

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**

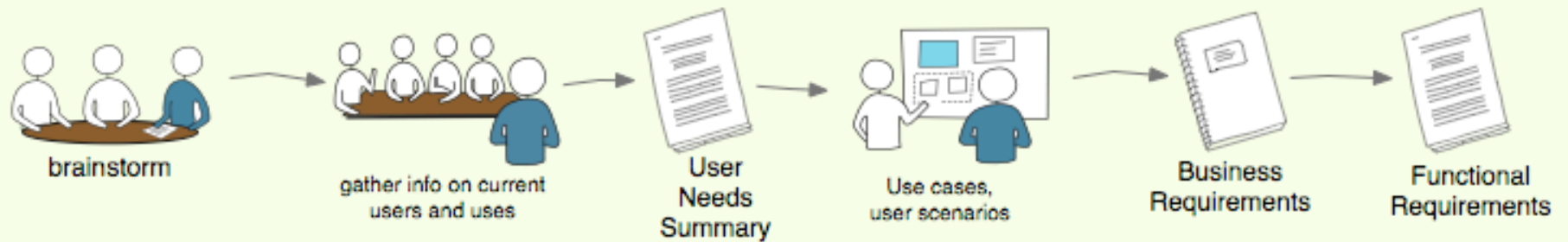
Step 6



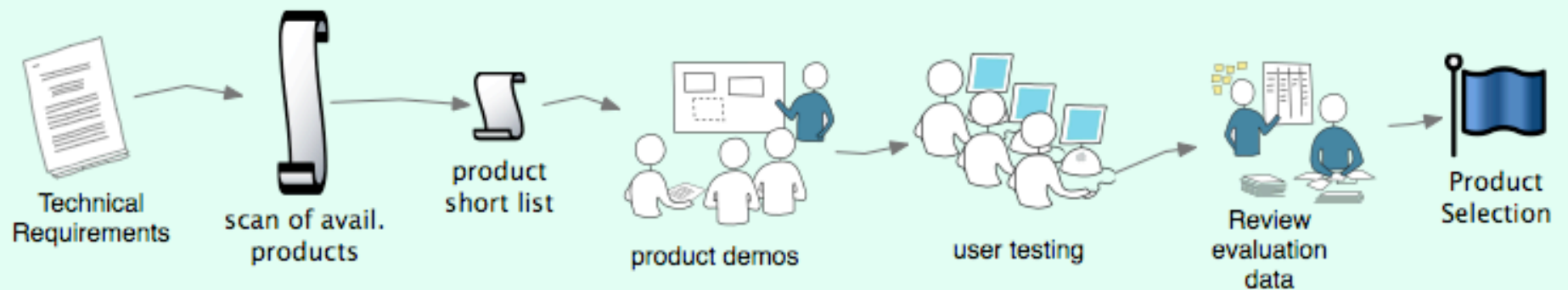
Implementation: Define the Opportunity

- 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**
 - (User needs + Business reqs) ÷ Culture = Strategy

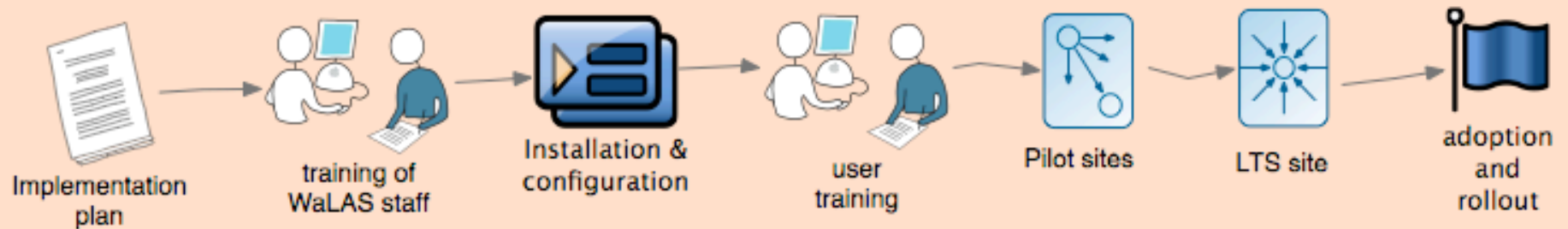
Phase I: Users and uses



Phase II: System selection



Phase III: Implementation



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