

**[POWR-21] [SPIKE: Which workgroups should we identify?](#)** Created: 14/Feb/18 Updated: 17/Feb/18 Resolved: 17/Feb/18

<b>Status:</b>	Done
<b>Project:</b>	<a href="#">PortlandOregon.gov Website Replacement</a>
<b>Component/s:</b>	None
<b>Affects Version/s:</b>	None
<b>Fix Version/s:</b>	None

<b>Type:</b>	Story	<b>Priority:</b>	Medium
<b>Reporter:</b>	<a href="#">Rick Nixon</a>	<b>Assignee:</b>	<a href="#">Rick Nixon</a>
<b>Resolution:</b>	Done	<b>Votes:</b>	0
<b>Labels:</b>	None		

<b>Sprint:</b>	POWR Pre-sprint 2
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#### Description

Identifying distinct workgroups is a good way to elicit early participation by bureaus and others. Workgroups possibly addressing:

- City / bureau brand guidelines and standards (similar to that of Boston.gov)
- Content creation / categorization standards
- Usability / design (and testing)
- Accessibility / discoverability best practices for ADA, SEO (and testing)
- Content / Website admin training (course planning)

#### Comments

Comment by [Josh Mitchell](#) [ 14/Feb/18 ]

Josh will share some info from the equity folks that want to get disabled testers involved.

Comment by [Rick Nixon](#) [ 17/Feb/18 ]

Following are some ideas for different workgroups and the type of issues they might consider as part of their charge.

- POWR oversight/governance
  - Digital strategy, focus, rationale for change
  - Overall approach, stakeholder needs, priorities
  - COP branding guidelines, information architecture, recommendations
  - Security, single sign-on, multi-factor authentication, etc.
  - Policies, codifying City code updates to admin rules
- Content creation / classification
  - Tools, methods, techniques

- Types, optimizations, standards per mode (voice, audio, mobile, etc.)
- Tagging / taxonomy relationships
- Presentation, access, UX using atomic building blocks
- Best practices surrounding copywriting; word reduction, word choice, reading level, style choices for tasks, calls to action
- Best practices surrounding binary files (PDFs, Excel, Word, etc.)
- Editorial control; programmatic opportunities for input validation, enforcement
- Identify training issues
- Content guide
- Usability / design
  - Usability testing, strategy, targeting of participants, measures, internal vs public, etc.
  - Explore, recommend design elements, fonts, colors, layout, styles, etc.
  - Navigation, traversals, visited links, etc.
  - Responsive, uniform UX across device types
  - Themes; user, admin
  - Treatment of video, audio, 404s, caching, etc.
  - Digital asset management, syndication of content or assets
  - Use of social media, best practices, syndication
  - User feedback methods
  - Style guide
- Accessibility / discoverability (ADA, SEO, languages)
  - Accessibility testing, strategy, targeting of participants, measures, internal vs public, etc.
  - Section 508 issues; tools and methods
  - Best practices for ADA and SEO
  - Enforcement; input validation, programmatic opportunities
  - Search; term variants, weighted results, advanced features
  - Multi-lingual support
  - Identify training issues
  - Analytics
  - City code/admin rule recommendations
- Training (course planning)
  - Online vs in-person, format, delivery, quizzing
  - Content specific issues; word choice, reduction, etc.
  - Accessibility specific issues
  - Specific issues with tools, methods, techniques, etc.
  - Training offerings specific to user type
  - Overall packaging of training (access, delivery, completion, gradebook, permissioning)