



### Website Development Project

**GovCMS Innovation Showcase** 

### Our audiences







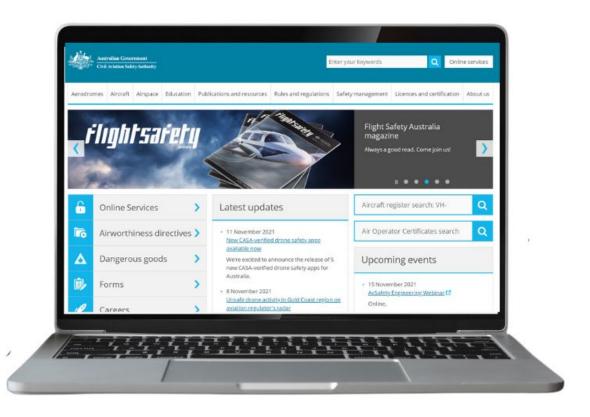






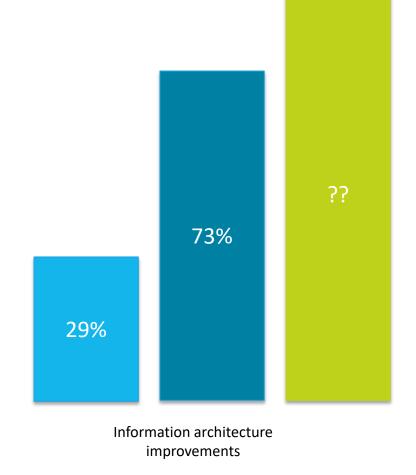
### **Current website**

D7 GovCMS
2015 lift and shift
Legacy issues



### User research

Unable to find information
Incomprehensible content
Poor search experience
Duplicate content
Confusing user journeys



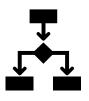
### The project aim



New build



New design/UX



New IA



Improved content



New persona interaction



Platform upgrade

## Our approach



No automatic migration



**Governance**Website framework
Content strategy



### **Project methodology**

CASA-fied agile

Project and BAU collaboration

### Our team

In house team

Project director

Project manager

Developer x 2

Content designer

Web team/Publishers

UI/UX – graphic designers

SMEs/content coords

**Suppliers** 

Design

Accessibility

Content writing & IA

User research

**KPI** & goal establishment

Webform build

Campaign site build

### Content

### **Stats**

41 Content types

1100 HTML content pages

114 Rules / Rules changes

50 Webforms

2.5K Documents and images

40K Content items from data-feeds

### Add content

### Home

### Aircraft Register

This is a daily automated feed

### Aircraft supplemental type certificates

Aircraft supplemental type certificates are in the same group as Aircraft type certificates and Aircraft type acceptance of

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### Air Operator Certificates

Air operator certificates feed

### Airworthiness Bulletins

The Airworthiness Bulletins are managed by the Airworthiness team

### Airworthiness Delegates

This is the Airworthiness Delegates daily feed

### Airworthiness Directives

This is the Airworthiness Directives daily feed

### Alei

The alert content type is for the alert blocks that will go at the top of each page

### Audienc

This is for Audience pages that concentrate on the single audience, like an audience home page. This also includes the

### Aviation medical contact

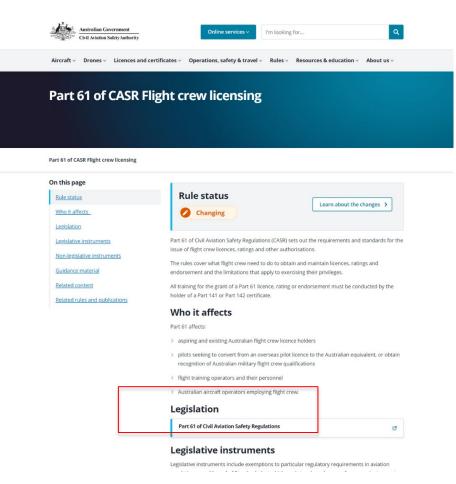
These are manual listed for where the Medical Record Systems DAMEs feed listings are not recorded. This in a non FEE

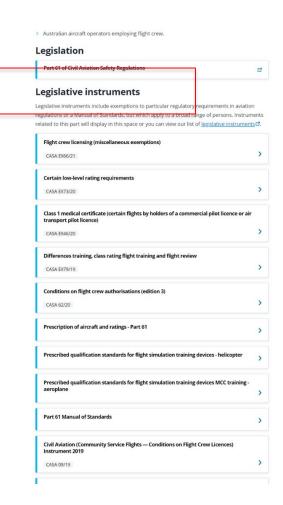
### Aviation medical contact (DAMEs)

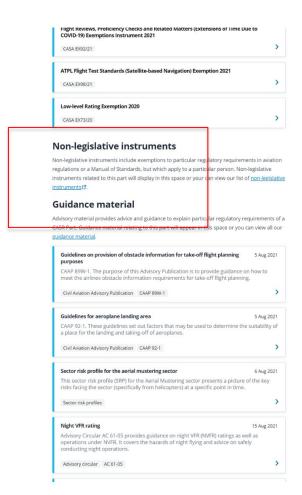
This is for the DAMEs feed. These records get updated daily by an automated migration from the CASA Medical Record

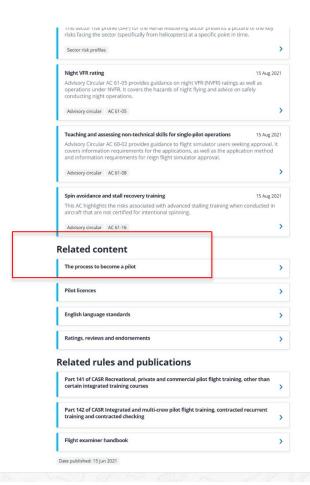
### Campaign

Customisable campaign pages









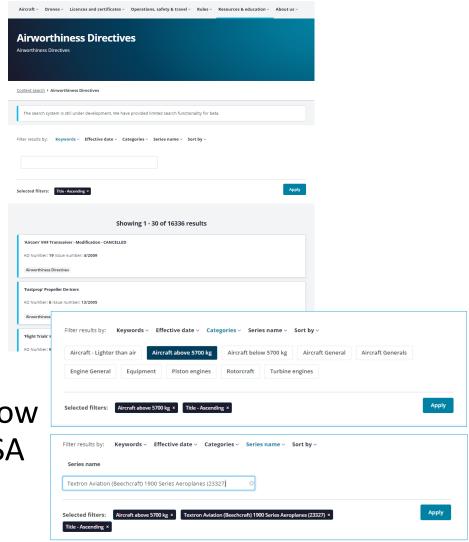
### Search filters

Facets and filters combo not suitable

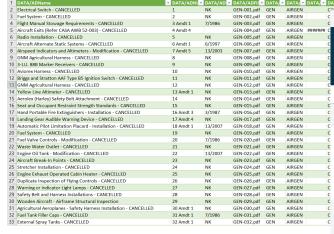
Requirement for pre-selected filters

Re-engineered using filters to provide best user experience

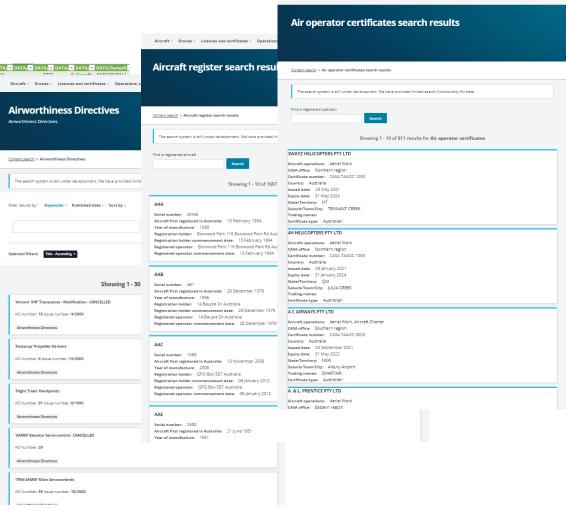
Approx. 80 search views to allow users to find all the things CASA provides!







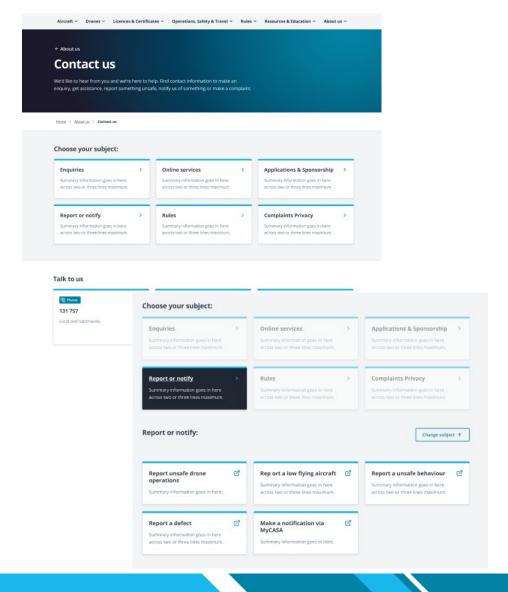
- 7 data lists manually migrated
- 8 automated feeds
- Convert from CSV to JSON
- Set up cron jobs with GovCMS to import daily
- Largest feed 16K records



Aircraft / Drones / Licences and certificates / Operations, safety & travel / Rules / Resources & education / About us

## Webforms and contact us

Centralised contact centre 50 webforms and growing 180 email addresses removed from content. Open and close functionality Unique forms for each topic **CRM** integration

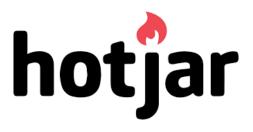


### Tools we used





VisibleThread









monsido.

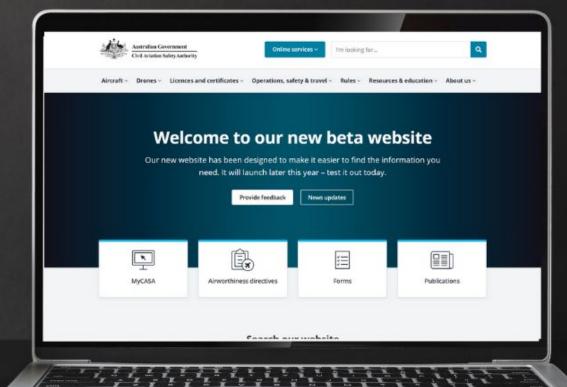


**GatherContent** 





# 7 December launch



beta.casa.gov.au

### Contact us

beta.casa.gov.au

Survey link -

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