

Intranet Best Practices

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- ➔ **Be user-centered.** Involve users and stakeholders up front, and keep them **involved** throughout the project.
- ➔ **Think business.** Treat the intranet as a **business and communications challenge supported by** technology – not a technology project. If a particular technology implementation is suggested ask ‘Why? What business or communications need does it solve?’
- ➔ **Integration.** The development team must be **fully integrated and communicate clearly and** often with stakeholders. Stakeholder involvement must happen throughout the development of the intranet to facilitate employee adoption and understanding of the intranet, two major key success factors.

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- ➔ **Planned development phases. Plan carefully and architect on paper before proceeding to development.** Careful up-front planning, use of wireframes and content flow charts will allow us to confirm and adjust specifications before we build.
- ➔ **Provide users with feedback mechanisms. User acceptance is one of the most important things to ensure the success of the intranet.** One way to help secure such acceptance is by giving users a forum or outlet for sharing their feedback — and responding quickly to it.

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- ➔ **Consider navigation by topic in addition to by department. Users may not know who/which** department is responsible for a certain type of content or service. If topic-based navigation is available, users do not need to master the company's organization to use the intranet, since all content and services regarding a specific topic are placed in one spot.
- ➔ **Communicate the benefits of standardization. Understand and communicate the** fundamental concepts of intranet standardization.

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- ➔ **Enforced standards drive the transparent user experience. Set the template, technology,** security, and information management standards for intranet sections, and regularly review for compliance. This is crucial for allowing users to quickly reach the content they need and to ensure continual improvement of the intranet as we move forward through phased development.
- ➔ **Like the evolution of the company, the development of the intranet is ongoing.** The intranet is an ongoing program not a one-off project. It must reflect the employees and business in the context of change and growth.