

Best practices for SharePoint intranets

Maximising the business value
of your SharePoint investment

Sample chapter, obtain the full report:
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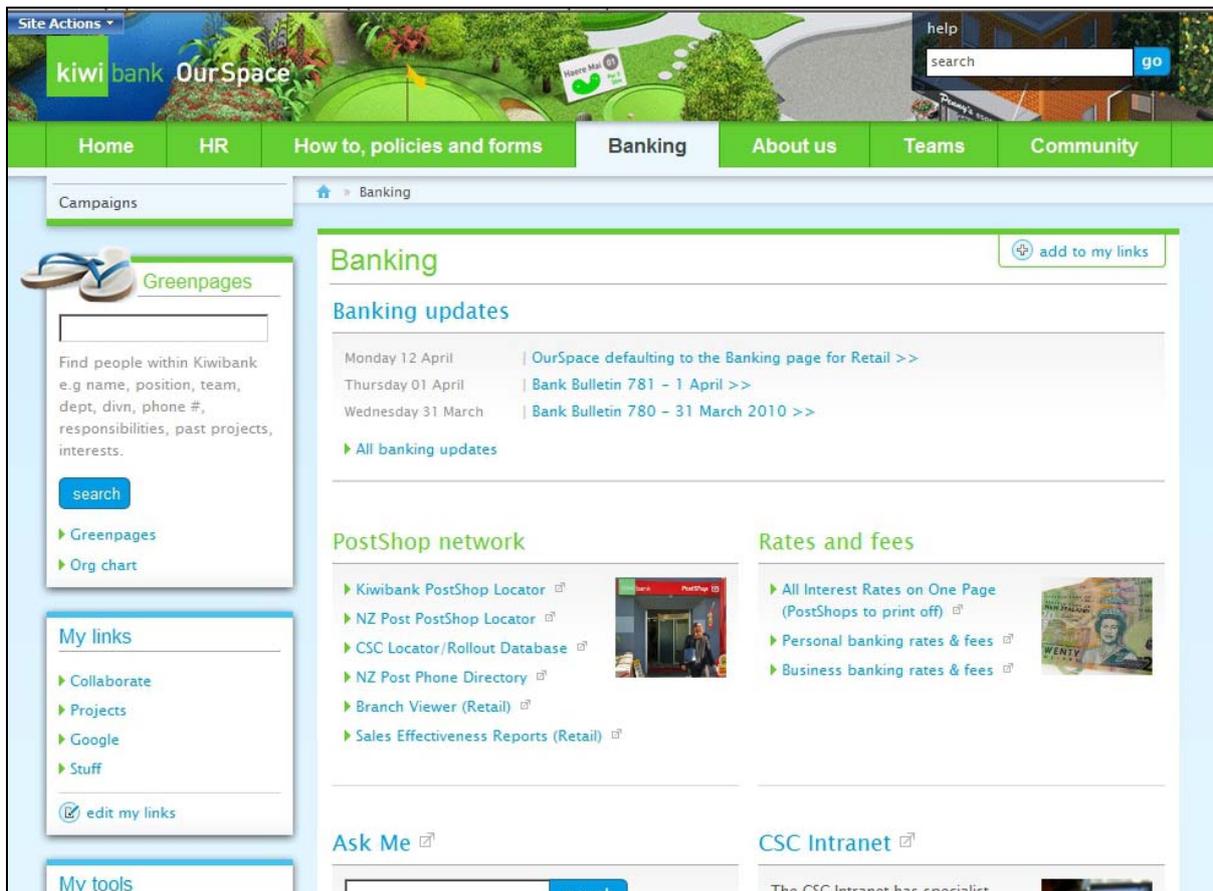
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09

Make your SharePoint intranet beautiful



KiwiBank's bright but never obtrusive colour palette makes it an aesthetically pleasing intranet to visit.

Beautiful intranets

SharePoint straight 'out of the box' isn't necessarily unpleasant to look at – it's blue and has neat boxes – but it's not ideal.

By investing some of your budget in branding and design you can make your SharePoint much more attractive. Having a great design really lifts the user experience, and is key for building trust and engagement. Getting the design right will help levels of adoption, and ensure brand consistency.

Plan carefully and budget accordingly! Branding SharePoint 2010 is 'easier' than branding the previous version, 2007, but it's still a complex and involved process if you want a unique visual design that's a significant departure from the 'out of the box' look and feel. It's also a developer skill set.

Lynn Warneke, Kloud Solutions

Great design lifts the user experience

If you expect your employees to be using the intranet every day then you really want them to have a great user experience. Of course nobody comes to an intranet just because it is aesthetically pleasing, but it can have a significant effect on people's perceptions of how effective and authoritative it is. Design does influence the user experience.

Strong design is also important to:

- establish consistency across different online environments, including alignment with external website
- reflect brand values of the company and also the "brand" or purpose of the intranet
- emphasise a new SharePoint platform, recognisably different from the old
- provide a backbone to ensure the intranet is easy to use and also accessible, including to users who are physically and visually impaired

Start with clear understanding

Before you implement any design, it's worth understanding both the overall brand and purpose of the intranet, and SharePoint's strengths as a technology.

Defining the overall 'intranet brand' is covered in chapter 4 ("Plan your project with a robust methodology.") Whether your site is more about communication or collaboration will influence the visual design.

SharePoint has its own way of managing the delivery of sites, that is more complex and technical than many web content management systems. Like all technologies, the best outcomes are gained by understanding the product well, building on the strengths and avoiding the weaknesses.

Get the right designer

Visual designs must be designed with SharePoint in mind, so they fit with the technology platform, and don't introduce bottlenecks and performance issues. (There is little value in a beautiful design that costs a million dollars to implement.)

Therefore it is worth getting a designer who has some experience of SharePoint. It also helps if you can get the designers and technologists working on the project together.

Typical website and intranet design processes involved getting a designer to produce a Photoshop file or HTML template, and then "throwing it over the wall" to the developers. This works poorly for SharePoint, so get both groups in the same room from the outset.

Managing the effort

In SharePoint even fairly small changes to the basic template can have a large apparent effect. These include changing the top banner, updating the colours, and tweaking the standard layout elements.

Obsessively tweaking the smallest design elements can be hugely costly and time-consuming in SharePoint, and can impact on upgrade options. So be clear about when to stop spending time on getting the perfect design.

Within all the constraints, do have fun turning SharePoint's corporate charcoal interface into something that will appeal to your intranet users. From experience I've learned that a more beautiful SharePoint can positively impact user adoption.

Lynn Warneke, Kloud Solutions





UK-based property consultants Knight Frank have a striking use of red and grey, and extensively use icons to represent different links. The result is a very distinctive look on the company's new SharePoint 2010 intranet.

Ensuring brand consistency at Coca-Cola Enterprises

Brand consistency is important on an intranet, particularly if brands have a very strong visual identity. An example of this is Coca-Cola Enterprises, who work with one of the most iconic brands in the world. Their new SharePoint 2010 intranet has a striking design (shown on the next page) which has maximum impact.

The distinctive red, the bubbles, the continuing 'dynamic ribbon' theme and the grey silhouette of the Coca-Cola bottle at the bottom of the page are all explicit reflections of the brand. The name of the new intranet – iConnect – is also a play on words as the 'Icon' is the name of the distinctively shaped Coca-Cola bottle.

Coca-Cola Enterprises

ALL DEPARTMENTS SEARCH GO

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CCE €23.23 [+0.75, 1.54m] \$26.36 [+1.42, 2.26m]

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Company About Us **ELT/OLT Leaders**

ELT/OLT LEADERS

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Coca-Cola Enterprises

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A page describing the Executive Team on Coca-Cola Enterprises' new intranet.

Acciones del sitio

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MURO DE COMUNICACIÓN INTERNA

COMUNICACION INTERNA dice

Con motivo de la reorganización de Basauri, han desaparecido algunas salas de reuniones, pero se han creado otras.

Estas salas podrán reservarse a través de Outlook a partir del próximo martes 22 de mayo de 2012.

Para cualquier aclaración, podéis contactar con INMACULADA ARJONA ESCOBAR.

Gracias.

Espacios y Entornos

SALAS DE REUNIONES BASAURI.pptx

Hace 3 días

Comentario Me gusta

2 Comentarios

Hola, tenéis este mismo ppt para las salas de Belagua?

MARIA JOSE CANO SERRANO Hace 3 días

No lo tenemos, lo siento.

ADMINISTRADOR INTRANET Hace 2 días

Responde aquí... Responder

COMUNICACION INTERNA dice

Resultados de la encuesta del Webcast Interno del 26 de abril de 2012

ResultadosEncuestaWebcast.pptx

Hace 6 días

Comentario Me gusta

3 Comentarios

En el power point sólo aparece la diapositiva de portada.

MANUEL JIMENEZ FRANCO Hace 6 días

MANUEL JIMENEZ FRANCO ponte la presentación en pantalla completa y te dará la posibilidad de hacer click en un link que te lleva a la página web con los resultados.

ELENA GONZALEZ ROLDAN Hace 5 días

Ya la puedo ver. Gracias

MANUEL JIMENEZ FRANCO Hace 4 días

Responde aquí... Responder

Gusta a 1 persona

COMUNICACION INTERNA dice

Nota de prensa: 'ONO ofrece importantes descuentos a los clientes que recomiendan TIVO'

TIVO@.pdf

Hace 7 días

Comentario Me gusta

Gusta a 4 personas

COMUNICACION INTERNA dice

ONO está lleno de siluetas, esas que aparecen en lugar de vuestras fotos. Hemos hecho un ranking de los 5 centros de trabajo que se dan a conocer mejor:

1. Lleida: 33%
2. Sevilla: 27%
3. Zaragoza: 23%
4. Madrid: 23%
5. Barcelona: 22%

Estaréis de acuerdo en que son porcentajes muy bajos. Realmente, tener la foto publicada nos ayuda a conocernos, y además nos "humaniza". Es un pequeño esfuerzo y sólo hay que hacerlo una vez. Si alguien necesita ayuda para recortar una foto, le enseñaremos cómo hacerlo, pero por favor, colaborad, es importante. Gracias a todos.

ENCUESTAS

¿Qué sistema de almacenamiento utilizas en la nube?

Dropbox

Skydrive

Cubby

Google Drive

Box

Otro

No utilizo estos servicios

Votar

Ver resultados Ver todas

MI ESPACIO

Mis tareas

No tienes tareas pendientes

Mis grupos

- OBU e Innovación
- Comunicados
- Empresas y Operadores
- Recursos Humanos
- Residencial

Ver todos

Mis enlaces frecuentes

- Área de redes y tecnología
- Workflow CAPEX
- Calendario corporativo
- Área de OBU e Innovación
- Área de sistemas de información
- Área de financiero
- Área de staff de presidencia
- Área de recursos humanos
- Área de empresas
- Área de residencial

Mis compañeros

- ALICIA DELGADO GARCIA
- ELENA ROSADO BLANCO
- MOISES RODRIGUEZ MARTIN
- ROCIO LOPEZ YESTE

Mis cosas

VENTANILLA ÚNICA

Sistemas

- Billing
- Cau
- Canal Web
- Comunicaciones
- CRM
- Datawarehouse
- Desarrollo Intranet
- Desarrollo SAIP
- Explotación
- GIS
- Interconexión
- Inventario de Red
- Mediación
- OSS
- Procesos de Red
- SAP
- Servicios Internet
- Sistemas Gestión
- Red
- Técnica de Sistemas

Servicios

- Autoconsumo (a,m)
- Autoconsumo (b)
- Cableado (s)
- Catering (s)
- Correo (f)
- Impresión color (s)
- Impresora (f)
- Limpeza (s)
- Mantenimiento (f)
- Material Oficina (h)
- Material Oficina (f)
- Material Oficina (s)
- Medios Audiov. (f)
- Mensajería Nal. (s)
- Mensajería Intl. (s)
- Papelaría Corp. (s)
- Sala externa (s)
- Tarjetas de visita (s)
- Telefonía fija (a,f)
- Telefonía fija (b)
- Telefonía fija (f)
- Telefonía fija (+)
- Telefonía fija
- Telefonía Móvil (a)
- Telefonía Móvil (b)
- Telefonía Móvil (f)
- Telefonía Móvil (+)
- Vending (f)
- Viajes (s)
- Viajes (c)
- Viajes (f)
- Otras solicitudes

Personas

- Anticipo (s)
- Cambio de Pin
- Portal Empleado
- Ofertas corp. empleados
- Permisos retribuidos
- Tráfico telefónico
- Vacaciones (an)
- Vacaciones (s)
- Vacaciones equipo

Spanish media-firm ONO's new SharePoint 2010 intranet is visually stunning, and presents a mixture of communications and user-generated content via activity streams on the homepage.

Australian firm Q Invest's intranet "Mike" or "MyQ" has a strong visual identity, particularly in its diagonal theme which is repeated in the background and the menu tabbing.

Key Points

- If you want a beautiful SharePoint environment you will need to invest in applying a visual design.
- Ensure your design matches the main purpose of your intranet.
- This is an opportunity to adhere to strong corporate branding guidelines.
- Having a great design helps drive adoption and contributes to a positive user experience.
- Get a designer who has SharePoint experience, and let them work closely with the developers.