

MySource Matrix 

*Casestudy*

Dunedin City Council

# MySource Matrix Case Study - Dunedin City Council

<http://www.dunedin.govt.nz/>

## The Challenge

In early 2008, the Dunedin City Council website was in desperate need of an overhaul. The look and feel, information architecture, content and content management system all needed to be redone. These tasks fell into four streams of work:

- content
- design look and feel
- implementation of CMS
- integration of key data sources.

After working out the detailed business requirements for the website, MySource Matrix was chosen as the tool to deliver the new site. The ambitious time frame allowed 6 months from the selection of MySource Matrix to the site go-live. This was achieved.

## The Idea

There was a desire for a CMS that would enable the web team to quickly develop and deploy web-based solutions for the business. MySource Matrix delivered and the Council web team have added a range of additional features and functionality to the site post-go live including:

- secure staff areas
- multiple on-line forms
- an integrated HR solution that allows on-line applications to be fully managed by HR advisors through a Matrix management interface
- a comments/blog for Dunedin's Community Plan
- graphs created on the fly, showing city indicators aligned to the Community Plan and populated to the appropriate business areas of the site.

## Matrix Delivers

Dunedin City Council has been able to distribute the authoring of its web content directly out to the people in the organization who need to update it. Many of the business units have been given access to update their sections of the website through customized MySource Matrix management interfaces. These tools are as easy to use as a simple word processing application while still maintaining a degree of control necessary when managing large web or intranet sites.

The communication, events, planners and HR staff are able to edit their sections of the site, speeding up the process of getting information out to the community. Accuracy and compliance with corporate standards are assured through the MySource Matrix workflow engine: content is authored by the business/content experts and then checked by the web team prior to publication.

As MySource Matrix does not have 'per site' or 'per user' license fees and one instance provides a platform for future development, it remains an economic choice as the site grows.

### Matrix's Simple Edit Interface

The MySource Matrix Simple Edit Interface allows non-technical users to maintain the content on the site.

Used in a distributed authoring environment, the web team controls their MySource Matrix system using the Administration interface while the other content authors and editors work with a Simple Edit interface.

#### A Simple Edit Interface:

- allows a user to do basic tasks, such as editing a page, creating new pages and scheduling a web-page to go live.
- is completely customisable and can be configured to the publishing needs of a role, department or user.

After the site became live the web team at Dunedin City Council have been able to create these interfaces themselves as they need them. Dunedin City Council's web team quickly developed the skills in-house to do the majority of their implementation and have continued to add functionality to their site with this component of Matrix.

## Recent Developments

### Emergency Event Pages

In the event of a Civil Defence emergency, the Dunedin City Council website will become a primary source of information for many Dunedin residents. The Dunedin City Council's "emergency event" interface uses the MySource Matrix management interface with customized simple edit features.

This enables the Council's homepage to be changed so that it becomes the Emergency event homepage. Emergency event staff with appropriate access can use the MySource Matrix management interface to do this. They can turn on the 'Emergency Event' interface by clicking a link once they are logged in to the Dunedin City Council website. The use of a simple management interface means that there are many DCC staff who will be able to help manage the emergency web content during an emergency. Any staff member who has experience of adding web content will be able to help if required. This provides a great amount of flexibility and back-up in times of a major emergency.

Through the MySource Matrix management interface, administrators can start releasing news items that deal with the specific emergency to the website as both html and rss feeds that can easily be linked or re-published on other sites (local radio and newspaper sites for example) to help disseminate news.



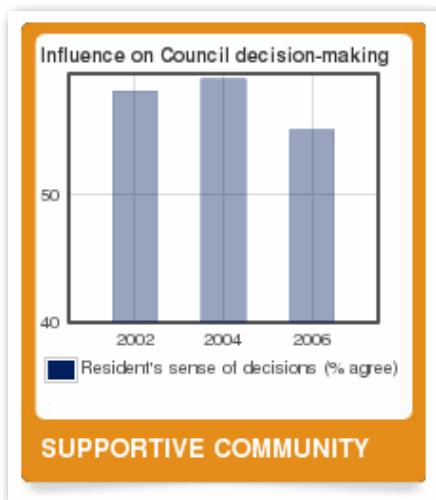
Dunedin City Council homepage displaying emergency event content.

### City Indicators

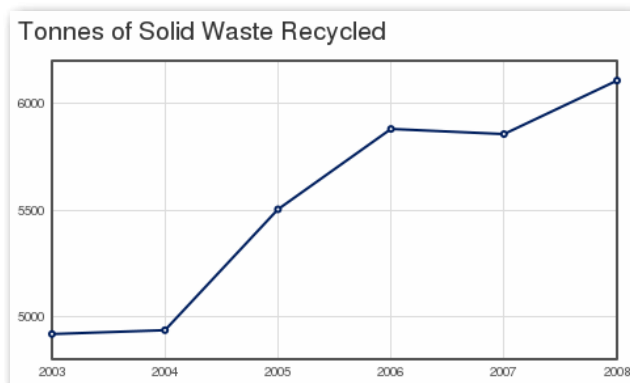
City Indicators outline some of the key outcomes and priorities identified in the Dunedin City Council’s Community Plan. These indicators are derived from a variety of sources, including Residents Opinion Surveys, Statistics New Zealand, Ministry of Health, and Business and Economic Research Ltd.

Dunedin City Council’s web team developed a solution using MySource Matrix and Java to take the raw data from spreadsheets, convert the data to html and present it graphically on their site. These graphs appear in full and also as a “widget” with the graphs generated on the fly using Flot.

The “widgets” are styled in the theme of the community outcomes and are linked to relevant areas of the site. The widgets also appear randomly on the homepage and the data is easily updated as new information is available.



City Indicator widget as it appears on DCC homepage.



City Indicator graph generated on the fly.

See the following page for a Screen Shot of Dunedin City Council’s homepage. <http://www.dunedin.govt.nz/>

