

Web Services Project

Amsterdam

21st October 2009

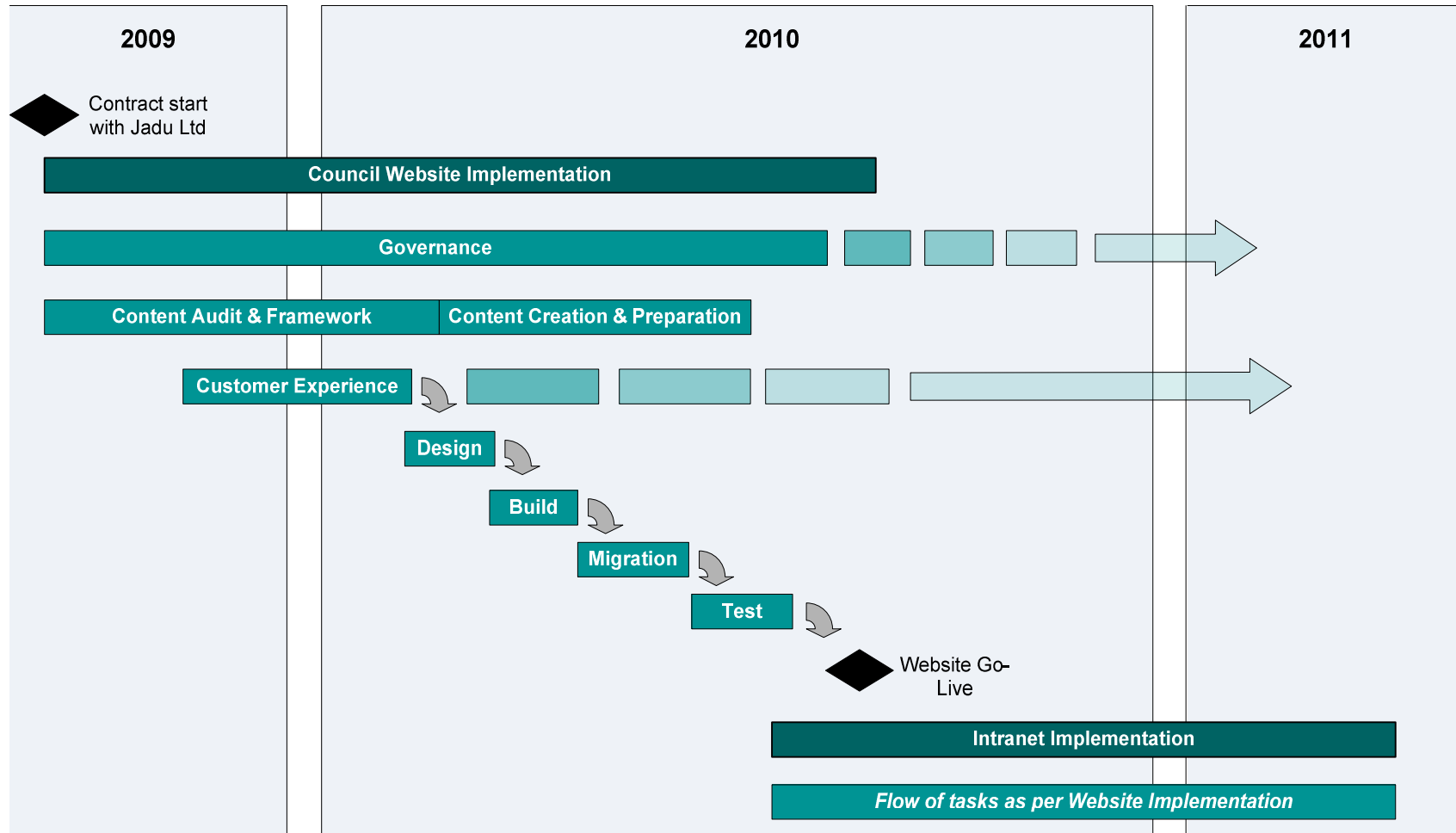


Project Objectives

- To deliver a **new Council website** that provides up to date and accurate information, the capacity for visitors to complete transactions and facilitates consultation and engagement with citizens
- To deliver a **new Intranet site** that facilitates effective working and acts as a knowledge repository
- To **develop and embed new web governance** structures, policies and guidelines to ensure content is comprehensive, correct and constantly reviewed
- To **foster a web-focussed culture** that ensures ongoing sustainability and encourages site-use
- To put in place a **platform that is adaptable and scalable** to incorporate future innovations and new technologies that support web standards.



Timescale



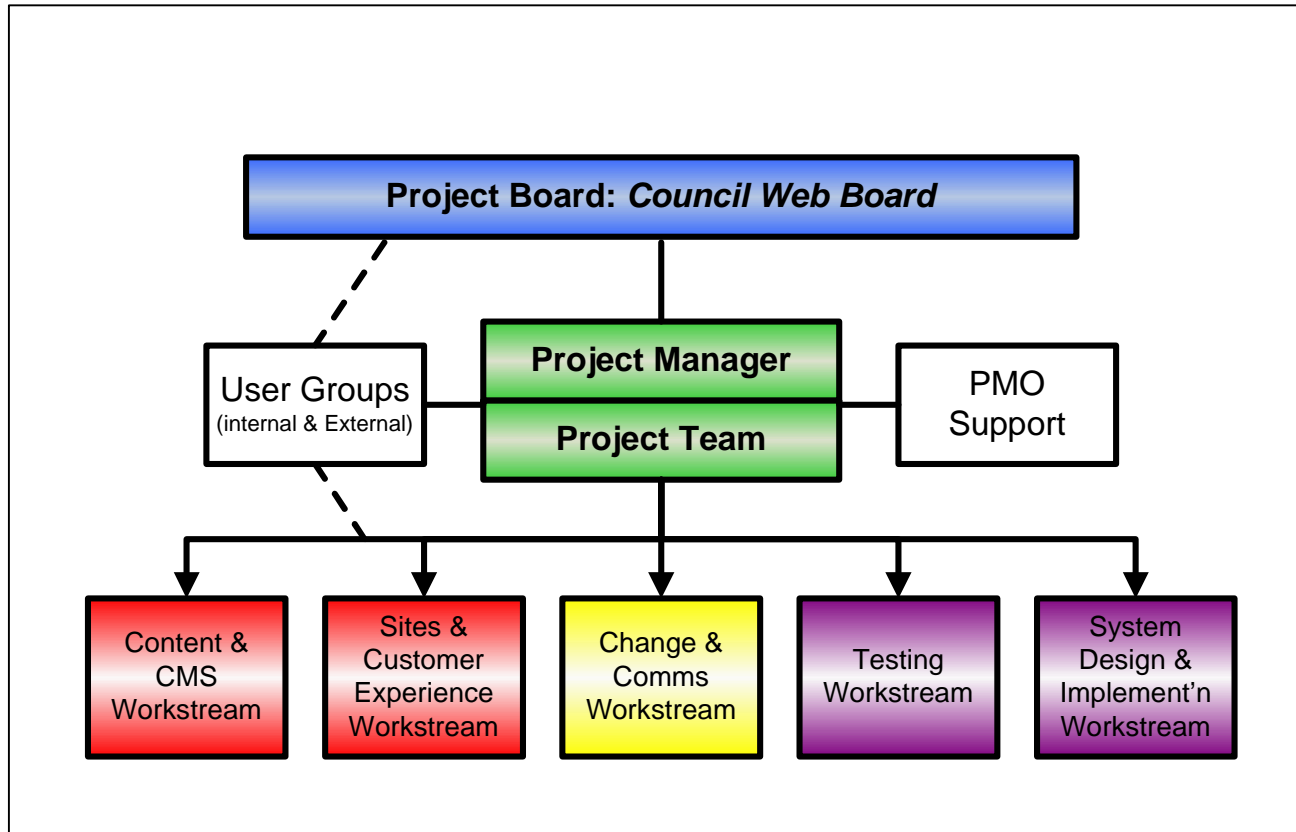
The Interreg IVB
North Sea Region
Programme



SmartCities



Project Approach



The Interreg IVB
North Sea Region
Programme



SmartCities



Customer Experience

- To develop and implement a new Council-wide approach and strategy for 'total customer experience' of the Council website taking into account best practice, industry standards, innovation and the project's benefits case:
 - Consultation & research
 - Usability design & testing
 - Accessibility (WCAG 2.0)
 - Customer journey mapping
 - Benefits tracking
 - Culture change



CE: Research Topics

- User generated content (blogs, wikis, forums)
- Personalisation (homepage, preferences, subscriptions)
- Smart forms
- Audiences (visitors, residents, businesses)



Knowledge Sharing Opportunities

- Customer Experience
- Customer Journeys
- Usability

THANK YOU

