ETF Website Redesign

Joint Meeting of Employee Trust Funds Board, Teachers Retirement Board, and Wisconsin Retirement Board

Mark Lamkins, Director of Communications

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Agenda

1 Why Redesign the Website?

2 Website Redesign
Phase 1

3 Project Approach

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Why Redesign the Website?

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- Outdated look and feel

  - Last design 2003

- Back-end technology prevents customers from easily finding what they want

- Inefficient for staff to manage and keep information accurate

Value Proposition

Design an intuitive and interactive website that provides an effortless customer experience – one stop, fewer clicks and increased satisfaction.

PR-311 Project Charter

Software & Vendor Selection

- 140 technical business requirements for CMS

- Tier 1 open source and proprietary software evaluated

- Selected Drupal 8

Vendors Selected
Palantir.net – Website design and migration **Acquia.com** – Platform hosting and CMS

Content Management

A content management system provides:

- Site consistency

- Responsive design

- Speed and efficiency in updates

- Current website standards

- Version control

- Search and analytics flexibility

- Multiple editor capability

Website Redesign: Phase 1

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Phase 1 In Scope

- Port over 6,000 pages of content (PDF docs, videos) to new CMS

  - Move 4,000 pages

  - Archive 2,000 pages

  - Refactor brochures from PDF to "html-ish" format

  - Rewrite content to remove jargon and make plain language (8th grade level)

- Content management capabilities

- More robust metrics with Google Analytics

- ETF staff training

Phase 1 In Scope

- Branding

- Design

  - Personas and user journeys

  - Intuitive navigation and site organization

  - Optimizing readability, accessibility and usability

- Improved search, including taxonomy

- Responsive design

- Accessibility (Section 508)

- Personalization – using cookies, based on browsing history

- Integration with social media

- Support print on demand

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Phase 1 Out of Scope

- ETF Intranet (FRED)

- Online Calculators

- Legacy app changes

  - OneSite (Employers)

  - CallSS

- BAS/myETF

- Redesign of the extranet used by Procurement

  - Post RFPs and other documents

Potential Future Phases

- Secure transactions

  - Fillable forms submitted by the member (passed on to legacy systems)

  - Account-based self-service

- Chat

  - Generic (without PHI/PII)

  - CRM integration (with PHI/PII)

- Expanded personalization

  - Acquia Lift

  - Authentication

- Improve interactive functionality

  - Rewrite online calculators

- Remote desktop customer assistance

Phase 1 Timeline

September 2018

- Project Work Begins
- Employer Interviews

4th Quarter 2018

- KPIs Established
- Content Model 85% Complete
- User Testing and Member Feedback
- Drupal Architecture Complete

1st Quarter 2019

- Content Governance Plan
- Living Style Guide
- Workflows Complete

2nd Quarter 2019

- Content Migration
- QA: Bug Fixing
- Security Tests
- Training

Go Live
May-June 2019

Project Approach

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Project Approach
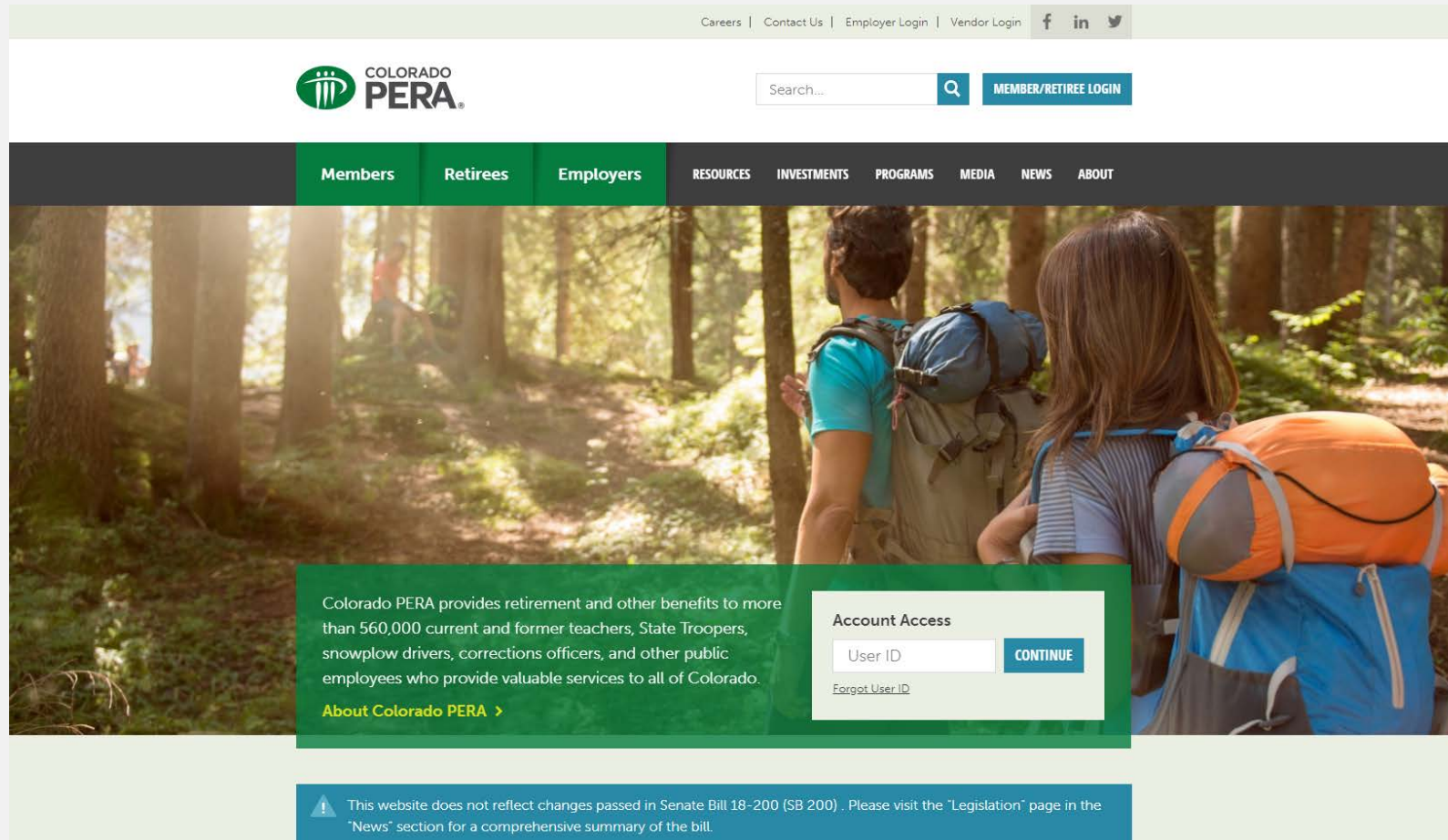
Start with Content

Release in Phases

- Identify the content that customers need and design a site that serves that content
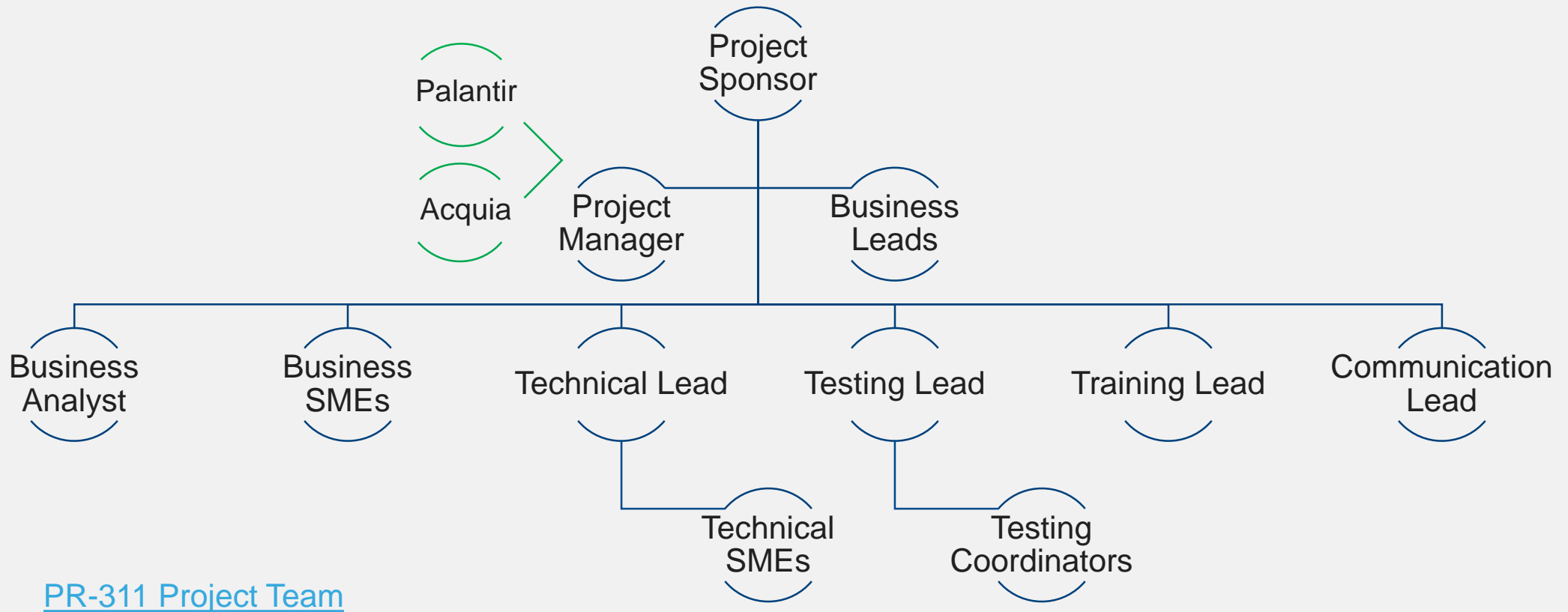
- Each phase of the website will have milestones to measure progress towards critical objectives

Dream Big

Project Team
Roles & Responsibilities

PR-311 Project Team

Questions?

Thank you

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wi_etf   etf.wi.gov   ETF E-mail Updates   608-266-3285
1-877-533-5020