Twitter hashtag

#intranet2

@tobyward

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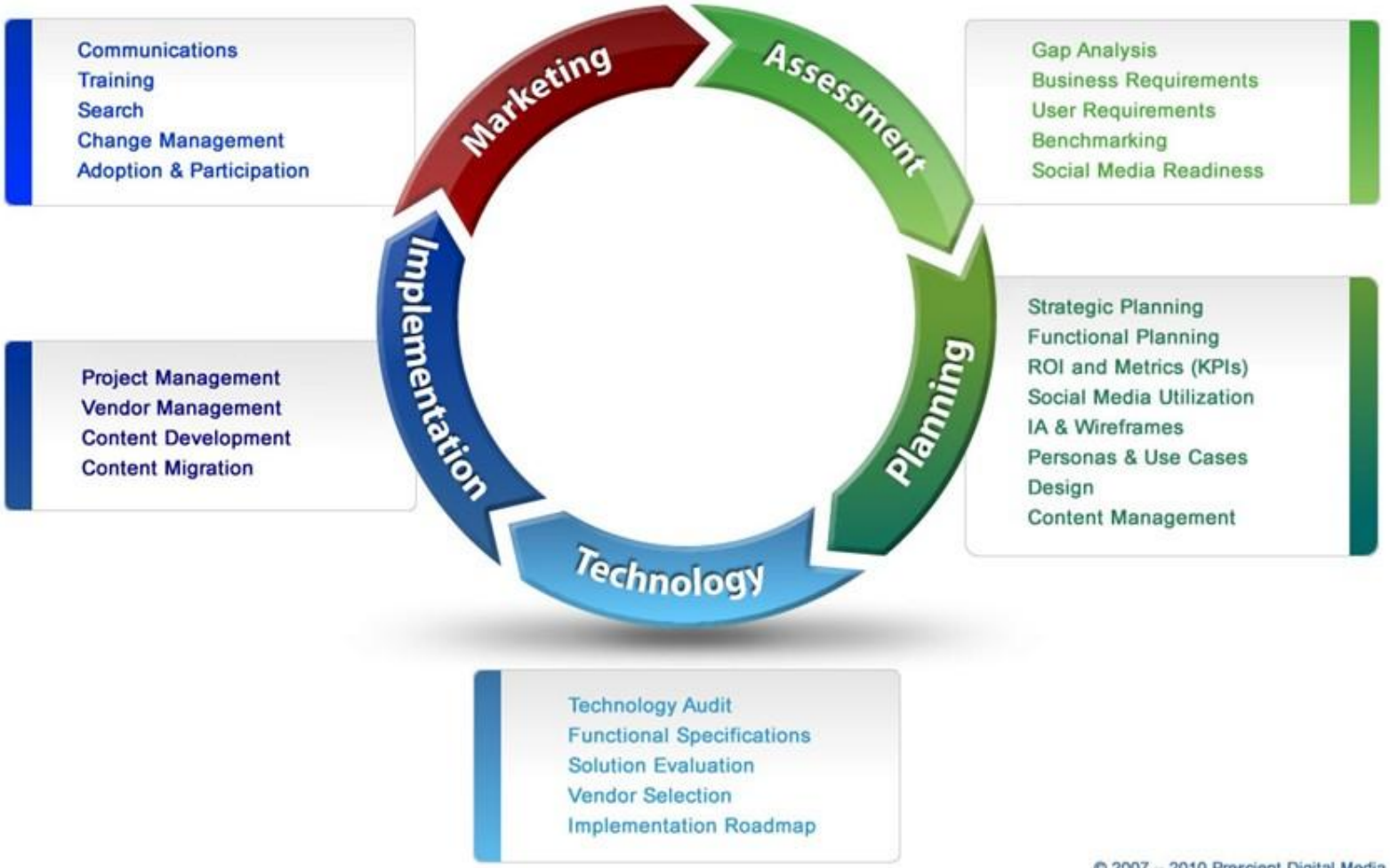
Listen. Understand. Deliver.



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

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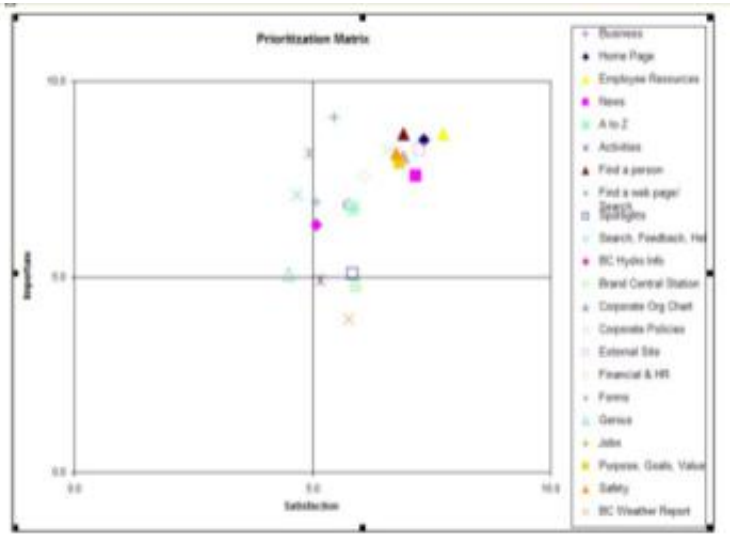
1 Business Requirements

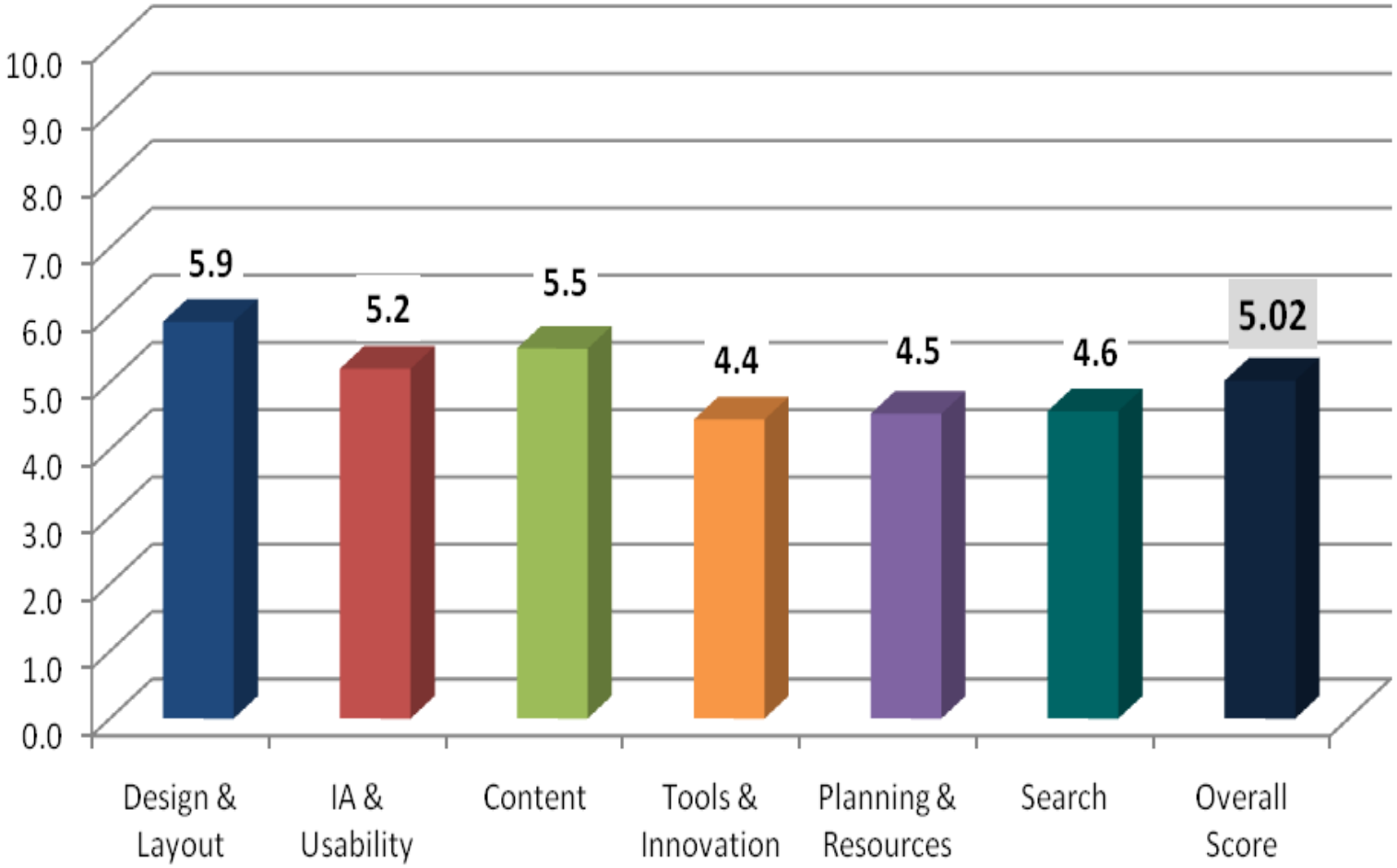
Business Requirement Gathering

- Interviews
- Surveys
- Focus Groups
- Workshops



4. How would you rate the ability to find information on the intranet? On a scale from 1-10 (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%
Total	64	100%

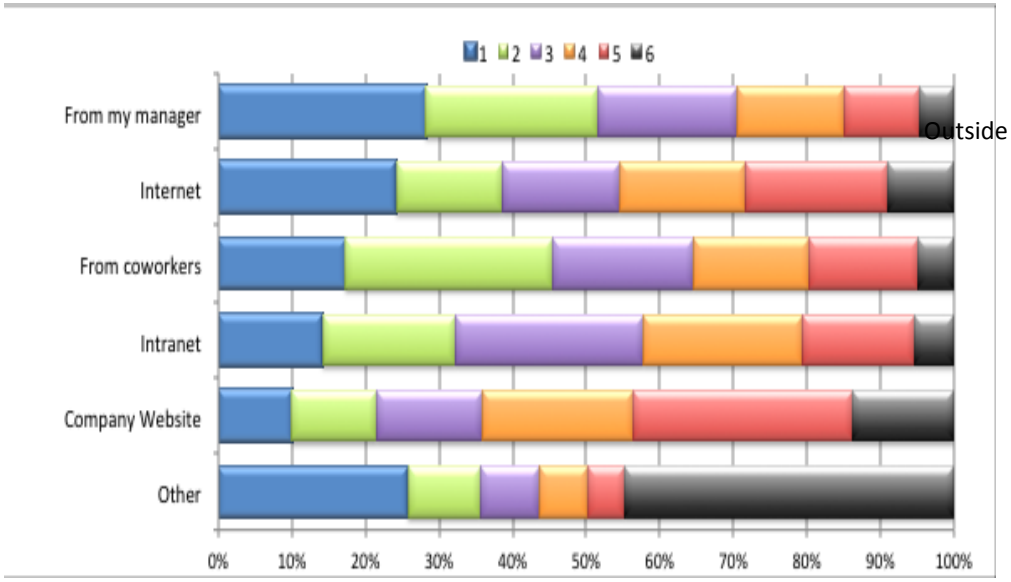
Heuristic Site Evaluation

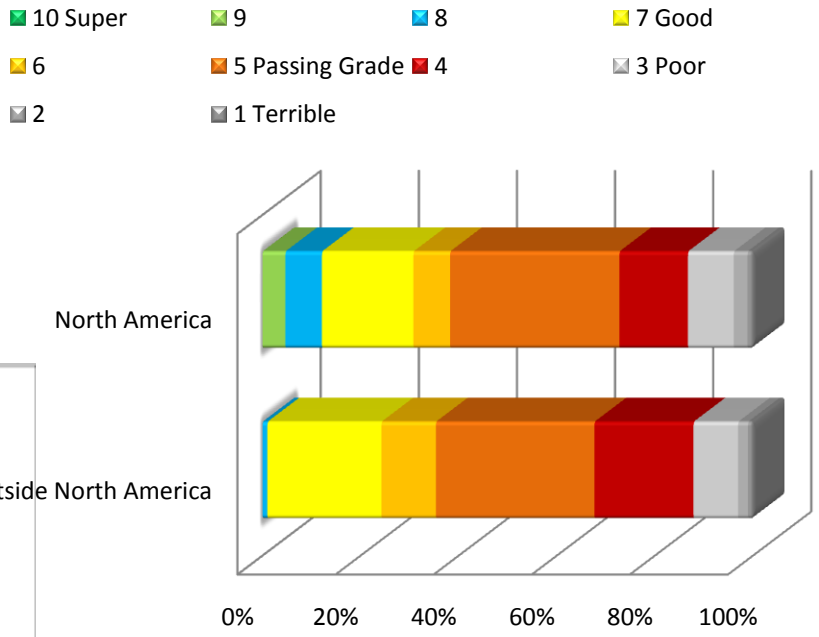


② User Requirements

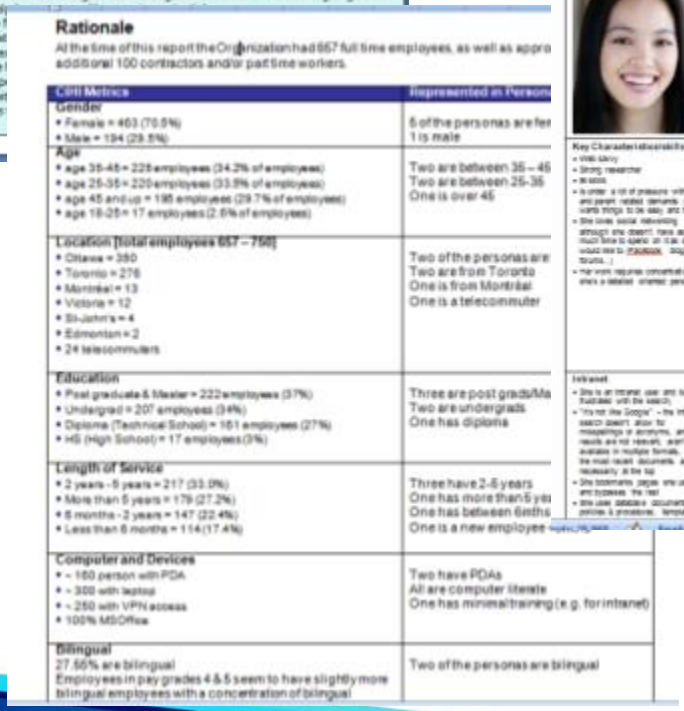
User Requirements Gathering

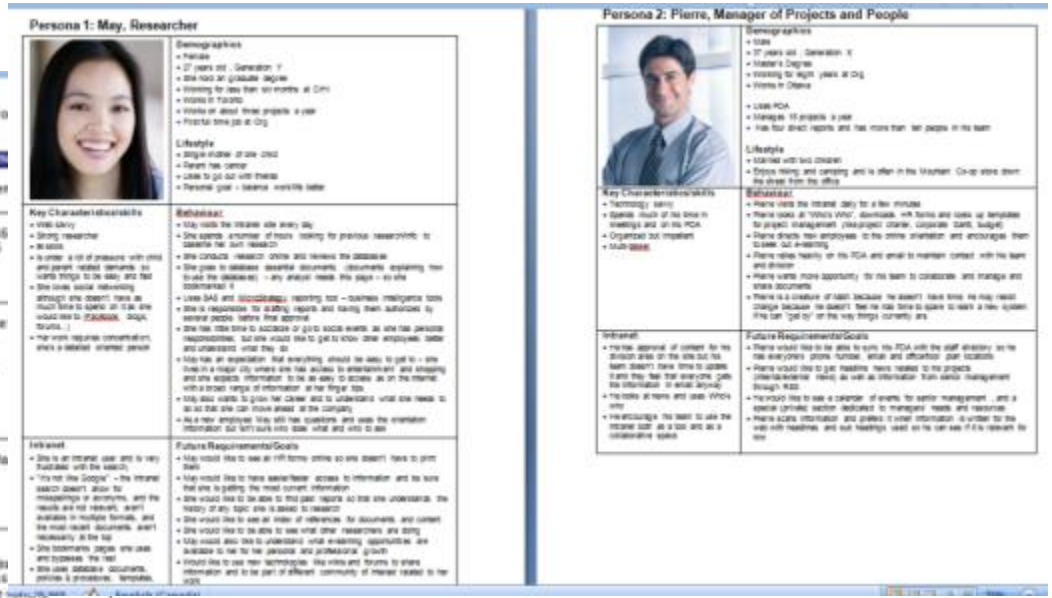
- Surveys
- Focus Groups
- Usability Testing





Planning - Personas





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❸ Best Practices

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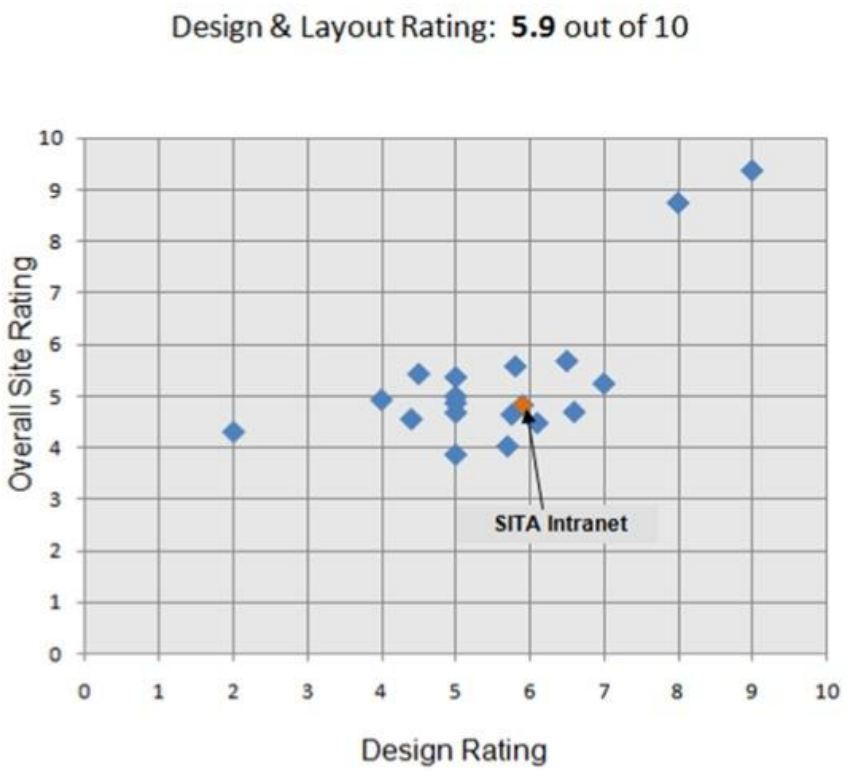
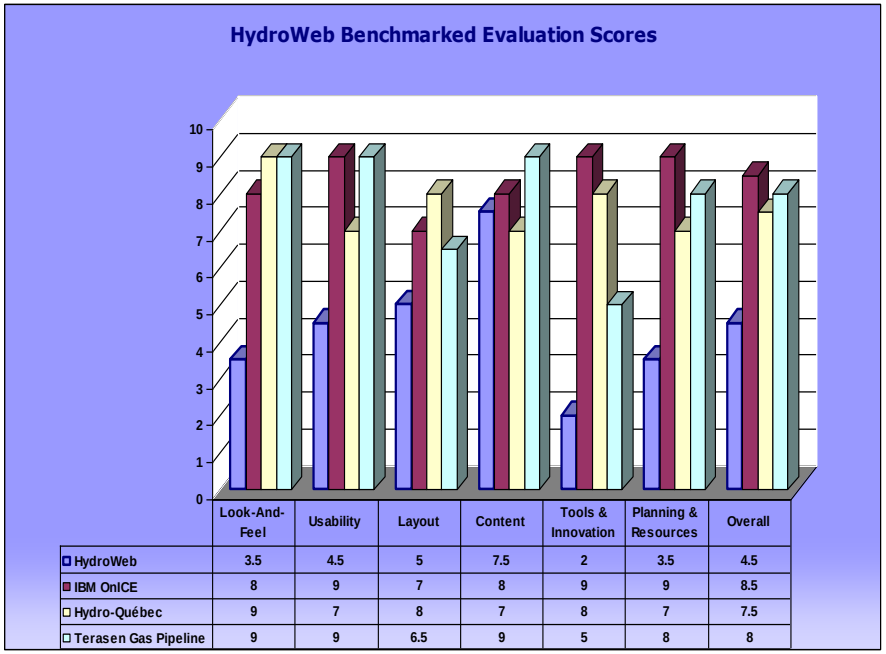
Benchmarking





	Look-And-Feel	Usability	Layout	Content	Tools & Innovation	Planning & Resources	Overall
HydroWeb	3.5	4.5	5	7.5	2	3.5	4.5
IBM OnICE	8	9	7	8	9	9	8.5
Hydro-Québec	9	7	8	7	8	7	7.5
Terasen Gas Pipeline	9	9	6.5	9	5	8	8

Welcome Bowen, James H | My Site | My Links

Phone Book | Org Chart | Outlook Web

the portal

All Sites | search | site actions

Home | Our Company | Employee Center | Manager Center | Services Center | Work-Related Sites | Regions | About the Portal

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

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.

8 comments

Read More

- Marathon Oil Tower provides Recycling for Paper, Aluminum and Plastic
- Company Supports Many Nights at the Museum (2)
- Duke Cranks up Work with Electric Cars (14)
- Employees Encouraged to Have a Say in Managing Coal Ash and Other CCRs (9)
- A Little Advice on When to Whip Out the Corporate Card (5)
- Contractor Dies at Duke Energy Construction Site (4)
- New Direction for N.C. Coastal Wind Development Project (8)
- Duke Looking to Cool Off the Summer Heat: We're Fans (4)

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

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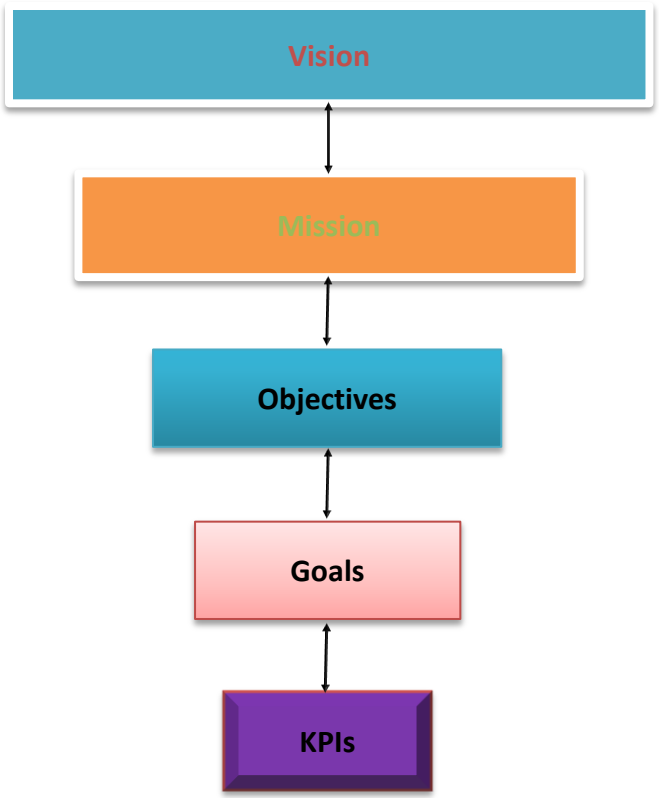
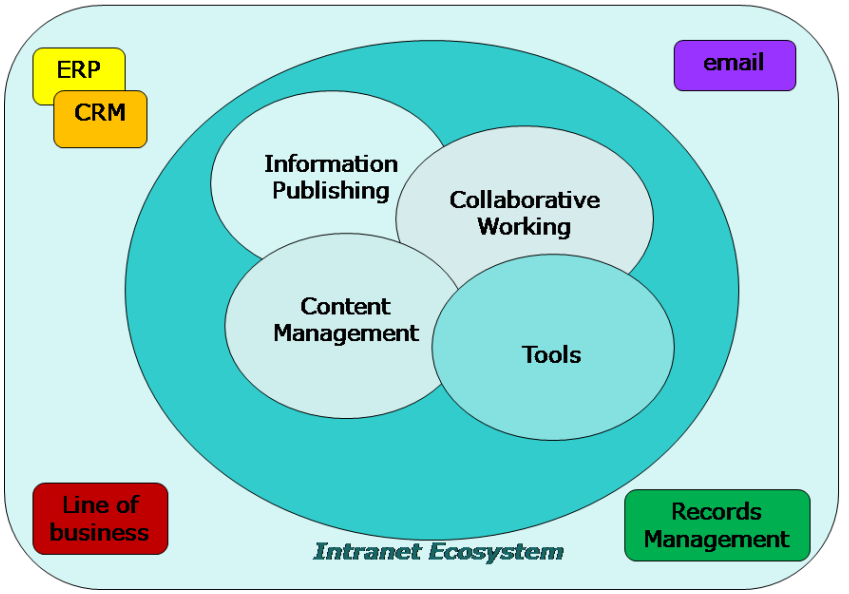
4 Strategic Planning

Planning – Strategy

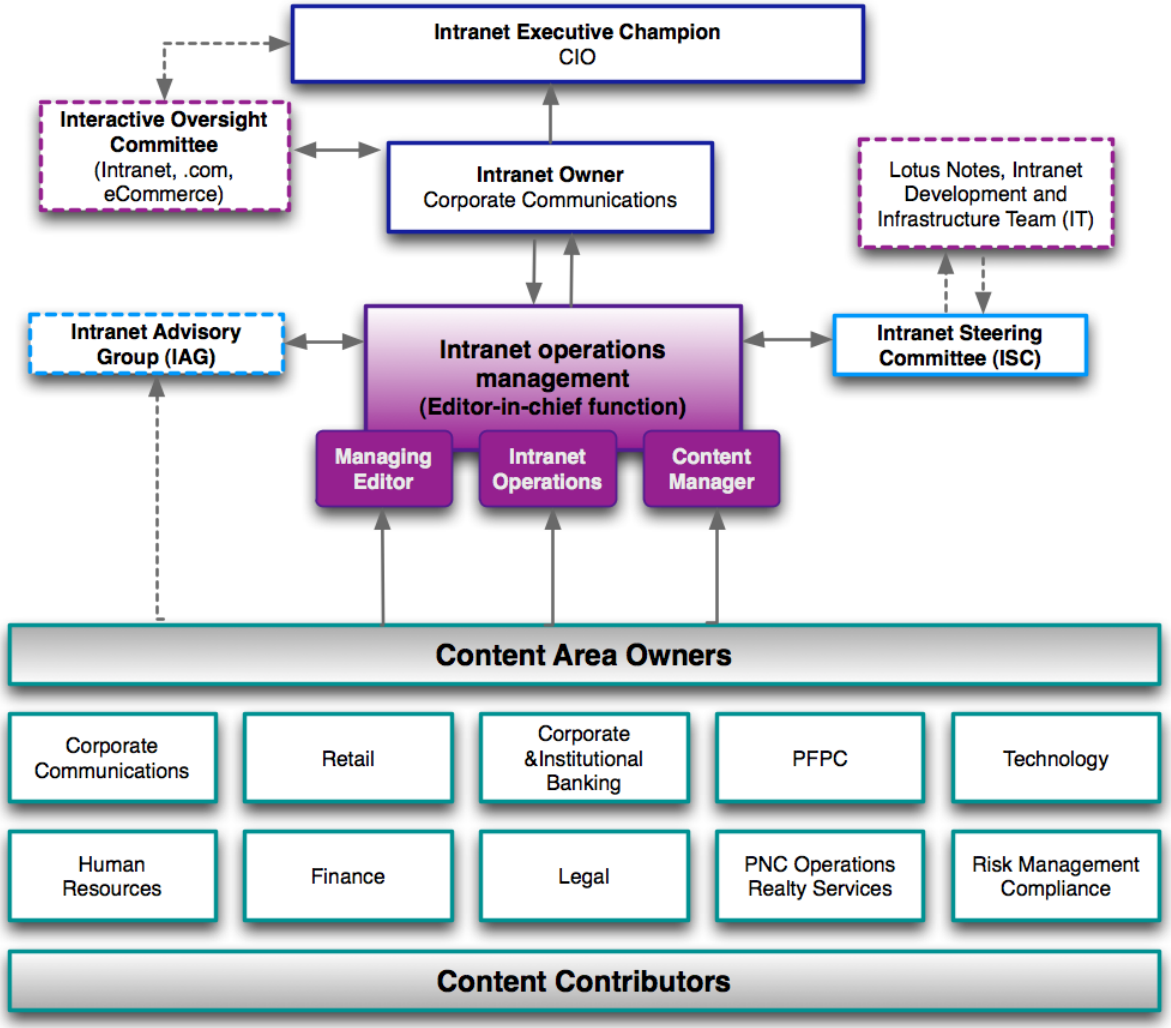




Information Management Ecosystem

5 Governance

Planning - Governance

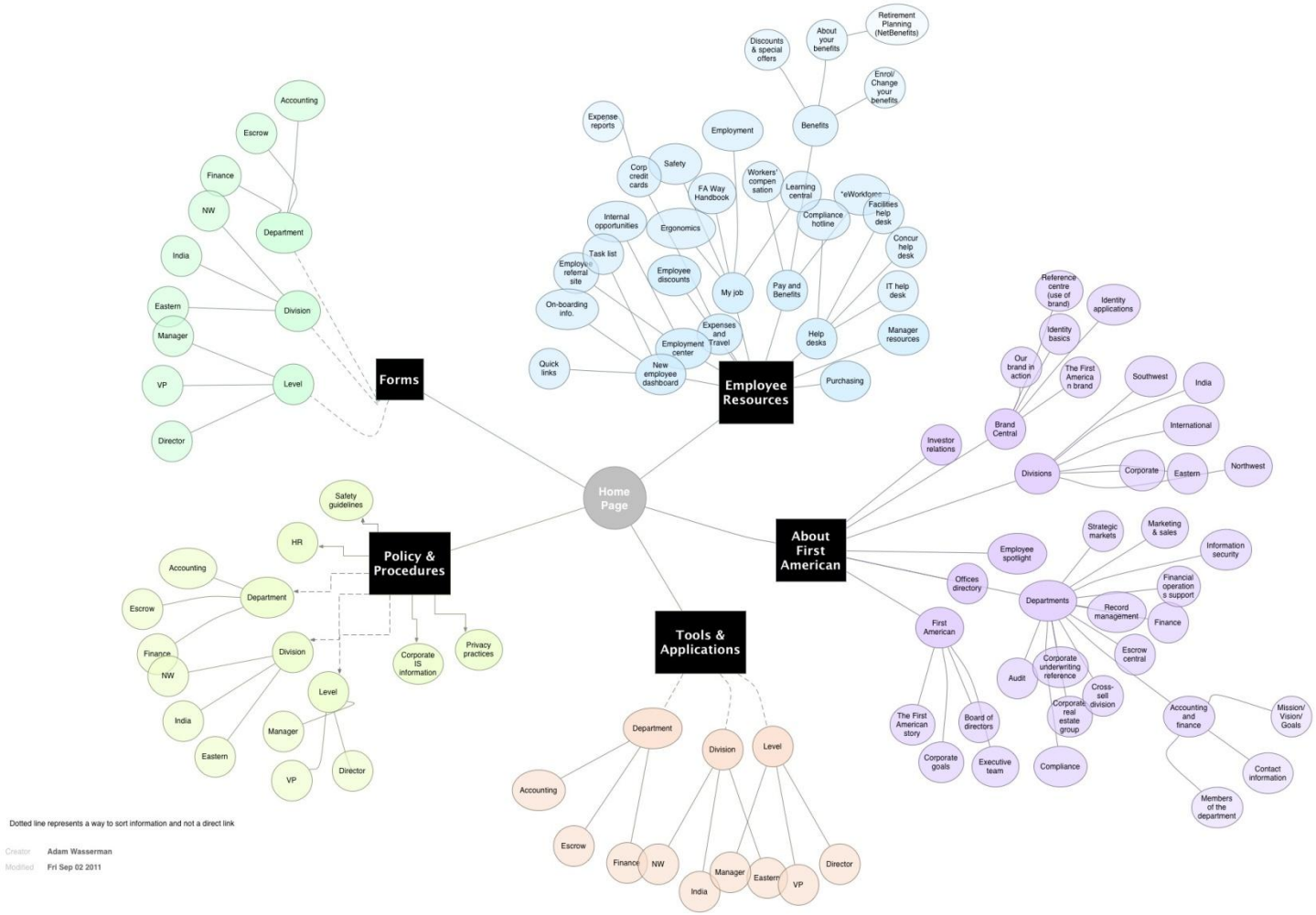


6 Information Architecture

Planning – Information Architecture

FACentral

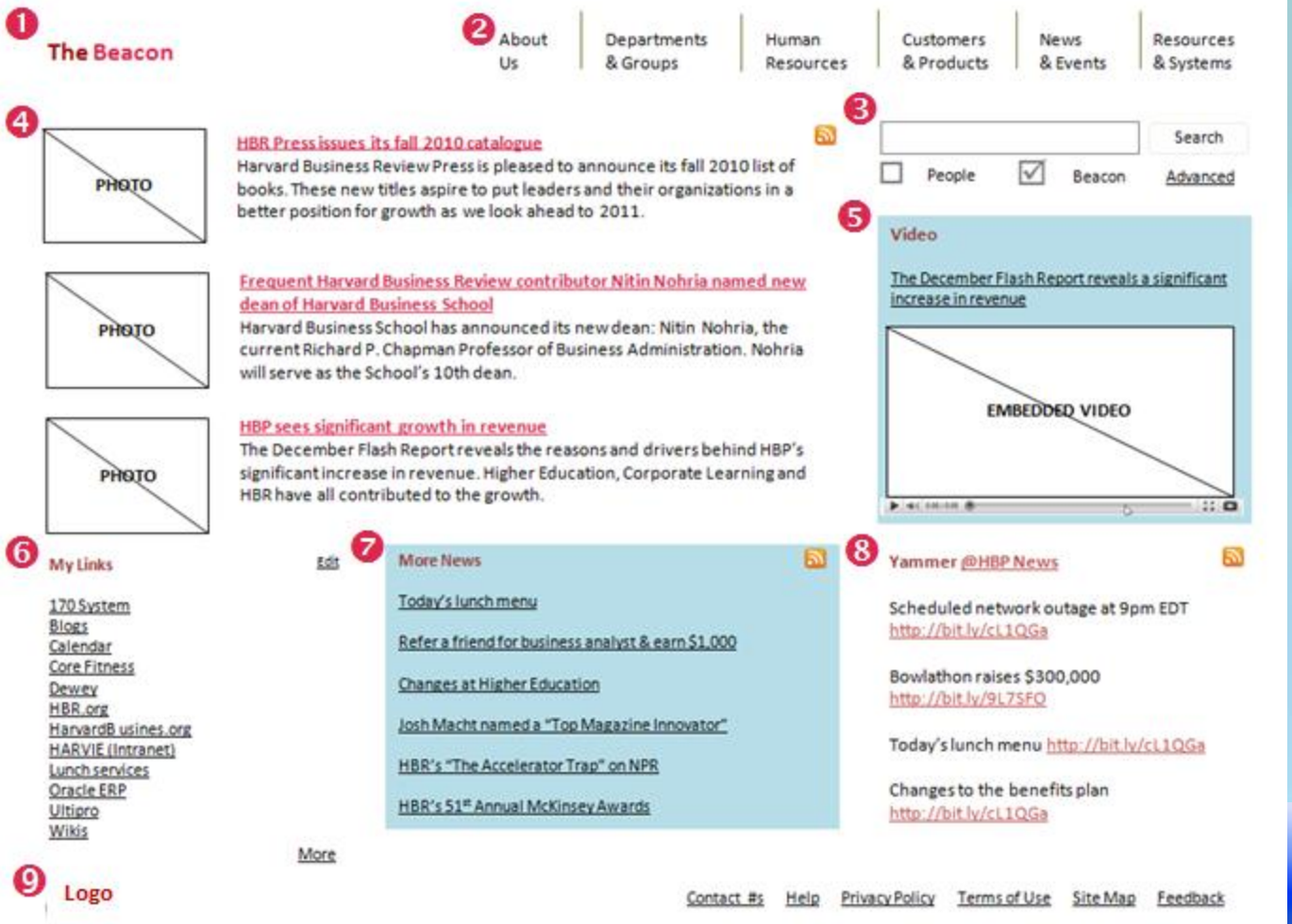
Information Architecture Mindmap



7 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



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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

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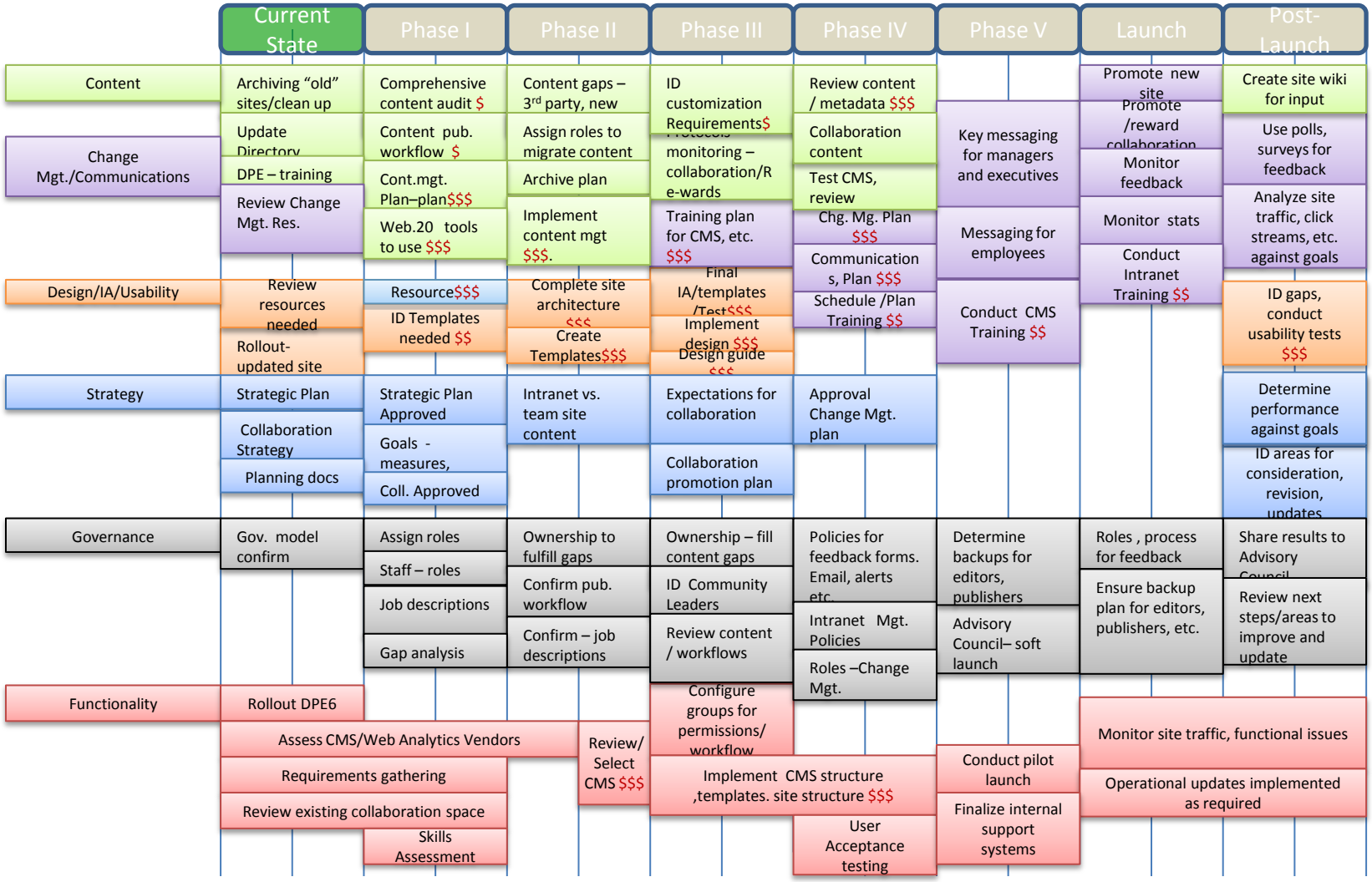
9 Launch

Roadmap/Blueprint



⑩ Change Management

Change Management

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

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