



CASE STUDY LIBRARY

Intranet: Redeveloped

A tool for cultural change, serving as the heart for future internal communication strategies.

Thames-Coromandel District Council's Intranet project was born from Council's local empowerment strategy, requiring a better tool for staff to access and exchange internal information.

With the Council decentralizing many activities and managing them geographically under each Area Office and Community Board, TCDC needed to design an Intranet that would serve as the heart of future internal communication strategies. Once the Intranet project started, it was also seen as a tool

for cultural change as the organisation began to adjust after a dramatic internal reorganisation.

The brief was to create something fresh using a copy of their current website and new elements within that structure.

The team needed a new design that wasn't a new design, something simple, a place for the internal brand, highly visual internal marketing space, alerts, internal news and updates, external organisational news, attractive icons and notifications, all accessible from the front page - without becoming a long list of pictures and links. It also had to be built and launched by our internal team within six weeks while still accomplishing our normal work programme.

Among the innovations was a "world springboard" concept and a grid for consistent icon design. The front page was an icon dashboard containing visual springboards to each main organisational "world" within the site. At the top of every page, a series of smaller icons also presented persistent links to main sections.

The design also included the internal brand, large scrolling banners for internal marketing, a news ticker scrolls through the latest public Council news headlines linking to the stories via [rss](#), an internal news section of organisational updates at the click of a plus icon. Red counters sit in the corner of each main springboard icon letting users know how many new entries have been added since they last checked. Staff can add items to the personals section with a single click from the home page opening up a new item and a second click publishing it live. At a glance, our new Intranet design is innovative in its visually simplistic design and in its ease of use.

An objective to reduce mass emails has been achieved as measured by server load and bandwidth reduction. The new Intranet has also contributed to a positive shift in free flow of ideas and expression. Staff personals are heavily populated. The internal blog is well-read. Internal news is populated by departments and teams.

ENQUIRIES

If you'd like to know more about Intranet: Redeveloped, please contact [Daleen Pienaar](#), (Thames-Coromandel District Council) on daleen.pienaar@tcdc.govt.nz



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