

Vignette[®] Content Management Blueprint

Overview

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Vignette Content Management Blueprint Overview

Introduction

Content management is the cornerstone of e-Business applications. It provides the foundation for internal editorial processes and for applications designed to achieve value from content-rich applications.

“The emergence of content-rich applications has had a number of profound affects on the nature of Web sites. The volume of information presented through a site has grown exponentially, creating new challenges in moving it from author to user. The...content has become increasingly diverse, as static text has been enhanced with graphics, pictures, and streaming audio and video to add interest and ease navigation. And finally, the most effective applications...use application logic to match the user with content specific to his or her needs and interests.” – Yankee Group, Internet Computing Strategies Report, May 2001.

Vignette has developed the Content Management Blueprint, a practical how-to primer, to help you successfully implement your content management applications and effectively manage your electronic assets. An extension of the Vignette Solutions Methodology, the Blueprint gives you detailed information on the key components of a content management solution: content types, content taxonomies, workflow design, content management interface design, and content administration. Through best practices developed from more than 2000 customer implementations, the Blueprint helps you achieve the benefits of leveraging your content across multiple touch points and creating a scalable content management application.

Scope of the Blueprint

The Blueprint addresses the development of the CMA, or content management application, portion of the site, which provides the internal processes for creating, editing, and administrating the Web site and its content. The CMA assembles the content assets, characterizes their delivery context, such as the site or the audience, adds metadata

and categorization tags as a mechanism to maintain, track and retrieve content, provides an intuitive interface for user to enter content, and makes sure the content is deployed in the right combination and format.

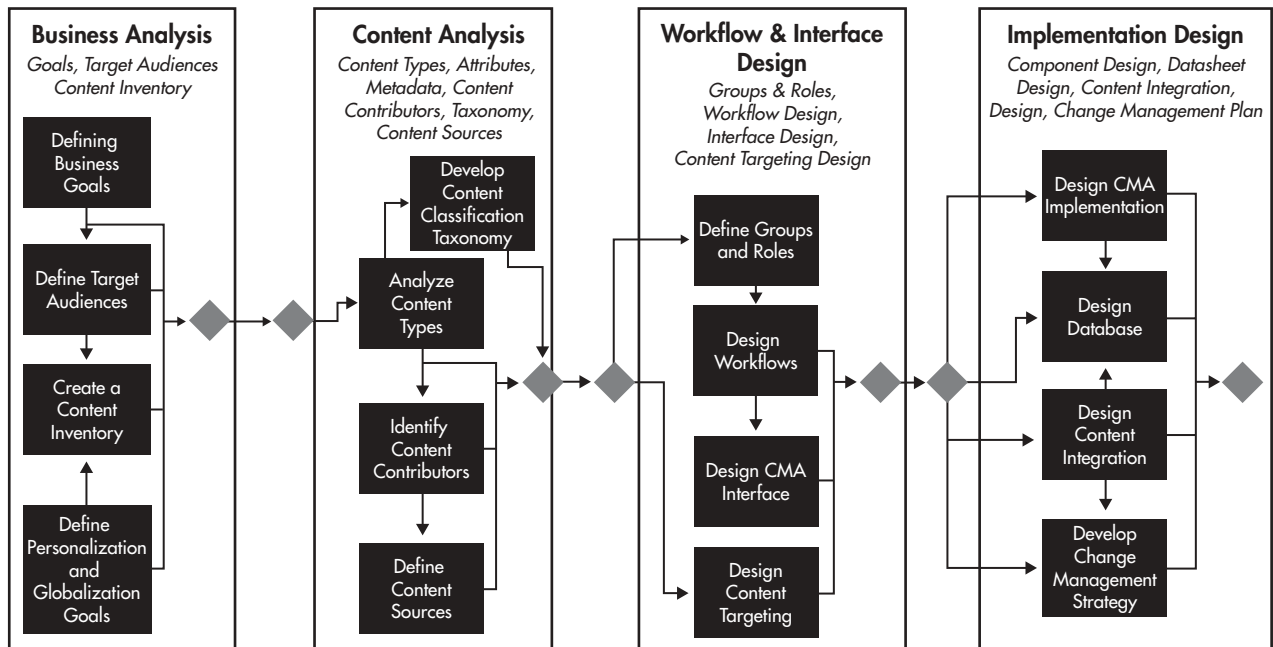
Using content management, you can dynamically associate your content with one or many delivery endpoints. This dynamic association of content to presentation allows you to change the content as needed, deliver specific content to your users based on their interests and traits, and to use your content assets in many sites and applications. You can also change the presentation aspects of a site without causing changes to the content itself. Content can be created or pulled from any source, managed, produced, and delivered without regard to the particulars of the devices and software used for presentation to the end user. If content and presentation are tightly linked, a simple change in the branding, fonts, or colors used on a site could necessitate changes to all the content on the site, which might include thousands of pages.

The major blueprint components are:

- Business Analysis
- Content Analysis
- Workflow and Interface Design
- Implementation Design.



Figure 1 Content Management Blueprint Process



The flow diagram shows each of these areas, and their individual activities. These activities will be described in the following sections.

Business Analysis

Define Business Goals

Defining your business goals is the starting point – the content management application must enable your vision and strategy for the delivery of rich content to your end users. For example, if your business goal is to provide your customers with personalized information about your products and services, the content management application will be the key to delivering that content with quality, efficiency, and consistency.

Define Target Audiences

The next activity in the Business Analysis area is defining your target audiences. For an employee portal application, your target audience may be your employees, but within that audience there are several groups that are interested in different types of information and content, such as Sales and IT. Identifying their content needs will help you refine your

business goals, and ensure that you can deliver the right content to the right people.

Create a Content Inventory

Once you have identified the content needed to support your goals, create a content inventory, which lists the content, the goal or goals it supports, and if and where the content exists in the organization. The content inventory will be used to identify your content types in the next stage of the Blueprint, and can also be used to audit your existing content. The Blueprint contains a content inventory worksheet.

Define Goals for Personalization and Globalization

Once you have identified your target audiences, you are ready to think about your goals for globalization and personalization. If you plan to deploy your site globally, this activity should include development of a globalization strategy. If you plan to deliver personalized content to specific target audiences, define a strategy and goals for the use of personalization techniques.

The outputs of the Business Analysis activity area are business goals, target audiences, and the content inventory.

Content Analysis

Analyze Content Types

The next activity involves analyzing the content that will be displayed on your site. Content types represent logical collections of content that must be managed by the application. For example, the content type product information may include a product description, part number, image, price, datasheet, and so on. The content types you identify form the building blocks of the content entry interface, the workflow, and the data model. The Blueprint includes a guideline on identifying content types.

Identify Content Contributors

The next activity is Identify Content Contributors. The Blueprint helps you identify the business units and departments, and the groups within those units that produce or own content. Develop use cases, which are descriptions of the content production processes, for each group of content contributors. The use cases should include steps for creating, updating, and deleting or archiving the content.

Define Content Sources

In many cases, valuable content is locked inside Enterprise systems and other data sources. You need to ensure you can easily leverage this content in your Web applications – whether it is structured content from a system like ERP and CRM, or unstructured content that may come from some other internal or external Web site. In the analysis of this content, define the methods for obtaining the content, either through integration with other systems, or through content aggregation, and any requirements you have for moving data from an old system to the new one.

Develop a Content Classification Taxonomy

A content taxonomy is a logical and hierarchical structure of categories that describe the content you have identified. The content taxonomy will be used to categorize your content, and it should contain categories that correspond to your business domain and the types of content your application

will display. Creating a taxonomy and categorizing content provides benefits in the areas of content organization and retrieval, effective searches, focusing content development in necessary areas, and reuse of the content. The Blueprint includes a taxonomy guideline, and two detailed white papers on taxonomy design.

The outputs of the content analysis activities are content types and sources, content contributors, and content classification taxonomy.

Workflow and Interface Design

Define Groups and Roles

The next component is Workflow and Interface Design. In designing workflow, you start by analyzing the current business processes involved in producing content, and determine if the processes can be optimized or combined. For each unique workflow, define groups that consist of people who do similar tasks, define roles that determine what functions the group can perform, such as creating content and editing content, and assign those roles to the groups you have identified.

Design Workflow

There are many considerations in designing workflow, such as how editorial content and transactional content will be handled, local vs. global workflows, and the integration of existing business processes. The basic components of workflow design are the tasks to be performed, the decision points or branches that occur during the workflow, and the states that the content must progress through before being published on your site. The Blueprint includes a workflow guideline, and a detailed white paper on workflow design.

Design Content Management Application Interface

Creating a useful content management interface for the Content Management Application users is important, since they will be using the application on a regular basis as an integral part of their work. A user and task analysis, followed

by the creation of a prototype and usability testing will help ensure that the design fits the users' needs. CMA users need to be able to create new content, find and edit existing content, respond to workflow tasks, and assign categories and metadata to content.

Design Content Targeting

Content Targeting Design involves defining the methods you will use to personalize content for your target audiences, which can include using taxonomy categories to deliver specific types of content. If you plan to use Web or e-mail campaigns, define the segments for the campaigns, the rules that will govern how the campaign operates, and the channels through which it will be delivered. The Blueprint includes a guideline on campaign design.

The outputs of the Workflow and Interface Design area are groups, roles, and workflow design, CMA interface design, and methods for content targeting.

Implementation Design

Design CMA Implementation

The last area in the Blueprint is Implementation Design, which includes designing the publishing strategy for new content, staging of content across multiple environments or sites, versioning of content, and managing the users and groups who will have access to the Content Management Application.

Design Database

The database will be used to store information about the content, and some of the content. The database design should encompass content taxonomy categories and their relationships, as well as both the content and functional relationships between content types.

Design Content Integration

If some of your content will come from external systems or sites, you will need to design methods for integrating or migrating it.

Develop Change Management Strategy

Developing a Change Management Strategy includes planning training for your CMA users and planning migration of your content from any existing sites. The Blueprint includes a guideline on end user training. You also need to consider how you will make use of measurements and reporting to determine if your business goals are being met, and to fine tune your site and its content once your site is up and running.

The outputs of the Implementation Design activities include implementation and database design, content integration and migration methods, and a change management plan. Now you are ready to successfully implement your content management application!

Conclusion

This has been an introduction to Vignette's Content Management Blueprint. The Blueprint is a practical approach to help you successfully develop and deploy your content management application, and effectively manage your electronic assets. For more information about the Blueprint and VPS service offerings that help you with the activities in the Blueprint, please visit www.vignette.com/velocity.



Vignette Corporate Headquarters

1601 South MoPac Expressway
Austin, TX 78746-5776
512.741.4300 Tel
512.741.4500 Fax
888.608.9900 Toll-Free
Email info@vignette.com

Vignette Latin America

305.789.6603 Tel
305.789.6612 Fax
lainfo@vignette.com

Vignette Europe / Middle-East / Africa

44.1628.77.2000 Tel
44.1628.77.2266 Fax
euroinfo@vignette.com

Vignette Asia-Pacific

1.800.800.848 Tel
61.2.9455.5200 Fax
asiapacinfo@vignette.com

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