



invuse®

Case Study

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an intranet taxonomy for
the **Houses of Parliament**,
building the bridge between
organisational content
and staff



HOUSES OF PARLIAMENT

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The Houses of Parliament intranet serves both the House of Commons and the House of Lords. Both Houses have a wide range of users, with vastly different roles and responsibilities, who all need access to the content on the intranet, to support and guide them with their work.

The Houses of Parliament were exploring their options for **replacing its intranet and were looking for solutions to simplify migration to a new platform**. In order to improve user experience, the intranet content needed to be reviewed and structured to **allow users to easily search and find what they're looking for effectively**. To do so, Invuse were contracted by the Houses of Parliament to design and develop a Corporate Information Taxonomy.

Invuse's aim was to work with staff across both houses, gathering the **critical research** that led to the introduction of an intelligent, comprehensive taxonomy.

Challenges

- The wide range of users accessing the Houses of Parliament intranet **made it difficult to locate and access relevant content**, through both navigation and search. Users reported taking **up to 30 seconds to navigate to an item** and that the intranet search engine often **failed to present relevant content** on the first page of search results.
- The taxonomy had to be relevant to users in both House of Commons and the House of Lords who used the intranet in completely different ways. Each House has **its own set of acronyms**, and users had to attempt to find relevant resources in a **shared intranet architecture, search and homepage**.
- It was vital to **ensure that stakeholders, and those responsible for each data set on the intranet, were identified and engaged** with the implementation of the taxonomy.
- To create relationships between content, terms and users, **content owners had to be made aware of, and guided through, their responsibilities** to tag content with the new taxonomy.



- The **Houses of Parliament** intranet serves both the **House of Commons** and the **House of Lords**
- The Houses of Parliament intranet has approximately **100,000 users**
- **10,000+ employees**



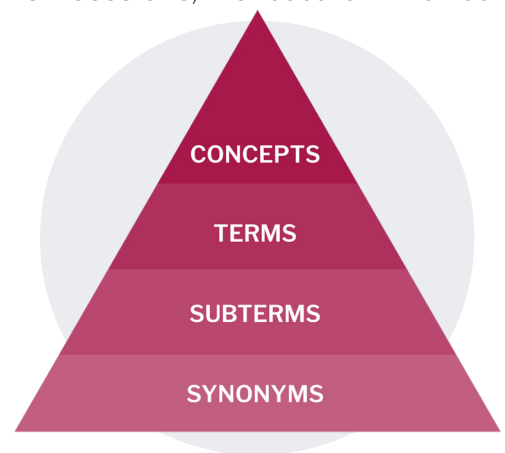
Goals

- To ensure the **project delivered the requirements of the Parliamentary community**, including members, members' staff, colleagues in both Houses and other key external partners.
- To design and develop a Corporate Information Taxonomy to **reduce the time taken for all Houses of Parliament staff** to find information and guidance required.
- To create an **effective, timely and efficient taxonomy** to allow **migration to a new intranet to be straightforward** and **user experience of any new intranet improved**.
- To **include user behaviours**, such as the most frequently searched terms, in the taxonomy, in order to **incorporate the practices of both admins and end users**.
- To **supply in-depth guidance** to ensure content owners were fully aware of **how to use the relevant tags** for their content to associate it with the terms the end users were searching for.

Solutions

To create a successful taxonomy, Invuse undertook extensive research. Working with **41 stakeholders from the Houses of Parliament across 22 interview sessions**, the research involved:

- **Different user types** such as end users, customers, communications specialists and department leads
- Mapping out the business areas and the related content residing on the intranet to **understand user motivations and challenges**
- **Connecting admin terminology to end user terminology** and ensuring the taxonomy created was unified with both vocabularies.
- Providing stakeholders across the houses with an introduction to taxonomies and **helping them understand how the output of the project would be implemented**.



A corporate information taxonomy was created, consisting of concepts, terms, subterms and synonyms that the House of Parliament will now use to design and structure the content and Information Architecture (IA) of their new intranet.

In creating the new taxonomy, both a broad and shallow approach were taken, so that all essential content was covered but the key terms, sub-terms and synonyms allowed for it not to be so extensive to cover every possible term.

Once the taxonomy was in place, Invuse then provided guidance to the Houses of Parliament on the tagging process to encourage all content creators to engage with and use the new taxonomy.

Results

Invuse provided the Houses of Parliament with a detailed **multi-level corporate information taxonomy** structure that can now be used as part of their new intranet implementation, simplifying any future content migration. The taxonomy included the concepts, terms, subterms and synonyms for each dataset across both houses, as shaped by the stakeholders and user journeys identified during the project. **26 concepts** (categories) were created, in excess of **750 terms and subterms and countless synonyms**.

In addition to the taxonomy, the House of Parliament project team was provided with a **summary report** detailing the **research and feedback with stakeholders**.

A governance and maintenance plan was also created, that could be shared with existing and new content owners, in order to keep the taxonomy up to date and relevant.

Why Invuse?



“It was a pleasure to work with the Houses of Parliament to help them prepare for the move to their new intranet. End users are at the heart of everything we do at Invuse and supporting the business in improving their user search was critical to its success.”

Keri Harrowven

Digital Workplace Consultant
Invuse

We have extensive experience supporting organisations across the UK Public Sector, including creating an advanced Information Architecture for communications platforms that serve over 100,000+ users.

We are committed to working with organisations to continually design and develop digital platforms, using in-depth research and data, to overcome the challenges end-users face and improve user experience for all.

Please get in touch to learn more:



invuse.com



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