



UC DAVIS GRADUATE SCHOOL OF MANAGEMENT
WEBSITE REDESIGN

CMS Requirements Gathering

Agenda

Introductions - Tim, Joann, Brooke, Jason, Jon and Ken
Requirement gathering
Open discussion
Wrap-up

CMS Requirements Gathering Questions

Roles Management: Who gets to do what

1. What level of role granularity do you need now, and anticipate needing in the future?
UCD GSM is departmentalized where a group of 2-3 people are responsible for each section of the web site. It is preferred that there is not a single “master editor” for the entire site, but each group will have a “section editor” that would be responsible for the content in their section. Ideally the system would permit the creation of rules that prevent contributors from effecting content in sections other than their own. It isn’t necessary to have the system control access at the page or element level. Most contributors will have publishing rights.
2. Do you prefer a particular authentication method?
They use NTLM currently. Would like to have a single login, but it isn’t a high priority.
3. Do you require or prefer a certain operating system?
Windows is a must.
4. Do you need to integrate with other role management systems?
No.

Authoring and Transformation: How content gets into the system

1. Do you require purely browser-based administration and authoring?
Yes.
2. Do your contributors know HTML and/or XML?
Most don’t know HTML. The system doesn’t need to prevent contributors from accessing “HTML code view” because they can be trusted to only work in WYSIWYG mode if they don’t know HTML.
3. Will you need to convert existing content and documents? Including batch imports?
It’s not important to do batch imports. Content will be entered page-by-page from existing content.
4. Are you making an investment in XML?
Not currently, but there may be a movement towards XML in the future.
5. How often will content be re-used throughout the site?

It happens occasionally such as in the case of course descriptions. A Content Object Model is preferred. In the past three have been problems keeping identical content on separate pages in sync.

6. Do you require a particular database package?
Microsoft SQL Server.
7. Do you have public ADA requirements? CMS interface ADA requirements? What level?
Public site must be ADA compliant Level 1. The CMS interface does not need to be ADA compliant.

Aggregation: Assembling disparate content from multiple sources

1. Do you anticipate publishing from content repositories other than the CMS?
No.
2. Will your site be delivering substantial numbers of formatted files such as spreadsheets and media assets?
Yes. For example PDFs, Word docs, Excel spreadsheets, mp3's, and various video formats.
3. Will you be importing syndicated content?
No although there is a Weather.com HTML snippet. Syndicated content may be used in the future, though it is a low priority requirement.
4. Do you anticipate integration of 3rd party applications?
Calendar (if possible the content will be extracted from an Exchange server)
Online application for Technology Management minor program
Online donation forms – accepts cc, will need to integrate campus' gateway
RSVP registration for events
Online alumni directory, searchable, and alumni can update their own records by authenticating
Interview scheduling application
Faculty interview schedules – will be on intranet
Information request form
Student-employer mentoring match-up form
More...

Tagging and Metadata: Organizing content through categorization and relationships

1. To what extent do you want to employ tagging and metadata descriptions to content?
Only simple Meta tags are required.

Workflow: Editing, revision and approval

1. Will your workflow require branching and looping as opposed to simple linear tasking?
No, only simple linear tasking.
2. Will you require workflow monitoring and notification? Via e-mail?
Not required but the capability is preferred.
3. What do you need to know with regards to logging, auditing and reporting of contributor activities?
Need to know about published changes only.
4. Do you need to be able to publish within 5 minutes?
Need to be able to publish immediately but it is ok to have up to a 30 minute delay before changes go live.
5. Do you already employ a workflow process?
No. Tasks are assigned to individuals without structured follow-up or monitoring.

Library Services: Versioning and version control

1. Do you require version branching and reconciliation?
Don't need system-based version branching or reconciliation.
2. Do you anticipate needing to be able to roll-back pages to a previous version? The entire site? How far?
Would be nice, but isn't required. It is preferred to have the ability to roll back to the last published version.
3. Will you require audit trails? Of what?
No.

Localization: Supporting multinational content delivery

1. Will you need to support non-English languages or non-Latin character sets?
No.
2. If you will have internationalized content, will you have separate contributors for each language? How will they fit into the workflow?
No requirement for internationalized content.
3. What languages will you require in the editorial and administrative interfaces of the CMS?
English only.
4. Will you and your users need to search in languages other than English?
No.

Content and Code Promotion: The steps to go live

1. Do you prefer your website infrastructure distinctly separate development from staging and production?

This is not a requirement and should be handled by the CMS.

Page Generation: Promoting content to production

1. Do you already use an application server?
ASP.net
2. What programming languages are you comfortable with?
ASP.net, ASP
3. Will you need to incorporate content or logic from other subsystems? How so?
No.
4. What are your performance (speed) requirements?
Want to maintain current speed or better.
5. What are your availability requirements?
99.9%. Can have maintenance windows. Need to be highly available during peaks times (primarily office hours).

Searching: How content is found in the CMS and on the site

1. Have you selected a search engine that will operate independent of the CMS?
Currently using Google (not the appliance), intend to continue using it.
2. Will you require fielded as well as full-text searching?
No. When necessary they are part of an app.

Personalization: Delivering content specific to users or groups of users

1. Is there a pressing user-focused need that personalization could solve?
No, but may want to implement personalization in the future. Not a requirement.
2. Do you require group and/or individual personalization?
No.
3. What is the ROI you anticipate from a personalization effort?
Have not studied personalization ROI.
4. What content is to be personalized?
None.

Privileges Management: Who gets to see what

1. How granular will your permissions need to be?
Don't need permissions. Any permission based content access is handled through 3rd party apps or Windows authentication.
2. How sensitive is privileged content?
N/A

Caching and Replication: Speed and reliability of the production site

1. How dynamic is your site content (i.e. how often does content change)?
At peak, 20 changes in a day. Peaks can last weeks. Changes can wait up to 30 minutes before going live.
2. How busy is your site?
Peaks at 60,000 visitor sessions a month.
3. Do you anticipate needing to load-balance? At what level?
No, but it is an option is necessary.
4. How much hardware do you anticipate involving in the final architecture?
TBD

Other Formats: Wireless, e-mail, print and beyond

1. Will you support wireless formats?
No.
2. Will you deliver e-mail-based content?
Yes. Send HTML emails from templates that match look and feel of site. Currently use WorldMerge. Would be nice to have as part of the CMS, but a requirement.
3. Will you be generating print materials form web-originated content?
No.

Syndication: Distribution of content to partners

1. Will you be sharing content with partners?
No.
2. What is the level of sophistication of the partner sites?
N/A

Vending: Selling online

1. Do you anticipate selling products on your site?
No.
2. Do you currently use an e-commerce system?
E-commerce is conducted and maintained by the University. No requirement for e-commerce capabilities in the CMS.

Hosting and Maintenance: Who is in charge of the systems

1. Will your CMS system be hosted and maintained within your own department?
Web servers are hosted and maintained within the GSM.
2. Will your production environment be hosted and maintained within your own department?
Yes.
3. What is the expected response time for system service requests?
Within 1 hour.
4. Will you be using vendors for more complex programming projects?
No, unless absolutely necessary.

Budget

The anticipated budget for the CMS is no more than \$25,000. It is preferred that the solution cost much less than that amount.