Ten intranet success factors

Compiled by: Martin White, Managing Director Intranet Focus Ltd Martin.white@intranetfocus.com
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1. Focus on task completion
The intranet needs to be more than a collection of information. It should support staff completing tasks and making informed decisions.

2. Document the intranet strategy
Develop and document an intranet strategy, based on a consideration of the requirements and balance of information/content, technology and governance. This strategy should be aligned with the business objectives of the organisation.

3. Use personas and tasks/scenarios to identify user requirements
Personas are virtual CVs that summarise the main characteristics of employees undertaking specific roles, and the tasks that these roles require. Focusing on perhaps six key user scenarios can make a significant difference to the quality and acceptance of the intranet.

4. Understand and support content contribution
Information quality in an intranet is essential. Invariably intranet content contribution is not included in job descriptions or valued by managers, and as a result gets low priority.

5. Provide effective search functionality
Users have to trust the search functionality so that they feel totally confident that either they have found all relevant information, or that information is not on the intranet.

6. Less can be more
Be ruthless about removing content that has little or no current value. Talk to departments and users about whether content is getting in the way because it is no longer current.

7. Position the intranet with other applications
The intranet is an ideal interface to other applications, such as social media, collaborative applications and document management systems. To ensure effective integration an information management strategy is of considerable value.

8. Assess intranet value
Use a range of techniques, such as web analytics, focus groups, surveys and search logs, to understand what the intranet is being used for and the impact it has on performance.

9. Integrate social media applications
Social media applications can easily become an alternative intranet. Social media applications may run on different platforms but need to be seen as an enhancement to the intranet, not a substitute.

10. Enhance the intranet in a series of small, manageable, steps
An intranet should be continuously enhanced to reflect changing requirements, rather than wait for the opportunity and resources to carry out a major revision.
Resources


Creating Intranet Content – a guide for everyone [http://www.clearbox.co.uk/resources/intranet_content/](http://www.clearbox.co.uk/resources/intranet_content/)

Step Two Designs, an intranet consultancy based in Sydney, Australia, publishes a wealth of reports and briefing papers on all aspects of intranet design and management. [http://www.steptwo.com.au](http://www.steptwo.com.au)