



How to roadmap your intranet journey

21.05.2015

About me

- David Murray
- Digital Adviser, Digital Innovation
- Brand, Marketing and Corporate Affairs
- Twitter: @davein140
- More: bit.ly/davein140

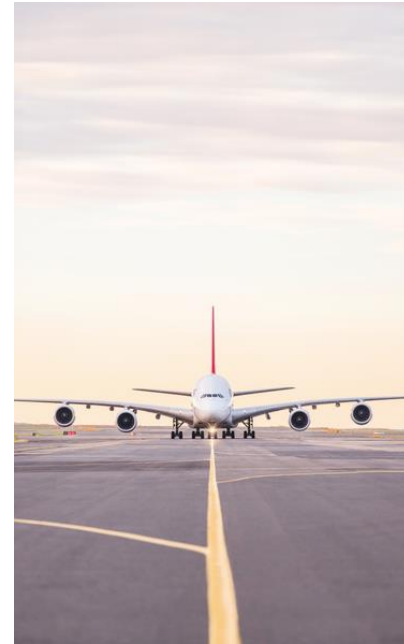


What I'm talking about

Where we started	01
What we did	02
Vision	03
The digital workplace	04
Roadmap	05

Qantas

- Widely regarded as the world's leading long distance airline
- Employ over 30,000 people, 93% based in Australia
- Built a reputation for excellence in safety, operational reliability, engineering and maintenance, and customer service
- Qantas Group's broad portfolio of subsidiary businesses ranges from Qantas Freight Enterprises to Qantas Frequent Flyer



Where we started

The screenshot displays the Qantas website interface. At the top left, the Qantas logo is visible. Below it is a search bar with a 'Search' button. The main content area is divided into several sections:

- RESULTS:** A list of flight options with expandable details for 'Perth to Sydney', 'Sydney', and 'Perth to Sydney'. Each option includes the route, aircraft type, and a 'Expand' link.
- FARE INFORMATION:** A section showing the 'Last update' as 'Monday, 27 Jan, 2014 01:48:03 PM EST' and the 'Last Price' as '\$ 5.10 AUD'. It also includes a 'Change ?' link and a note that prices are updated per ASX No. of 10:15am - 4:00pm (Sydney Local Time).
- FLIGHT SCHEDULE:** A section showing the 'Last update' as 'Monday, 27 January, 2014 10:00:00 AM GMT' and a 'Book Now' button.
- DEPARTURE PERFORMANCE:** A table titled 'Domestic On Time Departure Performance' with columns for 'Week Ending', 'OT', 'OT%', 'OT%', and 'OT%'. The data shows performance metrics for various dates from Jan 14 to Dec 13.

A large red watermark reading 'Sensitive information removed' is overlaid diagonally across the center of the page. At the bottom right, there is a small footer with the text 'Contact Us | Feedback | Copyright © 2014 Qantas Airways Limited'.

Where we started

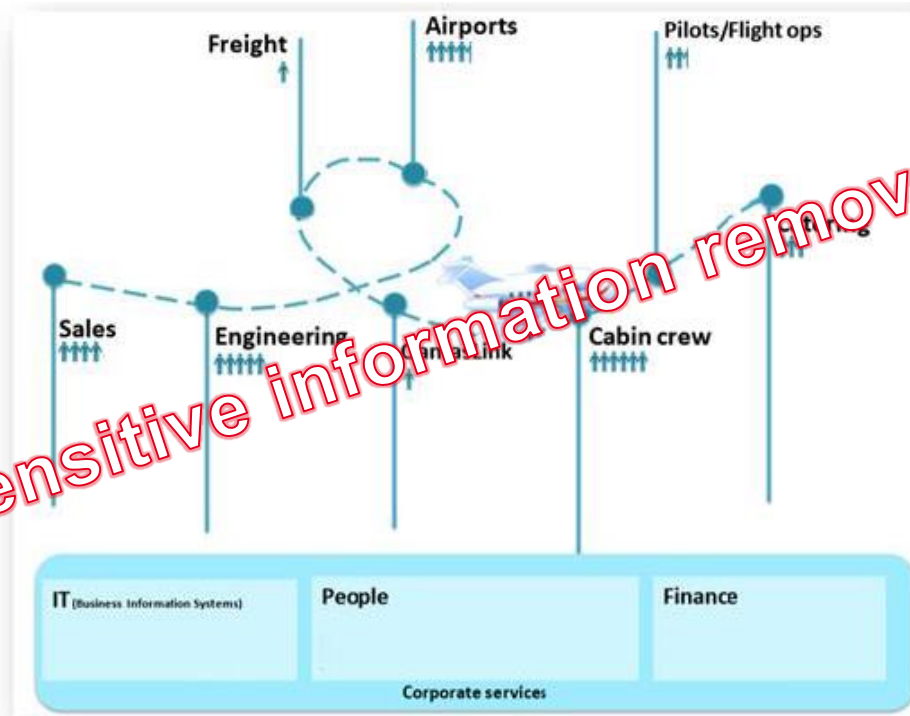


What we did



User profiling

Sensitive information removed



What we did



Analytics

Sensitive information removed

What we did



Engagement

Sensitive information removed

What we did

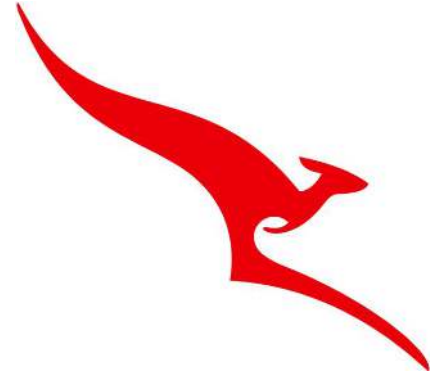


Engagement

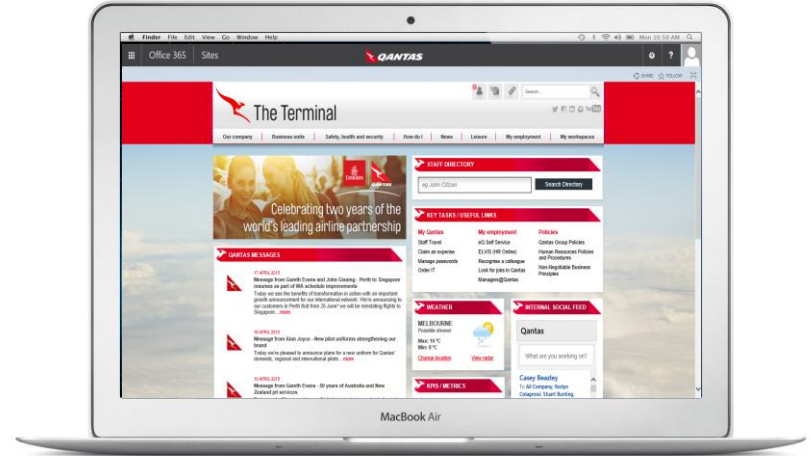
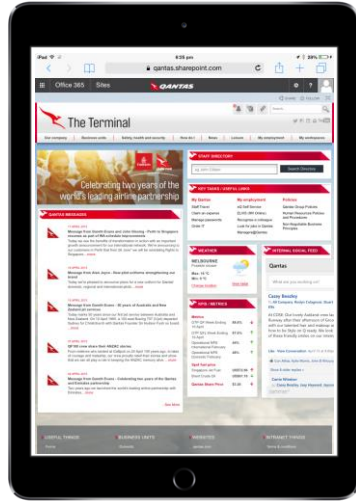


Vision

1. **Navigation** "An intranet designed by our employees for our employees"
2. **Mobility** "An intranet as mobile as our employees"
3. **Social** "An intranet that facilitates conversation"
4. **Search** "An intranet that is task orientated"
5. **Content Governance** "A trusted source of information"



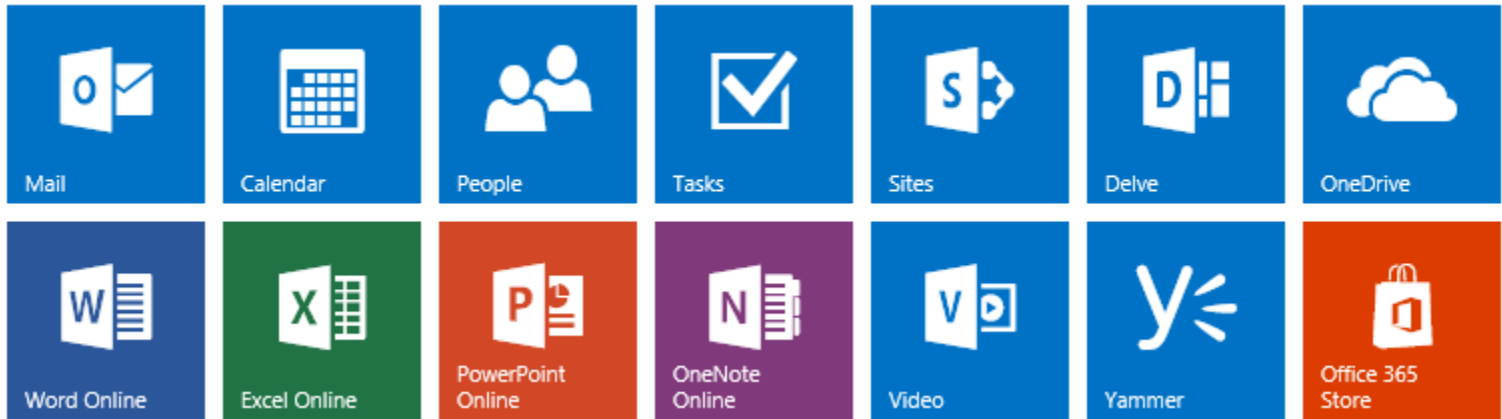
The digital workplace



The digital workplace



Office 365



“The seamless unification of technology to provide tools, contextually relevant information, connections, create knowledge and promote culture.”

The digital workplace

Vision

- 1. Navigation** "An intranet designed by our employees for our employees"
- 2. Mobility** "An intranet as mobile as our employees"
- 3. Social** "An intranet that facilitates conversation"
- 4. Search** "An intranet that is task orientated"
- 5. Content Governance** "A trusted source of information"
- 6. Networking** "A digital workplace to discover meaningful connections"
- 7. Training** "A digital workplace that enhances training"
- 8. Responsibility** "A digital workplace that stimulates corporate responsibility"
- 9. Wellness** "A digital workplace that promotes health and wellbeing"
- 10. Culture** "A digital workplace that promotes organisational culture"

Vision



Networking



Vision



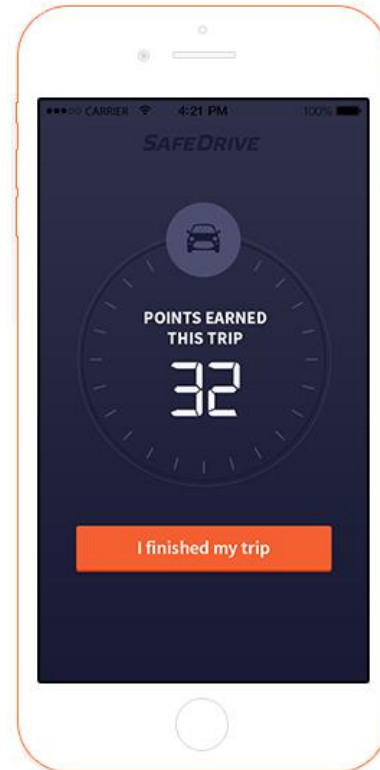
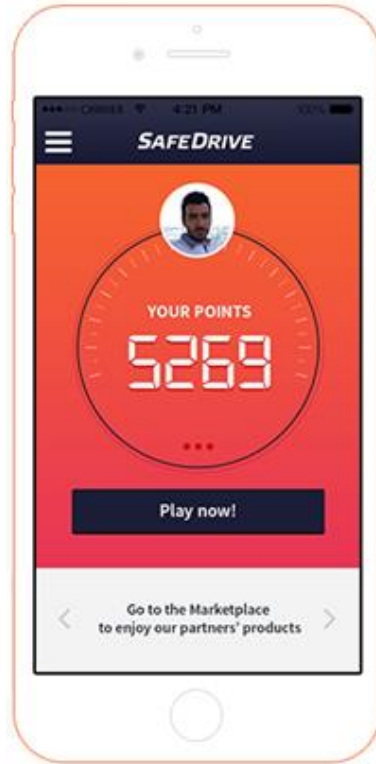
Training



Vision



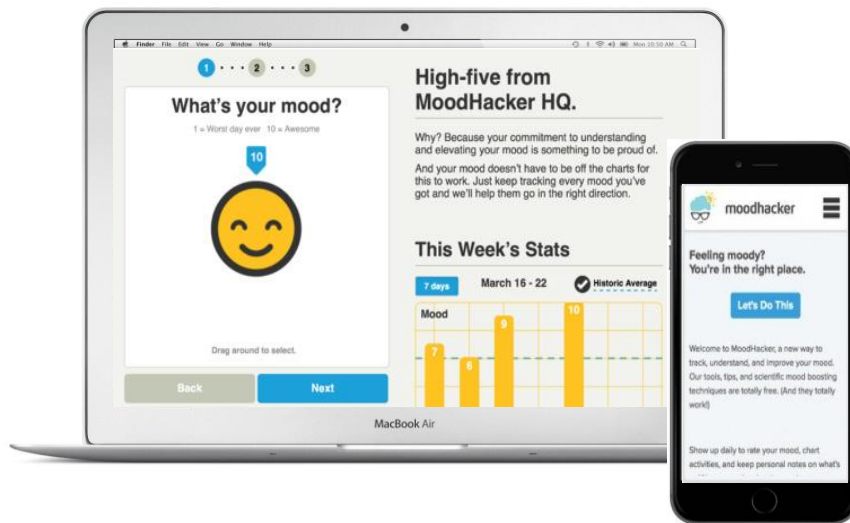
Responsibility



Vision



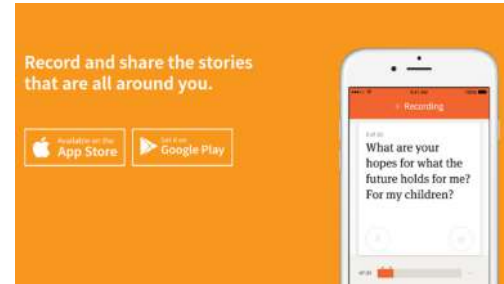
Wellness



Vision



Culture



Roadmap

1. Do your research
2. Take your time
3. Listen to feedback
4. Start your journey with a first step
5. Evolve your digital workplace with vision