



GE Central:

Designing an Intranet Portal
with MOSS 2007

Pittsburgh Area SharePoint User Group

13 April 2011

Advantages of SharePoint



- Portal framework
- Easily able to manage portal content in Web parts
- Good performance
- Store portal-related documents in SharePoint document library and menu items in Lists
- Skills to support it already in-house

Before You Start

- Browse websites and look for examples of design that you like
 - Sites with good menus, messages, etc.
 - News and banking sites
- Survey users on current condition
- Identify your best content/resources and focus on promoting them
- List requirements and separate Must Haves from Nice to Haves– iterative!!!

Personas

- Worked with MAYA in the South Side
- Interviewed a sampling of users and observed their intranet usage patterns
- Developed 7 personas with primary and secondary needs
- Every design decision addresses a primary or secondary need



KnowAsis

The screenshot shows the KnowAsis web application running in Internet Explorer. The browser title is "Home - Windows Internet Explorer provided by Giant Eagle, Inc." and the address bar shows "http://knowasis/default.pt". The page header includes the "KnowAsis Giant Eagle Online" logo, a navigation menu with links for Home, Applications, Connections, TeamMember, Library, Reports, and SharePoint, and a personalized greeting: "Good Morning, Editor, Vicki" dated "Friday, October 30, 2009".

The main content area is organized into several sections:

- Emergency Information:** Includes links for Business Continuity Plans, Crisis Management Plan, Disaster Recovery, Emergency Contacts - Utilities and Trash Hauling, Emergency Information Web sites, and Retail Safety Manual.
- Health and Safety:** Includes links for Health and Safety Library and Recall Information.
- My Favorites:** A section where users can add favorite items, with instructions on how to use the item menu and edit button.
- Today's Messages:** Features a "Message of the Day" about programming, "What's New", "Hotline Messages", "Recognitions", and "KnowAsis KNews".
- Giant Eagle Library:** A central hub for various resources, including:
 - Corporate Offices:** GetGo Fuel Stations, Market District, and Valu King.
 - Giant Eagle Store Departments:** Retail Support Centers.
 - Beer Wine and Liquor Library:** A detailed list of features such as Ohio Division of Liquor Control, BWL Ad Plans, Reference Books, New Items, Discontinue Lists, Wine Pseudo Codes, Alcohol Stings.doc, Wine Tasting Manual, Signage, Websites, BWL Contact Information.doc, and BWL Reset Schedule.xls.
 - Other Library Features:** BWL Corporate Store eMail Messages, Events and Programs, Forms and Templates, Policies and Procedures, Smartifacts, Communications, FAQs, Merchandising Information, Product Knowledge, and Training Information.
- My Applications:** A section for tracking applications, currently showing "Your list is empty!".
- QuickPhone:** A search tool for finding employees by last or first name.
- KnowAsis Feedback:** A section for user feedback.
- Dictionary/Thesaurus:** A search tool for finding words in a dictionary or thesaurus.
- Track Packages:** A section for tracking packages, currently showing "UPS".
- Search the Web:** A search tool for finding information on the web.
- My Weather:** A section for checking the weather, featuring "THE WEATHER CHANNEL" logo.

The bottom of the page includes a "Local intranet" link.

Goals for New Portal

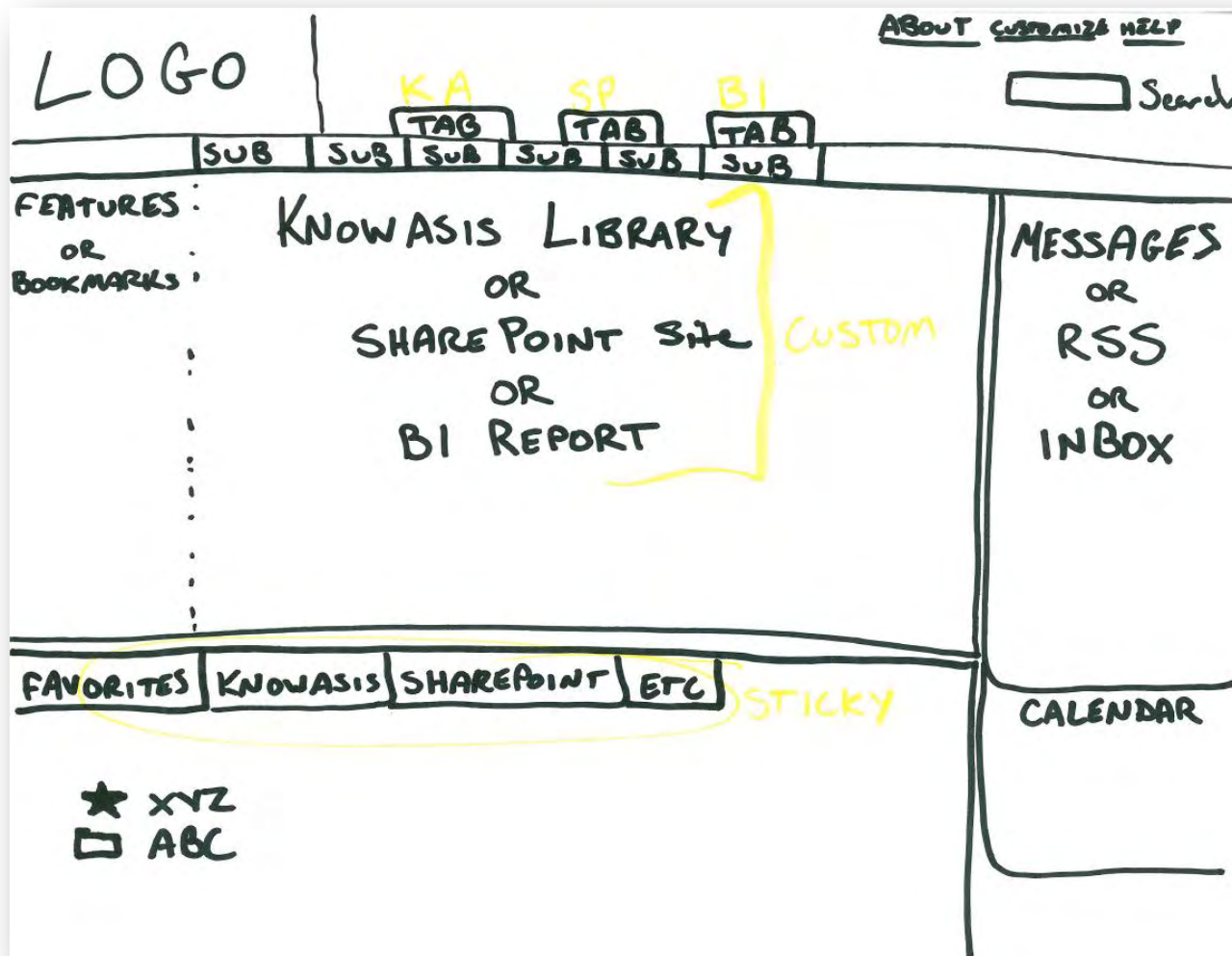


- Single page
- Sense of location
- Promote searching
- Uncluttered
- Dynamic content
- Customized, not personalized
- Improve communications
- Lose no functionality
- Fast!!!

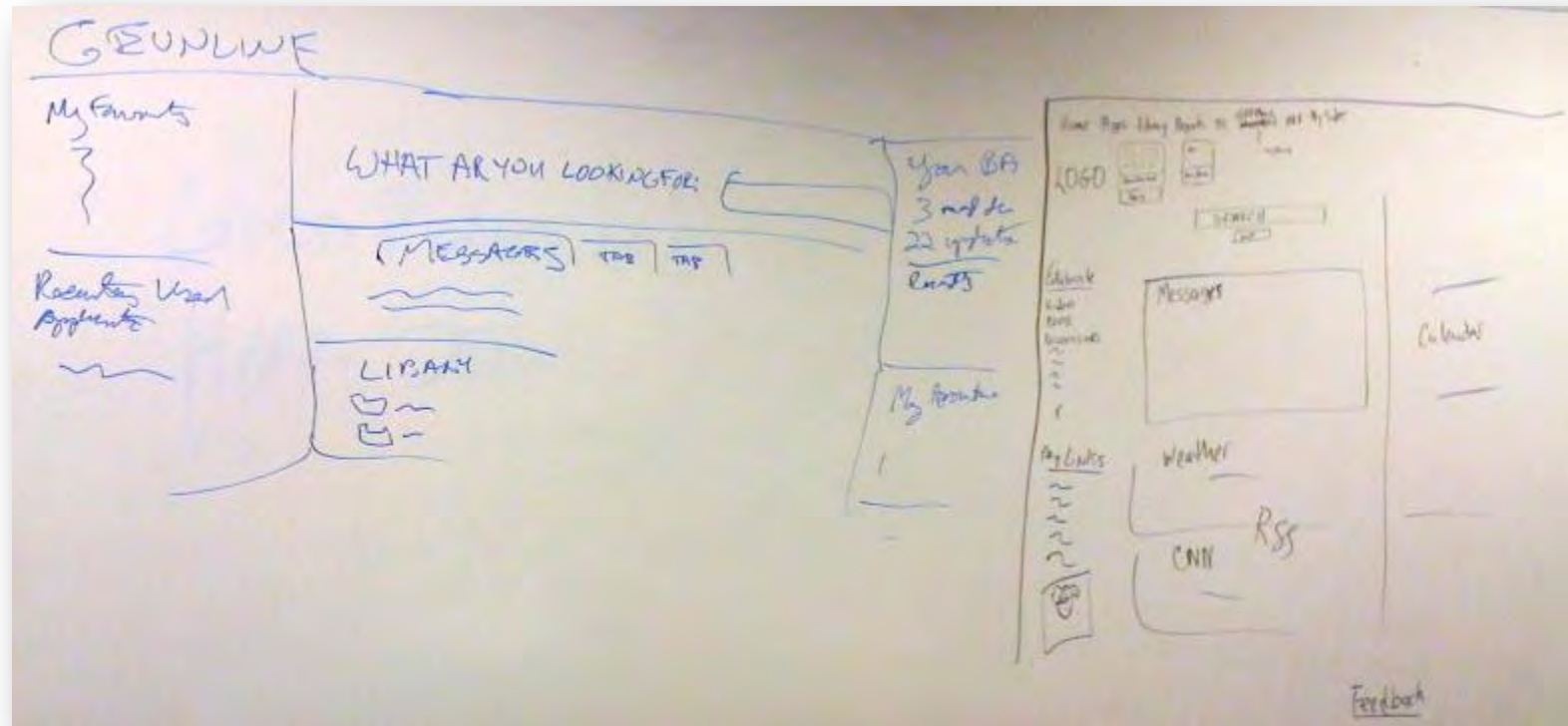
Focus Group

- Had been some time between MAYA's original interviews and start of portal project
 - Wanted a current perspective
- Representative sample of users from across all Lines of Business
- Provided them with different designs
- Involvement builds excitement
- Helped gain buy-in from non-IS areas

Mockups



Mockups



Internal Assistance



- Worked with Marketing to design color palette
- Worked with Advertising to brainstorm names
 - Names vetted by Focus Group
- Working with Communications for News & Messages ownership
- Working with all areas for dynamic Did You Know? Content
- Utilize the resources available to you

Mockups

Help Center:
1-866-887-0645
Portal Online Help
Portal Feedback

News and Messages

- ▶ Lorem res ipse loquitur male deficores asper narum. . . .
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Did You Know?



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Features

[Bakery Organization Chart](#)
PDF File : Jan 24 2007

[Merchandising Ads](#)
PDF File : Mar 5 2007

[ENTECC Login Screen](#)
Application : Jan 24 2007

[Retail Pricing Book](#)
PDF File : Jan 24 2007

[Joshen Manual](#)
PDF File : Nov 15 2005

[Shrink Information](#)
Report : Feb 27 2007

[Make-up Procedures](#)
Word File : Jan 24 2007



Site Architecture

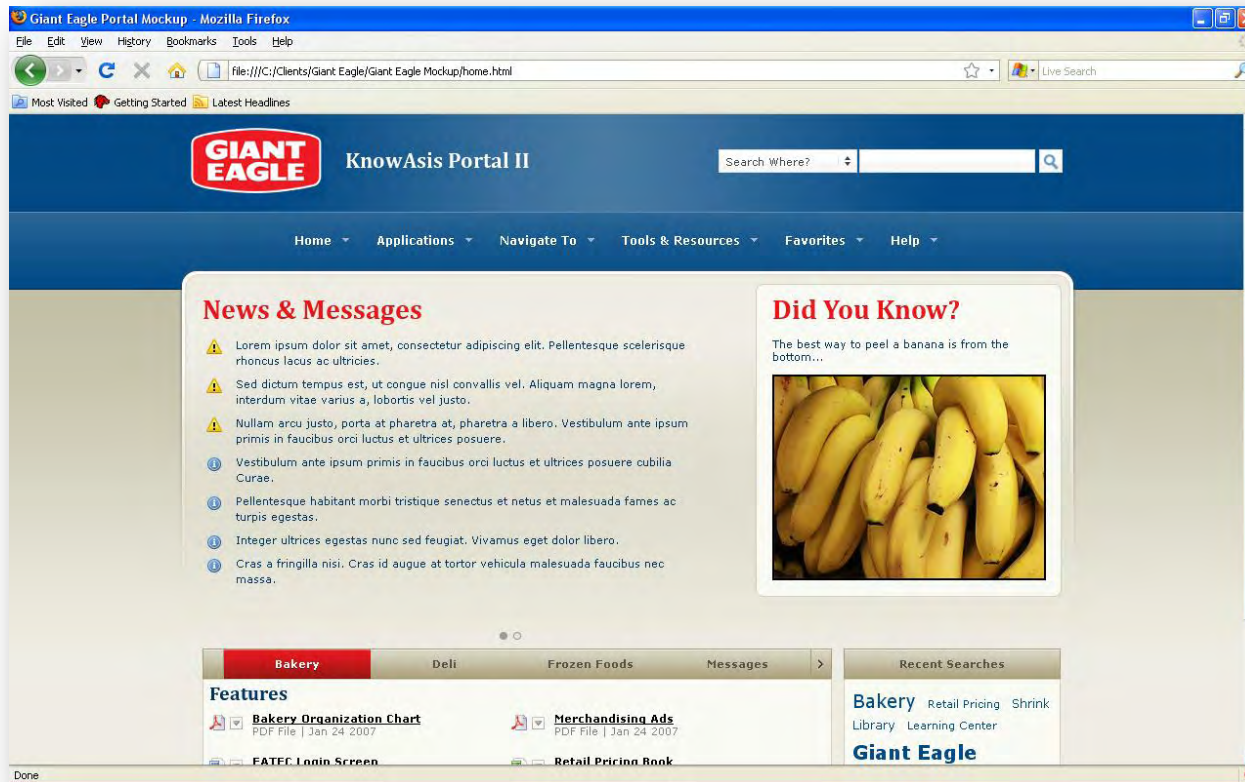


- SharePoint Publishing Portal site
- Many menus are managed in SharePoint custom lists
 - Some pull from external resources, but we saw performance advantages using lists
- Custom Message Center application
- Did You Know content managed in CMS
- Popular Searches powered by search engine reporting
- Security managed with SharePoint / AD

Change Control

- Communicate, communicate, communicate
- Technical writing team
- Weekly emails
- Posters in every store and office
- Quick reference guides
- Training videos
- Internal mail

Mockups



Site Design

- Incorporated input from MAYA, Advertising, Marketing, focus group, and consultants working to implement site customizations
- Custom Master Page created with 5 Web Parts and 4 placeholders
- Largely menu-driven to accommodate number of links
- Link to send feedback present on main page

GE Central



The screenshot displays the GE Central website interface. At the top left is the GIANT EAGLE logo and the text "GE Central". To the right is a search bar with the placeholder "Enter search text" and a dropdown menu set to "All". Below the search bar, the user is greeted with "Good Afternoon, David Vendor". A navigation menu includes links for Home, Applications, Navigate To, Reports, Tools and Resources, Learning Center, Favorites, and Help. The main content area is divided into several sections: "News and Messages" with a "Message of the Day (04/19/2011)" placeholder; a "Weather - Enter Zip Code" widget featuring "THE WEATHER CHANNEL" logo and a "GO!" button; a "Did You Know?" section with a recycling tip and an image of aluminum cans; and a "Popular Searches" section listing terms like "top movers for easter" and "electronic invoices". A central "ENVIRONMENTAL SAFETY AND FOOD SAFETY" library is highlighted, showing a grid of documents such as "Emergency Information Links", "MSDS Website.htm", "ESFS Department Assignment List.x...", "Retail Safety Manual.htm", "Safety Leadership Process SharePo...", and "Safety Slides FY11 Period 08.ppt". A large green exclamation mark icon is positioned at the bottom right of this library section. The footer contains links for Site Map, Outlook, My Apps, My F Drive, Job Postings, and Contact Us.

What Next?

- Send follow-up surveys
- Review usage logs to see what areas of the site are being underutilized
- Monitor search logs to observe changes in search frequency and keywords
- Respond to feedback and track any reported issues
- Look to Phase 2