

## INTRANET REVIEW: USING AN EXPERT REVIEW TO CREATE YOUR INTRANET STRATEGY

You want to build a new intranet or redesign your what you are currently using? A few reasons for redesign may be to:

**Move to new or improved technology platform.** As new development tools are released to the market, new standards for development evolve. A redesign may be needed to keep up. Also, with 87% firms declaring they are moving to SharePoint for their intranet implementation, it is likely that you will be involved with a new intranet implementation.

**Improve content management.** Your firm may be one of the many who still maintain sites with static html pages or you may have the need to direct all new additions or changes of content be done by a select individual or individuals, creating a bottleneck in updating the system. Distributing management of content to those who are subject experts or who own the content could improve the situation.

**Reduce development time.** Firms with Intranets that are well used generally have a backlog of pages and/or applications that need to be created. New tools for creating web pages or sites can reduce the time spent by developers and may even allow the staff who manage content to develop simple pages/sites.

**Improve usability/navigation.** Each user may have different needs when it comes to using an intranet. Using employee roles or workflow are just a couple ways to make usability and navigation better. Examining how work is done in your organization could be the key to improved usability. Other factors like improved search or site structure improve usability and navigation as well.

Improve support of intended purpose. Perhaps your goal is to use the intranet as a communication tool, computer desktop, knowledge management platform, or other purpose. You may need functionality you do not have in your current implementation.

What are you making available on your internal site? The answer to this will help you determine platform and tools needed for the redesign implementation. Content can be vastly different depending on organization and purpose.

- Q Do you use the site for communication, knowledge management or various other functions?
- Q Do you have web applications that will be linked to the site?
- Q What will your structure look like?
- Q Are the pages developed according to how your firm is organized or are you be using another organizational structure?
- Q Is your focus to build a client/matter centric site?
- Q When will you be implementing each part of the site?
- Q Are there components that need to be done in phases?



Once you have a detailed plan of the work required you should consider:

- Q Will you need someone to develop the content management and communication plans?
- Q Do you have someone who will be able to address usability, gather user requirements, develop the user and technical requirement documents, develop the site and do project management?

We offer Expert Reviews of firm intranets that will help answer those questions. During an Expert Review, we work with you to analyze your site and make recommendations for improvements. Expert Review deliverables include:

- Report on Content, Design, and Usability
- Feedback on Standards and Maintenance
- Recommendations for improvement

There are many good reasons for wanting to redesign or develop a new portal/intranet and many ways to go about

doing so. The key is to have planned your strategy before starting to make sure the initiative is successful.

**Success building an intranet is fleeting at best if you approach it without an strategy. Doing the work up front outlines:**

- Q. Why you want to engage in such a project
- Q. What content you will provide
- Q. When you plan to do the work
- Q. How to streamline deliver of the pages

**Nina Platt Consulting offer Expert Reviews that allow for development of highly effective intranet strategies and the plans needed to manage the process from beginning to end. We can work with you to start the process of realizing an improved intranet that improves firm processes and builds productivity. Contact us to find out more information about this service.**



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