# 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](mailto: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 |
| **#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 |
| **#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 |
| **#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 |