



Staff Gateway Project

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ICTF Conference
16 July 2008

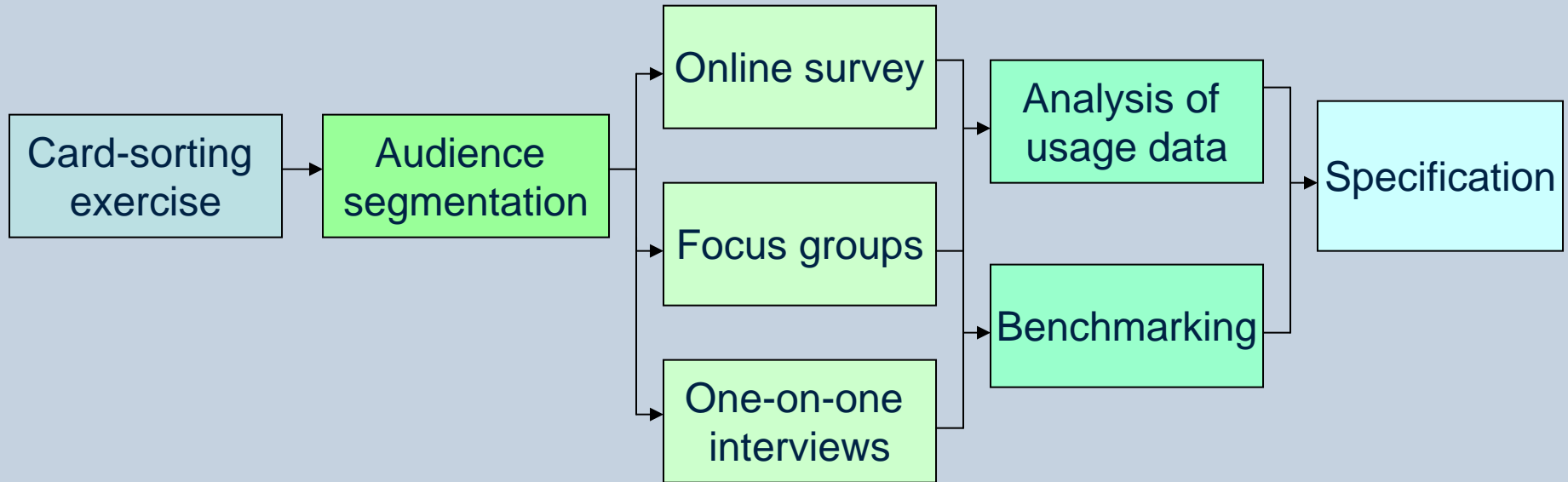
Background

- Scope
 - Improve the information architecture beneath www.ox.ac.uk/staff/
 - Create a new gateway of links on top of existing web content
 - Gather information for planning future improvements to the website
- Work is being carried out in three phases
 - User research, analysis of requirements and specification
 - Design of information architecture
 - Implementation and usability testing
- Five groups involved in the project

User research

- Provides a clear framework for the information architecture
- Identifies different user groups
- Helps understand user needs and search preferences
- Draws on different methodologies:
 - Quantitative research to identify usage patterns and satisfaction rates
 - Qualitative research which focuses on needs analysis

Research techniques



User research headlines

- 1,719 responses to web survey
- 43% use www.ox.ac.uk and/or www.admin.ox.ac.uk daily
- Top content:
 - Term dates
 - Personal finance (e.g. pay dates, pension)
 - Maps / directions
 - IT support & services
 - Libraries
- Top tools:
 - Contact search
 - Webmail
 - OLIS
 - OxLIP
 - Weblearn

User research headlines – IT and web staff

- 143 responses to web survey
- 32% use www.ox.ac.uk and/or www.admin.ox.ac.uk daily
- Top content:
 - IT support & services
 - Personal finance (e.g. pay dates, pension)
 - Staff benefits
 - Job vacancies
 - Maps / directions
- Top tools:
 - Contact search
 - Webmail
 - Branding toolkit
 - Helpdesk information
 - Weblearn

Baggage

- How often do you use the staff pages?
- What do you use them for?
- What frustrates you about the site?



Helping staff find relevant information

How should the new Staff Gateway fit in with Department / College / unit sites?

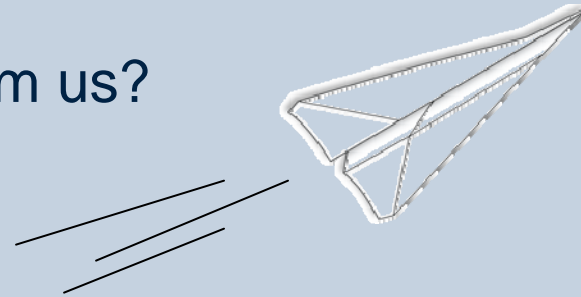


Tailored routes to tools & services?

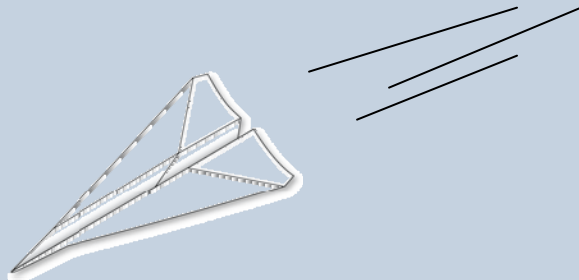
Academics	College Staff	University Staff
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Content feeds?

- What content do you want from us?



- What content should we take from you?



Ideas



What next?

- Feedback relating to site structure and navigation will be fed into site redesign and launched as an output of this project
- Other feedback will be passed to site and content owners and used to identify and prioritise plans for future web projects
- See <https://wiki.oucs.ox.ac.uk/oxweb/meeting-2008-06> for 'User research for the Staff Gateway project' slides
- Comments and questions to staff.gateway@admin.ox.ac.uk