Envision

Understand key business goals

Identify your key sponsors and stakeholders and review key organizational priorities. Document a vision that will help provide direction and help you prioritize opportunities.
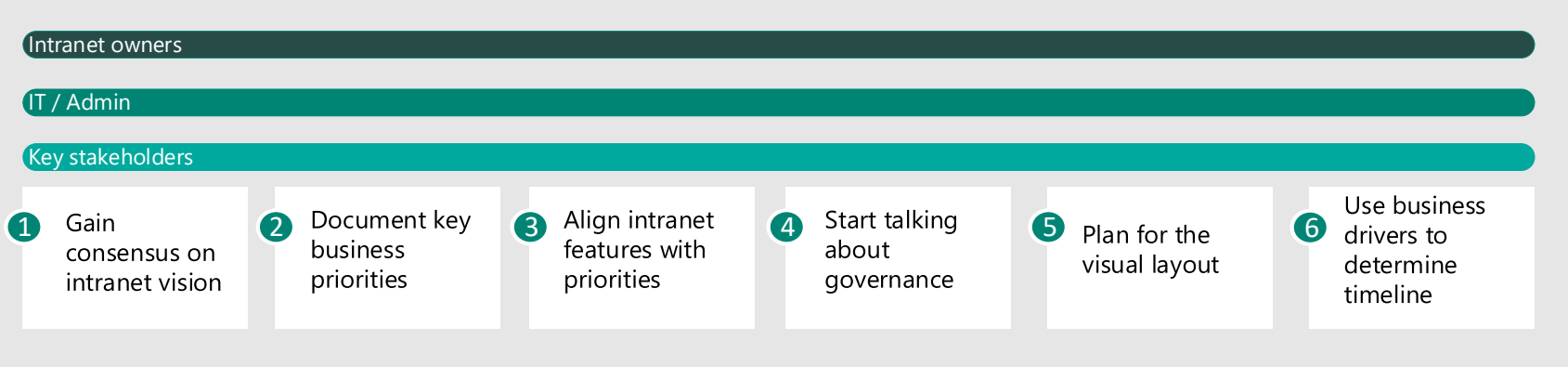
Align key outcome goals with SharePoint capabilities to identify where you may need to invest in customization. Use current intranet analytics if possible to identify priorities.

Think about governance. What processes will you need to create to provision, manage, and maintain sites and content? Do you have security, retention, or compliance goals that need to be considered?

Think about branding and architecture – do you want all sites to share a common look and feel?

Key success factors

- ✓ Have an executive sponsor
- ✓ Ensure that your intranet goals are directly tied to key business goals
- ✓ Build a governance team and make sure you align your governance decisions to business goals
- ✓ Align your intranet with your organizations brand and culture

Intranet owners

IT / Admin

Key stakeholders

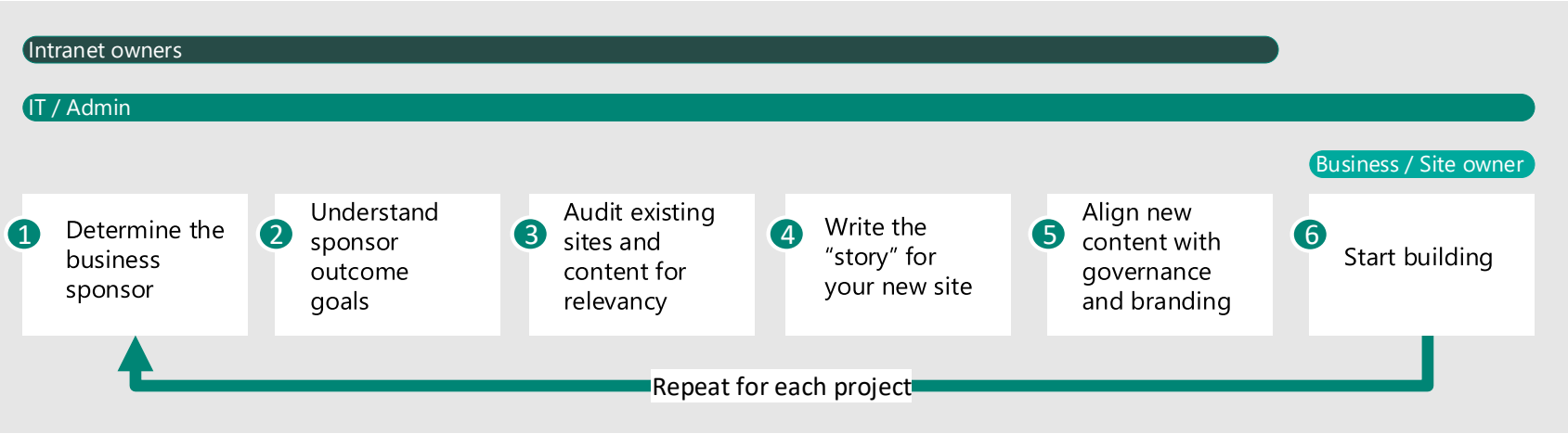| 1 Gain consensus on intranet vision	2 Document key business priorities	3 Align intranet features with priorities	4 Start talking about governance	5 Plan for the visual layout	6 Use business drivers to determine timeline

Plan

Start planning

Work with business owners and IT to prioritize the intranet projects in your portfolio for the greatest business benefit in the shortest time.

Start by developing an understanding about what you need your intranet to accomplish and start organizing content assets and business outcomes. Organize depending on the needs of the business - by region, department, or function – and by the topics that your users care about.

As you prioritize your intranet projects, consider how to get the best performance and scalability from the portals that you build.

Key success factors

- ✓ Involve your business owners and users to get feedback during all stages of the design process
- ✓ Gather outcomes, not requirements – be sure to talk to site users, not just owners
- ✓ Audit existing content to ensure quality and relevancy before migrating to a new intranet
- ✓ Test your proposed navigation with site visitors – make sure that visitors can easily get to their top tasks
- ✓ Establish success goals for each site and review them regularly

Intranet owners

IT / Admin

Business / Site owner

1 Determine the business sponsor	2 Understand sponsor outcome goals	3 Audit existing sites and content for relevancy	4 Write the "story" for your new site	5 Align new content with governance and branding	6 Start building

Repeat for each project
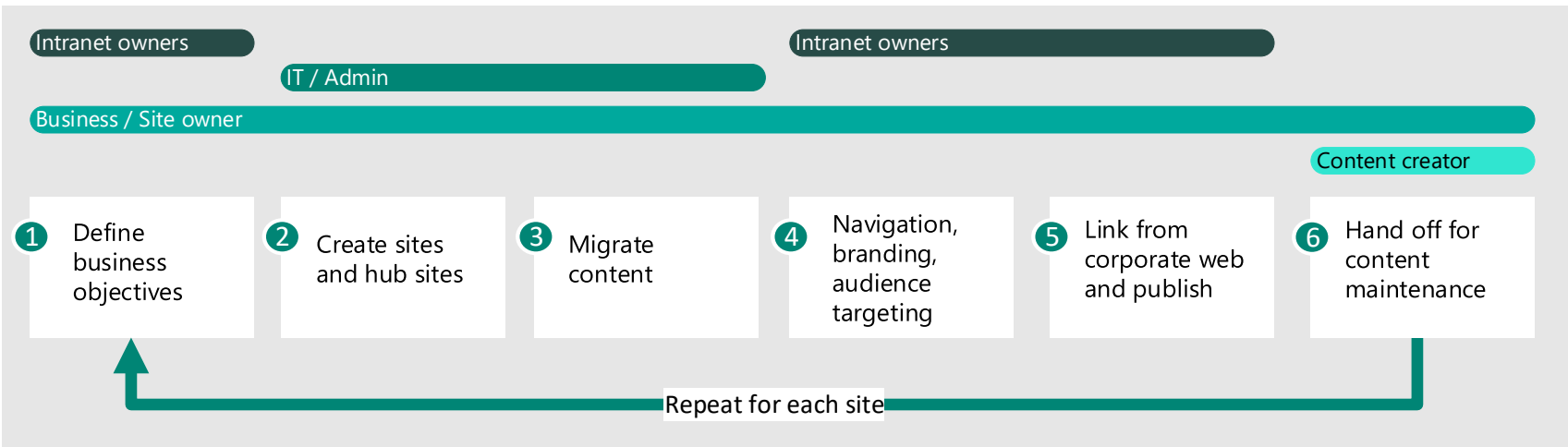
Build

Build sites and hubs

Prioritize business objectives as you begin building the site. Plan your home page but start building interior pages first. Review existing content for completeness, accuracy, usability, and relevance – only move relevant and accurate content to your new site. Consider if existing documents could provide a more engaging experience if it is recreated as a page instead of a document.

Identify candidates for hubs by looking at related "families" of sites. Most hubs will align to a function or organization, geography or location, or a portfolio of projects or teams.

Think about your approach for engaging site visitors. Consider using Yammer and Stream to build community and culture.

Key success factors

✔ Have a relentless focus on user experiences as you build your site – check labels for relevance, ensure images relate to the content, don't assume – test!

✔ Involve your business owners and users to get feedback during all stages of the build process

✔ Avoid overloading pages with content

✔ Make the site owner contact information visible in a consistent place on the home page of the site so that visitors know to whom they should reach out for feedback

✔ Plan launch communications, which might include a launch event or activity. Celebrate your success!

Intranet owners
IT / Admin
Business / Site owner
Intranet owners
Content creator

| 1 Define business objectives | 2 Create sites and hub sites | 3 Migrate content | 4 Navigation, branding, audience targeting | 5 Link from corporate web and publish | 6 Hand off for content maintenance |

Repeat for each site

Maintain

Maintaining the site

Make sure site owners and authors have appropriate training to maintain the site. Have support resources available such as the Microsoft Learning Pathways site as well as your own guidance to ensure that authors are aware of and follow good content and design practices. Consider forming a site owners or intranet champions community to ensure that site owners stay abreast of new capabilities and guidance.

Educate end-users and content authors about governance rules like content retention policies.

Think about what your ongoing support model will be for site owners and content authors. How will you provide best practice, not just "how to," guidance on an ongoing basis?

Have a plan to review previously established metrics after the launch. Use the insights from metrics to promote content on the home page, update navigation, or re-write content for clarity.

Key success factors

✔ Train content authors

✔ Keep content relevant and updated regularly

✔ Address user feedback to improve content, navigation, and usability

✔ Provide opportunities for direct user engagement

✔ Encourage site owners to become active members of the champions community

Business / Site owner
Content creator

| 1 Gather updates from stakeholders | 2 Add relevant videos to the site's Stream channel | 3 Check Yammer for site feedback | 4 Update content | 5 Highlight the most important updates | 6 Publish updates and notify subscribers |

Repeat for each update