WebNet
Autumn Term 2016
Wednesday 16 November 2016

Digital Presence
Information Services Division
University College London
Agenda

• **Drupal project update:** pilot site launches, beta service roll-out, moving Indigo sites to Drupal
• **Drupal functionality and feature roadmap**
• **Using Drupal to embed website standards:** Brain Sciences case study
• **Indigo and website standards:** update on sites that have moved to Indigo and standardised content
• **Standardising UCL domains:** update on our new URL policy
• **Other Digital Transformation projects 2016-17**
• **Questions and AOB**
Drupal project update and beta service roll-out

Susan Farrell (Digital Presence)
Drupal project update

• Now in final year of a three-year project to replace the end-of-life Silva with a more robust, flexible and scalable product tailored to UCL needs

• First site in Drupal launched in October: UCL Faculty of Brain Sciences

www.ucl.ac.uk/brain-sciences
Drupal project update

- Second site, the Teaching & Learning portal, to be launched w/c 21 November
- UCL Bartlett’s new faculty site will be launched in January 2017
- 4 further migrations will happen between now and February 2017
- These sites for the beta service roll-out are:
  - School of Slavonic and Eastern European Studies
  - Institute of Ophthalmology
  - UCL Global
  - UCL News
Beta service roll-out (to February 2017)

The pilot approach was valuable and we plan to extend the approach to beta service roll-out to let us continue to:

- **Respond to editor feedback** on the user interface and functionality
- **Build or adapt** only the **functionality** needed for the sites in question (more time for testing and refinement)
- **Determine the most efficient and sustainable approach** to functionality releases, creating layouts, managing changes
- **Improve the quality and performance of the migration script** from Indigo to Drupal (less work for content editors)
- **Refine support documentation** and define our high-level approach to **training** editors

Huge thanks to Kate Faxen and Therese Johns (Brain Sciences) and Irrum Ali (T&L): more from the pilot editors to follow
Introducing the Drupal service

After the beta phase ends in February 2017:

• Process of moving all Indigo Silva sites to Drupal begins: all Indigo sites will be migrated to Drupal eventually

• The sites will be migrated according to the readiness of editors, the complexity of the site’s functionality and the prioritisation policy (student recruitment, UCL 2034 priorities, high traffic)

• Some work required from editors (image fixing, re-ordering menus, link fixing) but extra support and Drupal training from DP will be available

• DP have created a draft migration process and a new content ownership model both to support the transition to the new system but also to improve overall website governance
Drupal migration checklist for editors

• The site must be in Indigo Silva
• Agreement for migration to Drupal must be signed off by senior website owner
• If a number of content editors will be involved in the migration, an overall Migration Lead must be appointed
• The Migration Lead must agree the migration process and any specific requirements with Digital Presence before migration starts
• The content editors must have set aside sufficient time for fixing any issues that result from the migration
• The line manager(s) of content editor(s) must have agreed to the migration schedule
• All content editors involved in the migration must be trained on Drupal
• Detailed content checklist on preparation work in Silva will also be provided
Service transition

We will be running Silva and Drupal in parallel for some time. In order to manage this transition:

• Standard Indigo sites will continue to be built in Silva where these are urgent and cannot wait until full service roll-out after March 2017
• We will continue to support Silva and provide training for editors until Silva is decommissioned (will be scaled back as more sites move to Drupal)
• No further bespoke development in Silva will take place from now
• No further bespoke web design will take place for Silva sites from now; design effort will instead be focused on improving the general look and feel and usability of the Indigo design framework
Drupal functionality and CMS roadmap

Clare Kennedy (Digital Presence)
Kate Faxen, Therese Johns (Brain Sciences)
Improved content management in Drupal

- Intuitive interface
- Quick and easy for content editors to produce and publish content
- User interface and embedded help text to support the building of accessible, mobile-friendly, on-brand websites
A text editor that allows you to do more

- Add a call-to-action with one easy click
- Create an image gallery
- Change the number of columns or add accordions to create your perfect detail page
Improved content management in Drupal

- Reliable, robust and well-performing software
- Platform that can be extended once in production
- Improved workflow, and link checking functionality
- Search and replace scanner
Improved media management

- Bulk upload of files
- See all thumbnails
- See all files uploaded by you
- Search by filename
- Sort by file type and upload date
Improved sharing of content

• **Page layouts** that work for a wide variety of content types (news, events, case studies) ensuring consistent user journeys

• **Tags** displayed on news articles or events allowing user to find related content

• **Related content feeds**

• Easier to **share content** across UCL sites – departments can more easily share content with a faculty site

• **Improved social sharing** (Twitter Cards/Open Graph)
Drupal roadmap

Clare Kennedy (Digital Presence)
## CMS functionality: Text editor

<table>
<thead>
<tr>
<th>Text editor functionality</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headings</td>
<td>Done</td>
</tr>
<tr>
<td>Basic text formatting (bold, paragraphs)</td>
<td>Done</td>
</tr>
<tr>
<td>Lists (ordered/unordered)</td>
<td>Done</td>
</tr>
<tr>
<td>Links (external and managed internal links)</td>
<td>Done</td>
</tr>
<tr>
<td>Tabs</td>
<td>Done</td>
</tr>
<tr>
<td>Accordions</td>
<td>Done</td>
</tr>
<tr>
<td>Tables</td>
<td>Done</td>
</tr>
<tr>
<td>Columns</td>
<td>Done</td>
</tr>
<tr>
<td>Pullquotes</td>
<td>Done</td>
</tr>
<tr>
<td>Blockquotes</td>
<td>Done</td>
</tr>
<tr>
<td>Boxouts</td>
<td>Done</td>
</tr>
<tr>
<td>Horizontal line</td>
<td>Done</td>
</tr>
<tr>
<td>Anchors</td>
<td>Done</td>
</tr>
<tr>
<td>CTA with Google tracking</td>
<td>Done</td>
</tr>
<tr>
<td>Add image displays (lightbox gallery, carousel, etc, see Digital Asset Management section below)</td>
<td>Done</td>
</tr>
<tr>
<td>Feeds and embedded media (see Feeds and Media sections below)</td>
<td>In progress</td>
</tr>
</tbody>
</table>
CMS functionality: page layouts

<table>
<thead>
<tr>
<th>Page layouts/content types</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>Done</td>
</tr>
<tr>
<td>News</td>
<td>Done</td>
</tr>
<tr>
<td>Event</td>
<td>Done</td>
</tr>
<tr>
<td>Case study</td>
<td>Done</td>
</tr>
<tr>
<td>IRIS profile</td>
<td>Done</td>
</tr>
<tr>
<td>UG prospectus widget</td>
<td>Done</td>
</tr>
<tr>
<td>Landing pages</td>
<td>Launch</td>
</tr>
<tr>
<td>PGT prospectus widget</td>
<td>In progress</td>
</tr>
<tr>
<td>PGR prospectus widget</td>
<td>In progress</td>
</tr>
<tr>
<td>Forms including feedback form</td>
<td>In progress</td>
</tr>
</tbody>
</table>
## CMS functionality: content processes

<table>
<thead>
<tr>
<th>Content management functionality, permissions, workflow</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Broken link checker</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>In browser spell checker</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>Google Analytics tracking</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>A news and case study archive which a user can filter by theme rather than by date</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>Reduce/remove delay time between publish and going live (cache delay)</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>User interface should prompt users about best practice (URLs, naming, SEO etc)</td>
<td>Done</td>
<td>Helptext and word length recommendations. These will be further refined based on user feedback.</td>
</tr>
<tr>
<td>Review dates for content</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>Ability to set future publish and close dates</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>XML sitemap builder</td>
<td>Done</td>
<td></td>
</tr>
<tr>
<td>Ability for managers to oversee all of their section's chief editors and communicate with them</td>
<td>In progress</td>
<td>There will be workflow which uses email. Needs further testing with a large group of editors.</td>
</tr>
<tr>
<td>Ability to close whole folders and contents simply</td>
<td>N/A</td>
<td>Not needed for Drupal as there are no folders.</td>
</tr>
<tr>
<td>Integrated payment function for CPD courses</td>
<td>Not in scope</td>
<td>Payment options won't be part of Drupal. Can use UCL Extend.</td>
</tr>
<tr>
<td>Restricted access (not using UCL usernames and departmental groups)</td>
<td>N/A</td>
<td>There are no current plans for sharing content with non UCL groups. LDAP groups will be used for intranets. Content currently accessed via a single password will be reviewed for security implications.</td>
</tr>
</tbody>
</table>
# CMS functionality: brand and asset management

<table>
<thead>
<tr>
<th>Digital asset management</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital asset management allowing easy search and updates</td>
<td>Done</td>
</tr>
<tr>
<td>Ability to upload more than one file at a time without zipping</td>
<td>Done</td>
</tr>
<tr>
<td>Lightbox gallery</td>
<td>Done</td>
</tr>
<tr>
<td>Image carousel</td>
<td>Done</td>
</tr>
<tr>
<td>Icons for PDF links</td>
<td>Done</td>
</tr>
<tr>
<td>Image resizing within CMS</td>
<td>Done</td>
</tr>
<tr>
<td>Bulk upload of images</td>
<td>Done</td>
</tr>
<tr>
<td>Add link to caption field</td>
<td>Done</td>
</tr>
<tr>
<td>Photo credit field</td>
<td>Roadmap</td>
</tr>
<tr>
<td>Video gallery</td>
<td>Roadmap</td>
</tr>
<tr>
<td>Image randomiser</td>
<td>Needs review</td>
</tr>
<tr>
<td>Infographics</td>
<td>Needs review</td>
</tr>
<tr>
<td>Indigo/UCL brand</td>
<td></td>
</tr>
<tr>
<td>Dictate banner inheritance</td>
<td>Done</td>
</tr>
<tr>
<td>Choose from UCL palette options</td>
<td>Done</td>
</tr>
<tr>
<td>Inheritable sidebar content</td>
<td>Done</td>
</tr>
<tr>
<td>Choose sticky navigation</td>
<td>Done</td>
</tr>
</tbody>
</table>
# Feeds, tagging, social, media embeds

<table>
<thead>
<tr>
<th>Feeds and tagging</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to add tags on appropriate content page type</td>
<td>Done</td>
</tr>
<tr>
<td>Filter tag results by category</td>
<td>Done</td>
</tr>
<tr>
<td>News, event, case study feed viewers</td>
<td>Done</td>
</tr>
</tbody>
</table>

## Embed media from third-party platforms

<table>
<thead>
<tr>
<th>Media</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Map</td>
<td>Done</td>
</tr>
<tr>
<td>Social shares</td>
<td>Done</td>
</tr>
<tr>
<td>Social follow icons</td>
<td>Done</td>
</tr>
<tr>
<td>Twitter feed</td>
<td>Done</td>
</tr>
<tr>
<td>YouTube video</td>
<td>Done</td>
</tr>
<tr>
<td>Vimeo video</td>
<td>In progress</td>
</tr>
<tr>
<td>UCL Media Central video</td>
<td>In progress</td>
</tr>
<tr>
<td>MailChimp sign up forms</td>
<td>In progress</td>
</tr>
<tr>
<td>Storify</td>
<td>In progress</td>
</tr>
<tr>
<td>HTML code area/field to draw in hashtag conversations while event running</td>
<td>In progress</td>
</tr>
<tr>
<td>Instagram</td>
<td>In progress</td>
</tr>
<tr>
<td>Facebook embeds</td>
<td>In progress</td>
</tr>
<tr>
<td>Flickr embeds (badges)</td>
<td>In progress</td>
</tr>
<tr>
<td>Opinio poll</td>
<td>In progress</td>
</tr>
<tr>
<td>Slideshare presentation</td>
<td>In progress</td>
</tr>
<tr>
<td>Soundcloud podcast</td>
<td>In progress</td>
</tr>
<tr>
<td>Issuu</td>
<td>In progress</td>
</tr>
<tr>
<td>HTML code area to add any code</td>
<td>N/A</td>
</tr>
</tbody>
</table>

We don’t currently allow this in Indigo as it causes too many issues with responsivity, brand and stability of the CMS. There will not be a free 'insert HTML' field in Drupal.
# UCL data sources

<table>
<thead>
<tr>
<th>Programmes/short courses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospectus widgets (PGT / UG / PRG)</td>
<td>Done</td>
</tr>
<tr>
<td>CPD courses from life learning</td>
<td>Needs review</td>
</tr>
<tr>
<td>DP are in discussion with Life Learning. This needs to be done holistically and with the future development of Life Learning in mind.</td>
<td></td>
</tr>
</tbody>
</table>

## Innovation and Enterprise

| Innovation and Enterprise case studies   | Roadmap |

## Research

| Impact case studies from REF 2014 impact | Done |
| Add an IRIS profile                     | Done |
| Add an IRIS department                  | Needs review |
| We would like to review how Drupal uses staff groupings from IRIS. |
| Add an IRIS research group              | Needs review |
| Add an enhanced IRIS profile (with feeds of other content types) | Needs review |
| Publications list (with filter option to highlight more influential journals etc) | Not in scope |
| Publications list (ability to add lay summaries) | Not in scope |
| Innovation and Enterprise case studies   | Roadmap |

## IRIS improvements

| IRIS improvements                          | Dependent on IRIS |

| Publications list (with filter option to highlight more influential journals etc) | Dependent on IRIS |
| Publications list (ability to add lay summaries) | Dependent on IRIS |
# UCL data sources

<table>
<thead>
<tr>
<th>People</th>
<th>Needs review</th>
<th>Roadmap</th>
<th>Needs review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Departmental staff directory from UCL staff directory (non-research)</td>
<td>Needs review</td>
<td>This depends on improvements to people and org unit data.</td>
<td></td>
</tr>
<tr>
<td>Register on UCL + icon (NB: same icon as UCL - not text link)</td>
<td>Roadmap</td>
<td>This will be done for department and prospectus sites.</td>
<td></td>
</tr>
<tr>
<td>Professional services profiles</td>
<td>Needs review</td>
<td>Need requirements. Does this need a standard layout? Or is it better for departments to create their own using standard pages?</td>
<td></td>
</tr>
<tr>
<td>Find an expert - should be filterable to Faculty/Department</td>
<td>Needs review</td>
<td>Sizeable project. Need requirements, scoping and business sponsorship.</td>
<td></td>
</tr>
<tr>
<td>PhD profiles</td>
<td>Needs review</td>
<td>Where would the data come from? How would this be managed? Should a layout be created or is using a standard detail page the best approach?</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lecturecast streaming</td>
<td>Needs review</td>
<td>Need requirements.</td>
<td></td>
</tr>
<tr>
<td>Diary/event booking</td>
<td>Roadmap</td>
<td>This is part of the event management project for 2016-17 and is about to be scoped.</td>
<td></td>
</tr>
<tr>
<td>New content added to Funnelback (UCL site search) at time of creation</td>
<td>N/A</td>
<td>Content will be indexed daily. Will be reviewed as part of the 2016-17 search improvements project.</td>
<td></td>
</tr>
<tr>
<td>Jobs from UCL jobs; should be filterable to Faculty/Department</td>
<td>Not in scope</td>
<td>Jobs from ROME are out of scope for the Drupal project.</td>
<td></td>
</tr>
<tr>
<td>UCL Maps embedding</td>
<td>Not in scope</td>
<td>For embedding we recommend Google, for UCL Maps it's better to link to it as it responds and has its own functionality.</td>
<td></td>
</tr>
</tbody>
</table>
CMS functionality: new requests

- Request new functionality by emailing web-support@ucl.ac.uk with details and expected benefits
- Roadmap will be available online and we will communicate regularly with all editors on recently requested functionality and status (via our usual channels)
- We will consult with editors and use polling functionality where appropriate (as with desktop accordions on programmes)
- Generally functionality will be implemented if:
  - It benefits a wide segment of our user base and can be rolled out to all/many areas
  - It doesn’t conflict with our technical strategy or with accessibility and best practice advice
  - As with all work, it will be prioritised according to our web prioritisation (find this on our Drupal page: www.ucl.ac.uk/isd/services/websites-apps/drupal)
Drupal and website standards:
A new site for Brain Sciences

Clare Kennedy (Digital Presence)
Kate Faxen, Therese Johns (Brain Sciences)
Website Standards Group: Recap

- Top-level navigational items, labels and associated content definitions
- Metadata and standardised content tagging
- Page layouts and use of colour and images (allowing departments a sense of individual identity within a wider faculty ‘family’ of websites)
- Domains, sub-domains, URLs and redirects
- Definition of top-level-UCL messaging and ways to broadcast it across separate sites
- Cross-linking to central UCL sites or pulling in core UCL content from single source
Still to complete:
• Website Standards Group working with colleagues from Student Recruitment Marketing and Registry on the implications of Competition and Markets Authority guidance for HEIs
• Guidance on programme and study content will be published and communicated in due course
Building the new Brain Sciences faculty site

Worked with colleagues from UCL teams to ensure content meets best practice guidance on cross-linking and consumption of data:

Research (impact case studies and IRIS profiles)
Building the new Brain Sciences faculty site

Partnerships and innovation (labels, case studies and cross-linking)
Building the new Brain Sciences faculty site

Also worked with colleagues from the following areas to ensure cross-linking and consistency:

- **Student Recruitment Marketing** (study content and programmes)
- **Development** (alumni profiles and cross-linking)
- **Communications** (on messaging, About UCL, why choose UCL? content)
Moving to Indigo

Clare Kennedy, Sonja van Praag, Jats Gill
(Digital Presence)
Benefits of Indigo

- **Responsive:** works well on all devices
- **Accessible:** helps us meet our legal obligations
- **On-brand:** helps us create sites that reflect the UCL brand and allow individuality of content to shine through
- Process of moving is **fully supported** by Digital Presence
- Chance to incorporate **website standards** and good practice
- **Essential for migration** to Drupal
Website standards and Indigo
Overview of sites already in Indigo or in progress

Almost 60% of professional services/OVP sites are now in Indigo. And of department sites the breakdown by faculty is as follows:

- Arts & Humanities – 50%
- Social & Historical Sciences – 30%
- Bartlett – pilot for Drupal
- Brain Sciences – 100%
- Engineering – 17%
- IoE – 100%
- Laws – 0%
- Life Sciences – 40%
- MAPS – 40%
- Medical Sciences – 30%
- Population Health – 51%

Please get in touch to plan your move to Indigo as soon as possible: web-support@ucl.ac.uk
URL naming policy

Joel Hardman (Digital Presence)
Why?

“web-based information and services are structured in a way that provides the most **effective access to information** for our target audience”

Bath University

“consistent approach to the structuring and wording of URLs brings a number of benefits to the University website: visitor orientation …visitor navigation …performance in search engines”

Edinburgh University

“**most fundamental** building blocks of Search Engine Optimisation”

Moz.com

“designed to be naturally **user (and SEO) friendly** user (and SEO) friendly …based on user need”

GDC
Our policy

- Help users
  - Intuitively understand the organisation of www.ucl.ac.uk
  - Trust and remember our URLs
  - Find our links in search engines – Google, UCL’s search

- Help site owners
  - Manage their site content with clear IA
  - Trusted links that users are confident to click
  - Site/pages perform well in search engines
  - Share URLs in social and print media
Main policy points

- All URLs are readable, unambiguous, non-generic and memorable
- Site names should use folders rather than sub-domains
  - [www.ucl.ac.uk/site-name](http://www.ucl.ac.uk/site-name)
  - not [www.site-name.ucl.ac.uk](http://www.site-name.ucl.ac.uk) or [site-name.ucl.ac.uk](http://site-name.ucl.ac.uk)
- Top level sites/folders are only for official entities
- URLs all in lower case
- Use aliases to top level pages that have links to deeper content
Examples

- www.ucl.ac.uk/mars • UCL Medieval and Renaissance Studies
- www.ucl.ac.uk/lbs • Legacies of British Slave-ownership
- www.ucl.ac.uk/npp • Neuroscience, Physiology & Pharmacology
- www.ucl.ac.uk/smb • Structural and Molecular Biology
- www.ucl.ac.uk/esps • UCL European Social & Political Studies
Readable URLs

The Scale of URL Readability

Cannot. Wait. To. See. This. Page!!!
Readable URLs

A story of graduate school serendipity

In the fields of observation chance favors only the prepared mind "Friedmann’s journey shows that, even in this day and age, it can be tough to predict what a scientist is going to find (and live for those moments)."

berkeleysciencereview.com/fields-observation-chance-favors-prepared-mind/

Rand Fishkin

Shared publicly - Aug 1, 2012

Domain Bias Research

A Microsoft Research paper (http://research.microsoft.com/pubs/155941/domainbias.pdf) from February 2012 suggests that biasing based on the domain name may hold a substantial influence on clicks in search results. I wrote a blog post with my thoughts and

The URL becomes the anchor text

moz.com/blog/15-seo-best-practices-for-structuring-urls
Avoid keyword stuffing/replication

Arcademic Skill Builders - Canoe Puppies
www.arcademics.com/games/canoe-puppies/canoe-puppies.html
Canoe Puppies is a multi-player racing game that allows students from anywhere in the world to compete against one another while practicing adding two-digit …

moz.com/blog/15-seo-best-practices-for-structuring-urls
Folders not sub-domains

- A sub-domain does not benefit from www.ucl.ac.uk SEO power/goodwill
- www.ucl.ac.uk missing out in turn on sub-domain’s SEO power/goodwill
- Sub-domains necessitate unreadable URLs e.g. www.es.ucl.ac.uk
- Strange looking URLs dilute trust of search results
- Users use domain bias in search results choice
- Increases technical/maintenance/performance debt (redirects, rewrite and CORS)
Trust – domain bias

Changing your name on your Birth Certificate - Deed Poll
About Deed Polls. What is a Deed Poll; Deed of Change of Name; Change of Name Deed. Changing your Name by Usage; Why is it Called a Deed Poll

deedpoll.com/birth-certificate.htm

Change your name by deed poll - GOV.UK
A deed poll recognises a change of name of an adult or child - use official forms, make your own, or get one through a specialist agency or solicitor

gov.uk/change-name-deed-poll/overview

Deed Polls | Registrar General's Department
A Deed Poll is a form of legal contract that concerns one person (and it is only signed by that person). A Deed Poll binds the person who signs it to a particular

rgd.gov.jm/products-and-service/deed-polls

About Deed Polls - What is a Deed Poll?
About Deed Polls. What is a Deed Poll? A Deed Poll is a legal document ... enabling you to get all your official documents and records changed to your new name.

deedpoll.org.uk/WhatsADeedPoll.html
Top level sites/folders only for official entities

- Organisational units (Faculties, departments, schools, institutes, research centres, facilities, etc.)
- Organisational policies and strategies (ucl-2034, ucl-east)
- Organisational research themes / challenges
- External hosted UCL events
- UCL-wide initiatives e.g. DARO fundraising campaign
- Top level ‘sections’ e.g. About UCL, London, maps, Research

This does not include:
- Personal research projects
- Degrees and programmes
- Non official organisational entities
URLs in lower case

- Our web servers are case sensitive – not all are.
- If mixed case it’s hard for users to remember.
- Leads to errors in printed materials.
- CAPS are difficult to read for dyslexic users.
  (British Dyslexia Association)
Use aliases to top level pages that have links to deeper content

• Use aliases or search terms in printed materials
  • URL is too long
  • [www.ucl.ac.uk/site-page](http://www.ucl.ac.uk/site-page) - no trailing slash
  • Alias to top pages which contain links to the deeper content to avoid orphaning

• Why
  • User needs to type it into their browser
  • It may be read out
  • So ‘non-alias’ journeys can find the content as well
Policy approval

- Distributed to:
  - Digital Transformation Governance Group
  - Eligibility committee
  - Technology and Standardisation Group
  - Digital Presence
- Approved by Digital Transformation Governance Group 20 October 2016
- Published on ISD website request page - www.ucl.ac.uk/isd/services/websites-apps/website-requests
Digital Transformation Projects
2016-17

Susan Farrell (Digital Presence)
UCL Connect

Multi-year project to deliver UCL Connect, a single sign-on digital interface designed to provide quick, intuitive access to the information, systems and services required by prospective students, current students and staff.

Phase 1 project during 2016/17 - to develop detailed plans for UCL Connect and deliver a digital student centre.
Objective 1 - Define and prioritise user journeys for students and staff

- Define the daily and seasonal digital content and task requirements (both websites and web applications) of students at all levels (including prospective), and staff of all types.
- Plot user journeys and define the effectiveness of these and the resulting user experience.
- Provide evidence of user journeys that are not optimised.
- Provide a prioritised list of the work required to optimise the user journeys for each user group based on importance for: meeting strategic objectives; marketing, promotional and communication activities; improving the student experience; making task completion efficient; and any other factors identified by the research.

Objective 2 - Plan the information architecture for the digital student centre (the foundation for UCL Connect)
Implementing a website events management system for use across UCL

Following business analysis and requirements gathering across UCL, this project will initially result in a system to replace the existing Columba system. The nature and extent of further development on events management will be determined by the business requirements and available funding.
Streamlining the prospectus management process and system

Development of a prospectus data management system to handle annual and in-year updates to UCL’s Undergraduate and Graduate Prospectuses which are published in print and online across multiple channels.
Enhancing Search

Improving the accuracy of Search results for the UCL web presence to ensure users can search easily and receive precise results.
Thank you!

Find more information on our webpages:
www.ucl.ac.uk/isd/services/websites-apps
or email web-support@ucl.ac.uk