Using a User Centered Approach to a CMS Adoption

Planning, Process, and Implementation

NERCOMP Annual Conference
March 20, 2007
Session agenda

• Introductions
• A user-centered approach: telling the Brandeis CMS story [about 30 minutes]
• Moderated group discussions: sharing tips and lessons learned [about 15 minutes]
Start to finish

• About the Brandeis web
  – 40,000 HTML pages on brandeis.edu
  – 250 web publishers

• Selected Hannon Hill’s Cascade Server
  – 20 sites now in CMS; 65 web publishers
  – In progress: migration of site for Library & Technology Services
    • 6000 pages; 50 web publishers

• Project website
  – http://go.brandeis.edu/cms-project
Part 1

Define the problem.
Step 1

Brainstorm!

• Tips:
  – Don’t go it alone.
  – Clearly define the problem.

• Outcome: Vision & Scope document
Step 2

Learn about your users and their needs.

• Tips:
  – Think clearly about what you want to learn.
  – Avoid being constrained by your assumptions.

• Outcome:
  User Needs Summary document
Part 2

Define the solution.
Step 3

Develop business requirements.

• Tips:
  – Maintain a high-level view of the problem.
  – Develop user scenarios.

• Outcome:
  Business Requirements Document
Step 4

Develop detailed functional and technical requirements.

• Tips:
  – Get participation and feedback from all levels.
  – Formal documentation is valuable now & in future.

• Outcomes:
  Functional Requirements Document
  Technical Requirements Document
Part 3

Apply the definitions to answer the need.
Step 5

Evaluate products on short list.

• Tips:
  – Beware process fatigue.
  – Complete your due diligence even if a ‘presumed winner‘ emerges.

• Outcome: final product selection
Step 6

Implementation: Define the Opportunity

• Tips:
  – Have a vision – but a flexible vision
  – Learn from your pilots -- find economies of scale
  – Review people, process & policy
  – CMS is a tool not a panacea

• Outcome
  – \((\text{User needs} + \text{Business reqs}) \div \text{Culture} = \text{Strategy}\)
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