

CFTC.gov

Aquilent is helping the Commodity Futures Trading Commission (CFTC) enhance and maintain its web presence with a fresh new design, and improved content management, usability improvements, and social media connections, resulting in a more satisfying user experience.

the objective_

The Commodity Futures Trading Commission (CFTC) needed to enhance its web presence, improve usability of the website, provide a more consistent and more satisfying customer experience, and refresh its look and feel to reflect the high-tech nature of the commission. To achieve those goals, the CFTC.gov Web Presence Initiative was launched to improve the state of content management throughout the enterprise and to regularly update/maintain it as the organization has evolved.

the solution_

CFTC turned to Aquilent to conduct a comprehensive user experience refresh and redesign of their external website and to direct the effort to improve content management. The Aquilent team used its exclusive Content Strategy Framework to develop an overarching content management strategy at CFTC, and guided the selection, purchase, and implementation of Oracle (Stellent) Universal Content

Management, a COTS content management system (CMS).

We executed Aquilent's Content Strategy Framework processes, conducted a full-scale content inventory and an "as-is/to-be" analysis of their content management processes, redesigned the website, implemented the Stellent content management product, and integrated it with the CFTC's applications and processes. After migrating content to Stellent CMS, Aquilent rolled out the system and performed organizational change management, as well as implementing ongoing content management process updates to ensure the system continues to grow as the CFTC grows and changes. The more robust visual design provided appropriate space for CFTC branding and content highlights, with a focus on new information architecture to allow users to find information quickly and easily. To extend the value of CFTC content, Aquilent also developed a content reuse strategy. Aquilent is currently engaged in managing and maintaining the CFTC's system and site.

CASE STUDY

CFTC.gov_



the payoff_

Aquilent successfully met all cost and schedule targets while producing a high-quality website and implementing a visual refresh on top of a robust content management system that met or exceeded all of the CFTC's requirements. The redesigned user-centric website features a new information architecture that allows users to navigate and find information quickly and easily. Aquilent helped CFTC streamline its content production processes, eliminate webmaster bottlenecks, improve content reuse, and enable subject-matter experts to manage their own content for greater efficiency. The new solution provides improvements to overall content lifecycle, including enhancements to content creation as well as publishing and archiving strategies.

Through the new design, improved information architecture, enhanced usability, and integrated social media along with continuous monitoring and improvement, CFTC is able to better serve its constituencies, allowing the public to find relevant information more easily and quickly.



HIGHLIGHTS

- > Aquilent's exclusive Content Strategy Framework was used to develop overall content management strategy.
- > Implemented COTS CMS and integrated it with the CFTC's applications and processes.
- > Redesigned website using new information architecture and new branding.
- > Established new workflow and content management processes with ongoing monitoring and improvement.
- > Enabled more efficient content creation, management and lifecycles.
- > Performed organizational change management.
- > Eliminated web master bottlenecks.

