WHY? FRAGMENTED CONTENT
WHY? OVERLAPPING CONTENT

Projects  News & Events  Security  Support & Advice  Services

CIO  DoIT  Other DoIT Sites*  Other IT Units on Campus

*Project sites, software.wisc.edu, Knowledge Base, Tech Store, Anti-Virus Downloads, etc.
DISCOVERY FINDINGS

• Working well
  ○ Quality of help and services (esp. Help Desk)
  ○ Network and connectivity
  ○ Access to wide range of software and services

• Needs improvement
  ○ Difficulty finding resources; not sure who to contact for help
  ○ Fragmentation, complexity, duplication, silos
  ○ Relationship between DoIT and other units that use IT
  ○ What’s in it for me?

• Perception
  ○ Students, faculty, and staff are less negative about campus IT than tech professionals and DoIT staff
DESIGN GOALS

- Reduce complexity and fragmentation of processes and content
- Make it easier to find IT resources and support/expertise
- Serve the overlapping and unique needs of different audiences
- Reduce redundancy and effort
- Leverage and learn from positive experiences
CONTENT STRATEGY

Consistent and flexible content types*:

- Services
- Guides
- Projects
- News
- Policies
- About
- Events

What are the problems our customers have?
How can we best help them?

Communication and marketing tools:

- Email
- Print
- Web
- Social
- Committees

* Additional content types: KB/Help Docs, Products, etc.
Our IT communities are among our most engaged.

Some examples of this content include:

- IT Governance & Committees
- Directory of IT Communities
- Guides for IT Professionals
- IT-Specific Training
- List of IT Providers
Security is found in several content types under the new model:

- Security guides
- Security groups in IT community
- Security news and events
TIMETABLE

Next steps

Web development

Writing

Prototype