The Onsite Intranet Project

Current consensus is that the requested live date of November 30 is inadequate for a complete revision of our intranet. In order to provide Onsite's leadership with the quality and features they expect, and Onsite employees with the functional tools they deserve, the live date will need to be moved out significantly.

Items contributing to our request for an extended deadline include: the large volume of information to be processed, the complete and ground-up restructuring of the site, the addition of new material and features, the impending holiday season, lack of a dedicated content manager, the required CCB notification period, and our need for assistance in revising our documentation.

We also ask that you consider Onsite's smaller web staff in comparison to the other operating companies, and the fact that we will need to continue to maintain our existing sites while working on the new one.

This document outlines the Onsite Intranet Project as it currently stands and provides details on the following tasks, which must be addressed or completed:

- Design Look/Interface
- Revise Infrastructure
- Revise Structure of the Site
- Revise Content of the Site
- New Content Creation Per Requests
- Tailored-Content Delivery
- Search Function
- Production
- Testing
- Notification Period for Change Control
- Preparing Employees Prior to Live Date
- Final Upload and Release

1. Design Look/Interface

Why are we doing this?
We're in search of "fresh" look which will be easy to work with, appropriate for the site's new structure, and to distinguish ourselves and identity while remaining true to Allegis Group's vision.

What is required to do this? Are people or resources outside Marketing required?
We have the tools and personnel in-house to generate new designs. Approval from people outside Marketing is ultimately required.

What is the estimated time needed to complete this task?
Approximately two weeks to generate conceptuals. We will also require a meeting with those required for approval, and some additional time to make revisions based on feedback and content changes.

Can it be worked on parallel to other tasks?
Up to a point. Our intranet contains a large amount of information, serving many job types. The organization of the content has significant influence over the design. There is less room to be "arty."

Can it be left out of the site in the short run?
No.

Current Status:
A number of conceptuals have been generated and are almost ready for review.

2. Revise Infrastructure of the Site

Why are we doing this?
"Infrastructure" in this case refers to the organization and management of our files on the server. Our goals in this area are to make our site's resources easier to maintain from the back-end, weed out defunct files, and prevent duplication

What is required to do this? Are people or resources outside Marketing required?
The Marketing staff can address this issue.

What is the estimated time needed to complete this task?
2-3 days.

Can it be worked on parallel to other tasks?
Yes.

Can it be left out of the site in the short run?
No.

Current Status:
In progress.

3. Revise Structure/Layout of the Site

Why are we doing this?
One of our most important goals is to make the site a better tool for all employees, and reduce the amount of time people spend "hunting" for information. We are moving away from department-driven organization to job/need-driven organization.

What is required to do this? Are people or resources outside Marketing required?
An assessment of our content and what each of the major job types in the company (sales, recruiting, field support, and operations support) uses is required. Approval from people outside Marketing is ultimately required.

What is the estimated time needed to complete this task?
Several weeks.

Can it be worked on parallel to other tasks?
Yes, to a point.

Can it be left out of the site in the short run?
No.

Current Status:
In progress. Over the past few weeks we have had numerous meetings and have produced a general framework which we'd like to see the site fit into.

4. Revise Content of the Site

Why are we doing this?
We have large quantities of paperwork available to our employees. Some of it is outdated, formatting is inconsistent, and redundancy is a problem. We want to give our staff accurate, consistent, and professional documents.

What is required to do this? Are people or resources outside Marketing required?
All currently available documents must be sorted, reviewed, and corrected. We require people from key departments to define and take ownership of documents, providing for their future maintenance. We also need to know, from these people, which documents are a) currently used, b) in need of revision, and c) used by whom (e.g., "Both OCS Sales and Field Support personnel use this form."). Once this is done, it is Marketing's desire to put the final documents into consistent templates.

What is the estimated time needed to complete this task?
Up to several months, given that all material must be circulated, edited, and revised, then "reworked" by Marketing, which is simultaneously working on the site itself. The presence of a dedicated content manager would significantly reduce Marketing's production time.

Can it be worked on parallel to other tasks?
Yes.

Can it be left out of the site in the short run?
While we can forgo cosmetic changes to the forms, we at least require a master group of accurate forms sorted by job type in order to realize our vision for he site.

Current Status:
We have four 2" binders of printed information, roughly sorted, ready for review. Wayne has already been in contact with several key people in regard to this task.

5. New Content Creation Per Requests

Why are we doing this?
The general consensus is that we want and need more "live" information on our intranet. Requests include more frequent news updates, weekly spread numbers, weekly Cancun updates, a President's Corner, and a "Spotlight" feature.

What is required to do this? Are people or resources outside Marketing required?
The current Marketing staff is not able to provide all of the information currently requested. A content manager would greatly improve out ability to deliver this material, but we will also require certain outside parties to commit to providing us with raw information or data (e.g., weekly spread numbers),

What is the estimated time needed to complete this task?
Maintaining content is an ongoing task. On order to fill all of the current requests by the launch date, we need those making the requests to let us know how long it will take them to provide us with the content.

Can it be worked on parallel to other tasks?
Yes.

Can it be left out of the site in the short run?
Yes, though absence of this material might disappoint those requesting it, and lessen the impact of the relaunch.

Current Status:
We are waiting on content, and/or people to commit to providing it. At present a small number of people throughout Onsite provide, write, and edit content as required.

6. Tailored-Content Delivery

Why are we doing this?
The goal is to save our employees time and effort by immediately providing them as much of what they actually need and use, thereby reducing the amount of time they spend "clicking around". This objective is closely tied with Task 2, "Revise Infrastructure of the Site", and Task 3, "Revise Content of the Site."

What is required to do this? Are people or resources outside Marketing required?
Instead of only moving or regrouping information, we will employ a combination of scripting and the LDAP database to "sense" a user's job code and division, and deliver a homepage based on the result. Eric Day (our Web Developer) and David Elkes (BIO) can produce the code needed. We will also need some "imaginary people" we can log in as, so we can test the code's response for each of the possible job code/division combinations.

What is the estimated time needed to complete this task?
David estimates the actual code could be generated in a day, though we will also require some testing time. In order to fully determine what each type of user will need to see (e.g., OAV Recruiting vs. OCCS Sales vs. OSG), we need to complete Task 3, "Revise Content of the Site."

Can it be worked on parallel to other tasks?
The code used to "sense" job code and division can, but Tasks 2 and 3 need to be completed for this to be fully effective.

Can it be left out of the site in the short run?
Technically, yes, but without the successful combination of Tasks 2, 3, and 5, the site is essentially yet another new look, rather than reflective of any improved functionality or usability.

Current Status:
David has confirmed that this goal is possible and relatively simple to implement.

7. Search Function

Why are we doing this?
We have so much material available to our employees, we feel a sitewide search function would be an important tool.

What is required to do this? Are people or resources outside Marketing required?
We could explore having IS produce the search feature for us, or look at going to an outside source for a custom search engine or commercial software which can perform text-based searches. As temporary alternative, we are planning a detailed sitemap.

What is the estimated time needed to complete this task?
In order to build a truly effective search engine, we need to dedicate significant time and effort defining our needs, producing or procuring the software, and possibly building a database to "feed" the search engine. In the absence of a content manager, our resources are likely stretched too thin to do so at this time.

A detailed sitemap could be could be done in a week.

Can it be worked on parallel to other tasks?
Yes, given the staffing resources and/or time.

Can it be left out of the site in the short run?
Yes. For now we're looking at sitemaps, and building an "open" area which can host a search function in the future.

Current Status:
Search engine: On hold. Sitemap: being worked into the production schedule.

8. Production

Why are we doing this?
"Production" is the term for the raw work involved with assembling the site.

What is required to do this? Are people or resources outside Marketing required?
The current staff can do most of the production.

What is the estimated time needed to complete this task?
Due to the large size of our site (currently over 230 .html pages) and resource materials (i.e., documents, forms, business development materials), we would likely require a month of *dedicated time*. This *does not include* certain tasks, such as revising the infrastructure, getting a new design approved, and reformatting documents.

Can it be worked on parallel to other tasks?
To some degree. Empty pages can be set up while preparing content.

Can it be left out of the site in the short run?
No.

Current Status:
We cannot begin production until design and structure have been approved.

9. Testing

Why are we doing this?
Thorough testing ensures the overall quality of our site.

What is required to do this? Are people or resources outside Marketing required?
Technical testing can be done by the Marketing Department. Since we are looking at a radical change from the current site, we would also like to recruit end-users to test the site prior to its release.

What is the estimated time needed to complete this task?
Standard test could be completed within a week. If we employ beta testers, we would like to add another week. If we need to make significant adjustments based on tester feedback, this would likely alter our ultimate live date.

Can it be worked on parallel to other tasks?
We can test during the Change Control Notification period, but if there are significant changes we might have to resubmit parts of the site to the CCB.

Can it be left out of the site in the short run?
Basic testing cannot, but we could forgo a test-user group.

Current Status:
We cannot test until the site exists.

10. Notification Period for Change Control

Why are we doing this?
It is required.

What is required to do this? Are people or resources outside Marketing required?
We must notify the CCB.

What is the estimated time needed to complete this task?
Approximately 3 weeks.

Can it be worked on parallel to other tasks?
We might be able do some testing while the CCB reviews the information.

Can it be left out of the site in the short run?
No.

Current Status:
We cannot notify the CCB until the site layout and basic functionality is complete or nearly complete.

11. Preparing Employees Prior to Live Date

Why are we doing this?
The changes we're making are so significant, employees should be told what to expect. We would also like to ensure employee information is accurate in LDAP before the new site launches.

What is required to do this? Are people or resources outside Marketing required?
Prior to the relaunch, we would use the current web site to broadcast news, instructions, and screenshots. We also want Onsite employees to visit My Info on Str!venet, and if necessary, use the ESF to correct their personal information. This will ensure the correct homepage greets tem once the new site goes live.

What is the estimated time needed to complete this task?
1-3 weeks in "real-time", but creating the news items should take no longer than usual, and would be considered "regular updates." Impact on the overall schedule is slight.

Can it be worked on parallel to other tasks?
Yes.

Can it be left out of the site in the short run?
No.

Current Status:
On hold until appropriate.

12. Final Upload and Release

Why are we doing this?
So Onsite can use the new site.

What is required to do this? Are people or resources outside Marketing required?
A green light from the CCB and senior management.

What is the estimated time needed to complete this task?
We would need to come in after 10pm (Eastern) on a day when little or no activity is happening on the server. The site would be ready to go by the start of the next business day.

Can it be worked on parallel to other tasks?
No.

Can it be left out of the site in the short run?
No.

Current Status:
We cannot release the site until it is complete and approved.