

Relaunch of ResearchWeb: Scope and Requirements

Project Charter

The ResearchWeb was developed in 1998 to house competitive and market research, leadership presentations, and other internal documents. As the Website expanded, news releases, analysis by external firms, training materials, and sales documents were added. By 2004, the Website totaled more than 15,000 pages. Over time the ResearchWeb became the central document repository for internal intelligence, and the audience for the information grew exponentially.

The current system can be difficult to navigate, requiring multiple clicks to arrive at a destination, has a large volume of data, making a revision cycle difficult, and some documents contain ambiguous information, requiring interpretation from the market research team.

The relaunch of ResearchWeb in 2006 will bring the Website into GE compliance, both from a branding and firewall standpoint. The Website will also be accessible to all GE Healthcare IITS employees.

Business Need

Why is the Project Being Done?

Information Access: Only a fraction of GEHC IITS employees have access to the ResearchWeb data (legacy IDX employees). GE employees need access to the IDXWeb server and to the ResearchWeb to make critical customer and strategic planning decisions.

Usability: Currently, users cannot find much of the specific information they need because the site lacks global search, and the hierarchical architecture of the site requires many clicks to find each piece of information. As a result, the market research team must function as librarians.

Compliance: The site is not compliant with GE guidelines.

Project Justification

On what financial basis is the project justified?

FTE Time: Inaccessibility of information in the ResearchWeb reduces the effectiveness of the market research group.

- 10%–20% of FTE time of three business analysts is spent researching and emailing market information available on the ResearchWeb which stakeholders cannot find.
- The target of the project is to reduce that time by half, translating into a savings of \$12–18,000 per year.

Constraints and Assumptions

Completion date, limiting factors, known risks, and budget or staffing constraints.

- Difficulty in obtaining usable search engine functionality.
- During the six-month course of the project, the market research team must continue to provide data to stakeholders, as well as to the 2,000 GE employees who have no access to the current data. At the same time, the team must upload new information to the Website in support of Growth Playbook and other strategic initiatives, severely taxing their bandwidth.
- All information stored on the server must be in compliance at relaunch. The legacy server has much information which must be scrubbed or moved to other locations.
- Current confidential information stored within the Website might be accessed by unauthorized users during the conversion process.

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Project Scope

The 30,000-page legacy IDX ResearchWeb will be revised and relaunched on July 1, 2006 using 60% FTE time of one business analyst from January to June 2006. The Intranet site will be accessible by all GE Healthcare IITS employees globally. Such access requires that the current IDX server become GE-compliant and be moved inside the GE firewall. Non-compliant pages will be moved to a local server by the server administrator. Engineering resources will be loaned to the project from the central GEHC Intranet administration team to configure Google search indexing. An additional programmer at the IDX site will assist with rewriting asp code. The following are the main phases of the project:

1. Build new architecture for the site: a flatter file structure for better search functionality.
2. Purchase two-year licensing of a new Web analytics tool by the Business Solutions P&L unit.
3. Redesign graphics and UI compliant with GE branding.
 - a. Implement a cascading style sheet.
 - b. Revise legacy pages.
 - c. Revise the main menu bar.
4. Implement new usability options: site map, acronym finder, and FAQ.
5. Optimize search functionality through code changes to metadata. Server admin will run automated program.
6. Implement Google search.
7. Train market research team in new processes.
8. Implement marketing plan for new and legacy users.
9. Train super-users from the marketing team in each P&L unit. Conduct post-project feedback loop.

Deliverables and Success Factors

The redesign of the ResearchWeb will accomplish the following functional and quality requirements:

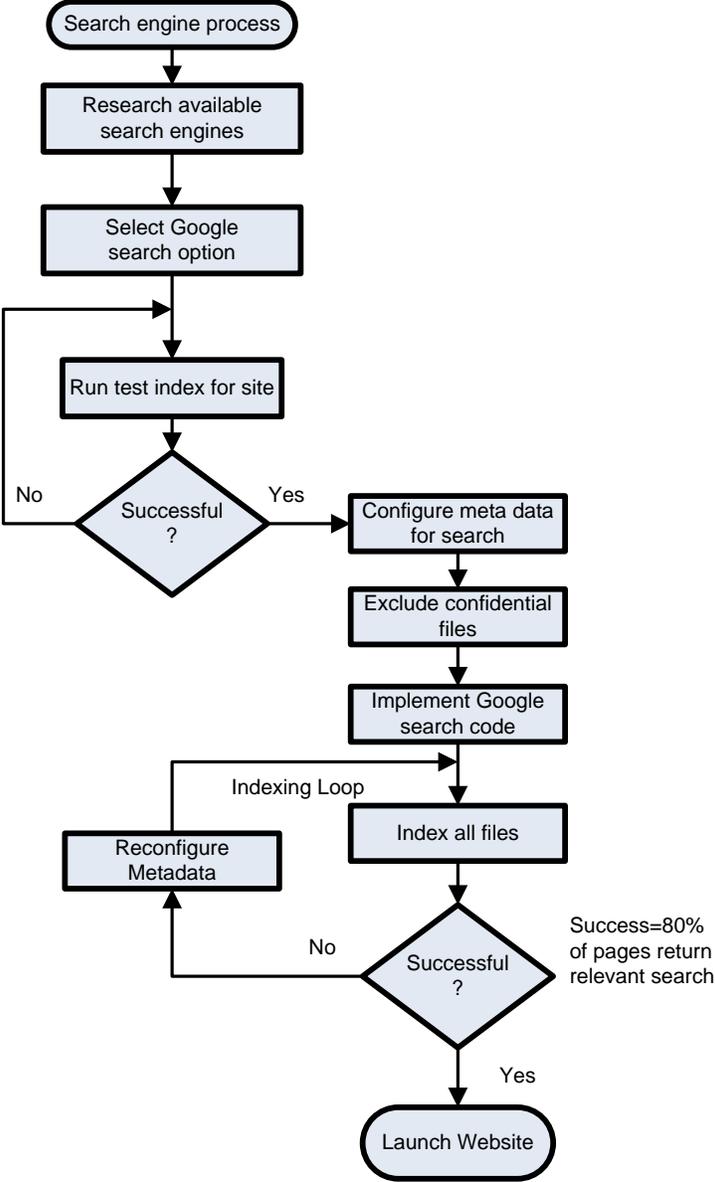
Functional Requirements:	
Navigation	Navigation bars work seamlessly. Menus are regularized and appear at the same place on all pages. A single menu bar provides access to 30,000 pages.
Three-click Metric	80% of pages are reached from the splash page within three clicks.
Configure Keyword Search	A full text Google keyword search displays relevant pages within the first page of search returns for 80% of searches. Advanced search using Boolean operators is available.
Confidentiality	Pages with confidential information are not indexed by the search engine.
Usability Options	Site map, acronym finder, and FAQ.
Quality Requirements:	
Compliance	A compliance statement defining user information collected by the analytics tool appears on each page. The analytics tool is configured to preserve user privacy.
Interactive Form	An interactive research request form with an automated alert is available online.
Update Cycle	Pages are reviewed and updated biweekly using Web analytics.
Server Uptime	98% during business hours. Site is indexed on Monday nights from 12 am to 6 am.

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Requirements Definition

Functional Requirements:	
<p>Navigation</p>	<p>Main navigation will be recoded to include drop-down submenu linking all hub pages. Right menu and footer to contain additional links. Page design is as follows:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Main Navigation Menu to All Hub Pages</div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 45%; text-align: center;">Newest Information</div> <div style="border: 1px solid black; padding: 5px; width: 45%; text-align: center;">Navigation to Sub-Pages</div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;">Page Body</div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"> Footer: Compliance statement of information collected by the Web analytics tool. Links to Site Map, FAQ, Interactive Form, Links to external sites, Acronym Finder </div>
<p>Three-click Metric</p>	<ol style="list-style-type: none"> 1. Redesign existing hub pages. 2. Design and code new hub pages for the five Website sectors identified by the analytics tool as most frequently accessed by users. Link all pages in sector to hubs. <ul style="list-style-type: none"> • Competitive Intelligence • Analyst Research • Growth Playbook • Primary Research • HIMSS Analytics database 3. Design and code new pages for 12 most-accessed competitors identified by Web analytics tool.

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<p>Configure Keyword Search</p>	 <pre> graph TD Start([Search engine process]) --> A[Research available search engines] A --> B[Select Google search option] B --> C[Run test index for site] C --> D{Successful?} D -- No --> C D -- Yes --> E[Configure meta data for search] E --> F[Exclude confidential files] F --> G[Implement Google search code] G --> H[Index all files] H --> I{Successful?} I --- Note[Success=80% of pages return relevant search] I -- No --> J[Reconfigure Metadata] J --> H I -- Yes --> K([Launch Website]) </pre>
Indexing and Confidentiality	Exclude confidential files from the Google index. Re-index all files weekly for Google search.
Usability Options	Design and code new site map, acronym list, and FAQ.
Quality Requirements:	
Compliance	Confer with legal department to obtain the compliance statement. Add the compliance statement to the footer and configure the Web analytics tool to preserve privacy.
Interactive Form	Create and implement interactive form and automated email alert.
Update Cycle	Add update task to the marketing training plan. Obtain by-weekly data on broken links and page anomalies from Web analytics tool .
Server Uptime	Server administrator configures and monitors the server.