

# Appendix 2: Project alignment recommendations/Related Initiatives

<i>Initiative/Project</i>	<b>Observation/Issue</b>	<b>Impact</b>	<b>Recommendation</b>	<b>Timeframe</b>
<b><i>Business Technology: Strategy and Operations</i></b>	<p>There is a clear and strong ICT delivery strategy and plan in place.</p> <p>There are no apparent issues, however it is essential there is close roadmap alignment to ensure front/back end design and operation is well managed and supported.</p>	Alignment of back and front end processes, design and operation.	<p>In instances where there is a need to procure new user facing software/design, the digital team should be involved to assess design, content and tracking ability.</p> <p>In instances where new web assets are created, the Business Technology team should be consulted to understand any infrastructure, support, security or management implications.</p> <p>Digital and Business Technology schedules and approaches should align especially around areas such as procurement, support, hosting and mobility solutions.</p>	Ongoing
<b><i>Customer Service Improvement Project</i></b>	This project does not factor all council services and interactions.	<p>User confusion due to only partial availability of services online.</p> <p>Full efficiency not realized.</p>	<p>Audit all council services and interactions and widen the project scope include all service types and contact points.</p> <p>Include a review of all currently available services, forms and ways a user can make a request to Council.</p>	Immediately
<b><i>Customer Service Improvement Project</i></b>	There is no clear timeframe for delivery of services to be delivered online.	Ability to streamline website redevelopment and CSIP.	Create central roadmap for online service delivery and align with website redevelopment project.	Immediately.
<b><i>Customer Service Improvement Project</i></b>	The ePathway user interface is not designed to look like the rest of the website and does not enable website tracking end to end (in Google	Inconsistent user and further online brand fragmentation.	<p>The vendor should be consulted to look at how we can affect the style sheets to provide a more consistent look to the rest of the site and to allow for cross domain tracking.</p> <p>The corporate website design should factor</p>	Year 1

	Analytics).		Pathway user interface redesign and tracking improvements.	
<b>Events and Booking software procurement</b>	Procurement and build will occur prior to commencement of digital strategy.  Unaligned user experience and design, inability to track performance through main property (Google Analytics) and potential inability to scale.	Potential inconsistent user experience, inability to track performance through main analytics tool and disparate content management processes.	Ensure product has ability to easily affect front end design and can implement cross domain tracking.	Now + Year 1
<b>GIS Strategy and Operations</b>	The GIS team are not included in digital planning.  There is under use of GIS technology online and low business understanding of GIS/Digital potential.	Lost opportunity to better integrate the way GIS data is delivered online for enquiries, customer requests and production of interactive and useful content.	Closer GIS/Digital working relationship and inclusion of GIS team as a stakeholder in digital planning processes and website redevelopment project.	Year 1+
<b>Whitehorse Municipal Youth Plan 2014-2018</b>	A Freeze grant agrees on the delivery of a new online space for young people in the area. Timelines are in advance of the digital strategy delivery.	Inconsistent user experience and creation of a new web property on a different platform.	Enable the delivery of the new youth orientated web product, however factor a product review as part of digital roadmap at a point when Council has performance data to understand future user needs.	Year 2
<b>Online Consultation Tool</b>	There is no common online consultation tool in place. There is an identified need by many areas of the organisation to have this facility as well (as the ability to survey users).	A project is currently underway to source a new consultation tool. Given re-use potential, this product needs to be considered as part of the total online experience and not developed as a separate entity.	Include development of the online consultation product as part of the digital program of work.  Consultation tool design should align with new website assets. Roles and processes should be consistent with social media governance including moderation, reporting and risk handling.  Online consultation should fall into the broader social media policy and process development.	Year 1+
<b>Building and Planning: Online service development</b>	Budget has been secured to improve the building and planning processes. Trapeze	Timelines needs to be clarified to understand when this significant	Trapeze software integration and user experience needs clear requirements for both website and intranet integration.	Year 1+

	has been recommended as the core tool. This provides Council with considerable ability to move forward digitally.	change can take place and how this can fit into the digital program.	Clear timelines need to be established to understand opportunities to align development.	
<b><i>HACC: Changes to operating model</i></b>	<p>State government changes around home and community services will heavily impact the way users need to interact with Council to access services.</p> <p>The current website interaction needs to be revised significantly.</p>	Clear requirements should be formed to understand the change better and associated timelines established.	Include HACC changes to website and intranet redevelopment requirements scoping.	Year 1
<b><i>Project Management Process Development</i></b>	<p>There is no central visibility of all Council projects and no consistent methodology.</p> <p>The digital strategy relies on cross council working a clear view on competing initiatives to sensibly plan and execute the change project.</p> <p>A project is underway to remedy this.</p>	<p>The project management approach needs to support digital development. It is recommended this approach uses:</p> <ul style="list-style-type: none"> <li>- A central Project Management Office</li> <li>- Has an agile or iterative approach</li> <li>- Advocates cross council working</li> <li>- Includes user testing and validation</li> </ul>	Ensure digital project needs factor into the design of the Project Management Project	Now+