

Creating a custom portal for IT professionals

Lana Yu

Information Architecture and Visual Design

www.lanayu.com

Challenge

How can Gartner, the leading IT research and consulting firm, help an IT professional do their job better? Through an easy-to-use custom website built around a professional's functional responsibilities, a role-based website becomes an integral part of person's daily activities.

As art director at Gartner I was responsible for leading the information architecture and visual design of the project. On a highly compressed schedule we delivered a suite of eight role-based sites in seven weeks which would be the company's best selling product in its 25 year history.

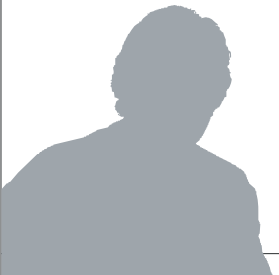
This sample below shows a low-fidelity wireframe. It illustrates the idea of approaching visitors by their job role.

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Exploratory

Once the strategy is approved, the team embarks on defining the content for the sites. Three designers/Information architects and I sketched out possible schemas as shown in the next six panels. I sketched the low-fidelity wireframe on the previous page as well as concepts A, B and C.

High-fidelity
Wireframe A

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7. Management Update: Information Security Risk Best Practices

8. Client Issues for Security Policies and Architecture

9. Client Issues for Security Policies and Architecture

10. Management Update: Information Security Risk Best Practices

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All options are considered, tweaked and retweaked, leading up to a final information design. Once all the functional and content pieces are established the visual design stage begins.

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3. IT Security Risk Management Solutions for Vulnerability Management

4 March 2005
Pages: 4
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Mark Nicolett

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4. Management Update: Information Security Risk Best Practices

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Roberta J. Witly

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Final Visual Design

A similar exploratory process occurs with the visual design. The challenge is to reflect the brand in a functionality-driven website with minimal graphics. Below is the IT Leaders website that launched to great success, generating \$119 million in revenue within the first nine months of its launch.

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Business Process Improvement Must Reads

Week of 31 December 2006



We anticipate that 2007 is going to be a major milestone year in the IT industry in which trends and technologies that we have tracked for the last 2-3 years will mature, making the new patterns more obvious. For example, we anticipate that SOA and BPM will become more closely aligned and that existing composition technologies will further converge into single, integrated toolsets to support a BPP model. So this week I'm highlighting some new research that will give you a glimpse into our 2007 research priorities. Happy New Year!

Janelle B. Hill, Research VP

1

Understand key issues for the business process platform - a model that helps users take advantage of technology advancements, such as service-oriented architecture and Web 2.0, which promote process flexibility and business model agility.

Focus on the BPP: Key Issues for Using IT to Support Process Innovation
Yvonne Genovese

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IT Leaders 2.0

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Research of the Month for March and April 2008
OK, everyone, here are the candidates for April: "IT Modernization and Server Platform Selection"
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TOP 5 IT Infrastructure & Operations Must Reads
Week of 18 May 2008
This week's Must Reads are all associated with the Strategize and Plan/Build phases of the I&O Activity Cycle. For example, I've included one Toolkit on delivering program plans, and another on "what's hot and what's not" in alternative delivery and acquisition models. But some of this week's selections also focus on topics that are getting quite a bit of buzz right now, in light of last week's spate of acquisition announcements. For example, "The Data Center as a Living Organism: Defining the Concept" and "The Why's and How's of Moving to the Cloud: Server Environment All Stars to Find a New Path for ERP and Other

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Management Update: Top 10 Technology Trends in the Energy and Utility Industry, 2008

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How to Meet the Twin Challenges of IT Project and Portfolio Management
Saved: 11 September 2007
Published: 23 August 2005
Matt Light
In this Spotlight, we look at ways to gain a holistic view of your IT investment and how to adopt effective product life cycle practices from other disciplines without sacrificing effective execution or losing agility.
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IT Leaders 3.0

This third version moves toward a component structure that allows for greater customization. My process whether I am working independently or with a team is a highly iterative one. It is my experience that working through multiple solutions and allowing them to evolve is a powerful process for highly effective design.

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MarketScope for Remote Monitor Services (Global)
MarketScope for Remote Support Services (Global)
Magic Quadrant for Global Enterprise Desktop PCs
Magic Quadrant for Global Enterprise Notebook PCs
Magic Quadrant for Managed Print Services

HYPER CYCLES
Hype Cycle for Business Intelligence and Performance Management, 2008
Hype Cycle for Consulting and System Integration, 2008
Hype Cycle for Network Service Provider Infrastructure, 2008
Hype Cycle for Printing Markets and Management, 2008
Hype Cycle for Identity and Access Management Technologies, 2008

VENDOR ANALYSIS
SWOT: HP, Servers, Worldwide, 2008
SWOT: NetApp, Worldwide, 2008
Dataquest SWOT: HP Servers, Worldwide, 2007

VENDOR SELECTION TOOLS
Toolkit: Request for Proposal for ESB Suite Software
Toolkit: RFP Template for Data Integration Tools
Toolkit: RFP Template for an ERP Infrastructure Solution
Toolkit: Request for Proposal for B2B Gateway Software
Toolkit: RFP Template for EA Tools

MARKET SHARE SNAPSHOTS
Market Share Snapshot: Storage, 1H08
Market Share Snapshot: Personal Computers, Worldwide, 1H08
Market Share Snapshot: Servers, 1H08

SEARCH ANALYTICS
Search Analytics (BETA): IT End-User Topic and Vendor Mind Share Wizard, 2Q08

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