

# Webpage Design – Standard Operating Procedure

An explanation and exploration of the process for commissioning the Gwella Team to develop bespoke webpages to be hosted on the Gwella Platform.

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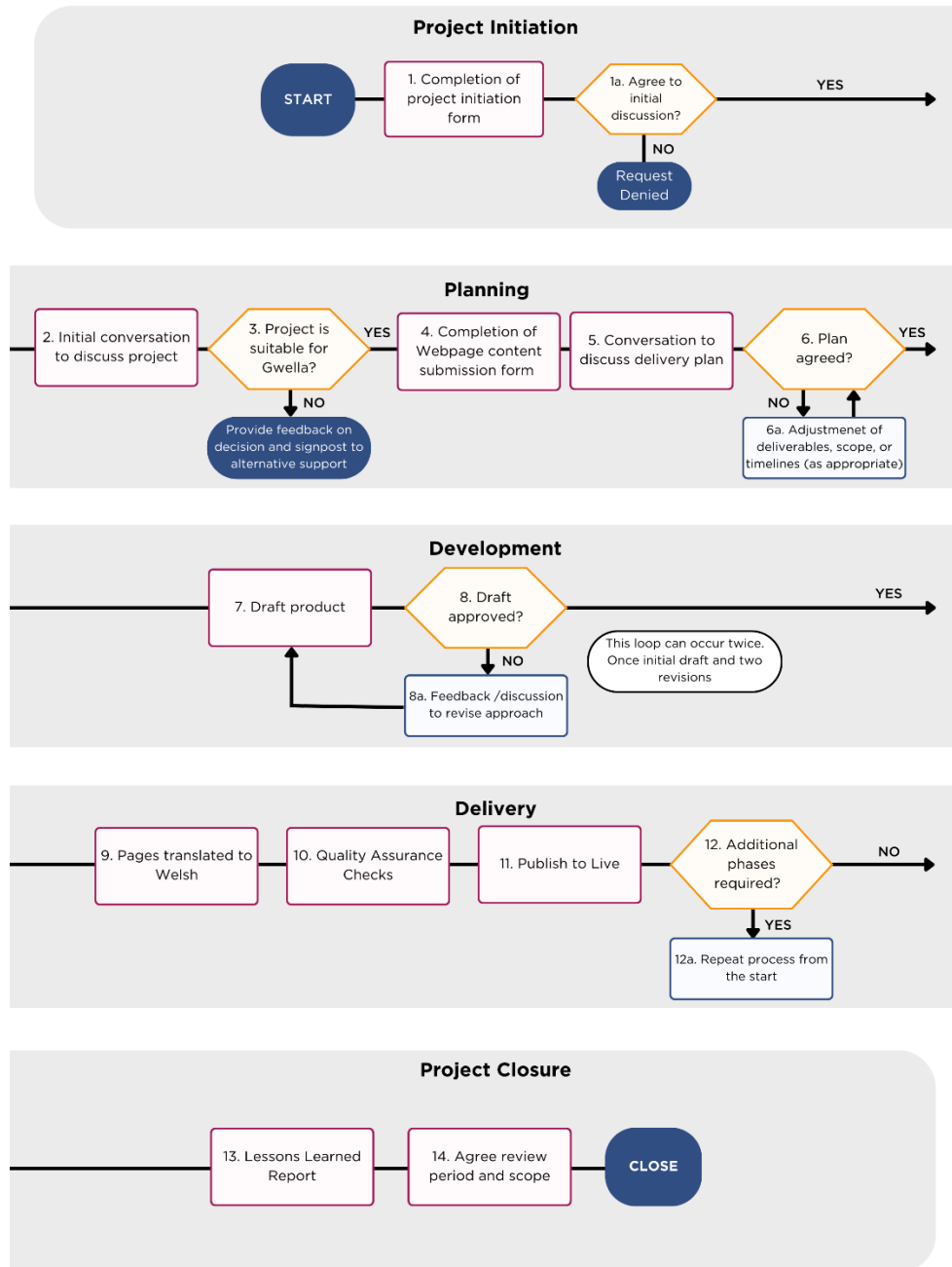
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## Purpose

This process is designed to cover the collaborative development of public facing webpages that are expected to be hosted on the Gwella website.

# Process

## Process Map



The full process map:



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Webpage Developm

## Initiation

### 1. Completion of Project Initiation Form

The client will be asked to complete the [Project Initiation Form](#). This form is required to be completed before any new project work will be considered by the Gwella team. If the form is incomplete or does not provide the details required, the client will be asked to recomplete the form.

The form will capture the following information:

1. Client details
2. Identified stakeholders (such as additional approvers)
3. Connection to IMTP deliverables
4. Project details
  - a. Purpose of the project
  - b. Any identified SMART objectives
  - c. Project scope
  - d. Key deliverables
  - e. Anticipated benefits
  - f. Preferred timelines
  - g. Confirmation of all approvers
  - h. Confirmation of EIA and DPIA compliance

The information entered into this form is for information gathering purposes only and does not constitute agreement from the Gwella team to take on the project, or confirmation/agreement to the proposed details (including timelines and scope).

Based on the information submitted, a decision will be made as to whether the project can be taken forward for consideration, or if it cannot be considered. If a request is declined at this stage, feedback can be given, but the decision will be considered final at the current time and with the current submitted details. Projects may be considered at a later time, or if the details of the project change significantly to allow progressing to the next stage.

## Planning Stage

### 2. Initial Conversation to Discuss Project

A meeting will be arranged to discuss the project in more detail. This meeting will cover the information provided on the Project Initiation Form and will be used to clarify the full scope and intentions of the project. At this point, the discussion will look to clarify and agree on the following areas:

- Project scope (what will be included and what will not be included in the final product)
- Stakeholders (who is required to approve at various stages, who needs to be sighted but is not an approver, etc)
- Timelines (Have any timelines been agreed, how flexible are these, how do they align with prior Gwella commitments)
- Quantity of work (How much time and resourcing will the project take, is it feasible, can it be a phased development approach?)

- Content (What is the content of the project, where does it sit in the existing Gwella structure, is it suitable for the platform, does it require additional links or support with other services)

Agreed understanding of each of the above points is crucial to continue with this process.

### 3. Decision: Is the project suitable for Gwella?

At this stage, a decision will be made as to whether this work will be picked up by the Gwella team. There are several aspects that will be considered in this decision:

#### **Suitability**

The content, target audience, scope and perceived benefits must align with the Gwella vision and strategy, or align to the Strategic Aims of the Culture, Leadership and Succession team sufficiently to warrant inclusion on the platform.

#### **Capacity**

The Gwella team operates with limited resourcing and the decision to take on new work may impact other projects that have been undertaken. If the team are not in a position to dedicate resourcing to new work, then a prioritisation exercise will be undertaken to determine if the new request is deemed of higher priority than any existing work.

#### **Feasibility**

An assessment will be made as to whether the Gwella platform, in its current state of development, is able to support the aims of the request. If there are identified limitations of the platform that may impact on the success of the project, then further exploration will be undertaken to determine if these limitations pose a significant impact on the project, or if reduced/altered functionality is an acceptable alteration to the project.

#### *3a. Project request denied*

If a request is denied at this stage, the Gwella team will provide a full and complete written confirmation of this and all reasons that contributed to the decision. Where possible, team will also provide suggestions of further steps the client could take to explore their project with other teams internal and external to HEIW. The Gwella team cannot take accountability for whether these possibilities will be appropriate, or whether other teams will be in a position to support the request at that time.

### 4. Completion of webpage content submission form

The client will be invited to complete a form providing the content for the project. This content will need to be at a final state of approval and will not be considered if there are additional stages of approval to be completed.

The form will ask for all of the content including an understanding of any preferred layouts/images/video content. This should be entered directly into the form, but supplementing material can also be provided if it is beneficial to understanding the layout or context of the content.

Receipt of this form is not confirmation that the work will proceed as requested, but will provide the basis for the planning discussion which will provide a timeline for delivery. If the content

provided is particularly large, complex, or wide-reaching, a phased approach will be suggested to control scope creep and ensure delivery of an usable product at an earlier stage.

## 5. Conversation to discuss delivery plan

A meeting will be held to discuss the content submitted and to determine a realistic and achievable timeline for the development and delivery phases. The plan will include the following:

- Development time for an initial draft.
- An agreed review period, during which all approvers should reasonably be able to review the material.
- Allowances for feedback to be incorporated and reviewed (max of 2 reviews included in timeline).
- Time allowed for final pages to be translated to Welsh.
- Quality assurance checks (including user experience and accessibility checks).
- A provisional date for the webpages to go live.

This timeline will provide expected dates for each stage of the development and delivery phases. It is key to note that delays in approval, or additional rounds of review above the 2 planned for, will impact the remaining actions on the timeline and will delay final delivery and publication of the pages. Due to other commitments, the effect on the timeline is not negotiable should these delays occur.

## 6. Decision: Plan agreed?

If the plan is agreed by both client and Gwella team, the project can move to the development phase.

If the plan is not agreed, a discussion must take place to determine what aspects of the plan are not agreeable and to find a compromise that will allow for an agreed plan. Adjustments might include:

**Reduction in scope** – fewer pages may be created, more limited material used, or a more focused audience group targeted.

**Reduction in approvals** – if there are many steps required to receive approval for the work, then it may be required to look at adjusting the approval process to provide a simplified approach that still provides assurance, but with fewer stages.

**Adjustment in deliverables** – if the webpages form part of a larger project, then aspects of the larger project might need reprioritising alongside the webpages.

**Adjustment to timelines** – if the content, approvals, or scope are too large and cannot be reduced, then the timeline must expand to allow for adequate time to complete the work.

Once a compromise is determined, a new development and delivery timeline can be created and discussed, returning to step 5.

## Development

### 7. Draft Produced

The Gwella team spend the agreed time producing an English language version of the webpages to the specification agreed during discussion at step 5. These pages will be developed in a secure version of the Gwella platform to ensure that the pages cannot be found by accident prior to them being agreed to be made live.

The completed draft will be shared with the client via direct URL. This URL will be usable by anyone and should be shared only with those individuals who are required to view the draft and provide feedback or approval.

### 8. Decision: Draft approved?

At this stage, the client must decide if the produced pages are suitable for release, or if there are adjustments that must be made.

If feedback is received and adjustments are required, these should be collated from all approvers and send to the Gwella team in one communication. A deadline will have been agreed during the planning phase for feedback to be received. Any feedback received after this date will not be considered and will need to be included in the next revision. A usual period for review is 2 weeks.

If the draft is not approved, the feedback will be incorporated into the next draft at the agreed timelines. There are 2 reviews planned for by default, any additional reviews following this will affect the delivery timeline. Additional reviews, or due to delays in approval, will cause changes to the delivery timeline that are non-negotiable. If the changes to the timeline cause serious concern, then an additional planning meeting will be held and compromises must be made as outlined in step 6.

If the draft is approved, the project can move to the delivery stage.

## Delivery

### 9. Pages translated to Welsh

The Gwella team will send final content to the translation team. This step will only be completed once final content has been confirmed by the client. No changes will be considered after submission for translation. Any future changes will be considered only as part of a new phase of development as outlined in step 12.

### 10. Quality Assurance Checks

The Gwella team perform a number of Quality Assurance checks to ensure that the final page build meets quality standards. These checks include:

- Accessibility checks (to WCAG 2.2 AA Standard)
- Presentation and communication
- Semantic coding structures
- Welsh language implementation
- User Experience (UX)

## 11. Publish to Live

The webpages are published to the live website, publicly accessible and listed in appropriate areas.

## 12. Decision: Additional phases required?

At the initial planning stage, it will have been determined if the delivered product is a final version or as part of a phased development approach. If there are future development phases, return to step 4 of the process and recommence the planning stage.

## Project Closure

### 13. Lessons Learned Report

Depending on the complexity of the project lifetime, a discussion may be held to explore the experience collaboratively and to draw recommendations that can be carried forward in future projects. For simpler projects, a form may be completed that captures the same information.

A report will be written by the Gwella team and shared with all stakeholders to ensure agreement on the recommendations and record of the discussions. These will also be entered onto a central Gwella lessons learned log which will inform all future project work.

### 14. Agree review period and scope

A final discussion will be held to determine how regularly the content of the webpages will be reviewed and updated. A normal review takes place every 6 or 12 months depending on the nature of the pages. It will also be determined what the scope of such reviews will allow. This will usually include:

- Updating small parts of text to account for changes in strategic direction/clarification of messaging
- Adding or removing links/resources/etc
- Updating images/graphics
- Adding case studies/blog experiences

Should there be more detailed or in-depth changes required, such as restructuring the pages or additional pages being created, these should be considered as a new piece of project work and should start from the step 1.