WebNet December 2015

Web & Mobile Services
WebNet Agenda
2 December 2015

1. CMS Project Update and Q&A
2. Website Standards and Best Practice
3. Building Great Websites
4. Indigo
New CMS: Work Package 1

Completed: 30 November

Three deliverables:
1. As-is and To-be process models
2. High level design
3. Delivery plan
New CMS: Work Package 2

Start: 1 December

Five deliverables:

- Technical implementation and system integration
- CMS configuration
- Training – WAMS developers
- Pilot websites
- Training – pilot website editors
New CMS: Work Package 2

Aim:
To provide UCL with a Drupal implementation that can be used by the WAMS team to build websites for a range of organisational units and provide content editors with intuitive tools for creating and managing websites.
New CMS: Work Package 2

Objectives:

- Implement designs based on Indigo framework
- Standard set of layouts and tools
- Platform that can be extended once in production
- Quick and easy for content editors to produce and publish content
- Separates content from design
- Stable and performant websites
New CMS: Development approach

- Minimum Viable Product (MVP)
- Product backlog based on user stories
- Prioritisation to decide what is in MVP (MoSCoW)
New CMS: Product backlog user story examples (editor)

I want to:

• Publish immediately
• Create a carousel on my site
• Check content spelling
• Have images resized automatically
• Add video and/or audio content
New CMS: Product backlog user story examples (developer)

I want to:

• Have an installation profile for setting sites up quickly
• Integrate Funnelback search results into the Drupal site
• Integrate degrees data into a panels page
• Create a template without needing to go into code
New CMS: Features (Editing)

- WYSIWYG editor (with spell check)
- Link checking and URL validation
- Contextual help
- Find and Replace
- Workflow
- Analytics
New CMS: Features (Content)

- Indigo code sources
- Content types
- News and events listing
- Image and video management
- Document management
- Content review dates
- Forms
New CMS: Timeline

- Sprint Zero has now started
- Four sprints
- End March [but not the end of the project!]
- Training will start from summer 2016
- Migration will start from autumn 2016 according to prioritisation criteria
New CMS: Migration prioritisation criteria

Higher priority given to:

- Indigo Silva sites
- Silva sites
- Sites that contribute to meeting UCL2034 strategic objectives
- Sites that have a positive impact on key user groups and revenue generation
- UCL-branded sites
- Sites using standard features
New CMS: The servers we need to set up
New CMS: The servers we need to set up

- 9 routers
- 9 caches
- 9 web servers (Drupal)
- 9 MySQL DB servers
- 3 MySQL monitors
- 5 NAS
- 1 Jenkins server
- 1 training instance
- 1 logging server
New CMS: New stack
New CMS: 2 data centres
New CMS: Feature roadmap – after launch

• Sent out a survey – 112 responses
• Produced a frequency of requests table
• Online voting for features
• Priority policy
New CMS: Feature releases

- Continuous integration
- Sprints – 3 or 4 weeks
- Itemise the features to be delivered each sprint
As the users’ experience of UCL’s web presence reinforces and shapes their perceptions of UCL as an institution, the total presence will consistently reflect the excellence and distinctiveness of UCL.

UCL Web Strategy, 2014-17
Website standards: Working group

Overall aims and context:

• Representatives from UCL faculties and departments plus central departments WAMS/Communications & Marketing/Research/DARO

• Standards and best practice for faculty and department websites

• Balancing user needs, SEO and website analytics with UCL’s business and communication needs
Website standards: Working group

Objectives:
To recommend conventions/standards to apply to faculty and department sites:

• Top-level menu, labels and content definitions
• Metadata and content tagging
• Page layouts, use of colour and images (allowing departmental identity within a wider faculty ‘family’ of websites)
• Domains, sub-domains and URLs
• Definition of top-level-UCL messaging and ways to broadcast it across separate sites
Website standards: Working group

Objectives:
To drive other actions supporting the above, including:

• Standardised analytics application and reporting
• Advocacy and awareness-raising among senior staff
• Sharing of best practice
• Incentivisation of site owners
Best practice: Building Great Websites

Building great websites

It is easy to create a website but much more difficult to create a great website. A UCL website is an important strategic channel for student recruitment, promoting our research and its impact, communicating effectively with students and staff, and engaging with users outside UCL about events, news and fundraising.

So find out what to do by exploring this site which has hints and tips to help you to:

- Plan your website project
- Understand your users
- Plan your content
- Design and build your website
- Manage your website
Best practice: Building Great Websites

• Planning a project
• Understanding your users
• Planning your content
• Designing and building your site
• Managing your site
Indigo: Moving your site

- Around 80 sites have moved so far
- Moving your sites to Indigo paves the way for move to new CMS
- Responsive site which looks good and works well across all screens
- WAMS do assessment and convert to Indigo
- Content editors tidy up, change content to work for mobile if necessary and add sizes to images
Indigo: Who’s already using it

Global Governance Institute
Indigo: Who’s already using it

School of Slavonic and Easter European Studies
Indigo: Who’s already using it

Chemical Engineering
Indigo: Find out more and request an assessment

• Check out our demo site to see available patterns and code sources plus a gallery of sites that use Indigo: http://www.ucl.ac.uk/indigo-demo

• Request an assessment and move to Indigo by emailing: web-support@ucl.ac.uk