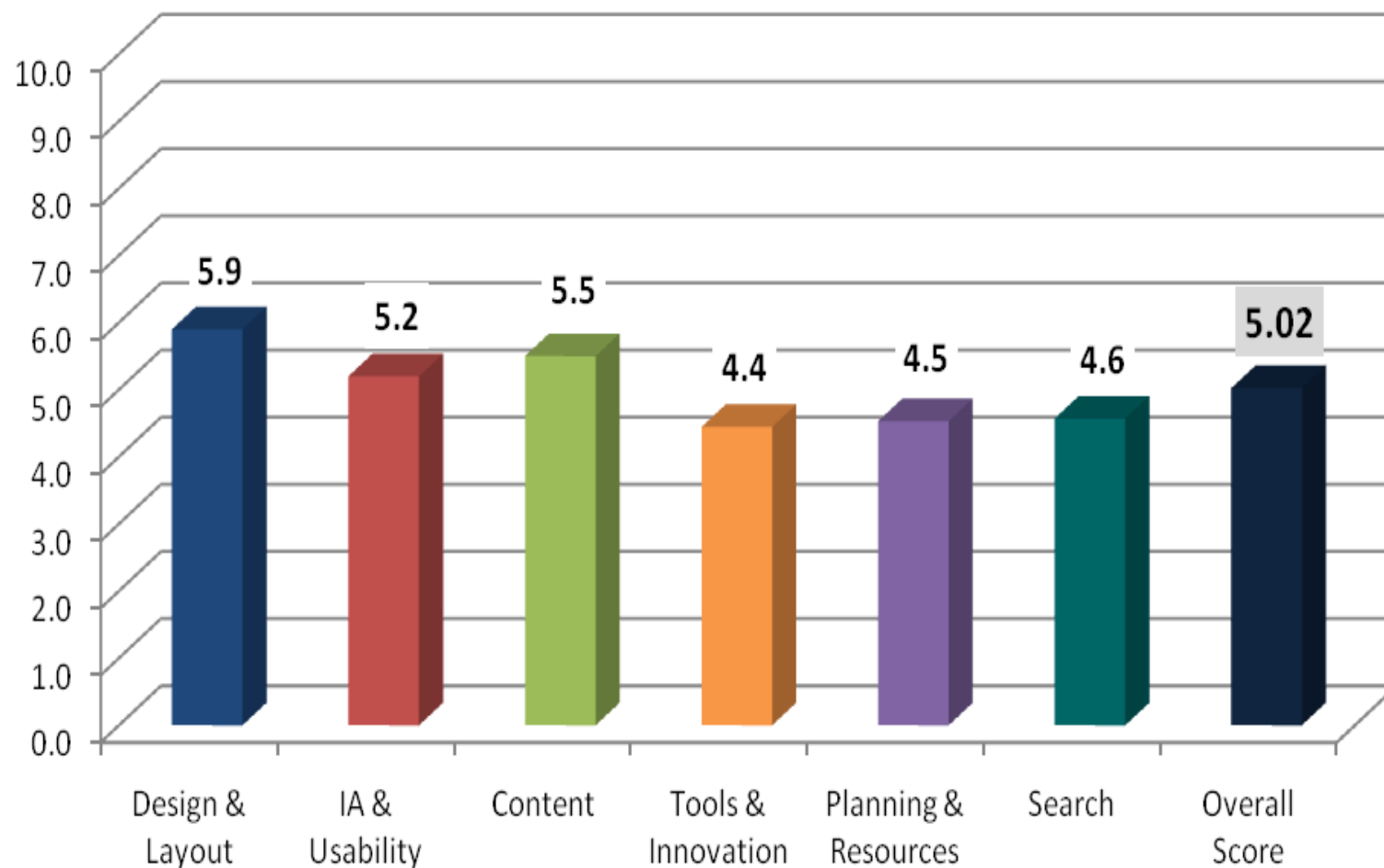
## ➤ Business Requirement Gathering

- Interviews
- Surveys
- Focus Groups
- Workshops



How would you rate the ability to find information on the intranet? On a 4, scale from 1=poor and 10=excellent)		Number of Responses	Response Ratio
Poor		2	3%
		3	5%
		3	5%
		5	8%
		10	16%
		9	14%
		14	22%
		11	17%
		3	5%
Excellent		4	6%
<b>Total</b>		<b>64</b>	<b>100%</b>

# Heuristic Site Evaluation



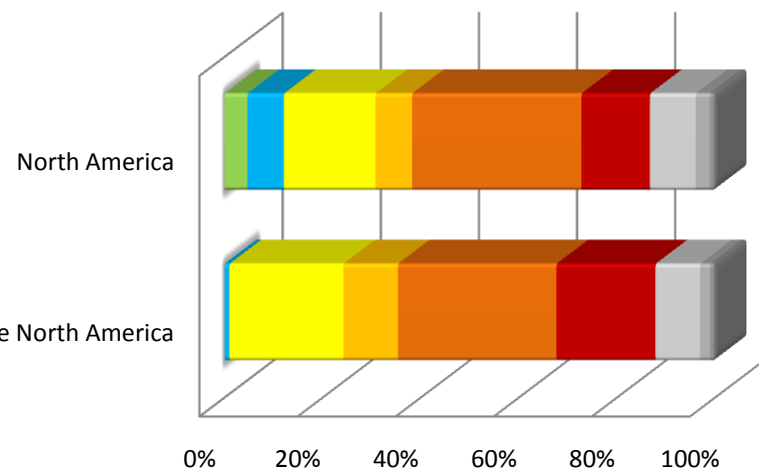
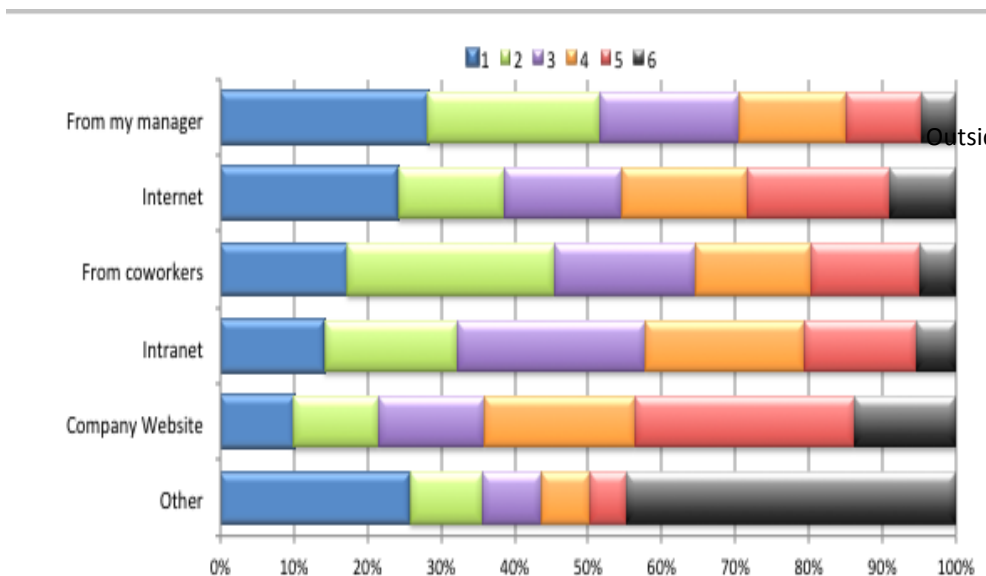
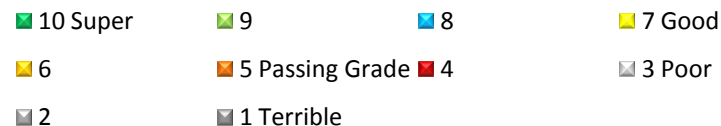
## ② User Requirements

## ③ User Requirements



## ➤ User Requirements Gathering

- Surveys
- Focus Groups
- Usability Testing



# Planning - Personas

## Persona 1: Looking for a Career in Financial Services



### Demographics

- Female
- University Grad
- 26 years old
- Currently working full-time at a bank
- Working for less than 1 year
- Avg. income 40K
- Works in Toronto
- Wants to take the course to advance her career

### Anticipated Behaviour

- Debbie will visit the site either by a referral from someone else (incl. HR/Training) which is all likelihood would be to the home page or by searching on Google for course or company name
- Debbie's first visit to the site will be exploratory, she will want to learn as much as possible about the courses and what her options are. She will be willing to make a long term commitment to learning to get her
- Debbie's next visit to the site will be to want to know the cost so she can get delivery options and when the she know how quickly she can complete
- Debbie is willing to take courses in a computer literate and comfortable with exam process and seeing examples

### Rationale

At the time of this report the Organization had 657 full time employees, as well as approx additional 100 contractors and/or part time workers.

### Core Metrics

Gender	Represented as Person
Female = 403 (75.9%)	5 of the personas are female
Male = 134 (29.5%)	1 is male

### Age

- Age 35-45 = 228 employees (34.2% of employees)
- Age 25-35 = 220 employees (33.3% of employees)
- Age 45 and up = 190 employees (29.7% of employees)
- Age 18-25 = 17 employees (2.6% of employees)

### Location [Total employees 657 - 750]

- Ottawa = 280
- Toronto = 176
- Montreal = 13
- Vancouver = 12
- St-John's = 4
- Edmonton = 2
- 24 telecommuters

### Education

- Post graduate & Master = 222 employees (33%)
- Undergrad = 207 employees (31%)
- Diploma (Technical School) = 161 employees (24%)
- HS (high school) = 17 employees (2%)

### Length of Service

- 2 years - 9 years = 217 (33.0%)
- More than 9 years = 179 (27.2%)
- 6 months - 2 years = 147 (22.4%)
- Less than 6 months = 114 (17.4%)

### Computer and Devices

- 180 person with PDA
- 300 with laptop
- 260 with VPN access
- 100% MS Office

### Bilingual

27.56% are bilingual  
Employees in pay grades 4 & 5 seem to have slightly more bilingual employees with a concentration of bilingual

## Persona 1: May, Researcher



### Demographics

- Female
- 27 years old - Generation Y
- She has an graduate degree
- Working for less than six months at Citi
- Works in Toronto
- Works on about three projects a year
- Part-time job at Citi

### Lifestyle

- Single mother of one child
- Owns her car
- Likes to go out with friends
- Personal goal - become a writer later

### Key Characteristics/Needs

- She likes to research on the web
- She wants a lot of research on the web
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### Behavioral

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### Interests

- She is an internet user and is very familiar with the web
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### Future Requirements/Goals

- She would like to see an internet user and is very familiar with the web
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## Persona 2: Pierre, Manager of Projects and People



### Demographics

- Male
- 37 years old - Generation Y
- Master's Degree
- Working for eight years at Citi
- Works in Ottawa

### Lifestyle

- Married with two children
- Owns a house and is often in his Master's house
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### Future Requirements/Goals

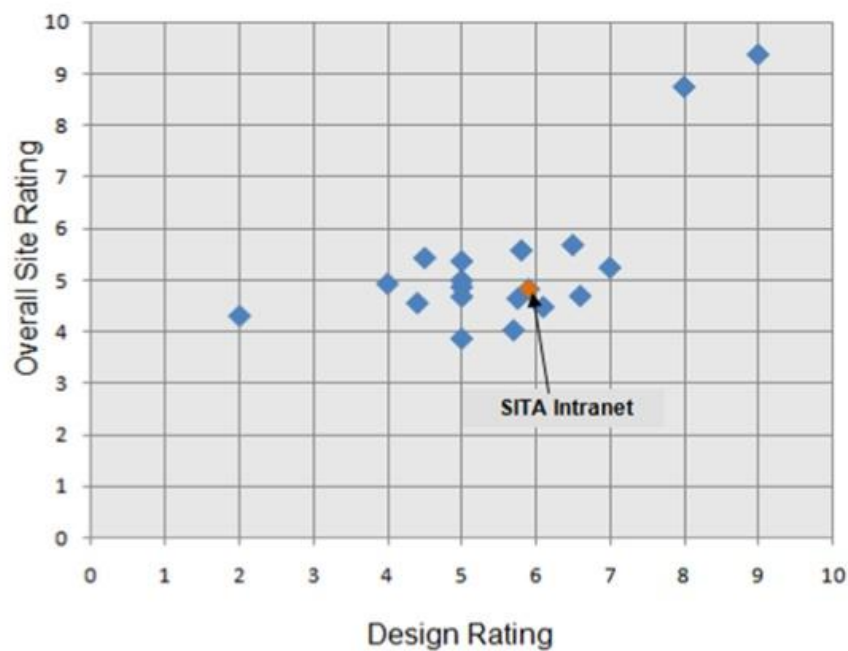
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# ③ Best Practices

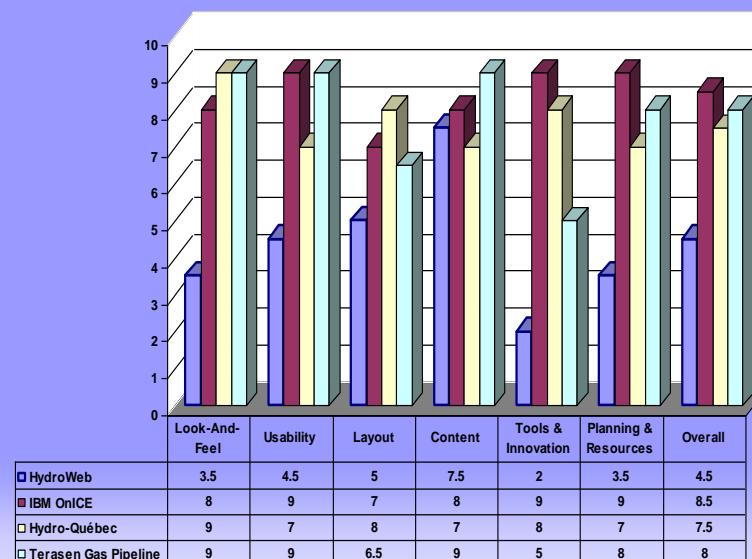
## ③ BEST PRACTICES

# Benchmarking

Design & Layout Rating: **5.9** out of 10



HydroWeb Benchmarked Evaluation Scores





the  
portal

All Sites

search

site actions

Home

Our Company

Employee Center

Manager Center

Services Center

Work-Related Sites

Regions

About the Portal

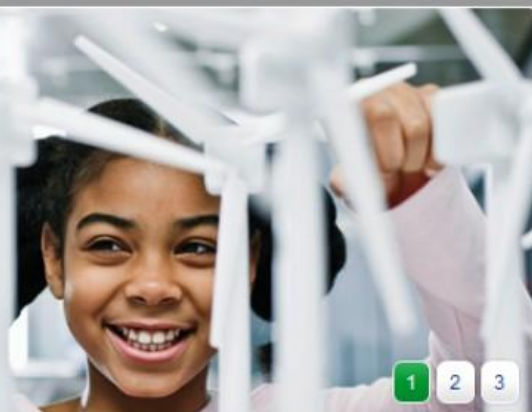
WHAT IS SIMPLE ABOUT PROVIDING

**AFFORDABLE,  
RELIABLE  
AND CLEAN ENERGY?**

Read more



2009 | 2010 SUSTAINABILITY REPORT



1 2 3

Charlotte, NC

93° F

Partly Cloudy

Duke Energy Weather »



DUK: 17.45

+ 0.27 (1.56%)



as of Sep 1 2010 2:40PM EST

Quick Links

My Links

- > Job Opportunities
- > Time Reporting
- > My Site
- > Duke-Energy.com
- > Benefits - Retirement
- > Expense Management
- > Training
- > About the Portal
- > Paycheck
- > Health & Insurance Benefits

News

In The Media

News Releases



8 comments

**New Direction for N.C. Coastal Wind Development Project**

The project could be the first wind generation project for the regulated Duke Energy Carolinas. The company's major wind projects are owned and operated by the non-regulated Commercial Businesses.

Read More

Marathon Oil Tower provides Recycling for Paper, Aluminum and Plastic

Company Supports Many Nights at the Museum

Duke Cranks up Work with Electric Cars

Employees Encouraged to Have a Say in Managing Coal Ash and Other CCRs

A Little Advice on When to Whip Out the Corporate Card

Contractor Dies at Duke Energy Construction Site

New Direction for N.C. Coastal Wind Development Project

Duke Looking to Cool Off the Summer Heat: We're Fans

Submit Your Idea for an Article

All Articles →



## Calendar of Events

All Events

IN

KY/OH

NC

SC

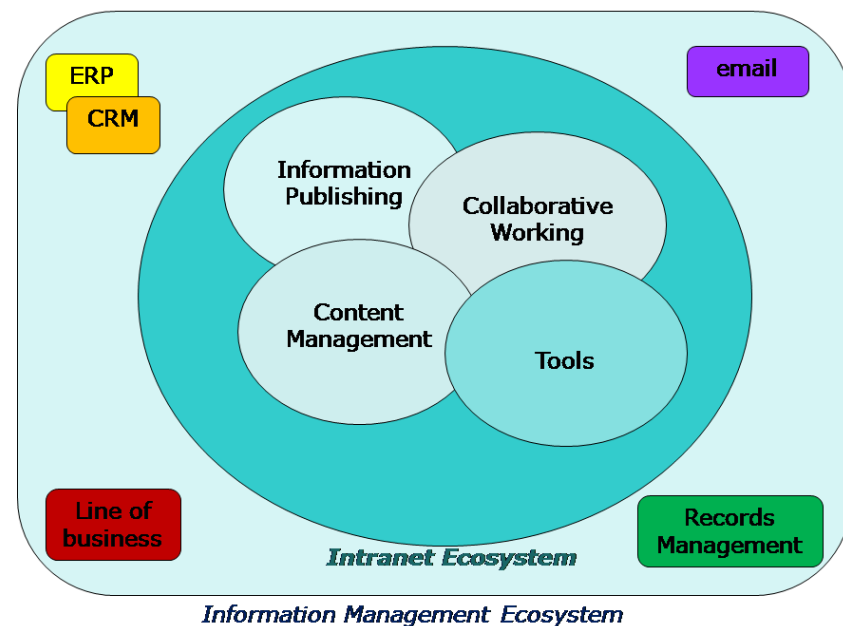
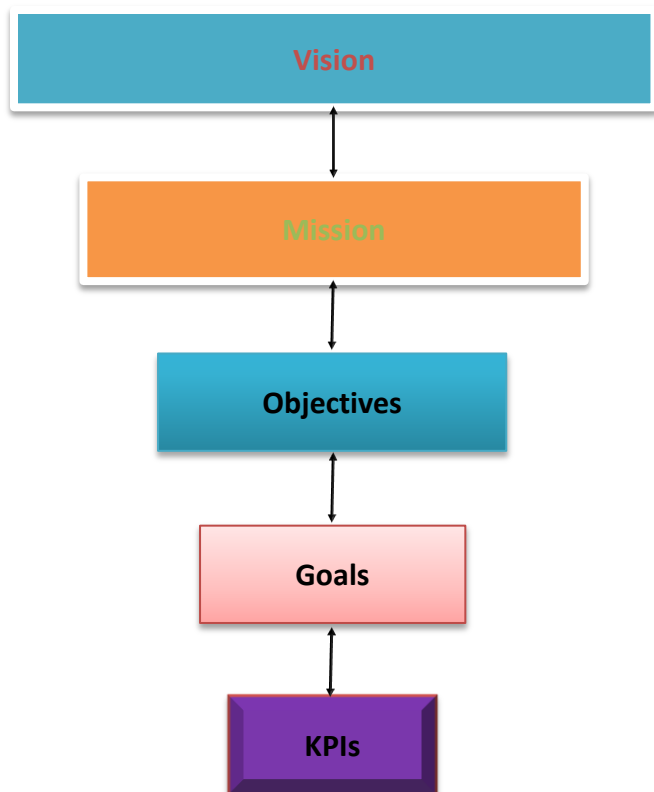
- |            |    |   |
|------------|----|---|
| 09/01/2010 | NC | Meet your local farmer  |
| 09/06/2010 | KY | Leadership Development Network's "Are you Smarter than a 5th Grader?"                     |
| 09/07/2010 | IN | 4th Annual Duke Energy United Way Poker Run   |
| 09/08/2010 | IN | American Heart Association Annual Heart Walk  |
| 09/08/2010 | SC | Weight Watchers Meeting   |
| 09/09/2010 | SC | Book Club Discussion  |
| 09/09/2010 | NC | Komen Charlotte Race for the Cure   |
| 09/10/2010 | SC | Leadership Development Network's "A Conversation with Group Executive and CFO, Lynn Good" |
| 09/10/2010 | NC | Walk Now for Autism   |
| 09/10/2010 | NC | Lunch & Learn for Businesswomen   |



# ④ Strategic Planning

④ strategic planning

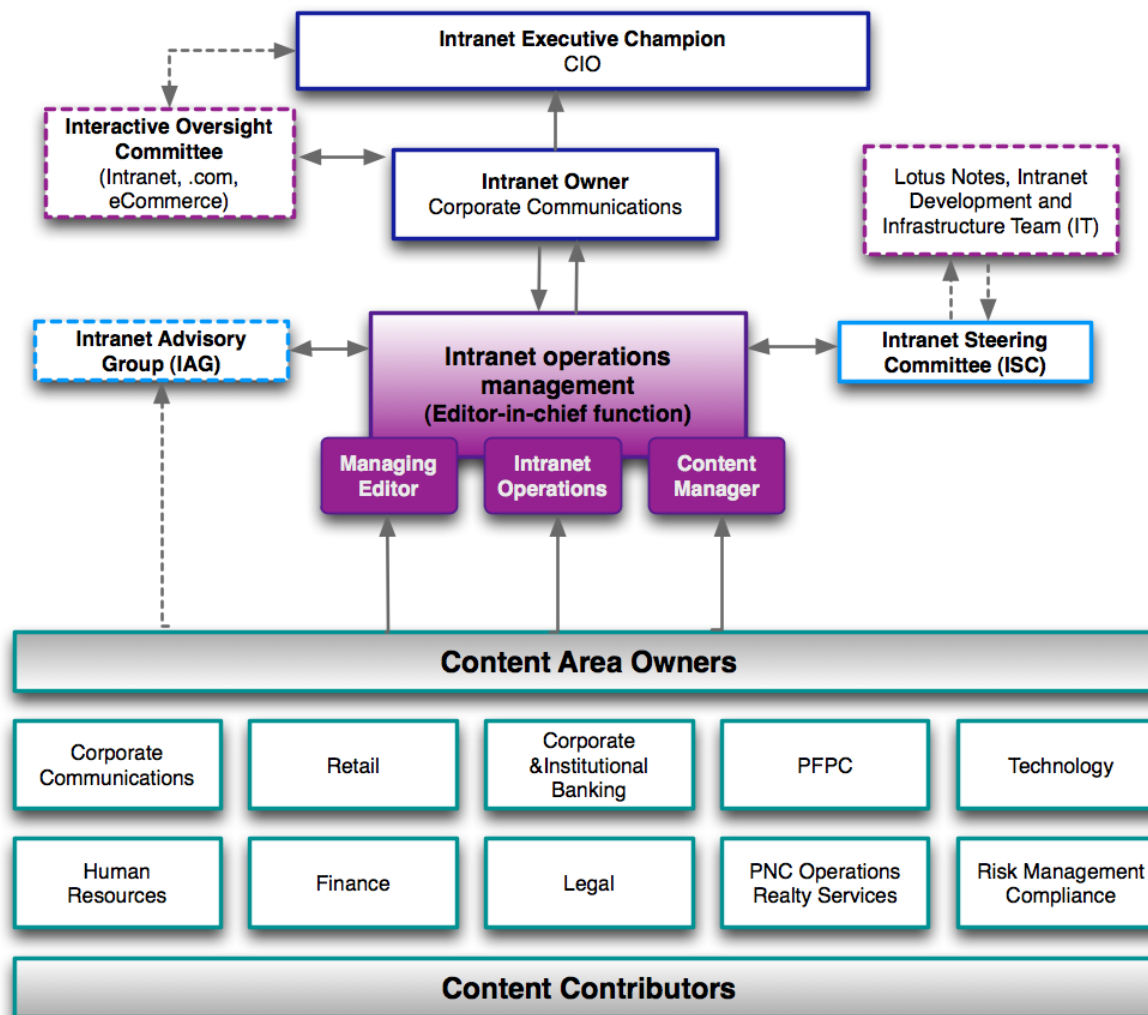
# Planning – Strategy



# 5 Governance

## 2 GOVERNANCE

# Planning - Governance



# ⑥ Information Architecture

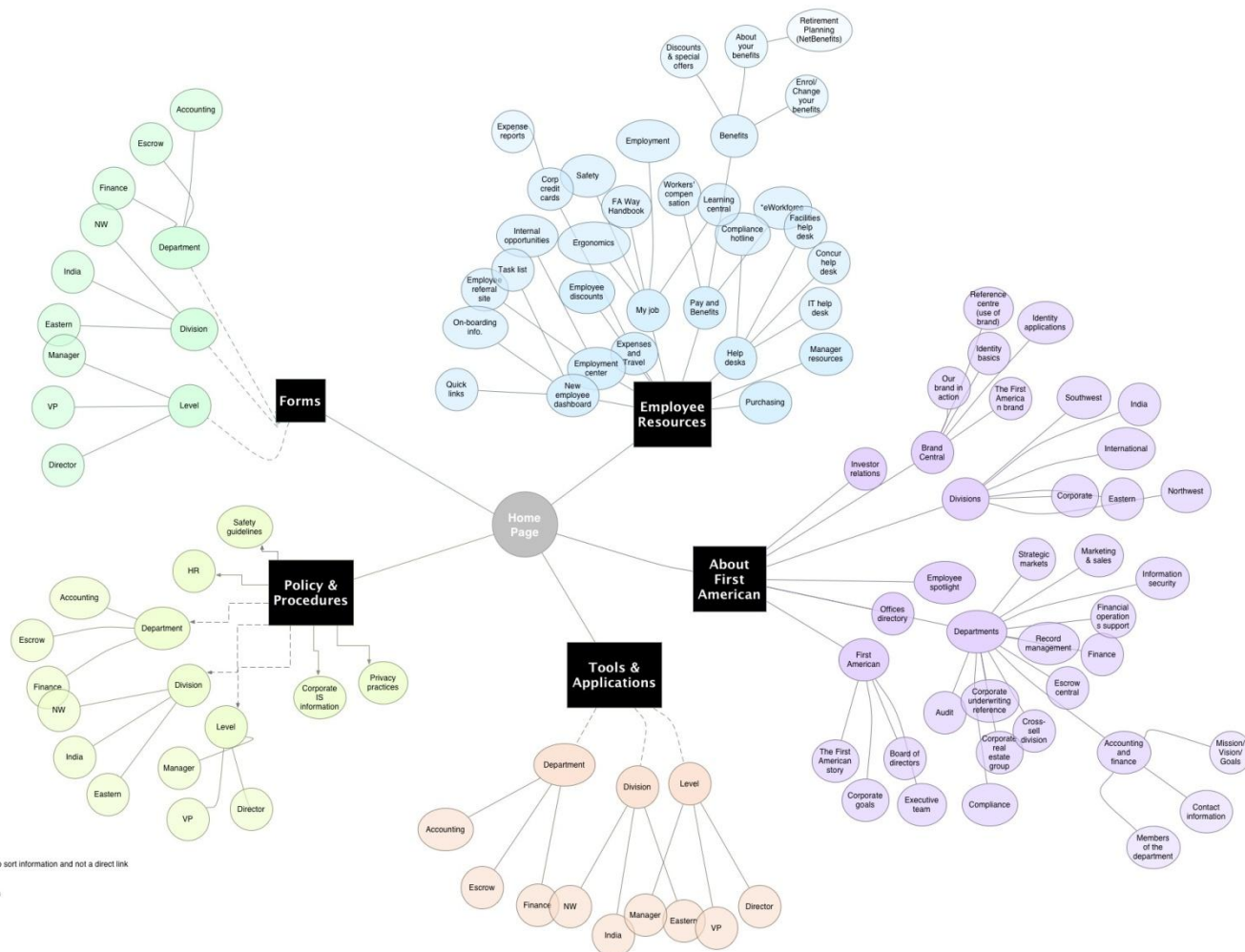
⑥ Information Architecture



# Planning – Information Architecture

## FACentral

Information Architecture Mindmap



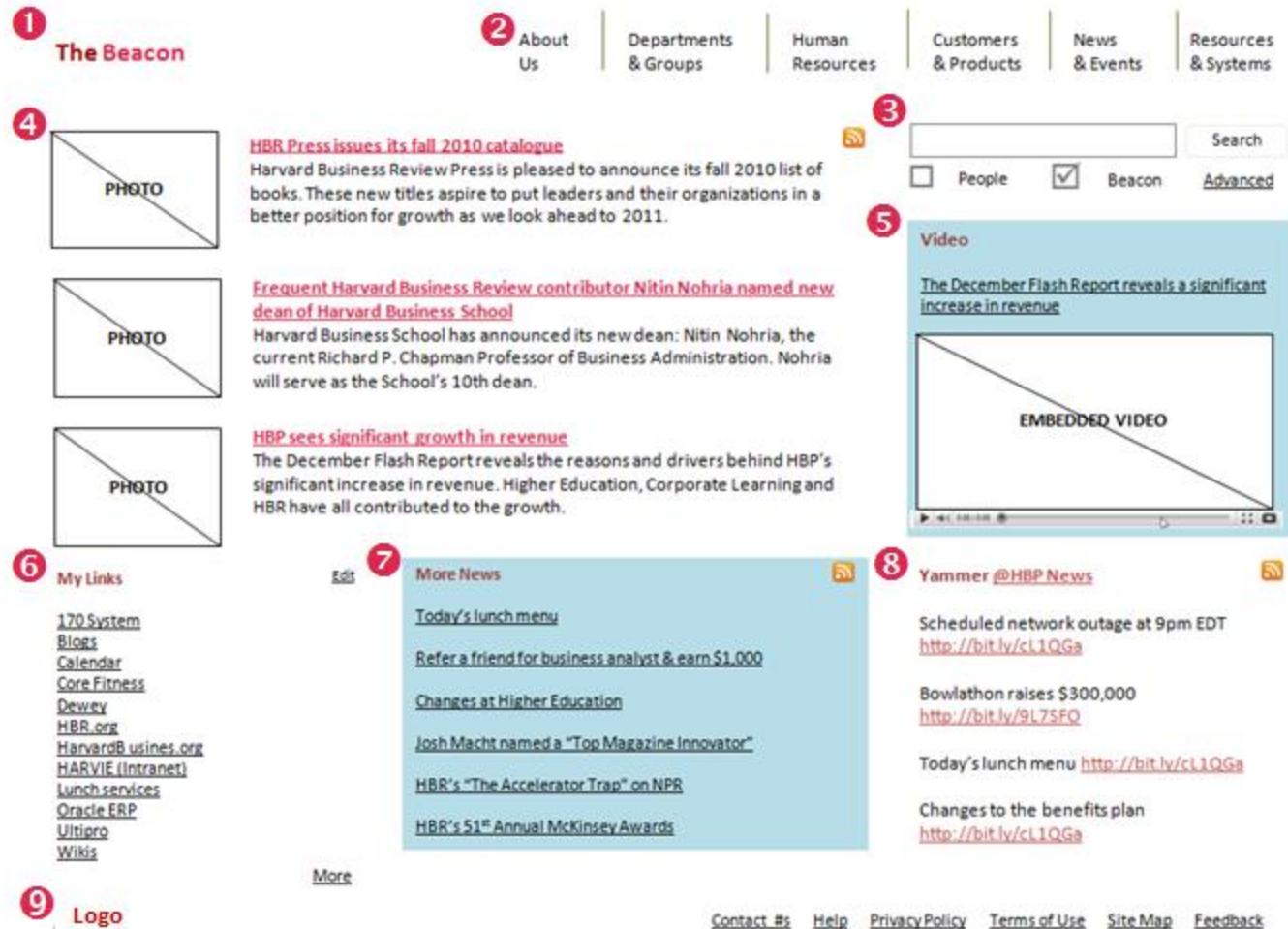
Creator: Adam Wasserman  
Modified: FH Sep 02 2011

# 7 Wireframes

Wireframes

# Planning - Wireframes

- 1 Global banner
- 2 Global navigation
- 3 Search
- 4 Lead features
- 5 Video
- 6 My Links
- 7 News
- 8 Yammer
- 9 Footer



**1 The Beacon**

**2** About Us | Departments & Groups | Human Resources | Customers & Products | News & Events | Resources & Systems

**3** Search [ ] [ Search ]  
☐ People ☒ Beacon [Advanced](#)

**4** PHOTO  
 PHOTO  
 PHOTO

**5** Video  
 The December Flash Report reveals a significant increase in revenue  
 EMBEDDED VIDEO

**6** My Links  
[170 System](#)  
[Blogs](#)  
[Calendar](#)  
[Core Fitness](#)  
[Dewey](#)  
[HBR.org](#)  
[HarvardBusiness.org](#)  
[HARVIE \(Intranet\)](#)  
[Lunch services](#)  
[Oracle ERP](#)  
[Ultiopro](#)  
[Wikis](#)

**7** More News  
[Today's lunch menu](#)  
[Refer a friend for business analyst & earn \\$1,000](#)  
[Changes at Higher Education](#)  
[Josh Macht named a "Top Magazine Innovator"](#)  
[HBR's "The Accelerator Trap" on NPR](#)  
[HBR's 51st Annual McKinsey Awards](#)

**8** Yammer @HBP News  
 Scheduled network outage at 9pm EDT  
<http://bit.ly/cl1QGa>  
 Bowlathon raises \$300,000  
<http://bit.ly/9L75FQ>  
 Today's lunch menu <http://bit.ly/cl1QGa>  
 Changes to the benefits plan  
<http://bit.ly/cl1QGa>

**9** Logo

Contact Us | Help | Privacy Policy | Terms of Use | Site Map | Feedback

8 Design





8 DESIGN



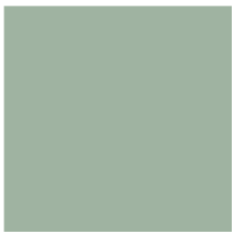




## Accent colors

The Accent colors are used only **in small amounts** to accompany main palette colors. Main colors should be more visible, brighter part of design.

### Dark

			
RGB 153:1:52 CMYK 26:100:73:23 HEX 903248	RGB 49:83:89 CMYK 82:54:53:31 HEX 475C61	RGB 79:89:84 CMYK 67:51:59:31 HEX 5A615D	RGB 35:59:51 CMYK 80:55:70:55 HEX 2C3E36

### Light

				
RGB 158:178:160 CMYK 40:20:39:0 HEX A2B3A1	RGB 216:219:192 CMYK 15:7:26:0 HEX D7DBC0	RGB 164:148:122 CMYK 36:37:54:3 HEX A2967E	RGB 247:148:30 CMYK 0:50:100:0 HEX EA932A	RGB 224:183:52 CMYK 13:26:94:0 HEX D8B946



⑨ Launch

⑩ Launch

# Roadmap/Blueprint

	Current State	Phase I	Phase II	Phase III	Phase IV	Phase V	Launch	Post-Launch
Content	Archiving "old" sites/clean up	Comprehensive content audit \$	Content gaps – 3 <sup>rd</sup> party, new	ID customization Requirements\$	Review content / metadata \$\$\$		Promote new site Promote /reward collaboration	Create site wiki for input
Change Mgt./Communications	Update Directory	Content pub. workflow \$	Assign roles to migrate content	Monitoring – collaboration/R e-wards	Collaboration content	Key messaging for managers and executives	Monitor feedback	Use polls, surveys for feedback
	DPE – training	Cont.mgt. Plan-plan\$\$\$	Archive plan	Training plan for CMS, etc. \$\$\$	Test CMS, review		Monitor stats	Analyze site traffic, click streams, etc. against goals
	Review Change Mgt. Res.	Web.20 tools to use \$\$\$	Implement content mgt \$\$\$	Final IA/templates /Test\$\$\$ Implement design \$\$\$ Design guide \$\$\$	Chg. Mg. Plan \$\$\$ Communication s, Plan \$\$\$ Schedule /Plan Training \$		Conduct Intranet Training \$	ID gaps, conduct usability tests \$\$\$
Design/IA/Usability	Review resources needed Rollout-updated site	Resource\$\$\$ ID Templates needed \$	Complete site architecture \$\$\$ Create Templates\$\$\$			Conduct CMS Training \$		
Strategy	Strategic Plan	Strategic Plan Approved	Intranet vs. team site content	Expectations for collaboration	Approval Change Mgt. plan			Determine performance against goals
	Collaboration Strategy	Goals - measures, Coll. Approved		Collaboration promotion plan				ID areas for consideration, revision, updates
	Planning docs							
Governance	Gov. model confirm	Assign roles	Ownership to fulfill gaps	Ownership – fill content gaps	Policies for feedback forms. Email, alerts etc.	Determine backups for editors, publishers	Roles , process for feedback	Share results to Advisory Council
		Staff – roles	Confirm pub. workflow	ID Community Leaders	Intranet Mgt. Policies	Advisory Council– soft launch	Ensure backup plan for editors, publishers, etc.	Review next steps/areas to improve and update
		Job descriptions	Confirm – job descriptions	Review content / workflows	Roles –Change Mgt.			
		Gap analysis						
Functionality	Rollout DPE6			Configure groups for permissions/ workflow			Monitor site traffic, functional issues	
	Assess CMS/Web Analytics Vendors		Review/ Select CMS \$\$\$	Implement CMS structure ,templates. site structure \$\$\$		Conduct pilot launch	Operational updates implemented as required	
	Requirements gathering					Finalize internal support systems		
	Review existing collaboration space				User Acceptance testing			
		Skills Assessment						

# 10 Change Management

## 10 Change Management

# Change Management

1. Pre-marketing
2. Education
3. Orientation
4. Marketing
5. Training
6. Feedback loops
7. Governance
8. Incremental change

# Toby Ward

Toby Ward

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