Executive summary

1. The paper has been provided for provision of information. It provides an update on the progress made in 2017/18 to create a Web and Online Roadmap that sets out how the Parliament will improve its online channels including the development of a new Parliament website. The paper also addresses the plans for 2018/19.

   The current website was launched in 2011 and although it has seen substantial growth in terms of content, the design, architecture and infrastructure it has reached a legacy position and needs replaced. The project will focus on implementing a new modern sustainable web service that supports continuous improvement of services aligned with delivering a rich user experience.

Digital Strategy

2. A key objective in developing the Scottish Parliament Web and Online Roadmap is to ensure that it aligned with the vision, aims and outcomes set out in The Scottish Parliament Digital Strategy. Under the governance of the Project Board many anticipated benefits have been identified that should arise from the investment in improving our web and online channels. The benefits will be delivered by doing new things, doing things better and stopping things that no longer deliver value. The expected benefits to be realised by the development and implementation of the Scottish Parliament Online Roadmap can be found in Appendix 1.

   It is recognised that in the constant changing digital environment, new business strategies and drivers mean that new benefits will emerge. The Governance structure and ownership of the roadmap will be responsive to these and look for opportunities to identify new or greater benefits and manage any perceived disbenefits.

3. The Roadmap also addresses how we will embed a sustainable process to delivering web services and sets out how we can embed a continuous improvement approach to services. This aligns with principles set out in the Digital Service Standard which sets out criteria to help organisations create and run good digital services.

4. A visualization of the approach to delivering the new website is set out as follows:
The Roadmap

5. The Web and Online Roadmap sets out how the Scottish Parliament will deliver its new online presence, creating modern online channels and services. These new channels will focus on delivering improved user experience across our different user groups whilst supporting the Digital Strategy and the initiatives and approaches focused on achieving our public engagement priorities.

Further information on the Web & Online Roadmap, Alpha Prototype and associated project documentation is available on request.

User Focused Approach & Continual improvement and iteration

6. The Web and Online Roadmap is focused on creating a more inclusive and user centric website. User needs are the key driver in how we move forward and this is evidenced by the extensive user research that has underpinned the development of the website’s initial Alpha prototype and plan for Beta development.

Governance

7. The project is controlled by the Web & Online project board under SRO Dorothy Sneddon (BIT) with senior users and suppliers both represented on the project board. The project falls under the DSB portfolio of work chaired by David McGill.

8. An equality impact assessment was carried out and submitted at the beginning of the Web & Online Roadmap project.
Stakeholder and User Engagement

9. Stakeholder and web user engagement has been a central component of the work completed to date and has been essential in developing the Web and Online Roadmap. Working with both internal stakeholders and external users have built a picture of user needs which has informed the development of the Alpha prototype. This is consistent with the overall Web & Online Roadmap approach to put users at the center of product design and development.

Engagement duration the roadmap and prototype phase has included:

- Online Surveys – 2 Online surveys (2,000 participants)
- Stakeholder Workshops – 10 workshops with SPS staff (60 participants)
- Snippet Sessions – 3 sessions (30 participants)
- MSP Engagement – 13 Informal discussions
- Discovery Research – 3 site visits
- Top Task – 6 workshops with key internal stakeholders & 3 follow-up workshops
- Engagement with Public Engagement Group, Public Engagement Board and ParliAble group
- Ongoing engagement & communications delivered via Blog, Corporate Bulletin, eBulletin and Social Media

Progress during financial year 17/18

10. To date, under the oversight of the Web & Online Roadmap Project Board & leadership of SRO Dorothy Sneddon, the project has:

- Secured funding and approval from Digital Strategy Board to create the Roadmap.
- Recruited a project manager/subject area expert and project support officer to support the development of the roadmap and a website prototype (Alpha).
- Conducted user research, surveys and voting, to understand who our user groups are and what they expect from our website. This work was based on a recognised methodology, known as Top Task methodology and was taken forward in partnership with a user research consultancy.
- Ran a Customer Centric Index survey to benchmark how our current online service performs, which can be used to benchmark future improvements and against other organisations.
- Created an Alpha prototype website based on the 3 Top Tasks that our users voted on. This Alpha informs and sets out what we expect to deliver during financial year
- Created an initial year 1 Roadmap for initial delivery and 3-year Roadmap to support the wider transformation across all of our online channels.
Current status 18/19

11. The project has moved from Roadmap/Alpha prototype phase (17/18) into delivery phase which is known as Beta (18/19). Beta development is the initial phase of developing and releasing the first part of the new website which will be public facing and initially sit alongside the current website until the transformation is complete and the current site can be decommissioned.

The development of this new Beta website and will focus on delivering 3 Top Tasks covering:

- Legislation (Bills, Acts, subordinate legislation, legislative consent, amendments)
- What was said in Parliamentary meetings and debates (transcripts, videos)
- Parliamentary questions and answers

The project will adopt an agile methodology approach to support project delivery and management. This approach is consistent with the delivery approach taken for large scale business change projects and is consistent with changes across the Parliament where more agile approaches are being adopted.

Ownership and responsibility for signing off the Beta will sit with the Product Owner within the project team. The Product Owner will liaise with business representatives around the Top Tasks requiring their input in co-design but the Product Owner will make the final decision on what can and should be achieved for Beta and what will be delivered in a future iteration.

Resource implications

12. The project will be delivered via a combination of permanent Scottish Parliament staff with additional expertise and resourcing where required. New software licenses for content management, hosting and enterprise search are/haven been recently procured.

13. Funding for the project is being managed through the Digital Strategy Board. The anticipated project spend is estimated at £1.1 million for financial year 18/19.

Decision

14. This paper is for information only and no decision is required.

Mark Sproul (Product Owner)
Web & Online Roadmap Project
Business Information Technology
June 2018
Appendix 1 – Programme Benefits:

### WEB AND ONLINE PROGRAMME

<table>
<thead>
<tr>
<th>We are changing, so that...</th>
<th>The intended benefits of the Web &amp; Online Programme are...</th>
<th>How we will do this.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members and their staff are able to work in the way that best suits them by having access to personalised, mobile and flexible services.</td>
<td>Creation of a sustainable online service that can iterate to meet evolving internal and external requirements.</td>
<td>Adopt a modern content governance strategy and process. That enforces content strategy: Sustainable, Quality.</td>
</tr>
<tr>
<td>Relevant and impactful information is created and shared securely through joined up systems for smarter working.</td>
<td>Improved user experience for the public, Members, and Parliamentary staff.</td>
<td>Deliver an accessible uniform design standard that is consistent, scalable and reusable.</td>
</tr>
<tr>
<td>The public are informed and involved through online channels and other digital tools that are engaging and easy to use.</td>
<td>Easier access to content that aligns with user expectations governed by content strategy.</td>
<td>Establish a search strategy to enable access to critical Parliamentary data and user-friendly content.</td>
</tr>
<tr>
<td>We have staff who are confident in using technology and information to drive improvements in parliamentary services.</td>
<td>Increased transparency and engagement in the political process.</td>
<td>Align social media with other key roadmap themes.</td>
</tr>
<tr>
<td></td>
<td>Improved digital governance across data retention, accessibility, service design and security processes adopted.</td>
<td>Adopt a content strategy that will deliver consistent, accessible content following best practice. Friendly tone of voice and writing style.</td>
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<td>Improved capacity and capabilities of staff with enhanced job satisfaction.</td>
<td>Embed user research and user experience testing in the development and improvement of online services. Using data for continued iteration and improvement.</td>
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<td>Service model resource to support continuous improvement and iteration of online services, harnessing future opportunities and mitigating threats.</td>
<td>Develop and support open data publication to three-star data standard.</td>
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<td></td>
<td>Enable and support members and parliamentary staff in accessing and consuming digital content.</td>
<td>Define and implement a sustainable data and content retention policy.</td>
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<td></td>
<td>Establish digital delivery team with sufficient with knowledge and skills to realise the roadmap.</td>
<td></td>
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</tbody>
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