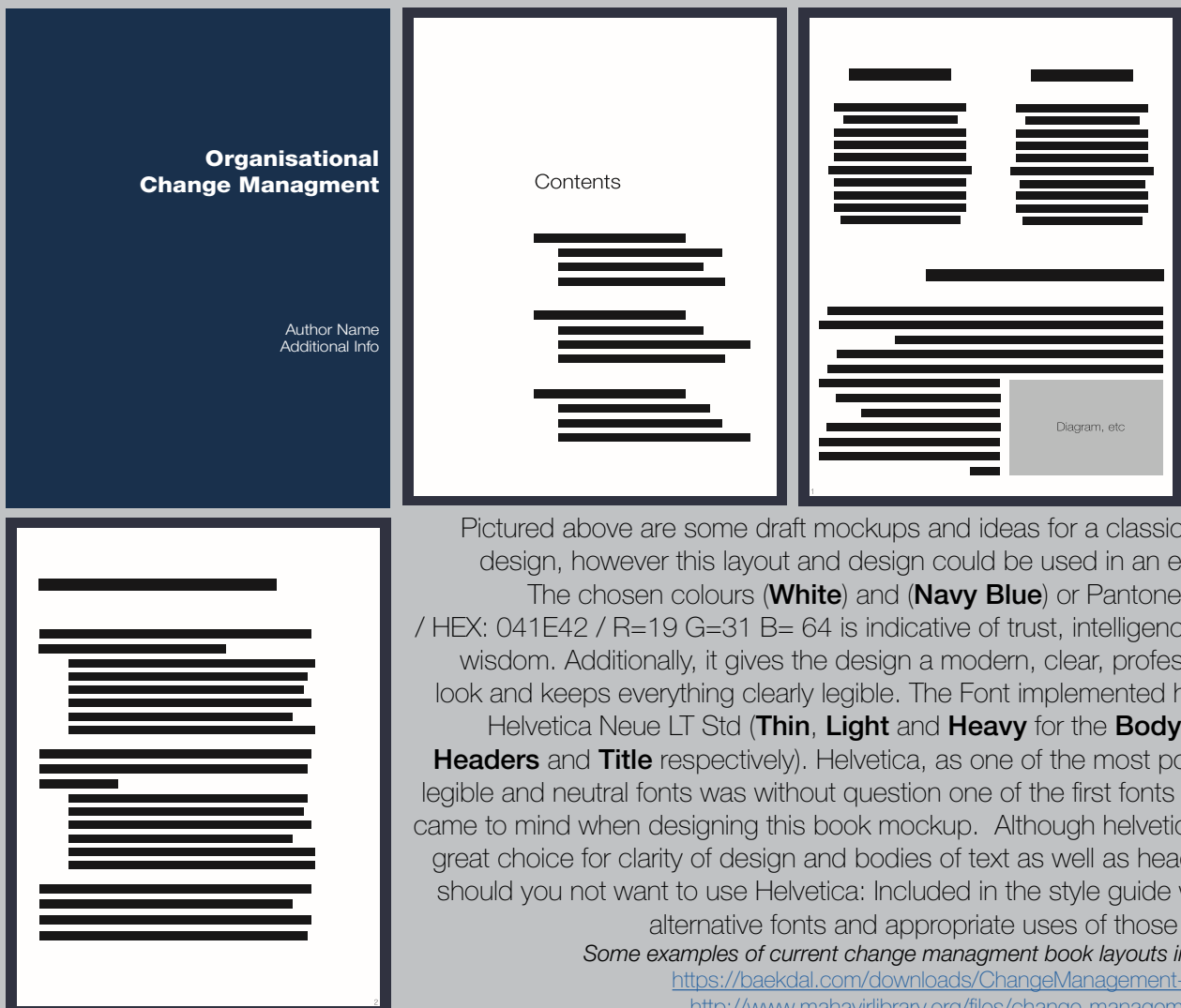


KnowledgeBase

Book/eBook

A hard copy book would be the first and most obvious option when looking at information display. Although a hard copy book may seem somewhat outdated for information display and harder to market to a larger audience than something online and accessible to anyone around the globe; An eBook available online may be the middle ground to address both marketing issues of the availability to the audience and printing costs. Not only is an eBook simple format and becoming increasingly popular since 2010. An accompanying premium, paid PDF and/or trial version of the book is another option which could be of interest.



Pictured above are some draft mockups and ideas for a classic book design, however this layout and design could be used in an eBook. The chosen colours (**White**) and (**Navy Blue**) or Pantone 282c / HEX: 041E42 / R=19 G=31 B= 64 is indicative of trust, intelligence and wisdom. Additionally, it gives the design a modern, clear, professional look and keeps everything clearly legible. The Font implemented here is Helvetica Neue LT Std (**Thin**, **Light** and **Heavy** for the **Body Text**, **Headers** and **Title** respectively). Helvetica, as one of the most popular, legible and neutral fonts was without question one of the first fonts which came to mind when designing this book mockup. Although helvetica is a great choice for clarity of design and bodies of text as well as headings, should you not want to use Helvetica: Included in the style guide will be alternative fonts and appropriate uses of those fonts. Some examples of current change management book layouts include: <https://baekdal.com/downloads/ChangeManagement-EN.pdf> <http://www.mahavirlibrary.org/files/change-management.pdf>

Webpage

After looking at solutions for the most effective, appealing KnowledgeBase possible while keeping in mind the marketability of the KnowledgeBase; Both Robert and I have brainstormed ideas and come up with three different options which would produce a viable, marketable hub of information. The three options each produce a viable path which could be taken to produce a working website, however each also come with a unique set of problems to overcome. As a graphic designer I am able to provide you with each of these possibilities, The designs and layout which you may want to use and branding for your planned "knowledge base". For comparative purposes I will break down each of the options into 3 categories to be analysed. This will assist in determining the pros and cons of each aspect of the services. There are three aspects of each option which should be taken into account:

Branding and Design (The branding and layout of each webpage)

eCommerce (The marketability of the service and how it will be implemented within the webpage)

Data Transfer (The ease of transferring data across from its current state to its final state within the format of webpage).

1. Atlassian (Jira and Confluence)

Using Atlassian, specifically their programs Jira and Confluence users are able to design, create and launch webpages and other software. It offers an all in one service with these two programs which also allow you to manage and modify your current software. Atlassian is quite a complex program and some basic understanding of web development would be recommended but not essential as Atlassian has hundreds of tutorial links on their website. This is a subscription service and a monthly fee applies to each of the programs for ease of management and server maintenance.

Branding and Design (Atlassian)

Atlassian offers a variety of design options when it comes to your webpage, most layouts imaginable can be created, however after examining many examples of confluence and jira supported webpages, the most effective design for information display which is available is a wiki or repository style webpage. The wiki style is familiar to most people; making it very user friendly and easy to navigate, this may best suit the structured information layout required for the knowledge base.

Some good examples of webpages run by Confluence:

DuraSpace: <https://wiki.duraspace.org/display/DSPACE/Home>

theSarvo: <http://www.thesarvo.com/confluence/display/thesarvo/Tasmania>

JFrog: <https://www.jfrog.com/confluence/dashboard.action#all-updates>

Branding is not limited when it comes to Atlassians software, Included the deliverables will be a logo suitable for the knowledgebase along with mockups of designs for a website.

Below is an example draft mockup of a webpage design for your knowledge base.

Colours:

R=19 G=31 B= 64

R=204 G=204 B= 204

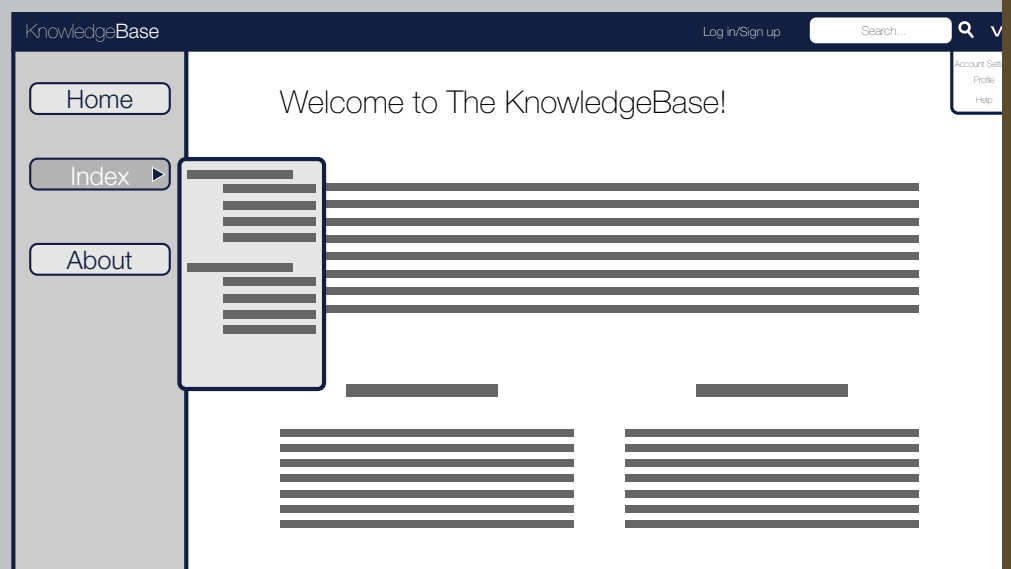
R=179 G=179 B= 179

Fonts:

Left panel (Helvetica Neue LT Std) (Light)

Welcome (Helvetica Neue LT Std) (Thin)

KnowledgeBase (Helvetica Neue LT Std) (UltraLight) (Light)



eCommerce (Atlassian)

Subscribed content such as locked pages, premium and non premium users, pop up etc. are allowed using Atlassian however, Atlassian charges royalty fees on profits using their software. The pricing depends on the number of users, it would be recommended to look into pricing further before using Atlassian.

Data Transfer

Current documents can only be manually exported to webpage. Client would need to hire in order to export/create consistencies within ALL documents e.g ALL lists need to be in a consistent format such as roman numerals or numbers and transferred to webpage in preferred format.

2. MediaWiki

MediaWiki is a free wiki software which can be used to create your own wiki style pages. Mediawiki, Although the visuals are simple, it is one of the most easily recognised and understood formats to display information. Additionally PHP 5 (The scripting language used in MediaWiki) is quite easily learned; making maintenance and data transfer easy for the client. Again going over the same points, we will compare aspects of design and branding, eCommerce and data transfer to weigh up the advantages and disadvantages of mediawiki.

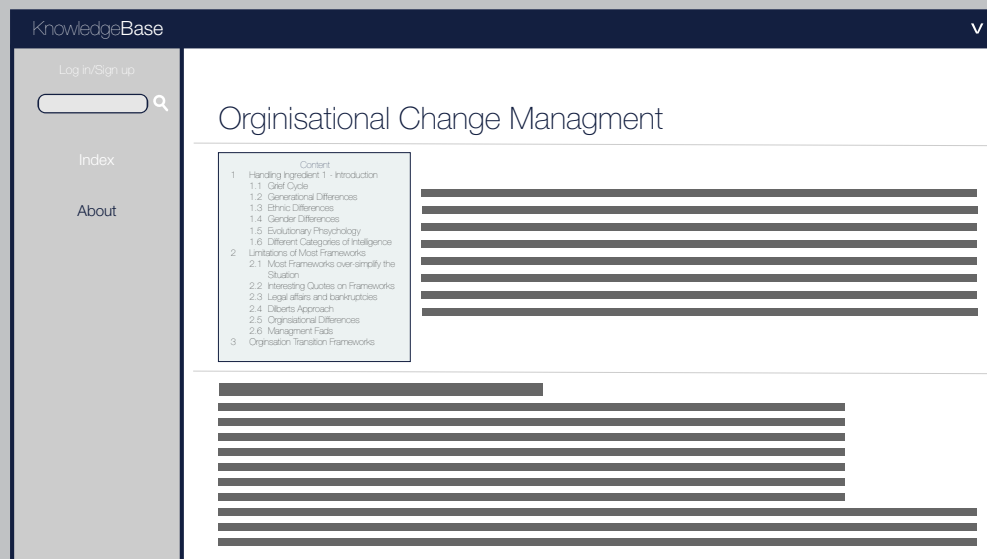
Branding and Design (MediaWiki)

Branding and Design would be MediaWiki's weak point, However it still offers some flexibility in layout and a logo will still provide sufficient branding for the change management knowledgebase. I've gathered a couple examples of websites using mediawiki:

OrganicDesign: <https://organicdesign.nz/>

HitchWiki: http://hitchwiki.org/en/Main_Page

Below is an example draft of a possible layout for your knowledgebase should you choose to use MediaWiki.



Colours:

R=19 G=31 B= 64

R=204 G=204 B= 204

Fonts:

(Helvetica Neue LT Std)

eCommerce (MediaWiki)

Subscriber only access can be implemented on MediaWiki pages, however, this would be limiting to paid only access (possibly driving away potential subscribers/customers). Two ways to avoid this would be; Create a free version and manage 2 webpages or, Create an paid app in conjunction with the free knowledgebase.

Data Transfer (MediaWiki)

Current documents can only be manually exported to webpage. Client would need to order documents to be exported and create consistencies with in ALL documents e.g ALL lists need to be in a consistent format such as roman numerals or numbers and transferred to webpage in preferred format.

3. WordPress/Joomla

WordPress and Joomla are both popular choices for website developers as they offer the lot in terms of customisability marketability. WordPress is more beginner friendly than Joomla as well as offers many free themes and plugins. These options are far more extensive options for eCommerce, design and layout flexibility but are far more complicated to maintain and update than Atlassian or MediaWiki web pages.

Branding and Design (WordPress/Joomla)

Both service offer excellent range of customisation options, themes and plugins to update, upgrade and build your website. However, basic understanding of website development is required to create and maintain these. In regards to design, anything is a possibility with WordPress and Joomla but again, after analysis; I find the most effective information display is in a wiki style to be the most effective communicator and easily navigated layout. Examples of websites that are made using Wordpress and Joomla:

TheNextWeb(WordPress): <https://thenextweb.com/>

BioScience(Joomla): <https://www.bioscience.pk>

Again a similar colour scheme as previous mockups would be suggested but is easily able to be modified to any which the client would prefer.

eCommerce (WordPress/Joomla)

Wordpress and Joomla both offer a variety of options when it comes to eCommerce; Overlays and timers can be added to stop readers until they subscribe, however many people are able to use vpns and other services to change ip adress making it possible for people to bypass payment all together.

Data Transfer (WordPress/Joomla)

Documents can be automatically exported to this format however will be sorted in a very unorganised way giving a messy appearance and potentially deterring readers from continuing use of the knowledgebase. Sorting and manual export of files is recommended