

# Web service prioritisation policy

## Web projects and activities

Projects and activities relating to web, carried out by Web & Mobile Services, manifest themselves in the following ways:

- Global enhancements and developments that benefit the UCL web presence such as the new CMS, new Search features and Indigo
- The development of new websites so that new units and initiatives have a web presence
- Redesigning or modifying current websites to make them more fit for purpose
- Supporting and maintaining central services such as the CMS, the hosting platform and other applications such as Funnelback.

All these projects and activities are inevitably vying for limited resources both in terms of funding and staff. An additional factor is that there are often peaks in demand relating to the academic calendar or a UCL-wide initiative. For example, August and September are busy months because of the requirement to have new websites and developments ready for the new Academic year.

The Web Services Strategy Group has therefore approved the following methodology for prioritising web projects to ensure that UCL meets strategic objectives and works towards its vision for web.

## Strategic context

The key factor in determining the priority of a web project is whether it enables UCL to meet its strategic objectives as set out in UCL 2034 and as reflected in the web strategy.

### UCL 2034

The Vision for 2034 (<http://www.ucl.ac.uk/ucl-2034>) focuses on research, education and innovation while the key enablers provide a steer for prioritising projects, particularly:

- Giving our students the best support, facilities and opportunities
- Delivering excellent systems and processes in support of UCL's vision
- Communicating and engaging effectively with the world.

### Web strategy

The way forward for the web at UCL is clearly shown in the Web strategy 14/15 to 16/17 in the following vision and strategic objectives:

*As the users' experience of UCL's web presence reinforces and shapes their perceptions of UCL, the total presence will consistently reflect the excellence and distinctiveness of UCL.*

- Promoting and governing the web at UCL
- Mobile first
- Optimising the user experience (UX) and design of UCL's websites and applications and enabling good communication
- Raising the quality of web content and enabling the consumption of data
- Providing a cutting edge design and development environment
- Enabling optimal performance, scalability, and reliability for UCL's web presence
- Enabling the most efficient student recruitment process
- Supporting Research Strategy aims (leadership, cross-disciplinarity, impact)

## Prioritising projects

The answers to the following questions will be considered when prioritising a project:

- ***What is the purpose of the project? Will it contribute to meeting UCL strategic objectives?*** Those projects that clearly contribute to meeting strategic objectives will have a higher priority.
- ***Who will use the website/development?*** Projects that produce a website/development that will have a positive impact on key user groups and revenue generation will have a higher priority.
- ***How many people will use the website/development each year?*** Projects that will only have an impact on a small number of users will have a lower priority unless a positive impact on revenue generation can be shown.
- ***Is the development UCL-branded?*** Web & Mobile Services is working towards the Vision shown above and must therefore place a higher priority on those projects which are UCL-branded (as all websites using the ucl.ac.uk should be).
- ***Will the development use a standard design?*** The more websites that use a standard design, the more that Web & Mobile Services can achieve in its quest to achieve the Vision for web at UCL.
- ***Will the development use standard features?*** Unless features are of benefit to many UCL unit websites, the development becomes bespoke. This results in Web & Mobile Services spending time on a project that benefits a small set of users, therefore projects of this type will have a lower priority than those that benefit a large number of users and help to achieve the Vision.
- ***What is the size of the project?*** This is particularly taken into account for medium and large projects, and will be considered with the answer to the question below.
- ***What is the anticipated delivery date of the project? Is this date achievable given the time and resources available?***

Note that Web & Mobile Services has access to a pool of external suppliers who have signed a framework agreement developed by Procurement. This both increases the resources available and widens the skills available for projects, so can be used for lower priority projects if necessary. However, these external suppliers charge more for their services than Web & Mobile Services.