# Intake form for web consultation

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| **Requestor info** |  |
| Name, title, program |  |

# Scope of project

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| **Purpose of web project?** |  |
| What problem are you trying to solve for your users or your team? Which [PHSA strategic objective(s)](https://pod.phsa.ca/our-phsa/Our-Strategic-Plan/Pages/default.aspx) are you supporting? Key messages, topics and ideas of new content  |  |
| **Primary audience(s) for your websites or web pages** |  |
| Internal or external? Identify important audiences, such as PHSA staff, health professionals across the province, patients/clients, and families.  |  |
| **What type of web project are you requesting?**  |  |
| Examples include new pages, sections, microsites, forms, or applications; reorganizing pages or merging content.  |  |
| **Is there content currently existing?**  |  |
| URLs Are the existing webpages up-to-date and accurate? Is there content beyond text & images (for example, forms, libraries, specialized search, etc.) |  |

# Stakeholders, resources, timelines

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| **Your manager who has given approval?**  |  |
| (Name, title, department) Also, has your [program’s communications manager](https://pod.phsa.ca/our-phsa/browse-by-department/Pages/Communications.aspx#toc-communications-contacts) signed off?  |  |
| **Staff involved** |  |
| (Name, title, department) Possible people include: subject matter experts who can verify the accuracy of the web content, project manager/coordinator, web editors, communications staff. Do any of these staff need [web editor training](http://editorhub.phsa.ca/getting-started/training-permissions)?  |  |
| **Budget and other resources**  |  |
| If there is a budget, which department is funding the project? What is the budget and roughly how do you plan to allocate it? |  |
| **Timelines**  |  |
| Do you have any firm or soft deadlines?When will staff from your team be available to work on this? |  |

# Appendix 1: New website development process & roles

This handy chart explains “your tasks” as someone requesting a new website and “our tasks” as the web strategy team.

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| **#1 Plan the project** |
| **Your tasks*** Determine project purpose, budget, timelines, roles & responsibilities.
* Identify stakeholders, especially subject matter experts (SME) who understand content.
* Email “web project intake form” to webhelp@phsa.ca.
* Complete business case if we request it
 | **Our tasks*** Listen to your needs
* Provide recommendations on your project plan so that it is efficient
* Give possible timelines for your project
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| **#2 Examine & sort through your content**  |
| **Your tasks** * List all existing web content
* List all exceptional builds (specialized search, document libraries, maps, etc)
* Coordinate work with other editors
* Perform a KUT (keep, update, toss) of content
* After KUT, update web content and identify duplicate content
 | **Our tasks*** Explain the KUT process and offer guidance on best practices
* Work with IMITS to create a spreadsheet of all URLs of your website(s)
* Provide and interpret web analytics to help you understand the performance of your old content
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| **#3 Test web content and information architecture (IA)** |
| **Your tasks*** Create first draft of scenarios that would bring visitors to your website (i.e. what are they looking for?) and questions for online testing
* Supervise surveys or focus groups if needed
 | **Our tasks** * Recommend options available to you for testing web content and IA
* Refine the testing scenarios you drafted
* Give you possible timelines for testing
* Run online testing
* Provide reports and recommendations from testing
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| **#4 Build the new website**  |
| **Your tasks*** All web editors get trained and coordinate together to add content to new website
* Working with communications, create a communication plan for your new website if needed
* Review the unpublished website before the go-live date
 | **Our tasks*** Work with IMITS to create an unpublished version of the website
* Create all the webpages for you to fill
* Help you add content to the homepage
* Set a go-live date with IMITS
* Create re-directs to your new website
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