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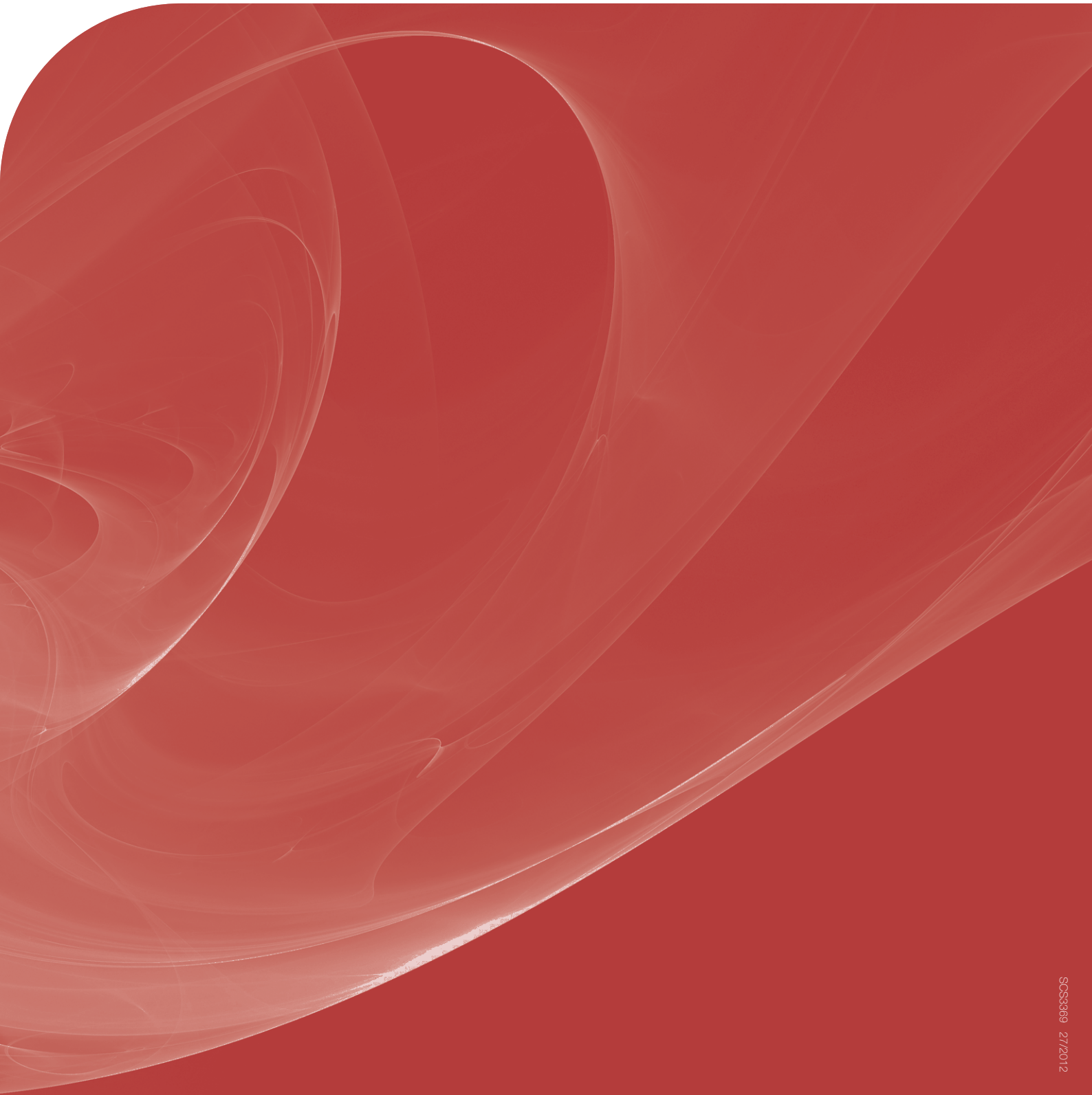
UWS Micro-Site Guidelines and Support



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UWS Micro-Site Guidelines and Support

Preface

A Micro-Site refers to a web page or group of web pages which operate to support the University website, driving traffic to the University website, or meet an objective that cannot be supported by the official Content Management System (CMS) of the University.
Example: Micro-Sites include the Ticketing Module (ticketing.uws.edu.au), TVS (tvs.tv) and Brand Central.

The aim of the Web Services Unit is to assist in the development, implementation and maintenance of Micro-Sites aligning them with UWS Policy. The Web Policy, Section C provides the policy related to Micro-Sites.

This document has been divided in to two sections, the Micro-Site Business Case and Micro-Site Support.

If you have any questions while reviewing this document, please contact the Web Service Unit (WSU) via email webteam@uws.edu.au.

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Part 1: Micro-Site Business Case

All requests for a new Micro-Site need to be made through a Business Case to the Office of Engagement and Partnerships. The Business Case can be completed online through www.uws.edu.au/micrositerequest (see Appendix A).

The Micro-Site Business Case is designed to document the benefits and value of the request for a Micro-Site. By focusing on benefits from the outset, the team can be sure that they identify actions needed to deliver optimal business results for the Micro-Site.

The online form is a simple three step process:

- Step One: Outline the rationale
- Step Two: List the site details
- Step Three: Complete the creative brief

Once you have submitted the business case, a member of the Web Services team will be in contact with you to clarify any questions they may have and to acknowledge your request. This may include referencing the UWS Visual Identity guidelines, Web Policy amongst other UWS policies. Approval will be requested from the Director, Marketing and Communications, or delegate.

If the request is approved, an initial meeting will be held to set the project scope and timeline for the development of the Micro-Site. At the initial meeting the steps for external vendor development will be worked through and timelines assigned to each task – refer to Appendix B.

Should you have any questions before, during or after your submission, please contact the Web Services Unit via email webteam@uws.edu.au.

Part 2: Micro-Site Support

Development Support

The WSU will provide development support for all approved Micro-Site Business Cases. The flowchart of the Web Services team (see Appendix B) outlines the steps that are to be completed in the building of a Micro-Site. The WSU are able to provide support in the process of completing these steps.

Ongoing support information

The WSU will provide user level support to all newly created Micro-sites. For vendor created sites, support arrangements need to be established with the provider.

If a problem constitutes a lack of business continuity WSU will endeavour to address the issue within the first 48 hours of the problem being reported. The issues will then be escalated to the second level support (Squiz and/or vendor) if WSU is not able to resolve the issues and the business owner will be notified.

For issues exceeding the 48 hour first instance of support Squiz and/or external vendor will: further investigate any lack of business continuity; notify the WSU of the estimated length of time it will take to resolve an issue; provide an estimated time and quote for any additional work. This quote will be provided to the WSU who will be responsible for communicating the quote to the Micro-Site Business owner.

When requesting support, please provide the following information:

- the event/action that triggered the error
- a screenshot with a short description of the problem
- name and URL of the web page with the issue

Should you need support, please contact the Web Services Unit via email webteam@uws.edu.au.

Appendix A: Online Micro-Site Business Case

The Micro-Site Business Case can be submitted online http://www.uws.edu.au/micrositerequest

The Business Owner needs to simply complete the three step process related to the rationale, site details and creative brief.

Contact Details of Business Owner

UWS Staff ID
Name
Contact Number
Mobile
Email

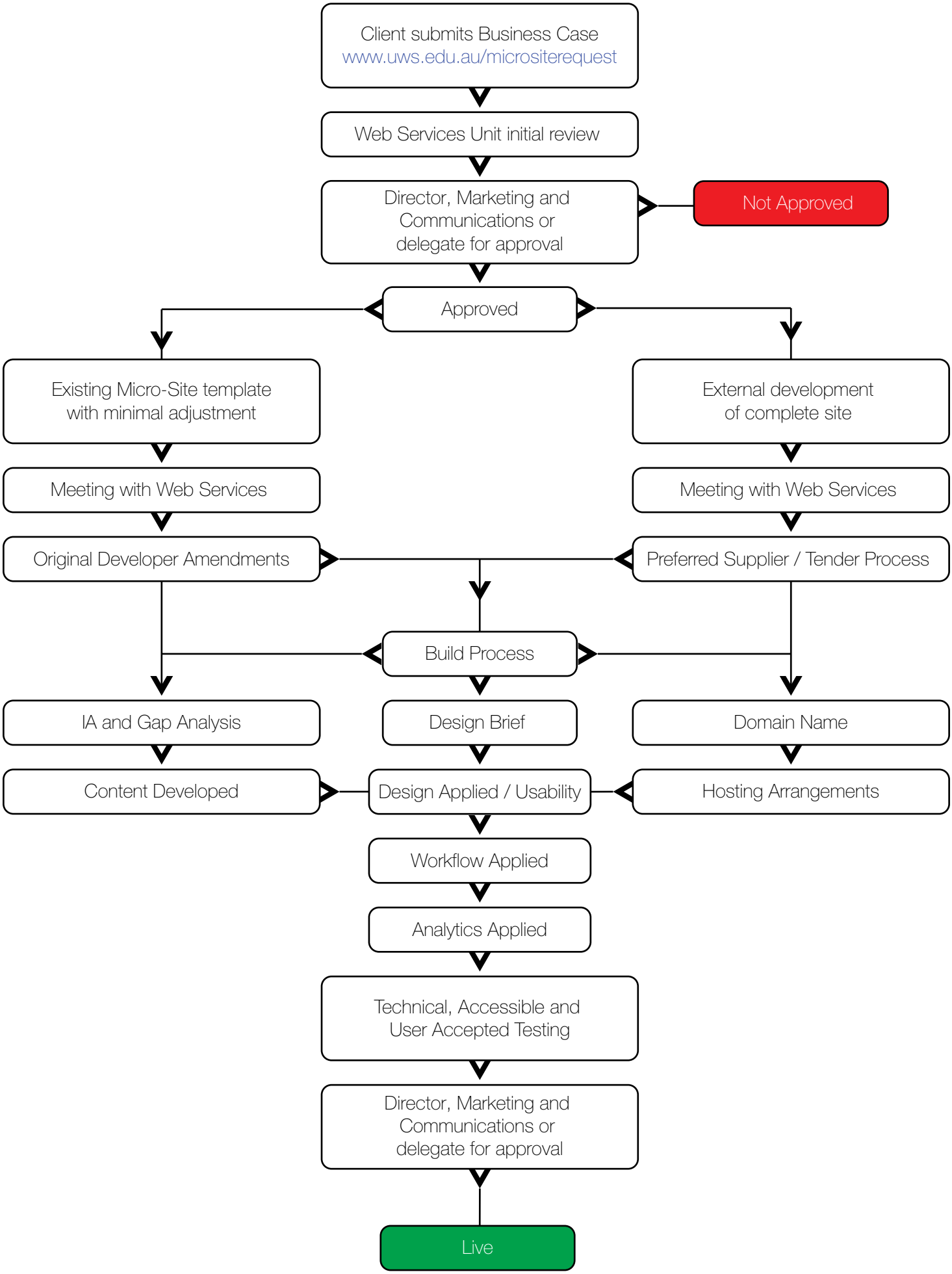
Step 1: Outline the Rationale

1. Describe the Micro-Site background. Include the purpose and target audience
2. What are the desired outcomes of the Micro-Site? (for example: public awareness, to drive traffic to main site)
3. Are there any peak periods? Example Tutorial Registration/ Applications
4. What is your proposed launch date?
5. What are the implications for UWS if this date is not met?

Step 2: List the Site Details

6. If there are any software requirements, please list them.
7. Do you have a current domain name? A domain name is your intended internet address, for example www.uws.edu.au
8. What is the domain name you would like/have for your Micro-Site?
   http://_____.uws.edu.au
   http://www.uws.edu.au/_____
   http://myfuture.uws.edu.au/_____
9. How often will you be making updates to the Micro-Site?
10. How many people will need to have access to make the updates?
11. Who will be approving the content before it is published to the web?

Step 3: State the Creative Brief

12. What is the expected style/look? (example: fresh, contemporary, bright etc)
13. Is there any specific colour scheme required? If yes, please describe the colour scheme.
14. If the site is linking in with another corporate site, please list the name and url.
15. If you have any reference sites or best practice examples, please list the URL's of the sites
16. If available, upload Marketing material for campaign (for example: pamphlets, postcards, posters)

Appendix B: Flow Diagram of Micro-Site Development