

# ACHIEVA Cafe'

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# Previous Intranet

- Initial intranet created in 2002
- Created solely by Information Systems
- Very utilitarian
- Created to permit people to access forms remotely
- Not much content
- Not too pretty

# Timeline

- Need identified – May 2005
  - Updating organization web site
  - Intranet previously housed with organization web site
  - Needed to move it by the new web site was up and running (ended up being March 2007)
  - Needed to redesign it
- Team formed – June 2005
  - Fifteen (15) folks from all levels and functions of the organization
  - Developed guiding principles

# Guiding Principles

- Easy development tools for staff
  - MS Publisher
  - Freeware FTP tool
- Easy access for end-users
  - Access from any computer with a browser and a username/password combo
- Easy maintenance for staff
  - Use PDF files for content where possible
  - No special configuration on staff computers
  - Simple universal user login with quarterly password change

# Guiding Principles

- Easy to navigate
  - Four or five top level categories
  - As intuitive as we could make it
- Useful and current information
  - Forms, policies, procedures, events
- Fun!!!!
  - Make staff want to use it
  - Make them want to use it again
  - Previous intranet was useful

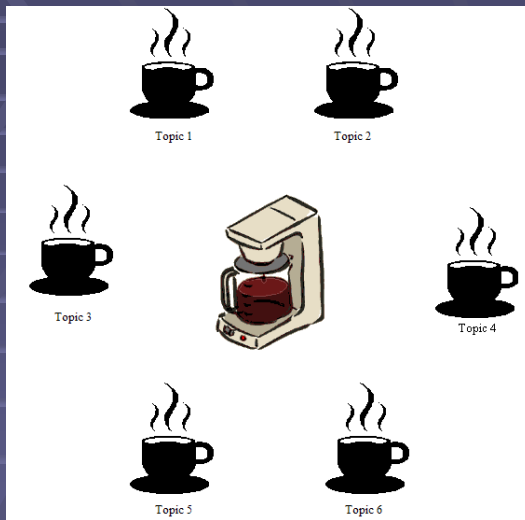
# Timeline

- **Initial concept – July and August 2005**
- Selected a coffee shop theme
- Registered the domain
- Developed a purpose statement
  - A place for Achieva employees to get information relative to their employment and updates on current organizational events as well as permit them to provide feedback

# Timeline

- **Initial concept – July and August 2005 (continued)**
- Online employee newsletter with longer term information (employee handbook, ...)
- Developed top level categories
- Created on-line survey for people to suggest topics for content
- Initial design reviews

# Initial Designs



Welcome to the  
Achieva Café



# Nobody was too enthused about these!

- Why would you be?
- Then somebody said...
- ...what about something that looks like an actual coffee shop?

CONTEST? CHECK THE "FUN STUFF"

WELCOME  
TO THE  
ACHIEVA  
CAFE 



Fun Stuff

General  
Information

Human Resources

What's New?!



# Everybody asks...

- ...about the squirrel
- Used photos of two of our sites for the photos
- ACHIEVA Café on the squirrel's apron
- ACHIEVA coffee mug on the table
- Internal newsletter on the table
- We ended up actually creating a brand

# Timeline

- Initial development – September 2005
  - Decided on front page layout
  - This on-line survey thing has potential!!!
  - Put topics/material into top level categories
  - Develop and test front page
  - Approve layout for content pages

# Timeline

- October 2005 – February 2006
  - Content collection
  - Final development and approval of front and internal pages
  - Set goals for success
    - 200 unique visits once a month
  - Discuss initial marketing materials
  - Discuss the need for ongoing marketing

# Timeline

- Kickoff Prep— March - April 2006
  - HR and Executive signoff
  - Add security
  - Coffee cup and coffee giveaway
  - Postcard flyers
- Go Live – May 2006
  - Yeah!!!
  - Review feedback with team

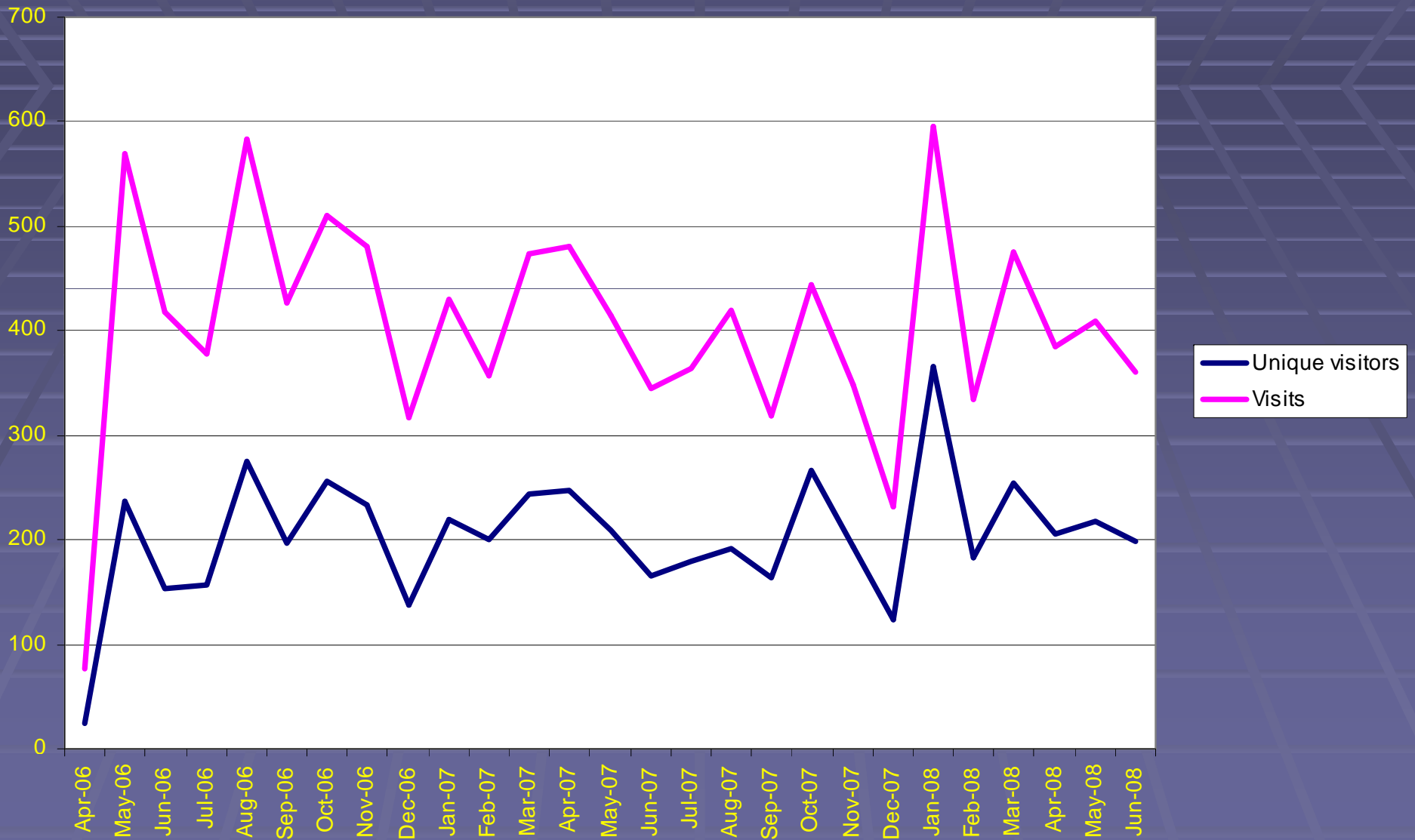
# Timeline

- Post go live!
  - Discussed ideas for on-going marketing to drive traffic when significant changes were put on the site or unique visits dropped under our goal
- Used the squirrel
  - Name the squirrel
  - Hire a co-worker for the squirrel
    - Three candidate
  - Send the squirrel on vacation
    - “Postcards from Joe”

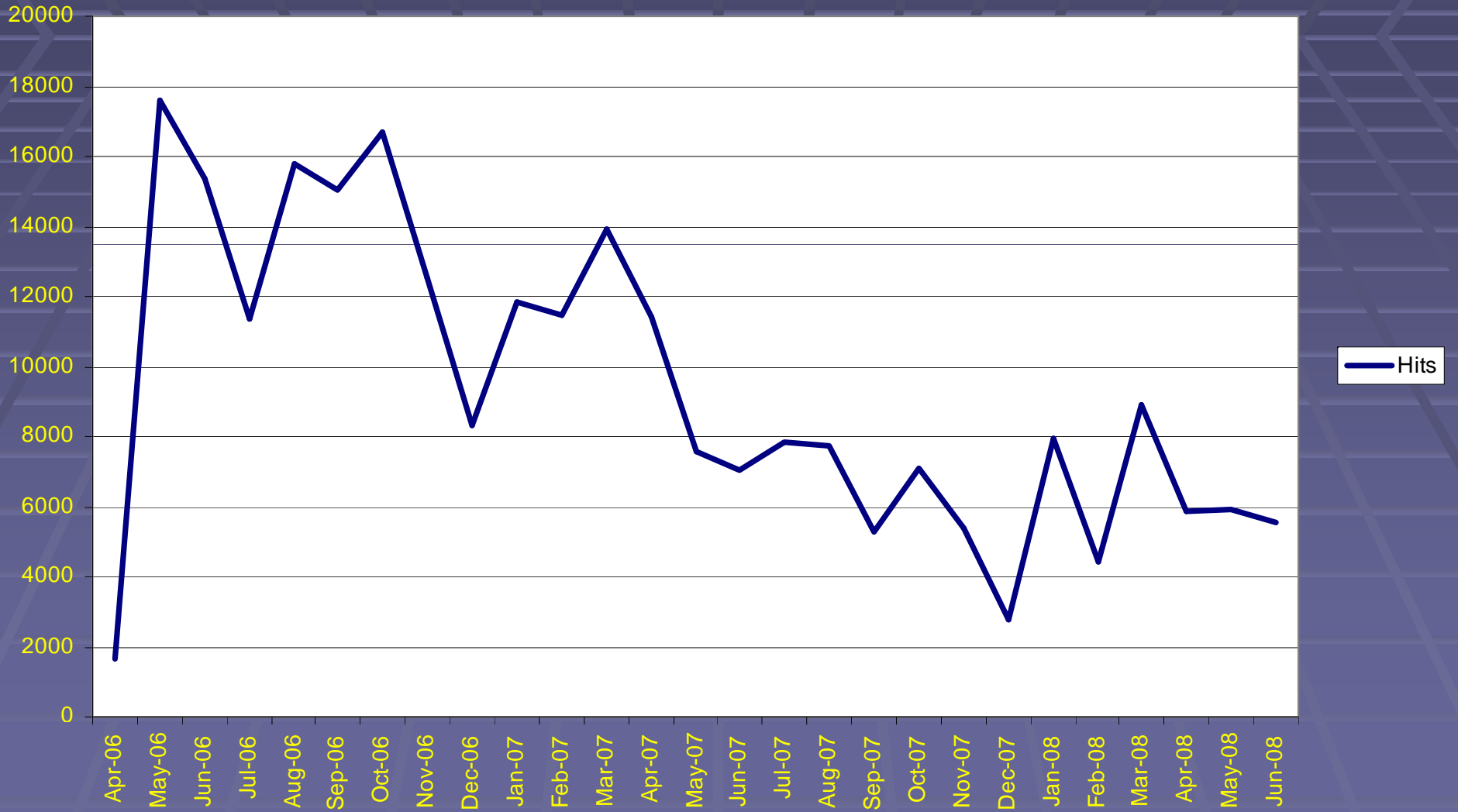
# Timeline

- Polls
  - Favorite Thanksgiving foods
  - Kennywood favorites
- Employee profiles
- Employee-submitted event photos
- Employee submitted stories

# ACHIEVA Cafe Site Visits



# ACHIEVA Café Hits



# Results

- Lots of buzz about the site
- Lots of people telling people that did not use that they should use it
- Useful communication tool
- More staff using electronic forms rather than handwriting things
- On-line survey tools links for registration, surveys, feedback

# Evolution

- Added department-specific password-protected pages for forms
- Changed links on pages to pages on the our main web site
- Changed from main form of communication to employees to one of many
  - Late 2007
  - Constant contact blast e-mail service
    - Employee newsletter moved to e-mail delivery
  - Enterprise e-mail
    - Messages and welcome screen

# Evolution

- Integrate to password protected directories within our main web site
- Eventually our intranet will be replaced completely by a newer service that integrates file storage, databases, e-mail, chat, polls,...
- Moving from static web pages to more of an on-line community