Case Study

# Canvas for logical branching

## Overview

Canvas is a tool designed to streamline the flow of content published by the Communications team, ensuring consistency across various platforms, including our website, graphics and other user interfaces. The initiative aims to enhance efficiency by providing a structured framework for managing and distributing content across different platforms. Prospective Key Stakeholders Addressed Not Covered by This Case Study Internal Stakeholders: The Communications team, including the Copywriting Team, Design Team, Marketing Team, and Leadership Team responsible for overseeing the initiative.

## Problem statement

Content management disjointed across a combination of Sharepoint, Yammer, Teams + Slack + Sitecore

Content authors working for Monash Business Transition (MBT) Team, Technology & Leadership Agile teams focus on the development of Sitecore content, but lack a standardised approach to content management. This inconsistency leads to duplicate content, delays in content publishing, and errors in formatting, impacting the overall quality and consistency.

## Target users

- **Content Authors:** Individuals responsible for designing and managing content on the platform.
- **Project Stakeholders:** Individuals involved in overseeing content management and configuration of the content publishing tool for their projects.

## Scope

- Implementation of an auto-coverage feature for complex content.
- Capability to track logic errors and behavior as part of their expectation.

## Constraints

- The tool must accommodate customizable content models of varying complexity to cater to different project needs.
- Limited stakeholder understanding of MBT's complexity and complexity of the proposed solution.
- Complexity of interactions may lead to a steep learning curve for new users.

## 1.5 Plus

### Objectives

- Enhance the user experience of content authors and system administrators by simplifying the process of managing content and configurations.
- Reduce errors and improve data integrity.

### Goals

- Reduce the time taken to produce content by 30%
- Improve user satisfaction ratings related to their management.

## 1.5 Plus

### Assumptions

- **User Interviews:** Qualitative insights into user experiences, challenges, and preferences will provide valuable context for the design process and ensure the tool meets the needs of its users effectively. **Stakeholder Feedback:** Feedback from stakeholders (project managers) can fine-tune the tool's experience with evolving requirements and ensure it aligns with organizational goals and objectives.
- **Precision Creation:** Enhanced precision in tool operators ensures accurate and reliable content management.
- **Simplified Learning:** Intuitive UI/Canvas and UX design aims for simplicity. Unlike IT tools accessibility for a wider audience, including those with limited technical expertise, ensuring that even non-technical users can easily navigate and manage content.
- **Data Quality:** Improved understanding of content configuration leads to better data quality.

## 1.5 Plus

### Mapping the process

Start
Content Author
Content Author
Content Author