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THE PROCESS OF CREATING EFFECTIVE KNOWLEDGE & LEARNING WEB PLATFORMS

Step 1: Discovery

+ Agree on objectives and stakeholders
+ Assess stakeholder
+ Analyze content
+ Decide if a web program is the best approach. Are there better options to meet the objectives?

Step 2: Architecture & Design

+ Create site map and wireframes
+ Assess branding options
+ Design pages
+ Hold focus group(s) with key stakeholders

Step 3: Engagement Planning

+ Create a stakeholder engagement plan
+ Articulate key messages
+ Determine email and social media campaigns
+ Hold focus group(s) with users
+ Host stakeholder clinics
+ Identify information sharing events

Step 4: Content Development & Management

+ Inventory and map content
+ Develop site taxonomy/ vocabulary
+ Conduct gap analyses
+ Create development, migration, and management plans

Step 5: Site Build

+ Establish hosting
+ Program and theme pages
+ Migrate content
+ Implement analytics
+ Conduct quality assurance
+ Host usability focus group(s)

Step 6: Engagement Implementation

+ Review and integrate feedback
+ Roll out the engagement strategy plans

Step 7: Training

+ Train content contributors and site administrators
+ Create site tutorials for users

Step 8: Maintenance

+ Conduct ongoing quality assurance and user experience testing
+ Make fixes and edits
+ Implement updates according to requirements
+ Upgrade the site as necessary (back to Discovery)

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