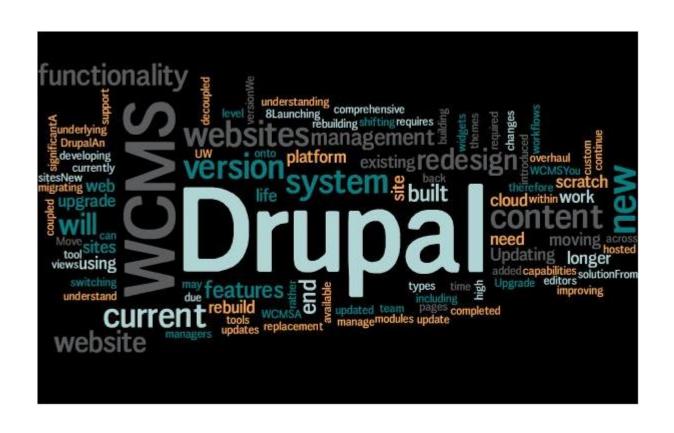


## What is the WCMS 3 Rebuild project?



## What are your concerns about this project?

- Time and effort to retrain
- Amount of bugs or necessary workarounds in first iteration
- Amount and quality of support provided by WCMS team
- User needs and requests won't be met after all this work
- Old features and constraints will still be limiting
- What the migration process will require from site maintainers
- Communication with stakeholders throughout the entire process (inability to plan the work and support required)

## How will this impact your role?

- Hopefully it won't!
- Significant impact on POCs
  - Number of sites managed by individual POC
  - Inadequate resources (time and people) available to assist
  - Manual migration, site review/edits, content redesign
  - Providing support for site maintainers and the learning curve
  - Impact on existing custom site development
  - Impact to other work priorities

# Do you see this as an opportunity to redesign your site content?

- Equal "yes" and "no" responses
- Not feasible for POCs with large number of sites
- Depends on features/functionality will I need to?
- Good opportunity to review content

# Feedback and lessons learned from responsive design migration

#### What worked well?

- Being provided a pilots site to test and remediate content
  - Opportunity for approvals and buy-in
- Project management plan for prioritizing sites, migration timelines, team resources
- Support and flexibility from WCMS team

# Feedback and lessons learned from responsive design migration

#### What didn't work well?

- Clarity regarding new layout when building content and viewing content
- Lack of examples of how the new layout and features might look
- Failure to adopt stakeholder feedback
- Manual review of site and tweaking of content
- Communication and support

# Feedback and lessons learned from responsive design migration

### What would you change about the process?

- More extensive consultations with stakeholders
- Clearer communication
- QA process
- Exemplars to showcase new layouts, functionality, ideal use cases
- Less bugs at initial rollout
- Training courses focused on new features/functionality only

### Content revisions How are they used and do they need to be migrated?

- Never use them
- Sporadically refer to them
- A backup to compare edits
- Revert back to them regularly to make current
- Always use them

Migrate published version of site only:

- Supportive: 35%
- Unsupportive: 23%
- Indifferent: 23%

### Content types ranked according to importance

- 1. Web page
- 2. Web form
- 3. News item
- 4. Events
- 5. Contact
- 6. Home page banner
- 7. Embedded CTA
- 8. Site footer
- 9. Person profile
- 10. Promotional item

- 11. Image gallery
- 12. Embedded facts and figures
- 13. Special alert
- 14. Custom listing page
- 15. Project
- 16. Embedded timeline
- 17. Service
- 18. Blog post
- 19. Bibliography

## How do you market your site?

#### We currently use:

- SEO
- Social media
- Emails
- Mailchimp
- Ads (Google ads)
- Digital screens
- Printed materials (various types)

## How do you market your site?

#### We would like to use:

- COPE
- CTA buttons from central content (like Stories) to our own websites, that we can control.
- 'Subscribe to' email for blog posts and news
- Google tag manager

- CRM integration
- Google calendars
- Ability to work with Scinage
- Integration of social timelines
- Google Optimize to A/B test content
- QR codes

### Common mistakes being made As a content maintainer and a site visitor

 Primarily user error - need to word better. Will review and see how it will influence help docs and notes to make them better

## Comments or questions?

- Hope D8 brings a greater balance between design and function
- Appreciate WCMS team support and hope that will not change
- Greater flexibility in the new system
- Plenty of notice and clear communication
- Hire usability experts
- Follow recommendations from the Web Strategy Committee
- Better UX
- Allow embedding other apps (apps whitelist)
- Customizable look