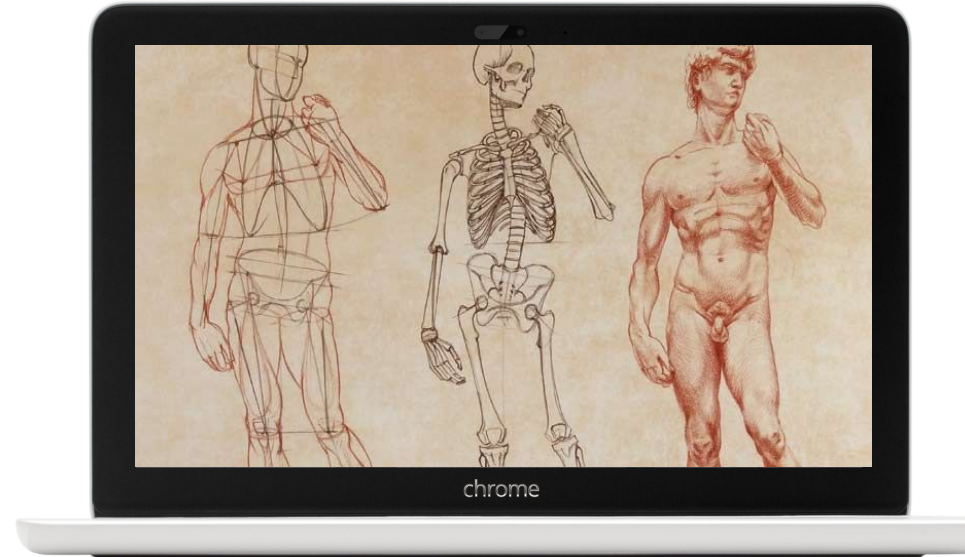




Anatomy of a Digital Experience Team

Francesco Martino

HE Connect Liverpool 23





The European University Institute

7 Departments

3.000 Community

80+ Countries



 Ph.D. Programmes

 Exec Ed

 Masters

 Fellowships

 Events

The EUI ~~Web Unit~~ Digital Team

Institutional website

Intranet portal

LMS

Blogs

Research Database

[...]



CRIS

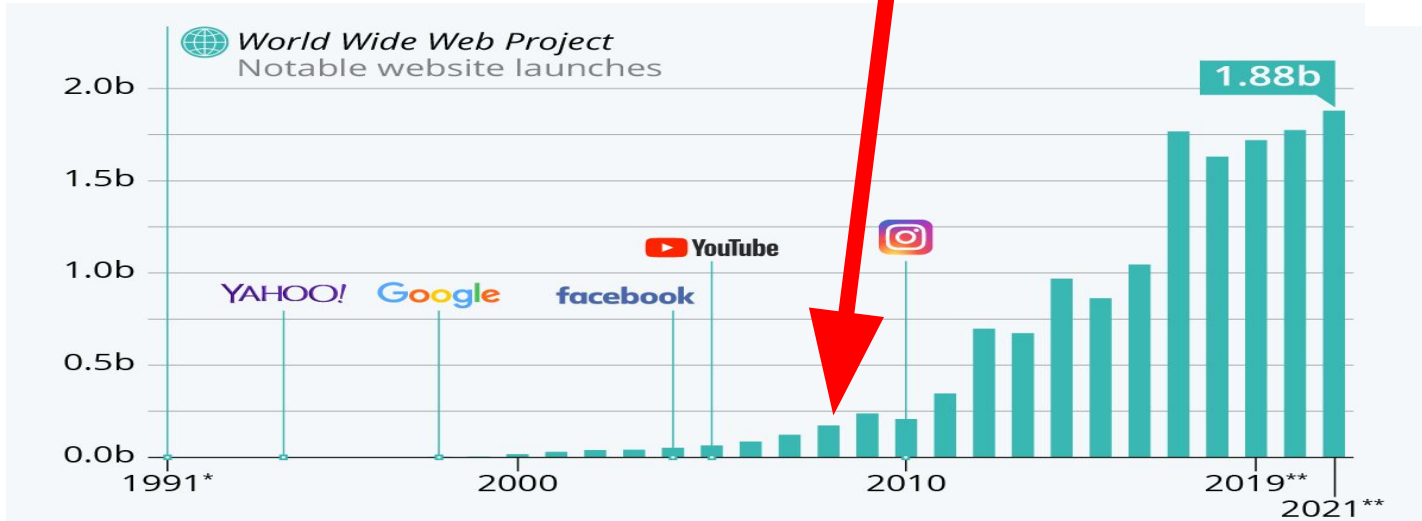
Alumni Portal

Multimedia bank

CRM (?)

Filesharing (?)

[...]



* As of August 1, 1991.

** Latest available data for 2019: October 28, for 2020: June 2, for 2021: August 6.

Source: Internet Live Stats





Our mission (from creating to optimising)

Pageviews

Websites - Pages

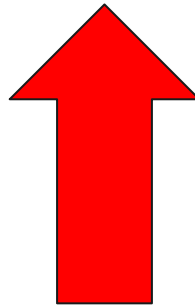
Trainings

Editors

Templates!

[...]

2008



.....

2016



.....

2023

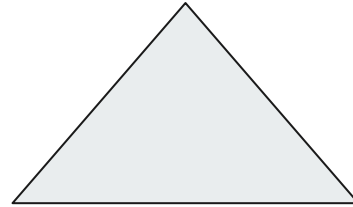
Digital Services

With

Specific KPIs



Library
Communications
ICT



A new kind of team inside a classic academic organisation.

Why Digital? **Why us?**



Anatomy of a Digital Experience Team

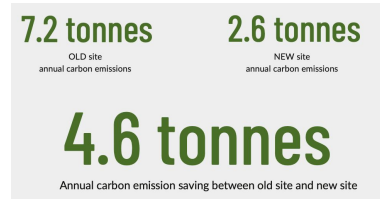


Profiles:

Computer engineers, Multimedia engineer, Web Designer, Web Content Editors, Web Support and training specialists

Pillars:

Security, accessibility, speed, clarity, top-tasks.



Team position and profile in Academia

Team Type	Focus Area	User Base	Practical Application
Digital Team	Highly interactive digital tools, mostly web-based	Broad (Customers, Employees)	Manages interactive features in a customer engagement platform
Comms (Communications) Team	Content management across various platforms	Broad (Customers, Employees)	Populates platforms with content
Corporate Applications Team	Back-end applications for internal operations	Limited (Administrative Staff)	Ensures integration of new platforms with existing internal systems



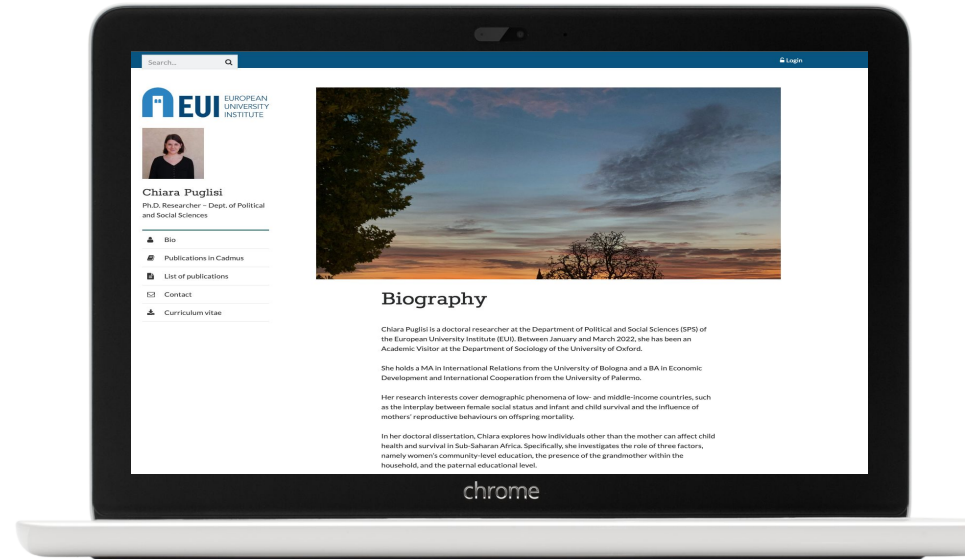
Live Examples

[Research DB](#)

[People pages](#)

[e-Learning Platform](#)

[CRIS \(academic profiles\)](#)





What do we do it's

Not just
public
services

The screenshot shows the EUI website interface for managing research themes. At the top, there is a navigation bar with links for About, Academic Units, Library, Historical Archives, Services, Partners, and Jobs. Below this is a secondary navigation bar with buttons for Apply, Events, News, People, and Research, along with a search icon. The main header area is dark blue with the text 'Manage your research themes'. Below the header, there is a breadcrumb trail: Home > tools > Manage your research themes. A profile picture of a man is shown next to a personalized message: 'Dear Francesco, On this page, you have the ability to choose themes and areas that are pertinent to your interest. These selections will be displayed on your EUI profile. Before making a choice, kindly ensure that your desired topic is not already listed by utilizing the search feature.' The main content area is divided into two columns. The left column is titled 'Your current Research Themes' and shows two active themes: 'Energy and climate' and 'Migration and citizenship', each with a close button. Below this is a 'Submit request' button and a text box with instructions: 'Please include all desired themes, and then click the submit button. After submitting, allow up to 5 minutes before attempting to edit or submit a new request.' and 'For further assistance or information, reach out to the JCT Webunit.' The right column is titled 'Available research themes/areas' and features a search bar. Below the search bar, it indicates '810 results found in 1ms' and '12 hits per page'. A list of available themes is shown, each with a count and a button to add or remove it: Ukraine (50), Energy and climate (48), Migration and citizenship (48), Global governance (45), Covid-19 (39), and Climate change governance (39).

European University Institute

Apply Events News People Research

Home > tools > Manage your research themes

Manage your research themes

Dear Francesco,

On this page, you have the ability to choose themes and areas that are pertinent to your interest. These selections will be displayed on [your EUI profile](#).

Before making a choice, kindly ensure that your desired topic is not already listed by utilizing the search feature.

Your current Research Themes

Energy and climate × Migration and citizenship ×

Submit request

Please include all desired themes, and then click the submit button. After submitting, allow up to 5 minutes before attempting to edit or submit a new request.

For further assistance or information, reach out to the [JCT Webunit](#).

Available research themes/areas

Search

810 results found in 1ms 12 hits per page

Ukraine 50

Energy and climate 48

Migration and citizenship 48

Global governance 45

Covid-19 39

Climate change governance 39

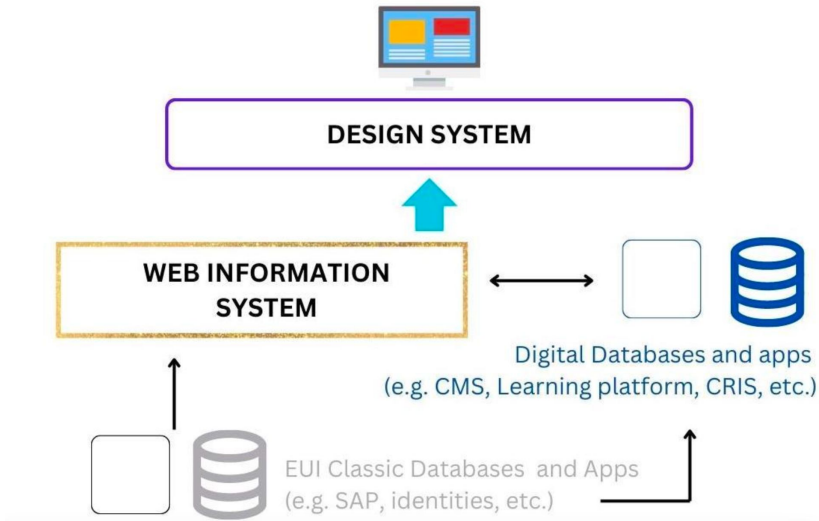
Suggest Research Themes

If you cannot find your research theme or area within the provided list, kindly inform us so we can evaluate your request.

Suggest research themes

Highlights - Technical

Technical architecture





Highlights - strategic





Dos and don'ts

- Centralise technology and distribute expertise
 - Validate technology internationally
 - Aim at full compliance to standards but, **in the meantime, develop middlewares***
 - Adopt a consistent strategy with an horizontal working group
 - Create beautiful search tools
- Develop custom solutions in house
 - Hand over custom developments to 3rd party
 - **Just, do not go for custom solutions**
 - Share integrated data with non regulated API



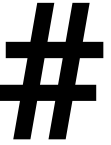
Remarking the obvious

Digital Experience

IS BEYOND

Front-end design. It combines user engagement, functionality, and overall digital strategy.

And yes, it gives you **visibility**.



Contensis
Cloudflare
Algolia
Directus
Siteimprove
GA-4
[...]

Thank you

Francesco Martino

[@MartinoFirenze](https://twitter.com/MartinoFirenze)



<https://www.eui.eu/web>

