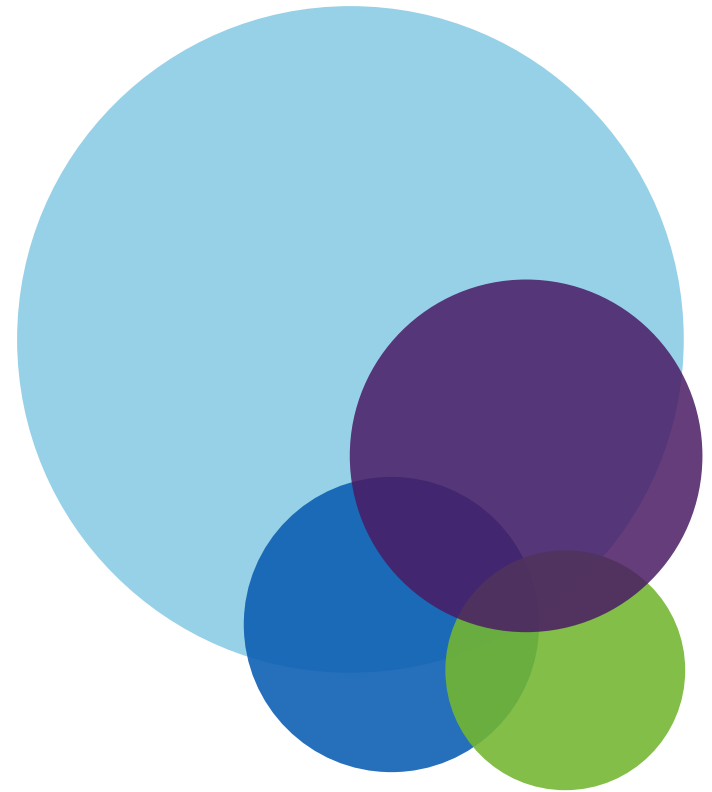


# Origin Housing

## Digital Personal Development

---

Julie Humphreys & Mark Lordon  
Head of Communications &  
Assistant Director of IT and Office Services  
4<sup>th</sup> March 2015



---

Great Homes  
Positive People  
Strong Communities

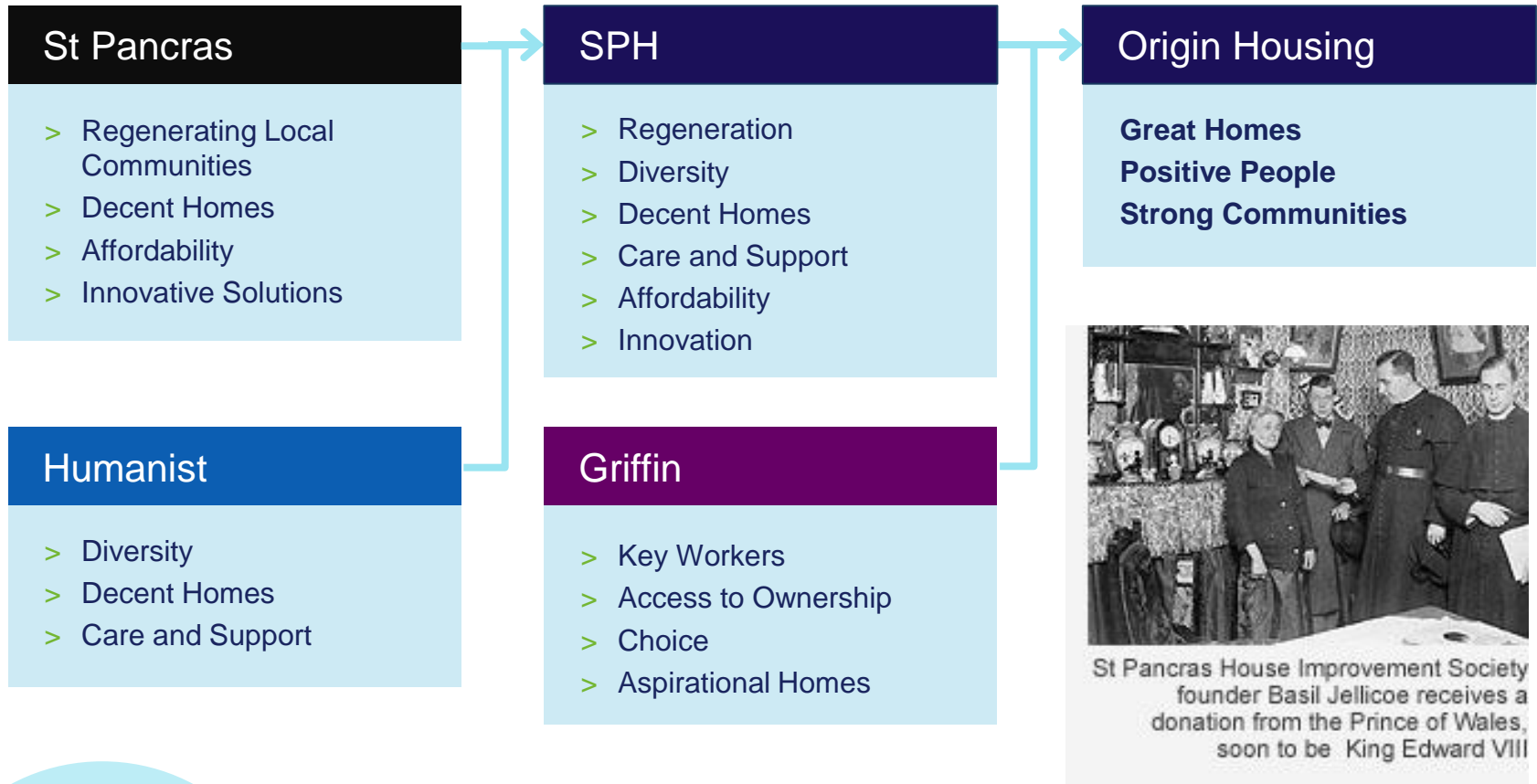
# Our journey is underway



- > Our heritage
- > What are personas?
- > Our digital experience cliff
- > Customer First
- > Getting to a 'proper' digital strategy
- > 'Discovering' our requirements
- > Selecting our content management system platform
- > Digital implementation partners
- > Placing User eXperience centre stage
- > A more agile future...

# Our heritage – housing is not enough

.....



Great Homes  
Positive People  
Strong Communities

# What are personas?

*[Original video removed to minimise file size....]*

# Typical Origin Housing Customer Expectations:

## Higher incomes

Those with higher incomes (£35,000 to £66,000) expect the same standard of service, design, and build-quality as private sale properties (balconies, parking, central location - Camden).



## Lower incomes

Those with Lower incomes (£20,000 to £34,000) expect a friendly and informative service, and good quality design and build within a developing area (white goods, security system, well connected location, space and storage – Enfield).



Information should be well presented, available in digital and traditional format (website and brochure), with key information (no parking) and eligibility criteria available upfront (salary requirements).

The process should still be considered as significant for the customer, despite the affordable buying route. Customers expect sales staff to be well presented, well informed, and willing to dedicate time to them.



(All information sourced from Origin housing customer feedback, and Mosaic and ACORN geo-demographic profiling)



# Typical Origin Housing Customer: London



## Overview

- Single ■ Middle Class, Female ■ White collar managerial
- Degree educated ■ Commuter ■ 35 years old ■ No children
- Doesn't drive ■ Earns £48,000 p.a. ■ Poor credit history
- Limited savings ■ Interested in Self-improvement ■ Internet shopper ■ Reads the Times or Guardian ■ About to reach a significant milestone in their life (marriage/child/promotion)



**Helen Adams, bought an apartment  
at Corsica street, Islington Nov 2012**

# Typical Origin Housing Customer: London



## What it means

- Lives a contemporary aspirational lifestyle (personal goals)
- Responds to engaging and challenging advertising
- Search for property online
- Likes a good deal and tries to manage money
- Our typical London customer wants the life of an open market homeowner with an affordable option to buy
- More likely to speak up about bad service
- Expects to receive what they've paid for



**Helen Adams, bought an apartment  
at Corsica street, Islington Nov 2012**



# Typical Origin Housing Customer: Outer London

originHOUSING

- In a relationship ■ Middle Class ■ Secretary ■ Commuter
- 32 years old ■ Driver of a small engine car ■ Earns £22,000
- Household income: £35,000 p.a. ■ Poor credit history
- Limited savings ■ History of loans ■ Internet shopper and socialiser ■ Reads the Local Paper ■ Likely to engage in text and online advertising ■ About to reach a significant milestone in life (marriage / child)



Dayal Asoka, A1 apartments, Hendon 2012



# Typical Origin Housing Customer: Outer London

origin<sup>©</sup>HOUSING

- Family and needs driven aspirations
- Opportunity to settle down and begin “family life”
- See’s the purchase as a permanent home
- Responds well to digital media
- Familiar with a loans process
- Have an existing understanding (possibly negative) of Shared Ownership
- Our typical outer London customer wants to utilise the affordability of Shared Ownership to begin their life in their first home



Dayal Asoka, A1 apartments, Hendon 2012

# Introducing Monica

*[Original video removed to minimise file size....]*

# Our digital experience cliff - slick sales



**Best digital marketing – Origin Housing**



**Highly commended digital marketing – Origin Housing**



- Housing Provider of the Year - Shortlisted**
- Most Innovative Marketing Campaign - Shortlisted**
- Best Show Home - Shortlisted**
- Best Architectural Design - Outright Winner**

Great Homes  
Positive People  
Strong Communities



## PROPERTY SEARCH

### Area

View All



☒ Currently Available

☒ Forthcoming Homes

☒ Resales

 [SEARCH NOW](#)

**AXIS**  
FINCHLEY ROAD NW11

**FINCHLEY ROAD  
BARNET**  
**REGISTER NOW**

[Available Homes](#)

[Latest News](#)



## OPEN DAYS & LATEST NEWS



10  
Feb

### Essence | Open Day Announced

Origin are pleased to announce an open day at Essence, located in Harrow, on Saturday 21st February 2015.

[Read More »](#)



9  
Feb

### The Cost of London Living

Find out how Origin Housings Shared Ownership schemes could give you the opportunity to live in the London borough of your choice without the cost.

[Read More »](#)

## You Tube ORIGIN VIEW »

Watch short films about each of our developments and the local areas in which they're built.



## CUSTOMER TESTIMONIALS »

Every year, Origin Housing help to provide hundreds of people with their first home. Click the link in this panel to read about how they became Origin homeowners.



- > Experience designed as a digital service informed by personas
- > Responsive design
- > Richly integrated with our sales customer relationship management system
- > Capable of personalisation
- > Customers can go a long way in the sales process before needing to speak to us



## The Apartments

View gallery and plans of the apartments

### Axis, Finchley Road, NW11

Cultured and well-connected living, in a colourful North London community

Axis, Finchley Road offers stylish 1 & 2 bedroom apartments with a host of high-quality features. Rooted in a cosmopolitan community, only minutes from some of London's most sought after amenities. Axis is an exciting opportunity to own your first home in this vibrant part of leafy North London.

All applicants must live or work in **Barnet** for eligibility.

Apartments at Axis can also be bought on the private market. To find out more visit: [www.axisapartments.co.uk](http://www.axisapartments.co.uk)

#### Downloads

> Brochure

> Local Amenities

> Prices

## REGISTER YOUR INTEREST

[Book a Viewing](#)

Please register your interest to find out more information about this development, including upcoming viewing days.

Due to a high level of demand, we cannot always respond to all questions. Should you find that you do not receive a response, please contact our sales team directly: 0800 068 8990.

**Please note:** Once the form below is submitted, a message will appear here, confirming that the form has sent successfully. Your data will not be shared with third parties, or anyone outside of Origin Housing. You will only be contacted with information relating to your enquiry.

How did you hear about us \*

Please Select...

First Name \*

Last Name \*

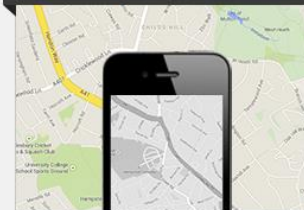
Email \*

Telephone

For added security please answer this simple sum (6+1) \*

**Submit**

### Development Address




Axis,  
Finchley Road,  
NW11



0207 391 5163



sales@originhousing.org.uk



**Open Day Saturday 21st February 10.30am - 4.30pm**

**Book Now!**



### Viewings available Saturday 21st February

1 bedroom apartments from **£90,000** for a **50% share**

2 bedroom apartments from **£137,500** for a **50% share**

**Call: 0800 068 8990**

**Book a Viewing**

Great Homes  
Positive People  
Strong Communities



Interested in purchasing a **larger share of your home**



#### Overview

All you need to know about Staircasing & the benefits



#### Staircasing Calculator

Calculate the affordability of buying a new share in your home



#### Apply Today

Receive a call from a member of our sales team to discuss your options

## Staircasing

Staircasing is the process of buying an increased share in your Shared Ownership home. This can be done at any point after you purchase your initial share, and by Staircasing you can take advantage of the following benefits:

#### Benefits of increasing your share include:

- ✓ Owning an increased share of your home
- ✓ Paying less rent on your home
- ✓ Making more profit selling your home (if the value of your home has increased)

Use the **Staircasing Calculator** tab at the top of the page to calculate the costs of a new share, then click **Apply Today** and fill in your details to be contacted by a member of our sales team.

For more information **download our brochure**.

Origin Housing - Staircasing



## PROPERTY SEARCH

#### Area

View All



Currently Available



Forthcoming Homes



Resales



SEARCH NOW



## ORIGIN VIEW »



Watch a selection of short films about each of our developments and the communities around them.

## CUSTOMER TESTIMONIALS »

Read what our customers have said about buying their first home with Origin Housing.

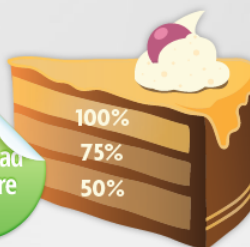


Great Homes  
Positive People  
Strong Communities



Interested in  
purchasing a **larger**  
share of your home

Download  
Brochure  
✓



#### Overview

All you need to know about  
Staircasing & the benefits



#### Staircasing Calculator

Calculate the affordability of  
buying a new share in your  
home



#### Apply Today

Receive a call from a member  
of our sales team to discuss  
your options

### Staircasing Calculator

Estimated value of property

(search your postcode on [zoopla.co.uk](http://zoopla.co.uk))

£

Current share owned

25  %

Value of share when bought

£

Outstanding balance of mortgage

(amount still owed on current mortgage)

£

Current monthly rent

£

Current service charge

(will remain the same regardless of new share)

£

Total share wanted

(existing share + new share)

25  %

Mortgage repayment period for new share

(recommended term: 25 years)

25  years

Gross household income

(combined salaries of household)

£

Additional money that could be used to pay for  
increased share

£

### PROPERTY SEARCH

Area

View All



✓ Currently Available

✓ Forthcoming Homes

✓ Resales

SEARCH NOW

YouTube

ORIGIN VIEW »



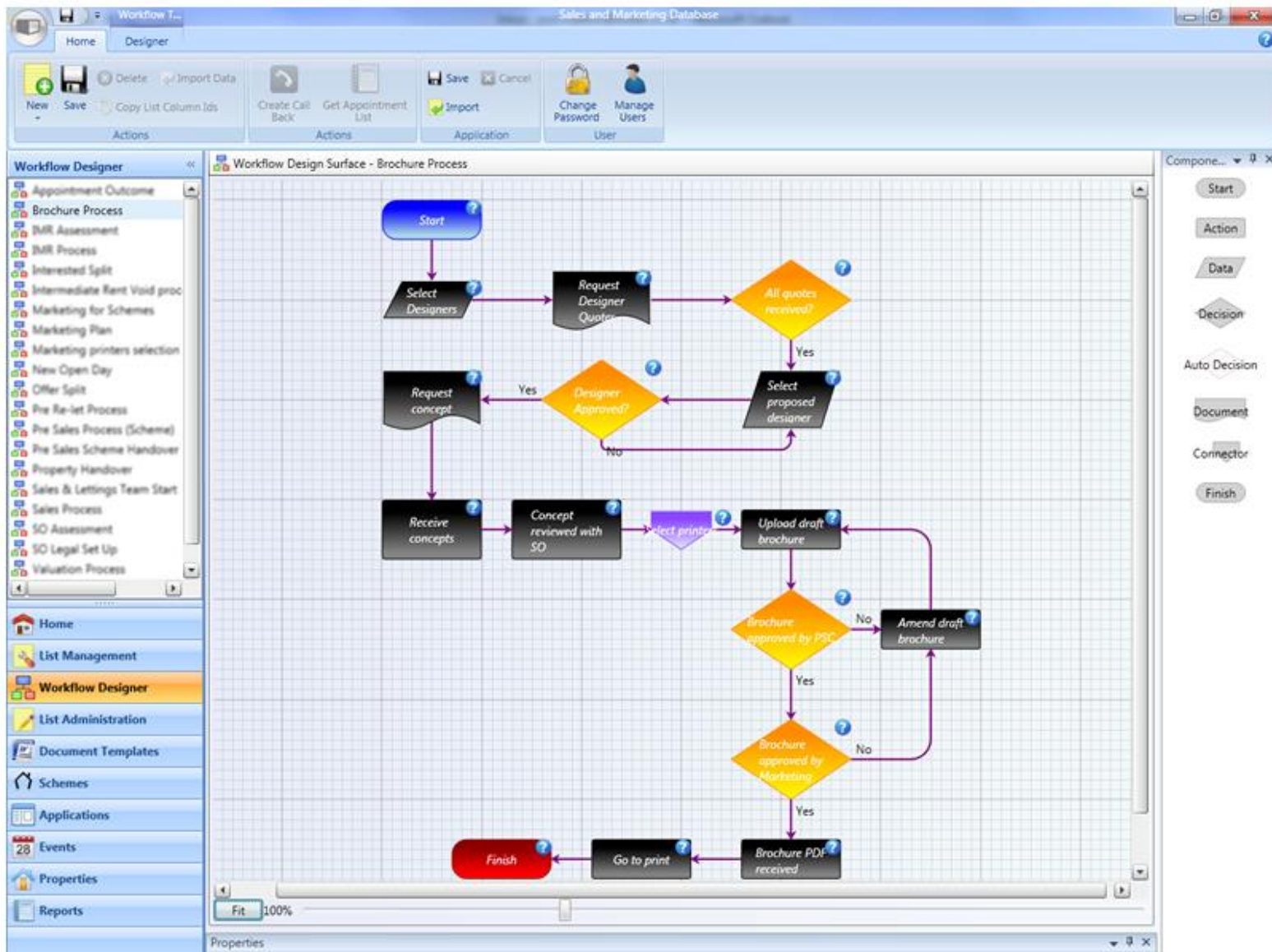
Watch a selection of  
short films about each  
of our developments  
and the communities  
around them.

### CUSTOMER TESTIMONIALS »

Read what our  
customers have  
said about buying  
their first home  
with Origin  
Housing.



Great Homes  
Positive People  
Strong Communities



# Our digital experience cliff - current website

The screenshot shows the Origin Housing website with a navigation bar at the top containing links like Home, About us, Welfare reform, Rent a home, Community, Care & support, Info & media, Careers, and My Origin. Below the navigation bar, there are several content blocks: 'Great homes, positive people, strong communities' with a sub-section 'The 'bedroom tax' is here'; 'About us' with a description of quality, affordable homes; 'Buy a Home' with a description of shared ownership and market sale properties; 'Welfare Reform' with a description of changes to benefits; 'Origin Choice' with a description of support for people with mental health issues; 'Pay your rent' with a description of ways to pay rent; 'Rent a home' with a description of intermediate, social, retirement and supported housing; 'Latest news' with a short round up of recent events; and 'Origin's homes and services' with a map of target areas including Hertfordshire, Essex, and London. A sidebar on the left contains 'Customer links' such as Complaints, Contact us, Get involved, Griffin close, Help to go digital, Home connections, Intermediate rent, Origin Housing 2, Planned maintenance schedule, Report a repair, Save energy save money, and Sidney estate microsite. At the bottom, there is a link to 'Read our 2014 report'.

Text: [Larger](#) | [Smaller](#) | [Default](#) [Contact us](#) [Translations](#)

origin HOUSING

Search site Search

Home About us Welfare reform Rent a home Community Care & support Info & media Careers My Origin

**Great homes, positive people, strong communities**

**The 'bedroom tax' is here**

Do you need money advice now the bedroom tax has come into effect?

[Find out more](#)

**Customer links**

- Complaints
- Contact us
- Get involved
- Griffin close
- Help to go digital
- Home connections
- Intermediate rent
- Origin Housing 2
- Planned maintenance schedule
- Report a repair
- Save energy save money
- Sidney estate microsite

**About us**

We provide quality, affordable homes and support services in and around London

**Buy a Home**

Shared Ownership and market sale properties

**Welfare Reform**

Find out more about the changes to benefits

**Origin Choice**

Support for people with Mental Health Issues, Learning Disabilities or those requiring home improvement services

**Pay your rent**

Ways to pay your rent

**Rent a home**

Intermediate, social, retirement and supported housing

**Latest news**

**The Origin News round up**

Here's a short round up of what we've been up to over the past few months including: High Street Harlesden opening, creating job opportunities, Investors in People Silver, making our homes more energy efficient (watch the video)

**Origin's homes and services**

Our target areas

HERTFORDSHIRE

ESSEX

LONDON

**We looking to identify a talented individual to succeed our current Chair of the Board**

Read our 2014 report

origin HOUSING

- > Not designed from a digital services perspective
- > All things to all users in a one-size fits all offering
- > No tailored personalised content
- > Non-responsive design
- > Too many navigation options

# Main corporate site analytics



Stats are for February 2015

- > 11,136 sessions
- > 8,466 users
- > 2:013 average session duration
- > 57% are returning visitors
- > Devices: Apple ios 63%, Android 32% and Windows 5%



# Introducing Sunny

*[Original video removed to minimise file size....]*

# Our digital experience cliff - portal

Login

About Us

A A A

## Latest News:

Welcome to Origin Housing's Self Service Portal.

By using the portal, you will be able to access a range of services online 24 hours a day including, reporting repairs and accessing your rent statements.

Please log in below, or use the **New User** link if you are not yet registered.

If you have any problems registering or logging in, please use the **Forgotten Login Details** link below, or contact our Customer Services Team at [enquiries@originhousing.org.uk](mailto:enquiries@originhousing.org.uk)

## Tenant Sign-in:

Email Address:

Password:

Memorable Word:

Reset

Login

[New User](#) | [Forgotten Login Details?](#)

- > Non-responsive design
- > Standard tenant account and service request info
- > Raise and track repair (no ability to schedule/reschedule appointments)
- > Limited Shared Owner/Leaseholder offer
- > No tailored personalised content

# Our digital experience cliff - intranet

**-net Welcome to your Origin intranet**

Home | Staff Directory | External Contacts | Departments | General Information | Forms | Policies & Procedures | Tools | Applications |

New supplier form Search Advanced Search 17 February 2015 You are currently logged in as Mark Lorton

**Home Menu**

- Origin Housing Website
- Ozone - Staff Newsletter
- ORIGIN BRIEF - read current and past issues here
- The Source - Archived news
- Source Code - IT news and information
- Meeting Rooms & Conference Venues
- Our Values
- Customer focus
- Welfare Reform - what you need to know
- Origin Housing 2
- Staff Council

**Staff Search**

View My Profile Edit My Profile

**News from Origin and beyond**

**Source Code - February 2015 (17 KB)**  
Find out all things IT in this month's Source Code. Read more...

**Introducing Chandos Apartments**  
We've just launched Chandos Apartments, High Street Edgware. Read more about this 100% affordable housing scheme.

**Origin Brief - February 2015 (251 KB)**  
The February edition of Origin Brief including Customer First, Universal Credit update, Objective Setting, Staff Conference, Internal Auditor update and more...

**Update to property services team**  
As you may be aware Alan Martin is now in place as Mechanical & Electrical Services Manager. This has meant some changes to the team, please click through to find out more.

**Welcome to our new Health and Safety Manager**  
Jane Fraser is our new Health and Safety Manager. She starts today and joins us with a great deal of experience in property and staff health and safety. Jane will be covering the whole of Origin Housing and will be based at Randolph Street

**Upgrade to Sun version 6 and Swordfish 10.3**  
During February we will be upgrading our Sun Financial system to the latest version 6 and Swordfish Document Management system to version 10.3. If you want a general overview of its capabilities or simply just want to ask us some questions about its functionality? Then feel free to come to our drop-in session on Wednesday 18th February. We will be in the Evershot Street, Training Room between 9am - 1pm

**Project management courses**

There are still places available on the following training courses;  
**Project Management – 18<sup>th</sup> March 09:30-16:30**

For more information or to book a place contact Amie Swift HR Administrator - 0207 209 9309

**Office Services move**

Office Services has relocated to the office space beside Procurement and Finance. Charlie Turner has also joined Office Services as Apprentice.

**Vacancies**

IT Operations Manager  
Regeneration & Planned Maintenance Manager  
Care and Support Administrator  
Assessment and Support Officer  
Cleaner/Caretaker  
Cleaner/Caretaker - Bank Staff

**Useful Links**

Twitter Facebook NATIONAL HOUSING FEDERATION the trainline UNISON Homes & Communities Agency

**READ ME - READ ME - READ ME - READ ME - READ ME - READ ME - READ ME - READ ME**

Fire Safety Management Procedure (688 KB) Fire Safety Policy (65 KB) 17/02/2015

Powered by [Interact](#)

Great Homes  
Positive People  
Strong Communities

- Out of support
- Non-responsive design
- Lacks social features
- Poor metadata and search
- Staff end up trying to use the corporate website in serving customers

origin HOUSING

# Introducing Liz

*[Original video removed to minimise file size....]*



# Customer First

- > Three year initiative for “great services delivered by doing the right thing at the right time – every time”
- > Launches 13<sup>th</sup> March 2015 @staff conference
- > New digital services based customer experience management strategy and service delivery model
- > Channel shift goals
- > With associated customer access and staff ways of working changes
- > FutureGov facilitating developing service design principles with digital experience centre stage
- > Currently determining priorities for developing digital service exemplars

# Introducing Bernice

*[Original video removed to minimise file size....]*

# Getting to a 'proper' digital strategy



- > December 2013 – Digital Future Strategy linked to IT Strategy
- > Largely tactical list of initiatives
- > Business driver for a new website and intranet, gave opportunity to take stock and adopt a 'platform' approach
- > In engaging with the market realised we needed to 'discover' in more detail our requirements
- > We knew we needed outside help from a digital agency to help capture requirements and to advise on suitable Content Management System (CMS) Platforms
- > So lets see this from a different customer perspective....

# Introducing Darren

*[Original video removed to minimise file size....]*



# Which Content Management System?

Wikipedia, the free encyclopedia - Windows Internet Explorer

http://en.wikipedia.org/wiki/List\_of\_content\_management\_systems

W List of content management systems

Article Talk

Read Edit View history Search

WIKIPEDIA  
The Free Encyclopedia

Main page  
Contents  
Featured content  
Current events  
Random article  
Donate to Wikipedia  
Wikimedia Shop

Interaction  
Help  
About Wikipedia  
Community portal  
Recent changes  
Contact page

Tools  
What links here  
Related changes  
Upload file  
Special pages  
Permanent link  
Page information  
Wikidata item  
Cite this page

Print/export  
Create a book  
Download as PDF  
Printable version

Languages  
العربية  
Čeština  
Dansk  
Ελληνικά  
فارسی  
Français  
Հայերեն  
हिन्दी  
Bahasa Melayu  
Polski  
Svenska

## List of content management systems

From Wikipedia, the free encyclopedia

The **factual accuracy** of parts of this article (those related to article) **may be compromised due to out-of-date information**. Please update this article to reflect recent events or newly available information. (May 2012)

This is a **list of notable content management systems** that are used to organize and facilitate collaborative content creation. Many of them are built on top of separate [content management frameworks](#).

**Contents** [hide]

- 1 Open source software
  - 1.1 Java
    - 1.1.1 Java packages/bundle
  - 1.2 Microsoft ASP.NET
  - 1.3 Perl
  - 1.4 PHP
  - 1.5 Python
  - 1.6 Ruby on Rails
  - 1.7 ColdFusion Markup Language (CFML)
  - 1.8 Others
- 2 Software as a service (SaaS)
- 3 Proprietary software
- 4 See also
- 5 References
- 6 External links

### Open source software [edit]

*This section lists free and open-source software to be installed and managed on your supplied Web server.*

#### Java [edit]

Name	Platform	Supported databases	Latest stable release	Licenses	Latest release date
Apache Roller	Java	HSQ, MySQL, Oracle, SQL Server, DB2, PostgreSQL, Apache Derby	5.1.1	Apache 2.0 License	2014-10-01
OpenCms	Java	HSQ, MySQL, Oracle, SQL Server, DB2, PostgreSQL	9.5.0	LGPL	2014-11-03
Ametys CMS	Java	MySQL, Oracle, SQL Server, JCR, Apache Derby	3.5	Apache 2.0 License	2013-06-11
Liferay	Java	HSQ, MySQL, Oracle, SQL Server, DB2, Apache Derby, Informix, InterBase, JDataStore, PostgreSQL, SAP, Sybase	6.2.1	LGPL	2014-03-25
eXo Platform	Java	HSQ, MySQL, Oracle, SQL Server, DB2, Apache Derby, PostgreSQL, Sybase	4.0.4	LGPL	2014-01-25
DSpace	Java	Oracle, PostgreSQL	5.0	BSD License	2015-01-16

112 Open source systems  
21 Proprietary SaaS  
41 Proprietary  
=174 options!

Great Homes  
Positive People  
Strong Communities

originHOUSING

# Which CMS – Gartner 2014?



Great Homes  
Positive People  
Strong Communities

# Digital Discovery Request For Quotes



- > To identify our digital strategy requirements for a Content Management System (CMS), including engaging with our staff, contractors and customers over our future requirements.
- > To consider our existing content and advise on a migration strategy for it.
- > To establish our customer segments and personas and content personalisation requirements.
- > To advise us on our information architecture requirements.

# Digital Discovery RFQ



- > To advise us on the best CMS technology for meeting our requirements, at a minimum we require expert advice on the relative technical merits and best fit of the following products (or any others that you consider will best meet our requirements):
  - a. Drupal
  - b. Joomla
  - c. Sitecore
  - d. SharePoint
  - e. Squiz
  - f. WordPress
- > To provide a costed roadmap for how we can deliver the digital strategy to achieve channel shift.
- > To deliver key documentation which will provide a statement of our requirements for procuring the best fit CMS technology for us.



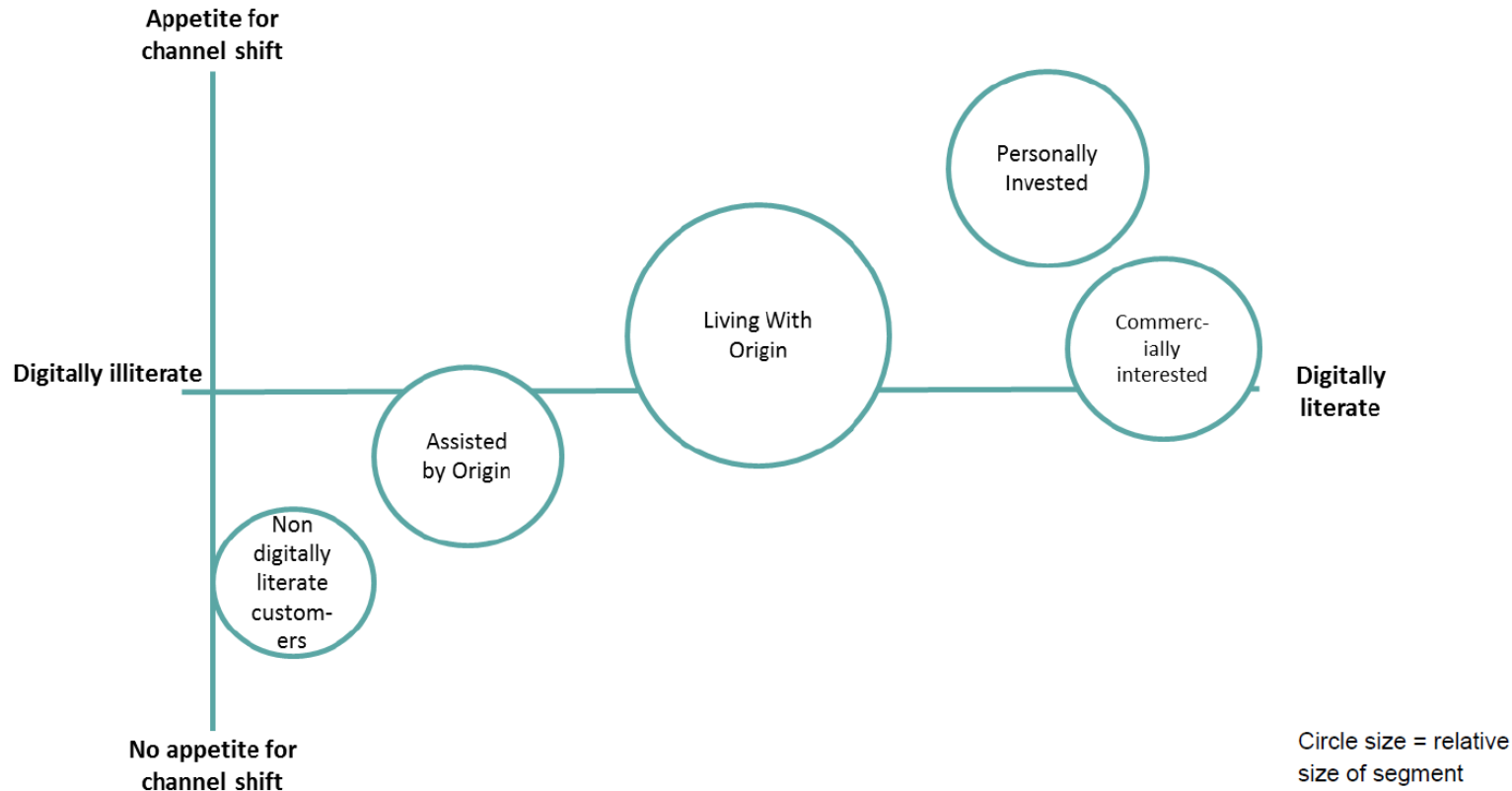
# Digital Discovery Personas



Non digitally literate customers	Assisted by Origin	Living with Origin		Personally invested	Commercially Interested
50% of all service users are not digitally literate	50% of all service users are digitally literate	50% - 90% of all tenants are digitally literate *		100% are digitally literate	100% are digitally literate
Service users	Service users	Present tenants	Retired tenants	Leaseholders	Contractors
10% - 50% of all tenants are not digitally literate *		Potential tenants	Former tenants	Shared Ownership	Managing Agents
Tenants				Commercial Tenants	Employees
					Consultants
					Media
					Development Partners

\* Variable percentage. 10% of users represented in the survey data though it is likely there are more users who are not digitally literate and were unable to fill out the survey online. Tenants are less likely than service users to attend community events so were less likely to have been able to fill out the survey in an offline setting. There is also less engagement in general amongst this hard to reach group, so survey responses are less likely.

# Digital Discovery Channel Shift Propensities



Great Homes  
Positive People  
Strong Communities

# What personas mean to me

## Bernice Non Digitally Literate Customer

*"I'd love to do more online, eventually even pay my rent – but I need to get my head around email first."*



## Darren Assisted by Origin

*"I've never really embraced the world wide web. I'm not so great with modern technology."*



# What personas mean to me



## Sunny Living with Origin

*"I found my current flat on the Origin website but I don't use it regularly. The last time I used it I was looking for contact details but was unsuccessful."*



## Monica Personally invested

*"There is obviously nothing pertinent to homeowners on the site. This gives the impression that homeowners are of minimal interest to Origin."*





# What personas mean to me



## Liz Commercially Interested

*"I wish that the team out in the buildings were able to find the information they needed on the site so they didn't have to call the office as often"*



# Digital Discovery Evaluation



EVALUATION CRITERIA	WEIGHTING	SCORE (/5)	POINTS	NOTES
Access Management	3	0	0	<p>The CMS will allow management of the permissions of the different users accessing it. Communications department within Origin will want to retain control over certain elements within the website, such as corporate news, while each department will be responsible for their own page.</p> <p>Single sign-on features to allow users logged into the intranet to be logged into the CMS with their profile will be looked at too.</p> <p>Finally, customer account creation and login are included as part of Access Management.</p>
Accessibility	3	0	0	<p>Improving accessibility is one of the key objectives within Origin's digital strategy. Accessibility is mainly a front end tasks, but there are some features within CMS platforms, such as support for Web Accessibility Guidelines, which help improve the accessibility.</p> <p>Support for different languages will be looked at as part of this category as well.</p>
Analytics	4	0	0	<p>Origin communications team want to know what the visitors to the website are doing and how through analytics reporting. The CMS will provide Origin with analytics reporting capabilities, so Origin can define what reports and measurements they want to look at and then extract the required insights from those reports.</p>

x21 factors,  
including content  
personalisation  
and integration

# Discovery CMS Selection

- > One enterprise platform for an SME approach
- > Short-list:
  - > Drupal
  - > Kentico
  - > Sitecore
- > Out of the box functionality and the cost to value proposition became the most important factors.
- >  Enterprise Marketing Solution emerged as the best platform for us
- > Opted to licence directly from them

# Kentico Personalisation



Site: Corporate Site

Permissions for: Page type Blog post
















Report for user: Monica (Monica)

☒ Show only this user's roles

Role	Read	Modify	Create	Create Anywhere	Delete
Monica (Monica)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Authenticated users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Everyone	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shared Owners	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



New persona

Actions	Name	Enabled	Contacts
  ...	 Bernice (Non Digitally Literate)	Yes	0
  ...	 Darren (Supported Tenant)	Yes	0
  ...	 Liz (Commercial Partner)	Yes	0
  ...	 Monica (Shared Owner)	Yes	0
  ...	 Sunny (Tenant)	Yes	0

Great Homes  
Positive People  
Strong Communities



# Digital Implementation Partner

- > Researched leading Kentico digital agencies
- > Explored Framework Agreements but opted for traditional tender approach as sub-EU thresholds
- > Tight process during December 2014 covering corporate website, extranet and intranet
- > Resulted in selecting NetConstruct



The graphic features a dark teal background with a series of five colorful pencils standing upright, each representing a different service: Web Design (yellow), Ecommerce (orange), Responsive Sites (teal), Content Management Systems (pink), and Video Production (light green). A dashed yellow line curves around the pencils. On the left, a white box contains the text 'We Construct Creative Websites'. Below this, a paragraph describes their services, and a 'SEE HOW' link is provided. The bottom of the graphic has a pink bar with contact information.

**We Construct Creative Websites**

We create awesome, responsive websites. What we do is simple. How we do it is complex (but let us worry about that!). We create great design, and implement innovative development on a stable CMS. Plus, we create engaging content such as video and animation to boost conversions.

[SEE HOW](#)

Give us a call: Leeds: 01937 581 123 | London: 0203 425 9685

Great Homes  
Positive People  
Strong Communities

# F Pattern User Journey

About Us page  
on corporate website



Product page  
on e-commerce



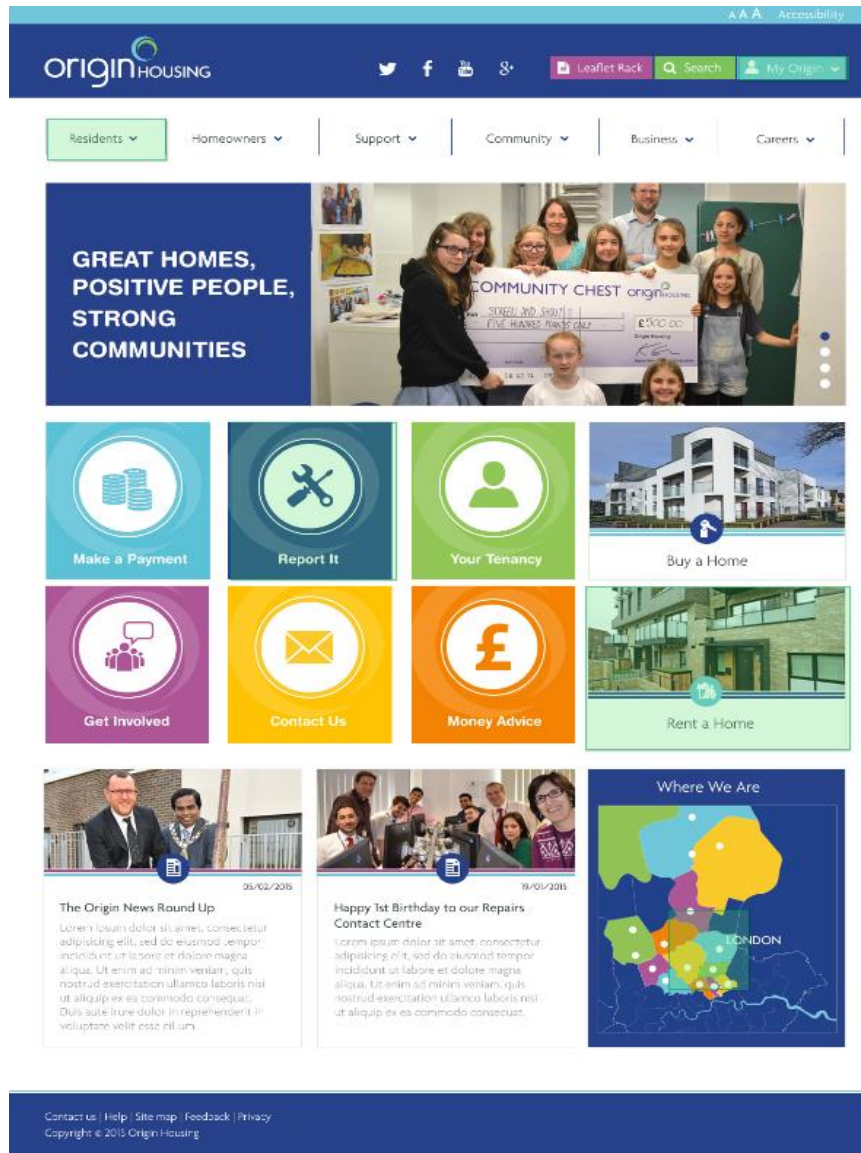
Search engine results page  
(SERP)



Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.

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# Digital Development Progress



# User eXperience central

- > Recruited residents and commercial stakeholders to represent each persona and they are central to the design and testing process
- > Partnering with City Interaction Lab to raise awareness of human centred design and to use their specialist resources for usability testing



CITY UNIVERSITY  
LONDON



ixl City Interaction Lab

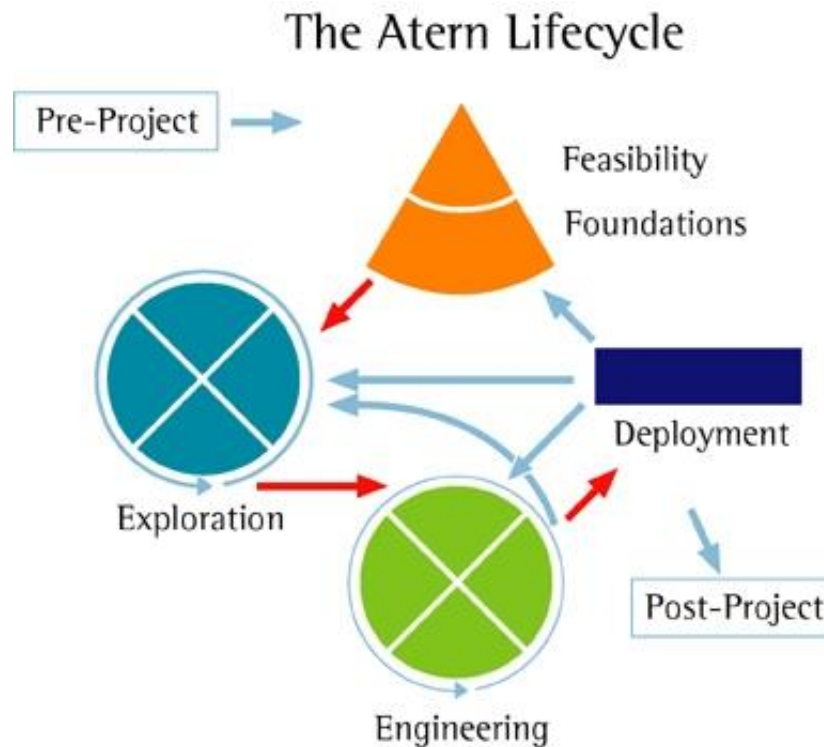
Great Homes  
Positive People  
Strong Communities

originHOUSING



# A more agile future ...

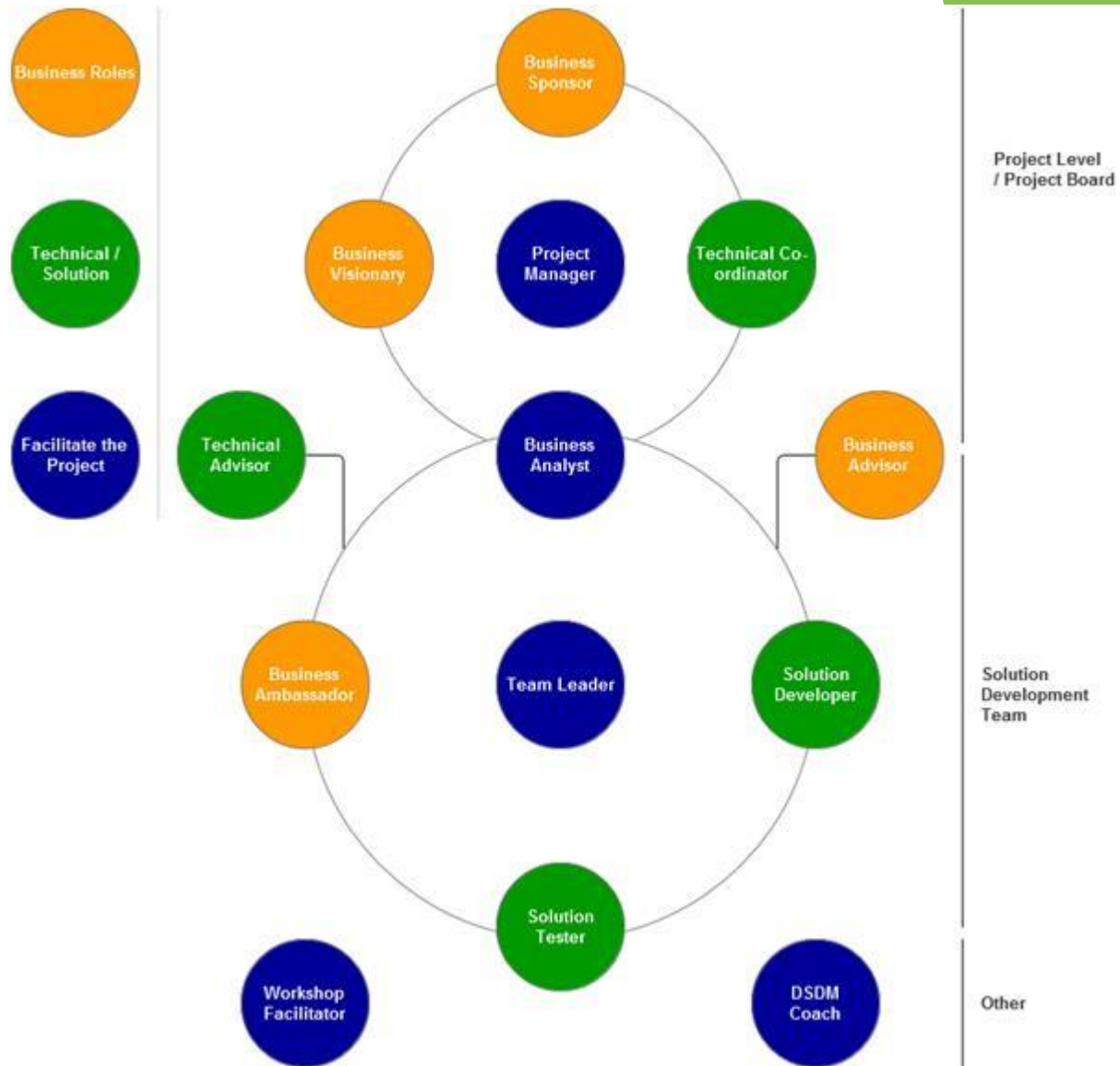
- > Experimenting with Dynamic Systems Development Method Atern as a Project Management Framework as it offers more governance than Scrum



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# A more agile future ...



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# Questions / bye for now...



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