Answers to questions posed regarding portal:

Questions 1 and 2:

*How will the portal be incorporated into the everyday life of constituents in terms of their interactions with and roles within the University? How might usage differ by constituency?*

Answers to 1 and 2:

How the portal will be incorporated into everyday life of constituents depends on what role a person has with The University and even more granular than role. Within the student role, for example, they might be an entering freshman, prospective student, continuing enrolled student, graduating senior or graduate student (there are obviously more distinctions but these noted above (and possibly more) will be supported in August).

For students, I foresee every administrative business service will be accessible via the portal (either in August or beyond). In addition they will have access to library services, class web sites, personal calendaring, chat, events calendar, mobile bookmarks, and other services. In August, usage patterns are expected to vary based on a number of criteria including, but not limited to, (1) are they a part of the pilot group and have access to pilot services, (2) comfort with using the internet for business transactions, (3) their comfort with general computer usage, (4) the degree to which features such as events calendaring, personal calendaring, mobile bookmarks, personalization and other non-business related services appeal to them and the value they place on those services, and (5) the degree to which they like the user interface, navigation, and search capabilities and find them helpful to performing whatever task they need to perform — i.e. find an event, register, recheck a book, add/access a link to/from the mobile bookmarks. I expect general usage by the entire population (60-70% who access web now for student services) to be weekly or bi-weekly upon portal introduction in August and the ensuing months. I expect this to steadily increase over the Fall semester as more are driven to the portal by awareness and by being placed in the portal automatically by accessing services that are in the portal. I expect usage by freshman to be the highest and as they move through their years at UT, usage will naturally increase.

For faculty, I think access and usage will be limited due to few services being applicable to them. If the faculty members are not part of the pilot group, they will only benefit from a service such as the unified biographical page and what I owe. When they access these services, they will be driven into the portal (the nav bar will be present on the service) and we may pick up a few faculty users this way). Until more faculty-specific services are made available, I continue to expect low incorporation of the portal into their everyday life. What types of services could drive them there? Research materials, OSP information, parking and transportation issues and permit applications, purchasing-made-easy

For staff, much like faculty, there will be limited incorporation of the portal in their everyday lives in August due to the lack of direct services for staff. Some large
administrative departments — specifically OHR, Accounting and Purchasing — are aggressively moving forward on plans to portalize their services. I expect there will be introductions of many services soon after August, into the Fall and Spring. Usage in the Fall and Spring will continue to rise as awareness on campus is increased and people are exposed to the portal as they access services that are now available in the portal. I expect daily usage by 30-35% of the staff by next summer and bi-weekly to monthly for 20-25% more. This access will be primarily from professional staff and components. This usage is obviously tied to the number of services available to staff increasing.

For others, their usage will have to be defined as target constituent groups are brought online through services being offered.

3. **How will the portal change the attitudes of the various UT constituencies?**

For students, attitude changes I would expect include lessening of frustrations with disparate web services, expectations increased for more and more personalization/customization, happier with consistent services being offered through portal.

For faculty, the attitudes changes will be different depending on how they accept the portal and what services they see as valuable. Some will like the opportunities to collaborate via the portal. They make like that students have easier access to class resources. I expect others would feel threatened by it and unsure what benefits is has for them and the students.

For staff, I think mostly a positive attitude change will be seen. Many will be happy for new and better services. Some staff will feel threatened but I think this will be the result of business process changes affecting their jobs as opposed to the portal directly.

4. **How tightly is the success of the e-University initiative tied to specific portal usage patterns in each of the constituencies?**

I see the portal as a single instantiation of the e-University (e-U) initiative. Usage patterns (high use, using personalization features) could help us demonstrate a success of the e-U initiative but should not determine the success of the entire initiative. I also do not believe every facet of e-U — the pentagon elements — must be solely served up via the portal. It would be short-sighted to believe that would be the case. The portal is simply the vehicle we use today to serve up services to some constituent groups but there will be other methods that e-U should take advantage of. Linking one projects success too tightly with the entire initiative is too narrow for e-U. e-U already includes decision support, b2b, credentialing, digital certification (PKI eventually) that can be successful independent of the portal although they can and should be integrated when possible. The portal will be the first most visible product out of the e-U initiative and people will look at its success and may believe it IS e-U. It will be a matter of good communication strategies and a good communication plan to clearly define what e-U is and what the
portal is and that one IS NOT equal to the other. e-U is much broader and more encompassing.

5. *How do we expect that students (insert other constituencies as well here) will use the portal?*

All constituents will (1) receive notifications, (2) obtain information on events, (3) personalize navigation and their home page to accommodate their navigation needs and (4) have easy access, mobile bookmarks stored and retrieved, and (5) calendaring.

Students will perform much of their business with UT (IDA, registration, grades, changing addresses, financial aid, housing and much more), they will have access to class web sites and materials in addition to those things listed above.

Staff will have access to purchasing, accounting, time sheets and other administrative task functions and business operations and information.

Faculty will be able to use collaboration tools such as chat and discussion threads and will be able to see what students are talking about. Usage will vary widely.

6. *Can we describe the behavior and attitudes of these students in terms of pre and post-portal use?*

Pre-portal use —
- disparate information sources — they know of a few information sources about campus events and rely on them and word of mouth for information about events
- rely on phone calls, web surfing, paper announcements and catalogs to conduct business and know where to go
- different calendar systems, haphazard collaboration with friends (electronically), use of different chat tools and email
- rely on specific browser bookmarks to tie services together

Post-portal use —
- information is primarily found in one place and customized and/or personalized to them
- mobility with navigation around UT and supported through bookmarking feature
- consistent look and feel to all services thus making them easier to use
- increase electronic communication with UT because it is easier to access
- See UT as more accessible (for those comfortable with computers or as they become more comfortable)

7. *Is the portal intended to be a compelling web destination or a task to be performed?*
It is intended to be compelling, not just completing tasks. It will pull together tasks with organization tools (calendar, navigation personalizable, reminders), collaboration (chat and discussion threads), information resource (class web sites and library services), encourage and support mobility (bookmarks), entertainment (web cams, events) and more.

8. How will either behavior be encouraged through the particular design and capabilities of the portal?

See #7. Post-August, entertainment options will increase as will information pages available via the portal. The number of channels will increase. There will be additional services and increased value provided through the services as they are improved and business processes are re-engineered.

9. Will achieving this outcome involve factors that are beyond the actual portal, such as policies, marketing, training (all very different depending on which hypothesis is proposed)?

There will be policies required to structure information in the portal but that will be primarily for departments and colleges on notifications and issues such as that. John Wheat is looking at policy issues. Training will be needed primarily for faculty on courseware and staff on courseware and for whoever uses the calendar. Marketing will definitely be a big need. We need to raise awareness and encourage early adoption. Marketing will help expose all the features of the portal. Marketing will be needed not just for students but for services — notifications, events — where we need staff participation to help success.

10. How would students (and all constituencies) be expected to describe the portal’s value to them?

Students and others should describe the value of the portal in terms of time savings, reduced frustration, easier access to services, value in more information, feeling more connected to UT (because of single branding of many services), easier access to information

11. Will all constituencies have similar portal habits?

See answers given in questions 1 and 2

12. If we expect them to differ, how and why will that occur?

The differences will have to do with different needs and interests. Some people will more readily take advantage of personalizable features, for example. This will provide a richer experience for those that do and making the portal more attractive for that portion of the population. Also, habits will differ greatly until services offered to all are integrated into the portal.
13. How will the overall portal design incorporate those differences?

The overall portal design takes into account differences. Users won't have to personalize, they can choose which services are quick links to give them easy access (and can differ for each and every user), they can pick some things they see on the home page and can choose which categories of events they want to see. Every constituent can have their own portal even if few services are offered for them specifically.

14. Will the portal affect all aspects of constituent lives or just the UT portion? How?

The portal in August and for the ensuing months will focus on UT life and mobility of those services. We are not seeking to incorporate Texas, Austin, National life, news, tickers etc. This is largely the result of early focus group comments that there are so many services that already offer that service to students, they would like to see UT do the things that we do best and focus on UT content first. I think that introduction at a later time of channels that allow content not specific to UT is certainly possible if it is found to be desirable by students, faculty, staff and other constituent groups. I think more focus group testing will be able to test for this.

15. The portal focuses on UT content, but there is also Austin content, Texas content. What is the integration process for other web-based resources that could be of strong interest to the various constituencies?

The integration process for August is uncertain at this time. We are investigating using XML to accommodate channel-based service delivery. This could aid in providing non-UT based services in the portal. It is unclear whether we will be able to provide this for August. It is not the highest priority given the assumptions we are following detailed in answer #14. Again, it is definitely something that can be added to the portal feature set if we have contracts in place to allow for integration of some services that require contracts and/or we find some information that could be displayed freely within the portal without contracts.

16. If the portal is an infrastructure for content, how will all content providers be encouraged, motivated to produce content?

I see this as part of the marketing/communication plan to extol the benefits of being in the portal. They will also be informed/encouraged by their IT leaders (who are now pushing the introduction of content and services into the portal in many cases).

17. Who is responsible for designing the program/resources/incentives to achieve this?

If we are talking about achieving this for the portal, I see this as a task for the marketing/PR group and should be a specific item in the marketing plan. Resources beyond that can be found in ACS and throughout the campus developer community as we need them. Resources for this should be handled no differently than any other piece of
the portal project. We should involve all that we can in this process. Individual business areas will be responsible for handling programs/education/marketing and communication for their specific areas.

18. Are constituents expected to be responsible for adding their own content?

Constituents are not responsible for adding content that is not highly specific to them such as personal calendar events, stickie information, bookmarks they want etc.. Content providers would be departments and colleges on campus.

19. If so, what kinds of content can individuals contribute under what circumstances?

See #18 for answer to this question as well.

20. By what date would we conclude that the student part of the portal is fully-featured in terms of having rich content as well as the web services planned for August and ready for user observation?

June 15, 2000 will be the date in which we will have a working prototype. We will begin usability testing (via a hired consultant) the week after and will continue our testing and refining based on focus groups and the results of the consultants usability testing.

21. What do we believe will be the pattern of adoption among students? How sharp is that curve?

See answers to questions 1 and 2 for answer to this question. The curve will be sharp as the Fall wears on and increase again when all class web sites and calendaring are introduced. This last sentence depends somewhat on marketing and communication so that there is general and increased awareness.

22. What is the relationship between the August release date of the portal and the other portal-related projects that will also be beginning, i.e. e-outreach, e-academics, e-business?

The task force has not talked very much at ALL about anything but e-Services and the portal project so I cannot answer this question. I have few details as to what other task force members of thinking of in other areas. More information is required to answer this question.

23. How will these projects/efforts connect to each other in a behavioral sense?

Same answer as #22.

24. Will constituents consume more portal time as all of these projects begin to add resources, content, new infrastructure?
I think without doubt constituents (whether they are DIFFERENT constituent groups or ones we will serve in August) will consume more portal time as more services and content are added.

25. How does the portal avoid becoming as confusing as the web for users who have many, many roles?

The portal avoids this by being entirely personalizable for the user. Although every user will receive a customized default portal home page and navigation bar when they first enter. They can change the entire navigation bar (to add and remove tabs they want — tabs would be such things as ACADEMICS, FINANCES, HUMAN RESOURCES, RECREATION etc.) and can create the navigation system to fit any combination of roles they have. They can also place any links that they desire on their home page (only limited by space) so that they can add links from any role they have. Roles are only used for defaults; from there, everything is personalizable.